

Florida Keys and Key West

From 1 May 2025 - 31 May 2025

TURNER
THE SHIPYARD COLLECTIVE

The
Florida Keys
& Key West
... come as you are®

CISION One



VFK May 2025 Overview

YTD Impressions and Placements

- **May 2025 Monthly Report**
 - **YTD Impressions:** 2,123,893,380
 - **YTD Total Number of Placements:** 221

Press Materials:

- **Distributed Press Releases:**
 - Key West Songwriter's Festival VNR; distributed 5/1
 - Upcoming Fishing Events/Tournaments Round Up Release; distributed 5/7
 - Memorial Day Weekend Release; distributed 5/15
 - Key West International Airport Expansion Release; distributed 5/21
 - June Events in the Florida Keys Round Up Release; distributed 5/28
- **Upcoming Press Releases:**
 - **AOR Release** – Revised version shared on 5/30.
 - **Executive Vice President & Chief Sales Officer Appointment Release** – Draft sent on 5/23.
 - **Wellness In the Florida Keys:** Draft sent on 6/2, tentative distribution 6/6.
 - **Key West Pride Release:** Draft sent on 6/2, tentative distribution 6/10.
 - **July 4 Weekend Event Round Up:** Draft sent on 5/30, tentative distribution 6/12.
- **Key West Citizen Editorial**
 - **Coralpalooza** - Submitted on 5/29

May Media Coverage Highlights:

- **Broadcast Coverage:**
 - **Fox 13 Tampa Bay** - [One-on-one musician with James Slater](#)
- **Online Coverage:**
 - **Keys Weekly** - [KEY WEST SONGWRITERS FESTIVAL FILLS ISLAND WITH MUSIC THROUGH MAY 4](#)
 - **South Florida Sun Sentinel** (+32 syndications) - [Ten great things to do now through summer in the Florida Keys](#)

- **Southern Living** - [8 Seafood Dives In Florida Locals Don't Want You To Know About](#)
 - Syndicated on [Yahoo! Life](#)
- **The Points Guy** - [The best resorts in Florida for a relaxing vacation in the Sunshine State](#)
- **WTVT (Fox) Tampa Bay, Florida** - [Florida Tonight](#)

Media Leads/Upcoming Coverage:

- **Garden & Gun:** Key West's Hurricane Holes - Carrie Honaker
- **Covey Rise:** Fishing Conservation - Daria Smith
- **AFAR:** Epic Trips - Tim Chester
- **Meetings Today:** Incentives in Florida - Jennifer Juergens
- **Condé Nast Traveler:** Best Children's Museums - Ashlea Halpern

Media Visits

- **Completed:**
 - **Visit Florida/Colombia Partnership:** Maritza Mantilla, Content Creator and Contributor, Blu Radio; 5/11 – 5/14.
 - **Visit Florida/Brazil Partnership:** Aline Mello, Content Creator and Journalist, Casa e Jardim; 5/11 – 5/14.
 - **Jennifer Juergens, Meetings Today:** Jennifer visited Key West (May 23-27) and Key Largo (5/27-5/29) last week.
 - **Lyssa Goldberg, U.S. News & World Report:** Lyssa visited Key Largo from 5/31 - 6/1.
- **Upcoming:**
 - **Liz Amore, HappyTravelsToursFL:** Liz is traveling to Key West on 6/26-6/29.
 - **Cynthia Barnes, Food & Wine:** Cynthia is traveling to Key West 6/10-6/16.
 - **Ravi Roth, Ravi Round the World:** Ravi is traveling to Key West 6/24 - 7/1.
 - **Carrie Honaker, Food & Wine, Garden & Gun, Saveur:** Carrie is traveling to the Florida Keys 6/25-6/30.
 - **Tracey Teo, AAA Explorer:** Tracey is traveling to Islamorada and Key Largo 7/20-7/26.

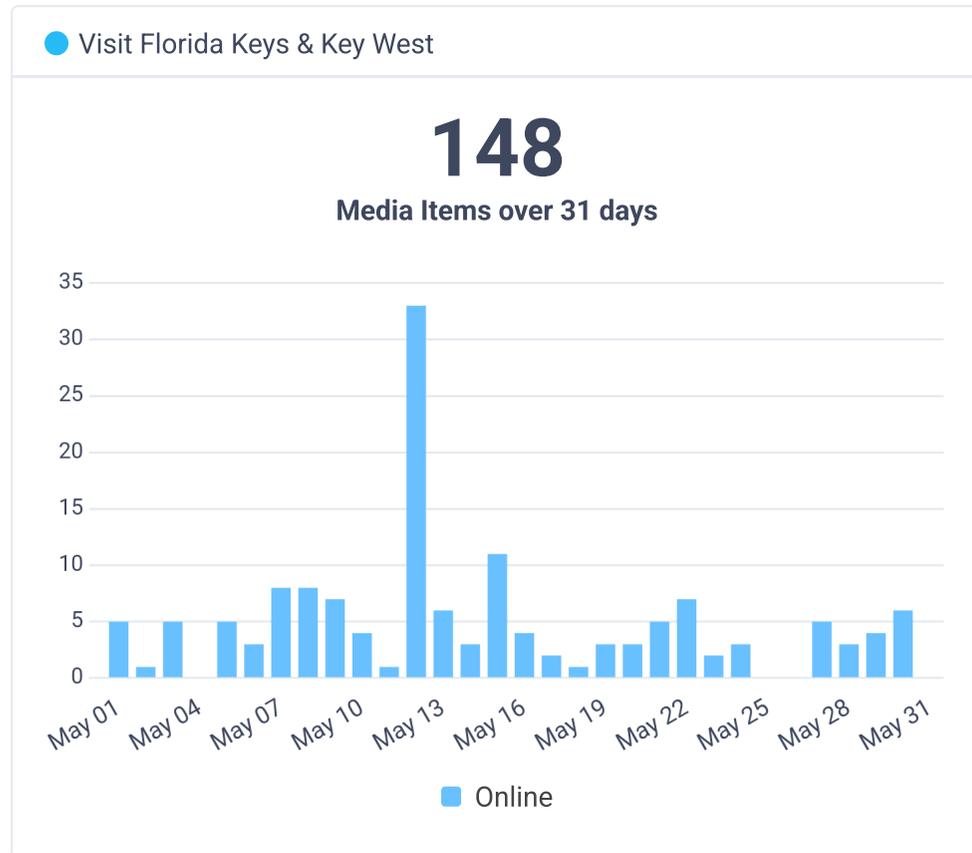
Miscellaneous:

- **PR Partner Calls**
 - **Completed:**
 - **Blue Flamingo;** call took place on 5/20
 - **EOS Hospitality;** call took place on 5/22
 - **Pier House Resort & Spa and La Concha Key West;** call took place on 5/29
 - **Upcoming:**
 - **Pines & Palms Resort;** call taking place on 6/9

Total Mentions Over Time

From 1 May 2025 - 31 May 2025

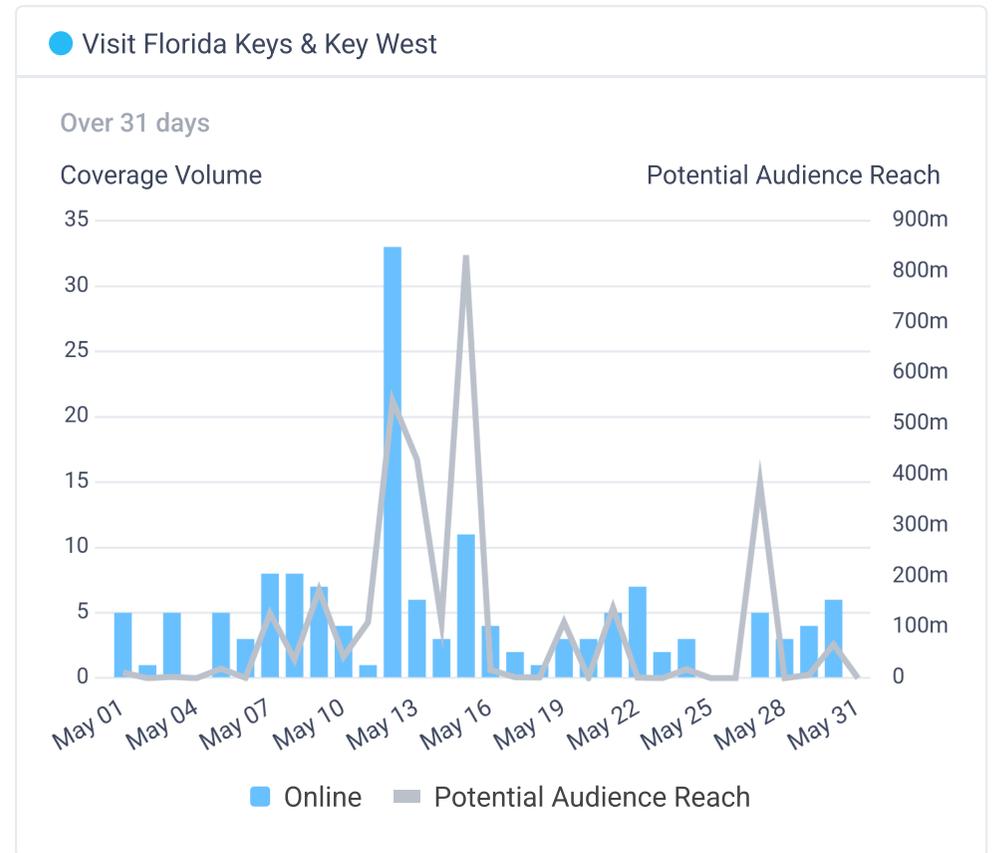
The Florida Keys and Key West saw consistent coverage in May; most stories highlighted local events, summer road trip roundups and hotel reviews. Coverage in early May also focused on brush fires and their effect on traffic. TURNER-secured placements are detailed on the next slide.



Aggregate Readership

From 1 May 2025 - 31 May 2025

The aggregate readership of an article shows the potential number of people that viewed the Florida Keys' online coverage.



TURNER Secured Coverage

Date	Outlet	Article Title	UVM:
5/1/2025	South Florida Sun Sentinel	Ten great things to do now through summer in the Florida Keys	919,279
5/1/2025	Keys Weekly	KEY WEST SONGWRITERS FESTIVAL FILLS ISLAND WITH MUSIC THROUGH MAY 4	73,184
5/2/2025	Fox 13 Tampa Bay	One-on-one musician with James Slater	1,423,721
5/2/2025	WTVT (Fox) Tampa Bay, Florida	Florida Tonight	1,313,892
5/4/2025	Luxe Beat Magazine	Perry Hotel, Key West's Waterfront Home Away From Home	9,643
5/8/2025	The Fishing Wire	Reel In The Action: Upcoming Fishing Tournaments In The Florida Keys & Key Westt	10,160
5/12/2025	The Brunswick News	9 great things to do through the summer months in the Florida Keys	47,426
5/12/2025	The Island Packet	9 great things to do through the summer months in the Florida Keys	155,110
5/12/2025	Belleville News-Democrat	9 great things to do through the summer months in the Florida Keys	178,860
5/12/2025	Sun Herald	9 great things to do through the summer months in the Florida Keys	259,183
5/12/2025	Rock Hill Herald	9 great things to do through the summer months in the Florida Keys	73,687
5/12/2025	The Telegraph (Macon)	9 great things to do through the summer months in the Florida Keys	144,220
5/12/2025	The Sun News	9 great things to do through the summer months in the Florida Keys	261,541
5/12/2025	Lexington Herald-Leader	9 great things to do through the summer months in the Florida Keys	703,087
5/12/2025	Fresno Bee	9 great things to do through the summer months in the Florida Keys	202,785
5/12/2025	Centre Daily Times	9 great things to do through the summer months in the Florida Keys	169,770
5/12/2025	Columbus Ledger-Enquirer	9 great things to do through the summer months in the Florida Keys	110,279
5/12/2025	Kansas City Star	9 great things to do through the summer months in the Florida Keys	1,760,876
5/12/2025	The Charlotte Observer	9 great things to do through the summer months in the Florida Keys	820,368
5/12/2025	Merced Sun-Star	9 great things to do through the summer months in the Florida Keys	32,432
5/12/2025	The Bellingham Herald	9 great things to do through the summer months in the Florida Keys	235,859

In May, TURNER secured 40 pieces of online coverage for the Florida Keys. Coverage highlights for this month included South Florida Sun Sentinel, Southern Living and The Points Guy. Furthermore, TURNER coordinated the hosting of the following journalists: Aline Mello (Casa e Jardim), Lyssa Goldberg (U.S. News & World Report), and Jennifer Juergens (Meetings Today). We also coordinated the following visit for May: Visit Florida Colombia Partnership: Maritza Mantilla, Content Creator and Contributor Blu Radio; 5/11 – 5/17.

TURNER Secured Coverage (Continued)

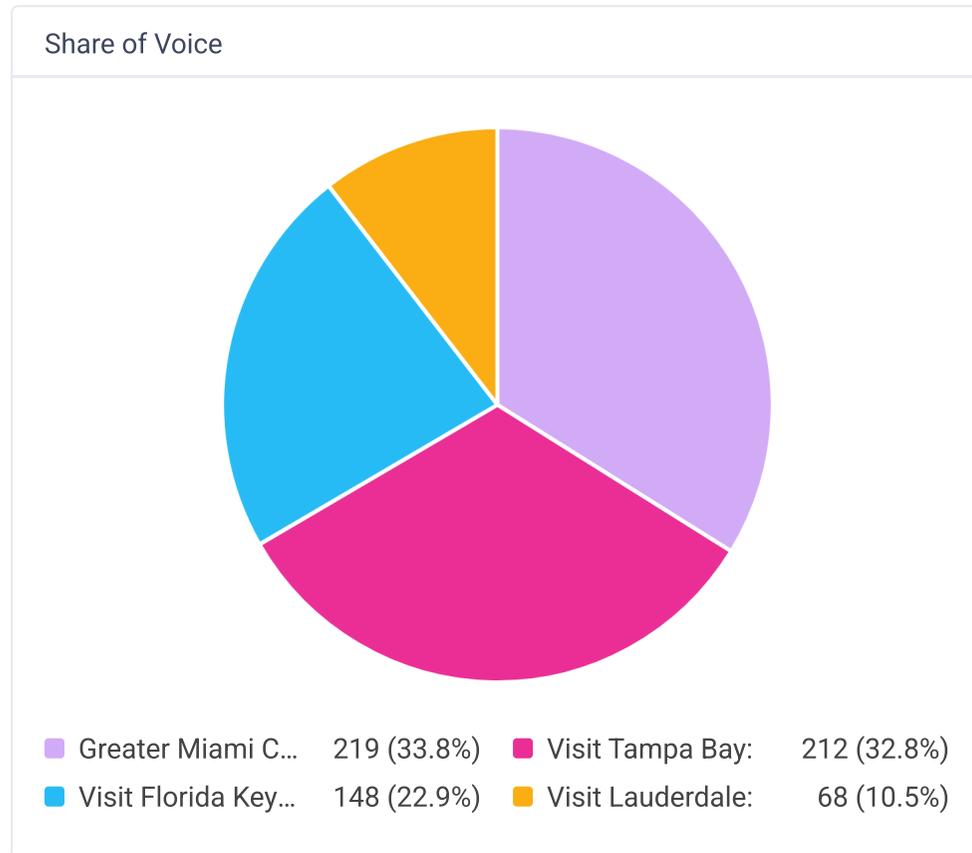
Date	Outlet	Article Title	UVM:
5/12/2025	The Olympian	9 great things to do through the summer months in the Florida Keys	144,609
5/12/2025	Fort Worth Star-Telegram	9 great things to do through the summer months in the Florida Keys	766,014
5/12/2025	San Luis Obispo Tribune	9 great things to do through the summer months in the Florida Keys	275,279
5/12/2025	The Sacramento Bee	9 great things to do through the summer months in the Florida Keys	1,540,951
5/12/2025	Wichita Eagle	9 great things to do through the summer months in the Florida Keys	348,998
5/12/2025	The Herald-Sun (Durham, NC)	9 great things to do through the summer months in the Florida Keys	34,708
5/12/2025	Miami Herald	9 great things to do through the summer months in the Florida Keys	3,676,949
5/12/2025	Bradenton Herald	9 great things to do through the summer months in the Florida Keys	124,162
5/12/2025	Tacoma News Tribune	9 great things to do through the summer months in the Florida Keys	390,870
5/12/2025	The State	9 great things to do through the summer months in the Florida Keys	587,709
5/12/2025	The Modesto Bee	9 great things to do through the summer months in the Florida Keys	147,874
5/12/2025	Yahoo Life	9 great things to do through the summer months in the Florida Keys	407,552,631
5/13/2025	GMToday.com	9 great things to do through the summer months in the Florida Keys	151,896
5/15/2025	Southern Living	8 Seafood Dives In Florida Locals Don't Want You To Know About	10,424,795
5/15/2025	Yahoo Life	8 Seafood Dives In Florida Locals Don't Want You To Know About	407,552,631
5/21/2025	MSN	Florida Keys - A Magnet for Famous Characters	122,324,472
5/21/2025	World Footprints	Florida Keys - A Magnet for Famous Characters	5,122
5/28/2025	The Points Guy	The best resorts in Florida for a relaxing vacation in the Sunshine State	5,370,504
5/29/2025	Pride Journeys	2025 Conch Republic Independence Days Celebration Takes of Key West	943

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Share of Voice

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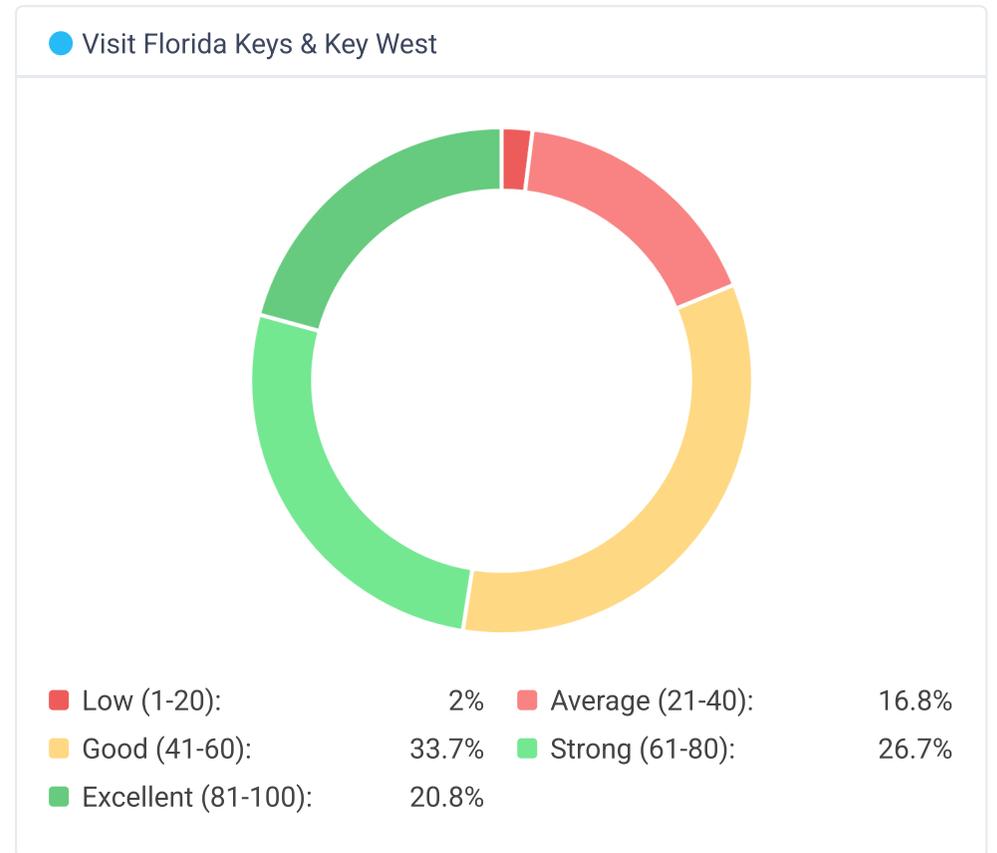
In May, Miami had the highest share of voice (33.8%), then Tampa Bay (32.8%), then the Florida Keys (22.9%) and then Fort Lauderdale (10.5%). In May, Miami led in share of voice, due to coverage highlighting record-breaking Memorial Day travel, airline updates, and toxic seaweed at local beaches.



Domain Authority

From 1 May 2025 - 31 May 2025

Search Engine Optimization (SEO) is used to improve websites' ranking in search engines'. The higher the SEO impact, the more likely the website will be found through a search engine.



Key Messages

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Key message pulls through shows how many times a keyword or phrase was mentioned in conjunction with your root search. "Culinary", "Festival" and "Fishing" garnered the most coverage in May.

