

Florida Keys & Key West

TURNER
THE SHIPYARD COLLECTIVE

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



VFK June 2025 Overview

YTD Impressions and Placements

- **June 2025 Monthly Report**
 - **YTD Impressions:** 2,554,805,227
 - **YTD Total Number of Placements:** 249

Press Materials:

- **Distributed Press Releases:**
 - **Executive Vice President & Chief Sales Officer Appointment Release:** Distributed on 6/9
 - **AOR Release:** Distributed on 6/11
 - **July 4 Weekend Event Round Up:** Distributed on 6/16
 - **Key West Pride Release:** Distributed 6/18
 - **July 2025 Event Round Up Release:** Distributed 6/23
 - **Underwater Music Festival Release:** Distributed 6/25
 - **Hemingway Days Release:** Distributed 6/30
- **Upcoming Press Releases:**
 - **Key Lime Festival/July 4th VNR:** Distributing on 7/4
 - **August 2025 Event Round Up Release:** Sharing draft 7/9; tentative distribution 7/14
 - **Underwater Music Festival VNR:** Distributing on 7/13
 - **Hemingway Days VNR:** Distributing 7/27 (pending confirmation from VFK)

June Media Coverage Highlights:

- **Online Coverage:**
 - **Condé Nast Traveler** - [The 10 Best Road Trips on the East Coast, From Maine to Florida](#)
 - Syndicated on [MSN](#)
 - **Travel Pulse** - [Visit Florida Keys Names Ed Simon as Executive Vice President and Chief Sales Officer](#)
 - **Travel Market Report** - [Visit Florida Keys Appoints Chief Sales Officer, EVP](#)
 - **Agility PR Solutions News** - [Monroe County Tourist Development Council Launches New Era with Strategic Agency Alliances](#)
 - **Food & Wine** - [From Illicit to Iconic: The Rum Runner Is Florida's Most Enduring and Misunderstood Drink](#)
 - Syndicated on [AOL](#) and [MSN](#)
 - **Key West Citizen** - [Simon named chief sales officer of Visit Florida Keys](#)
 - **Meetings Today** - [The Latest Property Openings and Renovations in Florida \(2025\)](#)
 - **Travel + Leisure** - [I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State](#)

- Syndicated on [AOL](#) and [Yahoo! Life](#)
- **Key West Citizen** - [Key West Pride celebrates diversity, history June 22-29](#)
- **@raviroundtheworld** – [Social Coverage](#)

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
- **Delish:** Regional American Dishes - Gabby Romero

Media Visits

- **Completed:**
 - **Cynthia Barnes, Food & Wine:** Writer Cynthia Barnes visited Key West from June 10-16 to research story angles highlighting the destination's dining scene for top-tier national culinary publication, *Food & Wine*. Her visit included a stay at Ocean Key Resort and access to the Key West Attractions Pass.
 - **Carrie Honaker, Freelance (Food & Wine, Garden & Gun, Saveur):** Writer Carrie Honaker visited the Florida Keys from June 25-30 on assignment for Food & Wine and Garden & Gun to showcase the Keys' culinary scene and unique ecosystems. Her visit included stays at Pines & Palms Resort in Islamorada and La Concha in Key West. Resulting coverage from her visit thus far includes: [Food & Wine](#) (syndicated on [AOL](#) and [Yahoo! Life](#)), [Food & Wine](#) (syndicated on [AOL](#) and [MSN](#)), [Travel + Leisure](#) (syndicated on [AOL](#) and [Yahoo! Life](#)), and [Garden & Gun](#) (syndicated on [FlipBoard](#)).
 - **Ravi Roth, Raviroundtheworld:** Award-winning Queer travel host and Influencer Ravi Roth visited the Florida Keys and Key West from June 24- July 1 to cover Key West Pride. His trip began in the Upper Keys, where he highlighted evergreen experiences that support the LGBTQ+ community, before heading to Key West to capture the energy and celebration of Key West Pride. Resulting social coverage from his visit thus far includes: 3 in-feed [posts](#) and 23 Instagram [story highlights](#).
 - **Liz Amore, HappyTravels305:** Writer/influencer Liz Amore visited Key West from June 26-29 to experience Key West Pride 2025. As a travel editor and writer, Liz focuses on family travel across Florida and the Southeast U.S. Liz is planning to feature the property on her website [HappyTravels305.com](#) (which receives 50,000 monthly visitors per month) and on [social media](#) (14k+ followers). As she is based in Miami, the majority of her audience is SFL based. Resulting social coverage from her visit thus far includes: a blog post on [HappyTravels305](#).
- **Upcoming:**
 - **Paul Rubio, Condé Nast Traveler:** Florida Keys correspondent Paul Rubio will be visiting Key West from July 16-21 to update his 'Best Restaurants in Key West' guide for Condé Nast Traveler. During his stay, he will be hosted at Casa Marina and La Concha and dine at numerous must-visit local spots.
 - **Tracey Teo, AAA Explorer:** Freelance journalist Tracey Teo is slated to visit Key Largo, Key West, and Islamorada from July 21-25 on assignment for top-tier regional publication, *The Atlanta Journal-Constitution*. Tracey is working on a story on island hopping in the Florida Keys & Key West. During her trip, she will explore new tourism offerings in the Keys, including the recently

opened Blue Flamingo Resort in Key West, along with various water and wellness activities, such as the Dolphin Experience at Marine Mammal Responder.

- **Amber Love Bond, Freelance (Forbes, Fodor's, Travel + Leisure):** Miami-based freelance food + cocktail and travel writer Amber Love Bond is visiting Islamorada from August 22-24 and is interested in extending her stay to visit Key West from August 20-22 to explore additional culinary story angles. She freelances for a variety of outlets including Travel & Leisure, Forbes, Thrillist, Eater, Southern Living, Time Out, Miami New Times and Fodor's Travel Guide.

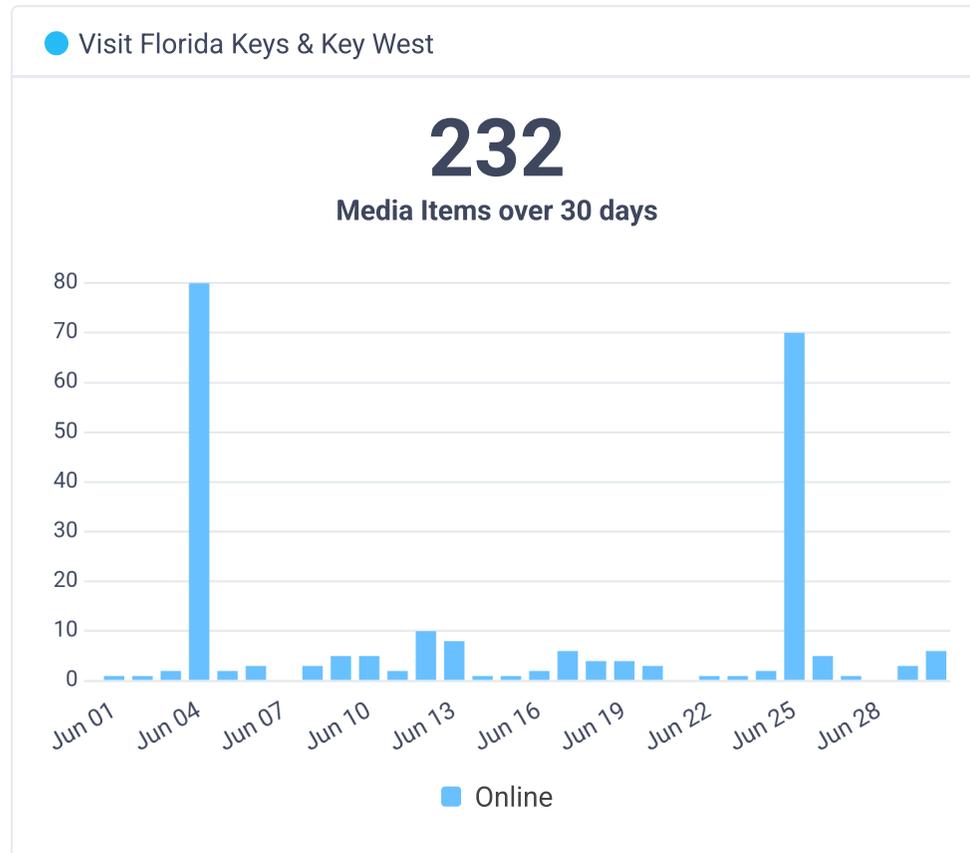
Miscellaneous:

- € [PR Plan and Strategy](#): Approved on 6/26
- € June Monthly Report; to be delivered by 7/3
- € TPR Immersion Trip 7/28-7/31 (Malcolm/Amy/Cecilia); planning in progress
- € VFK Calls:
 - **Upcoming:**
 - **VFK x TURNER Monthly Call** – Week of 7/7 (Rescheduling in progress)
 - **VFK All-Agency Meeting (Virtual)** – 7/17 (Stephanie & Naureen)
 - **VFK FLIBS Media Dinner** – 7/17 (TPR, VFK, Starmark)
 - **TDC Board Meeting in Key West** – 7/29 (Malcolm, Amy, Cecilia)
 - **Completed:**
 - **Pines & Palms Resort** – 6/9 (Stephanie)
 - **VFK x TURNER Monthly Call** – 6/10 (Cecilia, Mariana, Stephanie)
 - **VFK All-Agency Call** – 6/12 (Naureen, Malcolm, Stephanie)
 - **TDC Board Meeting** – 6/17 (Stephanie)

Total Mentions Over Time

From 1 June 2025 - 30 June 2025

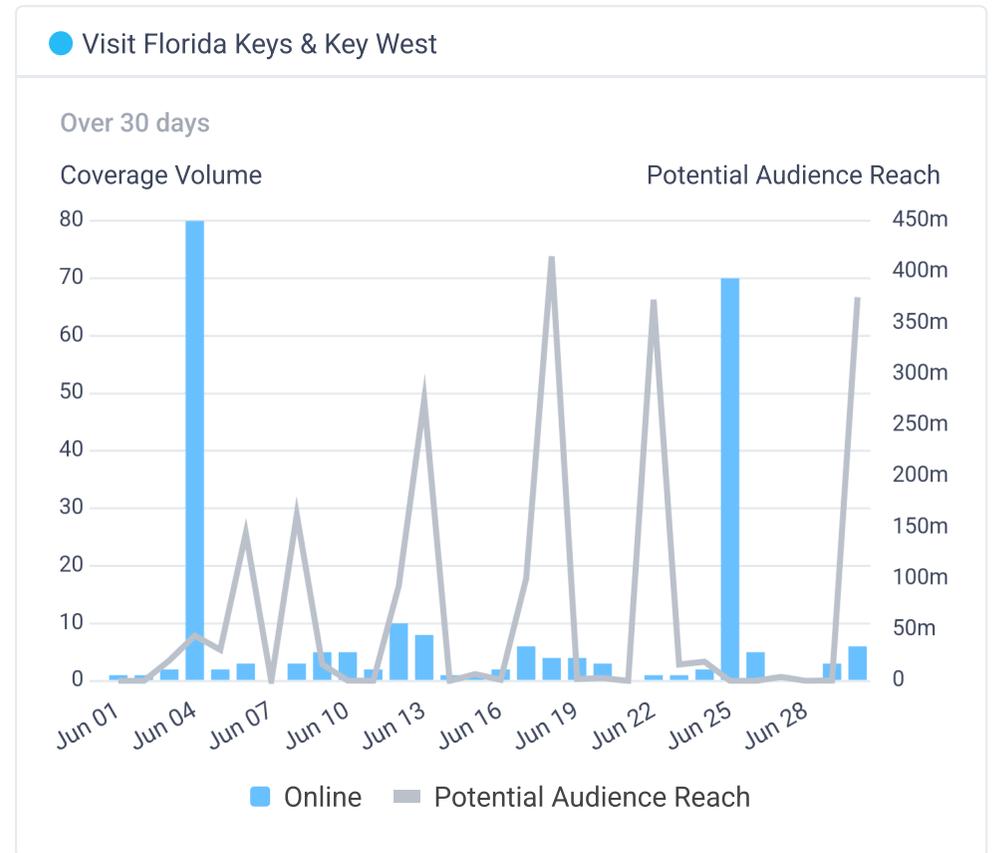
The Florida Keys and Key West saw consistent coverage in June; most stories highlighted events, summer roadtrips, VFK's appointment of Ed Simon as Executive VP and Chief Sales Officer, and early reports on the spread of sargassum. TURNER-secured placements are detailed on the next slide.



Aggregate Readership

From 1 June 2025 - 30 June 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:
6/8/2025	Condé Nast Traveler	The 10 Best Road Trips on the East Coast, From Maine to Florida	3,721,579
6/8/2025	MSN	The 10 Best Road Trips on the East Coast, From Maine to Florida	122,324,472
6/9/2025	Travelwire News	Visit Florida Keys Names News Executive VP and Chief Sales Officer	356
6/10/2025	Hozpitality	Visit Florida Keys Appoints Ed Simon as Executive Vice President and Chief Sales Officer	697
6/10/2025	Hozpitality Plus	Ed Simon Named Executive Vice President and Chief Sales Officer at Visit Florida Keys	1,969
6/10/2025	FTN News	Visit Florida Keys Appoints Ed Simon as Executive Vice President and Chief Sales Officer	46,187
6/10/2025	Breaking Travel News	Visit Florida Keys Names News Executive VP and Chief Sales Officer	356
6/10/2025	TravelPulse	Visit Florida Keys Names Ed Simon as Executive Vice President and Chief Sales Officer	37,358
6/12/2025	NewsBreak	Visit Florida Keys Names Ed Simon as Executive Vice President and Chief Sales Officer	18,777,858
6/12/2025	Agility PR Solutions News	Monroe County Tourist Development Council Launches New Era with Strategic Agency Alliances	4,896
6/12/2025	Travel Market Report	Visit Florida Keys Appoints Chief Sales Officer. EVP	51,827
6/12/2025	Travel Daily News	Visit Florida Keys appoints Ed Simon as Executive Vice President and Chief Sales Officer	1,089
6/12/2025	Biz Bash	US: Hyatt Regency Austin's Renovation, Boston Convention Center Gets New Name, The Hutton Group's New Hire, and More	2,575

In June, TURNER secured 28 pieces of online coverage for the Florida Keys. Coverage highlights for this month included Condé Nast Traveler, Food & Wine, Travel + Leisure, and Travel Pulse. Furthermore, TURNER coordinated the hosting of the following journalists Cynthia Barnes (Food & Wine), Carrie Honaker (Food & Wine, Saveur, Travel +Leisure), and Liz Amore (HappyTravels305.com). TURNER also assisted with coordinating a paid influencer visit for Ravi Roth (@raviroundtheworld) in June.

TURNER Secured Coverage (Continued)

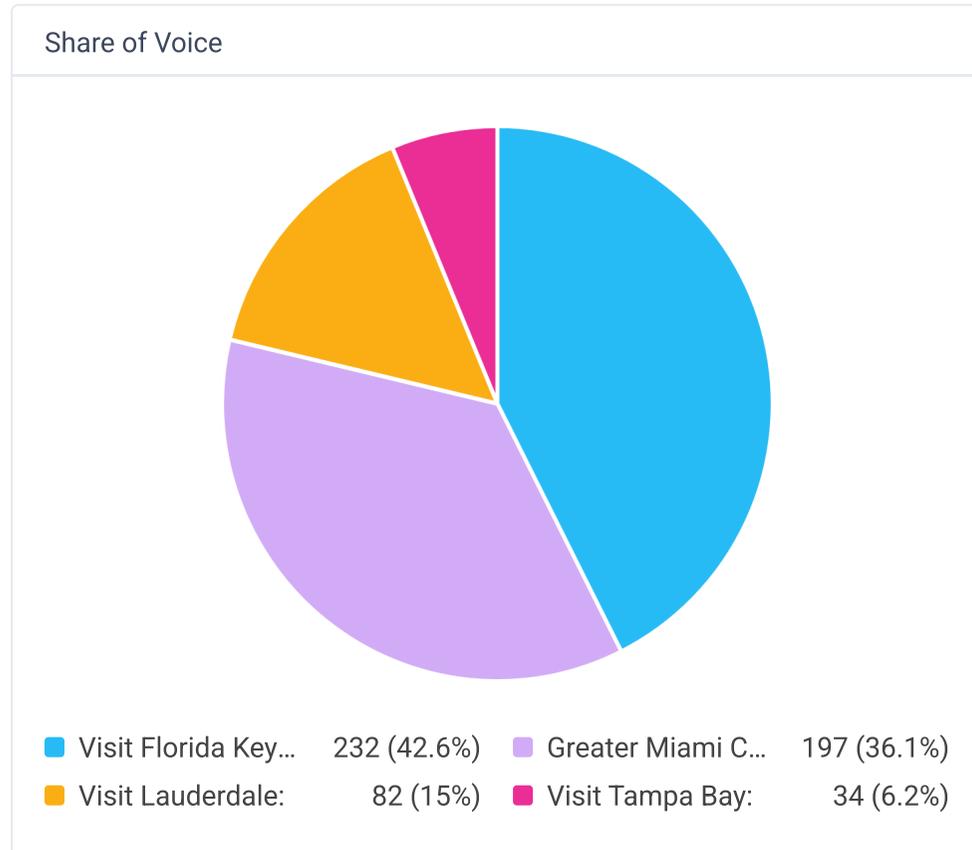
Date	Outlet	Article Title	UVM:
6/13/2025	Food & Wine	From Illicit to Iconic: The Rum Runner Is Florida's Most Enduring and Misunderstood Drink	11,047,033
6/13/2025	MSN	From Illicit to Iconic: The Rum Runner Is Florida's Most Enduring and Misunderstood Drink	122,324,472
6/13/2025	AOL	From Illicit to Iconic: The Rum Runner Is Florida's Most Enduring and Misunderstood Drink	34,035,274
6/14/2025	Key West Citizen	Simon named chief sales officer of Visit Florida Keys	3,590
6/16/2025	O'Dwyer's PR News	Accounts in Transit: Tier One Partners Adds Web Work	1,043
6/17/2025	Meetings Today	The Latest Property Openings and Renovations in Florida (2025)	13,855
6/17/2025	Travel + Leisure	I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State	9,982,385
6/17/2025	AOL	I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State	34,035,274
6/17/2025	Yahoo! Life	I've Lived in Florida for 35 Years—These Are My Favorite Affordable Beach Vacations in the Sunshine State	55,670,314
6/20/2025	Key West Citizen	Key West Pride celebrates diversity, history June 22-29	3,590
6/20/2025	Convention South	Visit Florida Keys appoints Ed Simon as executive VP and chief sales officer	2,334
6/24/2025	North Palm Beach Life	Lower Keys Underwater Music Fest Set	1,006
6/24/2025	NewsBreak	Lower Keys Underwater Music Fest Set	18,777,858
6/26 - 6/30	@raviroundtheworld	Instagram Coverage	42,600
6/30/2025	HappyTravels305	Blue Flamingo Resort, Key West: Home base for a long weekend of Pride and #KeysLife	N/A

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Share of Voice

From 1 June 2025 - 30 June 2025

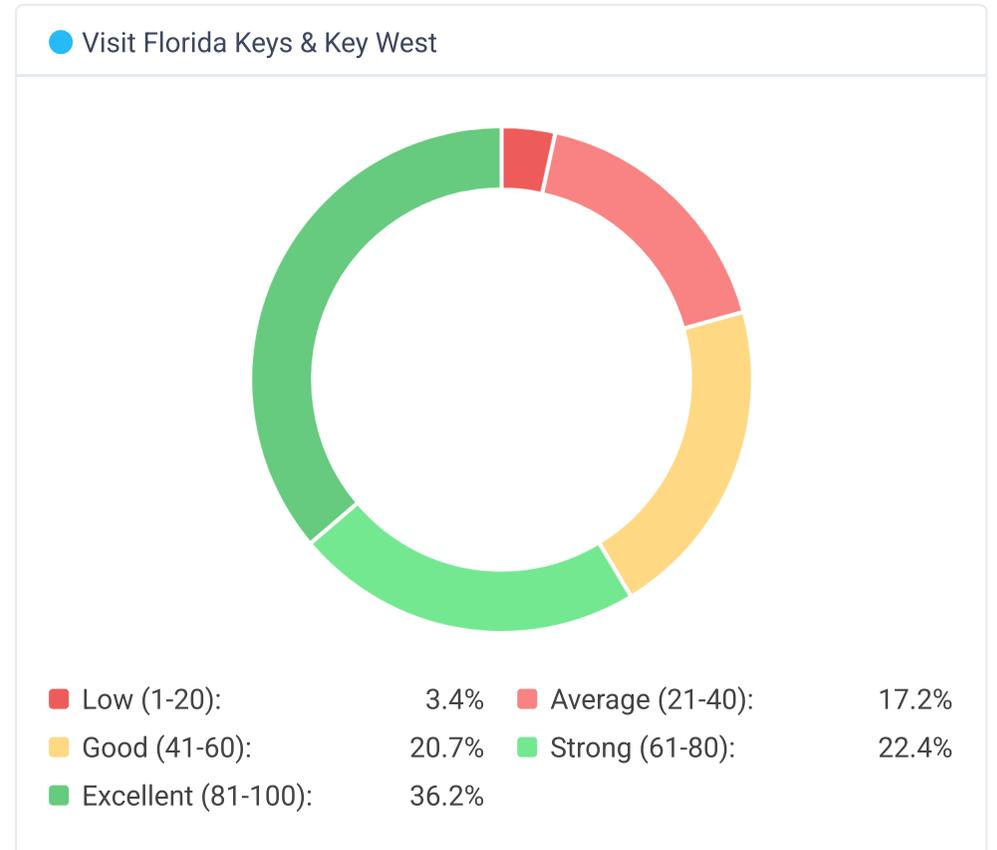
In June, the Florida Keys had the highest share of voice (42.6%), then Miami (36.1%), then Fort Lauderdale (15%) and then Tampa Bay (6.2%).



Domain Authority

From 1 June 2025 - 30 June 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

From 1 June 2025 - 30 June 2025

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

