

# VISIT THE FLORIDA KEYS

Starmark TDC Report 7.18.25



The  
Florida Keys  
& Key West



# INTEGRATED MARKETING PROGRAM

- Dashboards for Paid Media Program are live for all Paid Media Plans providing results for April - June placements
- Completed FY25/26 Integrated Marketing Plan to share with key stakeholders for review and feedback
- Created cover treatments for the Culture Magazine and presented to the Culture Umbrella
- Created 93 assets to support Q3/Q4 media program valued at \$8,483,491 and 336,230,340 impressions
- Coordinated Media Asset Delivery for June, July & August Paid Media inclusive of new digital experiences, partner emails, display, social and print
- Created media assets and dedicated media landing page to promote local island events
- Conducted 2<sup>nd</sup> Round of Media Days with 11 Vendor Partners reviewing new marketing technology for FY25/26 Media Asset Development to bring higher ROI
- Featured 50 Partners in COOP Media placements including e-newsletters and online Digital programs

## FEATURED PARTNERS

African Queen  
Amara Cay Resort  
Azur Key West  
Bakers Cay Resort Key Largo  
Blue Heaven  
Bungalows Key Largo  
Butterfly Conservatory Key West  
Casa Marina Resort  
Cheeca Lodge & Spa  
Crane Point Hammock Museum and Nature Trails  
Dolphin Research Center  
Dry Tortugas National Park  
Florida Keys Aquarium Encounters  
Fort Jefferson  
Four Flamingos  
Gardens Hotel  
Hawks Cay Resort & Spa  
Historic Marker Tour of Key West  
History of Dive Museum  
Isla Bella Resort & Spa  
John Pennekamp Coral Reef State Park  
Key Lime Sailing Club  
Key West Golf Club  
Keys Fisheries  
Keys Kayak Tours  
Little Palm Island Resort & Spa  
Mallory Square  
Marathon Seafood Festival  
Moorings Village  
Morada Way Arts & Cultural District  
National Key Deer Refuge  
No Name Pub  
Old Seven Mile Bridge  
Parmer's Resort  
Pier House Resort  
Pigeon Key Train  
Playa Largo Resort & Spa  
Reef Ocean Exploration Center  
Robbies of Islamorada  
Salt & Ash at Hawks Cay  
Sparky's Landing  
Sunset Key Cottages  
The Fish House and Seafood Market  
The Florida Keys National Marine Sanctuary  
The Hemingway Home & Museum  
The Marker Key West  
The Marquesa Hotel  
The Studios of Key West  
Theater of the Sea  
Tranquility Bay Beach Resort

# MEDIA CAMPAIGN HIGHLIGHTS

- Continued roll-out of integrated media campaign across major feeder markets
  - Domestic and International (U.K. and Canada)
- Multi-channel media mix across:
  - Broadcast TV
  - SEM
  - Paid and Organic Social
  - Digital Display
  - Streaming Video: OLV and CTV
  - Email
  - Custom High-Impact Creative Units
- Optimizing campaigns to capture a wide audience of prospective travelers
- Supporting local events and initiatives through targeted media outlets

# MEDIA DAY HIGHLIGHTS

- Met with a portfolio of leading media vendors for FY25/26 plan consideration
- Reviewed and evaluated vendors based on innovative, high-impact brand awareness opportunities
  - Custom digital cross-platform placements
  - Connected TV and Streaming Video
  - Event Sponsorships and Activations
  - In-Market and Feeder Market Activations
  - Programmatic media that leverages hyper-audience targeting tactics
- Seeking trusted, primarily endemic partners that deliver reach, efficiency, and offer 'storytelling' creative units

The New York Times

CONDÉ NAST

DATAFY

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tripadvisor

Paramount+

Epsilon

# PAID MEDIA INTEGRATED DASHBOARD



SOURCE: SMI Integrated Dashboard Reporting 4/1-6/30/25.

# JUNE 2025 PERFORMANCE HIGHLIGHTS FOR GOOGLE SEM & YOUTUBE

- SEM campaign overall CTR 12.5%
  - 161% higher than industry benchmark of 4.68%
  - 5%+ MoM
  - General Awareness & Marathon SEM saw the largest increases in CTR, +15% MoM
- YouTube campaign yielded an 83% interaction rate, indicating heightened consumer engagement.
  - LGBTQ Key West campaign resulted in a high CTR at 0.07%

		Cost	Impressions	Clicks	CTR		
		\$104,076	5,528,296	66,256	1.20%		
Line of Business	Medium	Source	Cost	Impressions	Clicks	CTR	Views
Brand Awareness	Video	YouTube	\$10,000.00	1,549,377	284	0.02%	1,216,460
DAC I-Key West	Video	YouTube	\$12,646.44	1,415,942	1,049	0.07%	928,300
Fishing Advisory	Video	YouTube	\$5,890.56	1,290,221	139	0.01%	461,359
Brand Awareness	Digital	Google	\$10,014.42	537,460	23,861	4.44%	62,999
Dive Umbrella	Digital	Google	\$4,997.40	529,199	15,076	2.85%	61,229
Brand Awareness	Search	Google	\$19,901.66	112,924	13,384	11.85%	0
DAC I-Key West	Search	Google	\$14,504.26	30,443	3,735	12.27%	0
DAC III-Marathon	Search	Google	\$10,002.95	22,258	3,127	14.05%	0
DAC V-Key Largo	Search	Google	\$8,001.00	17,282	2,214	12.81%	0
DAC IV-Islamorada	Search	Google	\$3,106.08	14,501	2,083	14.36%	0
DAC II-Lower Keys	Search	Google	\$5,010.76	8,689	1,304	15.01%	0

SOURCE: SMI Integrated Dashboard Reporting June 2025



**Five destinations. Only one Florida Keys.**  
From Key Largo down to Key West. Wherever you stop, something unforgettable awaits.

[PLAN YOUR TRIP](#)



TripAdvisor Native Ad




Let the sea level you.

From iconic landmarks to hidden gems, laid-back charm meets offbeat character. Wander historic streets. Toast a pastel sunset. Or slip away to a sandbar locals know. The Florida Keys & Key West are no ordinary tropical destination. They're a state of mind you settle into, breathe deep and never want to leave.

[PLAN YOUR TRIP](#)



Get nose-to-nose with nature.

Shipwrecks, coral reefs and cute little fish with no sense of personal space. Out here, you don't need a plan... just a mask, a snorkel and a little curiosity. The water gets clearer with every kick and so does your head. Under the surface, that's where things get really interesting in The Florida Keys.

[GET IN THERE](#)



Your boat nap is gonna get cut short.

Backcountry flats. Offshore runs. Quiet mornings and fish that don't go quietly. From tarpon to mahi, The Keys are serious about their fishing but never too serious about anything else. Just bring your gear, your lucky hat and a love for angling. These waters will surprise and delight you all day long.

[LET'S FISH](#)



**Key Lime Sailing Club & Cottages**

Key Lime Sailing Club & Cottages offers a refreshingly unpolished escape. Stay in a themed cottage, captain your own sailboat and sweep stories under a tiki hut. It's a throwback to old Florida charm with all-inclusive water adventures, where sunsets dazzle and the barefoot vibe is by design.

[BOOK YOUR STAY](#)



TravelSpike, 7/15 Email Blast



A SPECIAL MESSAGE FROM OUR PARTNER




Be here for it.

A few inches of water, a few people you love. A stretch of time that's all yours. The Florida Keys lets you slow down, look around and feel everything that usually slips by.

[Don't Miss a Thing](#)



You don't need to go very far or all that deep. In The Florida Keys, the coral reefs are close, the fish are colorful and the feeling of wonder stays long after you dry off.

[See You Underwater](#)



**Key Lime Sailing Club & Cottages** offers a refreshing, unpolished escape. Stay in themed cottages, access all-inclusive water adventures and toast sunsets in Old Florida style.

[Book Your Stay](#)



No stay is complete without Peg's **Famously Delicious Scenes**. Freshly baked with love, served with a smile. Sets the tone for a great stay at Bay Harbor & Coconut Bay Resort.

[Experience a Hidden Gem](#)

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# CREATIVE HIGHLIGHTS



Conde Nast Traveler Summer Advertorial

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### Nature's Playground

Refinement and wild beauty converge in Key Largo, a natural wonder of The Florida Keys.

Wedged between the wild expanse of the Everglades and the only living coral barrier reef in the continental US sits Key Largo, a tropical island oasis. Though just an hour's drive from South Florida's two major airports, the island feels a world away. Every inch of shoreline breathes with life—coved beaches fringed with palm trees, dense mangrove tunnels teeming with fauna, and neon reefs abundant with vibrant marine life. All the while, an understated sense of barefoot luxury pervades. Welcome to paradise.

### Natural Wonders Aboard

Experiencing Key Largo's thriving coral reef system at **John Pennekamp Coral Reef State Park** is a rare and unforgettable privilege. Embark on a guided dive or a snorkel trip to get up close and personal with a kaleidoscope of colorful fish, friendly sea turtles, majestic nurse sharks, and peaceful rays. Witness the remnants of sunken shipwrecks on the seafloor, adding an air of mystery to the spectacular underwater affair.

### Sophisticated Stays

For an intimate, adults-only escape on a pristine stretch of private beach, **Bungalows Key Largo** beckons. Private indoor-outdoor bungalows feature soaking tubs, garden showers, and breezy verandahs. **Playa Largo Spa & Resort** sits on 14 acres of lush beachfront, inviting guests to enjoy indulgent treatments at the spa, relaxing afternoons in a poolside cabana, and magical sunsets on the shoreline, pineapple cocktail in hand.

### Unforgettable Eco-Adventures

In Key Largo, adventure is always at your fingertips. Hop on a paddle board or kayak through a canopy of tangled mangroves as herons perch on nearby branches and manatees drift lazily by. Get lost and marvel at the beauty of the **Florida Everglades** on a guided eco-tour, wading through sawgrass marshes past alligators, turtles, and stunning birdlife. For a historic experience, cruise through a narrow network of palm-lined canals aboard the **African Queen**.

### Food and Drink

No matter your appetite, Key Largo's beloved establishments usher you in with fresh catch, impeccable views, and an easygoing ambiance. Enjoy incredibly fresh fish caught earlier that day at **The Fish House and Seafood Market**—no reservations required. When the mood strikes, catch the sunset with live music at a local tiki bar or breathe in the salt air and sunshine over dinner on a scenic waterfront patio.

Your next great getaway awaits in Key Largo. To learn more, visit [fla-keys.com/key-largo](http://fla-keys.com/key-largo).

Slip into somewhere comfortable.

Key Largo The Florida Keys

CONDÉ NAST TRAVELER X

## FLORIDA KEYS

You haven't done Florida ... until you've done the Keys.

SPONSORED CONTENT

### The Ultimate Island Road Trip: The Florida Keys & Key West

FROM CONDÉ NAST TRAVELER

This 120-mile stretch from Key Largo to Key West is an amazing drive that has everything you could possibly ask for: History, Art, Theater, Museums, Shopping, Fine dining, Entertainment, Watersports.

FROM CONDÉ NAST TRAVELER

FROM CONDÉ NAST TRAVELER

### Top 10 Resorts in The Florida Keys: Readers' Choice Awards 2022

Condé Nast Traveler readers rate their top resorts in the Florida Keys.

FROM CONDÉ NAST TRAVELER

SPONSORED CONTENT

### 5 Dreamy Escapes in The Florida Keys

Planning your next tropical getaway? Here's why you should ditch your passport and unlock the best of the fun, fantastical Florida Keys.

FROM CONDÉ NAST TRAVELER

Endemic Digital Display 'Discover the Florida Keys'

CREATIVE HIGHLIGHTS

**Featured Partners:** John Pennekamp Coral Reef Park, Playa Largo Resort & Spa, Bungalows Key Largo, Florida Keys Aquarium Encounters, Crane Point Hammock Museum and Nature Trails, Old Seven Mile Bridge, Pigeon Key Express, Pigeon Key, Hawks Cay, Tranquility Bay, Isla Bella Beach Resort, National Key Deer Refuge, Bahia Honda State Park, Keys Kayak Tours, Little Palm Island Resort & Spa, Dry Tortugas National Park, Fort Jefferson, Hemingway Home and Museum, Gardens Hotel, Sunset Key Cottages, Theatre of the Sea, Moorings Village, Cheeca Lodge & Spa.

ADVERTISEMENT



### Step Into a Tropical State of Mind

Superb diving, renowned fishing, and magnificent nature hikes are closer than you think in The Florida Keys & Key West.

**S**NOORKEL IN TURQUOISE WATERS and see coral reefs. Try family-friendly activities such as swimming with the dolphins. The Florida Keys & Key West invite you to experience the tropics without leaving the country. Travelers of all ages can explore a wide range of activities along this distinctive arc of islands, from Key Largo to Key West, the southernmost point of the continental U.S.

**GATEWAY TO THE FLORIDA KEYS**

Slip into the crystal waters surrounding Key Largo, the Diving Capital of the World, where you can swim through the country's only living coral barrier reef and discover shipwrecks such as the USS Spiegel Grove and SS Benwood. Then, take a scuba diving or snorkeling tour at **John Pennekamp Coral Reef Park**, the only underwater marine park in the U.S. Enjoy a peaceful night's sleep at **Playa Largo Resort & Spa**, overlooking the Florida Bay, or the all-inclusive **Bungalows Key Largo**, both waterfront properties.

**FAMILY ADVENTURES**

In Marathon, after feeding stingrays, turtles, and more at **Florida Keys Aquarium Encounters**, head to **Crane Point Hammock Museum and Nature Trails** and dip your toes in the tidal pool. Then, walk along the turn-of-the-century **Old Seven Mile Bridge** or ride the **Pigeon Key Express**, a tram that takes passengers across the span four times daily to visit the museum, and tour historic **Pigeon Key**. Tuck in for the night at family-friendly **Hawks Cay**, or beachfront properties **Tranquility Bay** or **Isla Bella Beach Resort**.

**NATURE LOVER'S PARADISE**

See the smallest subspecies of the American white-tailed deer swim in the Lower Keys' shallow waters at the **National Key Deer Refuge** at Big Pine Key, then go birding at **Bahia Honda State Park**, where you'll find willets, sanderlings, and great white herons. End your day by kayaking through backcountry mangroves with **Keys Kayak Tours** before checking into one of the island's eco-lodges or the five-star **Little Palm Island Resort & Spa**.

**RICH HISTORY**

Count dolphins in the waters off the southernmost key of Key West as your seaplane flies you over **Dry Tortugas National Park**, where you can visit the 19th-century **Fort Jefferson** and swim or snorkel in its surrounding clear blue waters. Back on dry land, dive into literary history by visiting the **Hemingway Home and Museum**, followed by an evening ghost tour of haunted homes. Wind down at the **Gardens Hotel** or **Sunset Key Cottages**, located on a private island that's minutes away by boat.

**SPORT FISHING CAPITAL**

If you're angling for a fishing adventure, hop on a backcountry or offshore charter boat, and drop your line for marlin, sailfish, or bonefish in Islamorada. Then jump into the water with dolphins and stingrays at **Theatre of the Sea**. Rest at the **Moorings Village**, a former coconut plantation, or the Atlantic-facing **Cheeca Lodge & Spa**.



Upcoming: AFAR August Advertorial

CREATIVE HIGHLIGHTS



### Laid-Back or Action-Packed: Find Your Vacation Speed in The Florida Keys

With its ideal mix of relaxation and adventure, there's something for everyone in The Keys.

PAID CONTENT FOR THE FLORIDA KEYS & KEY WEST

Driving the entire length of the Overseas Highway through The Florida Keys will take you about 2.5 hours, but why rush when there's so many amazing things to experience?

You'll find no shortage of funky watering holes, shady hammocks, and tranquil beaches in the famously easy-going Keys — yet this dynamic region offers just as many thrilling activities, historic sites, and natural wonders to explore along the way. Whether you're looking to dial it up or kick way back, here's how to find your perfect vacation speed in all five destinations.

# Travel & Leisure

PAID CONTENT FOR THE FLORIDA KEYS & KEY WEST

**ACTION-PACKED: KEY LARGO**  
Dive Beneath the Surface

**LAID-BACK: KEY LARGO**  
Pair Live Music with Fresh Eats

**ACTION-PACKED: ISLAMORADA**  
Take a Fishing Trip

**LAID-BACK: ISLAMORADA**  
Get Pampered in Paradise

**ACTION-PACKED: MARATHON**  
Snorkel and Parasail

**LAID-BACK: MARATHON**  
Spend Time With Turtles

PAID CONTENT FOR THE FLORIDA KEYS & KEY WEST

**ACTION-PACKED: THE LOWER KEYS**  
Hike Tropical Trails

**LAID-BACK: THE LOWER KEYS**  
Visit a Historic Pub

**ACTION-PACKED: KEY WEST**  
Set Out for the Open Water

**LAID-BACK: KEY WEST**  
Embrace the Arts

Ready to find your ideal vacation speed through The Keys?

Learn more at [fla-keys.com](http://fla-keys.com).

# CREATIVE HIGHLIGHTS

# 10 Culinary Gems to Discover in The Florida Keys

Embark on an epicurean road trip through this island chain, savoring iconic dishes and vibrant culinary experiences.

PAID CONTENT FOR The Florida Keys & Key West

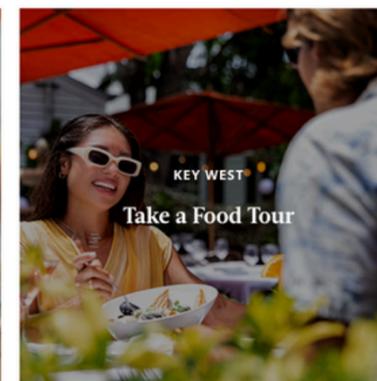
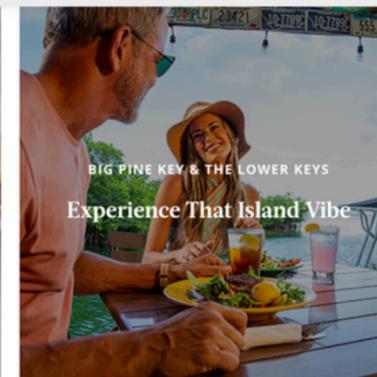
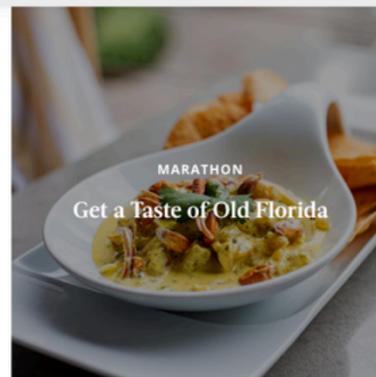
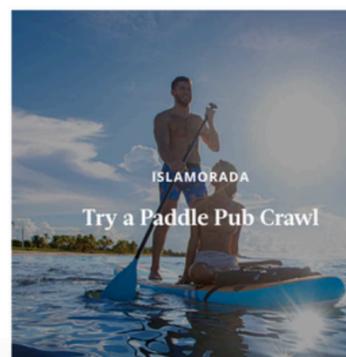
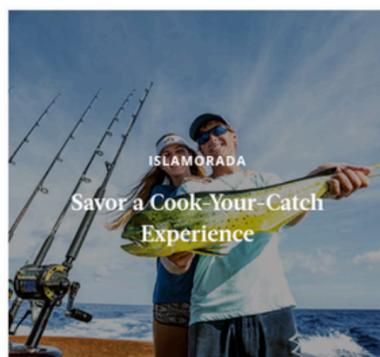
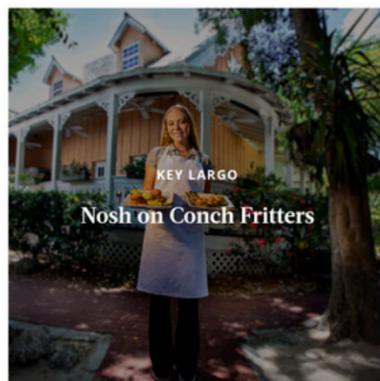


Did you know The Florida Keys & Key West have been designated a National Marine Sanctuary? Reeling in visitors from around the world, this tropical paradise boasts world-class scuba diving, fishing, boating, eco-tours, parks, gardens, cultural heritage – and unmatched epicurean delights.

PAID CONTENT FOR THE FLORIDA KEYS & KEY WEST

This 125-mile coral island chain comprises five distinct destinations – [Key Largo](#), [Islamorada](#), [Marathon](#), [Big Pine Key & the Lower Keys](#), and [Key West](#) – each with their own unique food stories. A gastronomic road trip to these parts is a true bucket list adventure. Dig into iconic dishes like conch fritters, Key lime pie, and mahi-mahi. Dine at eateries ranging from fish shacks and food trucks to high-end waterfront cafes. Rub elbows with locals at craft breweries, tiki bars, and watering holes.

Come as you are in the laid-back Keys – as long as you come hungry. Here are just 10 experiences to savor on your journey.



Ready to plan your culinary getaway to The Florida Keys? Learn more at [fla-keys.com](https://fla-keys.com).

PAID CONTENT FOR THE FLORIDA KEYS & KEY WEST  
... your options. The Southernmost Fooding & Cultural Walking Tour celebrates the region's Cuban and Caribbean influences, the Key West Bar Crawl lets you stroll on Duval Street, and The Hemingway Experience celebrates the land's most famous author – with a culinary twist.

7 getaway to The  
at [fla-keys.com](https://fla-keys.com).

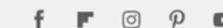
# CREATIVE HIGHLIGHTS

- FOOD
- DRINK
- RESTAURANTS
- TRAVEL
- NEWS
- WHAT TO BUY

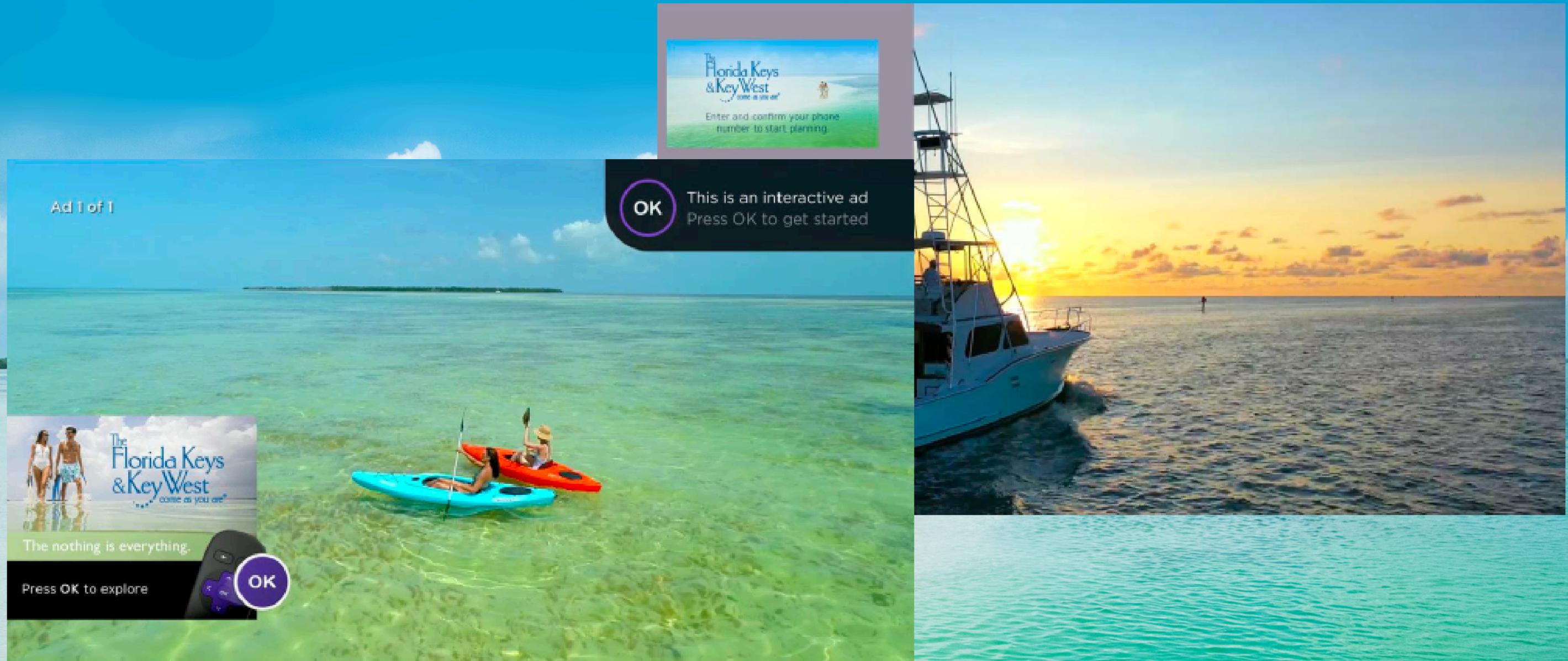
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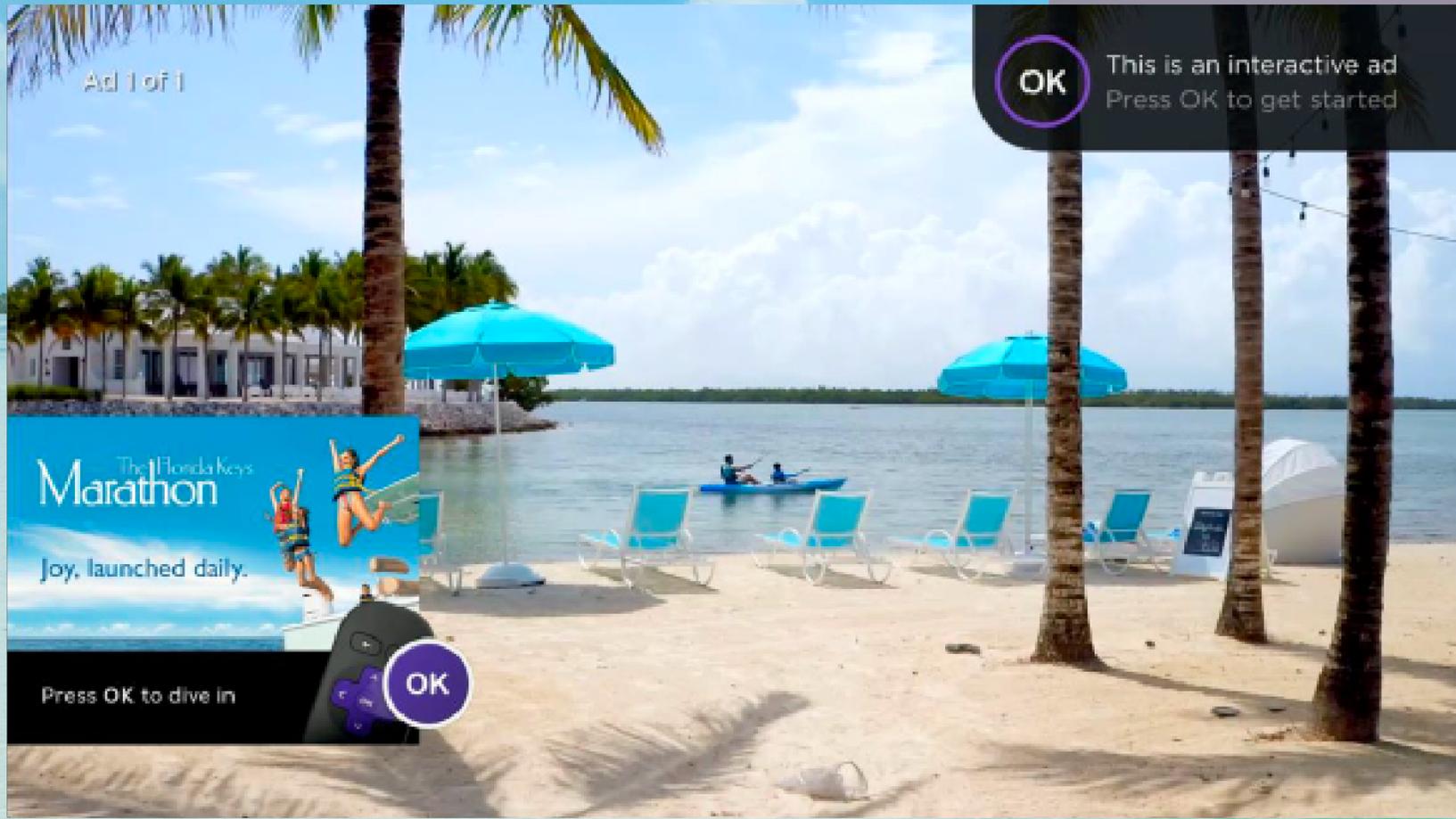


# Roku Brand Awareness Programmatic TV Campaign



## CREATIVE HIGHLIGHTS

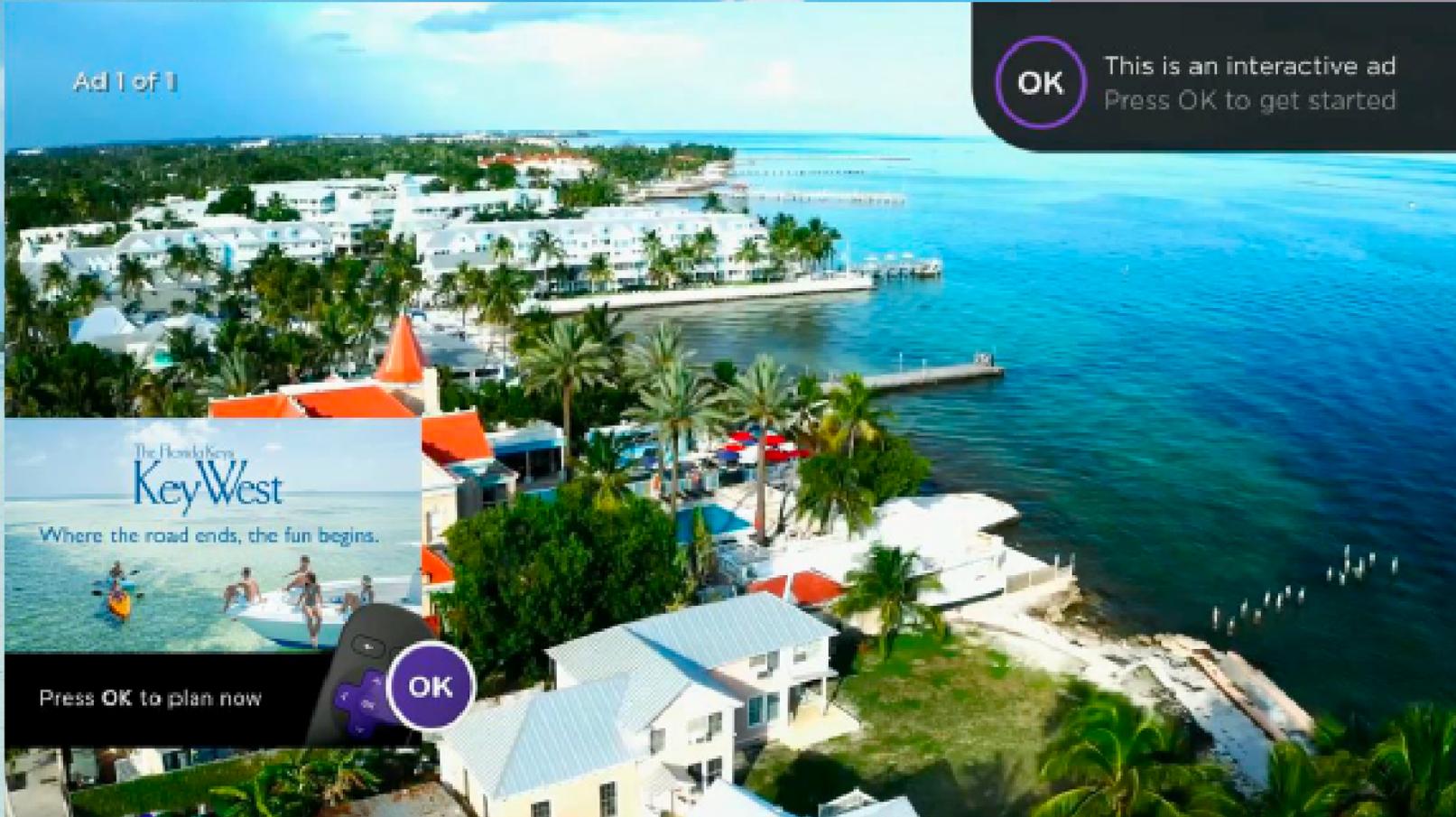
# Roku Marathon Programmatic TV Campaign



**OK** This is an interactive ad  
Press OK to get started

## CREATIVE HIGHLIGHTS

# Roku Key West Programmatic TV Campaign



CREATIVE HIGHLIGHTS

Local Summer Events Paid Media Landing Page  
<https://interest.fla-keys.com/festivals-and-events/>



## Summer Fun in The Florida Keys

From solstice celebrations to Pride parades, island-wide events and quirky summer festivals, June brings a vibrant mix of color, culture and sunshine to The Florida Keys. Whether you're chasing golden hour, joining the fun or just looking for a laid-back escape, now's the time to [plan your trip](#) south.

[See Calendar](#)

### Look Like Papa, Live Like Papa

Celebrate Key West's favorite son in the place he called home during **Hemingway Days**, July 23-27. There are lookalike contests and literary readings, a marlin tournament and even a "running of the bulls." This Key West tradition brings out the bold and the bearded so you better [book your stay today](#). Part history, part party, all Papa Hemingway.

[See the Lineup](#)



### This Swim Goes the Distance

This Sept. 11th, the annual **Swim for Alligator Lighthouse** invites athletes to conquer an 8 mile open-water swim that is not for the faint of heart. Whether you're competing or cheering from shore, it's a spectacle of endurance, spirit and saltwater grit. A true test of will in a setting that's nothing short of stunning.

[See the Route](#)

### 20 Years Below the Surface, Now-Dec

Celebrate two decades of discovery at the **History of Diving Museum**. This special anniversary exhibit explores the evolution of underwater exploration, with rare artifacts, hands-on displays and stories from the deep. A must-visit for ocean lovers, divers and anyone curious about

