



August 2025 Canadian Report

Media Initiatives:

Media Outreach	The agency worked on Canadian media outreach for the month to discuss upcoming trends, share story ideas and plan for future press visits.
News Releases	The agency sent out the following news releases during the month, including: Tour de Turtle Race in the Florida Keys allows the public to track their favorite turtle, 'Let's Get It Spawn': Coral Reefs in the Keys Put on a Moonlit Show, Key West BrewFest 2025 Kicks Off This Weekend, and Margaritaville March: Thousands Honor Jimmy Buffett with Joyful Tribute.
TMAC Conference	From June 4 to 9, the agency participated in the Travel Media Association of Canada (TMAC) Annual Conference and Media Marketplace. Overall, we had 23 out of 24 confirmed appointments and we were able to meet with extra media during the breaks. Overall, the agency discussed trends and future press trip interest. To follow-up with media in the coming weeks.
2025 Group Press Trip	From the TMAC Conference and Media Marketplace, we have interest from a number of media for a potential group press trip in late 2025. We are looking at 2 traditional media and 2 influencers from across Canada. To discuss further with the team and plan accordingly.
CP24 Television Discussion	The agency confirmed the segments with on-air talent Barry Choi with 'Things To Know T.O.' on CP24 and CHCH-TV, the largest viewed news shows in Ontario. We are planning for airings on September 27.
Influencer Trip Discussions	The agency has met with and spoken with influencers from the June TMAC Media Marketplace. We will look to secure influencers for future press trips.
East Coast Media Mission	The agency is planning to discuss this for late August with Mary Haban. Looking to setup an airport meeting with the Halifax International Airport team along with media. To plan further in late 2025.

Visit Florida Canadian Event

The agency will find out more as Visit Florida looks to postpone the events until 2026 if possible.

Trade Initiatives:

Travel Industry Today Takeover

The agency has met with the Travel Industry Today trade team about the opportunity for a branded Takeover with editorial and ads for September 23 with ads for the week. Confirming the assets and details for the placements in early September.

TravelPress Agent Webinar

The agency has met with the TravelPress trade team and confirmed about the opportunity for a Canadian travel agent webinar in late August. To discuss with the Visit Florida Keys trade team.

Travel Agent Trade Shows

The agency is looking at specific travel agent trade shows for the next few months to look at participating in and arranging deskside meetings especially in Toronto and Montreal.

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September 2025 Canadian Report

Media Initiatives:

Media Outreach	The agency worked on Canadian media outreach for the month to discuss upcoming trends, share story ideas and plan for future press visits and editorial interest.
News Releases	The agency sent out the following news releases during the month, including: Key West's Most Photographed Landmark Gets a Doppelganger...For Now; Swim for Alligator Lighthouse; Key West's Fantasy Fest to present 'Bedtime Stories and Magical Monsters' Oct. 17-26, 2025; Savor the Flavors of the Florida Keys at Taste the Keys; October in the Florida Keys: Find Your Fantasy.
Toronto Media Mission	The agency facilitated an impromptu Toronto Media Mission from September 7 to 9 with Chad Newman and Mary Haban's assistance. Overall we were able to arrange 2 media interviews and a radio interview that will take place in the future. All of the clips were shared.
CP24 Television Segments	The agency confirmed segments with on-air talent Barry Choi with 'Things To Know T.O.' on CP24 and CHCH-TV, the largest viewed news shows in Ontario. Script text and videos were compiled with Mary Haban. The airings were completed for September 27 and September 29 and were shared. The links are at: https://www.ctvnews.ca/video/2025/09/17/winter-escape-ideas/ and https://www.chch.com/morning-live/why-the-florida-keys-should-be-on-your-winter-travel-list/ .
Press Trip Opportunity	We discussed with a Canadian Living writer about a potential visit during September however it will be postponed until November 2025. To follow-up.
TMAC Conference	From June 4 to 9, the agency participated in the Travel Media Association of Canada (TMAC) Annual Conference and Media Marketplace. Overall, we had 23 out of 24 confirmed appointments and we were able to meet with extra media during the breaks. Overall, the agency discussed trends and future press trip interest. Follow-up continues with media.
2025 Group Press Trip	From the TMAC Conference and Media Marketplace, we have interest from a number of media for a potential group press trip

in late 2025. We are looking at 2 traditional media and 2 influencers from across Canada. To discuss further with the team and plan accordingly.

Influencer Trip Discussions

The agency has met with and spoken with influencers from the June TMAC Media Marketplace. We will look to secure influencers for future press trips.

Visit Florida Canadian Event

The agency will find out more as Visit Florida looks to postpone events until 2026.

Trade Initiatives:

Travel Industry Today Takeover

The agency complete with the Travel Industry Today trade team about the opportunity for a branded Takeover with editorial and ads for September 23 with ads for the rest of the week. A summary of all of the eBlast copies was sent to the team.

TravelPress Agent Webinar

The agency completed with the TravelPress trade team and confirmed about the opportunity for a Canadian travel agent webinar on September 25. A total of 38 travel agents viewed the presentation so far as of September 30. This was completed with a summary sent to the team.

Travel Agent Trade Shows

The agency is looking at specific travel agent trade shows for the next few months to look at participating in and arranging deskside meetings especially in Toronto and Montreal for 2026.

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