

GERMAN PR AGENCY – GET IT ACROSS

AUGUST 2025

Attached you will find the KPI reporting for our PR activities in August, including the XLS with key metrics. For context, please see a few highlights below:

- **Successful project launch:** Get It Across kicked off activities for Visit Florida Keys with strong momentum. The announcement of our representation was met with excellent feedback, resulting in 13 media calls.
- **Social media:** We reactivated the German Facebook page for the Keys (after a six-month pause) and are now managing it with regular content updates.
- **Media coverage:** Recent clippings and several TV features confirm strong underlying interest in the Keys as a destination. These items were produced before GIA's account takeover; the high overall media value largely reflects estimated advertising rates. This provides a solid foundation to further strengthen the Keys' visibility in the media landscape.
- **Daily liaison:** Ongoing exchanges with journalists show steady interest, particularly regarding press trips, offering valuable opportunities to increase coverage.
- **Paid media partnerships:** We are currently reviewing proposals from different outlets with the aim of ensuring premium exposure within a well-balanced multichannel strategy.
- **Events & networking:**
 - In August, we laid important groundwork for upcoming event visibility.
 - Julian will attend the annual multi-day gathering of German travel journalists (~30 participants) in September, representing the Keys in personal meetings and informal settings.
 - Preparations are underway for a two-day media event in Belgium and the Netherlands.
 - Towards the end of the year, a media event in Hamburg, Germany is planned.

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SEPTEMBER 2025

Attached is our reporting for September 2025 with key KPIs. Below is a summary of our top PR activities for the Florida Keys during the month:

Media Cooperations in Advanced Stage

- [Connoisseur Circle](#): Advertorial scheduled for print and digital outlets, with print release in mid-October.
- [Reisen Reisen Podcast](#): Commercial spot coordinated, with an estimated reach of 45,000 impressions from October to November 2025. Hosts also promote via live events, books, and digital channels.
- [Reisereporter.de](#): Cooperation includes advertorial, Facebook post, and newsletter through Redaktionsnetzwerk Deutschland, guaranteeing 100,000 impressions with potential to scale.

Press Trip Recruitment

- Initial engagement with high-profile journalist Angelika Ahrens, who expressed strong interest in visiting the Florida Keys. Next steps in coordination and planning will follow.

Facebook Campaign Performance

We allocated a dedicated budget for Facebook, resulting in an immediate boost for the German Visit Florida Keys page:

- Followers: 25,374 (+2.7% vs previous 30 days)
- Interactions: 4,464 (+3,589% vs previous 30 days)
- Views: 118,828 (+2,254% vs previous 30 days)
- Reach: 90,175 (+496% vs previous 30 days)

Upcoming Events

- [Benelux Travel Media Event](#): October 7 & 9, the largest travel media event in the Netherlands and Belgium. We will represent the Florida Keys, engaging in personal exchanges with journalists, influencers, and bloggers.
- VUSA Hamburg Media Event: Planning initiated for December, where we will also represent the Florida Keys and connect directly with media contacts.

These activities continue to strengthen the Florida Keys' presence in German speaking and BeNeLux markets and engage relevant audiences.

I would like to add one more note regarding events to our September reporting:

From September 18–21, I attended the annual meeting of German travel journalists. This provided an excellent informal setting to network with numerous established travel journalists and to position the Florida Keys in personal conversations. Around 50 travel journalists and content creators from Germany were present. I did not list all of these informal conversations individually as calls but only highlighted a few selected ones in the reporting.

Please note: No costs were incurred for the Florida Keys in connection with this event. This participation is part of our ongoing networking efforts as GIA. As Account Manager for the Keys, I was able to prominently represent the destination on-site. This can be considered a small "goodie" from our side, as it adds extra visibility and awareness without any budget impact.

Press Releases					
Month	Press Release Title	External Link	Release Date	Recipient#	OR
August	Get It Across takes over PR for Visit Florida Keys	https://online2.superoffi	August 5, 2025	1,999	41%
August	September in the Florida Keys	https://online2.superoffi	August 7, 2025	1,990	41%

Media Activities	Media Type	Channel / Contact	Media Type	Country	Local	Start/End/Event	Comments
August 2025							
1	Media Call	Matthias Neue	Rheinberger Nachrichten	Regional Daily Newspaper	DACH	Mid-2025	Interested in Press Trip - Availability in Winter 2025 Matthias Neue mentioned that he, or a colleague, would be happy to participate in either an individual or a group press trip. They added that the trip would be a great opportunity for them to see the area. Linking in context - discussion: Collaboration with Porsche Club Magazine
2	Media Call	Frank Gröber	Porsche Club (Fr. des 1.Pferdejahrgangs)	Club/Magazine	DACH		The Porsche Club Magazine has expressed interest in a collaboration and press trip and is currently in exchange with us. A feature on the magazine will be published in the next issue. Discussion: Potential Collaboration - Planned Visit to Florida Keys
3	Media Call	Romina Reiser	Content Creator / Freelance	Blog & Instagram	DACH	Oct 2025	Content Creator Romina Reiser will be in Florida from Oct 13-17 before heading a ship in Miami. Plans to explore the Keys & Key West. Instagram: @2024.reiser.romina (IG: DM, Stories in DM) Blog: "2024 Impressions" / 2.3.24. DMs (IG) She requests support with hotel, rental car, and/or activities. Assessment and opportunity for feature Discussion with team on Potential Opportunities
4	Media Call	Henry Barthel	DMR Radio, Audiobook - The Travel Podcast	Radio & Podcasts	DACH		Radiojournalist Henry Barthel, together with the previous agency for the Florida Keys, they produced the German version of the Florida Keys Traveler podcast on Spotify/ Florida Keys Traveler (German) If the Florida Keys plan a second season, they would be happy to be involved again.
5	Media Call	Francois Meloni	Key/USA	Multi-Channel Digital Presence	Belgium		They also would like to offer another version of the trip. Further details were discussed for the Keys. Collaboration opportunities still to be planned. Discussion: Potential Collaboration - Planned Visit to Florida Keys
6	Media Call	Colin de Krom	Elkemen Magazine	Club/Magazine	DACH	Nov-25	Elkemen Magazine is planning a trip to the Florida Keys in November 2025. Discussion: Potential Collaboration - Planned Visit to Florida Keys What costs can be covered by the magazine? What would the magazine cover? What would the magazine cover? Visit Florida would cover the rights and could also provide the rental car. We will strongly recommend going ahead with the planned journalist trip. Martina could likely begin her trip directly in the Florida Keys. We are aware of the financial/operational challenges. Our proposal: About 50% of Martina's accommodation in the Keys with 50% credit card As an alternative for the accommodation booking, the Florida could cover a media rate for the hotel stay. This would need to be coordinated in advance. This would have only meals and activities on site to be covered directly. The latter might potentially be provided free of charge by the respective activity partners - this would need to be clarified.
7	Media Call	Zsuzsanna Kerekes	Contour Circle Reservations	Club/Magazine for Luxury	DACH		Discussion: Potential Collaboration - Planned Visit to Florida Keys Discussion: Potential cooperation to promote the Florida Keys within a dedicated Florida Special. Contour Circle premium luxury travel magazine (print + online) with strong reach in the DACH market. Exploring opportunities for inclusion of the Keys in upcoming coverage.
8	Media Call	Thomas Stupac	Peter David Golf Guides		DACH	Aug-25	Also, report currently with the end of 2025. Press Trip Request - Golf Along the Keys Journalist Thomas Stupac is currently planning several reports about Florida. One of the alternative features focuses on golf on and along the Keys. They requested information on available golf courses, both public and private, as well as cultural highlights and accommodation options along from the main attractions of the Keys. This reporting team will be in Florida from August 21 to September 4. Looking forward to updates on Florida Keys. Thomas congratulated on the new account and noted that there is strong and consistent interest in information about the Florida Keys and Key West, which performs better than other destinations. He added that he is looking forward to receiving more updates and exciting news. Discussion: Potential Collaboration - Planned Visit to Florida Keys
9	Media Call	Thomas Ullmann	usa-hits.de	Digital Magazine	DACH		Discussion: Potential Collaboration - Planned Visit to Florida Keys Discussion: Potential cooperation to promote the Florida Keys within a dedicated Florida Special. Contour Circle premium luxury travel magazine (print + online) with strong reach in the DACH market. Exploring opportunities for inclusion of the Keys in upcoming coverage.
10	Media Call	Melanie Bruchner	Stromberg/Paris Deutscher	Special Interest Magazine on Design	DACH		Discussion: Potential Collaboration - Planned Visit to Florida Keys Discussion: Potential cooperation to promote the Florida Keys within a dedicated Florida Special. Contour Circle premium luxury travel magazine (print + online) with strong reach in the DACH market. Exploring opportunities for inclusion of the Keys in upcoming coverage.
11	Media Call	Wolfgang Probst	Tourist Princess	Blog & Instagram	DACH		Discussion: Potential Collaboration - Planned Visit to Florida Keys Discussion: Potential cooperation to promote the Florida Keys within a dedicated Florida Special. Contour Circle premium luxury travel magazine (print + online) with strong reach in the DACH market. Exploring opportunities for inclusion of the Keys in upcoming coverage.
12	Media Call	Selbstbauern Elmer	Key/USA	Multi-Channel Digital Presence	Belgium		Discussion: Potential Collaboration - Planned Visit to Florida Keys Discussion: Potential cooperation to promote the Florida Keys within a dedicated Florida Special. Contour Circle premium luxury travel magazine (print + online) with strong reach in the DACH market. Exploring opportunities for inclusion of the Keys in upcoming coverage.
13	Media Call	Michael Koch	Koch Medien - Klap Media	TV & Multi-Channel Digital Presence	NO	Nov-25	Discussion: Potential Collaboration - Planned Visit to Florida Keys Discussion: Potential cooperation to promote the Florida Keys within a dedicated Florida Special. Contour Circle premium luxury travel magazine (print + online) with strong reach in the DACH market. Exploring opportunities for inclusion of the Keys in upcoming coverage.

regarding their visit to the Florida Keys events in September. They have published an article on their website <https://deinwunderland.eu/> as well as on their Facebook page.



Facebook						
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Date	Follower#	Posts#	Reach#	Views#	Total likes# /month	Content Interactions
July						
August	24,673	10	15,149	5,177	66	122
September						
October						
November						
December						
January						
February						
March						
April						
May						
June						

FY I YTD TOTAL

VUSA Newsletters						
Month	Newsletter Title	Topics Highlighted	External Link	Release Date	Recipient#	OR
September	VUSA Germany: USA-News Travel Trade	September Events	https://vusa.travel/state/florida/post/c5984d5b	Sep-25	23,000	
	VUSA Netherlands: USA-News Travel Trade	September Events	not published yet	Sep-25	1,350	
October						
November						
December						

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August	Get It Across takes over PR for Visit Florida Keys	https://online2.superoffi	August 5, 2025	1,999	41%
August	September in the Florida Keys	https://online2.superoffi	August 7, 2025	1,990	41%
September	Fantasy Fest	https://online2.superoffi	September 25, 2025	1,469	36%

Year	Month	Day	Event Name	Event Type	Location	Organizer	Notes
2019	01	01
2019	01	02
2019	01	03
2019	01	04
2019	01	05
2019	01	06
2019	01	07
2019	01	08
2019	01	09
2019	01	10
2019	01	11
2019	01	12
2019	01	13
2019	01	14
2019	01	15
2019	01	16
2019	01	17
2019	01	18
2019	01	19
2019	01	20
2019	01	21
2019	01	22
2019	01	23
2019	01	24
2019	01	25
2019	01	26
2019	01	27
2019	01	28
2019	01	29
2019	01	30
2019	01	31



	Facebook				
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Date	Follower#	Posts#	Reach#	Views#	Content Interactions
July					
August	24,673	10	15,149	5,177	122
September	25,374	8	90,175	118,828	4464
October					
November					
December					
January					
February					
March					
April					
May					
June					

FY I YTD TOTAL

VUSA Newsletters						
Month	Newsletter Title	Topics Highlighted	External Link	Release Date	Recipient#	OR
September	VUSA Germany	September Events	https://vusa.travel/state/florida/post/c5984d5b	Sep-25	23,000	
	VUSA Netherlands	September Events	https://visitusa.nl/florida-keys-key-west-september-2025-evenementen/	Sep-25	1,350	
	VUSA Austria	September Events			600	
October	VUSA Germany	Only in Florida Keys	https://vusa.travel/state/florida/post/c5984d5b	Oct 25	23,000	
	VUSA Netherlands	Only in Florida Keys	not published yet	Oct 25	1,350	
November						
December						