

Florida Keys & Key West

TURNER
THE SHIPYARD COLLECTIVE

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



VFK August 2025 Overview

YTD Impressions and Placements

- **August 2025 Monthly Report**
 - **August Impressions:** 807,069,549
 - **August Number of Placements:** 577
 - **YTD Impressions:** 4,213,053,423
 - **YTD Number of Placements:** 996
- [Previous Monthly Status Reports](#)

Press Materials:

- **Press Releases & VNRs:**
 - **Tour de Turtles VNR:** Distributed on 8/2
 - **Taste the Keys Release:** Drafted on 8/4
 - **September 2025 Events Round-Up Release:** Distributed on 8/4
 - **Key West Lobster Best Release:** Distributed 8/5
 - **WomenFest Release:** Distributed on 8/7
 - **Coral Reef Spawning VNR:** Distributed on 8/10
 - **Just a Few Friends Key West VNR:** Distributed on 9/1
- **Upcoming Press Releases & VNRs:**
 - **New Southernmost Buoy Stand-in Almost Ready VNR:** Distributing on 9/4
 - **October 2025 Events Round-Up Release:** Distributing on 9/15
 - **Swim for Alligator VNR:** Distributing on 9/17

Media Coverage Log

- **August Key Placements:**
 - **Broadcast:**
 - [Tour De Turtles](#) – Coverage secured on multiple stations (including ABC World News Now and Good Morning America) and markets across the U.S. (**Audience: 225,703,803**)
 - [Let's Get it Spawn: Coral Reefs in the Keys](#) – Coverage secured in key drive markets including Miami and Tampa Bay, Florida (**Audience: 1,319,939**)
 - **Online**
 - **Resident Magazine** - [Introducing Key West Lobster Best: A Weeklong Culinary Salute to Florida's Signature Shellfish](#)
 - **Keys Citizen** – [And They're Off](#)
 - **WLRN** - [Green sea turtle rescued from fishing line and cancer returns to sea](#)

- **Travel + Leisure** - [I've Been Visiting the Florida Keys for 36 Years—and This Small Village Is the One I Keep Returning To](#)
 - Syndicated on [AOL](#), [FlipBoard](#) and [Yahoo! Life](#)
- **Keys Weekly** - [KEY WEST RESTAURANTS SERVE THEIR 'LOBSTER BEST' THROUGH AUG. 10](#)
- **Condé Nast Traveler** - [10 Best Restaurants in Key West, From Casa Marina to Upper Duval](#)
 - Syndicated on [MSN](#)
- **U.S. News and World Report** - [Key Largo Travel Guide](#)
- **Florida Weekly** – [Decades of Divas](#)

Ongoing Media Outreach:

- **Covey Rise:** Fishing Conservation - Daria Smith
- **AFAR:** Epic Trips - Tim Chester (Submitted prior to job departure)
- **Meetings Today:** Incentives in Florida - Jennifer Juergens
- **Condé Nast Traveler:** Best Children's Museums - Ashlea Halpern
- **Delish:** Regional American Dishes - Gabby Romero
- **The Historic:** Historic Hotels – Gretchen Schmidt
- **Forbes Advisor:** Best Road Trips – Alora Bopray
- **Southern Living:** Key Lime Pie Opinions – Amber Love Bond
- **TODAY:** Shoulder Season Travel Deals – Mark Ellwood
- **Frommer's:** Where to Go in 2026 – Sarah Sekula

Planning/Strategy/Updates

- € August Monthly Report; Delivered on 9/5
- € VFK Meetings in August:
 - **Allison x TURNER Intro Call** – 8/14 (Naureen, Steph, VFK)
 - **VFK x TURNER Monthly Call** – 8/14 (Naureen, Steph, Amy, Mariana, VFK)
 - **VFK x TURNER Touchbase** – 8/22 (Allison, Heidi, Malcolm and Naureen)

FAM Trip Summary

- **Completed:**
 - **Amber Love Bond, Freelance (Forbes, Fodor's, Travel + Leisure):** Miami-based freelance food + cocktail and travel writer Amber Love Bond visited Islamorada and Key West from August 20-24. 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. The team has also been in touch with Amber for a story on Southern Living about Key Lime Pie.
- **Upcoming Opportunities to Host:**
 - **Taste the Keys (10/3):** Coordinate a South Florida journalist's visit for the 10/3 Trolley Tour.
 - **Key West Fantasy Fest (10/17 - 10/20):** Coordinate a visit for a national publication journalist.
 - **Spirit Airlines New FLL - EYW Inaugural Flight (11/6):** Coordinate a visit for a travel trade, consumer and/or freelance journalist who writes for a national publication.
 - **Key West World Championship (11/2 - 11/9):** Coordinate an influencer or media to visit.

Total Mentions Over Time

From 1 August 2025 - 31 August 2025

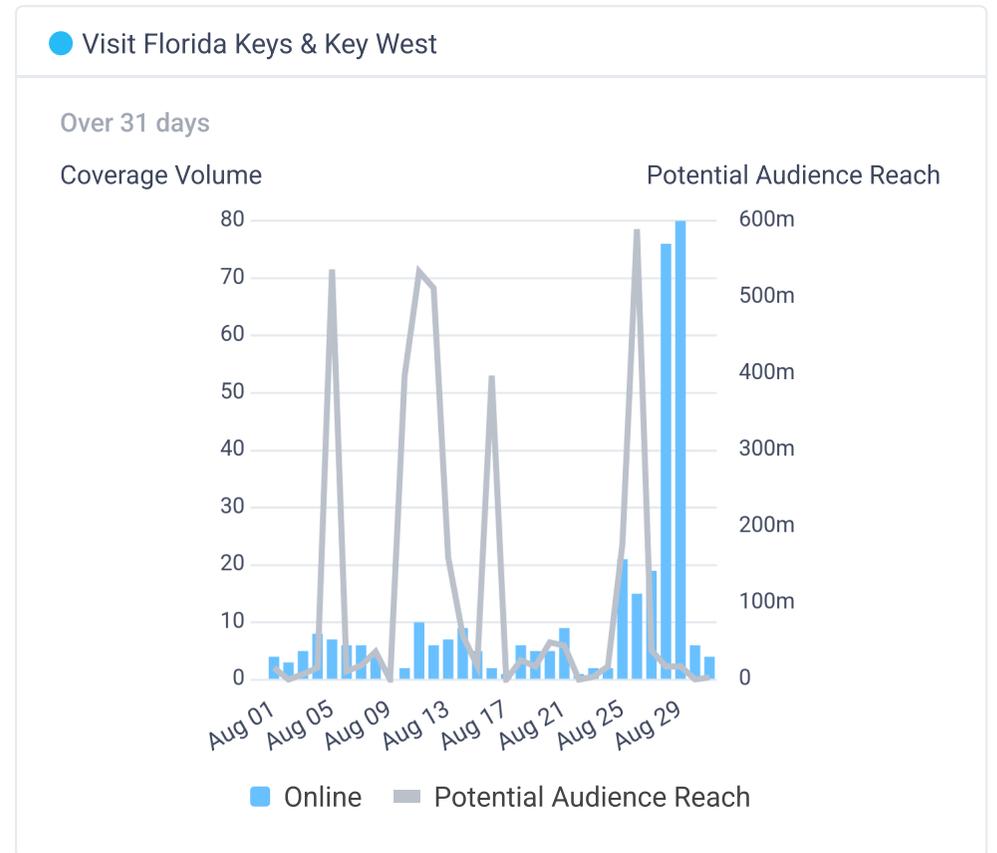
The Florida Keys and Key West saw consistent coverage in August; most stories highlighted events, road trips, and the culinary scene. Additionally, coverage of the first New World Screwworm case referenced the Keys, noting a 2016 outbreak.



Aggregate Readership

From 1 August 2025 - 31 August 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:
8/1/25	Resident	A Taste of the Keys: Lobster Takes the Spotlight During Key West Lobster Best	58,886
8/2/25	Keys Citizen	And They're Off	39,421
8/2/25	WGCU	Green sea turtle rescued from fishing line and cancer returns to sea to provide helpful data	43,662
8/3/25	South Florida Reporter	Slow and Steady Wins the Tour de Turtle Race in the Florida Keys	22,425
8/4/25	WLRN	Green sea turtle rescued from fishing line and cancer returns to sea	144,366
8/4/25	Various Outlets	Tour de Turtles	225,703,803
8/5/25	NewsBreak	Slow and steady wins the Tour de Turtle event in the Florida Keys	15,465,564
8/5/25	Travel + Leisure	I've Been Visiting the Florida Keys for 36 Years—and This Small Village Is the One I Keep Returning To	10,233,649
8/5/25	Yahoo! Life	I've Been Visiting the Florida Keys for 36 Years—and This Small Village Is the One I Keep Returning To	373,020,432
8/5/25	AOL	I've Been Visiting the Florida Keys for 36 Years—and This Small Village Is the One I Keep Returning To	34,263,744
8/5/25	Flipboard	I've Been Visiting the Florida Keys for 36 Years—and This Small Village Is the One I Keep Returning To	858,228
8/5/25	Travel Dreams Magazine	Ready for Fall? The Southeast is Calling	3,053
8/7/25	Pride Journeys	Key West's Womenfest Returns in 2025 with a Celebration of Sisterhood, Sun, and Song	1,472
8/7/25	Keys Weekly	KEY WEST RESTAURANTS SERVE THEIR 'LOBSTER BEST' THROUGH AUG. 10	91,566

In August, TURNER secured 577 pieces of online, broadcast and radio coverage for the Florida Keys. Coverage highlights included features in *Condé Nast Traveler*, *Key West Citizen*, *Keys Weekly*, *Resident Magazine*, *Travel + Leisure*, *U.S. News & World Report*, *WLRN*, and more. Additionally, TURNER coordinated hosting for journalist Amber Love Bond (Freelance Forbes, Fodor's, Travel + Leisure). Furthermore, two Video News Releases were distributed in August, covering the following events: Tour de Turtles and Coral Spawning.

TURNER Secured Coverage (Continued)

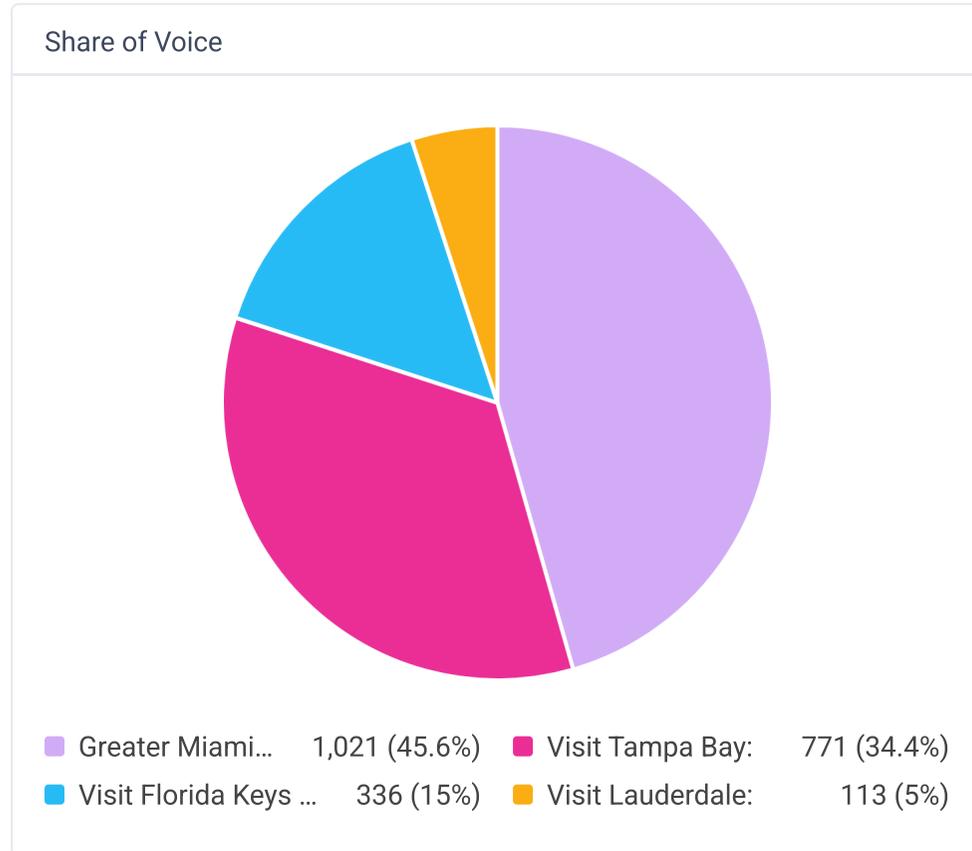
Date	Outlet	Article Title	UVM:
8/11/25	Conde Nast Traveler	10 Best Restaurants in Key West, From Casa Marina to Upper Duval	3,571,811
8/11/25	MSN	10 Best Restaurants in Key West, From Casa Marina to Upper Duval	104,713,926
8/11/25	Conde Nast Traveler	Dorada	3,571,811
8/11/25	Conde Nast Traveler	Hot Tin Roof	3,571,811
8/11/25	Conde Nast Traveler	Azur	3,571,811
8/11/25	Conde Nast Traveler	Square Grouper	3,571,811
8/11/25	Conde Nast Traveler	Glazed Donuts	3,571,811
8/12/25	Keys Weekly	TRACK THIS TURTLE: RESCUED 'HAVEN' GOES HOME WITH A SATELLITE TAG	91,566
8/25/25	Casa e Jardim	Des Fru Te	1,158,194
8/20/25	U.S. News and World Report	Key Largo Travel Guide	18,264,557
8/19/25	WGCU	'Let's Get It Spawn': Coral reefs in the Keys put on a moonlit show	10,398
8/20/25	Key West Citizen	Timing is everything, especially for baby making coral	39,421
8/19/ - 8/20/2025	Various Outlets	'Let's Get It Spawn': Coral Reefs in the Keys	1,319,939
8/21/25	Passport Magazine	Celebrate Womenfest in Key West This year's theme, "Decades of Divas," pays tribute to the queens who've ruled our radios, hearts, and history books.	6,695
8/21/25	Florida Weekly	Decades of Divas	44,295
8/28/25	Keys Citizen	Key West's Womenfest returns with island-wide celebration	39,421

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Share of Voice

From 1 August 2025 - 31 August 2025

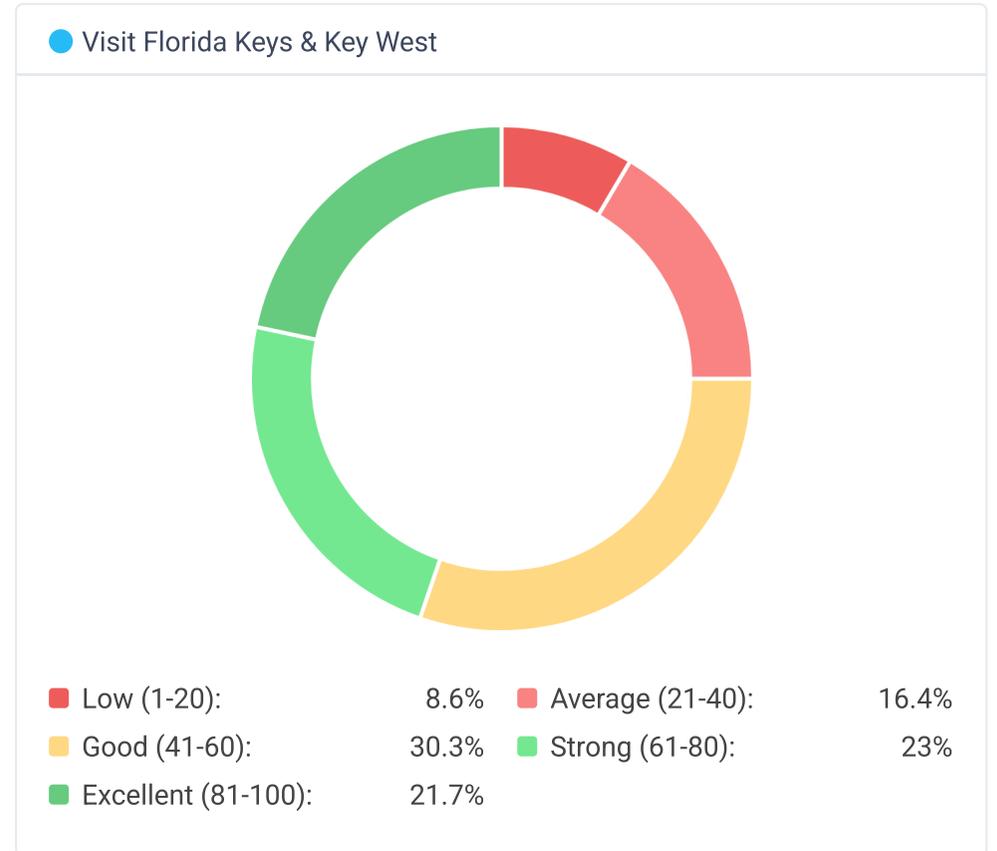
In August, Miami had the highest share of voice (45.6%), then Tampa Bay (34.4%) and then the Florida Keys (15%) and then Fort Lauderdale (5%). In August, Miami led in share of voice, driven by coverage highlighting labor day travel, cruises and airport delays.



Domain Authority

From 1 August 2025 - 31 August 2025

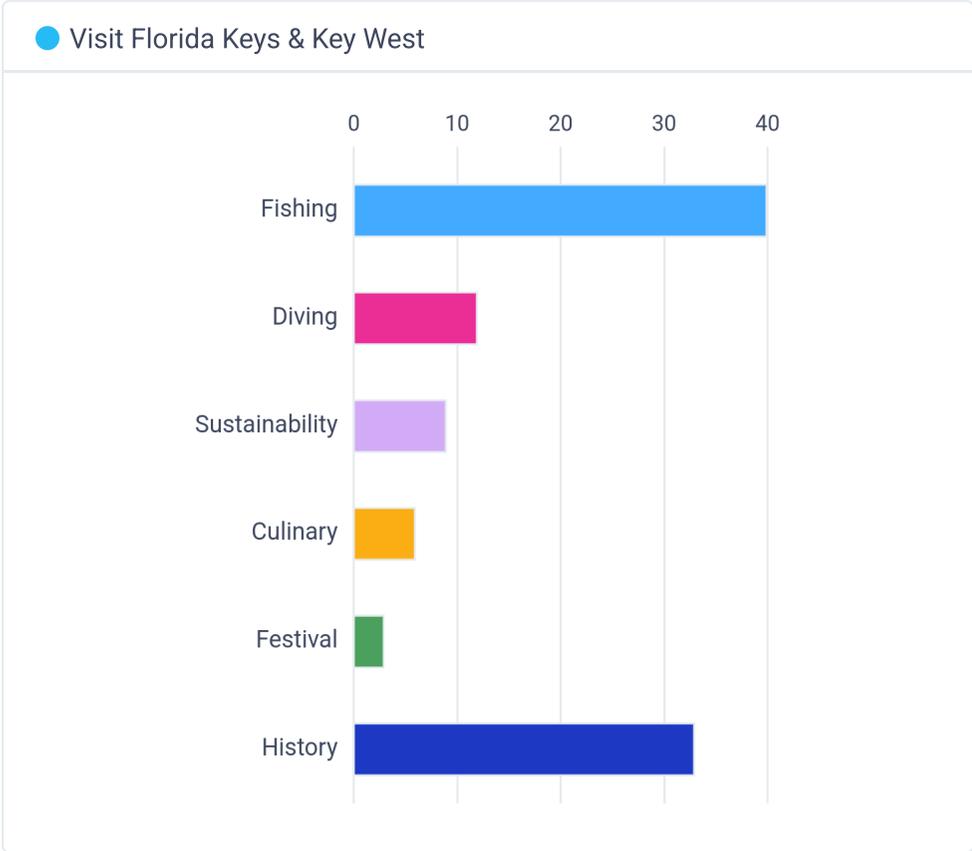
Search Engine Optimization (SEO) is used to improve websites' ranking in search engines'. The higher the SEO impact, the more likely the website will be found through a search engine.



Key Messages

From 1 August 2025 - 31 August 2025

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



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VFK September 2025 Overview

YTD Impressions and Placements

- **September 2025 Monthly Report**
 - **September Impressions:** 442,965,115
 - **September Number of Placements:** 100
 - **YTD Impressions:** 4,656,018,538
 - **YTD Number of Placements:** 1096
- [Previous Monthly Status Reports](#)

Press Materials:

- **Finalized Press Releases & VNRs:**
 - ☞ **Just a Few Friends Key West VNR:** Distributed on 9/1
 - ☞ **New Southernmost Buoy Stand-in Almost Ready VNR:** Distributed on 9/4
 - ☞ **Swim for Alligator VNR:** Distributed on 9/13
 - ☞ **October 2025 Events Round-Up Release:** Distributed on 9/24
 - ☞ **What's New for Fall 2025:** Distributed on 9/30
- **Upcoming Press Releases:**
 - ☞ **TDC Funded Projects – 10/1 (VFK)**
 - ☞ **November 2025 Events Round Up – 10/14 (TURNER)**
 - ☞ **New Website – 10/30 (VFK)**
 - ☞ **UNESCO Designation – 10/31 (VFK)**
 - ☞ **What's New in 2026/Reasons to Visit Florida Keys & Key West – November 2025 (TURNER)**
- **Upcoming VNRs:**
 - ☞ **Pre-Fantasy Fest News Package – Distributing on 10/15**
 - ☞ **Zombie Bike Ride – Distributing on 10/19**
 - ☞ **Headdress Ball – Distributing on 10/21**
 - ☞ **Pet Masquerade – Distributing on 10/22**
 - ☞ **Locals Parade - Distributing on 10/24**
 - ☞ **Fantasy Fest Parade – Distributing on 10/25**
 - ☞ **Underwater Pumpkin Carving – Distributing on 10/26**

Media Coverage Log

- **September Key Placements:**
 - **Broadcast:**
 - [Just a Few Friends](#) – Coverage secured on Good Morning America, with the segment airing across local/regional markets including South Florida, Alabama and Georgia. **(Audience: 5,148,852)**

- [Key West Southern Most Point Buoy Relocation](#) - Coverage aired across regional markets including Miami, Orlando, Tampa and Atlanta. **(Audience: 891,442)**
- [Swim for Alligator Lighthouse](#) – Coverage secured primarily in the Miami market. **(Audience: 29,558)**
- **Online**
 - **The Atlanta Journal-Constitution** - [Swimming with dolphins helps rescue efforts in Key Largo](#)
 - **Keys Weekly** - [IN PICTURES: BUFFETT’S LEGEND LIVES ON IN MUSIC & MEMORIES](#)
 - **Miami Herald** - [Jimmy Buffett’s spirit lives on in Key West. See photos of fans and his sister](#)
 - Syndicated on [Newsbreak](#) and [Yahoo! Entertainment](#)
 - **WFLA** - [Work begins on one of Florida’s most iconic photo spots](#)
 - **Key West Citizen** - [September in Florida Keys: Weird, Wild and Wonderfully Unfiltered](#)
 - **Southern Living** - [The Best Time To Visit The Florida Keys Isn’t In The Summer, According To A Floridian](#)
 - **South Florida Reporter** - [Preserving the Past, One Stroke at a Time – Swim for Alligator Lighthouse Draws Global Competitors \(Video\)](#)
 - **Daily Passport** - [7 Regional U.S. Specialties You Need To Try](#)

Ongoing Media Outreach:

- **Condé Nast Traveler:** Best Children’s Museums - Ashlea Halpern
- **Delish:** Regional American Dishes - Gabby Romero
- **The Historic:** Historic Hotels – Gretchen Schmidt
- **Forbes Advisor:** Best Road Trips – Alora Bopray
- **Southern Living:** Key Lime Pie Opinions – Amber Love Bond
- **TODAY:** Shoulder Season Travel Deals – Mark Ellwood
- **Frommer’s:** Where to Go in 2026 – Sarah Sekula
- **Champagne Living:** Cool & Artsy Small Towns Near You - Zipporah Lubin-Sandler
- **The New York Post:** Fort Lauderdale International Boat Show (FLIBS) - Perri Blumberg
- **Edible South Florida:** Taste the Keys - Gretchen Schmidt

FAM Trip Summary

- **Upcoming Opportunities to Host:**
 - **Taste the Keys (October 2025):** Coordinating a South Florida journalist’s visit for Taste the Keys; outreach in progress.
 - **Key West Fantasy Fest (10/17 - 10/20):** Coordinating a visit for a South Florida journalist (contributing to a national publication); outreach in progress.
 - **FLIBS Media Outreach for Booth Side and Deskside Appointments (10/29):** Outreach in progress.
 - **UNESCO Announcement (10/31):** Coordinating a visit for a top-tier national journalist; outreach in progress.
 - **Key West World Championship (11/2 - 11/9):** Coordinating an influencer or media to visit; outreach in progress.
 - **Becca Blond, Freelance, Yahoo!, Travel + Leisure, AFAR (November/December):** Coordinating a visit to Key West in November or December; awaiting preference on dates before booking flights.
 - **Dwight Brown, Freelance (Essence, Miami New Times) (TBD):** Interested in driving down to Key West; awaiting additional details.

Miscellaneous (Planning/Strategy/Updates)

- € September Monthly Report; Delivered on 10/3
- € HSMAI Adrian Awards 2025: Submitted entry for “**Lenny the Loggerhead Turtle**” in the **Broadcast Television: Traditional TV, Cable or Streaming – Earned Media Only** category in September 2025.
- € VFK Meetings in September:
 - VFK x FLIBS Call – 9/9 (Malcolm, VFK)
 - VFK x TURNER Monthly Call – 9/11 (Naureen, Malcolm, Steph, Mariana, Cecilia VFK)

Total Mentions Over Time

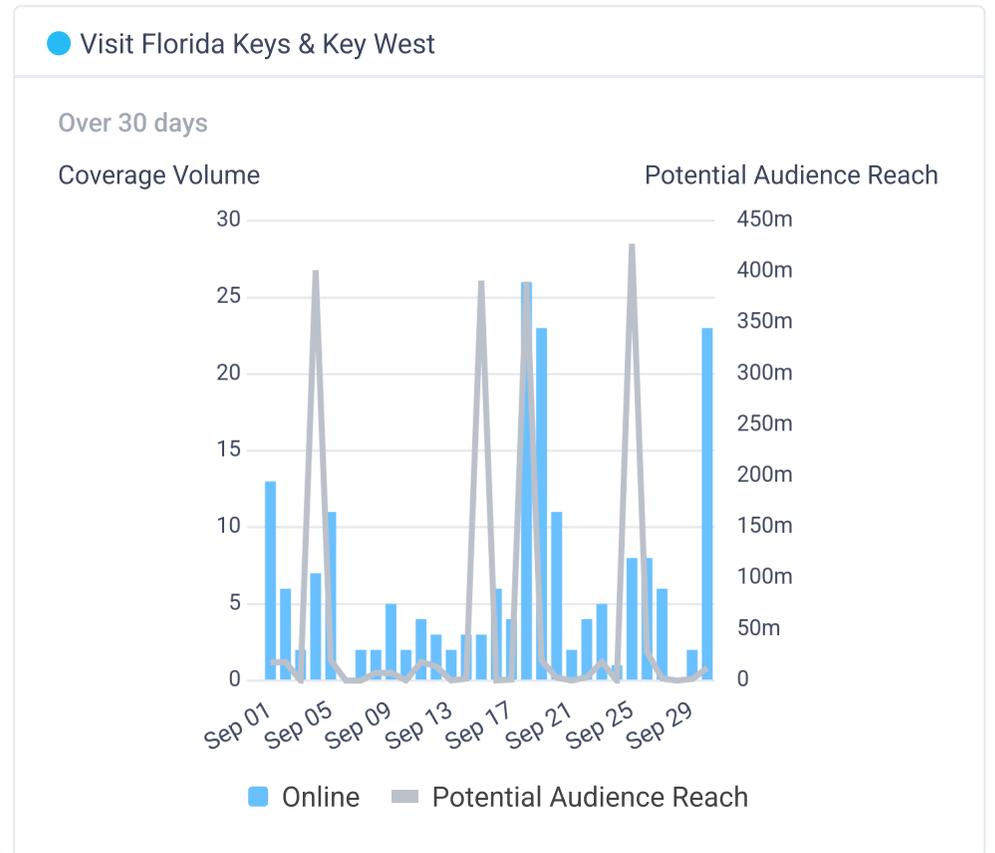
From 1 September 2025 - 30 September 2025

The Florida Keys and Key West observed consistent coverage in September, with most stories highlighting upcoming events, F&B, road trips and aquatic activities. Additionally, coverage continued to highlight the New World screwworm case.

Aggregate Readership

From 1 September 2025 - 30 September 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:
8/31/25	Keys Citizen	Just a Few Friends' unites Buffett fans in Key West	73,618
8/30/25	WPLG	Key West marks Jimmy Buffett weekend	1,220,636
9/1/25	The Atlanta Journal-Constitution	Swimming with dolphins helps rescue efforts in Key Largo	1,922,458
9/2/25	Various Outlets	Just a Few Friends	5,148,852
9/4/25	Keys Weekly	IN PICTURES: BUFFETT'S LEGEND LIVES ON IN MUSIC & MEMORIES	87,464
9/4/25	NewsBreak	Jimmy Buffett's spirit lives on in Key West. See photos of fans and his sister	15,465,564
9/4/25	Miami Herald	Jimmy Buffett's spirit lives on in Key West. See photos of fans and his sister	6,529,402
9/4/25	Yahoo! Entertainment	Jimmy Buffett's spirit lives on in Key West. See photos of fans and his sister	373,020,432
9/4/25	WSVN	Southernmost Point Buoy to be replaced with replica as crews repair the seawall	1,058,096
9/5/25	Miami News Times	Iconic Key West 'Southernmost Point' Buoy Removed for Restoration	372,056
9/5/25	WFLA	Work begins on one of Florida's most iconic photo spots	2,212,259
9/5/25	South Florida Reporter	Key West's Most Photographed Landmark Gets a Doppelganger...For Now (Video)	21,149
9/5/25	WMBB-TV	Work begins on one of Florida's most iconic photo spots	158,262
9/5/25	Travelmole	Key West Southernmost Point Plaza getting a makeover	76,331

In September, TURNER secured 100 pieces of online, broadcast and radio coverage for the Florida Keys. Coverage highlights included features in *Daily Passport*, *Good Morning America*, *Keys Weekly*, *Miami Herald*, *Southern Living*, *The Atlanta Journal-Constitution*, *Travel Agent Central*, *WFLA*, and more. Additionally, TURNER distributed three Video News Releases in September covering the following events: Just a Few Friends, New Southernmost Buoy Stand-In and the Swim for Alligator Lighthouse.

TURNER Secured Coverage (Continued)

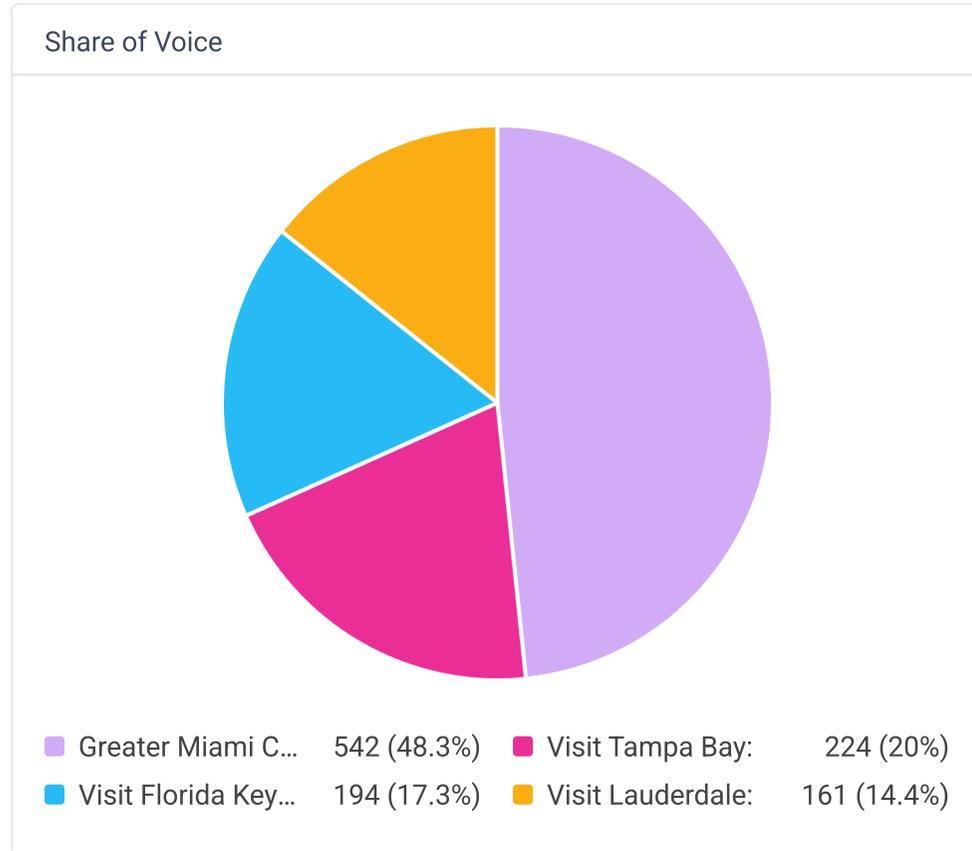
Date	Outlet	Article Title	UVM:
9/5/25	Konk life	Key West Installs New Southernmost Buoy Ahead of Sunrise	1,400
9/5/25	NewsBreak	Key West Installs New Southernmost Buoy Ahead of Sunrise	15,465,564
9/3-9/6	Various Outlets	Southernmost Point Buoy Relocation	891,442
9/11/25	Key West Citizen	September in Florida Keys: Weird, Wild and Wonderfully Unfiltered	73,618
9/12/25	Southern Living	The Best Time To Visit The Florida Keys Isn't In The Summer, According To A Floridian	13,903,925
9/14/25	South Florida Reporter	Preserving the Past, One Stroke at a Time – Swim for Alligator Lighthouse Draws Global Competitors (Video)	21,149
9/15/25	WSVN Online	Swimmers compete in annual 8-mile open water challenge 'Swim for Alligator Lighthouse' in Islamorada	1,058,096
9/15/25	WSVN (Fox) Miami, FL	Swim for Alligator Lighthouse	29,558
9/18/25	Keys Weekly	IN PICTURES: HUNDREDS PARTAKE IN ANNUAL SWIM TO ALLIGATOR LIGHTHOUSE	87,464
9/19/25	Travel Agent Central	Key West's Fantasy Fest Unveils Theme, Events for 2025	37,528
9/20/25	Travel and Tour World	Key West Fantasy Fest 2025: A Celebration of "Bedtime Stories and Magical Monsters" with Spectacular Events in the Florida Keys	2,789,040
9/29/25	Daily Passport	7 Regional U.S. Specialties You Need To Try	1,232,024
9/30/25	Passport Magazine	Explore LGBTQ+ Key West The Go-To Sunny Destination For Fall And Winter	7,728

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Share of Voice

From 1 September 2025 - 30 September 2025

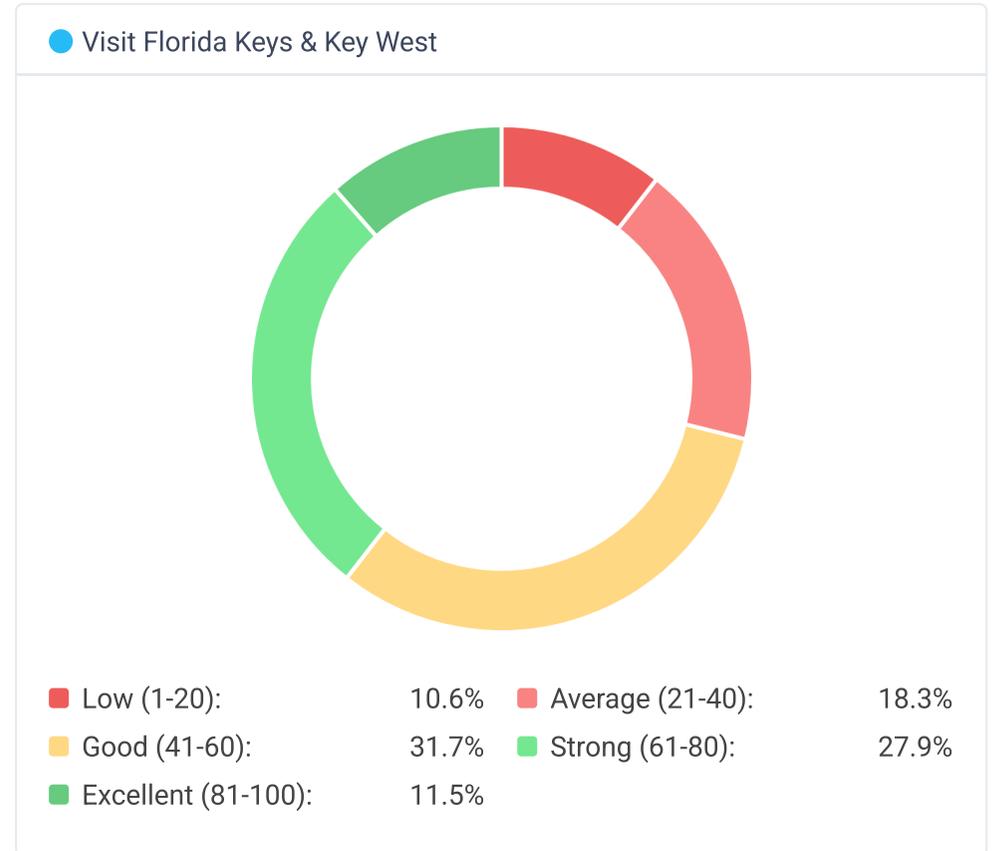
In September, Miami had the highest share of voice (48.3%), followed by Tampa Bay (20%) and the Florida Keys (17.3%). Miami led share of voice with coverage on new airline routes, its culinary scene and fall travel roundups. Additionally, coverage spotlighted that GMCVB's and Miami International Airport hosted WTE Miami 2025.



Domain Authority

From 1 September 2025 - 30 September 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 September 2025 - 30 September 2025

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

