

VISIT THE FLORIDA KEYS

Starmark TDC Report 10.8.25



The
Florida Keys
& Key West



INTEGRATED MARKETING PROGRAM HIGHLIGHTS

- Delivered a coordinated, integrated marketing campaign strategy across the 2nd half of the Fiscal Year 24/25 that utilized multiple marketing channels spanning traditional and digital media and reached consumer and trade audiences, domestically and internationally
- Applied a consistent and uniform brand message to target audiences in major Fly and Drive feeder markets across channels, various advertising platforms, including high-impact, immersive, and compelling ad formats
- Supported the approval of the FY25/26 Marketing Plan and Annual Budget, laying the foundation for future strategic efforts and tactical implementation across a holistic marketing initiative supporting Tourism in the Florida Keys
- Supported the Media RFPs project for inclusion in future media, traditional, and digital media plans through Media Day organization and team participation.
- Featured 60+ Partners in COOP Media placements, including print advertorials and email newsletters

INTEGRATED MARKETING PROGRAM HIGHLIGHTS

- Spearheading the Longwoods Research Study to identify the Florida Keys' brand positioning across the target demographic in feeder markets, including its key attributes when compared to competitive destinations
- Plan to host an event sponsorship and booth exhibit at the Fort Lauderdale Boat Show (10/29-11/2)
- Plan to distribute a revamped and upgraded 'Culture Magazine' in Florida hotel rooms before Thanksgiving
- Supporting hallmark events such as Fantasy Fest in Key West with a dynamic Instant Experience ad across Paid Social, along with other hyper-local events
- Kicking off initial planning stages for new brand campaign slated to be introduced in 2026

FEATURED PARTNERS

DAC I

Azur Key West
Casa Marina
Conch Train Tour
Dry Tortugas National Park
Fort Jefferson
Four Flamingos
Gardens Hotel
Hemingway's Home
Hog Fish Bar & Grill
Key West Butterfly & Nature Conservatory
Key West Golf Club
Mallory Square
Margaritville Beach House
Marquesa Hotel
Pier House Resort & Spa
Southernmost Beach Resort
Sunset Key Cottages
The Florida Keys National Marine Sanctuary
The Marker Key West Harbor Resort
The Reach Key West

DAC II

Bahia Honda State Park
Deer Run on the Atlantic
Little Palm Island Resort & Spa
National Deer Refuge
Ocean's Edge
Parmer's Resort
Pigeon Key Express
Salt & Ash at Hawk's Cay
The Perry

DAC III

Banana Bay Resort
Crane Point Hammock Museum and Nature Trails
Dolphin Research Center
Florida Keys Aquarium Encounters
Hawks Cay
Isla Bella Resort
Kayak Tours
Keys Fisheries
Keys Kayak Tours
Marathon Seafood Festival
Old Seven Mile Bridge
Sparky's Landing
Tranquility Bay
Turtle Hospital

FEATURED PARTNERS

DAC IV

Amara Cay Resort
Cheeca Lodge
History of Diving Museum
Islander Resort
Moorings Village
Robbie's
Theater by the Sea
Three Waters Resort & Marina

DAC V

Africa Queen
Baker's Cay Resort Key Largo
Bungalows Key Largo
Everglades National Park
John Pennekamp Coral Reef State Park
Playa Largo Resort & Spa
Sunset Bar & Grill
The Fish House and Seafood Market
Key Lime Sailing Club

MEDIA CAMPAIGN HIGHLIGHTS

- Amplified a multi-channel, audience-centric branding campaign across traditional and digital channels
- Robust media mix with an emphasis on digital and streaming platforms to deliver a cohesive brand message across engagement-gearred platforms
- Emphasis on trackable digital channels to drive website visits, engagement, and conversions across 'key events' that are indicators of intent to travel and likely visitors to the destination
- Performance media partners and SEM are driving hotel and property bookings on the website booking engine
- Ongoing digital campaign optimization to maximize efficiency and brand awareness KPIs (imps, clicks, web visits)
- Support local events and initiatives through paid social media and hyper-local marketing
- Position the Florida Keys as a luxury destination among the competition with endemic print advertising
- Reach prospective travelers with above-the-line media channels to attract likely visitors in the early planning stages

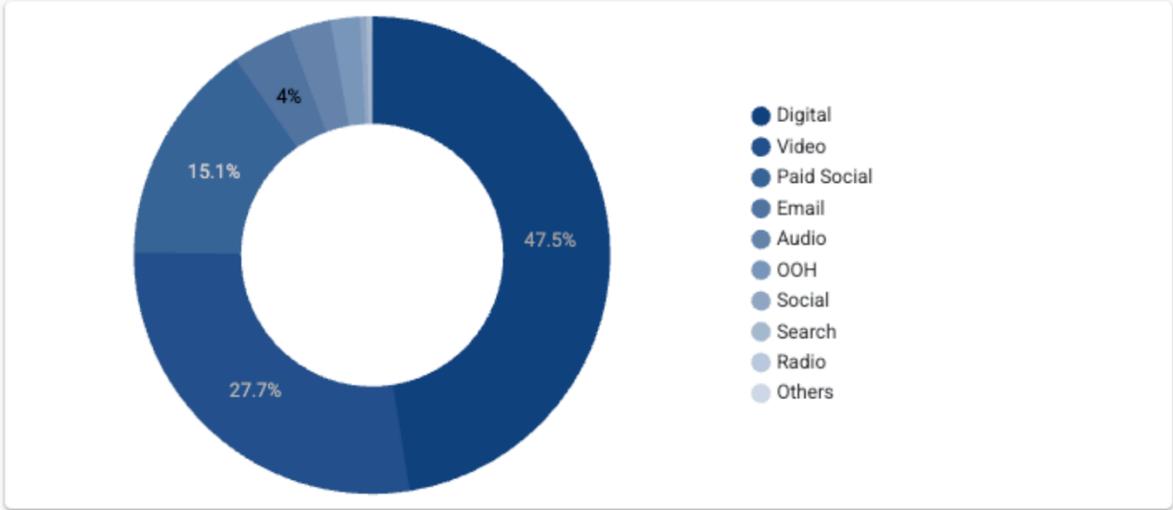
APRIL - AUGUST 2025 PAID MEDIA INTEGRATED DASHBOARD

| | | | | | | | | | | |
|-------------|-------------|--------|-------|-------------------|--------|-----------------|-------------|-----------|-------------|-----------------|
| Expenditure | Impressions | Clicks | CTR | Video Completions | VCR | Email Delivered | Email Opens | Open Rate | Circulation | OOH Impressions |
| \$4.48M | 346.3M | 2.4M | 0.69% | 89.1M | 79.30% | 13.9M | 5.3M | 37.72% | 7.9M | 7M |

| Line of Business | Expenditure | Impressions | Clicks | CTR | Video Completions | VCR | Email Delivered | Email Opens | Open Rate | Click/Open Rate | Circulation | OOH Impressions |
|-------------------|----------------|-------------|---------|-------|-------------------|---------|-----------------|-------------|-----------|-----------------|-------------|-----------------|
| Brand Awareness | \$1,767,456.19 | 154,136,146 | 797,878 | 0.52% | 25,824,016 | 73.99% | 2,967,126 | 542,785 | 18.29% | 1.11% | 5,813,203 | 6,939,963 |
| DAC I-Key West | \$889,554.33 | 66,055,087 | 473,899 | 0.72% | 19,469,959 | 88.83% | 4,570,214 | 2,014,789 | 44.09% | 1.40% | 382,342 | - |
| DAC II-Lower Keys | \$248,184.06 | 14,704,393 | 144,864 | 0.99% | 5,222,737 | 100.00% | 1,826,594 | 872,785 | 47.78% | 2.02% | 110,000 | - |
| DAC III-Marathon | \$474,225.69 | 27,108,630 | 161,825 | 0.60% | 12,806,051 | 82.49% | 133,333 | - | - | - | 1,095,000 | - |
| DAC IV-Islamorada | \$333,388.52 | 22,252,168 | 185,911 | 0.84% | 7,551,418 | 86.64% | 2,945,637 | 1,160,010 | 39.38% | 1.93% | 200,000 | - |
| DAC V-Key Largo | \$398,830.96 | 24,333,992 | 230,523 | 0.95% | 8,632,307 | 95.39% | 1,154,821 | 523,725 | 45.35% | 0.69% | 270,000 | - |
| Fishing Advisory | \$106,151.15 | 14,196,536 | 176,418 | 1.24% | 4,265,663 | 55.47% | - | - | - | - | 40,000 | - |
| Cultural Umbrella | \$85,546.52 | 3,792,239 | 7,297 | 0.19% | 1,479,428 | 87.59% | 206,591 | 89,812 | 43.47% | 2.79% | - | - |
| Dive Umbrella | \$171,943.15 | 19,723,234 | 197,086 | 1.00% | 3,875,317 | 50.02% | 121,145 | 49,410 | 40.79% | 1.64% | - | - |

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Impressions by Medium



SOURCE: SMI Integrated Dashboard Reporting 4/1-8/31/25.

APRIL - AUGUST 2025 PERFORMANCE HIGHLIGHTS FOR GOOGLE SEM & YOUTUBE

- SEM campaign overall CTR 12.4%
 - 165% higher than industry benchmark of 4.68%
 - 345% improvement YoY
 - The ad group Places to Stay in the Keys Brand Awareness campaign had a high CTR of 14.4%.
 - Islamorada campaign had the highest CTR, 14.32%.
- YouTube Brand Awareness campaign yielded an 82.7% interaction rate, indicating heightened consumer engagement.
 - LGBTQ Key West campaign showed strong performance with a high CTR at 0.08%
- Performance Max campaigns ran for Brand Awareness and the Dive Umbrella. PMax were responsible for over 60% of all clicks, driving traffic to the website at an efficient CPC of only \$0.32.

| Expenditure | Impressions | Clicks | CTR | Video Completions | VCR |
|-------------|-------------|--------|-------|-------------------|--------|
| \$393.64K | 21.2M | 336.4K | 1.59% | 8.4M | 41.43% |

| Line of Busine... | Medium | Source | Expenditure | Impress... | Clicks | CTR | Video Completio... | VCR |
|-------------------|---------|---------|-------------|------------|---------|--------|--------------------|--------|
| Brand Awareness | Video | YouTube | \$32,480 | 5,459,754 | 1,020 | 0.02% | 4,518,544 | 82.76% |
| Brand Awareness | Digital | Google | \$43,450 | 4,606,234 | 142,467 | 3.09% | - | - |
| Fishing Advisory | Video | YouTube | \$17,132 | 3,526,792 | 387 | 0.01% | 1,674,388 | 47.48% |
| Dive Umbrella | Digital | Google | \$22,640 | 2,933,777 | 63,612 | 2.17% | - | - |
| DAC I-Key West | Video | YouTube | \$26,862 | 2,928,571 | 2,459 | 0.08% | 2,100,698 | 71.73% |
| Fishing Advisory | Video | Google | \$5,311 | 802,244 | 9,762 | 1.22% | 99,323 | 12.38% |
| Brand Awareness | Search | Google | \$76,670 | 427,781 | 51,291 | 11.99% | - | - |
| DAC I-Key West | Search | Google | \$61,278 | 164,767 | 19,780 | 12.00% | - | - |
| DAC III-Marathon | Search | Google | \$41,365 | 118,492 | 15,696 | 13.25% | - | - |
| DAC V-Key Largo | Search | Google | \$33,587 | 101,682 | 12,687 | 12.48% | - | - |
| DAC IV-Islamorada | Search | Google | \$13,170 | 77,029 | 11,031 | 14.32% | - | - |
| DAC II-Lower Keys | Search | Google | \$19,696 | 48,089 | 6,170 | 12.83% | - | - |

SOURCE: SMI Integrated Dashboard Reporting April - August 2025

One road.
Endless escape.



The
Florida Keys
& Key West
come as you are®

One road. Endless escape.



The
Florida Keys & Key West
come as you are®

Short flight. Long exhales.



The
Florida Keys & Key West
come as you are®

Short flight.
Long exhales.



The
Florida Keys
& Key West
come as you are®

Short flight.
Long exhales.



The
Florida Keys & Key West
come as you are®

CREATIVE HIGHLIGHTS

Brand Awareness Drive/Fly Banners Geo-Targeted Across Digital Display

No plane ticket. No passport.
Yes, paradise.



The Florida Keys
Key West

No plane ticket. No passport.
Yes, paradise.



Big Pine Key
and Florida's Lower Keys

Fly in. Chill out.



The Florida Keys
Marathon

No plane ticket. No passport.
Yes, paradise.



The Florida Keys
Islamorada

Fly in. Chill out.



The Florida Keys
Key Largo

CREATIVE HIGHLIGHTS

DAC-Specific Drive/Fly Banners Geo-Targeted Across Digital Display

Culture



Short flight.
Long exhales.

Diving



No plane ticket.
No passport.
Yes, paradise.

Fishing



Fly in. Chill out.

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

Dining



Drive in.
Chill out.

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

CREATIVE HIGHLIGHTS

Umbrella-Specific Drive/Fly Banners Geo-Targeted Across Digital Display

The Florida Keys & Key West Sponsored · 🌐

Five Destinations. Endless ways to unwind. Start in Key Largo or head to Key West. Wherever you stop, something unforgettable awaits.

The Florida Keys & Key West
come as you are®

Your getaway starts in The Keys

👍❤️ 27 2 comments 4 shares

👍 Like 💬 Comment ➦ Share

The Florida Keys & Key West Sponsored · 🌐

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come as you are®

Your getaway starts in The Keys

👍❤️ 41 2 comments 2 shares

👍 Like 💬 Comment ➦ Share

The Florida Keys & Key West Sponsored · 🌐

Escape to paradise! 🌴

Key Largo or Key West, the journey begins. Unwind in tranquility, dive into adventure, and create unforgettable memories together. Romance awaits around every corner...❤️

🌐 Paradise found for two
#FloridaKeysGetaway

The Florida Keys & Key West
come as you are®

Your getaway starts in The Keys

👍❤️ 2 2

👍 Like 💬 Comment ➦ Share

The Florida Keys & Key West Sponsored · 🌐

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The Florida Keys & Key West
come as you are®

Your getaway starts in The Keys

👍 2 1 comment

👍 Like 💬 Comment ➦ Share

CREATIVE HIGHLIGHTS

Brand Awareness Instant Experiences Ads across Paid Social

The Florida Keys & Key West Sponsored · 🌐

WARNING: Key West is about to get WEIRD!
Join the wildest party in Florida - Fantasy Fest!
Costumes, parades, and endless creativity
await... but where will you stay?
Book now and be close to all the action!

The Florida Keys & Key West
come as you are

Plan Your Getaway to Key West, Florida

👍❤️ 89 11 comments 11 shares

👍 Like 💬 Comment ➦ Share

The Florida Keys & Key West Sponsored · 🌐

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come as you are

Plan Your Getaway to Key West, Florida

👍❤️ 40 5 shares

👍 Like 💬 Comment ➦ Share

The Florida Keys & Key West Sponsored · 🌐

Fantasy Fest in Key West brings costumes,
parades and pure creativity. Plan what to do and
stay close to all the excitement.

The Florida Keys & Key West
come as you are

Plan Your Getaway to Key West, Florida

👍❤️ 20 3 shares

👍 Like 💬 Comment ➦ Share

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👍 Like 💬 Comment ➦ Share

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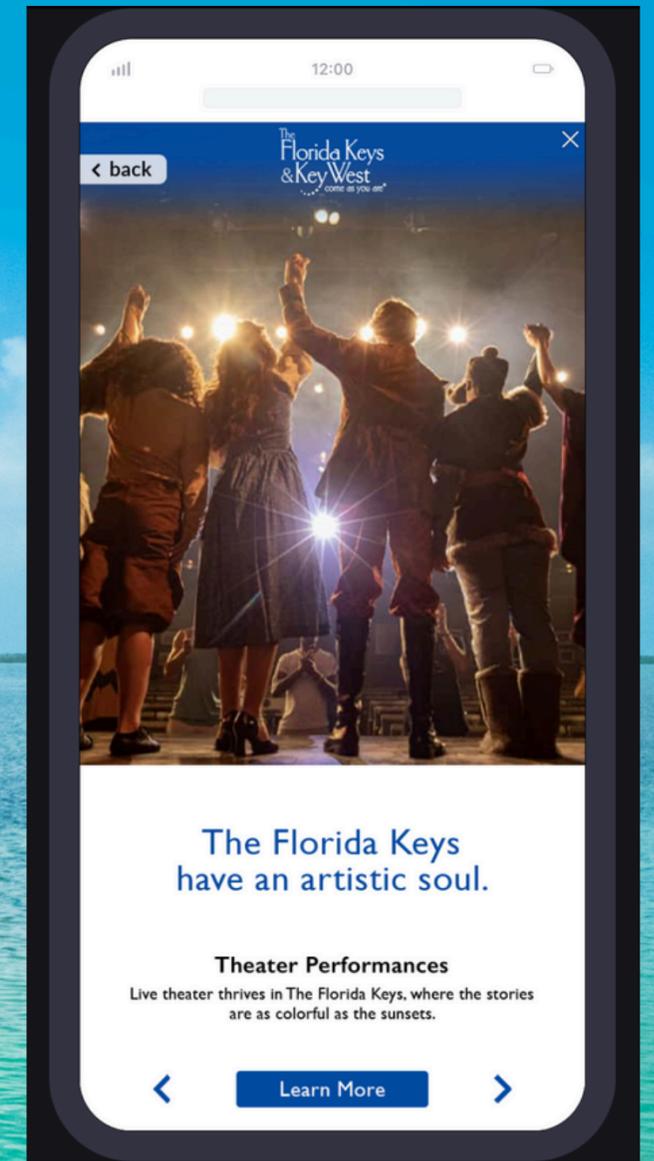
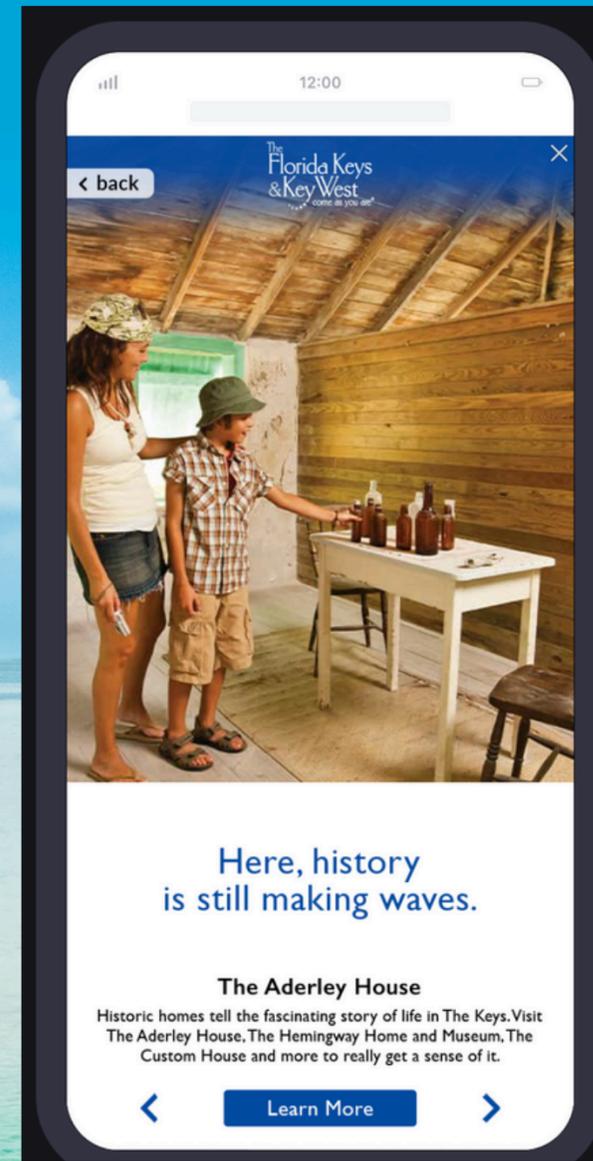
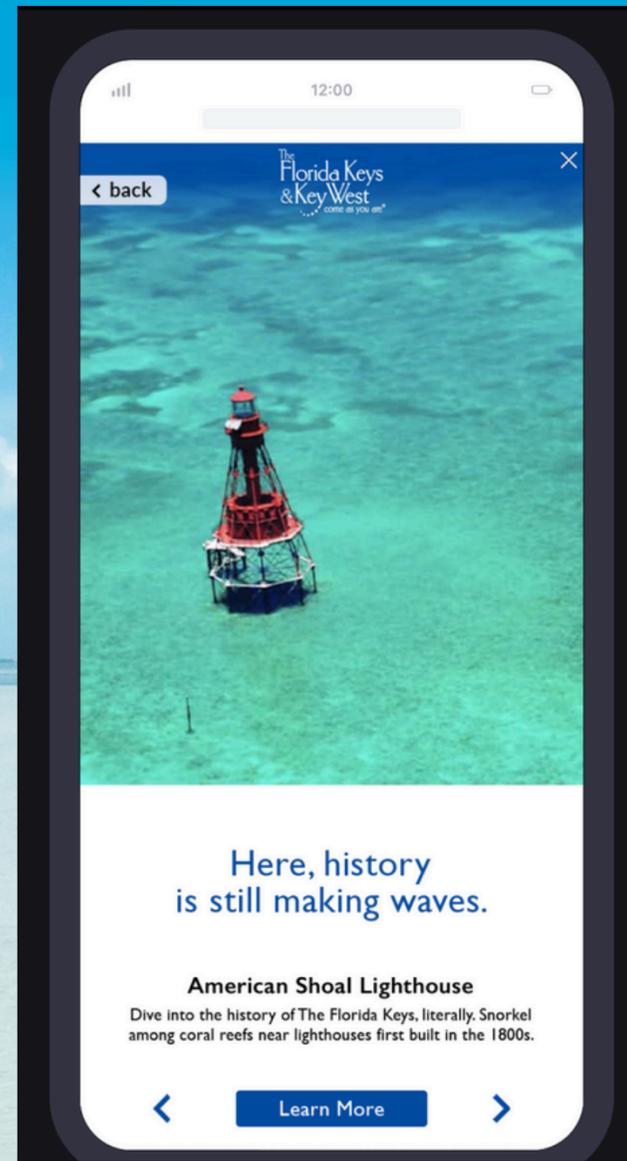
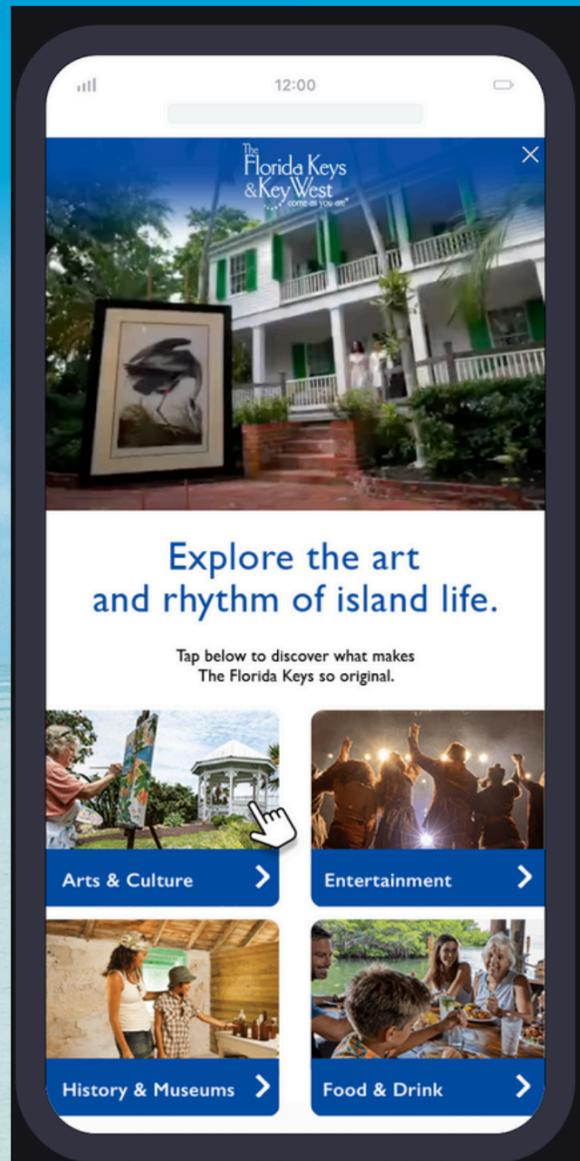
Plan Your Getaway to Key West, Florida

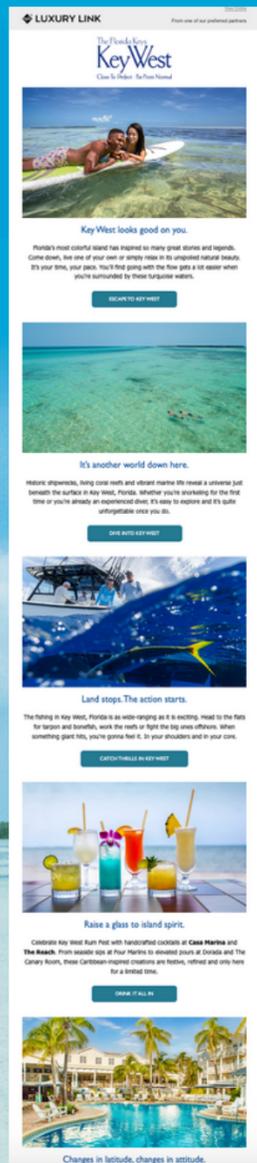
👍 1 share

👍 Like 💬 Comment ➦ Share

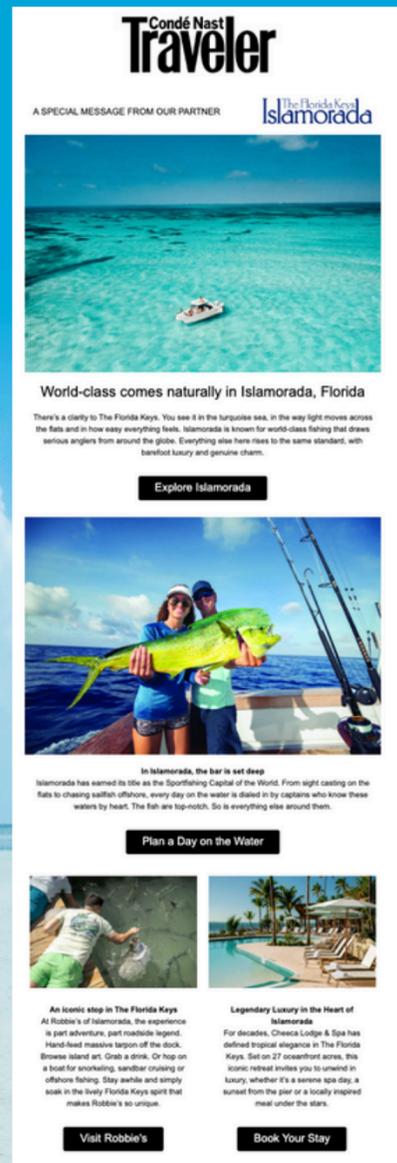
CREATIVE HIGHLIGHTS

Fantasy Fest Instant Experiences Ads across Paid Social

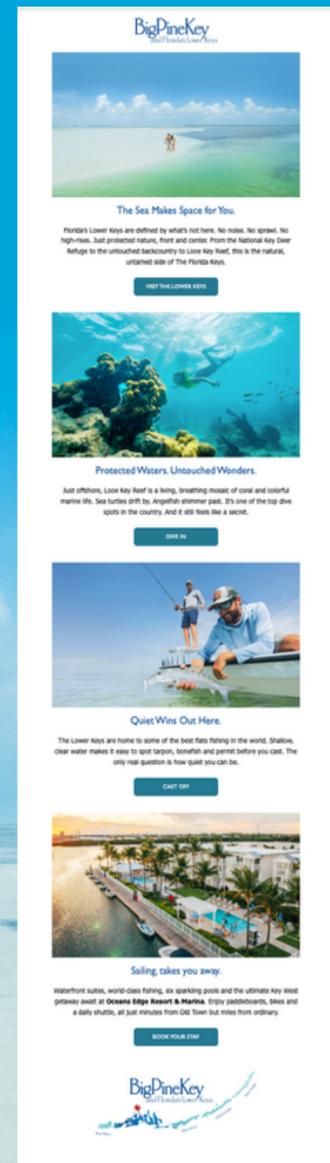




Luxury Link Key West
Email August 6, 2025



CondeNast Traveler Islamorada
Email August 27, 2025

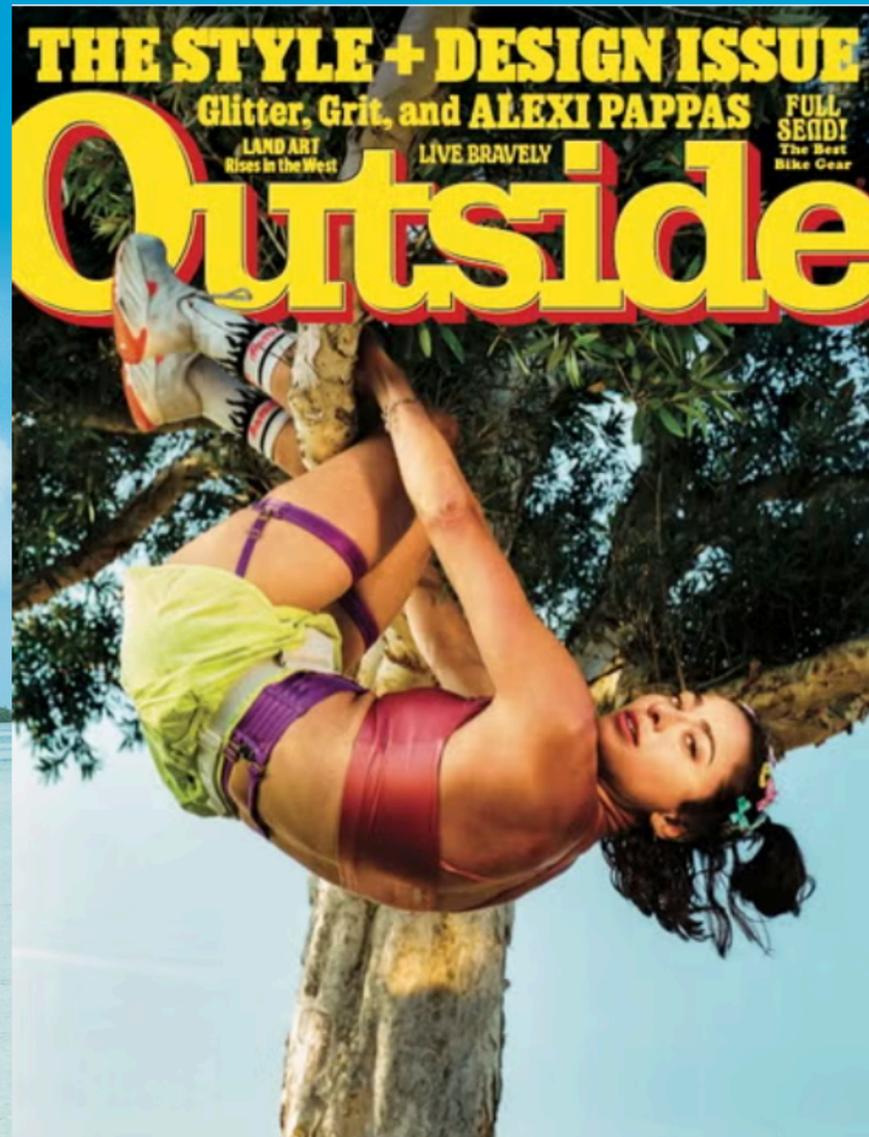


TravelSpike Lower Keys
Email August 21, 2025



Sherman's Travel Key West
Email August 8, 2025

CREATIVE HIGHLIGHTS



Branded Content

Choose Your Own Adventure in The Florida Keys

Offering 5 distinct destinations, this tropical paradise has your perfect escape

One of the great appeals of The Florida Keys is the pace of life. It's *relaxed*. You can't help but slow down and reconnect with a simpler way of living. While this soulful vibe unites The Keys, each one has a distinct personality and rhythm. From marine adventure to nature to fresh dining, here's how to choose where to go in the 125-mile island chain.



KEY LARGO
The gateway to the Florida Keys, Key Largo is just a short drive from Miami. You'll find world-class snorkeling and diving here, with access to John Pennekamp Coral Reef State Park and The Florida Keys National Marine Sanctuary, home to endangered green sea turtles and thousands of other species.

ISLAMORADA
Your fishing adventure starts here. It's no surprise Islamorada is known as the Sportfishing Capital of the World, with its deep-sea, backcountry, reef, and wreck fishing for all levels. Add plenty of barefoot charm and cook-your-catch restaurants, and this six-island paradise makes for a perfect angling getaway.

MARATHON
Planning a family getaway? The marine adventures in Marathon are amazing, varied, and kid-friendly. To name a few: snorkeling, kayaking in mangrove tunnels, learning about turtle rescue, and touring the Dolphin Research Center. Add laid-back ocean-side resorts, and Marathon is ideal for a family getaway.

THE LOWER KEYS
Get a full dose of untamed nature in The Lower Keys, where secret sandbars and off-grid eco-lodges make for a quiet, peaceful escape. Spot manatees and dolphins in the water, endangered Key deer on land, and wading birds and shorebirds in between. Start your wildlife tour at Bahia Honda State Park.

KEY WEST
If a destination can have a big personality, Key West's is XXL. The artsy, historic community embraces every lifestyle and serves up vibrant bars, island-inspired dining, and legendary sunsets. Tour Hemingway's home, visit Dry Tortugas National Park by seaplane, or just settle in at Mallory Square for live music and one of those sunsets.



Plan your trip at [VisitFloridaKeys.com](https://www.visitfloridakeys.com).

The Florida Keys & Key West
come as you are™

CREATIVE HIGHLIGHTS

Outside Magazine September 2025 Advertorial

Fall Festivals & Events Paid Media Landing Page
<https://interest.fla-keys.com/festivals-and-events/>



Fall Festivals and Events

Fall for The Florida Keys

From colorful parades and lively street parties to daring feats offshore and month-long celebrations of local flavor, Fall in The Florida Keys is a season of spectacle and discovery. With endless sunshine and Keys' island spirit, now's the time to [plan your trip south](#).

[See Calendar](#)

Taste the Keys in Key Largo

Join us this October in Key Largo for a month-long culinary celebration packed with prix-fixe menus, local flavors and chef-crafted deliciousness. Taste your way through The Keys, then vote for the dish that deserves top honors.

[Vote With Your Fork](#)



Fantasy Fest in Key West

This October 17 - 26, **Fantasy Fest** ignites Key West with a wild 10-day grown-up extravaganza. Step into a colorful world of imaginative costumes, dazzling parades, vibrant street fairs, cheeky masquerade marches and electrifying parties, all filled with mischief, creativity and a whole lot of fun.

[Get Your Glow On](#)