

# VISIT THE FLORIDA KEYS

Starmark TDC Report 11.12.25  
FY25/26 December 2025



The  
Florida Keys  
& Key West



# INTEGRATED MARKETING PROGRAM HIGHLIGHTS

- Launched the new Fiscal 25/26 advertising campaign across digital and traditional media channels based on the approved annual marketing plan and budget
- Unveiled the new website in partnership with MMGY on 10/27, featuring a new site structure, content, and imagery
- Delivered holistic planning sessions across content strategy, co-op initiatives, and future brand development
- Sponsored the Fort Lauderdale Boat Show (10/29-11/2) with a compelling on-site presence
- Published a revamped Culture Magazine, scheduled to hit hotel rooms before Thanksgiving
- Partnered with Longwoods Research on the Brand Health Study to identify the Florida Keys' brand positioning and key attributes
- Supported Fantasy Fest in Key West, along with other local partners and events, with dynamic social media campaigns

# FEATURED PARTNERS

## DAC I: KEY WEST

La Rubia Panama Hats  
Key West Cooking Show  
Key West Art Walk  
Key West Airport

## DAC II: LOWER KEYS

National Key Deer Refuge

## DAC III: MARATHON

Florida Keys Aquarium Encounters  
Faro Blanco Resort & Yacht Club

## DAC IV: ISLAMORADA

Morada Way Arts & Cultural District

## DAC V: KEY LARGO

John Pennicamp Coral Reef State Park  
Key Largo Fisheries Backyard Cafe  
Coconut Palm Inn

## BRAND AWARENESS (ACROSS DACS)

Key West Airport  
Theater of the Sea (*Islamorada*)  
Doubletree Resort by Hilton Grand Key  
(*Key West*)  
The Turtle Hospital (*Marathon*)  
Tranquility Bay Beachfront Resort (*Marathon*)  
Playa Largo Resort & Spa (*Key Largo*)  
Havana Cabana (*Key West*)

*Note: Partners are listed based on the Line of Business indicated across the media campaign.*

# MEDIA CAMPAIGN HIGHLIGHTS

- Rolled out the new annual media campaign across a multi-channel, brand awareness effort to promote visitation and tourism in the Florida Keys
- Employed an integrated media mix with a focus on measurable digital platforms to encourage visitation to the website and travel to the destination
- Key objectives include brand awareness KPIs such as website visits, engagement metrics, and conversions across 'key events' (indicators of intent to travel)
- Leveraged a combination of digital display, high-impact rich media, and custom units, video, audio, and email to build awareness and encourage engagement. Utilize SEM and performance media to drive conversion on the website.
- Geo-targeted digital media to both major fly markets and in-state drive markets to impact the shoulder season and message to prospects during the booking window for Winter travel
- Featured the destination on *Wheel of Fortune* (October 13-17) as part of the Visit Florida 'Live More Floridays' campaign

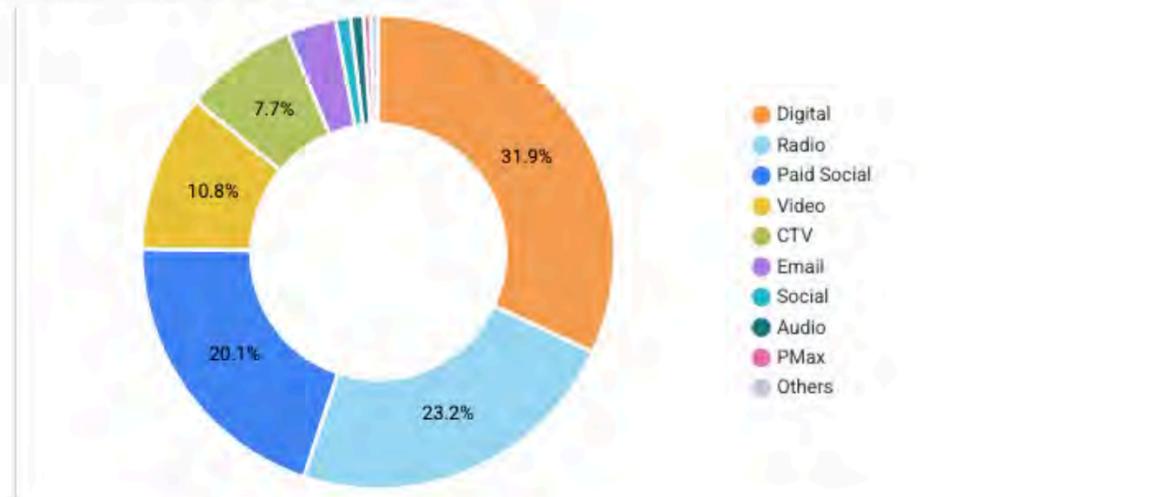
# OCTOBER 2025 PAID MEDIA INTEGRATED DASHBOARD

Expenditure	Impressions	Clicks	CTR	Video Completions	VCR	Email Delivered	Email Opens	Open Rate	Circulation	OOH Impressions
\$613.28K	62.9M	437.3K	0.70%	8.7M	81.52%	272.3K	1.1M	48.76%	677.0K	233K

Line of Business	Expenditure	Impressions	Clicks	CTR	Video Completions	VCR	Email Delivered	Email Opens	Open Rate	Click/Open Rate	Circulation	OOH Impressions
Brand Awareness	\$194,998.99	29,752,108	118,490	0.40%	1,996,513	77.28%	1,300,383	561,640	43.19%	0.59%	137,000	233,333
DAC I-Key West	\$170,193.88	15,540,914	80,078	0.52%	3,473,755	82.33%	79,997	79,997	100.00%	3.66%	-	-
DAC II-Lower Keys	\$23,662.44	2,474,410	35,330	1.43%	354,078	95.67%	-	-	-	-	-	-
DAC III-Marathon	\$79,373.00	4,960,593	31,537	0.64%	1,373,463	97.86%	63,187	63,187	100.00%	8.73%	375,000	-
DAC IV-Islamorada	\$36,854.73	3,412,081	30,189	0.88%	325,625	52.00%	-	-	-	-	-	-
DAC V-Key Largo	\$88,473.64	6,890,634	72,369	1.05%	1,207,109	80.10%	712,045	346,166	48.62%	0.96%	-	-
Fishing Advisory	\$4,788.22	666,832	25,912	3.89%	-	-	-	-	-	-	-	-
Dive Umbrella	\$14,936.22	1,054,133	43,355	4.11%	-	-	-	-	-	-	165,000	-

1 - 8 / 8

Impressions by Medium



SOURCE: SMI Integrated Dashboard Reporting 10/1-10/31/25.

# OCTOBER 2025 PERFORMANCE HIGHLIGHTS FOR GOOGLE SEM & YOUTUBE

- SEM campaign overall CTR 11.36%
  - 142% higher than the industry benchmark of 4.68%
  - 417% improvement YoY
  - The Brand Awareness campaign had the highest CTR (14.18%), followed by Key West with a 12.97% CTR. These campaigns sent the most traffic to the website in October.
- YouTube Key West Brand Awareness campaign yielded a 67% interaction rate and a CTR of 0.03%
- Performance Max Key West campaign delivered over 121K impressions and had the highest CTR (4.49%) out of the PMax campaigns running. This campaign also delivered the most traffic to the website.
- The PMax Airport/Direct Flight campaign launched mid-October, delivering 35K impressions and had a CTR of 3.55%.

Expenditure		Impressions		Clicks		CTR		Video Completions		VCR	
\$46.39K		878.3K		24.2K		2.76%		308.8K		40.35%	
Line of Busine...	Medium	Source	Expenditure	Impress...	Clicks	CTR	Video Completio...	VCR			
DAC I-Key West	Video	YouTube	\$3,816	457,563	135	0.03%	308,753	67.48%			
DAC I-Key West	PMax	Google	\$7,124	236,486	8,738	3.69%	-	-			
Brand Awareness	PMax	Google	\$1,854	71,152	2,482	3.49%	-	-			
Brand Awareness	Search	Google	\$8,605	39,460	4,213	10.68%	-	-			
DAC I-Key West	Search	Google	\$11,023	32,254	3,939	12.21%	-	-			
DAC IV-Islamorada	Search	Google	\$4,380	14,644	1,834	12.52%	-	-			
DAC III-Marathon	Search	Google	\$4,413	10,558	1,333	12.63%	-	-			
DAC V-Key Largo	Search	Google	\$2,570	8,815	950	10.78%	-	-			
DAC II-Lower Keys	Search	Google	\$2,609	7,388	581	7.86%	-	-			

Note: on the chart, Brand Awareness includes campaigns for awareness and competitors. Key West includes campaigns for LGBTQ and Airports.



Fall 2025 Issue



October 2025 Issue



# CREATIVE HIGHLIGHTS

# Endemic Print Publications

Like no place else on earth.

With perfect weather all year round, incredible art and music, the world's freshest seafood, and a legendary laid-back attitude, it's hard to imagine a better place to unplug and chill out than The Florida Keys & Key West.

VisitFloridaKeys.com 1.800.Fla.Keys

# THE FLORIDA KEYS

## Where Time Slows Between Sea and Sky

BY DREAMSCAPES STAFF

**J**ust beyond the southern tip of Florida, an archipelago stretches 201 kilometres into the sea. The Florida Keys & Key West are within easy reach yet feel worlds away. Arrivals are effortless, whether flying into the newly upgraded Key West International Airport via one of its direct routes or into Miami to drive the legendary Overseas Highway, where 42 bridges carry you across endless turquoise water.

**LIFE ON THE WATER**  
The days here are shaped by the sea. Divers and snorkelers explore the only living coral barrier reef in the continental United States, swimming through vibrant coral gardens and schools of shimmering fish. Anglers head out with seasoned guides who know every stretch of water, from the backcountry where tarpon break the surface to deep offshore

where sailfish tail-dance across the waves. Kayaks slip quietly into mangrove tunnels where herons lift from the branches, and the glassy surface of the water mirrors the sky. Whether it's the thrill of offshore adventure or the calm of a sandbar reached only by boat, life on the water feels limitless.

**ISLAND STYLE ON SHORE**  
On land, the pace is equally inviting. Streets lined with pastel architecture speak to a storied past, while galleries and studios showcase a creative spirit born of island life. Music drifts from open-air patios, mixing with the scent of grilled seafood and the tang of Key lime from freshly crafted cocktails. Dining blends ease and refinement, whether at a renowned chef's table or an unpretentious waterfront café. Accommodations carry the same balance of authenticity and indul-

gence, from boutique inns to luxury resorts where oceanfront views are the standard—including one of the most exclusive private island resorts in America.

**SUNSETS AND CELEBRATIONS**  
As the day ends, sunsets turn into gatherings. Performers and travellers meet at the water's edge, celebrating the close of another day in a tradition that feels both timeless and unplanned. It's in these moments that the character of The Florida Keys comes through most clearly. Here, there are no schedules to keep, only a rhythm that welcomes every traveller with the invitation: *Come as you are.*

**TRAVEL PLANNER**  
Plan your journey at [VisitFloridaKeys.com](http://VisitFloridaKeys.com)

PHOTO: VISIT FLORIDA KEYS

52 DREAMSCAPES FALL/WINTER 2025

Dreamscapes Advertorial Fall / Winter 2025  
Insert in Toronto Star and Global Mail

CREATIVE HIGHLIGHTS

Endemic Print Publications - Canada

Totally off the charts.



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

Drop line.  
Pick up jaw.



The Florida Keys  
Islamorada

Sunsets deserve a  
standing ovation.



The Florida Keys  
Key Largo

No place for ordinary.



The Florida Keys  
Key West

Far from everything,  
except heaven.



Big Pine Key  
and Florida's Lower Keys

Drop line.  
Pick up jaw.



The Florida Keys  
Islamorada

# CREATIVE HIGHLIGHTS

Brand Awareness and DAC-Specific Display Banners Geo-targeted to Primary Markets to promote the Winter travel season

One road. Endless escape.



The Florida Keys & Key West  
come as you are®

No plane ticket. No passport.  
Yes, paradise.



The Florida Keys  
Key West

No plane ticket. No passport.  
Yes, paradise.



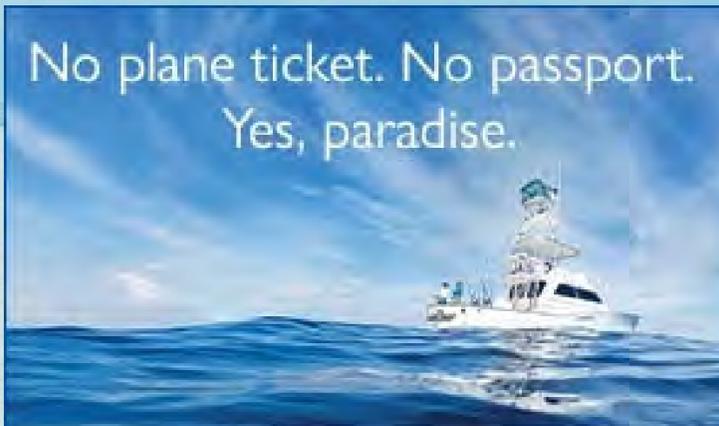
Big Pine Key  
and Florida's Lower Keys

Drive in. Chill out.



The Florida Keys  
Marathon

No plane ticket. No passport.  
Yes, paradise.



The Florida Keys  
Islamorada

Drive in.  
Chill out.



The Florida Keys  
Key Largo

## CREATIVE HIGHLIGHTS

Brand Awareness and DAC-Specific Display Banners Geo-targeted to Drive Markets to promote local tourism during the shoulder season

Brand Awareness and DAC-specific spots ran across the campaign. Examples below:



'Unspoiled' :30 spot (Lower Keys)



'Hook Up' :30 spot (Islamorada)

## CREATIVE HIGHLIGHTS

Streaming video and CTV across programmatic media partners and direct publishers

**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

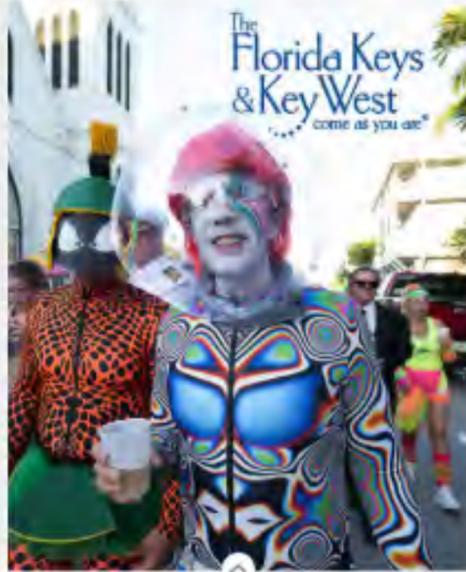
Plan Your Getaway to Key West, Florida

👍❤️ 89    11 comments    11 shares

👍 Like    💬 Comment    ➦ Share

**The Florida Keys & Key West** Sponsored · 🌐

WARNING: Key West is about to get WEIRD!  
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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

👍❤️ 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

**The Florida Keys & Key West** Sponsored · 🌐

WARNING: Key West is about to get WEIRD!  
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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

👍 1

👍 Like    💬 Comment    ➦ Share

**The Florida Keys & Key West** Sponsored · 🌐

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**The Florida Keys & Key West**  
come as you are

Plan Your Getaway to Key West, Florida

👍 Like    💬 Comment    ➦ Share

# CREATIVE HIGHLIGHTS

Fantasy Fest Instant Experiences Ads across Paid Social

## Parties & Parades



Parties, parades and one-of-a-kind pit stops

SWIPE TO SEE MORE



From the **Masquerade March** to the grand **Saturday Night Parade** on Duval, each parade moves to its own wild rhythm and Keys flair.



High fashion meets high energy at the **Headdress Ball**, a signature Fantasy Fest tradition, where towering creations take center stage.



Turn your road trip into a game with the **Pit Stop Party**. Collect signatures at iconic stops on the way to The Keys and enter to win VIP Parade Party passes.



Neon lights, body paint and thumping bass beats ignite the night at **Love to Glow**, a radiant street party where revelers are luminescent until morning.

## Fun Events



Unleash the Fun

SWIPE TO SEE MORE



See Key West turn delightfully darker with **Fantasy Facade**, where homes and businesses transform into haunted spectacles for all to enjoy.



Watch pets and their people strut the runway in the **Pet Masquerade**, one of the most heart-stealing events of the entire week.



Join the **Zombie Bike Ride** horde to pedal your wheels through Key West in costumes that have just the right dose of playful spookiness.



**Goombay** sets the tone for Fantasy Fest with bold rhythms, tantalizing island food and dancing in the streets of Bahama Village.

# CREATIVE HIGHLIGHTS

Fantasy Fest Instant Experiences Ads across Paid Social - Custom Carousels

## Places to Stay



Stay in the heart of paradise

[SWIPE TO SEE MORE](#)



In Key West at **Almond Tree Inn**, island charm meets modern style. Unwind by the pool, sip cocktails in the courtyard and stay steps from the energy of Duval Street.



With ocean views and direct access to South Beach, **Southernmost Beach Resort** pairs a laid-back vibe with elevated touches, from sparkling pools to sunset cocktails.



Set on the seaport, **The Marker Key West Harbor Resort** is luxe with a breezy Keys sensibility. Enjoy three pools, lush gardens and the perfect base for exploring.



Choose **Historic Key West Vacation Rentals** and live like a local. From charming conch cottages to Old Town estates, each home offers a true taste of Keys life.

## Food & Drink



Raise a glass to Key West flavor

[SWIPE TO SEE MORE](#)



At **Hot Tin Roof** and **Sunset Pier**, every bite comes with a view. Dig into island-inspired cuisine, sip cocktails as the sun sets and toast to another perfect Keys evening.



Dine where Pan Am launched its first tickets. **First Flight Island Restaurant** pairs craft beer with fresh Keys flavors, all out of a historic setting.



Start your day with famous brunch favorites at **Bagatelle**. This historic Duval Street gem serves creative cuisine on a breezy porch steps from the heart of Old Town.



Laid-back, lively and pure Key West, **Hog's Breath Saloon** is a legendary spot for casual bites, cold drinks and live music that goes long into the night.

# CREATIVE HIGHLIGHTS

Fantasy Fest Instant Experiences Ads across Paid Social - Custom Carousels

**Sherman's Travel**  
IN PARTNERSHIP WITH  
**Florida Keys Key West**

**Your Story Starts by the Sea**  
From island resorts to seaside adventures, The Florida Keys invite you to discover experiences as unique as the islands themselves. Find your place to relax, explore and reconnect in a destination where every day feels like a vacation.

**Let The Islands Change the Things You Notice**

**Waddle With Heart**  
In Marathon, the world-renowned Turtle Hospital has released more than 3,000 turtles to the sea. Take a guided tour, meet rescuing patients and see how the hospital is expanding its mission to protect endangered sea turtles.

**Bay Views With Villa Vibes**  
The Florida Keys are full of charm with spacious oceanfront villas, white sand beaches and private pools. Make your next vacation a true relaxation of being the beautiful island of ocean and sunsets for your next island escape.

Sherman's Traveler  
Brand Awareness  
October 21, 2025

**LUXURY LINK**  
The Best of Southwestern Florida

**Florida Keys Key West**

**Down here, even time likes to take its time.**  
In The Florida Keys, you'll find 125 miles of white sand beaches, turquoise waters, and a laid-back lifestyle. From Key Largo to Key West, every destination invites you to slow down, enjoy the view, and embrace the island life. It's not just the view, it's the feeling of being completely at ease in every corner of the island.

**Seab is fun, so say More fun to do.**  
From snorkeling shallow reefs to scuba diving full-on adventures, The Florida Keys make it easy to explore a truly magical world beneath the surface. Crystal-clear waters, colorful coral, and curious critters remind you why this is the Only Capital of the World.

**Pass in the morning. Flag flying by noon.**  
Spend the morning on the beach, relaxing and enjoying the view. In the afternoon, enjoy the vibrant nightlife of the Florida Keys. No matter what you're looking for, there's something to do in every corner of the island.

**Escape to Playa Largo Resorts & Spa.**  
In Key Largo, Playa Largo Resort & Spa invites you to relax with the natural beauty of Florida. Lounge by the pool, enjoy the view, and savor the island's finest food and drinks. It's a vacation that feels both relaxing and rejuvenating in every moment.

Luxury Link  
Brand Awareness  
October 24, 2025

**Condé Nast Traveler**  
A SPECIAL MESSAGE FROM OUR PARTNER  
**The Florida Keys Key West**  
Discover the beauty of the Florida Keys

**Here's to less hustle and more horizon**  
The first thing you notice in Key West, Florida, is what you stop noticing. The clock. The rain. The busy days stretch. Nights linger. Over the air, the sun is unobscured. So sit back. Raise a glass. Let the island show you how good slowing down can feel.

**Chill Mode**  
Every house here has a history. Some are grand, some humble, but they all speak of island life past and present. Gingerbread trim, pastel shutters, deep red accents and white gardens. Step inside just a few doors and you'll see how Key West keeps getting more interesting with age.

**Peak Inside**  
**Feast on the view**  
Outdoor dining feels different in Key West. Warm breezes. Golden light. The quiet sound of the sea between courses. Every meal comes with a view. And every table feels like it was made for you. Food just tastes better when the island's part of it.

**The diner is the show**  
The sizzle. The sizzle. The sizzle. Key West chefs turn fresh ingredients into something worth cheering for. You'll taste a little history, feel a little heat, and see why the island keeps creating the best of flavors. The Key West Cooking Show serves it all up.

Condé Nast Key West  
October 24, 2025

**The Florida Keys Marathon**

**Calm stretches farther in Marathon.**  
Set your sea pace in Marathon in the heart of The Florida Keys, where fishing lines submerge fresh fish and daily life unfolds like the sea. Paddle your way, surf the waves and discover how slowing down is the fastest way to feel alive down here in the Keys.

**Where the tug on your heart starts with a tug on your line.**  
In Marathon, daily life runs deep. Out on the water, kids learn patience, parents remember wonder and everyone feels the tug that ties them together. So sit back, keep smiling, enjoy the view, and let the ocean be the music of the Florida Keys.

**Discover Island Adventure and Stay Local at Playa Largo Resort & Spa. Catch Culture by Water.** Soak up the good, local life on an all-in-one island escape that reminds you why the Florida Keys are perfect.

**Where kids go wild for what's under the sea.**  
Step into a living reef without getting your feet wet. At Florida Keys Aquarian Encounters, share glass panels, rays, snails, and more. Not just around you. It's a hidden world in the underwater world of The Keys.

Travel Spike Marathon  
October 28, 2025

**TRAVEL + LEISURE**  
We found a special destination from one of our partners that we think is perfect for Travel + Leisure readers. — check it out!

**Drift Far Enough and You'll Find Yourself**  
In The Florida Keys, calm comes in color. The turquoise water shifts with the light and every shade carries its own kind of peace. Wade a little deeper, breathe a little slower and let the calm surround you completely.

**Every Breath Brings Something New**  
In an archipelago made up of over 1,700 islands, the water becomes your guide. Drift through reefs that glow with life and over wrecks wrapped in legend. Snorkel, scuba or dive and watch the world reveal its brightest secrets one breath at a time.

**Retro Cool Meets Island Style**  
Vintage Havana meets iconic Key West flair at Havana Cubana. Slip on some poolside mojitos, take in the vibrant design and float the day away in the largest swimming pool in Key West, where every hour feels like golden hour.

**Some Discoveries Don't Require Digging**  
Take snorkeling for instance. Discover Florida's first underwater park where vibrant coral reefs and sea life paint a breathtaking scene beneath the waves. Snorkel, kayak or drift into the beauty of John Pennekamp Coral Reef State Park in Key Largo.

Travel & Leisure  
Brand Awareness  
October 30, 2025

# CREATIVE HIGHLIGHTS

Endemic Publisher emails featuring experiences, destinations and partners across the Florida Keys

# CULTURE

Inside The Arts Across The Florida Keys & Key West 2026



## KEY WEST, THROUGH THE PALETTE OF DAVID M. PEREZ

Easy Living Delights  
Creative Spirits

The Heartbeat of The Keys,  
Open-Air Markets

## CREATIVE HIGHLIGHTS

Culture Magazine 2025

### COVER ARTIST



#### DAVID M. PEREZ

is an accomplished painter whose artistic journey has spanned decades and multiple creative roles. He attended renowned art institutions such as duCret School of Art in New Jersey, the Art Students League and the National Academy of Design in New York City. He was an exhibiting member of the prestigious Salmagundi Club in New York City during the 1970s, earning recognition among a distinguished community of creators.

David's work is in numerous private collections nationwide, and his creative evolution has seen him excel as a portrait artist, teacher, tattooist and now a Key West painter. Rooted in a commitment to keeping his artistic spirit alive, he embraces a diversity of subjects — from portraits to still lifes and landscapes. Fascinated by the interplay of light, David's work reflects a deep connection to the vibrant, inspiring light unique to Key West, as it has for many artists across generations.

David's work can be seen at the Key West Art Center and Gallery on Front Street in Key West and at "Art of David M. Perez-PJ" on Facebook.



David Perez The Artist



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### WELCOME TO FLORIDA KEYS CULTURE

The Florida Keys comprise a vibrant paradise that I have been fortunate to call home for more than 25 years. This diverse chain of islands is connected by 42 bridges, but that's not all that connects them. Abundant nature, waterways and history provide countless ways to make this destination your own. As locals, we also share a sense of wonder, delighting in the beautiful destination we get to enjoy every day. Thankfully, we have a creative community who can transform these feelings into words and art, some of which you will discover in these pages. I hope you'll have a look and get inspired! Thank you for visiting,

### ART WANDERS IN THE KEYS. OFTEN BAREFOOT.

Ernest Hemingway put down roots in Key West after falling in love with its island charms. Tennessee Williams came to write plays and swim in the mild cerulean waters. These literary legends were not the first creative minds inspired by The Florida Keys & Key West — and definitely not the last!

The Keys that captured the imagination of those famous midcentury storytellers still lure today's artists, musicians, authors, poets and performers. The destination's thriving creative scene spans generations and genres. This is where you can escape into a novel by a local author at Key West Island Bookstore or follow the strumming of an acoustic guitar to an undiscovered troubadour on the waterfront — gulf or ocean, your choice!

Fortunately, you don't have to go far to find a coastline in The Florida Keys, and the same is true of its verdant wonders. From soaring gumbo limbo trees to the signature sea grape, nature's art is everywhere for all to enjoy. The Key West Tropical Forest & Botanical Gardens has been the "keeper of the trees" since 1936. Meanwhile, Grimal Grove in Big Pine Key stands as a labor of love, preserving the island's agricultural heritage of rare and exotic fruit trees.

The Keys' heritage lives on at Crane Point Hammock Museum & Trail in Marathon, as well. Walk amid a hardwood hammock,

mangrove forest and tidal lagoons. But also secreted within all this are historic homes where you can sense the lives that walked through here long ago. This includes the absolute oldest home in The Keys, built by Bahamian sponge farmer George Adderly 120 years ago. These are the kinds of stories and scenery that inspire Keys artists.

In unexpected corners of The Florida Keys, public art sparks wonder, such as muralist Michael Kirby's transformation of the Big Pine Fire Station into an homage to homegrown flora, fauna and heroism.

The Florida Keys Sculpture Trail features 15 magnificent works installed along the Overseas Highway from Islamorada to Key West. Stop and get a closer look at these creations of wood, metal and stone, including "Gaea," named for the mythological Greek goddess, near mile marker 24 on Summerland Key or the gleaming larger-than-life statue titled "Avis Gloriam et Laudis," or "Bird of Glory and Praise," in Key West.

Public art draws you in — but galleries such as Gallery on Greene, Guild Hall and the entire Morada Way Arts & Culture District take you deeper into The Key's creative world. You'll find works that delve into the interconnection of humanity and the environment around us from Keys artists who have captured the sense of sitting under a flamboyantly red royal poinciana tree, a pink mood at sunset and myriad other island interludes, so you can bring the feeling home with you.

On Key West, intimate venues serve as a blank canvas for the performing arts. Big names and cultural icons add Key West to their touring schedule at the Tennessee Williams Theatre. You can also enjoy one-of-a-kind local productions where sensational talents tread the boards of Waterfront Playhouse, Fringe Theatre and other venues, immersing audiences in Broadway shows or locally penned plays.



Elena Madden



David Perez

The Conch Republic has always had an independent "expat" spirit, carefree and untethered, which makes these islands the perfect place for offbeat thinkers to let their creative flag fly. Start exploring this community of painters, sculptors, writers and performers, and you'll start to embody that bohemian spirit, too. Discover the art and soul of The Florida Keys.



### WELCOME,

The Florida Keys have long been a place where creativity and community come together. Our island chain is home to a rich cultural heritage and a thriving arts scene that continues to shape daily life in meaningful ways. From galleries and theaters to music, festivals, and historic landmarks, our islands offer endless opportunities to experience the power of culture firsthand.

In this issue, you'll meet the artists, performers, and visionaries who are carrying forward traditions while creating new ones for the next generation. Their stories reflect not only the beauty of our surroundings but also the resilience and spirit that make this community so special.

Join us on a journey through the Florida Keys, where culture, creativity, and island life come alive.

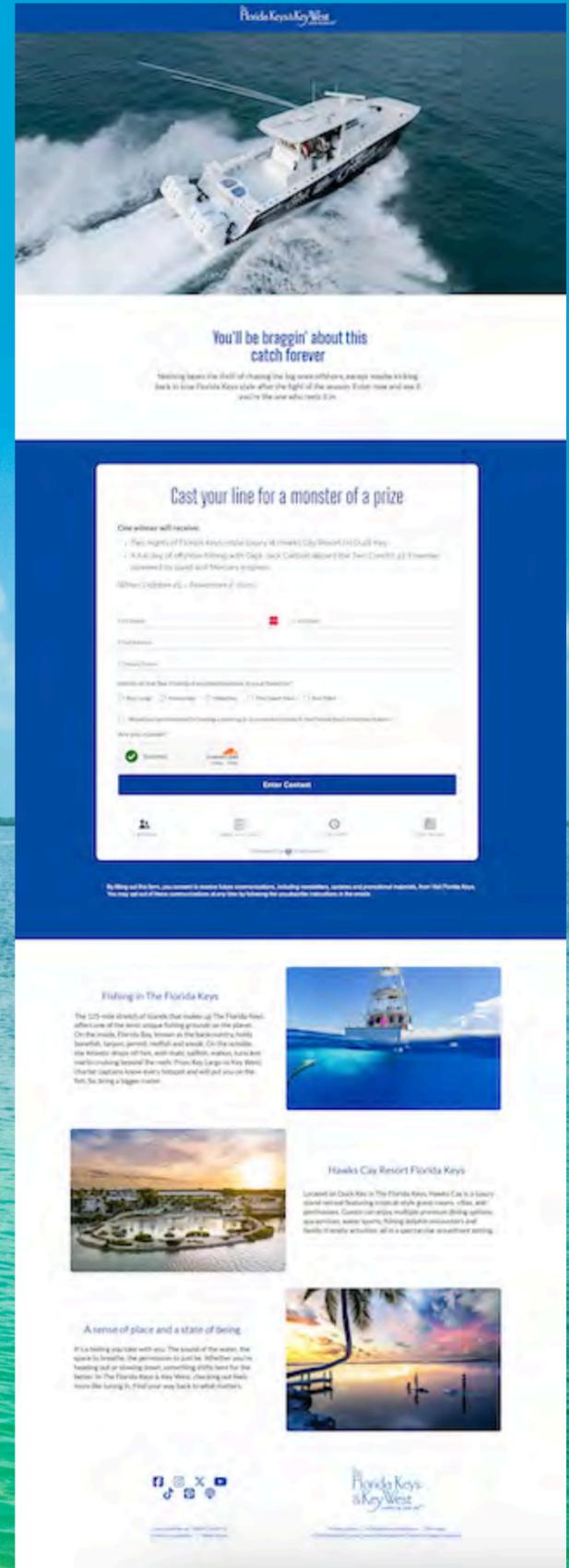
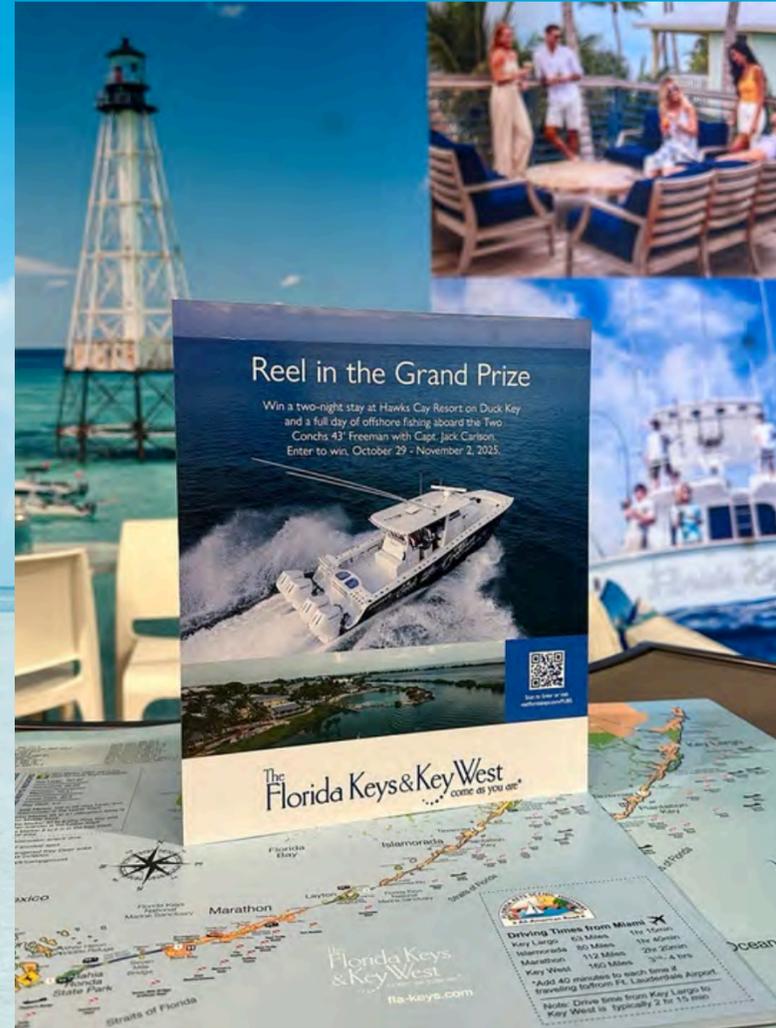
*Kara Franker*

**Kara Franker** JD, CDME  
President & CEO  
Visit Florida Keys/Monroe County TDC

On-site booth presence to promote corporate meeting retreats.



Landing Page for Sweepstakes with Grand Prize Stay at Hawk's Cay Resort in Duck Key, featuring a lead capture for meeting and event planners.



CREATIVE HIGHLIGHTS

Fort Lauderdale International Boat Show  
October 29- November 2, 2025

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](#)