

Florida Keys & Key West

TURNER
THE SHIPYARD COLLECTIVE

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



VFK October 2025 Overview

YTD Impressions and Placements

- **October 2025 Monthly Report**
 - **October Impressions:** 1,024,984,491
 - **October Number of Placements:** 173
 - **YTD Impressions:** 1,024,984,491
 - **YTD Number of Placements:** 173
- [Previous Monthly Status Reports](#)

Press Materials:

- **Finalized Press Releases & VNRs:**
 - ☞ **Pre-Fantasy Fest News Package VNR** – Distributed on 10/16
 - ☞ **Zombie Bike Ride VNR** – Distributed on 10/20
 - ☞ **November 2025 Events Round Up Press Release** – Distributed on 10/21
 - ☞ **Pet Masquerade VNR** – Distributed on 10/23
 - ☞ **Headdress Ball VNR** – Distributed on 10/24
 - ☞ **Locals Parade VNR** - Distributed on 10/25
 - ☞ **Fantasy Fest Parade VNR** – Distributed on 10/26
 - ☞ **New Website Press Release** – Distributed on 10/28
- **Upcoming Press Releases & VNRs:**
 - ☞ **Stone Crab Eating Contest VNR** – Distributed on 11/1
 - ☞ **Holidays in the FL Keys Press Release** – To be distributed by mid-November
 - ☞ **Spirit Airlines First Flight VNR** – Distributing on 11/6
 - ☞ **Hurricane Flag Burning VNR** – Distributing on 11/30
 - ☞ **Annual Signature FL Keys Events Round-Up Press Release** – To be distributed in December

Media Coverage Log

- **October Key Placements:**
 - **Broadcast:**
 - [Fantasy Fest](#) – Coverage was secured nationally on AccuWeather, Café CNN, NEWSNTN, and CNNE; regionally in Miami, Orlando, and Tampa; and internationally in Canada on CTV. **(Audience: 2,858,566)**
 - **Online**
 - **Edible South Florida** – [Taste the Keys](#)
 - **Southern Living** - [The Key Lime Pie Controversy That Still Has Southern Chefs Divided](#)
 - [Syndicated on AOL and Yahoo! Life](#)
 - **USA Today** - [13 haunted US destinations where you can stay the night](#)
 - [Syndicated on Yahoo! Style Canada, Yahoo! Life, NewsBreak and AOL](#)
 - **South Florida Sun Sentinel** - [Ten reasons by region to travel throughout Florida this fall and winter](#)
 - **Browardist** - [Lights, Camera, The Key West Film Festival is Almost Here!](#)

- **Florida Weekly** - [Fantasy Façade Contest Winners Announced](#)
- **Keys Weekly** - [Key West hosts Fantasy Fest Parade and Street Fair](#)
- **Travel and Tour World** - [Visit Florida Keys Now Transforms Travel Planning with AI-Powered Website and Virtual Assistant, Here's All You Need to Know](#)
- **Forbes** - [The 12 Best Road Trips In The USA](#)

Ongoing Media Outreach:

- **Champagne Living:** Cool & Artsy Small Towns Near You – Zipporah Lubin-Sandler
- **Bon Appetit:** Unique and Interesting Pies – Joseph Hernandez
- **Flamingo Magazine:** Key West Literary Summit – Melissa Puppo
- **TBD:** Unique Festivals – Latifah Al-Hazza
- **AFAR:** Underrated Winter Destinations – Kathryn Romeyn
- **Florida Sportsman Magazine:** Fishing in the FL Keys – Jeff Weakley
- **Southern Boating Magazine:** Boating in the FL Keys – Lori Capullo

FAM Trip Summary

- **Completed Media Visits:**
 - **Paul Rubio, Condé Nast Traveler:** Florida Keys correspondent Paul Rubio visited Key West and Little Palm Island Resort & Spa from Oct22-27. During his stay, he enjoyed a variety of Fantasy Fest events.
- **Upcoming Media Visits:**
 - **Jesse Scott, Freelance (Miami New Times, Forbes, Thrillist) (11/6 - 11/9):** Visiting for Spirit Airlines' first FLL > EYW flight. Will be attending Key West Championship Race on Nov. 7th.
 - **Dwight Brown, Freelance (Essence, Miami New Times) (11/19 - 11/24):** Interested in driving down to Key West; awaiting feedback from VFK.

Events:

- **FLIBS 2025**
 - [VFK FLIBS Briefing Pages](#)
 - **Booth Side Appointments (10/29)**
 - Chris Caswell, CharterSavvy
 - Brian Burns, Dock Side Live Radio
 - Jeff Weakley, Florida Sportsman Magazine
 - Dave Morell, Marlin Magazine
 - Connor Motsko, Marlin Magazine
 - Ken Kreisler, Lakeland Boating
 - Diane Byrne, Megayacht News
 - Laura Unsell, Power & Motoryacht
 - Lori Capullo, Southern Boating Media
 - Karina Tsedik, Yatco.com
 - **Deskside Appointment for Ed Simon (10/30)**
 - 2:00 p.m. – Jesse Scott, Freelance Writer (Travel + Leisure, Condé Nast Traveler, Thrillist, etc.)

Miscellaneous (Planning/Strategy/Updates)

- € **October Monthly Report** – Delivered on 11/5
- € **Mariana Kellogg Upper Keys Mini-immersion** (10/22 - 10/23)
- € **VFK Meetings in October:**
 - **VFK x TURNER FLIBS Team Meeting to Review Project** – 10/2 (Naureen, Steph, VFK)
 - **VFK x TURNER Billing Touchbase** – 10/7 (Naureen, Chris, Steph, VFK)
 - **VFK x TURNER Monthly PR Call** – 10/9 (Naureen, Malcolm, Steph, Mariana, Cecilia)
 - **VFK x Purple PR x TURNER Lilly Pulitzer Meeting** – 10/16 (Naureen, Steph, VFK)

- VFK x TURNER at FLIBS – 10/29 (Steph, VFK)
- VFK x TURNER Lilly Pulitzer Regroup – 10/30 (Malcolm, Stephanie, VFK)
- VFK x TURNER x Lilly Pulitzer Touchbase – 10/30 (Stephanie, VFK)

Total Mentions Over Time

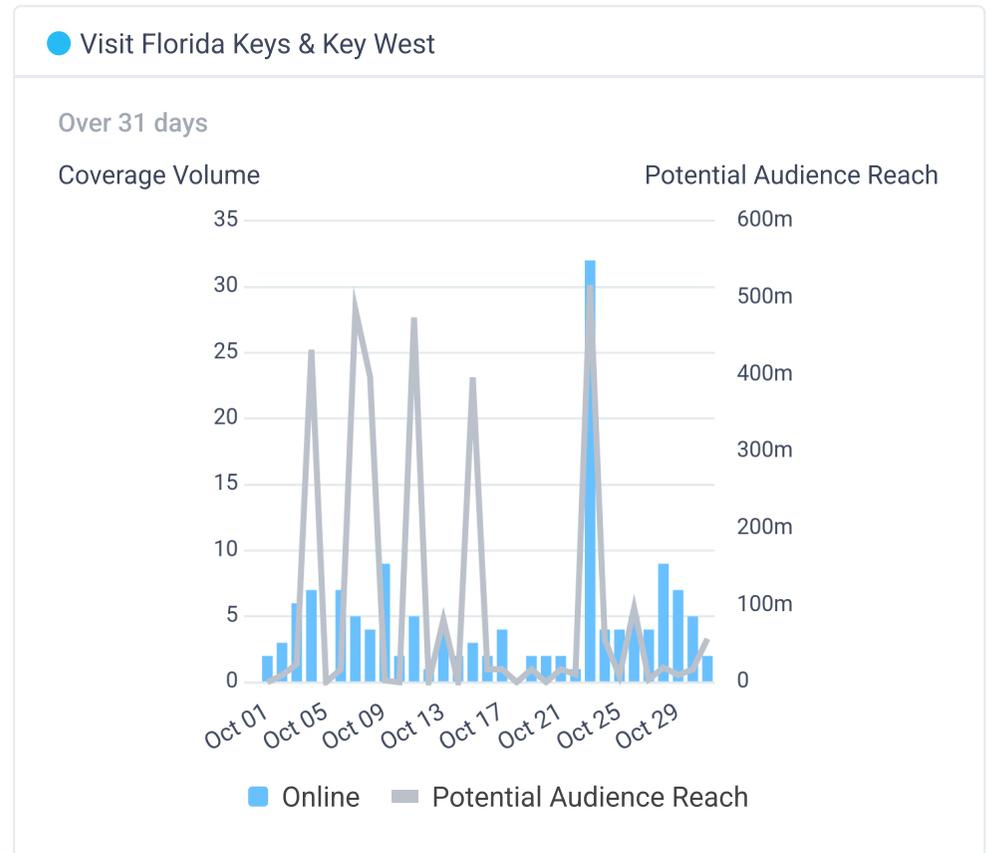
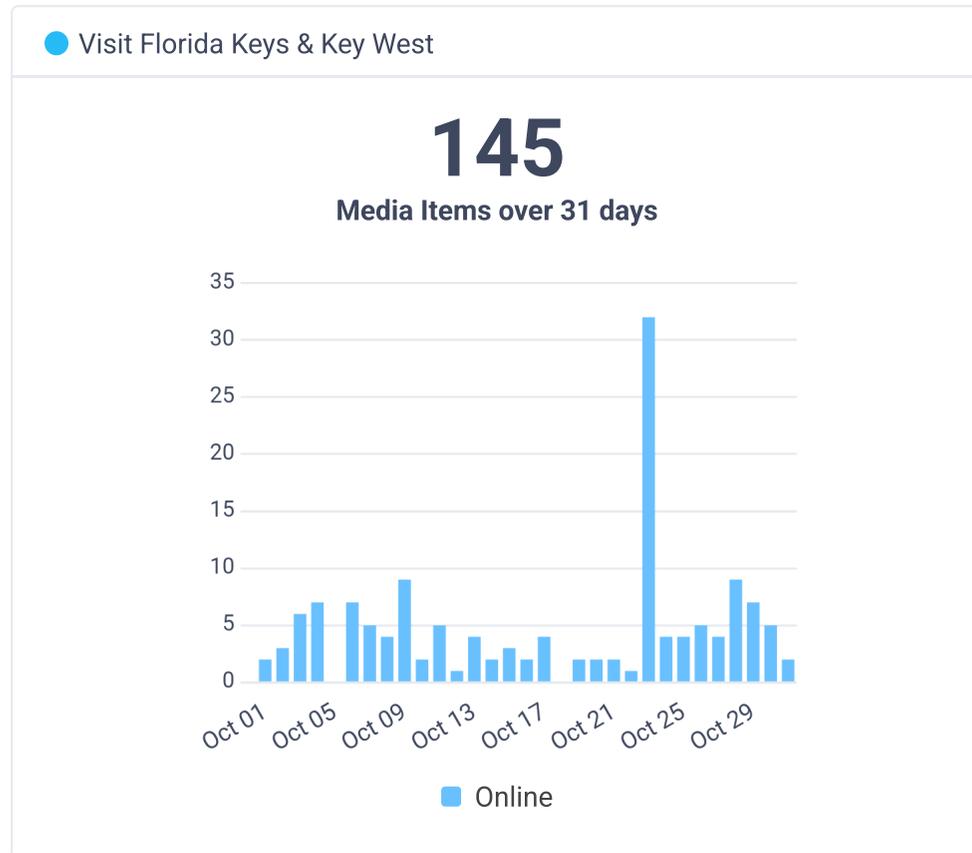
From 1 October 2025 - 31 October 2025

The Florida Keys and Key West observed consistent coverage in October, with most stories coverage highlighting VFK's new website, haunted attractions and Fantasy Fest. Additionally stories about coral extinction and Hurricane Melissa mentioned the Keys.

Aggregate Readership

From 1 October 2025 - 31 October 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:
10/2/25	Edible South Florida	Taste the Keys	45,000
10/3/25	Key West Citizen	October in the Keys: Find your Fantasy	73,618
10/4/25	Southern Living	The Key Lime Pie Controversy That Still Has Southern Chefs Divided	13,903,925
10/4/25	AOL	The Key Lime Pie Controversy That Still Has Southern Chefs Divided	28,025,399
10/4/25	Yahoo! Life	The Key Lime Pie Controversy That Still Has Southern Chefs Divided	390,330,017
10/6/25	Family Vacationist	Don't believe in ghosts? You just might after visiting these haunted destinations around the U.S.	15,089
10/11/25	USA Today	13 haunted US destinations where you can stay the night	65,148,122
10/11/25	Yahoo! Style Canada	13 haunted US destinations where you can stay the night	813,389
10/11/25	Yahoo! Life	13 haunted US destinations where you can stay the night	390,330,017
10/11/25	NewsBreak	13 haunted US destinations where you can stay the night	17,990,760
10/11/25	AOL	13 haunted US destinations where you can stay the night	28,025,399
10/13/25	South Florida Sun Sentinel	Ten reasons by region to travel throughout Florida this fall and winter	1,216,455
10/17/25	South Florida Reporter	Costumes, Creatures, & Creativity Go Full Tilt in Key West! 10-Days of Festivities Kick Off at Fantasy Fest 2025. (Video)	21,149
10/20/25	Key West Citizen	Plan ahead for Fantasy Fest	73,618
10/21/25	Keys West Citizen	Fur to fly in Key West during Fantasy Fest Pet Masquerade	73,618
10/21/25	Key West Citizen	Royal Coronation to crown King, Queen of Fantasy Fest	73,618
10/23/25	World Atlas	10 Florida Towns That Echo The Past	7,515,130
10/23/25	Trazee Traveler	7 Destinations for a Skillcation	3,837
10/23/25	WSVN Online	Pets and owners dress up and compete in Fantasy Fest Pet Masquerade in Key West	1,058,096
10/24/25	Key West Citizen	Locals to line up for Masquerade March	73,618

In October, TURNER secured 173 pieces of online, broadcast and radio coverage for the Florida Keys. Coverage highlights included features in *Browardist*, *Edible South Florida*, *Florida Weekly*, *Forbes*, *Southern Living*, *Travel and Tour World*, *USA Today* and more. Additionally, TURNER distributed six Fantasy Fest Video News Releases in October covering the following events: Pre-Fantasy Fest News Package, Zombie Bike Ride, Pet Masquerade, Headdress Ball, Locals Parade and Fantasy Fest Parade.

TURNER Secured Coverage Continued

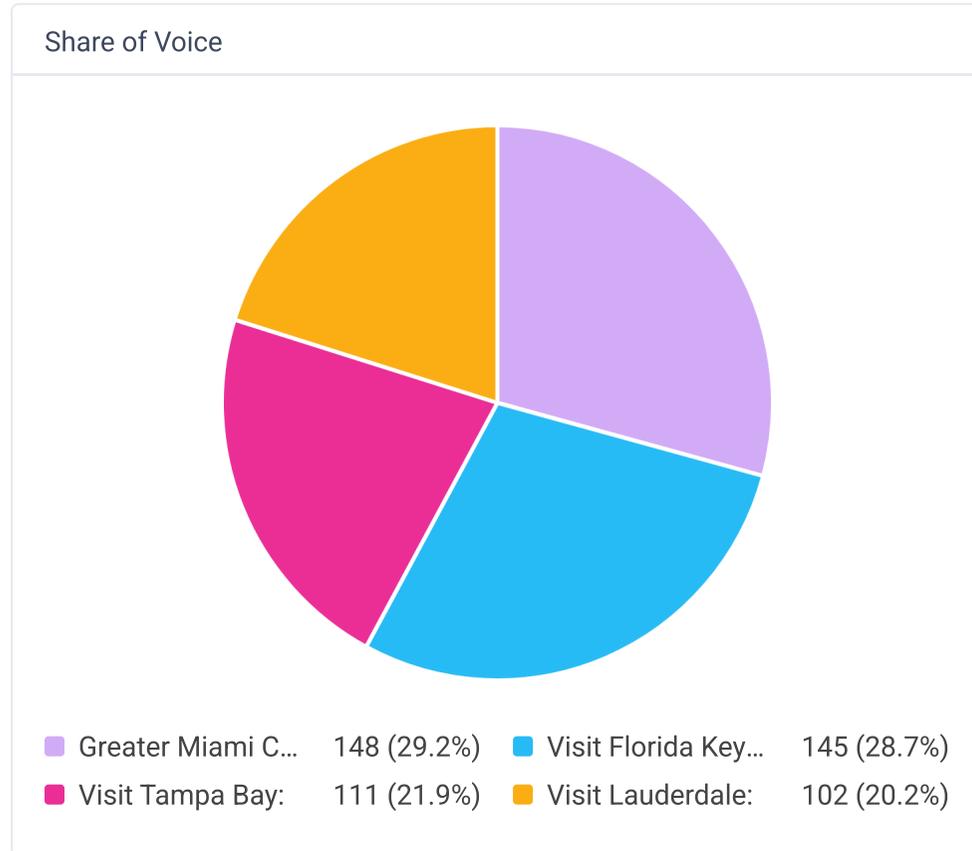
Date	Outlet	Article Title	UVM:
10/24/25	Keys Weekly	FANTASY FIRST ROYALS RAISE OVER \$350K FOR SPCA	87,464
10/25/25	Key West Citizen	Key West hosts Fantasy Fest Parade and Street Fair	73,618
10/25/25	PLLG Local 10	Key West kicks off Fantasy Fest celebrations on Duval Street	1,220,636
10/25/25	South Florida Reporter	"Party Animals" Steal the Show at Fantasy Fest Pet Contest (Video)	21,149
10/26/25	Browardist	Lights, Camera, The Key West Film Festival is Almost Here!	
10/26/25	WLRN Online	Fantasy Fest Parade fires up Key West with 'Bedtime Stories and Magical Monsters'	222,443
10/27/25	South Florida Reporter	Dragons, Dreamers and Dancers Star in Fantasy Fest's Grand Finale Parade	21,149
10/27/25	Florida Weekly	Fantasy Façade Contest Winners Announced	58,746
10/15/25 - 10/26/25	Various Outlets	Fantasy Fest	2,858,566
10/29/25	Travel and Tour World	Visit Florida Keys Now Transforms Travel Planning with AI-Powered Website and Virtual Assistant. Here's All You Need to Know	2,789,040
10/29/25	Travel Mole	Visit Florida Keys introduces AI trip planner	76,331
10/29/25	Travel World	Visit Florida Keys & Key West Launches New AI-Powered Website, Including "Conch-cierge," Multilingual Virtual Assistant	1,213
10/29/25	Travel and Tour World	Florida Sets a New Standard in Tourism with Innovative AI-Powered Website and the Conch-cierge, a Multilingual Virtual Assistant for Global Visitors	2,789,040
10/30/25	Chris Cruises	Florida Keys Launches Cool AI Travel Assistant	3,215
10/30/25	Keys Weekly	HIGH-TECH HOSPITALITY: KEYS TOURISM AGENCY LAUNCHES NEW WEBSITE	87,464
10/30/25	NewsBreak	HIGH-TECH HOSPITALITY: KEYS TOURISM AGENCY LAUNCHES NEW WEBSITE	16,980,473
10/31/25	Forbes	The 12 Best Road Trips In The USA	52,884,070

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Share of Voice

From 1 October 2025 - 31 October 2025

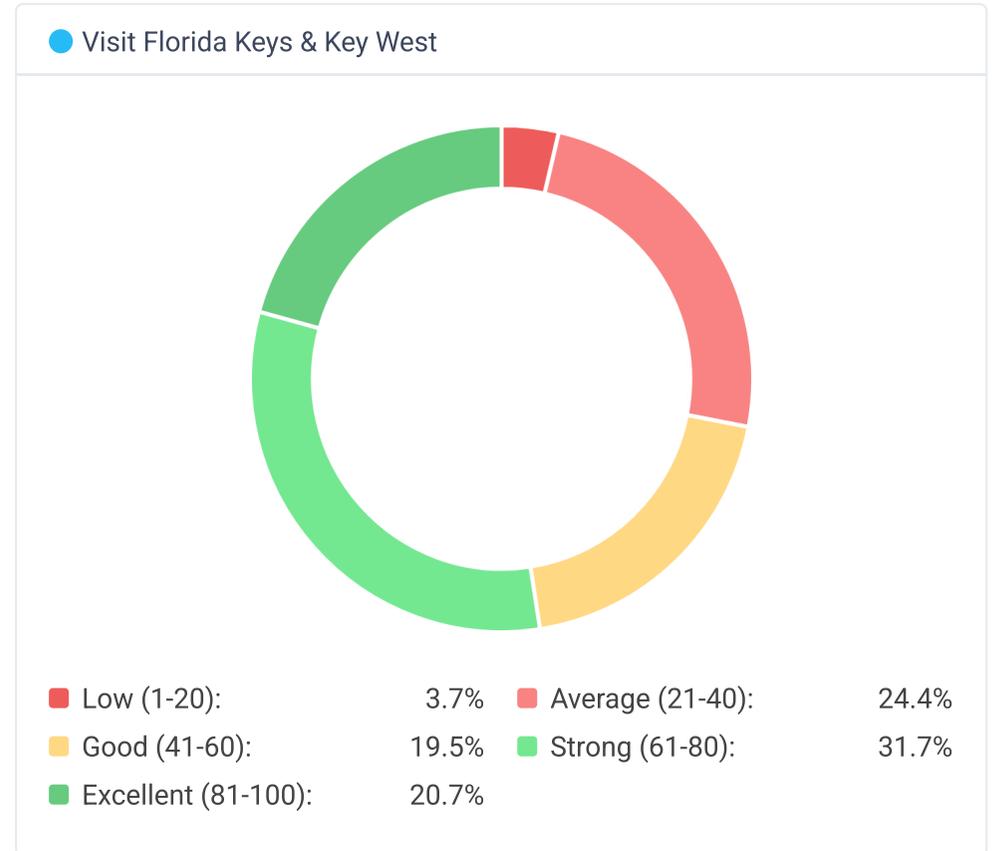
In October, Miami had the highest share of voice (29.2%), followed by the Florida Keys (28.7%), then Tampa Bay (21.9%) and then Fort Lauderdale (20.2%). In October, Miami led share of voice with coverage highlighting cruises, airline updates, and its culinary scene. Additionally Miami was mentioned in coverage discussing Hurricane Melissa.



Domain Authority

From 1 October 2025 - 31 October 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 October 2025 - 31 October 2025

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

