



Monthly Report

October 2025

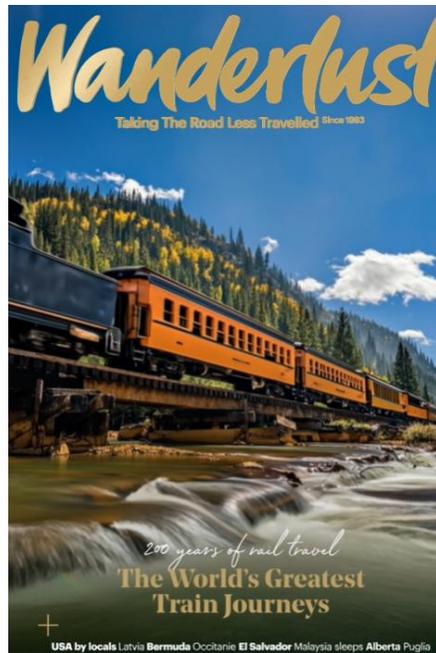
Florida Keys & Key West



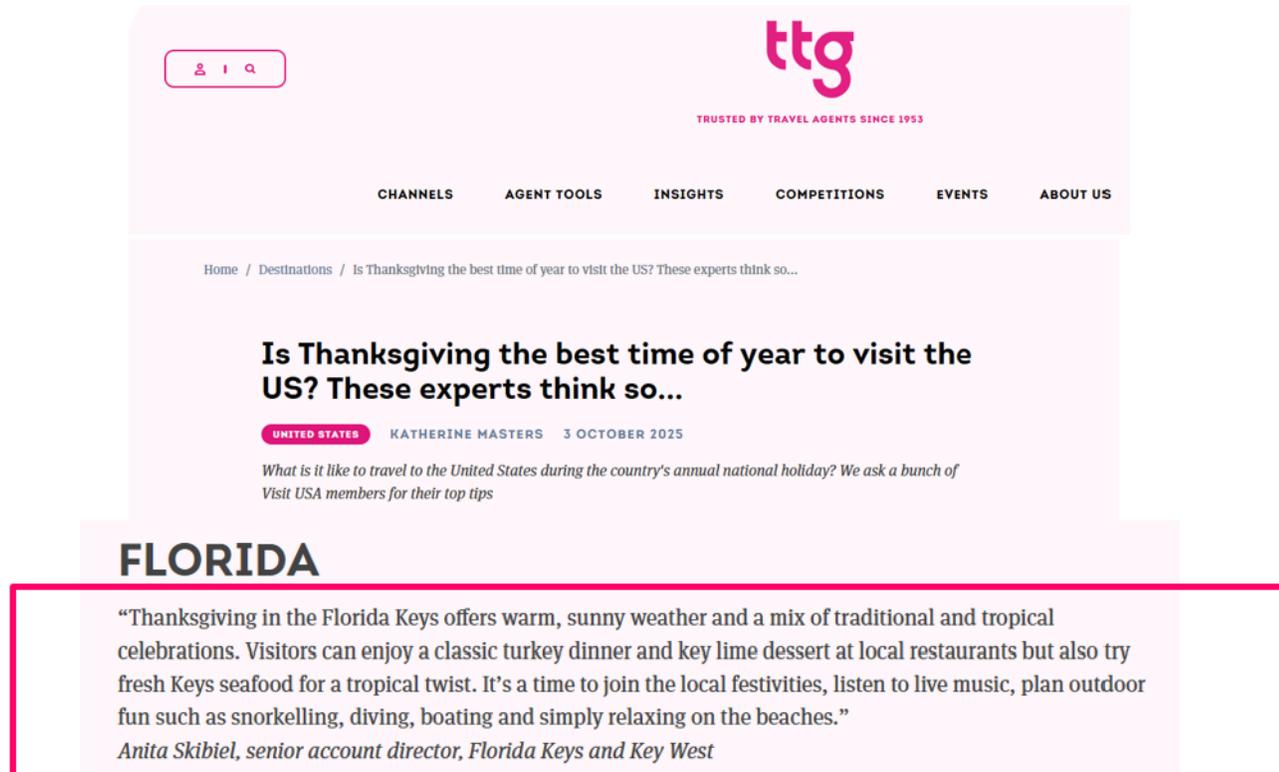
Earned Media

Publication:
 Story Title:
 Date:
 Reach:
 Media Value:

Wanderlust Magazine - Country: UK
 The USA by locals – See Florida Keys barrier reef with the locals....
 October/November issue 2025
 153,504 print circulation
 £10,000 / US 13,665

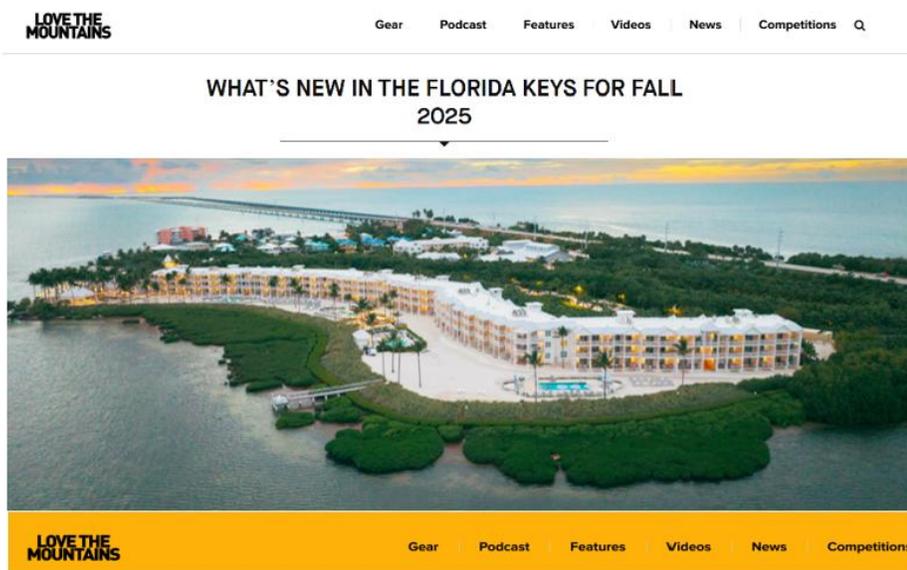


Publication: TTG – Online - Country: UK
Story Title: Is Thanksgiving the best time of year to visit the US? These experts think so...
Date: 3 October 2025
Reach: 135,473
Media Value: £1,250 / US 1,625



The screenshot shows the top portion of a TTG article. At the top is the TTG logo with the tagline "TRUSTED BY TRAVEL AGENTS SINCE 1953". Below the logo is a navigation menu with links for CHANNELS, AGENT TOOLS, INSIGHTS, COMPETITIONS, EVENTS, and ABOUT US. The breadcrumb trail reads "Home / Destinations / Is Thanksgiving the best time of year to visit the US? These experts think so...". The main headline is "Is Thanksgiving the best time of year to visit the US? These experts think so...". Below the headline, there is a red pill-shaped tag for "UNITED STATES", the author "KATHERINE MASTERS", and the date "3 OCTOBER 2025". A sub-headline reads "What is it like to travel to the United States during the country's annual national holiday? We ask a bunch of Visit USA members for their top tips". The word "FLORIDA" is displayed in large, bold, black letters. Below this, a quote is enclosed in a red-bordered box: "Thanksgiving in the Florida Keys offers warm, sunny weather and a mix of traditional and tropical celebrations. Visitors can enjoy a classic turkey dinner and key lime dessert at local restaurants but also try fresh Keys seafood for a tropical twist. It's a time to join the local festivities, listen to live music, plan outdoor fun such as snorkelling, diving, boating and simply relaxing on the beaches." The quote is attributed to Anita Skibiell, senior account director, Florida Keys and Key West.

Publication: Love the Mountains - Country: UK
 Story Title: What's new in the Florida Keys for Fall 2025
 Date: 27 October 2025
 Reach: 62,100
 Media Value: TBC



STORY BY DEBBIE
27TH OCTOBER 2025

Travel Guide to Key West, Key Largo, and Beyond

As the northern hemisphere begins to trade its T-shirts for thermals and pumpkin spice creeps back into seasonal menus, the Florida Keys remains blissfully resistant to seasonal change. Here, the air stays warm, the ocean welcomes with tropical clarity, and life drifts at a pace only an island chain connected by 42 bridges can understand.

Key Largo's Luxe Expansion: Baker's Cay Resort



At the northernmost point of the Keys lies **Baker's Cay Resort**, now unveiling 12 new luxury suites this 1 November. Nestled on 15 acres of lush, hammock-fringed coastline, this Hilton Curio Collection property exudes the barefoot luxury that draws so many to the Keys. The suites are infused with coastal charm and nods to local storytelling, offering guests hammocks on balconies and sunset views over Florida Bay. It's a place where even your morning coffee comes with the sound of pelicans gliding overhead.

Adults Only, Island Style: Hawks Cay on Duck Key

Farther south, **Hawks Cay Resort** on Duck Key – a 60-acre playground of relaxation and recreation – has completed a full marina makeover. Their adults-only **Pilar Bar**, inspired by Ernest Hemingway himself, now offers bar-top seating and Hemingwayesque cocktails under the stars. For foodies, Michelin-recognised chef **Jeremy Ford's** new restaurant, **Salt + Ash**, brings fire-kissed flavor to the islands. With five pools, a saltwater lagoon, and nearly 200 villas, Hawks Cay is a top choice for couples and families alike.

Publication: Travelling for Business - Country: UK
 Story Title: Florida Keys Resorts Unveil Luxe Expansions and Eco Initiatives for Autumn 2025
 Date: 29 October 2025
 Reach: 350,000
 Media Value: £850 / US 1,100



DESTINATIONS NEWS

Florida Keys Resorts Unveil Luxe Expansions and Eco Initiatives for Autumn 2025



By Andrea Thompson

OCTOBER 29, 2025



As autumn unfolds, the Florida Keys are welcoming a wave of new openings and revitalised resorts that promise elevated stays, immersive storytelling, and a deeper connection to the region's natural beauty and cultural heritage.

Located at the southernmost tip of Florida and the continental United States. The Keys stretch over 125 miles connected by 42 bridges and bordered by the Atlantic Ocean and the Gulf. Discover the spectacular array of diverse activities offered in the Florida Keys like fishing, diving, natural wonders, fine dining and cultural heritage.

From large resorts, secluded waterfront hideaways and courtyard guest houses, visitors can uncover the perfect place for their vacation. Restoration, renovation and preservation have become a way of life in the Florida Keys. Whether you're driving or flying into the Keys, one thing is for sure: there's simply no place quite like it.

Baker's Cay Resort, Key Largo

Set on 15 lush acres along Florida Bay, Baker's Cay Resort, Curio Collection by Hilton, is unveiling 12 brand-new luxury suites this November. The expansion brings a fresh perspective to one of Key Largo's most beloved retreats, offering guests an upgraded experience steeped in coastal charm and island-inspired design. Bookings are now open for stays from November 2025, with the official debut slated for later this fall. bakerscay.com

Hawks Cay Resort, Duck Key

On Duck Key, Hawks Cay Resort is undergoing a major marina renovation, with 66 boat slips set to be revealed in mid-December. The 60-acre property, home to 177 rooms and 197 villas, has also introduced Salt + Ash — a 75-seat dining venue helmed by Michelin-recognised chef Jeremy Ford. Guests can unwind at the adults-only Pilar Bar, now featuring bar-top seating and light fare inspired by Ernest Hemingway's legacy. hawkscay.com

Doubletree by Hilton Grand Key Resort, Key West



VAGABOND

RESMÅL RESTIPS TÅGRESOR MAT & DRICK QUIZ

PRENUMERERA

ANNONS

Florida Keys – 5 destinationer, 5 upplevelser

Pärlbandet av öar som startar söder om Miami bjuder på hisnande vacker natur och en avslappnad atmosfär som gör att man känner sig långt från storstädernas stress och jäkt. Florida Keys liknar ingen annan plats på Jorden!

Denna sida är ett samarbete med **Visit Florida Keys**



VAGABOND

RESMÅL RESTIPS TÅGRESOR MAT & DRICK QUIZ

Key Largo – dykningens huvudstad

Key Largo är den längsta av öarna i Florida Keys och den ö som ligger närmast fastlandet. Öns största sevärdhet är John Pennekamp Coral Reef State Park – USA:s första undervattenspark som erbjuder en uppsjö av aktiviteter som dykning, snorkling och turer med glasbottnade båtar på korallrevet. Vissa dykarrangörer erbjuder till och med undervattensbröllop!

Tidigare i år invigdes REEF Ocean Exploration Center for Marine Conservation som är ett centrum för utbildning, forskning och bevarande som även har öppet för besökare.

Boende

Checka in i en av [Stay Ombis](#) lyxiga flytande bungalower och vaggas till sömns av den mjuka brisen och vågornas kluckande.



Publication: viaggi.corriere.it (DOVE) - Country: Italy

DOVE Florida Keys, un paradiso subtropicale ricco di natura, cultura locale ed emozioni

ITINERARI E LUOGHI DOVE CON FLORIDA KEYS AND KEY WEST

Florida Keys, un paradiso subtropicale ricco di natura, cultura locale ed emozioni

Silvia Serena Nava 27 Ottobre 2025

Viaggio tra le isole delle Florida Keys, negli Stati Uniti, un arcipelago unico dove la natura incontaminata incontra l'ospitalità d'autore. Tra incontri con gli abitanti, immersioni ed esperienze indimenticabili



Le **Florida Keys** e **Key West** rappresentano una delle mete più iconiche degli **Stati Uniti**, una catena di isole che si estende per 125 miglia a sud di **Miami**, collegate da 42 ponti sospesi tra oceano e cielo. Qui il clima subtropicale, le spiagge di sabbia bianca, le mangrovie e le palme creano uno scenario naturale spettacolare, protetto dal **Florida Keys National Marine Sanctuary**, che custodisce l'unica barriera corallina vivente degli USA continentali e oltre 6.000 specie di flora e fauna marina. Gli abitanti delle Keys sono custodi appassionati di questo ecosistema, e con il loro impegno trasmettono ai visitatori una forte cultura della conservazione.

Key Largo: immersioni e innovazione

Key Largo, la più lunga delle isole, è celebre come capitale mondiale delle immersioni grazie al **John Pennekamp Coral Reef State Park** e alla statua subacquea del "Cristo degli abissi". Oggi, la novità è il **REEF Ocean Exploration Center for Marine Conservation**, una struttura all'avanguardia dedicata all'educazione e alla ricerca marina, con mostre interattive e programmi di *citizen science*. Per chi cerca un soggiorno esclusivo, i nuovi bungalow galleggianti **Stay Ombi** offrono un'esperienza di quiete sull'acqua, con servizi di alto livello e attività acquatiche incluse.



Publication: Wanderlust Magazine - Country: UK

Wanderlust

INSPIRATION ▾ DESTINATIONS ▾ MAGAZINE ▾ TRAVEL GREEN LIST 2025 NEWS

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UNITED STATES · PROMOTED JOURNEYS

Get back to nature in the Florida Keys and Key West

A raw and revealing journey deep into one of the world's least-explored corners, where adventure meets the unexpected.

Wanderlust Team

15 October 2025

Wanderlust

INSPIRATION ▾ DESTINATIONS ▾ MAGAZINE ▾ TRAVEL GREEN LIST 2025 NEWS

Islamorada, a historical paradise



Islamorada is the centrepiece of a group known as the 'Purple Isles'. Discover reputedly the world's largest collection of diving equipment in the History of Diving Museum, or join a boat eco-tour among the mangrove channels with KayZ Charters, watching out for manatees and, if you're lucky, American crocodiles. Though only around 30km long and barely 45m wide in places, there's plenty of history to discover on foot. Walk the trails of Indian Key Historic State Park to explore the ruins of a shipwreck-salvaging community. Or head to Windley Key Fossil Reef Geological State Park, where 2km of trails wind through a fossilised reef, past remains of the quarry mined for the construction of the now long-gone Overseas Railroad in the early 20th century.

Marathon, a boater's haven



Social Media

Instagram/Axis

Month	Follower#	Posts#	Reach#	Views#	Content Interactions
October	848	7	318	1,377	16

Highest Views: 441



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axistravelmarketing 🌴 Last night, we had the pleasure of attending the Lusso Travel Showcase in the beautiful city of Bath. It was fantastic to connect with a group of highly engaged agents who were eager to learn more about what makes the Florida Keys a truly one-of-a-kind luxury getaway.

From natural wonders to the laid-back charm of the Keys lifestyle, we loved sharing why this unique destination continues to captivate travellers. Thank you to @lusso_travel for hosting such a well-curated event! 🥰 🌴 📸

#FloridaKeys #UnlockTheKeys #TravelShowcase #LussoTravel #VisitFloridaKeys #LuxuryTravel

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View Insights

Boost Post



1 like

2 October



Add a comment...



Post

X / Axis

Month	Follower#	Posts	Impressions	Engagements
October	1,413	7	6,123	498

Highest Impressions: 3,473

 **AxisTravelMarketing** @AxisTravel · Oct 21  

  When the undead hit the road! Thousands of “zombie” cyclists kicked off [#FantasyFest2025](#) at Key West’s annual Zombie Bike Ride — spooky and spectacular! 🍷🌴
[#FloridaKeys](#)



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