

VISIT THE FLORIDA KEYS

Starmark TDC Report: 2.12.26 Meeting
FY25/26 October - December 2025



The
Florida Keys
& Key West

INTEGRATED MARKETING PROGRAM HIGHLIGHTS

- Rolled out Quarter 1 new Fiscal 25/26 marketing program across all channels based on the strategic framework and objectives outlined in the annual marketing plan.
- Directed marketing efforts across all destination Lines of Business for leisure, trade, and event planner audiences, domestically and internationally.
- Applied a progressive approach to the introduction of new creative assets across the traditional and digital media campaign, with custom messaging across DACs and Umbrellas.
- Kicked off Brand Campaign planning based on strategic exercises during the Fall 2025, including an immersion trip to the Florida Keys for creative leadership and North Star exercise.
- Branding Task Force meeting was held on 12/17 to review Campaign Process with a follow-up survey to inform the Brand brief.

Q1 FEATURED PARTNERS

DAC I: KEY WEST

La Rubia Panama Hats
Key West Cooking Show
Key West Art Walk
Key West Airport
Blue Flamingo Resort
Key West Legal Rum
Southeastern Shrimp & Seafood
Casa Marina
Ernest Hemingway Home & Museum
Historic Tours of America
Havana Cabana
Key West Theater
Hog's Breath Saloon
Parrot Key Hotel & Villas
Waterfront Playhouse Theater
Beachside Resort
Tennessee Williams Theater
Key West Business Guild

DAC II: LOWER KEYS

National Key Deer Refuge
Key West Tropical Forest & Botanical Garden
Ocean's Edge Resort & Marina
Sunset Watersports Key West
Forks & Stix
Boyd's Key West Campground
Deer Run on the Atlantic
Conch Republic Marine Army
Bahia Honda State Park

DAC III: MARATHON

Florida Keys Aquarium Encounters
Faro Blanco Resort & Yacht Club
Skipjack Resort & Marina
Lick It BBQ & Wood Fire Pizza
Dockside Boot Key Harbor
Bongo's Botanical Beer Garden & Cafe
Georgie's Coffee Shop
Tranquility Bay Beachfront Resort
Keys Fisheries
Hawk's Cay Resort
Dolphin Research Center
The Lagoon on Grassy Key
Porky's Bayside Restaurant & Marina

Note: Partners are listed based on the Line of Business indicated across the media campaign in the FY 25/26 Airtable.

Q1 FEATURED PARTNERS

DAC IV: ISLAMORADA

Morada Way Arts & Cultural District
Morada Bay
Three Waters Resort & Marina
Lazy Days
Robbie's of Islamorada
Rain Barrel Village
Islander Resort
Square Grouper / Sunset Lounge
The Caribbean Resorts
Bud N' Mary's Marina
Morada Bay
Blue Fin Inn
Cheeca Lodge & Spa

DAC V: KEY LARGO

John Pennicamp Coral Reef State Park
Dolphin Life
Key Largo Fisheries Backyard Cafe
Coconut Palm Inn
Reefhouse Resort & Marina
Lazy Lobster Seafood Restaurant
Largo Resort
Jimmy Johnson's Big Chill
Digiorgio's Cage Largo
REEF Ocean Exploration Center for Marine Conservation
Gus's Grill
Doc's Diner
The Armory Speakeasy at The Post
Bay Harbor Lodge & Coconut Bay Resort

Note: Partners are listed based on the Line of Business indicated across the media campaign in the FY 25/26 Airtable.

Q1 FEATURED PARTNERS

BRAND AWARENESS (ACROSS DACS)

Key West Airport
John Pennicamp Coral Reef State Park
Theater of the Sea (Islamorada)
The Key Players (Key Largo)
REEF Ocean Exploration Center for Marine Conservation (Key Largo)
Key West Business Guild (Key West)
Marathon Community Theater
Morada Ways Arts & Cultural District (Islamorada)
History of Diving Museum (Islamorada)
Key West Legal Rum
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)
Bourbon Street Pub (Key West)
Key West Artisan Market
Lower Keys Guilds Association
Key West International Dance Company
Hawk's Cay Resort (Marathon)
Key Largo Fisheries Backyard Cafe
Louie's Backyard (Key West)
Latitudes at Sunset Key (Key West)
Fairfield Inn by Marriott (Marathon)
Robbie's of Islamorada
The Perry Hotel (Key West)
Hogfish Bar & Grill (Key West)
Reefhouse Resort & Marina (Key Largo)
Dolphin Life Hospital (Islamorada)
Kona Kai Resort (Key Largo)
Isla Bella Resort & Spa (Marathon)
Little Palm Island Resort (Lower Keys)
Bahia Honda State Park (Lower Keys)

*Note: Partners are listed based on the Line of Business indicated across the media campaign in the FY 25/26 Airtable.
Partners listed under Brand Awareness might have also been featured in media placements under their specific DAC.*

MEDIA CAMPAIGN OVERVIEW

- Delivered an integrated, full-funnel approach to the media campaign to drive interest and visitation to the Florida Keys, encouraging users to visit the newly revamped website to learn more and plan a trip.
- Prioritized measurable, digital media channels across the plan and optimized targeting tactics and messaging to meet digital brand campaign KPIs.
- Leveraged a robust suite of media, including:
 - Audio
 - Connected TV
 - Digital
 - Print
 - Email
 - Print
 - Search
 - Paid Social
 - Video
 - Sponsorships and Partnerships (e.g., with Visit Florida)
- Directed and deployed a multitude of creative assets showcasing the destination and its partners, *inspiring and aspiring* an upscale, savvy, and adventurous traveler, both families and couples.

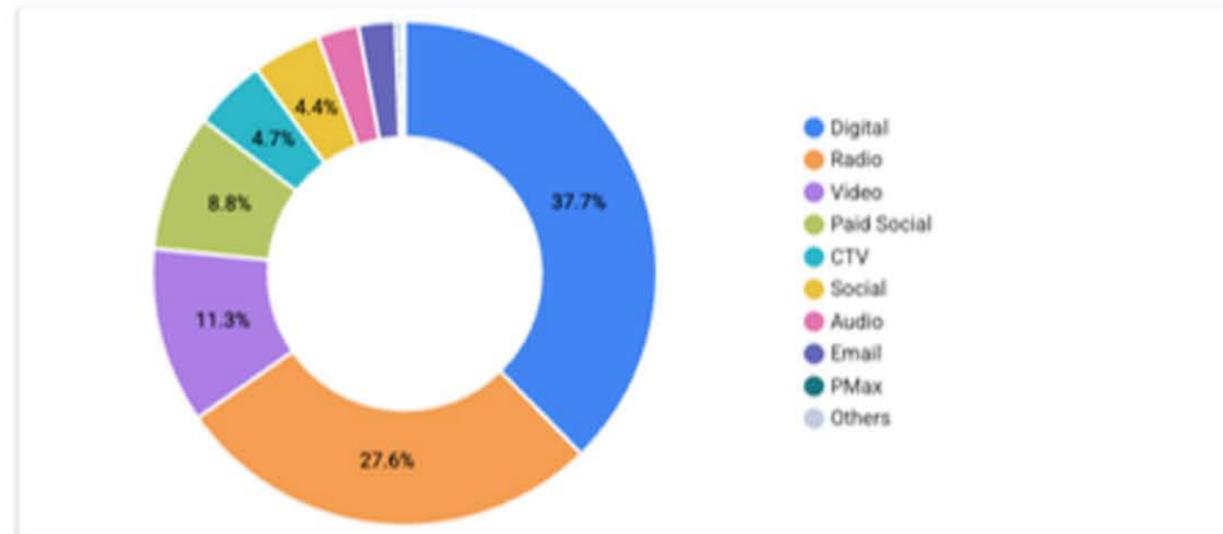
OCTOBER- DECEMBER 2025 PAID MEDIA INTEGRATED DASHBOARD

Expenditure	Impressions	Clicks	CTR	Video Completions	VCR	Email Delivered	Email Opens	Open Rate	Circulation	OOH Impressions
\$3.09M	295.9M	1.6M	0.53%	39.4M	80.37%	7.0M	3.8M	54.67%	4.4M	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	\$992,721.01	136,406,152	357,197	0.26%	6,239,363	71.37%	1,916,907	939,464	49.01%	0.83%	2,706,083	233,333
DAC I-Key West	\$881,043.69	70,451,862	462,242	0.66%	13,984,524	82.27%	2,145,361	806,018	37.57%	2.61%	435,223	-
DAC II-Lower Keys	\$200,138.38	15,557,871	108,185	0.70%	3,799,920	87.84%	5,601	266,125	4,751.38%	0.20%	100,000	-
DAC III-Marathon	\$339,038.44	25,118,014	143,702	0.57%	6,171,703	93.17%	875,138	435,769	49.79%	1.65%	375,000	-
DAC IV-Islamorada	\$212,733.89	13,818,209	114,745	0.83%	3,471,401	79.24%	456,515	412,840	90.43%	1.13%	-	-
DAC V-Key Largo	\$341,871.17	26,359,114	210,758	0.80%	4,978,445	75.97%	1,072,654	722,121	67.32%	1.25%	25,125	-
Fishing Advisory	\$4,788.22	666,832	25,912	3.89%	-	-	-	-	-	-	-	-
Cultural Umbrella	\$59,500.00	500,000	1,668	0.33%	-	-	500,000	229,683	45.94%	0.73%	640,600	-
Dive Umbrella	\$54,159.30	6,980,508	130,050	1.86%	761,860	54.23%	-	-	-	-	165,000	-

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Impressions by Medium



SOURCE: SMI Integrated Dashboard Reporting 10/1-12/31/25.

OCTOBER - DECEMBER 2025 PERFORMANCE HIGHLIGHTS FOR GOOGLE SEM & YOUTUBE

SEM Performance

- Overall CTR 11.33% (+142% vs. industry benchmark of 4.68%)
- Marathon led CTR at 14.2%, followed by Islamorada (13.77%).
- Brand Awareness ranked third in CTR (13.2%) and drove the second-highest site traffic, behind Key West.

YouTube

- Key West Brand Awareness achieved a 74% view rate, 77% interaction rate, and 0.02% CTR.
- 15 sec videos were the top performers.

Performance Max

- Key West PMax delivered 251K+ impressions and the highest CTR (5.71%) among PMax campaigns, driving the most site traffic.
- Diving and Weddings PMax campaigns recorded the highest interaction rates.

Average CTR for Search for Travel & Hospitality Industry is 4.68%
 Industry average CTR for Performance Max campaigns is around 1.0% to 2.0%
 Industry average YouTube View Rate is 29.6%

		Expenditure	Impressions	Clicks	CTR	Video Completions	VCR	
		\$175.86K	3.6M	89.3K	2.52%	1.4M	43.08%	
Line of Busine...	Medium	Source	Expenditure	Impress...	Clicks	CTR	Video Completio...	VCR
DAC I-Key West	Video	YouTube	\$11,816	1,758,169	377	0.02%	1,369,573	77.90%
DAC I-Key West	PMax	Google	\$27,598	652,289	29,948	4.59%	-	-
Brand Awareness	PMax	Google	\$9,421	469,998	11,765	2.50%	-	-
Dive Umbrella	Digital	Google	\$5,759	298,812	5,155	1.73%	-	-
DAC I-Key West	Search	Google	\$39,552	112,528	12,605	11.20%	-	-
Brand Awareness	Search	Google	\$32,403	109,954	11,508	10.47%	-	-
DAC IV-Islamorada	Search	Google	\$14,383	45,953	6,328	13.77%	-	-
DAC III-Marathon	Search	Google	\$14,418	35,107	4,985	14.20%	-	-
DAC II-Lower Keys	Search	Google	\$8,611	29,022	2,458	8.47%	-	-
DAC V-Key Largo	Search	Google	\$8,573	25,709	2,908	11.31%	-	-
Dive Umbrella	Search	Google	\$3,324	13,082	1,266	9.68%	-	-

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

SOURCE: SMI Integrated Dashboard Reporting October - December 2025

TRAVEL + LEISURE

ALL EYES ON
ANITTA

BRAZIL
DESTINATION OF THE YEAR

Your passport to another world.

The Florida Keys & Key West
come as you are

With hundreds of wrecks, thousands of marine species, and the only living coral barrier reef in the continental U.S., the warm, clear waters of The Florida Keys are home to some of the world's most memorable underwater experiences. And since every inch of The Keys is part of a 2,900 square-nautical-mile National Marine Sanctuary, they're protected for generations to come.
VisitFloridaKeys.com/diving 1.800.Fla-Keys

ADVERTISEMENT

WINTER GETAWAYS
THE FLORIDA KEYS & KEY WEST
Extraordinary Experiences

There's something for everyone in The Florida Keys & Key West, from world-class dining and art galleries to backcountry fishing trips and Everglades excursions.

DIVE INTO AN ADVENTURE
The Florida Keys & Key West unfold as five distinct destinations linked by the scenic Overseas Highway—each with its own rhythm and charm. Begin your journey in Key Largo, where you can explore nearby Everglades National Park. Or, take to the water for snorkeling or glass-bottom kayak tours of the colorful marine life at John Pennekamp Coral Reef State Park. The wrecks and reefs off the coast of Key Largo are like no place else in the world.

BALANCE LAND AND SEA
Continue down the chain to Islamorada—the Sport Fishing Capital of the World—which combines coastal charm, laid-back luxury, and creative dining, with fresh seafood in a starring role. In the heart of The Keys, Marathon is a place to slow down and embrace island life with a closer look at turtle and dolphin conservation efforts. Then traverse the legendary Seven Mile Bridge, which connects to The Lower Keys with gorgeous water views.

CREATE YOUR OWN STORY
Once you arrive in Big Pine & The Lower Keys, nature feels truly untouched as you paddle through mangroves, cycle on quiet roads, and even spot tiny Key deer. At the end of the road,

Key West moves to its own beat with pastel conch houses, live music, and late nights, while neighboring Stock Island boasts its own thriving waterfront. With so much to do and see across The Florida Keys & Key West, no two visits are ever the same.

LEARN MORE ABOUT ACTIVITIES, CULTURE, AND FOOD AT VISITFLORIDAKEYS.COM

Travel & Leisure December 2025 Print Ad & Advertorial

CREATIVE HIGHLIGHTS

Print Publications



Flamingo Magazine Winter 2025



Sport Fishing Magazine November/December 2025



CREATIVE HIGHLIGHTS

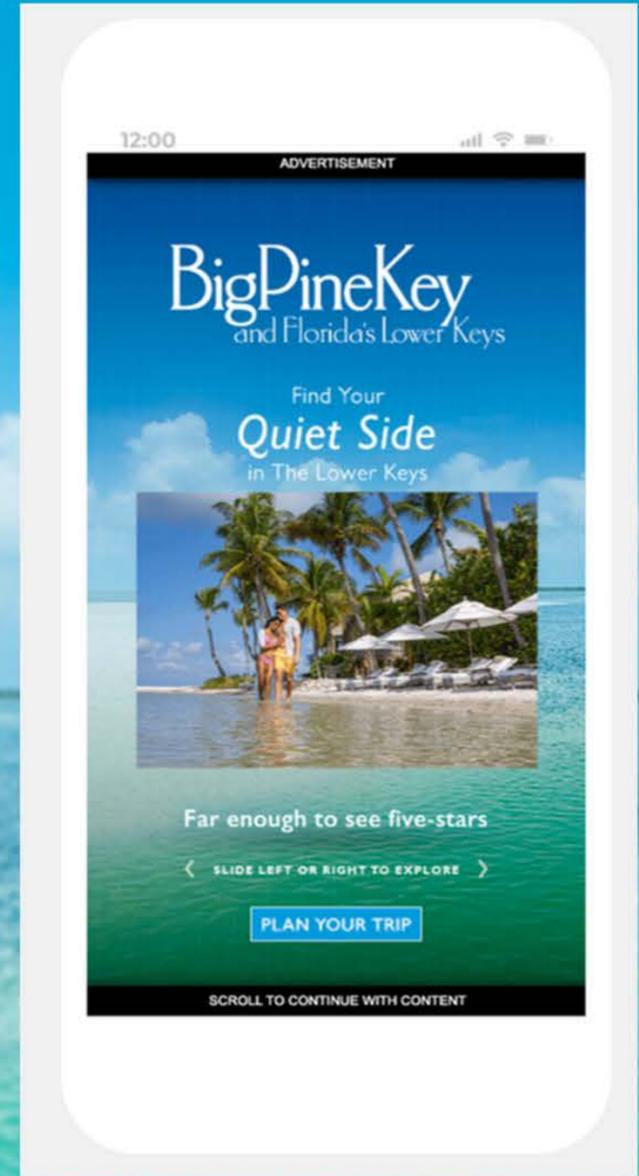
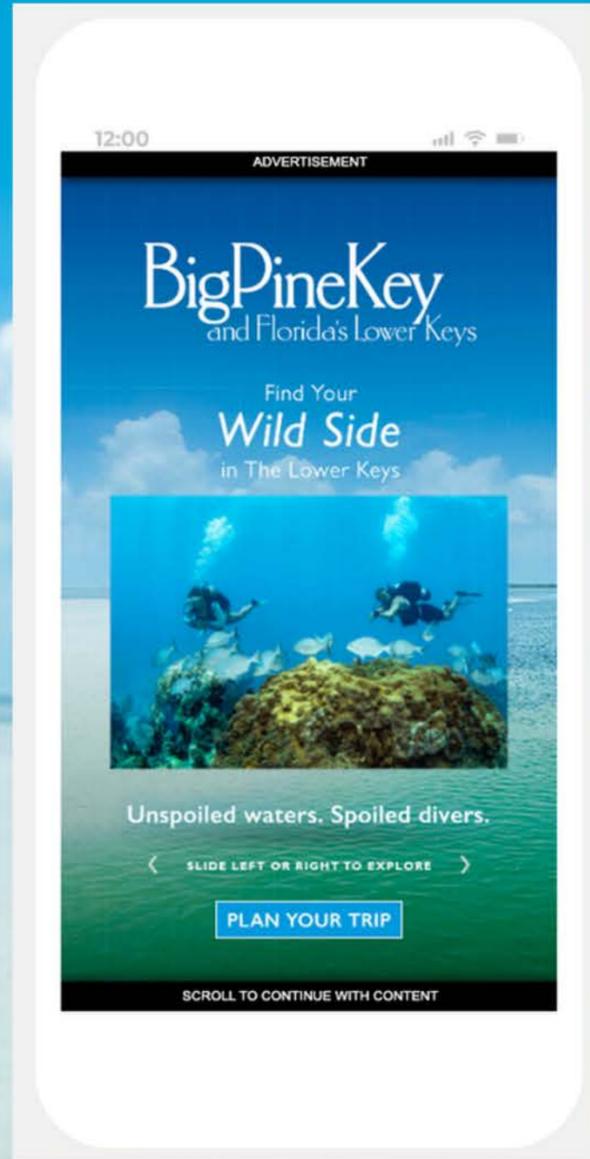
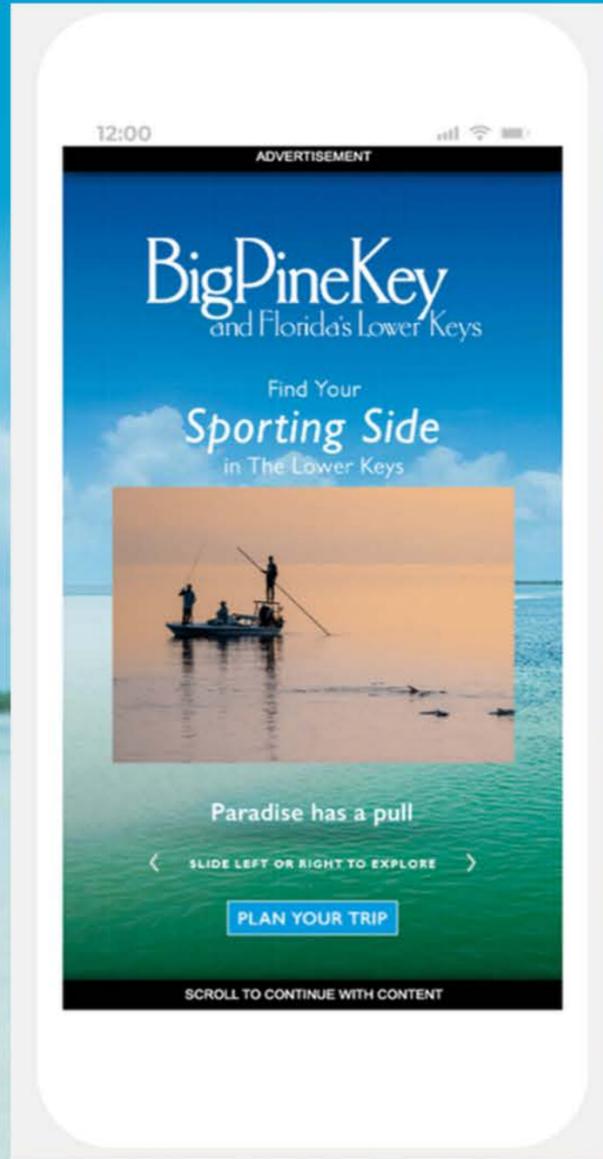
Print Publications



Padsquad Scroller Duo

CREATIVE HIGHLIGHTS

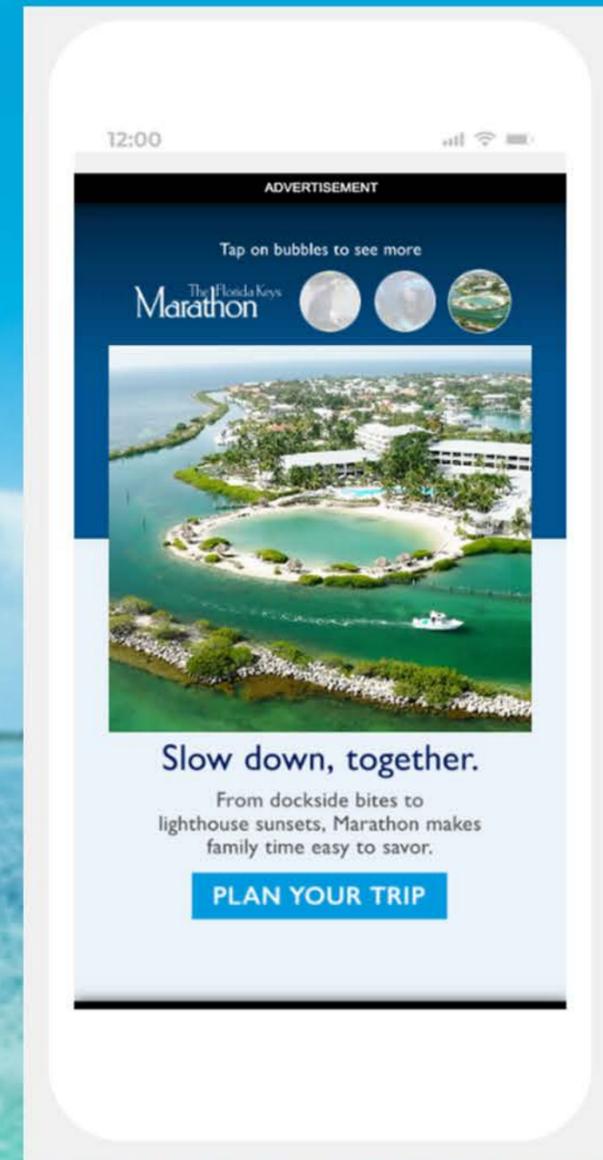
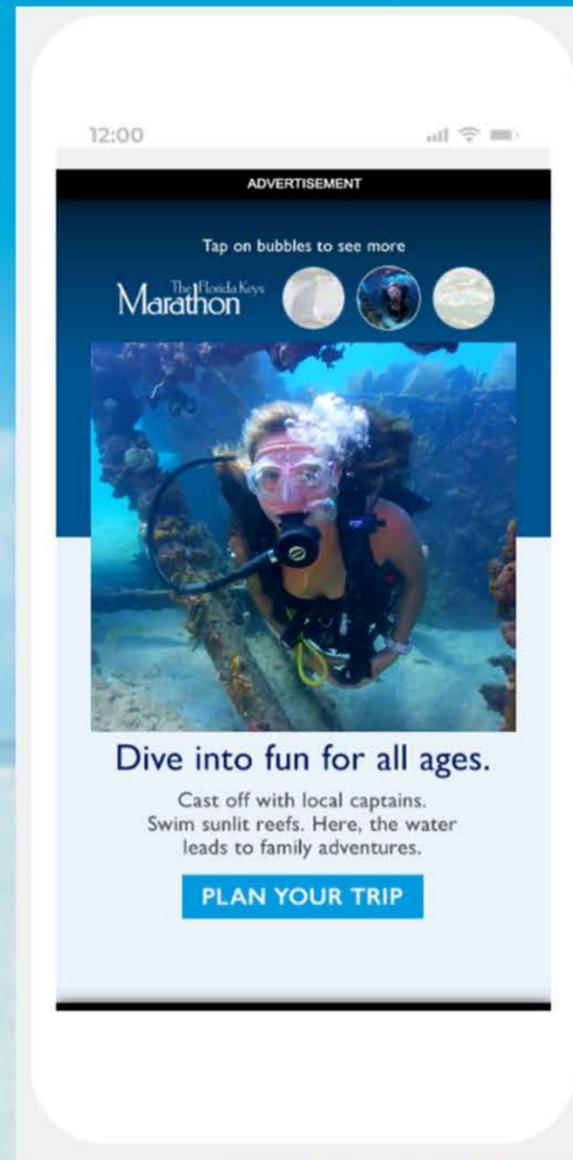
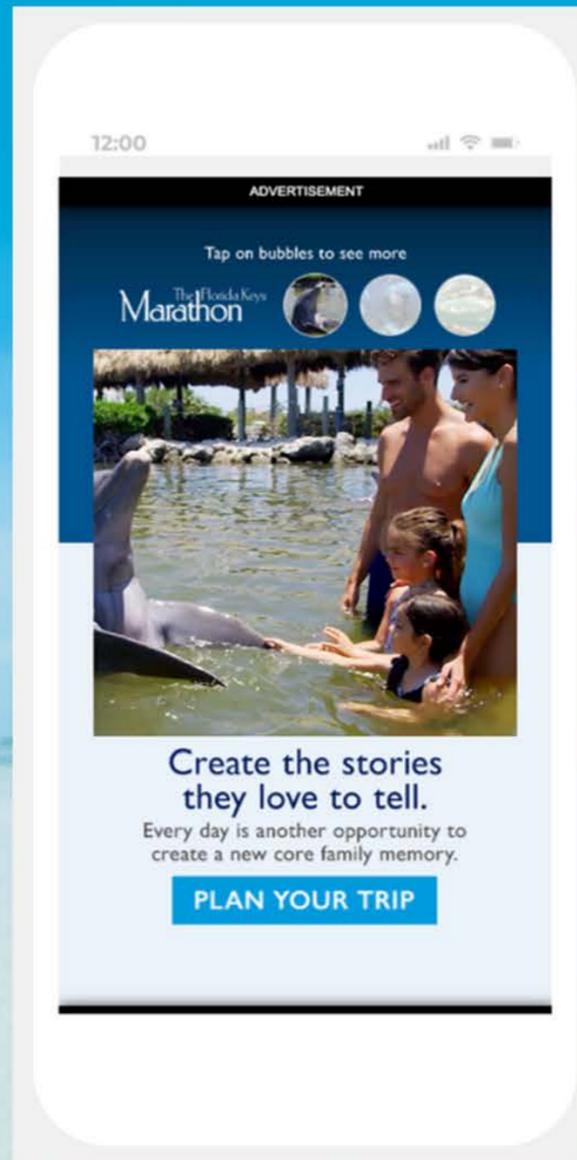
Interactive Rich Media Mobile Units



Padsquad 3D Unit

CREATIVE HIGHLIGHTS

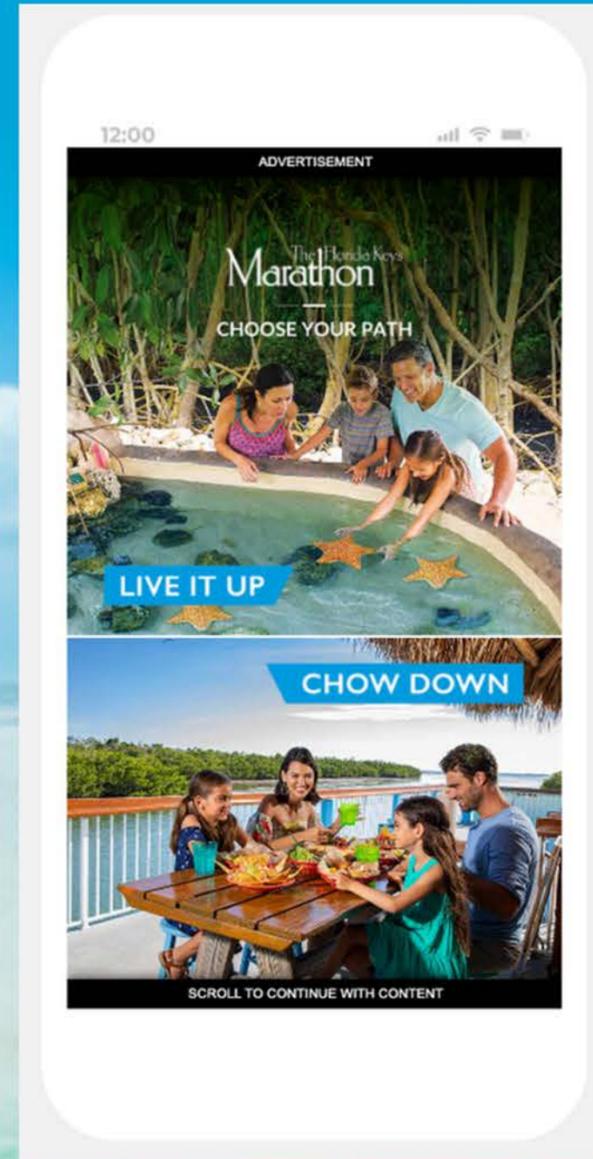
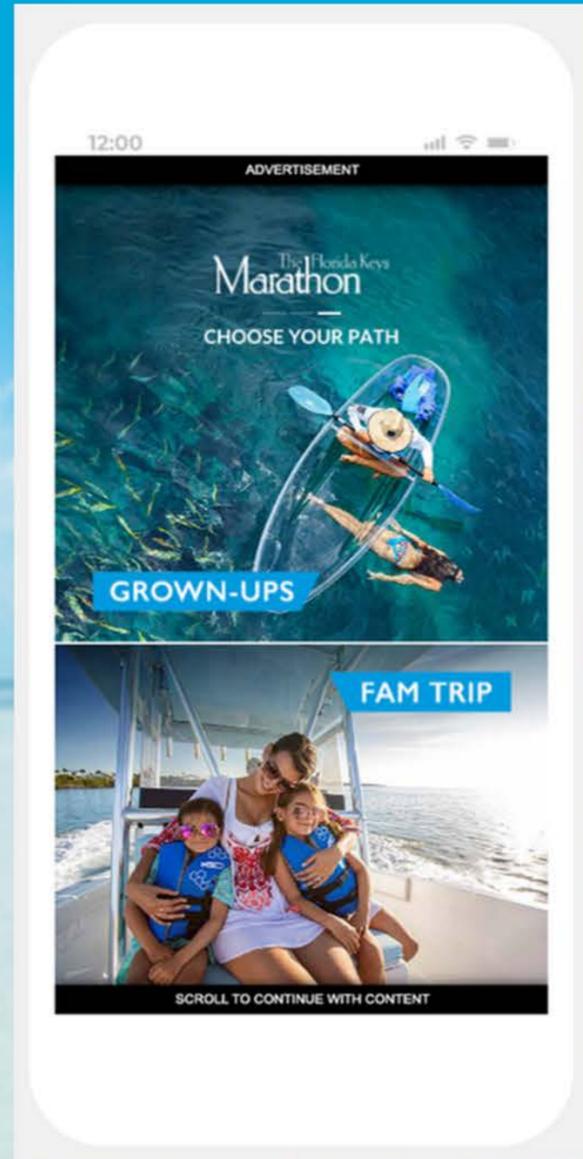
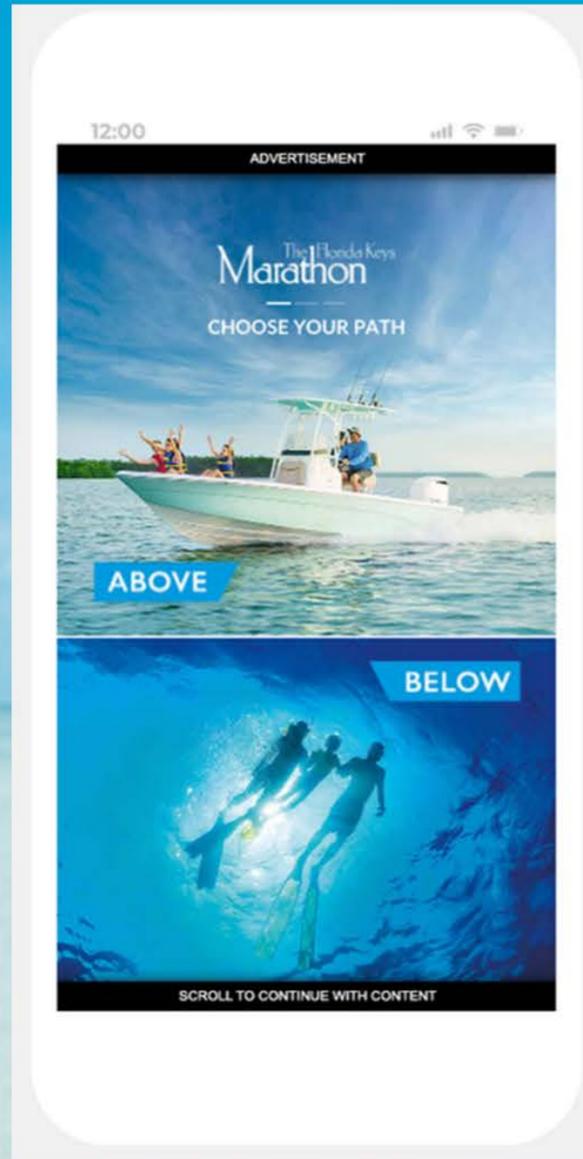
Interactive Rich Media Mobile Units



Padsquad Squad Story

CREATIVE HIGHLIGHTS

Interactive Rich Media Mobile Units



Padsquad Vizquiz

CREATIVE HIGHLIGHTS

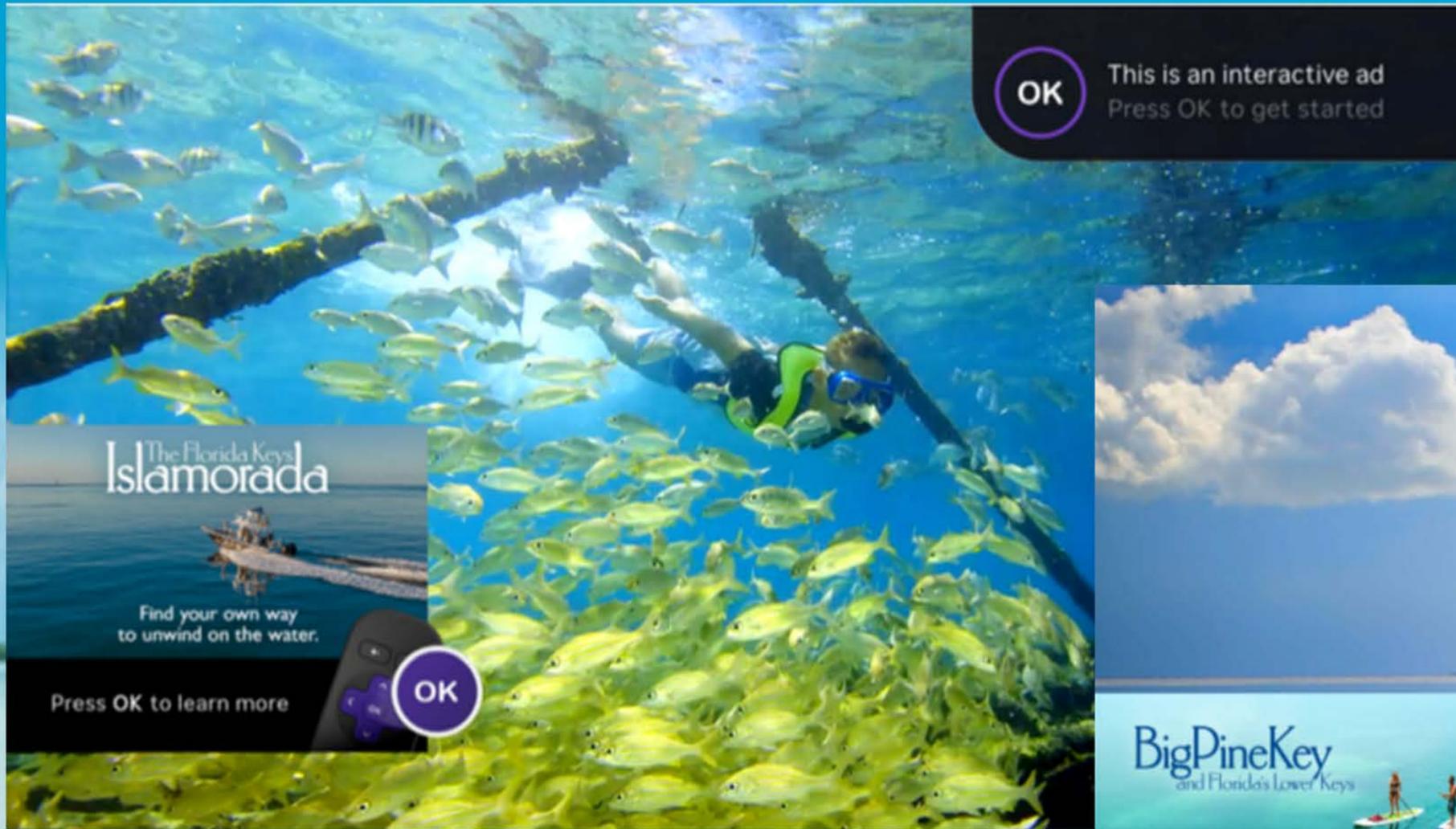
Interactive Rich Media Mobile Units



Epsilon Drawer Unit

CREATIVE HIGHLIGHTS

Interactive Rich Media Digital



OK This is an interactive ad
Press OK to get started



OK This is an interactive ad
Press OK to get started

Roku Interactive TV campaign

CREATIVE HIGHLIGHTS

Connected TV

Totally off the charts.



The Florida Keys & Key West
come as you are®

No place for ordinary.



The Florida Keys
Key West

Far from everything,
except heaven.



Big Pine Key
and Florida's Lower Keys

This moment
beats any souvenir.



The Florida Keys
Marathon

Drop line.
Pick up jaw.



The Florida Keys
Islamorada

Sunsets deserve a
standing ovation.



The Florida Keys
Key Largo

CREATIVE HIGHLIGHTS

Display Banners geo-targeted to Domestic and International Feeder Markets

Breakout and let the ideas breathe.



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

Breakout and let the ideas breathe.



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

Breakout and let the ideas breathe.



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



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

Breakout and let the ideas breathe.



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

Breakout and let the ideas breathe.



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

CREATIVE HIGHLIGHTS

'Meetings' Market Digital Display Banners



Food



Diving



Culture



Fishing

CREATIVE HIGHLIGHTS

'Umbrella' Digital Display Banners

Instagram

thefloridakeys
Sponsored



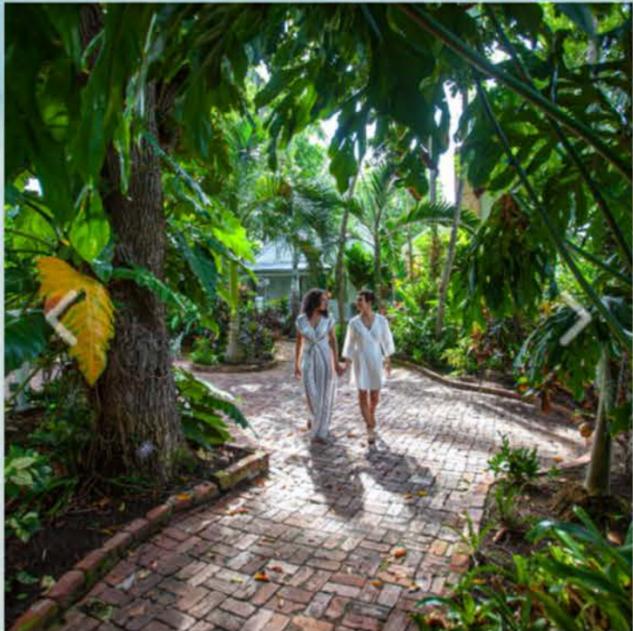
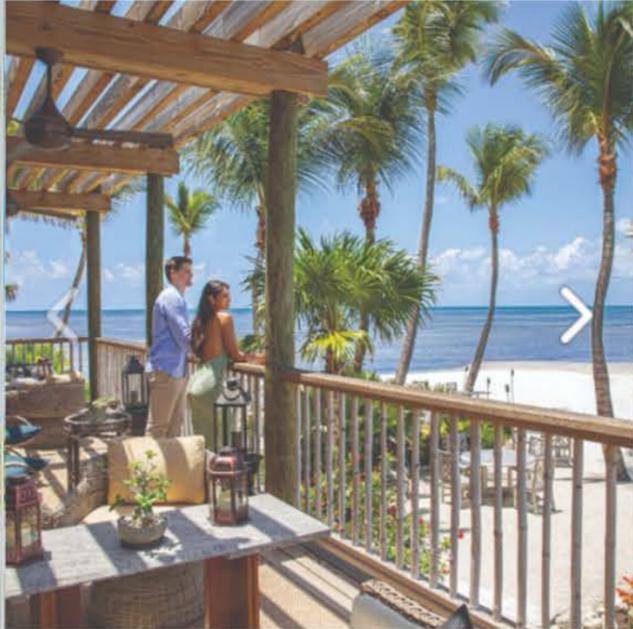
Learn more >







thefloridakeys Let the islands set the scene
Where the tide rolls in and love shines bright. The Florida Keys set the perfect scene to say I do.



Instagram

thefloridakeys
Sponsored



Learn more >







thefloridakeys Stay out all day. Love every minute.
Key West is a premiere LGBTQ+ island destination.
Paddle, float and feel completely free in a place that celebrates you.

CREATIVE HIGHLIGHTS

Social Media Campaign

The Florida Keys & Key West Sponsored

Christ of the Deep statue. Historic shipwrecks. Schools of color. John Pennekamp shows you what Key Largo's really made of.



visitfloridakeys.com
Even more stunning below the surface [Learn more](#)

The Florida Keys & Key West Sponsored

In this village of six islands, the water leads the way. Fish, snorkel and dive. Turquoise is everyone's favorite color.



visitfloridakeys.com
Islamorada is all about the water [Learn more](#)

The Florida Keys & Key West Sponsored

Island hop in a car. Take one of America's most scenic drives. Marathon's right in the middle of all that turquoise water.



visitfloridakeys.com
The Heart of The Florida Keys [Learn more](#)

The Florida Keys & Key West Sponsored

No engines. No loud noise. Just water like glass and room to float for miles. Relax and reset in The Lower Keys.



visitfloridakeys.com
Quiet comes naturally in The Lower Keys [Learn more](#)

The Florida Keys & Key West Sponsored

A short trip from Key West takes you to the historic Fort Jefferson in Dry Tortugas National Park, known for its snorkeling.



visitfloridakeys.com
Book Your Adventure Today [Learn more](#)

CREATIVE HIGHLIGHTS

Social Media Campaign

Condé Nast Traveler

A SPECIAL MESSAGE FROM OUR PARTNER **The Florida Keys Marathon**



Marathon has a softer voice

Marathon brings a quieter side of The Florida Keys with open shores, turquoise water and wide natural spaces. It feels unspoiled and easy from the first moment. Time slows, the breeze settles in and the calm becomes part of every day here.

[Start Your Day](#)



Hooked at first light

Conde Nast Traveler
Marathon
12/30/25

ShermansTravel

IN PARTNERSHIP WITH **The Florida Keys Key Largo**



The Best Conversations Happen When the World Goes Quiet

On the water, under a sky that turns silver and soft, conversations stretch out forever. You forget the phone. You forget the time. Key Largo gives you long evenings and quiet mornings by the sea. You'll remember these small moments the most.

[Plan the Getaway](#)



Sherman's Travel
Key Largo
12/18/25

TRAVEL+ LEISURE

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



Plan Your Day From a Hammock

Start with shade and a soft sway. Choose kayaks or a snorkel stop or a sail to lunch. Share a laugh and set a plan. Kick off your shoes. In Key West, planning feels like part of the good stuff.

[PADDLE IN](#)

The Freshest New Way to Stay in Key West

Blue Flamingo Resort is Key West's newest lifestyle destination, a tropical escape for tiki cocktails, poolside cabanas and easygoing adventure. Relax and recharge with laid-back fun, Keys flavors and island energy that makes every stay memorable.

[CHILL AT BLUE FLAMINGO](#)



One of the Island's Best Tours. Here's the Proof.

Founded in 2013 by chef Paul Menta, Key West Legal Rum Distillery is the island's first legal rum producer. Tour the stills. Taste small-batch, salt-cured rums like Key Lime and Vanilla Brûlée. Toast to a tradition that's 100 percent Key West.



Travel & Leisure
Key West
11/6/25

LUXURY LINK From one of our preferred partners

The Florida Keys Key West
Close To Perfect. Far From Normal.

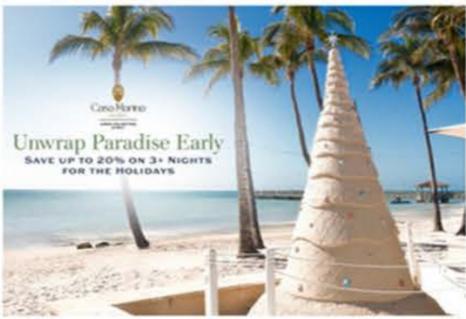


The end of the road. The beginning of your escape.

At the southern end of The Florida Keys, Key West invites you to unwind in style. Historic streets meet modern indulgence where ocean breezes, fine dining and timeless charm create a luxury experience as effortless as the island itself.

[VISIT KEY WEST](#)

Unwrap Paradise Early
SAVE UP TO 20% ON 3+ NIGHTS FOR THE HOLIDAYS



Rediscover a Key West legend.

Step into the all-new Casa Marina Key West, where timeless glamour meets fresh island style. Relax in redesigned rooms, dine oceanfront and unwind on a private beach. This season, **save up to 20%** when you stay **three nights or more.**

[STAY LONGER & SAVE](#)

Luxury Link
Key West
11/7/25

FOOD & WINE

We found a special destination from one of our partners that we think is perfect for Food & Wine readers — check it out!



Plan for the Plates as Much as the Places

Fresh grouper on the grill, stone crab claws on ice and a seafood tower begging to be shared alfresco. Every plate in The Florida Keys carries the kind of flavor people travel for. This is why you came.

[GET CRACKIN'](#)

Fresh from The Florida Keys. Straight to Your Table.

Stone crab season has arrived and the catch is as fresh as it gets. Pulled daily from local waters by Florida Keys fishermen, these sweet, tender claws are packed with flavor and tradition. Taste the season that makes The Florida Keys a little more delicious.

[PLACE AN ORDER](#)



A Backyard That Became a Legend in Key West

Louie's Backyard began as a 12-seat supper club in a salvaged sea captain's home and grew into the place that



Food & Wine
Brand Awareness
11/12/25

CREATIVE HIGHLIGHTS

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

The Florida Keys & Key West
come as you are

Where Luxury Meets Paradise

Drive from Miami to Key West in 3.5ish Hours



VIRTUOSO.

A Destination Like No Other



LOWER KEYS & PRIVATE ISLANDS:
Escape to a Private Paradise



VIRTUOSO.

VIRTUOSO.

Indulge Beyond the Stay



VIRTUOSO.

CREATIVE HIGHLIGHTS

Virtuoso Webinar Presentation



Get here fast,
then take it slow.



Five Destinations. One Iconic Escape.

Stretching 125 miles into turquoise waters, The Florida Keys are a one-of-a-kind island chain linked by the iconic Overseas Highway. The journey begins in Key Largo, known for its coral reefs and diving, continues through Islamorada for world-class fishing, Marathon for family fun on the water, Big Pine & The Lower Keys for unspoiled nature and ends in lively Key West, where history, culture and famous sunsets meet. Across these five destinations, every stop brings something new and every mile feels like part of the adventure.

Why travelers love The Florida Keys:

- Sunshine year round, with gentle sea breezes and warm nights
- A mix of coral reefs, shipwreck dives, sportfishing, island resorts and cultural landmarks
- Fresh, local seafood and world-class culinary experiences



By Land

Wherever your journey starts, the Overseas Highway ties it all together, with 42 bridges, sweeping sea views and iconic Mile Markers from M10 in Key West to M107 in Key Largo. The full drive from Miami to Key West takes about four hours and it's a scenic road trip where the journey truly is part of the experience.

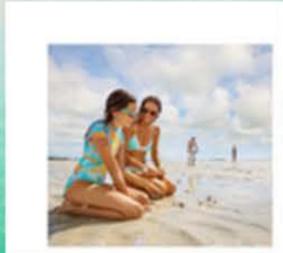
But getting here is easy, even without a car:

- Keys Shuttle and Florida Keys Express Shuttle run 24/7 from MIA and FLL with door-to-door and group options.
- Greyhound and FixBus offer affordable, WiFi-equipped rides with reclining seats and charging ports.
- The Miami to Key West Bus includes daily service with hotel pickup in Miami Beach and Downtown.



By Sea

Trade road miles for open water. The Key West Express ferry sails from Fort Myers Beach year-round and from Marco Island during the winter season, arriving in the heart of downtown Key West. The trip takes about 3.5 hours and includes onboard amenities.



Wherever you're coming from your adventure awaits

From reef dives and oceanfront resorts to sunset celebrations and local seafood, **The Florida Keys & Key West** offer something memorable at every mile. With accommodations ranging from boutique inns and guesthouses to hotels and full-service resorts, it's easy to find a stay that fits your style while keeping the water close.



CREATIVE HIGHLIGHTS

Trade Show Brochure

THANK YOU

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