

Florida Keys & Key West

TURNER
THE SHIPYARD COLLECTIVE

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



VFK December 2025 Overview

YTD Impressions and Placements

- **December 2025 Monthly Report**
 - **December Impressions:** 934,342,911
 - **December Number of Placements:** 494
 - **YTD Impressions:** 2,547,125,937
 - **YTD Number of Placements:** 927
- [Previous Monthly Status Reports](#)

Press Materials:

- **Finalized Press Releases & VNRs:**
 - ☒ **Hurricane Flag Burning** – Distributed on 12/1
 - ☒ **Key Largo Bridge Run VNR** – Distributed on 12/6
 - ☒ **Cold Stunned Turtles VNR** – Distributed on 12/10
 - ☒ **Signature Events Press Release** – Distributed on 12/16
 - ☒ **Underwater Santa VNR** – Distributed on 12/21
 - ☒ **Red Shoe Drop VNR** - Distributed on 1/1
- **Upcoming Press Releases & VNRs:**
 - ☒ **February 2026 Events Round Up Release** – Distributing on 1/2025 (Date TBC)
 - ☒ **Wounded Warrior Ride VNR** – Distributing on 1/7
 - ☒ **Weinerpalooza VNR** – Distributing on 1/21
 - ☒ **Groundhog Conch VNR** – Distributing on 2/2
 - ☒ **President's Day Little White House VNR** – Distributing on 2/15

Media Coverage Log

- **December Key Placements:**
 - **Broadcast:**
 - [Hurricane Flag Burning](#) - Broadcast and radio coverage was secured in state markets including Ft. Myers, Miami and Tampa. **(Audience: 594,268)**
 - [Key Largo Bridge Run](#) - Broadcast coverage aired in key drive markets on WSVNDT2 (ABC) Miami and WSVN (Fox) Miami. **(Audience: 56,831)**
 - [Cold Stunned Turtles](#) - Radio, broadcast, online and social coverage aired nationally on AccuWeather, regionally and internationally in Canada and Germany. **(Audience: 319,194,486)**
 - [Santa Scuba Dive](#) - Radio, broadcast, online, and social coverage was secured nationally on CNN; across key U.S. drive and major markets including Tampa, Orlando, Miami, Boston, Chicago, and New York; and internationally in Canada and France. **(Audience: 182,526,597)**
 - [Key west NYE Drag Queen Drop](#): Broadcast, online, and social coverage was secured across the U.S. in Miami, New York, North Carolina and more. **(Audience: 299,285,170)**

- **Online:**
 - **Lonely Planet** - [11 top things to do in Key West, Florida](#)
 - **Travel + Leisure** - [This Tranquil Florida State Park in the Keys Has White-sand Beaches, Crystal Waters, and Stargazing Under Dark Skies](#)
 - Syndicated on [Yahoo! News](#) and [AOL](#)
 - **Miami New Times** - [The 10 Best Cheap Flights Out of Miami This Winter](#)
 - **Southern Living** - [From Moon Pies To Pickles, These Are Some Of The South's Quirkiest Ways To Ring In The New Year](#)
 - Syndicated on [AOL](#)
 - **TravelPulse** - [Florida Keys & Key West Announce Signature Events for 2026](#)

Ongoing Media Outreach:

- **National Geographic:** Culinary Offerings in the FL Keys - Tom Burson
- **BBC:** National Parks That Are Hard to Reach - Lauren David
- **TripAdvisor:** Family, Outdoor and Spring Travel - Hannah Howard
- **Yahoo! Creators:** Adults-Only Resorts in Florida & the Caribbean - Lindsay Tigar
- **TBD:** Undiscovered Areas, Unexpected, Unknown Quirky History or Activities - Hillary Richard
- **Flamingo Magazine:** Key West Literary Summit – Melissa Puppo
- **TBD:** Unique Festivals – Latifah Al-Hazza
- **Miami New Times:** Best Things to Do in Key Largo - Jesse Scott

FAM Trip Summary

- **Upcoming Opportunities to Host in 2026:**
 - Dwight Brown, Freelancer (Essence, Miami New Times)
 - Lori Capullo, Editor in Chief at Southern Boating & Yachting Magazine
 - Jeff Weakley, Executive Editor at Florida Sportsman
 - Robert Annis, Freelance (Outside Magazine)
 - Brandy Jo Hastings, Freelance (Beach.com, Islands, Matador Network, Sierra)
 - Amanda Jones, Freelance (She Buys Travel, Business Insider, Matador Network)
 - Carrie Honaker, Freelance (Freelance (Food & Wine, Saveur, Travel + Leisure)

Miscellaneous (Planning/Strategy/Updates)

- ⊘ **December Monthly Report** – Delivered on 1/5
- ⊘ **VFK Meetings in December:**
 - **VFK x TURNER Billing Call** – 12/3 (Chris, Erica)
 - **VFK x TURNER Billing Call** – 12/8 (Stephanie, Erica, Jennifer)
 - **VFK x TURNER Billing Discussion** – 12/9 (Chris, Kara)
 - **VFK x TURNER Monthly PR Call** – 12/15 (Malcolm, Stephanie, Amy, Mariana, Cecilia)

Total Mentions Over Time

From 1 December 2025 - 31 December 2025

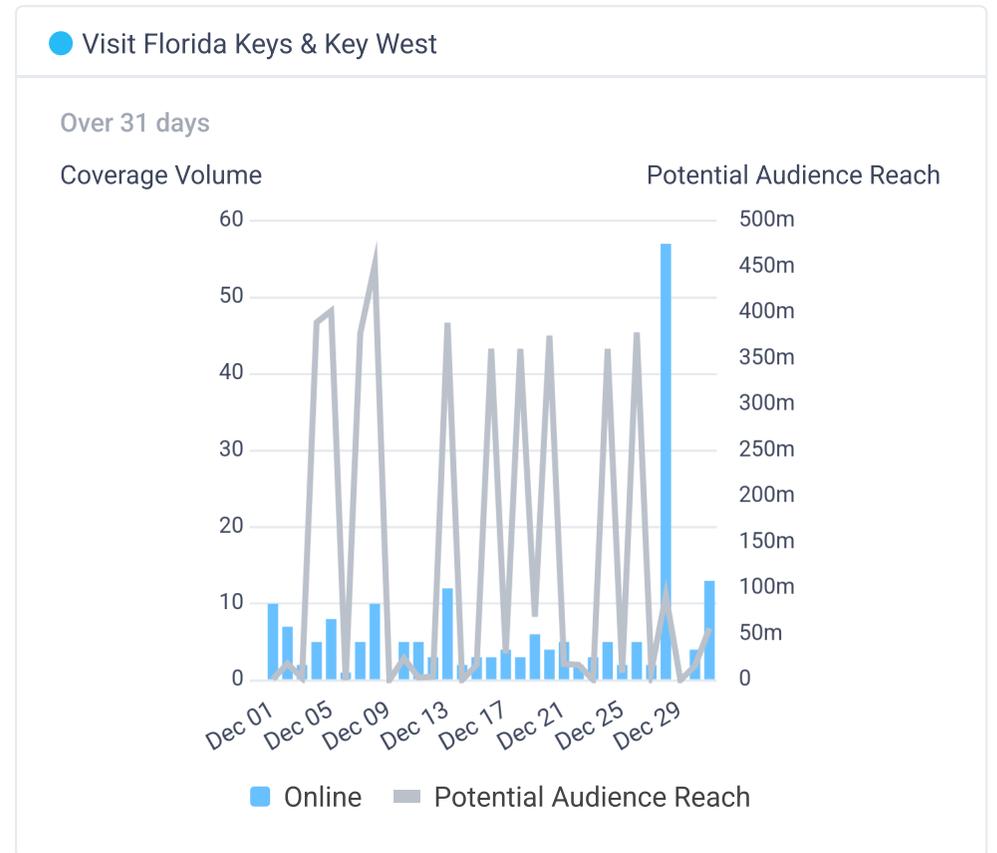
The Florida Keys and Key West observed consistent coverage in December, with most stories highlighting its culinary scene, holiday travel and festive events. Additional coverage spotlighted the Florida Keys as a must-visit destination for 2026.



Aggregate Readership

From 1 December 2025 - 31 December 2025

The aggregate readership of an article shows the potential number of people that viewed the Florida Keys' online coverage.



TURNER Secured Coverage

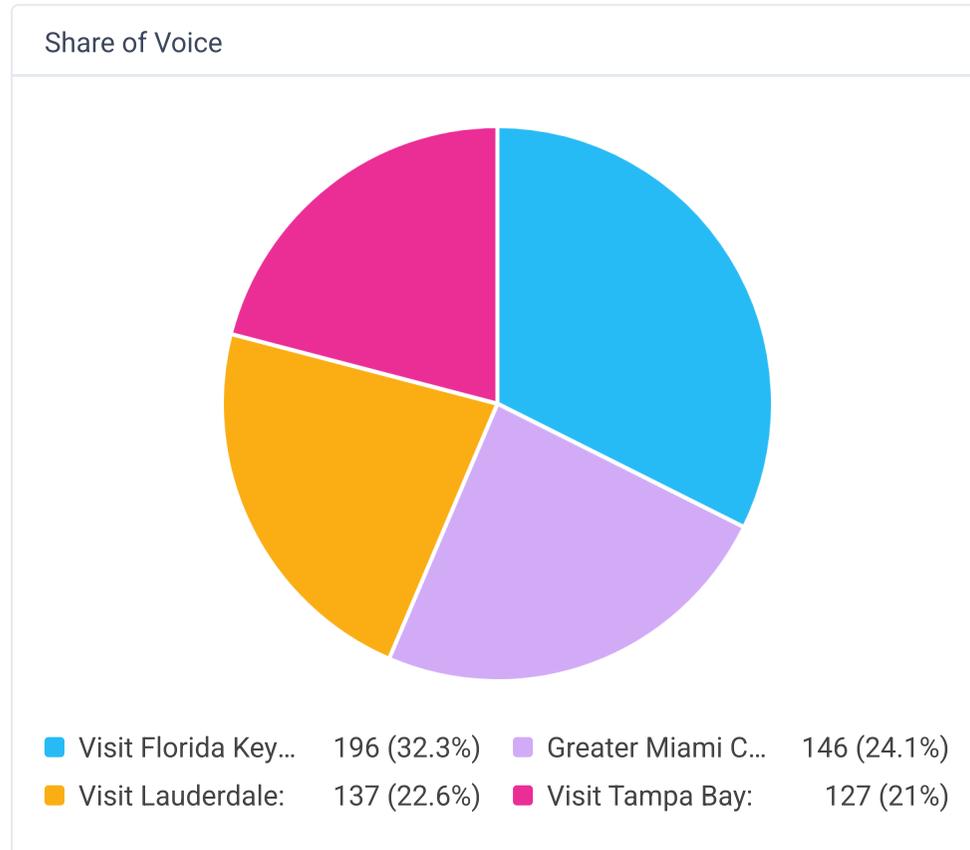
Date	Outlet	Article Title	UVM:
12/1-12/2	Various Outlets	Hurricane Flag Burning VNR	594,268
12/1/25	Casa e Jardim	Henry Flagler's golden dream: how Florida became a tourism empire.	1,033,262
12/1/25	Casa e Jardim Print	A Traced Horizon	104,735
12/3/25	Lonely Planet	11 top things to do in Key West, Florida	2,323,784
12/5 - 12/8	Various Outlets	Key Largo Bridge Run	56,831
12/8/25	Travel and Leisure	This Tranquil Florida State Park in the Keys Has White-sand Beaches, Crystal Waters, and Stargazing Under Dark Skies	9,556,081
12/8/25	Yahoo! News	This Tranquil Florida State Park in the Keys Has White-sand Beaches, Crystal Waters, and Stargazing Under Dark Skies	47,743,514
12/8/25	AOL	This Tranquil Florida State Park in the Keys Has White-sand Beaches, Crystal Waters, and Stargazing Under Dark Skies	23,631,422
12/10/2025 - 12/12/2025	Various Outlets	Cold-Stunned Turtles	319,194,486
12/11/2025	Miami New Times	The 10 Best Cheap Flights Out of Miami	343,433
12/19/25	Southern Living	From Moon Pies To Pickles. These Are Some Of The South's Quirkiest Ways To Ring In The New Year	13,767,544
12/19/25	AOL	From Moon Pies To Pickles. These Are Some Of The South's Quirkiest Ways To Ring In The New Year	23,631,422
12/21 - 12/22/2025	Various Outlets	Santa Scuba Dive	182,526,597
12/30/25	TravelPulse	Florida Keys & Key West Announce Signature Events for 2026	123,596
12/30/25	Travel and Tour World	Explore the Best Festivals in the Florida Keys for 2026: Music, Culture, and Fun	5,213,383
12/31/25	Travel and Tour World	Florida Keys Announces Exciting Signature Events for 2026, From Pride to Hemingway Days	5,213,383
12/31 - 1/2/2026	Various Outlets	'Red Shoe Drop' Tops Key West's Red Hot New Year's Eve	299,285,170

In December, TURNER secured 494 pieces of online, broadcast, and radio coverage for the Florida Keys. Coverage highlights included features in Lonely Planet, Travel + Leisure, Miami New Times, Southern Living, TravelPulse and more. Additionally, TURNER distributed five VNR's in December for the following events: the Hurricane Flag Burning, Key Largo Bridge Run, Cold Stunned Turtles, the Santa Scuba and the Red Shoe Drop. Furthermore, TURNER also distributed an annual Signature Events Roundup press release in December.

Share of Voice

From 1 December 2025 - 31 December 2025

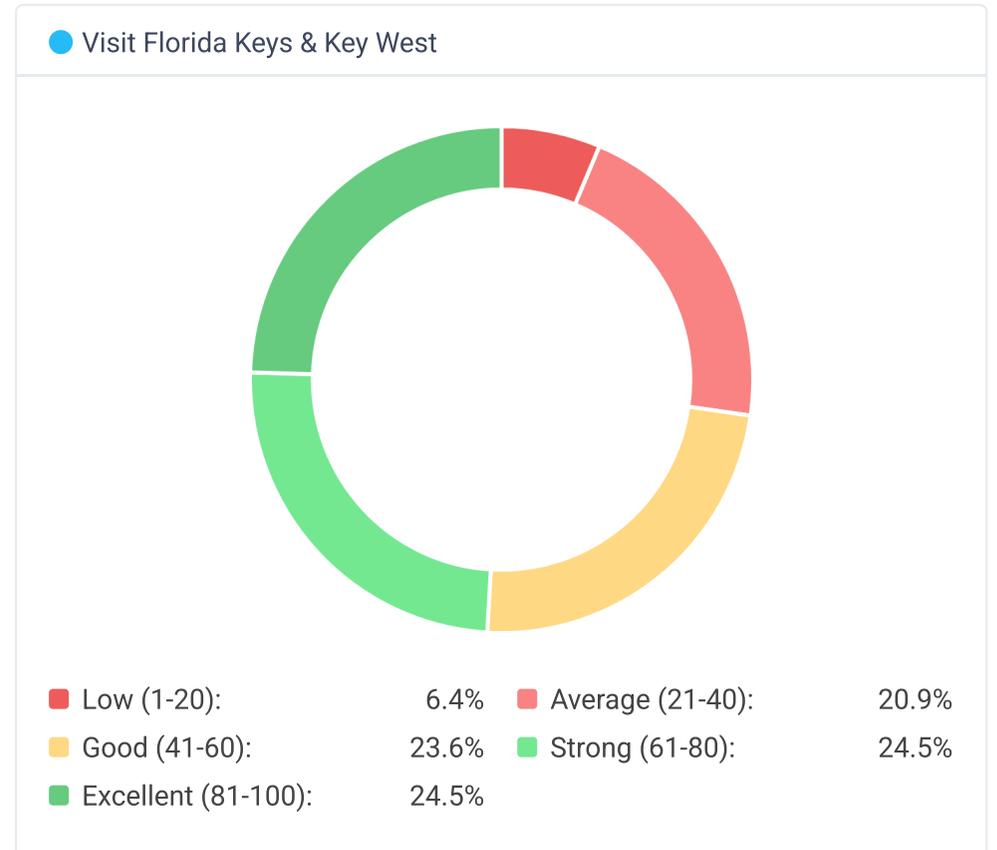
In December, the Florida Keys had the highest share of voice (32.3%), followed by Miami (24.1%), then Fort Lauderdale (22.6%) and then Tampa Bay (21%).



Domain Authority

From 1 December 2025 - 31 December 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 December 2025 - 31 December 2025

Key message pull through shows how many times a keyword or phrase was mentioned in conjunction with your root search. In December, 'History' ranked highest, followed by 'Fishing' and 'Diving.'

