



## November 2025 Executive Summary

### Media Initiatives:

Media Outreach	The agency worked on Canadian media outreach for the month to discuss upcoming trends, share story ideas and plan for future press visits and editorial interest.
News Releases	The agency sent out the following news releases during the month, including: Celebrate the Holidays & New Year in the Florida Keys; Florida Keys Sugarloaf Showdown Highlights Thriving Backcountry Fishery and Community Solidarity; Against All Odds: Internet Sensation "Molly the Sea Turtle" Returns Home.
Press Trip Opportunity	We discussed with a Canadian Living writer about a potential visit that will be postponed until January 2026. To follow-up with BrandUSA as this is their lead.
Group Press Trip	From the TMAC Conference and Media Marketplace, we have interest from a number of media for a potential group press trip in late 2025. We are looking at 2 traditional media and 2 influencers from across Canada. To discuss further with the team and plan accordingly.
Individual Press Trip	We have individual media that is visiting Key West: <b>Greg Hetherington, Travel Radio Show:</b> Greg will be visiting Key West from Fort Myers using the Key West Express on December 31 <sup>st</sup> . As a colleague and given we have sent Greg to the Florida Keys in the past, this is a great opportunity for Greg to visit with no travel fee needed. We will receive interviews if we can arrange any attraction visits. To discuss further with the team and plan accordingly.
Influencer Trip Discussions	The agency has met with and spoken with influencers from the June TMAC Media Marketplace for 2026 opportunities. We will look to secure influencers for future press trips.
Visit Florida Canadian Event	The agency will find out more as Visit Florida looks to postpone events until 2026.

### Trade Initiatives:

Travel Industry Today Takeover The agency complete with the Travel Industry Today trade team about the opportunity for a branded Takeover with editorial and ads for September 23; with ads still appearing through December 2025 as a bonus.

Travel Agent Trade Shows The agency is looking at specific travel agent trade shows for Montreal in 2026.

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## November 2025 Canadian Report

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#### Media Outreach

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#### News Releases

The agency sent out the following news releases during the month, including: So Long Storm Season! Conch Republic Burns Hurricane Flags in Rum-Fueled Farewell; Sky-High Start: 425 Runners Take on Florida Keys Bridge 65 Feet Above the Water; A Warm Welcome: 'Cold-Stunned' Turtles Warming Up at Florida Keys Turtle Hospital; Festivals, Flavor & Tons of Island Fun - The Florida Keys & Key West Signature Events for 2026; Holiday Cheer and Community Care Light Up Key West Through New Year's Eve; Ho-Ho-Whoa: Santa Spotted Scuba Diving in the Florida Keys; Fish For Holly Sailfish Tournament Set for Jan. 9-10 in Islamorada; Ready to Reel 'Em In? Your Next Big Catch Could be at one of these Tournaments.

#### Press Clippings

The following press clippings were earned and collected for the month, including: World Atlas Clip #1 (<https://www.worldatlas.com/cities/10-us-towns-where-famous-movies-were-filmed.html>); World Atlas Clip #2 (<https://www.worldatlas.com/cities/4-florida-towns-where-famous-movies-were-filmed.html>); Travel Industry Today (<https://travelindustrytoday.com/its-better-down-where-its-wetter-underwater-santa-shares-christmas-spirit-in-keys-marine-sanctuary/>).

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Group Press Trip

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Travelweek Webinar

The agency has been speaking with the Travelweek team about a Webinar opportunity. To discuss further in the new year for open dates.

OpenJaw Takeover Editorial

The agency has been speaking with the editors of OpenJaw about opportunities for the new year. To discuss and present to the team in January for review and consideration.

Travel Agent Trade Shows

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