



#320 *Adventure within Reach*
One Year at a Glance



Discover beachside's adventurous side.



Grant Goals:

- Effectively persuade travelers in emerging markets to take trips to the region;
- Extend seasonality beyond the summer season; and
- Disperse visitation across different geographies and outdoor settings (promoting “off the beaten path” experiences).

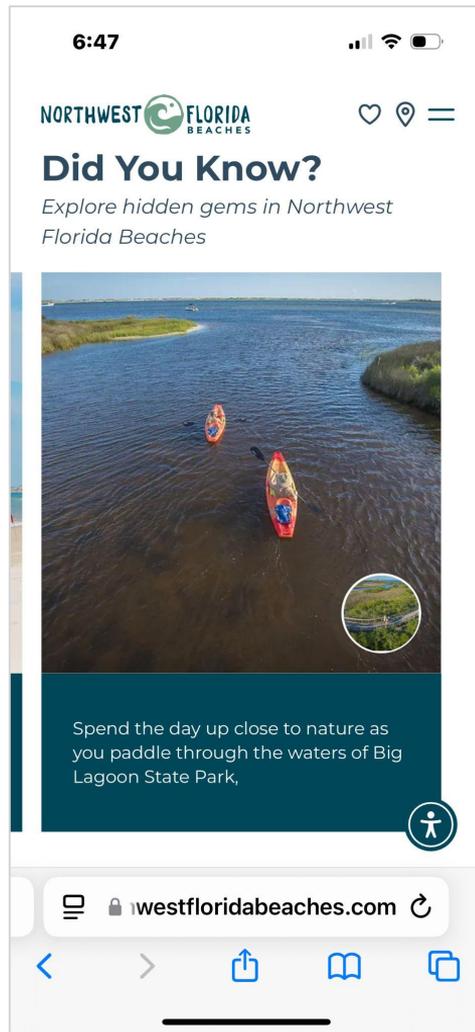
Three Year Approach:

2024 Foundational development and soft launch

2025 Integrated advertising and promotion

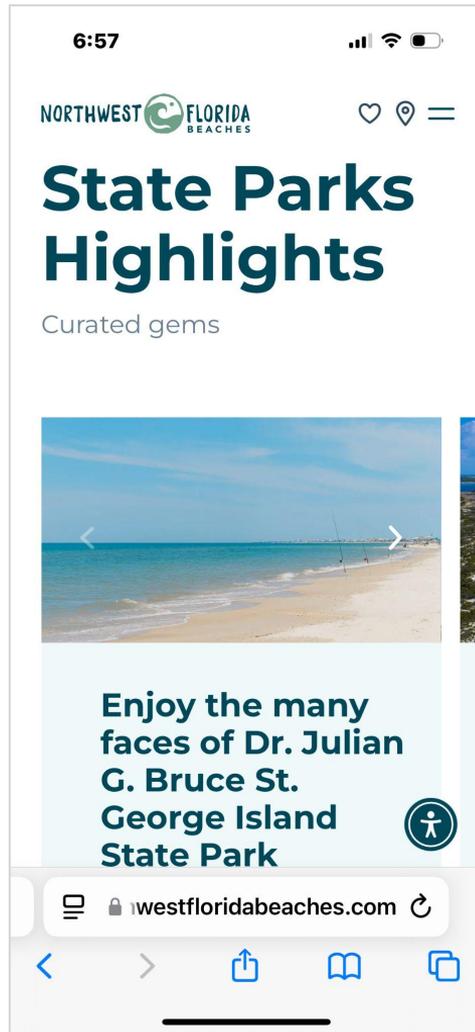
2026 Optimization and refinement

Find Peace, Seek Adventure.



northwestfloridabeaches.com Relaunched in December:

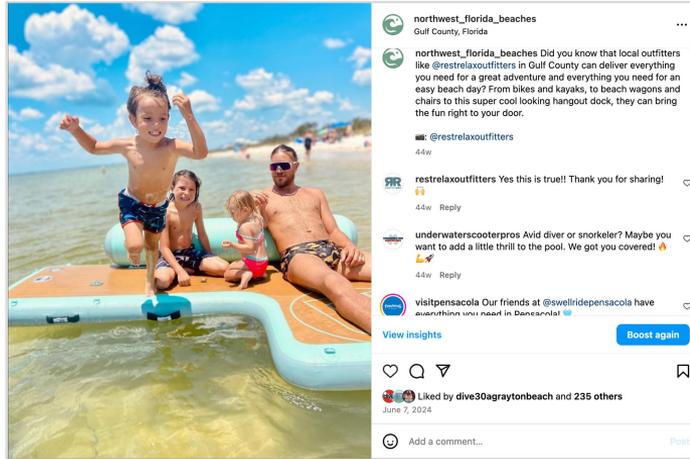
- 65 local, curated adventures
- 23 regional state parks
- Hidden gems and features for local small businesses
- Live, custom events
- Character pages for all 8 Counties



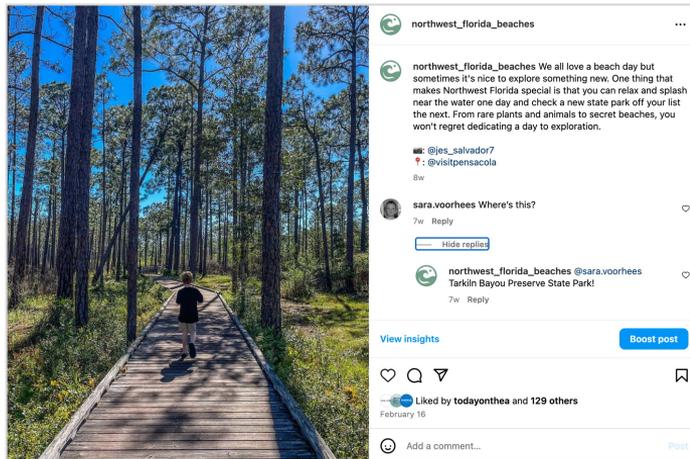
January through April:

- Over 100,000 active users
- Top emerging markets: Chicago, NY, Toronto
- Adventure landing page, State Parks landing page and Adventure Finder all leading people to "off-the-beaten-path"
- 8.45% Search CTR - 2X industry average

Organic Social

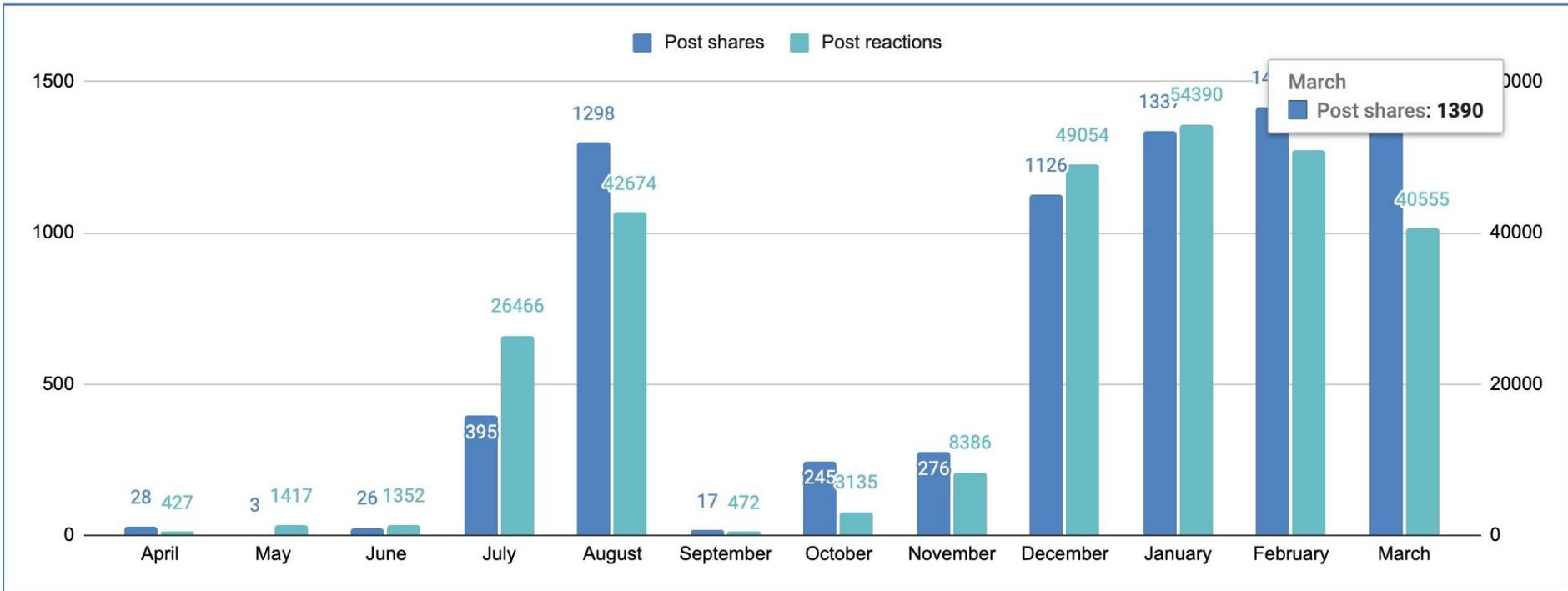


- 180 original posts
- Highlighting local small business
- Saves indicate planning
- 10+ new reels



Fall through Spring:

- 9.9 million reached - increased by 472%
- 272,000 engagements - increased by 200%



Spotlight:

Destin-Fort Walton Beach: 30 dedicated posts, 15 boosted + Reels

Instagram

northwest_florida_beaches
Destin Florida



northwest_florida_beaches Adding a new element can turn something old into a whole new adventure....
more

Instagram

northwest_florida_beaches
Destin, Florida



northwest_florida_beaches They'll always remember being the explorer that got to lead their parents...
more

Instagram

northwest_florida_beaches
Destin, Florida



northwest_florida_beaches Putting a reel in your child's hands for the first time isn't just the beginning o...
more

Instagram

northwest_florida_beaches
Visit Destin-Fort Walton Beach



northwest_florida_beaches Your next new adventure can start this weekend or it could be waiting for yo...
more

Instagram

northwest_florida_beaches
Destin, FL



northwest_florida_beaches When you're on vacation, you don't have to be in charge of making all of the ...
more

An aerial photograph of a coastal waterway, likely a lagoon or bay, with a sandy beach and ocean in the background. Several people are paddleboarding on the water. The foreground shows a grassy, sandy dune area. The sky is clear and blue.

Beachside's Adventurous Side

1/13/25 - 4/15/25

VISIT **FLORIDA** | NORTHWEST  **FLORIDA
BEACHES**

Goals:

- Bring awareness to the NWFL region
- Generate interest and curiosity in adventure and off-the-beaten-path experiences
- Increase visitation from markets of focus
- Increase visitation during the spring and fall seasons

Objectives:

- Utilize upper funnel media channels and tactics to elevate the NWFL region brand alongside the adventure experiences offered
- Focus on interest and audience targeting layered upon target markets
- Highlight seasonality benefits and/or promotional elements for spring and fall travel

Digital

Partner	Description/Tactic	Impressions	2025													
			January				February				March				April	
			6	13	20	27	3	10	17	24	3	10	17	24	27	7
Sojern	Online Video - Includes Toronto	4,117,647	[Purple bar spanning Jan 6 to Apr 14]													
	Display	5,555,556	[Orange bar spanning Jan 6 to Apr 14]													
	CTV	2,631,579	[Dark Purple bar spanning Jan 20 to Apr 14]													
Teads	Social Display - Includes Toronto	3,437,500	[Light Orange bar spanning Jan 6 to Apr 14]													
Ad+Genuity	Display	4,444,444	[Orange bar spanning Jan 6 to Apr 14]													
	OLV	3,647,059	[Purple bar spanning Jan 6 to Apr 14]													
Amazon	CTV	3,750,000	[Dark Purple bar spanning Jan 6 to Mar 27]													
	Retargeting Display	4,285,714	[Orange bar spanning Jan 20 to Mar 27]													
Cadent	Addressable TV	5,416,667	[Blue bar spanning Jan 20 to Feb 10 and Mar 10 to Apr 14]													
		37,286,166														

Primary:

- Affluent Family - priority audience and major focus for regional effort
- 35-55
- kids in HH
- *VF's Family + Outdoor/Nature/Trails Audience

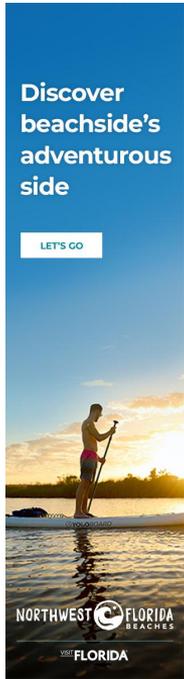
Secondary:

- Moderate Mature - this rounds out the picture and could be stronger in DMO
- 55 or older
- No kids
- *VF's WSS and Impulse Audience

Static Banners

STATIC

V1 - Paddleboarding



160x600



300x600



728x90



970x250

STATIC
V2 - Kayaking



160x600



300x600



728x90



970x250

STATIC
V3 - Fishing



160x600



300x600



728x90

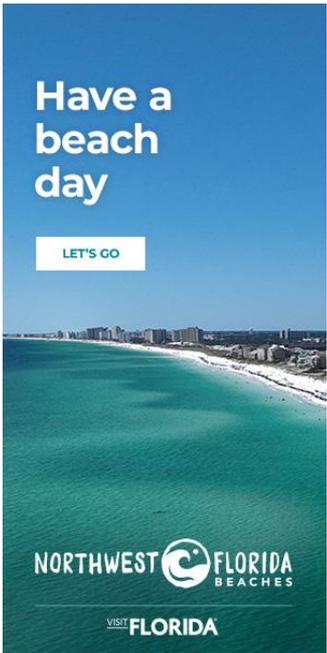


970x250

300x600

Have a
beach
day

LET'S GO

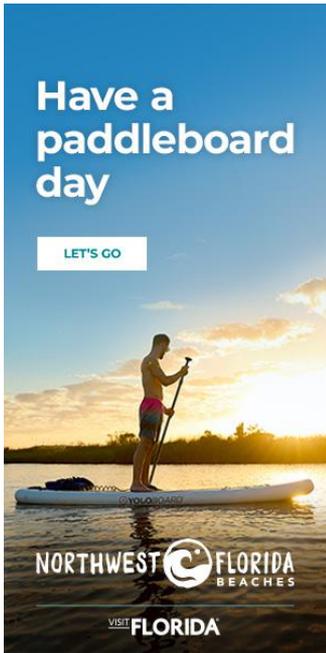


NORTHWEST  FLORIDA
BEACHES

VISIT  FLORIDA

Have a
paddleboard
day

LET'S GO

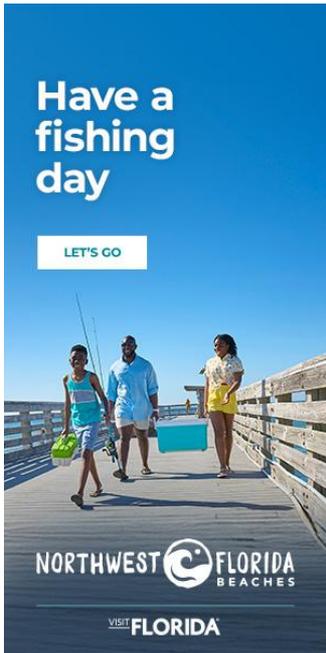


NORTHWEST  FLORIDA
BEACHES

VISIT  FLORIDA

Have a
fishing
day

LET'S GO

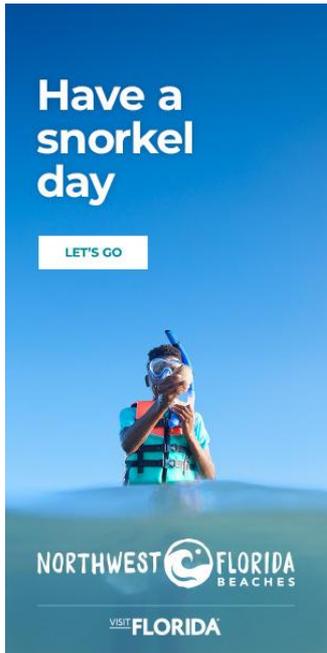


NORTHWEST  FLORIDA
BEACHES

VISIT  FLORIDA

Have a
snorkel
day

LET'S GO



NORTHWEST  FLORIDA
BEACHES

VISIT  FLORIDA

Discover
beachside's
adventurous
side

LET'S GO

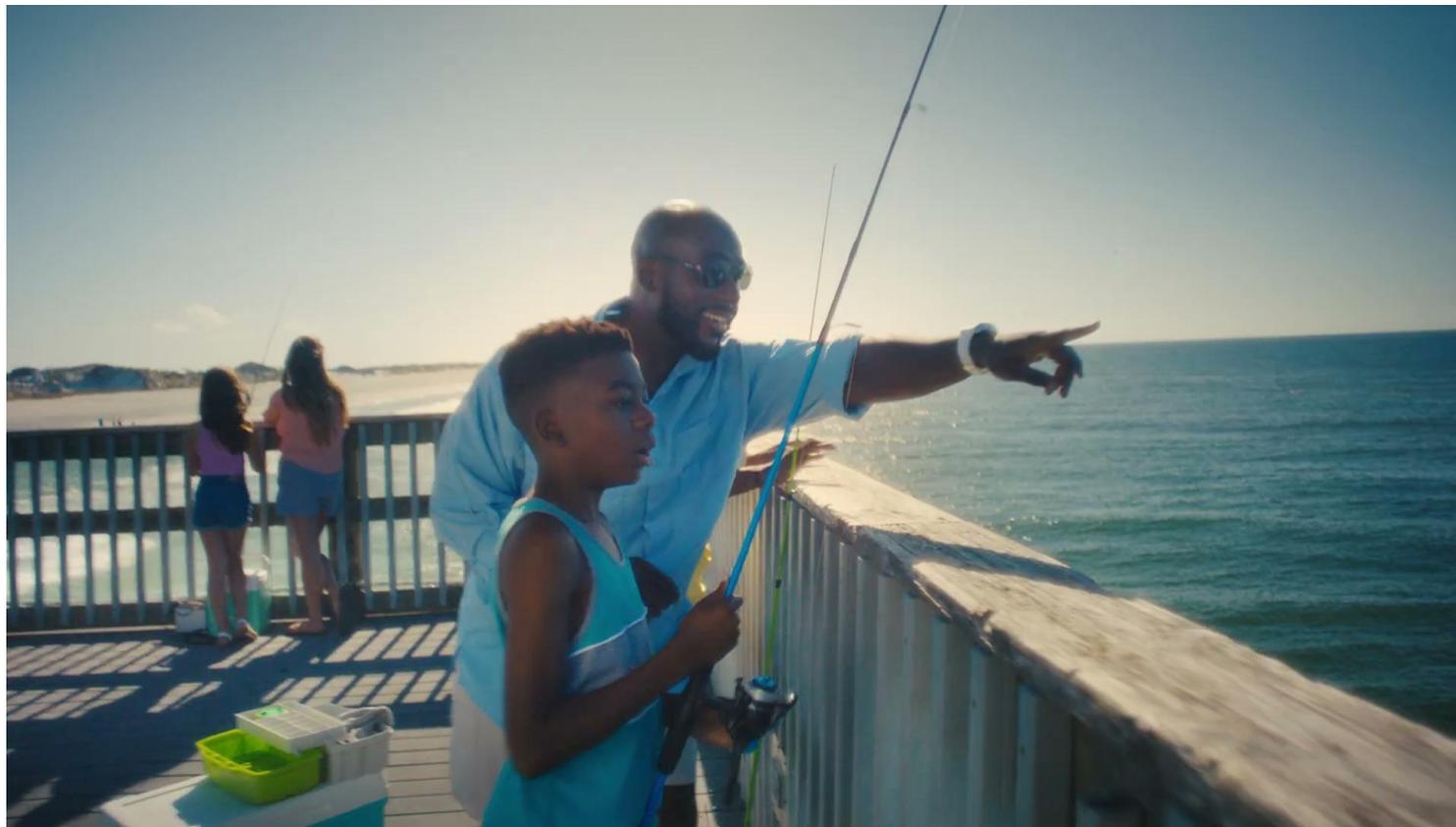


NORTHWEST  FLORIDA
BEACHES

VISIT  FLORIDA

Core Video

Adventurous Side :30



Off The Beaten Path :15



An aerial photograph of a clear, turquoise river flowing through a dense forest of cypress trees. The water is exceptionally clear, revealing the sandy and rocky riverbed. On the right bank, the cypress trees have prominent, exposed roots. In the upper left corner, a wooden walkway with a ramp leads down to a small wooden dock. In the center of the river, two people are kayaking; one is in a yellow kayak and the other is in a blue kayak. The overall scene is serene and scenic, typical of a Florida natural area.

Paid Social

Platform	Start Date	End Date	Est. Results
Meta	1/13/2025	4/15/2025	+25M Impressions
	1/30/2025	2/28/2025	+4M Impressions
YouTube	1/13/2025	4/15/2025	+2.5M Views
Pinterest	1/13/2025	4/15/2025	+4M Impressions
	1/13/2025	4/15/2025	+20k Pin Clicks

Primary Markets (60%): Chicago, Cincinnati, Detroit, Indianapolis, Minneapolis

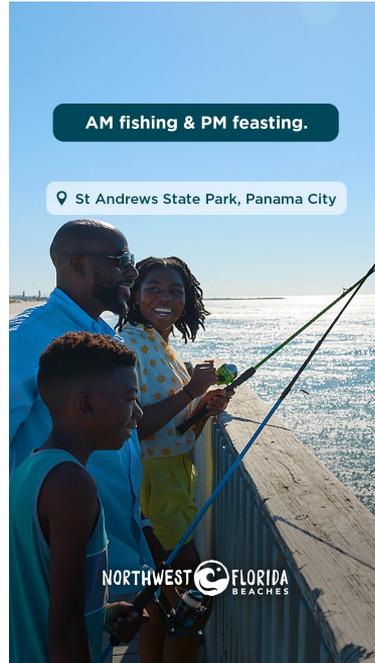
Secondary Markets (25%): Toronto (+50mi) (City)

Long Term Market of Interest (15%): New York

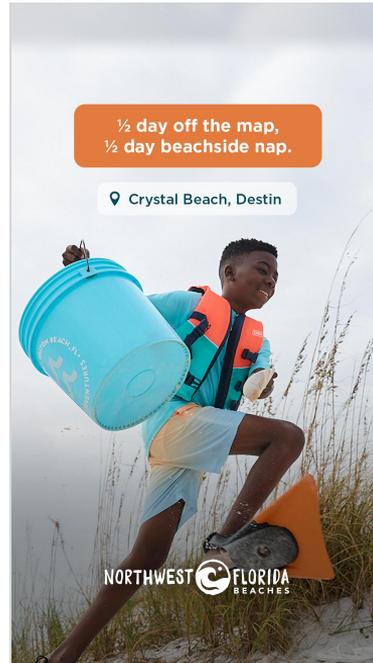
Discover Another Side - V1



F1 – Grayton Beach
Image - [Sam \(Shadow Shooter\) Link](#)



F2 – St. Andrews State Park,
Panama City
Image - [Dylan Johnston Link](#)



F3 – Crystal Beach, Destin
Image - [Dylan Johnston Link](#)



F4 – Gulf Islands National Seashore.
Pensacola
Image - [Box Link](#)

Discover Another Side - V2



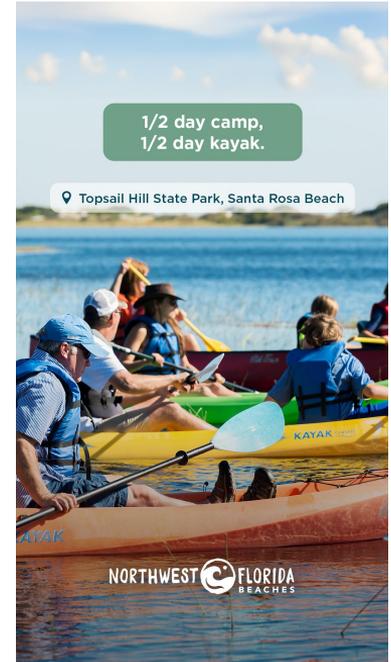
F1 – PCB Conservation Park,
Panama City Beach
Image - [Dylan Johnston Link](#)



F2 – Morrison Springs,
Ponce De Leon
Image - [Sam \(Shadow Shooter\) Link](#)

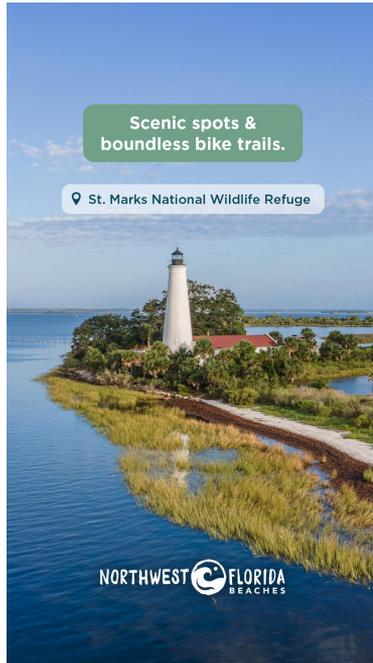


F3 – Destin
Image - [Box Link](#)

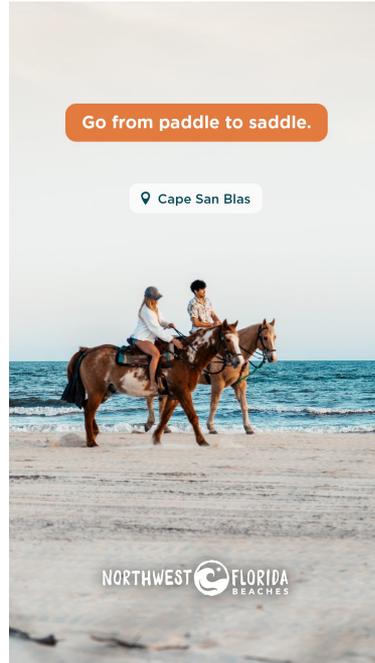


F4 – Topsail Hill State Park,
Santa Rosa Beach
Image - [Box Link](#)

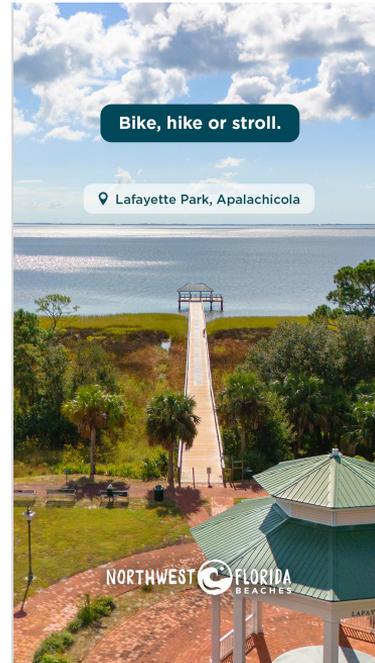
Discover Another Side - V3



F1 – St. Marks
Image - [Box Link](#)



F2 – Cape San Blas
Image - [Box Link](#)



F3 – Lafayette Park,
Apalachicola
Image - [Box Link](#)



F4 – Milton
Image - [Box Link](#)

Discover Another Side

Play on paddle boards.

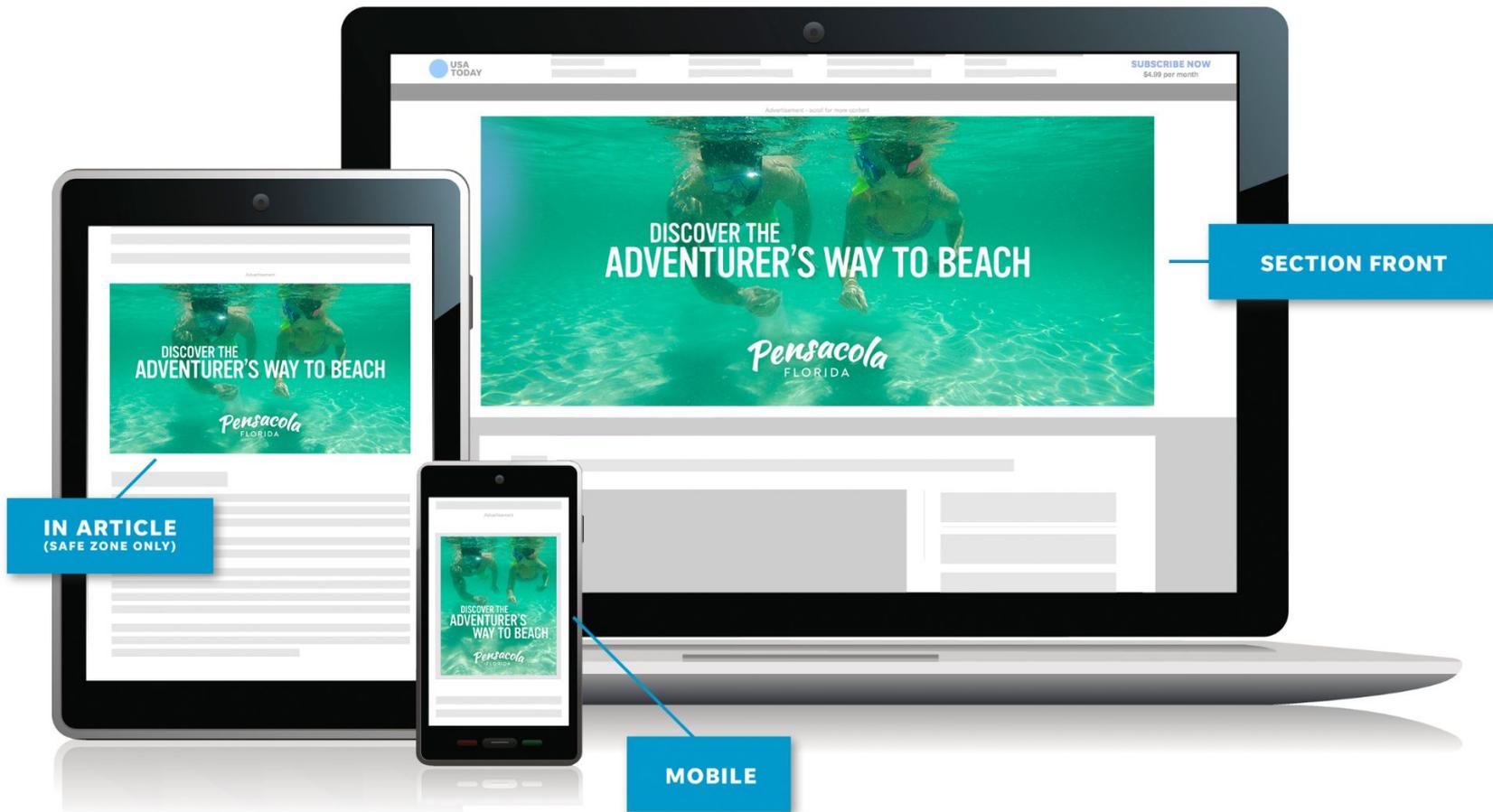


Grayton
Beach



Destination Campaigns





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ADVENTURER'S WAY TO BEACH

Pensacola
FLORIDA

SECTION FRONT

DISCOVER THE
ADVENTURER'S WAY TO BEACH

Pensacola
FLORIDA

IN ARTICLE
(SAFE ZONE ONLY)

DISCOVER THE
ADVENTURER'S
WAY TO BEACH

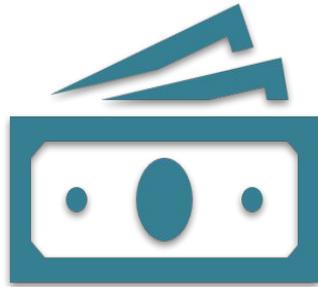
Pensacola
FLORIDA

MOBILE

Results

Preliminary - to date

Digital + Paid Social



TOTAL MEDIA SPEND

\$1,448,000



TOTAL IMPRESSIONS

205.M



Preliminary Economic Impact*
Directly to NWFL

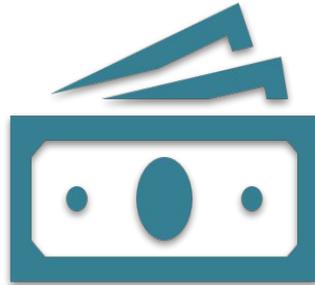
\$2,930,365.12

Digital



TOTAL IMPRESSIONS

46,456,312



TOTAL MEDIA SPEND

\$557,000



Preliminary Economic Impact*

Directly to NWFL

\$2,930,365.12

Paid Social



**TOTAL
IMPRESSIONS**

159M
CPM: \$3.54
↑ 1.07X



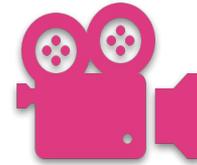
**TOTAL MEDIA
SPEND**

\$566,000



**ENGAGEMENT
RATE**

7.39%
↑ 1.83X



**VIDEO VIEW
RATE**

28.17%
↑ 2.43X

Paid Social - Meta



Market Tier	Geo Market	Reach	Reach %
Primary	Chicago, Cincinnati, Detroit, Indianapolis, Minneapolis	6,929,344	12.45%
Secondary	Toronto	3,211,697	9.24%
Long Term	NYC	2,480,420	15.63%
Total Campaign Reach	-	12,225,409	11.50%

An aerial photograph of a tropical beach scene. The water is a vibrant turquoise color. In the background, a white sandy beach is lined with numerous multi-story resort buildings. In the middle ground, a white motorboat is anchored, with several people on board. Further out in the water, there are several kayakers in colorful kayaks and one person on a stand-up paddleboard. The overall atmosphere is bright and sunny.

THANK YOU

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