

*"In our online marketing, there is no better return on investment than the FLORIDA VACATION AUCTION."*

**MICHAEL MANCKE**

Director of Sales & Marketing,  
Plantation on Crystal River

*"We find Florida Vacation Auction to be a great marketing tool! The exposure we receive in exchange for tickets is most beneficial. Florida Vacation Auction offers a great service to its advertisers as well as our valued tourists... the staff is great to work with."*

**JENNIFER BERTHIAUME**

Director Public Relations  
& Marketing  
Lion Country Safari

**VISITFLORIDA®**  
OFFICIAL AUCTION PARTNER

# THE MOST COST EFFECTIVE WAY TO MARKET TO FLORIDA LEISURE TRAVELERS



**MEDIA KIT**

[www.FloridaVacationAuction.com](http://www.FloridaVacationAuction.com)

## KEY 2011 PERFORMANCE NUMBERS

### A Loyal And Engaged Audience

- Delivered 5.6 Million Impressions and 140,000 Referral Clicks for Advertisers on [www.VISITFLORIDA.com](http://www.VISITFLORIDA.com) & [www.FloridaVacationAuction.com](http://www.FloridaVacationAuction.com)
- More than 210,000 Visitors from 140 Countries
- Average 9.5 Page Views per Visit (More than 2 Million Pages)
- 6:18 Average Time on Site

### Profile

- Top 5 Domestic Markets: Florida, Georgia, New York, Illinois & Ohio
- Top 5 International Markets: Canada, United Kingdom, Germany, Netherlands & France
- Travelers: 80% take 3 or more trips per year of two-nights or more in an accommodation, 35.5% take 6 or more trips per year
- 64% visit an attraction, venue or event, either as part of a stay away from home or as a day trip
- 49% Travel as a couple; 31% with children
- Predominantly Female - 61.7%
- 35-64: 71% ; 45-54: 25%
- Affluent - 63% Household Income of \$75,000 plus
- Personix Profiles - Boomer Barons, Flush Families, Cash & Careers and Jumbo Families

## NO OTHER ONLINE ADVERTISING OR MARKETING CHANNEL DELIVERS THIS MUCH VALUE

- Four weeks of full-page display advertising on Florida Vacation Auction & VISIT FLORIDA
- Buy Direct links to your booking engine - no intermediary distribution channel management, net rates or commissions
- Unlimited ability to modify Buy Direct price and available dates
- No Cost-per-Thousand (CPM) or Cost-per-Click (CPC) expense
- Additional exposure through Florida Vacation Auction newsletters, publicity activities and social media marketing
- Stronger SEO via external link enhancement

## THE BEST WAY TO CAPTURE FLORIDA LEISURE TRAVELERS USING UNSOLD INVENTORY!

*"The ability to use a minimal amount of unsold inventory in return for online promotional exposure of our resorts, without any direct cash outlay, has been one of our best integrated campaigns."*

**DAWN GRIGSBY**  
National Director, Resort Sales  
Starwood Vacation Ownership

[www.FloridaVacationAuction.com](http://www.FloridaVacationAuction.com)

**Each Florida Vacation Auction and VISIT FLORIDA dedicated page features:**

- 1 4 photos and logo.
- 2 Headline and descriptive copy (300-350 words) about the accommodation or attraction, and promotional offer.
- 3 2 "Buy Direct" links that take users directly to YOUR booking engine or special offer landing page. No PPC or commission cost.
- 4 2 "More Info" links and a hot-linked logo that navigates to YOUR website.
- 5 Social media links to your Facebook and Twitter accounts.

*"We have partnered with Florida Vacation Auction for almost one year now and are extremely pleased with the exposure the promotion has delivered. In addition to the auction's no-cost advertising, they got us two television features. Our Buy Direct link has driven web bookings. They also have been sending us a check each month because we added a listing as part of their rebate program. Florida Vacation Auction is a great partner!"*

**JOSE CASTRO**  
 Director of Revenue Management  
 Mayfair Hotel & Spa

The screenshot shows the Florida Vacation Auction website interface. At the top, there's a navigation bar with links like 'Browse Auctions', 'How It Works', 'About Us', 'Refer A Friend', 'E-Newsletter', and 'Contact Us'. The main content area features a listing for 'Loews Don CeSar Hotel' with a large image of the resort and callouts 1-5 pointing to specific elements: 1 (photos), 2 (headline and descriptive copy), 3 (Buy Direct link), 4 (More Info link), and 5 (social media links). The listing includes details such as '4 days / 3 nights', 'Retail Value: \$1,405.00', and a list of amenities. On the right side, there's a sidebar with a 'LIVE OPERATOR' chat button, 'Buy Direct' and 'Auction Active' sections, and a 'Take Action' section with 'WATCH THIS' and 'EMAIL THIS' buttons. The bottom of the page features a footer with 'Media Room', 'Suggestion Box', 'Privacy Policy', 'Terms of Use', and 'Advertiser Information', along with logos for 'VISIT FLORIDA', 'Florida Attractions Association', 'BBB ACCREDITED BUSINESS', and 'VeriSign Trusted'. The URL in the browser is 'http://www.floridavacationauction.com/index.cfm/event-ViewAuction/auctionId-10088'.

[www.FloridaVacationAuction.com](http://www.FloridaVacationAuction.com)

## In 2011 our advertisers recieved:

- 5.6 million impressions
- 2 million page views
- 140,000 referral clicks

## Contact Us Today!

239.333.4444

### Tracy Hart, Ext. 73

Tracy.Hart@FloridaVacationAuction.com

### John Ribbler, Ext. 74

John.Ribbler@FloridaVacationAuction.com

### Sal Dickinson, Ext.10

Sal.Dickinson@FloridaVacationAuction.com

Florida Vacation Auction  
PO Box 61919  
Fort Myers, FL 33906-1919

[www.FloridaVacationAuction.com](http://www.FloridaVacationAuction.com)

*“For any Florida tourism marketer, this is a no brainer.”*

## MARK DICKSON

Regional Revenue Director  
Boykin Management Co.

## COMPLETELY RISK FREE AND MEASURABLE MARKETING CAMPAIGN

### Here is how we guarantee positive ROI for auction partners:

Cost to participate in each four-week auction promotion is:

- **For Accommodations:** A promotional giveaway of a minimum two-night stay, space available, other restrictions may apply.
- **For Attractions, Shows, Tours and other activities:** A minimum of four admission tickets, restrictions may apply.

### Here is how we prove the value of the auction service:

Upon the conclusion of each four week publishing period, advertisers receive an email report detailing:

- Total number of summary views
- Total number of dedicated page views
- Total referral clicks, including detail by:
  - More Information Links
  - Buy Direct Links
  - Social Media Links
- Total offer page forwards
- Response percentage rate of clicks to views

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