



Media promotions allow the CVB to trade partner product for valuable exposure. In 2008-09, the CVB coordinated a variety of high-profile media promotions, including print, radio and Internet promotions.

Consumer trade shows in Florida and other select markets that match our visitor demographics provide another cost-neutral way to generate interest. The CVB takes full advantage of VISIT FLORIDA's fair-share brochure distribution at numerous **domestic and international consumer shows** and promotions at the I-95 Welcome Center.

Sweepstakes are another great way to showcase the destination, and the CVB participates in those promoted via nationally distributed magazines such as Better Homes and Gardens, Ladies Home Journal and Traditional Home. The destination was recently featured in several AAA publications which were distributed in key cities in Ohio, and also in the Southeast in the Parade Getaway Guide which was distributed in 58 newspapers in Florida, Georgia, Mississippi and Alabama.



In 2008-09, the CVB participated in numerous consumer promotion opportunities including: four radio promotions with Clear Channel in the Orlando and Gainesville area. In exchange for print mention, audible mentions, and contest splash page hotlinks, the CVB also coordinated silent auction prizes for popular charitable and non-profit organizations. The media value of these programs exceeded **\$80,000**.



In addition, the CVB participated in three sports, travel and outdoor shows, reaching **more than 50,000 consumers**. These travel shows took place in some of the area's most important markets, such as Cincinnati, The Villages and Orlando.