

VISIT FLORIDA's Canada Takeover Partner Activations in Union Station

Experiential Marketing On “Florida Day”

On Nov. 1, 2017, VISIT FLORIDA and Partners hosted activations at Union Station, Canada’s busiest commuter station with more than 250,000 visitors each day, starting in time for the rush hour morning commute and going throughout the entire day. For the activations, each Partner created an interactive experience around sharing and enjoying “Moments of Sunshine” unique to each destination:

- ❖ **Visit Pensacola:** Stationary bikes wrapped in Blue Angels colors were placed in front of beach backdrop to give the illusion of riding bikes on Pensacola beach.
- ❖ **Beaches of Ft. Myers and Sanibel:** Seashell mosaics, made of authentic shells from the destination, created the perfect backdrop for a photo “shellfie.”
- ❖ **Ocala:** To showcase the destination’s crystal clear springs, a glass bottom kayak outfitted with real underwater video footage gave consumers an authentic Florida experience.
- ❖ **Indian River/St. Lucie/Martin County (Treasure Coast):** Consumers received regionally-sourced Natalie’s Orange Juice and snapped photos in front of a beach backdrop and surfboards wrapped in a treasure map linking the destinations.
- ❖ **Dollar Rental Car/VISIT FLORIDA:** A grab & go postcard wall containing 10,000 Florida postcards with user-generated images served as an engagement center for consumers and press conference backdrop. On the back of the cards were descriptions of Florida destinations and a discount for Florida Dollar car rentals.

Visit Pensacola Activation



The Visit Pensacola activation featured two stationary beach bikes, wrapped in the Blue Angels colors, situated in front of a beach backdrop to give the illusion of riding bikes on the beaches of Pensacola. When consumers pedaled on the bikes to have their photos taken, bubbles blew out, adding to the whimsical atmosphere. Consumers also received inflatable beach balls as giveaways from Visit Pensacola.

Beaches of Ft. Myers And Sanibel Activation



Since the destination is world-renowned for its shelling, the Beaches of Ft. Myers and Sanibel activation revolved around taking a “shellfie.” Mosaics made from authentic seashells sourced directly from the destination were situated in front of a beach scene to provide consumers with the perfect backdrop to take a selfie. The experience was complimented with seashell necklaces as giveaways.

Ocala Activation



The Ocala activation demonstrated a classic activity the destination is famous for – glass-bottom tours over the clear waters of Silver Springs. Featuring a real glass-bottom kayak, consumers took turns putting on a life vest, grabbing a paddle and sitting in the kayak for a photo opportunity. When they looked through the glass bottom, digital screens displayed video shot at Silver Springs of water flowing and fish swimming under the kayak.

Indian River/St. Lucie/Martin County Activation



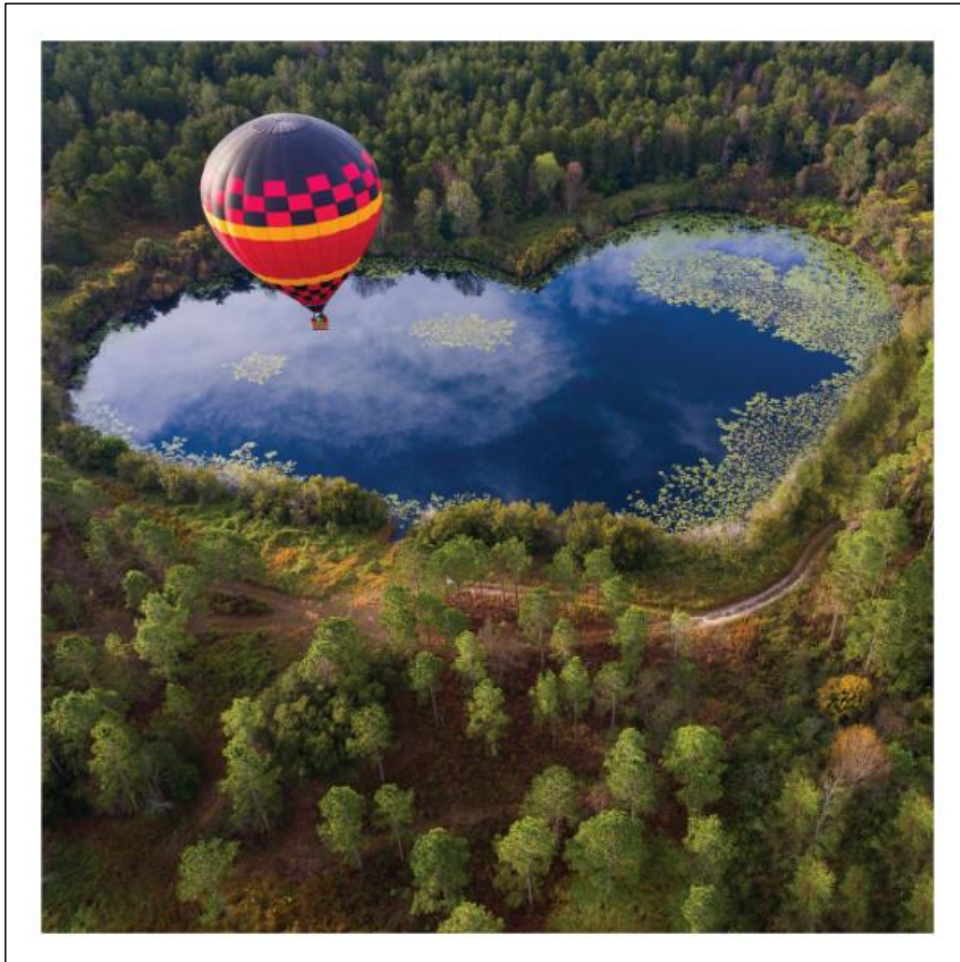
The Treasure Coast activation featured Indian River County, St. Lucie County and Martin County which make up the area. Situated in front of a beach backdrop were three surfboards connected by a treasure map of the three counties and a gold overlay saying “Treasure Every Moment.” For this activation, consumers were drawn in with bottles of Natalie’s Orange Juice, which is manufactured in the Treasure Coast region.

Dollar Rental Car/VISIT FLORIDA Activation



The Dollar Rental Car/VISIT FLORIDA activation presented an interactive postcard wall that doubled as an engagement for consumers as well as a backdrop for Governor Scott's press conference announcing the Florida Parity Program. The wall featured 10,000 post cards with 24 different images from destinations around the state. On the back of each card were descriptions of the featured destination, as well as a 20% off discount code for Dollar car rentals in Florida.

Dollar Rental Car/VISIT FLORIDA Activation Postcards



*Enjoy a moment of
sunshine in Davenport, FL*

Perhaps 20 minutes from the theme park capital of the world is a small, old-Florida town of lakes and open spaces and, magically, columns of rising warm air that hold balloons and gliders aloft. Do you dare?



Image by Kiko Ricote

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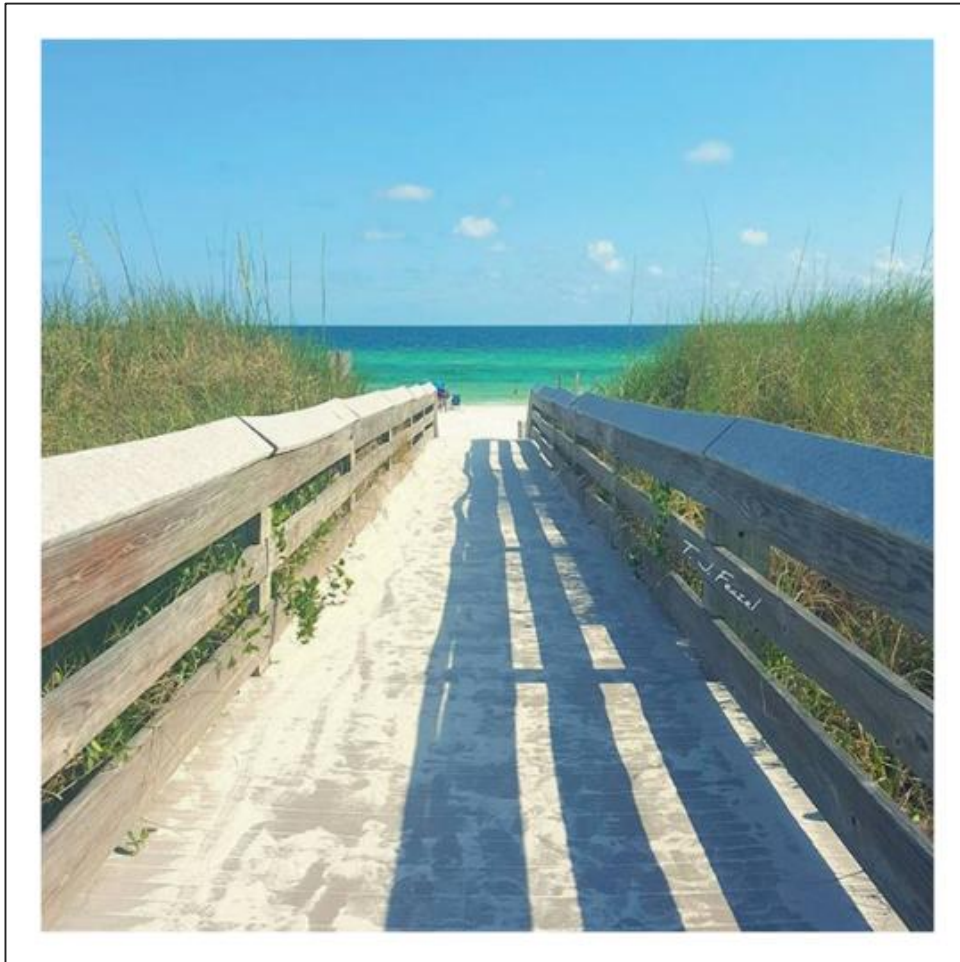
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CAR RENTAL

PC must be provided at time of reservation or offer is void. Advance reservations required. Offer not valid and rate change or additional fees may apply in the event of reservation modification, early / late vehicle return or if not returning vehicle to rental location. Redeemable at participating Dollar locations in Florida. Offer has no cash value, and may not be used with other discounts, promotions or special rates. Age, driver, credit and qualifying rate restrictions for the rental location apply. Base rate includes time and mileage charges only. Taxes excluded. Minimum one (1) day rental required for weekend rentals. Minimum five (5) day rental required for weekly rentals. Subject to availability, blackout periods and additional restrictions. Offer valid on all car classes except Lock, Low and Go cars. Book NOW through November 20, 2017 for rentals October 27, 2017 through January 31, 2018.

Dollar Rental Car/VISIT FLORIDA Activation Postcards



*Enjoy a moment of sunshine
in Fort Walton Beach, FL*

At the end of this boardwalk in John Beasley Park are the sugar-white sands and emerald waters of Fort Walton Beach – a feast for the eyes and the feet. The Gulf coast family destination has parks, museums and aquariums but also natural pleasures such as this park and its abundant bird life.



Image by @feaz82

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Dollar Rental Car/VISIT FLORIDA Activation Postcards



*Enjoy a moment of
sunshine in Jacksonville, FL*

Look at a map and consider Jacksonville from above: an astonishing ecosystem of marshes and wetlands, the Intracoastal Waterway, St. Johns River and the Atlantic Ocean that supports and interacts with state parks and boating and fishing populations. Zoom in, Look at Boneyard Beach in Big Talbot State Park on the front of this card. This city, this natural wonderland – they are waiting for you.



Image by @waydenphoto

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Dollar Rental Car/VISIT FLORIDA Activation Postcards



*Enjoy a moment of
sunshine in Kissimmee, FL*

Imagine. In Kissimmee, you are minutes from . . . Disney World, Universal Studios and SeaWorld . . . some of Florida's best shopping experiences . . . and the headwaters of the Everglades. Talk about being in the thick of it.



Image by @amtojomeo1995

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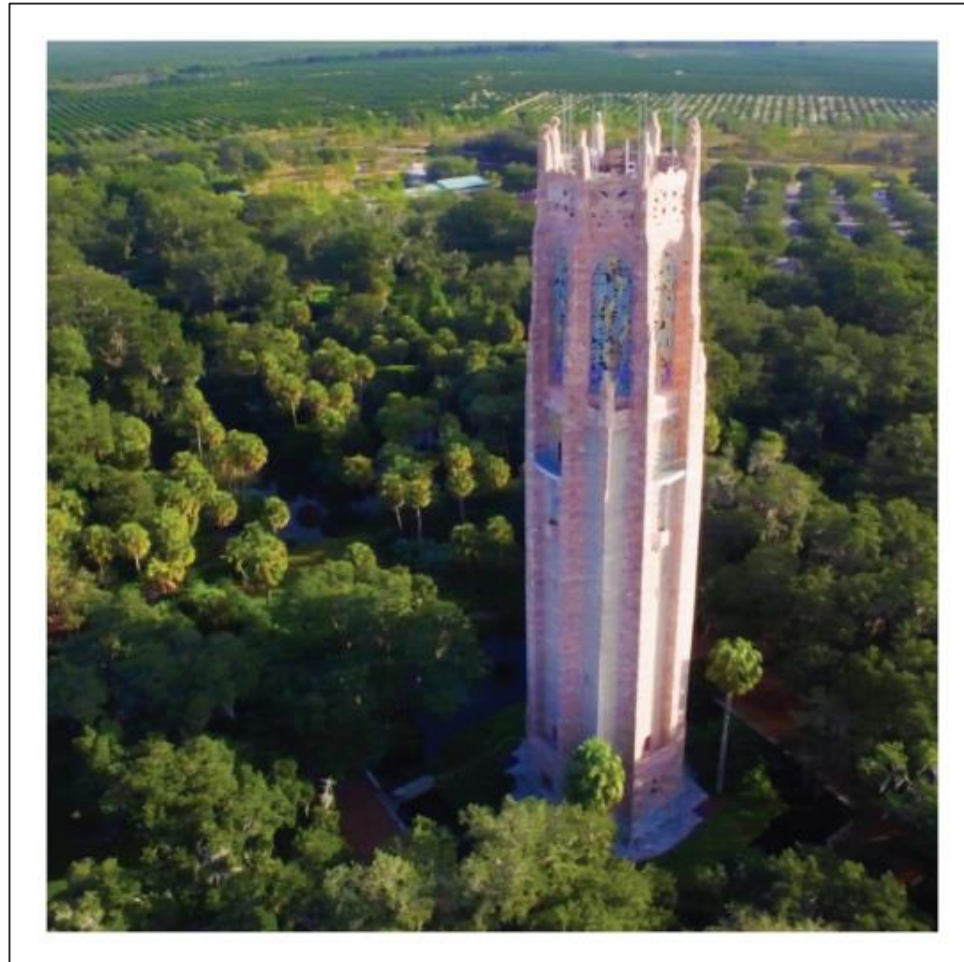
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Dollar Rental Car/VISIT FLORIDA Activation Postcards



*Enjoy a moment of
sunshine in Lake Wales, FL*

Rising 205 feet above a bird sanctuary and contemplative gardens in the center of Florida is the Singing Tower, where twice a day the 60-bell carillon provides the tranquil soundtrack to your Florida escape.



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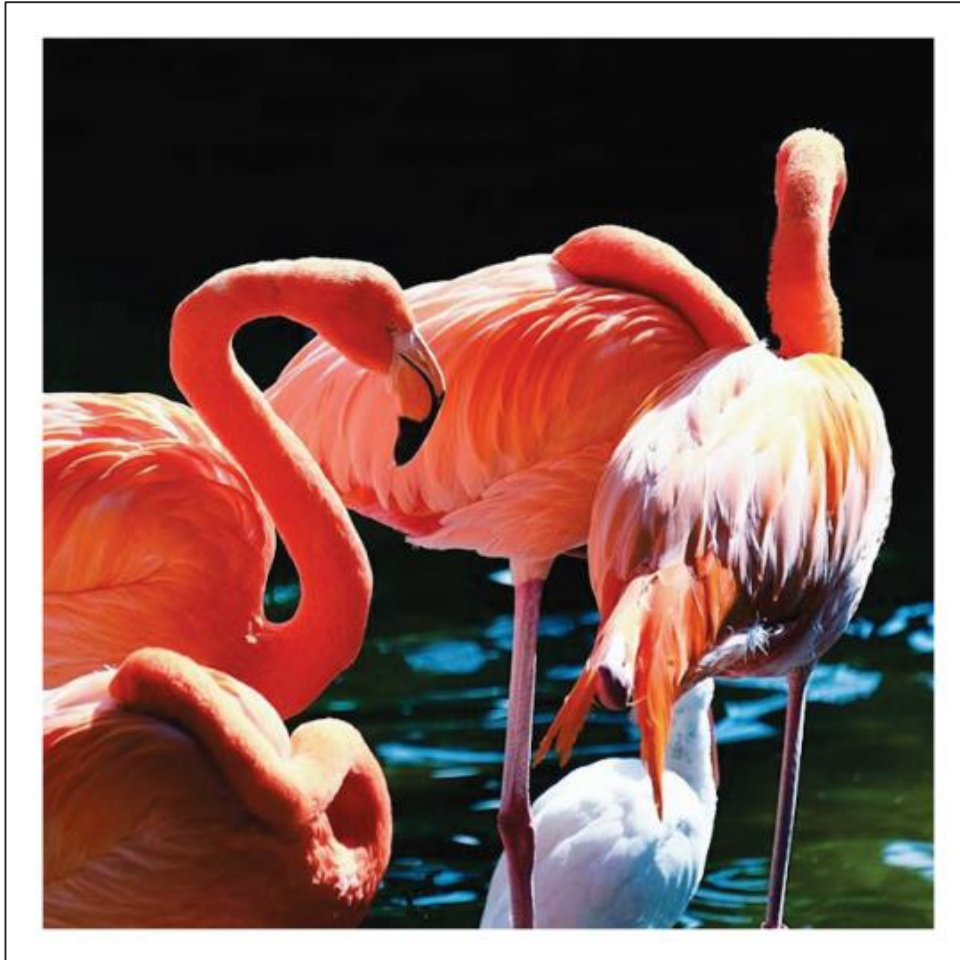
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Dollar Rental Car/VISIT FLORIDA Activation Postcards



*Enjoy a moment of
sunshine in Miami, FL*

Whether it's the luxury or the languages, the ocean vistas or local vibes, the rhythms here quicken the pulse: South Beach, Art Deco, Little Havana, Overtown, Coral Gables, Coconut Grove. This is Miami, international playground.



Image by @mario66ocon

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Dollar Rental Car/VISIT FLORIDA Activation Postcards



Enjoy a moment of sunshine in Tampa, FL

For straight thrills, there are Busch Gardens roller coasters and major-league sports (football, baseball and ice hockey). Or perhaps you'd rather chill and just soak it in. The Riverwalk is a waterfront meditation that connects sunshine, culture and cuisine. This is Tampa.



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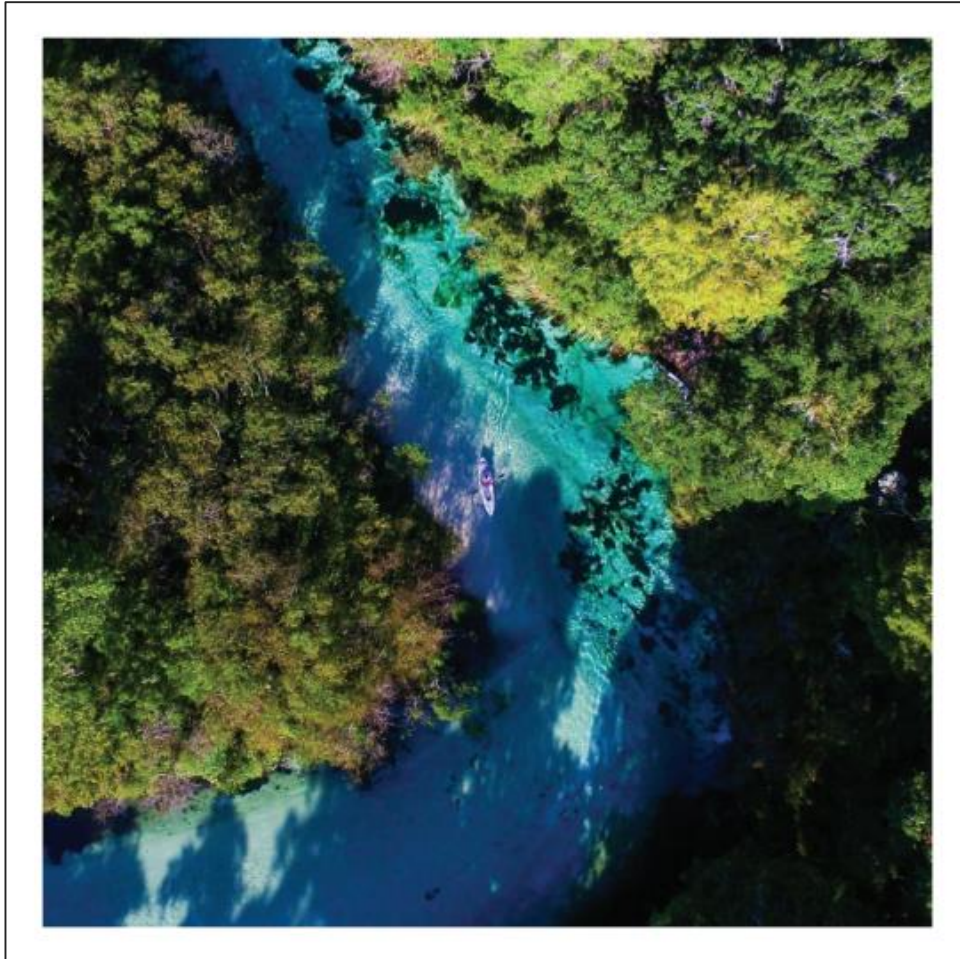
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Dollar Rental Car/VISIT FLORIDA Activation Postcards



*Enjoy a moment of
sunshine in Weeki Wachee, FL*

Here's a Florida town with a name as quirky as its main attraction: an underwater mermaid show. Their stage is Weeki Wachee Springs, where the water is 74 degrees year-round and is so clear that limestone walls are visible from 100 feet.



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