

**VISIT
 FLORIDA
 & AFAR**



Endless Possibilities for Adventure

An “always on” email campaign driving inspiration and awareness for Florida’s exceptional offerings and reasons to visit in every season.

What It Is

Get in front of AFAR’s frequent travelers and affluent consumers via a **VISIT FLORIDA x AFAR custom co-op email series**. Written in the voice and style of AFAR, each email series will highlight brand messaging and specific offers from participating partners relevant to key travel themes aligned with seasonal promotion timing. Emails will encourage our audience to travel deeper into Florida, drive traveler’s directly to your site to discover more, and create “always on” awareness and inspiration for your brand. This is a **first-come, first-serve opportunity** to highlight your offerings in an exclusive environment that taps into travel themes that resonate deeply align with the AFAR traveler and inspires them to take action!

Why It Works

AFAR reaches Travelers Who Care: Conscientious and discerning global travelers who seek travel experiences that reflect their values. They look for ways to travel deeper and fully immerse themselves in all that Florida has to offer — from culture immersion to seasonal events to heart pumping adventure and more. By aligning with AFAR’s high-quality products in a trusted editorial environment, this email series will inspire and attract travelers who will spend more, stay longer, and leave a softer footprint when traveling to Florida.

Expected to sell out, so reserve your email series today!

Program Elements

- Winter Travel Email Series
- Outdoor Adventure Email Series
- Family Travel Email Series

Who You’ll Reach

- Median Age: 42
- Highest Average HHI: \$194,777
- Most sought after for travel advice
- Take an average of 10 domestic trips annually
- Ranks #1 for travel to the Southeast
- 96% have vacationed domestically within the past 12 months
- 78% have taken 3+ domestic trips in the past 12 months
- Prefer to go off the beaten path and where the locals go

BONUS OFFER:

- With commitment to all 3-email series (\$22,500 NET total commitment), your brand will receive **75,000 impressions on AFAR.com** across ROS and contextually relevant topics ([Florida Travel Guide](#), [Beaches](#), [Family Travel](#), [Outdoor Adventure](#), [Road Trips](#), etc.) | Value: \$1,875

2023-2024 Co-op Email Series

Winter Travel Email Series

Reach AFAR's year-round travelers who are always planning their next trip!

- 26+ hotel nights annually
- Highest average spent on travel in last 12 months
- 87% are always planning their next trip

Series details:

- Commitment Required: **9/7/23**
- First send: **10/12/23** | Materials due: **9/11/23**
- Second send: **1/25/24** | Materials due: **1/4/24**
- Reach: **50,000/send**

\$7,500 INVESTMENT PER PARTNER (3 PARTNERS MINIMUM, 5 PARTNERS MAX)
TOTAL VALUE: \$17,500 | VISIT FLORIDA IS CONTRIBUTING 25% OF THE COST.

Outdoor Adventure Email Series

Reach AFAR's affluent and discerning outdoor explorers:

- 70% participate in outdoor activities while traveling
- Prefer to go off the beaten path and where the locals go
- Actively try to minimize their impact on the environment

Series details:

- Commitment Required: **10/4/23**
- First send: **11/9/23** | Materials due: **10/11/23**
- Second send: **3/1/24** | Materials due: **2/2/24**
- Reach: **50,000/send**

\$7,500 INVESTMENT PER PARTNER (3 PARTNERS MINIMUM, 5 PARTNERS MAX)
TOTAL VALUE: \$17,500 | VISIT FLORIDA IS CONTRIBUTING 25% OF THE COST.

Family Travel Email Series

Reach AFAR's frequent travelers seeking experiences for the whole family:

- Highest concentration of Affluent Millennials (25%)
- Ranks #1 for children in the household
- Ranks #1 for "When I find a great vacation spot I tend to go back again and again"


Series details:

- Commitment Required: **1/11/24**
- First send: **2/15/24** | Materials due: **1/18/24**
- Second send: **4/4/24** | Materials due: **3/7/24**
- Reach: **50,000/send**

\$7,500 INVESTMENT PER PARTNER (3 PARTNERS MINIMUM, 5 PARTNERS MAX)
TOTAL VALUE: \$17,500 | VISIT FLORIDA IS CONTRIBUTING 25% OF THE COST.

Materials Required (Per series): 1-2 images (horizontal format), 1-2 key brand messages relevant to series theme/timing (50 words of copy/brand message), brand logo, Call-to-action URL/Landing Page.

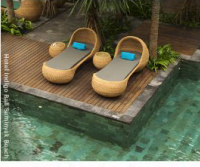
AFAR
VISIT FLORIDA CO-OP



Made for more rewarding stays

Travel is very much back in style, especially when you carry the IHG® Rewards Premier® Credit Card from Chase. You'll earn up to 26K total points at IHG® Hotels and Resorts—points that can lead to even greater rewards, including some of your most rewarding stays yet.


LEARN MORE



Made for extra getaways

A full year of living and traveling deserves some recognition. The IHG® Rewards Premier® Credit Card appreciates your accomplishments with an Anniversary Free Night award each year. It's one more way to celebrate your enduring love of travel and to keep your most memorable getaways coming.

LEARN MORE



AFAR
VISIT FLORIDA CO-OP

Reward

Seasoned travelers know their rewards. With the IHG® Rewards Premier® Elite status to help you apply now for the card that

A Place to Explore and Engage

From observing marine life through a glass-bottom boat to learning the art of origami, the Ritz Kids program sparks curiosity among young travelers with local outdoor and cultural experiences. They can ride a bike to Central Park with The Ritz-Carlton New York, Central Park and enjoy a discovery-filled scavenger hunt at The Ritz-Carlton, San Francisco. Our little ones will love learning about sharks, fish, and other residents of the sea at The Ritz-Carlton Key Biscayne, Miami through an exclusive partnership with Jean Michel Coustou's Ocean Future Society. Kids can also look forward to child-friendly spas and amenities that make luxurious, spa-centric stays that much more comfortable.

DISCOVER MORE



Exceed Expectations with a Distinctive Stay

With the signature Family Traditions program, even kids can enjoy an exceptional stay at the St. Regis Ball Harbor Resort, Miami's most address. From the moment families arrive, they'll be provided with a customized selection of thoughtful activities and amenities, such as dining options, childcare services, and a welcome pack stuffed with treasures like coloring books, child-sized robes, delicious treats, and more that celebrates the simple joy of being a kid. Little ones can enjoy quality time in the Sun Turtle Room, a space filled with art and crafts, games, movies, and toys. And multigenerational groups can relax on enriching excursions the whole family will love, like a VIP tour of the famed Jungle Island eco-adventure park and a trip to the Everglades.

LEARN MORE



Extraordinary Moments at JW Marriott, Anaheim Resort

JW Marriott, Anaheim Resort offers a haven for families looking to inspire their inner child. Located just a short walk away from Disneyland® Resort, guests can watch mesmerizing fireworks and strolling acts from Parkside Rooftop Bar. Play with digital butterflies at the JW Garden, a dot of the kind of experiential reality guests crave. And everyone will enjoy tasting creative dishes like lobster and beef ravioli and grass-fed steak with blood orange and balsamic glaze on the splendid terrace at Tocco Forno Italian Chophouse.

BOOK NOW

