



GULF COUNTY TOURIST DEVELOPMENT COUNCIL PARTNER PROGRAM 2025

CAPE SAN BLAS | INDIAN PASS | PORT ST. JOE | ST. JOE BEACH | WEWAHITCHKA



OFF THE MAP EXPEDITIONS

THE PROGRAM

Just like you, we love Gulf County and all of the amazing businesses and experiences that make it so great (yep, that's you!). Our destination is unique and welcoming, offering a diverse array of activities and sights that cater to all kinds of interests and tastes.

Our mission is to promote and build on amazing experiences as well as all the natural and cultural assets that our area is lucky to have. We are growing quickly so now is the perfect time to jump on board this momentum to help drive the visitor economy. We can't wait to be a part of your business journey.

The Gulf County Tourist Development Council's 2025 Partner Program provides businesses and other tourism organizations an opportunity to collaborate and be involved in a range of marketing initiatives as well as participate in special events coordinated by GCTDC.

This guide is for businesses and organizations with an interest in tourism and events in Gulf County, FL. It contains information on the 2025 Partner Program running from January 1 - December 31, 2025.

PROGRAM KEY DATES

- **Application Open: Monday, June 3, 2024**
- **Final Sign-up date to be in Visitor Guide: Monday, July 1st, 2024**

Note: The program is open to applications year-round. Please bear in mind by joining late, your business may not be included in some publications such as the Visitor Guide. Partners joining after January 2025 will pay 50% of the rate applicable to their business, see page 7 for pricing details.



T-MAN'S CHARTERS

SNAPSHOT OF INDUSTRY ACHIEVEMENTS



\$224 MILLION
visitor spend injected
into Gulf County's
economy



MORE THAN 105K
total visitor nights
stayed



7+ NIGHTS
average length
of stay



100+
Tourism Partners



SOCIAL MEDIA
over 42,000 followers
across just two platforms.



OVER 350 EVENTS
promoted free on
visitgulf.com

- ▶ Over 345,000 unique visitors to visitgulf.com
- ▶ Events development - Winter Fun Events & Welcome Back Reception
- ▶ Various Community Events promoted - Forgotten Music Festival, Bayou Bash, St. Joseph Bay Buffer Preserve Bay Day, Scallop Music & Arts Festival, Tupelo Honey Festival, Juneteenth Celebration, and more!
- ▶ 25,000 (with subject to re-print) Gulf County Visitor Guides distributed annually
- ▶ Marketing campaigns and media - Co-Op with Mexico Beach generated over \$1.2M in revenue; received 1st place, Henry Award for Ordinary Magic campaign



ST. JOSEPH PENINSULA SEA TURTLE PATROL

REASONS TO PARTNER WITH US

1.

Be a part of GCTDC promotional campaigns and initiatives

2.

Build your business presence through our digital channels and Welcome Center

3.

Learn and grow through workshops + one-on-one sessions

4.

Collaborate with like minded organizations to grow Gulf County, Florida tourism

5.

Access up to date information, event partnering, blogs and media FAM opportunities

MARKETING OPPORTUNITIES

The Gulf County Tourist Development Council promotes Gulf County through marketing activities involving both print and digital media.

The following pages detail many of these avenues.

DIGITAL

VISIT GULF COUNTY WEBSITE

The Visit Gulf County website attracts over 345,000 visits and is where all visitors are directed to when promoting the area.

Online calendar of events

Gulf County TDC promotes over 350 events each year through our online calendar.

Attractions and business listings

Our number one resource to reach more visitors. Your listing will appear on a section of our website which will be complete with your images, description, and contact information to encourage visitors to come see you directly.

You will have access to your listing through the Partner Portal to update as often as you like.

SOCIAL MEDIA

Our social media channels with over 42,000 followers, showcase Gulf County to both locals and visitors. We engage with our followers using our hashtags - #GulfCountyFL and #InGulf

BLOGS + ITINERARIES

Our blogs feature all the best experiences and events in Gulf County. Our interactive maps and articles are curated for visitors

MARKETING CAMPAIGNS

Seasonal campaigns to drive visitation are based on key events and experiences in Gulf County. Partners will receive notification of opportunities through the monthly industry e-newsletter. Marketing campaigns and initiatives may include digital and traditional campaigns.

PUBLICATIONS

VISITOR GUIDE

The Gulf County Visitor Guide is an annual publication, released at the beginning of each calendar year to coincide with the start of the Program.

The Visitor Guide is distributed through several outlets including - Destin-Fort Walton Beach Airport (VPS), Northwest Florida Beaches International (ECP), four of Florida's Welcome Centers, Exit 2 Georgia Welcome Center, various AAA Travel all over the United States, at Travel Tradeshows and events throughout Gulf County.

Per direct-requests from visitgulf.com, 4,000+ visitor guides are mailed out per year.

The guide is also available for download on the Visit Gulf County website.

VISITOR SERVICES

GULF COUNTY WELCOME CENTER

The Gulf County Tourist Development Staff oversees the operation of the Gulf County Welcome Center.

Around 6,000 visitors use the center each year for advice on visiting Gulf County.

Tourism partners are encouraged to provide brochures for display (4"x 9" size preferred).

INDUSTRY DEVELOPMENT AND SUPPORT

NETWORKING, WORKSHOPS, AND INDUSTRY EVENTS

One of the main reasons for businesses to join organizations is...networking opportunities! As an industry partner, you will receive exclusive invitations to partner networking events, the annual meeting, educational workshops & training opportunities, and unique destination experiences.

PR + FAMILIARIZATION TOURS

We feature partner information, events, and updates in our ongoing promotional campaigns to local, national, and international media. Plus, we host writers and media representatives to the destination and share these exposure opportunities with our partners.

RESULTS-DRIVEN LEADS

Throughout the year, partners receive qualified sales and service leads and direct referrals from our team.

INDUSTRY NEWSLETTER

The Gulf County Tourist Development Council regularly sends out an email newsletter with the latest industry news, events and opportunities for Partners.

TOURISM PARTNER: BASE BENEFITS

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Becoming a Gulf County Florida Tourism Partner means you'll be included in more of our publications and with greater visibility than those who choose not to become a Partner. The table below outlines the benefits between Partners and Non-Partners.

PARTNER VS NON-PARTNER BENEFITS

Partners included in any of the offerings detailed in the table below must be a business/organization based in Gulf County, FL and offer a product or service relevant to visitors.

BENEFIT	PARTNERS (FREE OR PAID)	NON-PARTNERS
Visitor Guide Ad Opportunity - 1/9 Page or 1/4 Page	X	
Featured/ Basic Visitor Guide Listing	X	
Featured/ Basic Website Business Listing	X	
Featured/ Basic Website Event Listing	X	
Marketing Campaigns/Events	X	
Promotion on Social Media	X	
Familiarization + Other Media Opportunities	X	
Subscription to Industry e-newsletter	X	
Brochure/Rack Card Displayed at the Welcome Center	X	
Supply of Visitor Guide - As Requested	X	
Invitation to Industry Events and Workshops	X	

PARTNER CATEGORIES + COSTS

The table below outlines the different categories based on different business needs.

These exclusive Advertising Opportunities are a great way to enhance your partnership! If you're investing in a promotional opportunity for your business, you want to really make it pop. That's why we have a variety of unique options to fit every business and budget.

BASIC - FREE (MUST REGISTER)	SILVER - \$150	GOLD - \$350	PLATINUM - \$550
Welcome Center Collateral			
Basic Website and Visitor Guide Listing	Priority Website and Visitor Guide Listing		
Organic Social Media Post where relevant	Organic Social Media Posts		
		E-Newsletter Ad (FCFS 24 Available)	
		1/9 Page Visitor Guide Ad (FCFS 27 Available)	1/4 Page Visitor Guide Ad (FCFS 48 Available)

Non-Profit	Must be volunteer-led and tourism-related	Gold Bundle - No Cost (Based on availability)
New Businesses	Tourism-related businesses in their first two years of operation. After two years, businesses will then refer to the categories above	Gold Bundle at \$150
Bed Tax Collectors	Receive 10% Off Bundle of Choice	

PAYMENT OPTIONS

Payment for the Partner Program can be mailed or made in-person by check or money order. Please refer to your Partner Portal account for invoices regarding your balance.

Payments are due: Monday, July 1, 2024

OUTSTANDING PAYMENTS

If your organization has any outstanding payments from the 2024 Partner Program, these must be paid in full and upfront payment for the 2025 Partner Program must be received before you are included in promotions, including the printed 2025 Visitor Guide.



POMODORO ITALIAN GRILL & BAR

JOINING THE PROGRAM

How to join:

1. Read through the 2025 Partner Program packet.
2. If you are not a Visit Gulf County partner, please **BECOME A PARTNER** at visitgulf.com/partners or scan the QR code -->
3. Once your Partner Portal account has been created, log in and click [2025 Partner Program](#) to register.
4. Please remember to upload all Ad Materials (Logo, Images, Copy) for your website and visitor guide listing under the COLLATERAL > MEDIA file.



Note: Your application and any Ad Materials should be submitted by Monday, July 1, 2024, for your business to be included in the printed Visitor Guide. Any questions please email Summer@visitgulf.com, or call (850) 229-7800.

PARTNER TRADE PROGRAM

Our Gulf County TDC Trade Program is open to Tourism Industry Partners in Gulf County who offer food & beverage, retail, adventure/charter, tour guide, equipment/boat rental, accommodations, and concierge services. Partners eligible for this program have the opportunity to trade their services for Paid Opportunities.

Traded Services could be used for the following TDC opportunities: media visits, prizes at TDC-hosted events, giveaways, and more!

If you are interested in our Trade Program, please reach out to Summer@visitgulf.com for more information.