



**ST. AUGUSTINE
PONTE VEDRA**
FLORIDA'S HISTORIC COAST®

St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau

PARTNERSHIP

Who We Are

Welcome! The St. Augustine, Ponte Vedra & The Beaches Visitors and Convention Bureau is a team of tourism professionals dedicated to promoting St. Johns County to visitors throughout our target markets. Our organization is funded through visitor-paid bed tax revenues and Partner dues.

What We Do

We're here to support our Partners through advertising, social media, public relations, promotions, sales missions, and digital communications. Our marketing reaches visitors who come to Florida's Historic Coast to experience all our destination has to offer, including:

- Beach Travelers • Families • Romance Travelers • History, Arts, Culture & Heritage Enthusiasts
- Culinary Travelers • Luxury Travelers • Eco-tourism & Nature Enthusiasts • Golf & Sports Travelers

Publications and Benefits

Your presence in the VCB's publications exposes your business to highly interested visitors:

TRAVEL PLANNER

A perennial favorite, this beautifully designed guide to Florida's Historic Coast reaches visitors actively planning their trip. It is mailed free to interested travelers upon request, available online with links to partner businesses, and distributed year-round at visitor centers, trade shows, and to media. Display advertising opportunities are available.



CELEBRATE GUIDE

Florida's Historic Coast is a sought-after destination for weddings, anniversaries, reunions, and life's special celebrations. Your presence in this popular print and online guide connects your business with visitors actively planning and requesting services for these memorable occasions.



GROUP & MEETING GUIDE

This official print and online guide promotes VCB Partner businesses that provide group & meeting opportunities to targeted audiences at trade shows, sales meetings and via advertising response.



SEASONAL CALENDAR OF EVENTS

One of the most requested publications for Florida's Historic Coast, this print and online calendar is updated three times a year and showcases VCB Partners offering events and seasonal experiences. It reaches visitors through in-market distribution, trade shows, group sales, and advertising response.



Publicity

Our Communications team works with travel writers, reporters, and influencers to generate regional, national, and international media coverage for our Partners. You'll also have opportunities to host media and be included in media itineraries.

Promotions

The VCB collaborates with media and industry partners to promote Florida's Historic Coast. As opportunities arise, eligible VCB Partners may be invited to participate in various promotions.

Sales Information

In addition to representing our Partners at trade shows, the VCB Sales Team delivers qualified sales leads directly to Partners. Leads are matched to an event planner's requirements and distributed exclusively through the iDSS web-based program.

Online Sales Tools

- Partner businesses featured on FloridasHistoricCoast.com
- Lodging Partners included in the website booking engine
- Partner events showcased on the website events calendar



Social Media Channels

Florida's Historic Coast's Facebook, Instagram, TikTok, Threads, YouTube, Vimeo, Pinterest, and LinkedIn channels showcase Partner businesses and events to engaged travelers and industry audiences. Partners also have opportunities to be featured across our social media platforms.



Co-Op Advertising

- Maximize your advertising investment through strategically targeted print and digital media.
- Pay only a portion of the total advertising cost through the VCB Co-Op Advertising Program.



Professional Development

- Trade show best practices
- AI, social media, and website tools
- Marketing, advertising, and sales strategies
- Monthly PartnerCom e-newsletter keeps Partners informed about VCB programs, opportunities, and industry news.



Partner Events & Networking

VCB Socials, the Annual VCB Meeting, and the State of the Tourism Industry event bring Partners together to network, celebrate our tourism community, and stay informed about the destination's accomplishments, tourism trends, and future marketing initiatives.

For more information about VCB Partnership, email: Partnership@FloridasHistoricCoast.com

