



October 12, 2020

Thank you for your support by advertising in the *Official Guide Map to Florida Attractions* (OGM) and the *Official South Florida Attractions Map* (SFAM). As you know, we typically sell display advertising in the fall, print in December, and begin distribution of both maps in January. I want to share with you our current thinking regarding the future production of the map.

Recognizing the impact the pandemic has had on tourism in Florida, and the reduced demand for the map distributed in hundreds of locations including Official Welcome Centers, hotels, transportation centers, AAA offices and campgrounds around the state, we do not anticipate publishing a 2021 edition of the *Official Guide Map to Florida Attractions* and the *Official South Florida Attractions Map*. Based on current inventory levels of the 2020 version and the continuing lower than normal demand for these maps, we believe our current inventory will carry us well into 2021.

If you had anticipated participating in advertising in our 2021 maps, we encourage you to reallocate those dollars to marketing opportunities that will provide a more immediate return for your business.

Please anticipate these future marketing opportunities as you budget marketing dollars for fall 2021. We plan on printing the 2022 versions earlier than normal and having them ready for distribution as early as late fall next year. Our hope is that Florida tourism experiences a significant rebound by next spring and summer providing our advertisers with sufficient marketing resources to invest in our 2022 maps.

Please join me in thanking our FAA Associate Members & OGM Distribution Partners who assist us with distribution of the Official Guide Map at no cost to the FAA as a service to our attraction members:


CTM Media Group, Hollywood  
Florida Suncoast Tourism Promotions, Largo  
FPIS Brochure Distribution & Travel Marketing, Orlando  
Kenney Communications, Orlando  
VISIT FLORIDA

**Regarding SFAM** - If you have a coupon in the 2020 edition of the Official South Florida Attractions Map – please note that generally, these coupons expire 12/31/2020. If you would like to extend that offer into 2021, please notify your ticketing and admissions team so that they can continue to honor these discount offers through 12/31/2021.

Please join us in thanking CTM Media Group, FPIS Brochure & Travel Marketing and Kenney Communications who have agreed to extend their distribution contracts with the FAA through 2021 at no additional cost. I encourage you to support these FAA Associate Members who have stepped up to support our industry in a major way.

On behalf of your FAA team, our map publisher DoubleT Multimedia and our distribution network, thank you for your continued support. We look forward to the rebound of Florida tourism and brighter days as we move through the new year.

Warm regards,

A handwritten signature in black ink that reads "Bill Lupfer". The signature is written in a cursive, flowing style.

**Bill Lupfer**

*President & CEO*

Florida Attractions Association

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