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**Hernando County
Tourism**

Press Release

Visit Florida offers web listing to tourism businesses

Brooksville, Florida; July 13, 2010: The Hernando County Tourism Bureau encourages all local tourism related business; this includes but is not limited to restaurants, hotels, entertainment, attractions, campgrounds, golf courses ,vacation rentals, charter captains, and parks to take advantage of this offer from Visit Florida.

As of Friday, July 9, 2010 , Visit Florida will be offering free listings on www.visitflorida.com - the most visited state tourism web site in the country. For one year only (until June 30th 2011), tourism businesses will have the opportunity to list their businesses for free. We want to strongly encourage all of our tourism partners to take advantage of this opportunity. Not only is this free advertising for your business, but it will benefit the area as a whole. The more visitors see what our destination has to offer the better it is for everyone. To create your free listing you need to fill out a short application. You can fill out the application online, or print it out and fax or mail to them. Visit www.visitflorida.org/free to fill out/print the app. You can call the partner hotline at 1-877-435-2872 if you have questions.

VISITFLORIDA.com – already the number one trafficked destination marketing organization website in the country – experienced record traffic in June, with 719,070 visits, which represented a 46 percent increase over the same time last year. In the markets where VISIT FLORIDA has been targeting its oil spill response advertising, traffic to the website is averaging 90 percent higher than in June 2009. Two web pages activated since the oil spill have had a significant following – Florida Live generated 132,992 page views in June, and the Deepwater Horizon Oil Spill Update page attracted an additional 165,772 page views for the month.

In addition, since the start of 2010, individual business listings on VISITFLORIDA.com have been viewed by more than 156,000 potential visitors every month.

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