

Visit Florida Co-op

Chicago Train Interior Wrap: January - April 2014

Train Takeover Makes Impact and Reaches Highly Targeted Audience



**Delivered more than
6.9 Million Monthly
Impressions**

THE NUMBERS:

Cost For Train Wrap: \$35,000

**VSC was able to secure local
co-op support from six (6) partners
totaling \$13,125.**

Total Cost to VSC: \$21,875



VSC Partner Co-op Ad Space

**VSC Cost Without
Visit Florida Co-op Support
\$52,500**



RESULTS:

- ✓ January-March 2014, the number of visitors went up 4.3% and their spending up 8.8% over same period last year which was also record-breaking.
- ✓ Biggest jump in that period came from Midwest with a 9.3% increase, benefitting from enhanced VSC advertising in the Chicago Market.

**VISIT
Sarasota
COUNTY**