



Charlotte Harbor Visitor & Convention Bureau
Update #3 on the Deepwater Horizon Oil Spill
Date: Wednesday, May 26, 2010

Charlotte County is closely monitoring developments surrounding the Deepwater Horizon Oil spill in the Gulf of Mexico. At the time of this email, no oil sightings associated with this spill have been confirmed on Florida's shores and there are no projected impacts from oil on the State of Florida within the next 72 hours. According to the National Oceanic and Atmospheric Administration, a small portion of the oil slick has reached the Loop Current in the form of light sheens. NOAA oceanographers release updated trajectory maps showing the predicted trajectory of the oil slick and these can be found on the [NOAA website](#).

Charlotte County is Open for Business

Florida has more than 2,200 miles of tidal shoreline and 663 miles of beach including Charlotte County's 28 miles of sand beaches. Like the rest of Florida destinations, all of Charlotte County's accommodations, restaurants and attractions remain 100% open for business. We'll continue to monitor the situation and refer to www.CharlotteHarborTravel.com for the most accurate and up-to-date information on our area.

The Charlotte Harbor VCB is utilizing the social media channels of Facebook (<http://www.facebook.com/CharlotteHarbor>) and Twitter (<http://twitter.com/chgiflorida>) to update followers on the status of local beaches and waterways. Members of Charlotte County's tourism industry are also encouraged to utilize their social media platforms to educate future visitors that beaches and waterways are currently oil free.

While we remain optimistic Charlotte County beaches will not be directly impacted by the oil spill, the Charlotte Harbor Visitor & Convention Bureau is in communication with the Charlotte County Emergency Management. It is the responsibility of the Charlotte Harbor Visitor & Convention Bureau to convey to the public the impacts of the spill related to Charlotte County Tourism. Charlotte County Emergency Management has emergency plans in place and a plan of action is dependent on the scenario.

The Charlotte Harbor Visitor & Convention Bureau is providing the following message to our guests and encourages all Charlotte County businesses to do the same:

- Currently, there is no local impact from the Deepwater Horizon oil spill.
- Charlotte Harbor & the Gulf Islands is open for business and the shoreline remains oil free;
- We do not know if our area will be affected, but it is in no imminent danger.

State of Florida Marketing Efforts

VISIT FLORIDA, the state's official tourism marketing corporation, has launched Florida Live, a social media platform where users are encouraged to share same-day Florida images through Facebook. If you would like to share photos of our beautiful beaches and water activities, visit www.FloridaLive.com.

VISIT FLORIDA is the state's trusted source for travel planning and serves as a resource for travelers to Florida. A travel advisory page has been established (http://www.visitflorida.com/florida_travel_advisory/) linking to individual Florida destinations and an interactive map with Twitter feed updates.

All members of the Florida tourism industry should read VISIT FLORIDA's Sunshine Matters blog at www.visitfloridablog.org for the latest on state marketing efforts.

Queries Regarding Deepwater Horizon Oil Spill

To date, the VCB office and VCB's call center have not received any queries regarding the status of Charlotte County relating to the Deepwater Horizon oil spill, however we understand members of the industry are receiving inquiries.

If your business is receiving inquiries or has received cancellations from potential visitors because of the Deepwater Horizon Oil Spill, please keep record of those cancellations for possible reimbursement. BP has a form to file a claim for damages as a result of the Deepwater Horizon oil spill. The claims form can be found on BP's website <http://www.bp.com/iframe.do?categoryId=9033722&contentId=7062138>.

Also, please alert the Charlotte Harbor VCB if your business has received any cancellations as we would like to track the economic loss to the area. Attached is a form you can log the cancellation and forward it to Elizabeth Parker at elizabeth.parker@charlottefl.com or by fax to her attention to (941) 743-2245.

For the latest updates on the Deepwater Horizon Oil Spill, visit the designated Florida Department of Environmental Protection website at <http://www.dep.state.fl.us/deepwaterhorizon/>.

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