

SIGNATURE ENGAGEMENT

Deepwater Horizon: Florida Tourism Reputational Recovery

TOURISM | CRISIS COMMUNICATIONS | ECONOMIC RESILIENCE

THE CHALLENGE

The 2010 Deepwater Horizon oil spill threatened not only the Gulf environment, but the perception of Florida's beaches and the tourism economy that depended on them. Even where beaches remained open and clean, the national narrative created uncertainty and economic risk. Florida needed a visible, credible way to show its coastline remained open for business while maintaining coordination between tourism leadership and the emergency management response.

THE APPROACH

Through JKR Consulting, Julie Kay Roberts served as the liaison between VISIT FLORIDA and the Florida State Emergency Response Team on the Deepwater Horizon response as it affected Florida tourism. She organized the 2010 Great VISIT FLORIDA Beach Walk, where participants walked along Florida beaches and captured photos demonstrating that the coastline was open and accessible, transforming reassurance into visible proof.

THE IMPACT

The Beach Walk created a credible counter-narrative at a moment when perception was creating real economic consequences, demonstrating a core JK Roberts principle: in reputational recovery, operational reality and public messaging must reinforce each other.

RELEVANT CAPABILITIES

REPUTATION RECOVERY • TOURISM CONTINUITY
CRISIS COMMUNICATIONS • ECONOMIC RESILIENCE
PUBLIC-PRIVATE COORDINATION • COMMUNICATIONS

“Show - don't just tell.”

Visible proof outperformed reassurance at the moment perception was driving economic risk.

Nov 6, 2010

**GREAT VISIT FLORIDA
BEACH WALK**

825

**MILES OF FLORIDA
BEACHES
PHOTOGRAPHED**