



TripShock Chooses Lure Media Group as Agency of Record

*Pensacola-based marketing firm will promote TripShock's 3 destination sites:
PensacolaBeach.com, NavarreBeach.com and OkaloosaIsland.com*

FOR IMMEDIATE RELEASE

October 20, 2017

Santa Rosa Beach, FL — Destin-based **TripShock.com** announced today it has chosen **Lure Media Group** as its agency of record to market and promote its three destination sites: **PensacolaBeach.com**, **NavarreBeach.com** and **OkaloosaIsland.com**. Based in downtown Pensacola, Lure is owned by Gulf Breeze resident **Gina Dickinson**.

"We're so excited to work with Gina and her team," said **TripShock Owner & CEO, Greg Fisher**. "They're local, know the market extremely well, and have the relationships necessary to help grow these sites."

Known primarily as an eCommerce site, offering family-friendly tours and activities from Panama City, FL, to New Orleans, LA, TripShock acquired the three domains in 2016. Dedicating funding to the sites enabled the company to create total redesigns, perform public outreach, and hire local writers to generate exclusive content designed to appeal to visitors and locals alike.



"TripShock has made real headway in the digital space," says Dickinson. "We are excited to help local businesses increase their sales through these popular websites that focus on attracting tourists to our local beaches."

For information on PensacolaBeach.com, NavarreBeach.com and OkaloosaIsland.com, email Gina@LureMediaGroup.com; or call (850) 542-3083.

TripShock.com is the Gulf Coast's largest outdoor activity and travel site. Founded in 2009 with one fishing charter offer, its inventory currently includes over 400 tours and excursions in NW Florida, Coastal Alabama, and New Orleans. The company's call center is 100% staffed with local Customer Service Representatives, and its real-time mobile booking capabilities make it a favorite among visitors and locals.

**All inquiries: 850-424-5125
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