



NAPLES • MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

March 2025 Creative Testing Focus Group
Study - Highlights

- #1) The overall reactions to the photos aligned with the value proposition, with people noting an elevated and upscale feel and various experiences offered at the destination (e.g., exclusive, private, and intimate).
- #2) The value proposition was consistent with people's prior experiences and perceptions of the destination. However, the cultural aspect was noted to have a lesser presence.
- #3) "Paradise in Every Sense" resonated most with people due to its appeal to multiple senses and the opportunity to envision unique and personalized experiences at the destination. The current "Only Paradise Will Do" also tested well, just not quite as well as "Paradise in Every Sense".
- #4) The video was perceived to target a more mature audience seeking a peaceful, clean, uncrowded, and upscale getaway and a variety of activities, with ecological elements being less prominent.

#5) Participants often emphasized a sense of cleanliness and ample space further elevating the destination.

#6) Some respondents didn't immediately associate the area with its ecological features, while others appreciated the Everglades as a unique alternative to traditional beach experiences.

#7) Relaxation is the primary emotional state associated with prior experiences in Naples, Marco Island, and the Everglades area.

#8) Respondents perceived the destination as an escape from daily routines, characterized by a quiet and welcoming atmosphere that emanated warmth, vibrancy, and affluence.

TESTED IMAGES | MARCH 2025 FOCUS GROUPS

