





WELCOME

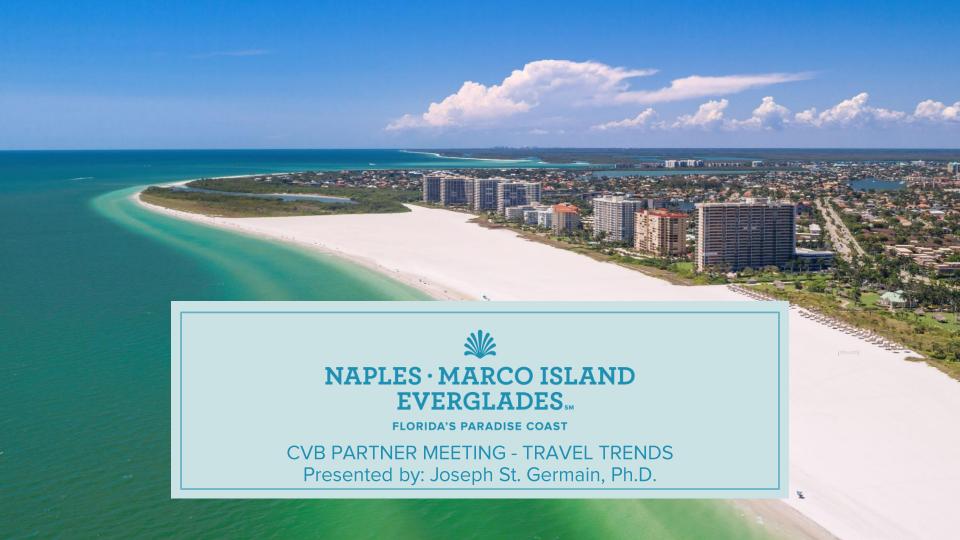
Jay Tusa
Tourism Director
Naples,
Marco Island,
Everglades CVB





WELCOME

Jason Bays General Manager Great Wolf Lodge





People are still traveling, but...



2 International Travel



JOMO



4

Off-the-Beaten Path Exploration



Technology & Personalization







Advertising Update

Kristen Murphy

Vice President, Account Strategy & Partner Development

Paradise Advertising & Marketing

Tourism's Vital Role in Collier County

\$4B

Economic Impact

+9.8% YOY

\$48M

Tax Collections

+10% YOY

2.76M

Visitors

+4.6% YOY

32k

Jobs

+12.1% YOY

\$1,700

Annual Resident Tax Savings

+11% YOY



Florida's Paradise Coast

FY25 Highlights

- TDC and BCC approved \$5M supplemental advertising and marketing budget
 - Leisure: Strengthen Existing Markets & Expand into New Markets
 - Enhanced Sales Efforts (Groups/Meetings, Travel Trade)
 - O Brand & Campaign Research
 - International Public Relations
 - New Digital Marketing Enhancements
- Occupancy is beginning to improve (+1.1% Dec-May YOY)
- Tremendous growth in transient demand (+15.73% Dec-May YOY)
- Return on Ad Spend: \$14.50 Earned: \$1 Spent
- Market Performance
 - FY25 Expanded Markets: Milwaukee, Cincinnati, Columbus, Nashville, Charlotte, Denver, Dallas-Fort Worth
 - FY25 Enhanced Markets: Boston, Philadelphia, Washington D.C.,
 Detroit, Cleveland, Minneapolis, Indianapolis





FY26: A Year of Opportunity

Looking to FY26

- Unique opportunity to impact growth, broaden appeal, and strengthen our position in a competitive global travel market.
- Travelers seeking premium U.S. destinations.
- New lodging inventory in Collier County
- Growing competition
- Rising interest in:
 - Luxury, wellness experiences
 - Immersive, personalized travel
 - Cultural and ecological authenticity
- Data & Insights: Identified markets generating in-market spend beyond hotels

The FY26 marketing strategy is designed to capitalize on these trends, protect brand equity, and drive sustainable visitation growth.





NAPLES MARCO ISLANI FVERGI ADES

Audience Segments



Leisure

Domestic

- Establish, Growth, Emerging
- Florida Residents
- Niche Interests

International

- Canada
- United Kingdom
- Germany



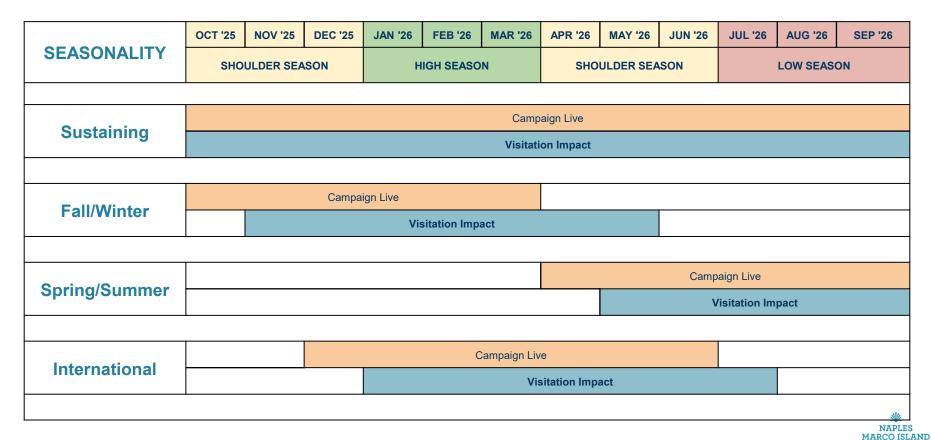
Sales

- Groups / Meetings
- Travel Trade

- Weddings
- Sports



Campaigns & Seasonality



FY26 Campaign Target Markets

Sustaining Campaign

Atlanta, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Detroit, Hartford-New Haven, Indianapolis, Jacksonville/Ponte Vedra, Miami-Ft Lauderdale, Milwaukee, Minneapolis, New York City, Orlando, Philadelphia, Tampa-St Petersburg, Washington D.C., West Palm Beach

Fall/Winter Campaign

Boston, Chicago, Detroit, Minneapolis, Philadelphia

Spring/Summer Campaign

Atlanta, Boston, Chicago, Cincinnati, Cleveland, Columbus, Dallas-Fort Worth, Jacksonville/Ponte Vedra, Miami-Ft Lauderdale, New York City, Orlando, Philadelphia, Tampa-St Petersburg, Washington D.C.,

West Palm Beach



Leisure Consumer Funnel & Media Examples

Awareness

Connected TV (Streaming Television), Pre-roll Video



Display Banners, Video, OTAs

Booking

Paid Search, OTAs































International Visitors

Claudia Wood
Global Sales Manager
Naples,
Marco Island,
Everglades CVB



Germany / Austria / BENELUX

- 20-25 % drop in early2025 bookings
- Travelers cautious due to economic and geopolitical uncertainty
- Mainstream demand (TUI, DER Touristik) soft
- Niche operators
 (CANUSA, America
 Unlimited) more stable



Annette Eckhard

DIAMONDE



United Kingdom / Ireland

- Q1 2025 bookings were soft
- Outlook for fall and early 2026 positive
- Travelers taking longer to commit
- Demand is shifting toward warm, naturefocused



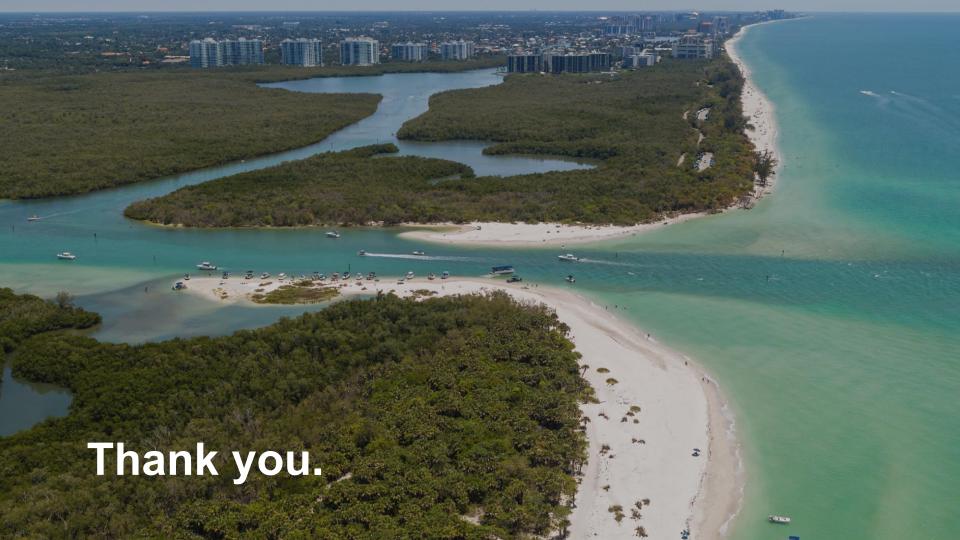
Oonagh McCullah-Boyle

OMMAC



What Can You Do?

- Submit low season rates as early as possible
 - ➤ Ideally by September November
- Share value-added offers with bed bank
 - ➤ Can be exclusive to select tour operators







Nonprofit Study

Jay Tusa
Tourism Director
Naples,
Marco Island,
Everglades CVB



Convention & Visitors Bureau Optimization Study



Purpose of the Study

- Explore alternative governance structures for the Convention and Visitors Bureau (CVB) to administer tourism marketing and promotion.
- Evaluate the potential benefits of transitioning from a government-based Tourism Division to a hybrid model or private sector Destination Marketing Organization (DMO).
- Assess how the transition could improve efficiency, flexibility, and market responsiveness.

*Over 65% of Florida DMOs and 84% nationally operate under a nonprofit structure.



Goals

Greater Efficiency

The transfer of marketing and promotional responsibilities to a specialized, industry-focused organization may result in reduced legal, financial, and administrative demands on the County.

Enhanced Agility and Market Responsiveness

A new model may provide greater flexibility in contract and program execution and allow for more expeditious response to tourism market changes, including post-storm recovery.

Assured Transparency & Accountability

Maintain clear and effective public oversight of tourist development tax expenditures through existing County reporting practices and continued participation in marketing-related decision-making processes.



Goals

- Improved Industry Engagement
 - Facilitate direct representation from hotels, attractions, restaurants, and other tourism partners through membership and advisory models, ensuring that industry needs are effectively addressed.
- Access to Additional Funding Streams
 - The ability to establish public-private partnerships and create supplemental funding mechanisms and services to enhance financial resources.



Study Components

Research

- Examine various models, including government-operated, 501(c) organizations, and hybrid structures.
- Identify benefits and challenges of transitioning to a non-government model.
- Review case studies of destination marketing organizations that have converted from government-operated structures.

Community Engagement

- Conduct outreach to tourism stakeholders, community leaders, and business owners.
- Form a Steering Committee to provide input and guide development.



Study Components

Legal & Operational Framework

- Review organizational requirements, including governance, reporting, and compliance.
- Evaluate TDT fund usage under alternate governance models.
- Analyze bylaws, contracts, and administrative practices from other nongovernment DMOs.

Steps of Implementation

o Identify transitional steps for the best model.





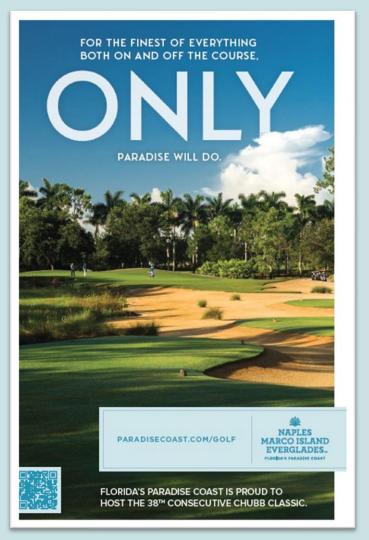








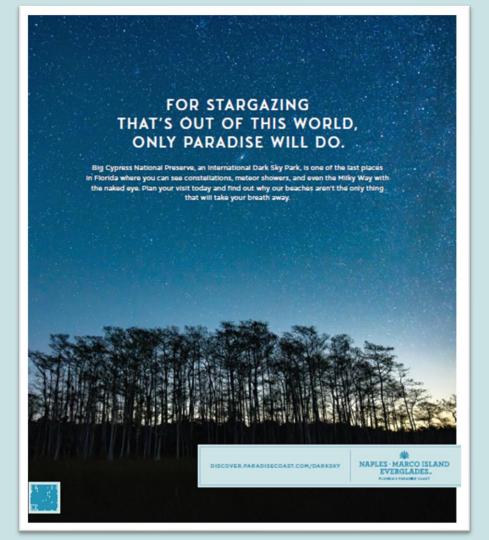




















WHEN EXCEPTIONAL MATTERS,

ONLY PARADISE WILL DO.



PARADISECOAST.COM



FLORIDA'S PARADISE COAST

