



NAPLES · MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

2023 Strategic Marketing Summit



Year In Review

2022/2023 | Year in Review

Challenge is an understatement:

- **Resiliency**
- **Determination**
- **Collaboration**
- **Positivity**
- **Sheer grit of everyone**

**A true testament is the fact that we are here today
at this beautiful resort**



Perception of Readiness Survey

February

- 62% believed Paradise Coast was welcoming back visitors
- Majority of rest believed destination would be welcoming back visitors by mid July

March

- 65% welcoming back visitors
- Remaining believed destination would be welcoming back by May

April

- Non story

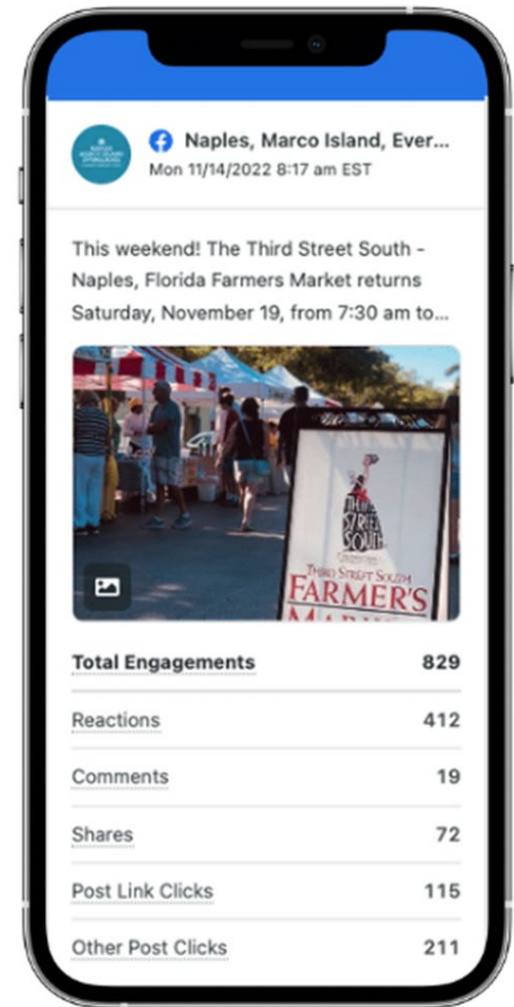


Perception of Readiness Survey

Tonality was key to demonstrating:

- **Cohesive & Specific cadence**
- **Status / Transparant**
- **Sense of recovery resiliency**

Feedback: Positivity and transparency drove desire
Not To Count Us Down



Post Storm

Yet Impact was felt

**Oct – Dec : strong occupancy with recovery efforts
(not able to sustain economic impact)**

**Was critical to volley back to standard visitation
starting January**



2003 Season

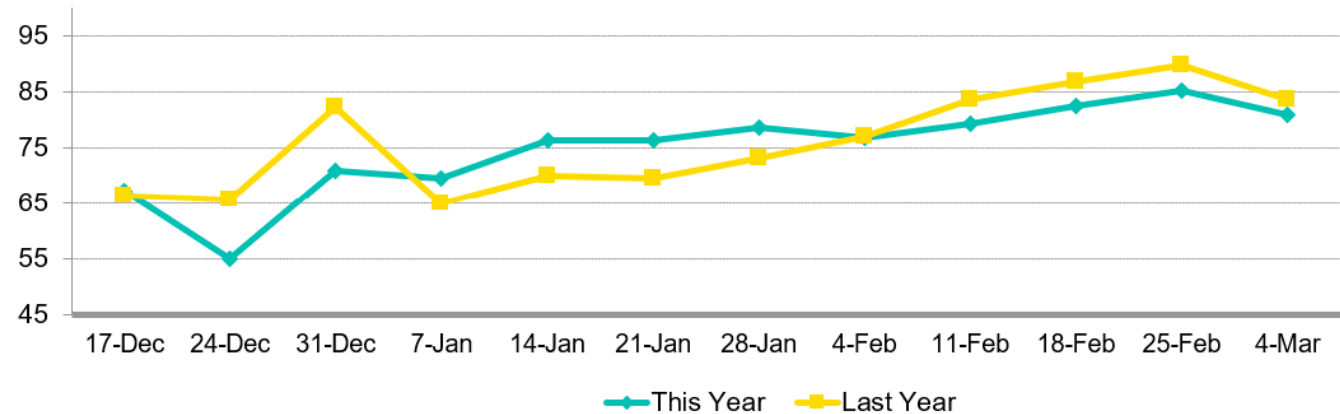
All intents and purposes held its own over historic 2022 and Hurricane Ian

Tab 2 - Day Trend: Naples, Marco Island, Everglades CVB

Naples, Marco Island, Everglades CVB

For the Week of February 26, 2023 to March 04, 2023

Weekly Occ (%) - Dec 17, 2022 to Mar 04, 2023



March – tire started to wobble

Red Tide

Sargassum Seaweed Blob

Interest Rates

Threat of Recession

Politics

Open Carry

Anti Abortion

NAACP

LGBTQ+

.....media frenzy



April – May – June

Regained Footing

**ADR started normalizing
Finding its equilibrium**

Yet UK / Germany markets missed the mark

- **Fuel prices**
- **Weakening economy**
- **Strength of US currency**
- **War on their doorstep**

All of this outpriced the destination



Resiliency is Astounding

The destination continues to navigate the hits

- **Heat Waves**
- **Saharan Dust**
- **Malaria threats**
- **Shark attacks**
- **Blue / Green Algae**
- **Ongoing political season**





Outlook for FY'24

Outlook for FY'24 | Year ahead

Competition will remain fierce in all sectors

Global competition for leisure travel (70% increase in passport applications)

Mega destinations are feeling the pinch with 15X the hotel rooms



Florida Fatigue | It is a threat

Despite ALL THE AMAZING ATTRIBUTES

Since Pandemic Florida has been in vogue and already visited

Threat of “Time for Something Different”

Monitoring closely!!!!



SWFL Regional Alignment

Regional collaboration (Lee County and RSW)

Ensure regional confidence

Strength in rebuild

Avoid regional visitation drip...potential optics of long-term recovery



Guest Service

Longwoods Travel Sentiment Study (Wave #75)

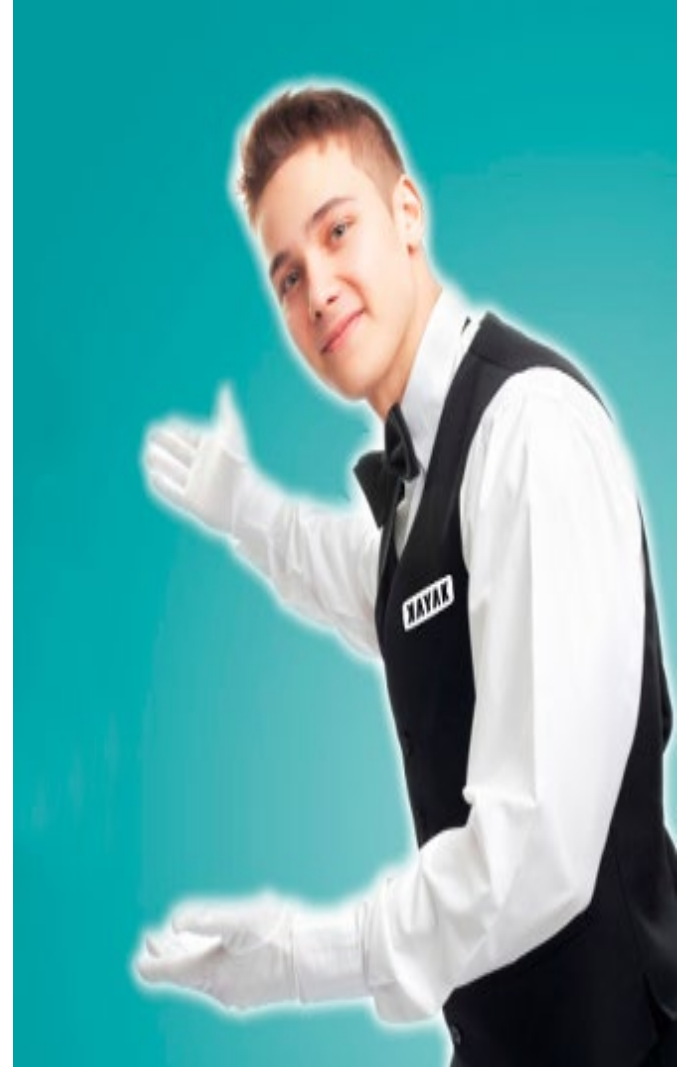
Relatively un-fazed by:

- gas prices
- economy
- personal finance situation
- transportation costs

WARNING

86% expect service as good if not better via hospitality and travel businesses than experienced prior to the pandemic

**Staff service training and recognition is key!
(Tourism Star Awards coming soon!)**





Strategies & Tactics

Overarching Strategies

Nimble

Adaptive (events / political climate / media/ etc.)

Always on presence

Increased push to shoulder seasons (particularly Canada, Florida residents / segmented residents (i.e. pre family / non-family for September)



International

Canada is now #1 international market

**Germany and UK combined are less than Canada
(yet expect change overtime)**

**Suspending focus on LATAM (direct service
/receptive tour operators /increased competition)**



Creative

Continued Evolution of ONLY Campaign

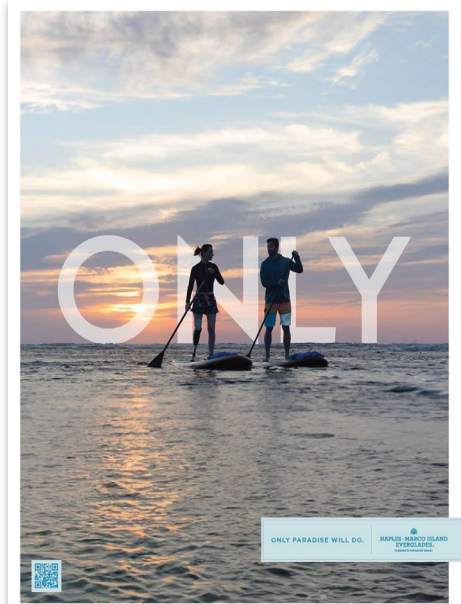
New Creative imagery

Spanish language ads

Mobility inclusion

Increase diversity

Traveling nomad



Content is King!

Continue to develop and expand on the amount of rich content for consumers.

Plus - Improved user experience

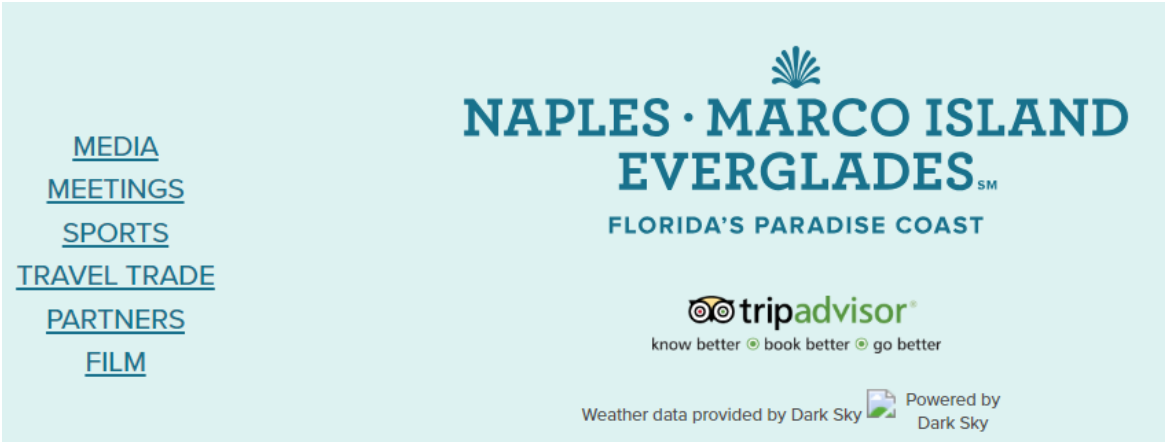


Partner Resources

New!!!!!!

Rolling out a significant resource this summer that will grow exponentially designed to provide you (our partners) all the resources you need

- **Research**
- **Messaging**
- **Campaigns**
- **Resources**
- **Trainings**
- **Newsletters**



Meetings and Conventions

Continue to push to shoulder seasons

Continue to offer RFPE to lock business

Continue to cultivate mid-size to small yet high value business (medical, financial , incentive, board)

Weddings



Arts & Culture

2023 witnessed a successful year with iArte Viva!
and a skyrocketing increase of traffic to arts and
culture articles.

Continue to drive iArte Viva! in 2024



**A Celebration
of Hispanic
Arts & Culture**



Sizzle Dining

Starting this year, the CVB has developed a partnership with Sizzle Dining to integrate this shoulder season, September event into a promoted activity targeting Florida Residents and beyond

3 Course – Fixed Price

Sept. 7 – 27, 2023



Paradise Coast Sports Complex

Falls under the CVB and tourism – Jan 1, 2023

- 180 acre (8 multi-purpose turf fields plus a 3,500-seat stadium)
- Tournaments
- Targeted unique sporting events (Marquette University vs University of Michigan, Virginia vs Ohio State lacrosse)
- Marquee sporting events such as FBU & AYF
- Events (Snowfest, July 4th fireworks)
- Elsewhere - Major marquee events such as the MINTO U.S. Open Pickleball Championships
- (East Naples Community Park)



Public Relations

Significant communication focus

Influencers are key to telling our story and will increase... resources to vet and ensure qualified influencers

Social Media

Remain top-of-mind / inspire the dreaming stage





2023 vs. 2022

YEAR TO DATE

METRICS



Year to Date Report

Cumulative Visitation, Room Nights, & Visitor Days through May

CYTD VISITORS

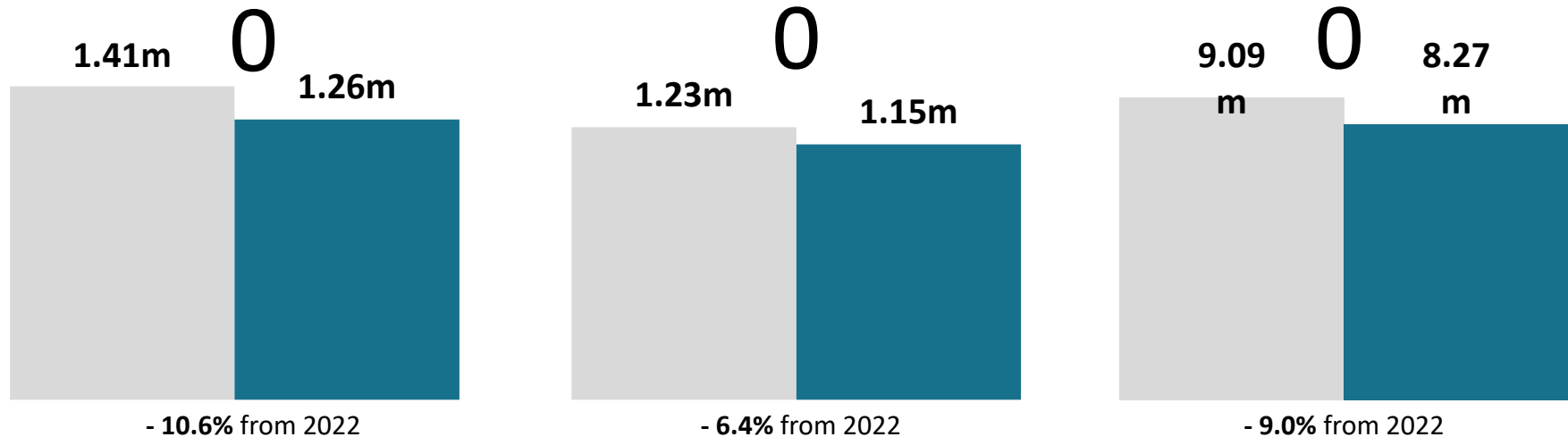
1,261,800

CYTD ROOM NIGHTS

1,149,400

CYTD VISITOR DAYS

8,271,000



■ 2022 ■ 2023

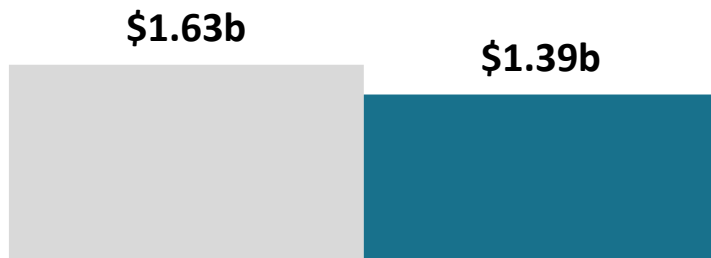
Year to Date Report

Cumulative Spending & Economic Impact through May

CYTD DIRECT SPENDING

\$1,387,386,600

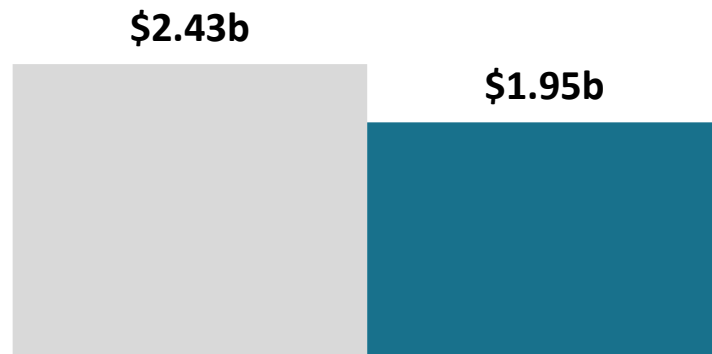
- 15.0% from 2022



CYTD ECONOMIC IMPACT

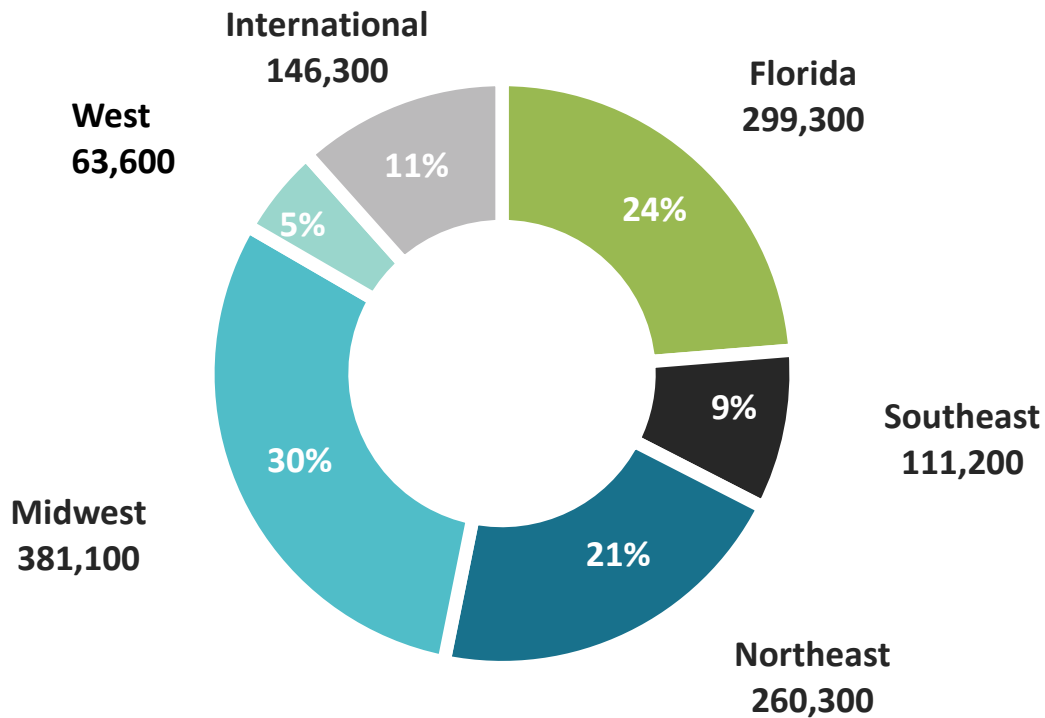
\$1,949,755,800

- 19.8% from 2022¹



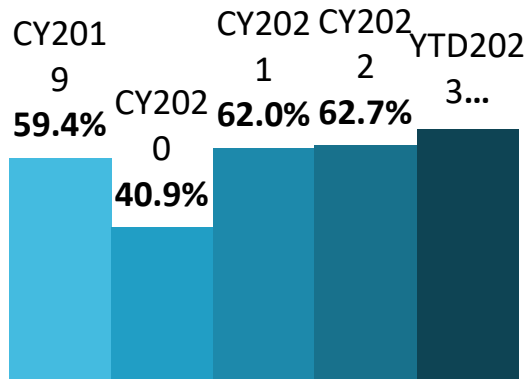
Year to Date Report

Visitor Origin Markets

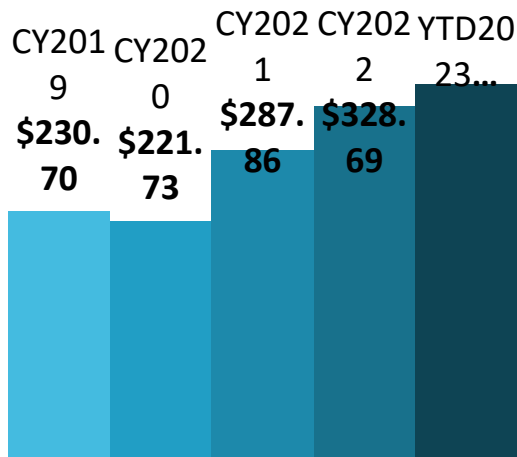


2019-2023 (YTD) Lodging Metrics

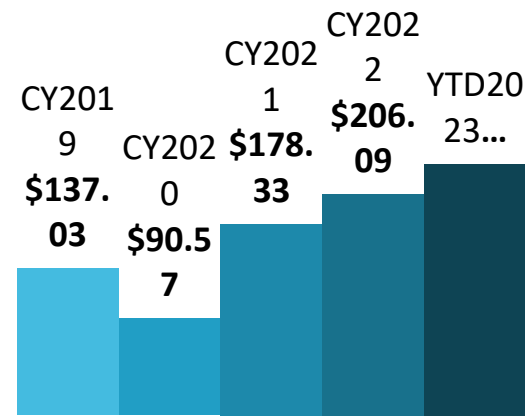
Occupancy %



Average Daily Rate



RevPAR



¹ Sources: STR, AllTheRooms, and DSG Occupancy Study data



Future Trends





Domestic Travel

- Travel continues to be a priority for American travelers
- 91% of travelers have a trip planned in the next 6 months
- Nearly half of Americans ranked vacation as their **biggest spending this year**, ahead of home improvements (23%) and computers (10%)
- However, they are willing to spend less money and compromise some of their travel experience in order to save money





Business Travel

- Many organizations are bringing their people back into the office
- However, it will be **late 2024 (or later)** before business travel will reach pre-pandemic levels
- Businesses with a larger number of remote workers are organizing trips to strengthen internal relationships
- Hush trips are more popular for remote workers who are not willing to become digital nomads
 - How hotels can adapt to this type of visitor





Air Travel

- Air travel expected to recover to pre-pandemic levels in 2024
- Price of air travel has decreased recently, but still a concern as travelers are more price conscious
- Delayed or cancelled flights a concern of nearly half of travelers
- Travel disruptions have an impact on the overall satisfaction in visiting a destination





International Travel

- International visitation is **not** expected to reach 2019 levels until 2025
- Canadian visitation to Collier County has surpassed European visitation in 2023 (year to date)
- Americans are taking more international trips in 2023 and this is likely to continue in 2024

Cruise is back

- Cruise revenue has now exceeded pre-pandemic levels





Younger Travelers

- The first generation of digital natives
- Despite have smaller budgets, Gen Z and young millennials are traveling at similar frequencies to older travelers with larger budgets
- These travelers are seeking authentic experiences and to improve their mental health
- They are leverage Tik Tok for travel inspiration and planning
- Expect personalization and authenticity
- Constant search for connection

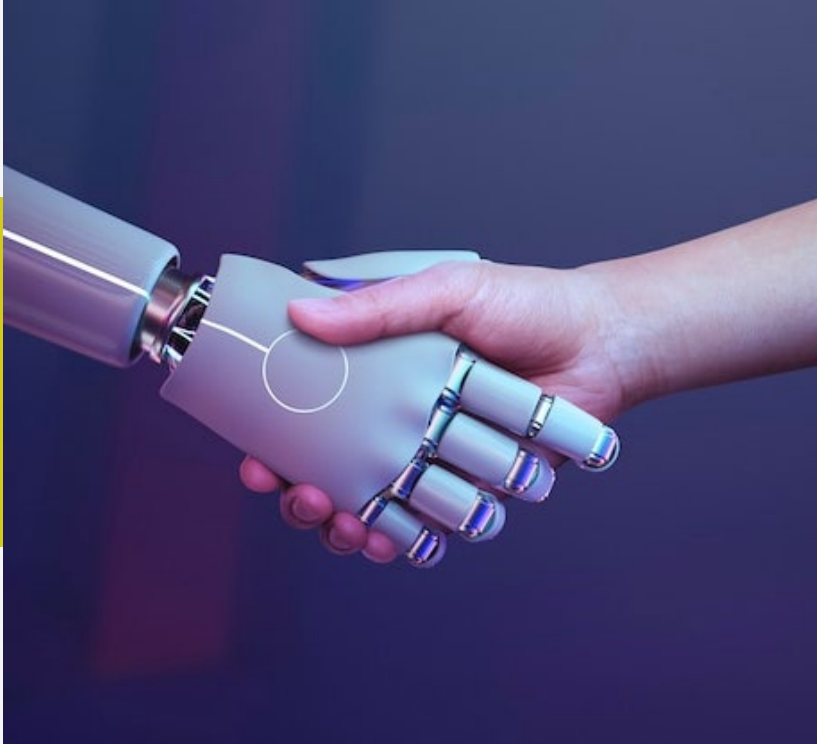




AI

- 1 in 7 Americans travelers are already using AI in planning their most recent trip
- As AI becomes more sophisticated, these systems will be seamlessly creating and booking travel based on traveler's preferences
- A glimpse of the future:

“As I arrive at a hotel, ultimately, I will have my own AI assistant, and then the brand will have their own AI assistant. And those two will be talking to ensure that I have a better journey throughout the whole process.”





Overall Trends

- Technological advancements continuing to have a significant impact on the travel experience
- Travelers are more likely to select authentic, immersive experiences





RSW

Southwest Florida International Airport

**Gateway to Fort Myers and Sanibel,
Naples, Marco Island and the Everglades,
Punta Gorda and the Gulf Islands**

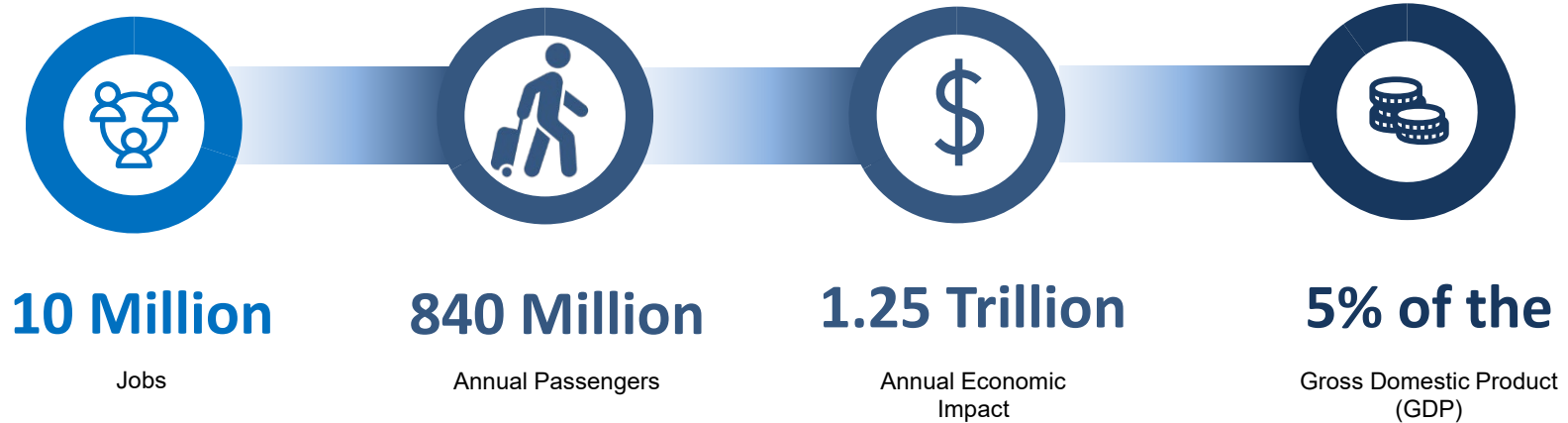
Business of Airports

- Airports are powerful economic engines that create prosperity by connecting people and businesses and generating employment opportunities across every sector.
- RSW is self-supporting and does not use local property tax dollars. As a forward-looking airport, we seek to diversify our revenues between aeronautical or airline derived and non-aeronautical, like Skyplex.



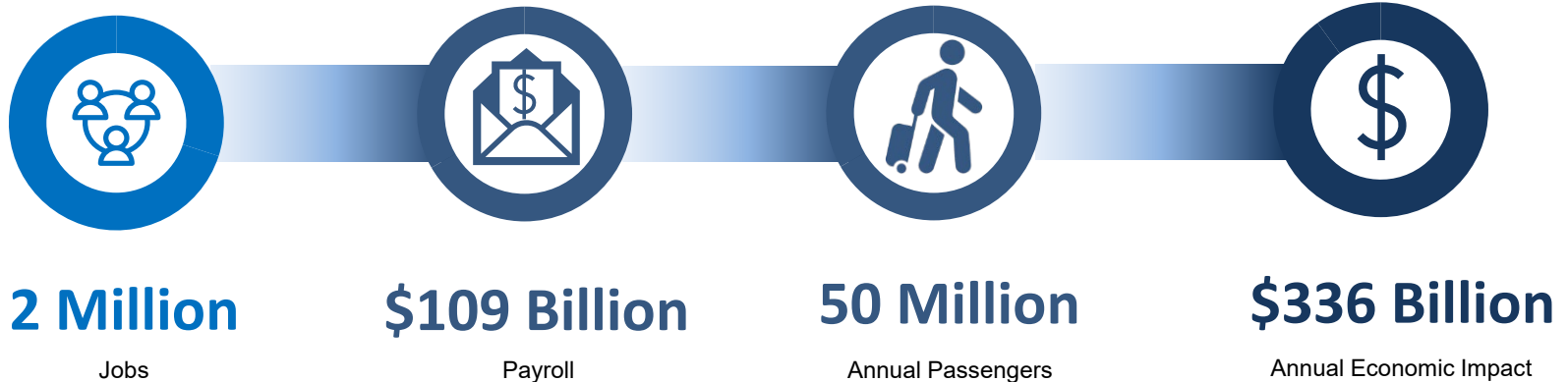
Business of Airports

National Impact



Business of Airports

State of Florida Impact



 **\$94.4B in Visitor Spending**

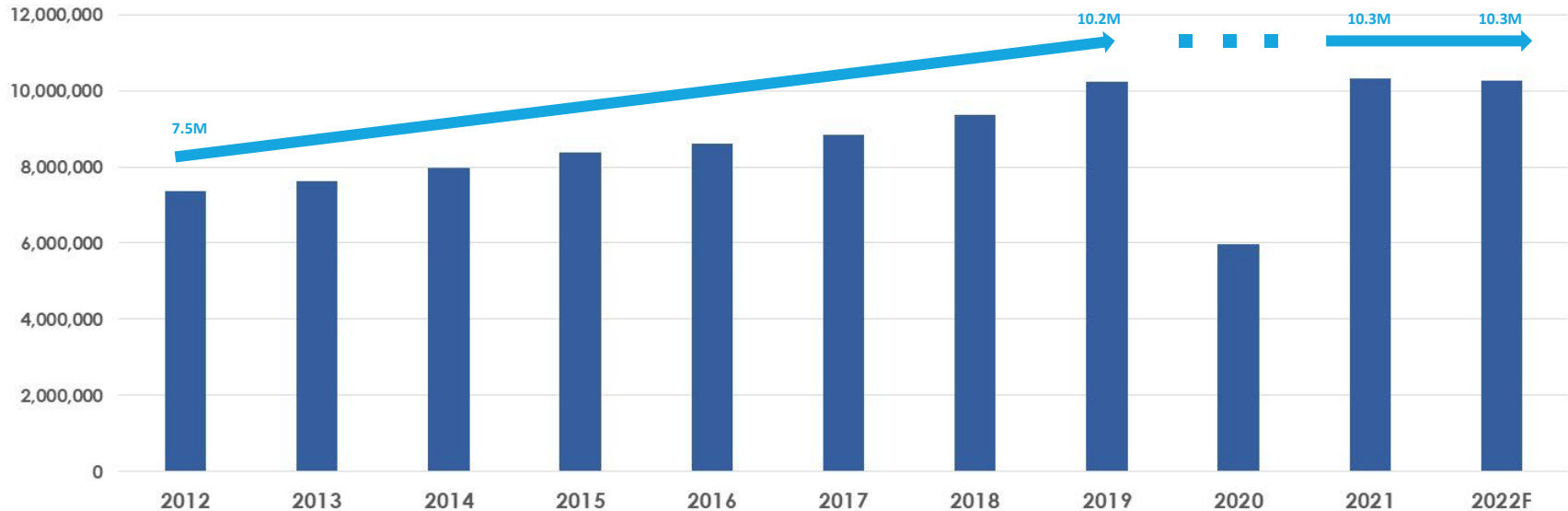
Business of Airports

Southwest Florida International Airport Impact



RSW's Air Service Market Has Grown Rapidly

Passenger traffic has grown every year since 2012 with the exception of 2020 – an increase of nearly 3M in only seven years and now consistently exceeds 10M passengers per year



RSW was Resilient Throughout the Pandemic....

RSW was the only airport in the U.S. to see passenger traffic outperform 2019 levels in 2021:

Top 10 Performing US Airports *in 2021 versus 2019*



Florida led the way...
and Fort Myers led Florida

- 1 Fort Myers – 104% of 2019 passenger traffic
- 2 Phoenix – 82%
- 3 Tampa – 81%
- 4 Nashville – 81
- 5 Fort Lauderdale – 80%
- 6 Orlando – 80%
- 7 Las Vegas – 77%
- 8 Miami – 77%
- 9 Salt Lake City – 75%
- 10 Denver – 72%

Current Nonstop Markets

Service provided by 15 air carriers to 61 destinations

AIR CANADA  rouge 

Alaska  jetBlue

American Airlines  Lynx AIR

avelo  Southwest

Breeze  spirit
LESS MONEY. MORE GO.

 DELTA  sun country
airlines

 Eurowings
discover. UNITED 

WESTJET 



Current Outlook

New Market & Additional Airline on Existing Markets: Winter 2023

1

Breeze

Norfolk (ORF) Nov. 2
New Orleans (MSY) Nov. 2
Pittsburgh (PIT) Nov. 15
Richmond (RIC) Nov. 15
Akron-Canton (CAK) Nov. 16
Columbus (CMH) Nov. 16
Louisville (SDF) Nov. 16
Raleigh-Durham (RDU) Nov. 17
Syracuse (SYR) Nov. 17

Recently Started:

Hartford (BDL)
Providence (PVD)

2

Lynx^{AIR}

Toronto, Canada (YYZ) Dec. 14

3

jetBlue

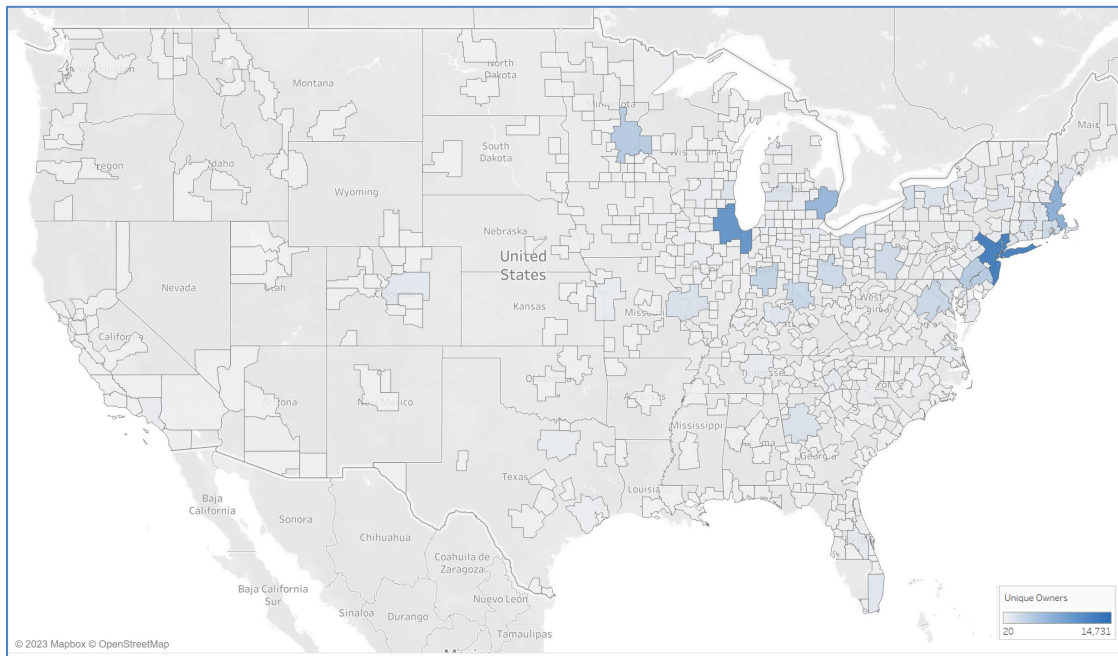
Worcester (ORH) Jan. 4, 2024

With More To Come.....

There are 177k multiple property owners tied to Fort Myers with ownership largely concentrated in large, east metros

FORT MYERS MULTIPLE PROPERTY OWNERSHIP BY CORE-BASED STATISTICAL AREA

Heat map of unique owners by core based statistical area



Top 25 CBSAs	Unique Owners
New York City, NY	14,731
Chicago, IL	11,311
Boston, MA	7,694
Detroit, MI	6,861
Minneapolis - St. Paul, MN	4,228
Philadelphia, PA	4,216
Miami-Fort Lauderdale, FL	4,054
Indianapolis, IN	3,153
Cleveland, OH	3,054
Cincinnati, OH	2,836
Washington D.C.	2,765
Columbus, OH	2,520
Pittsburgh, PA	2,374
Providence, RI	2,319
Buffalo, NY	1,985
Barnstable, MA	1,656
St. Louis, MO	1,643
Baltimore, MD	1,617
Rochester, NY	1,533
Grand Rapids, MI	1,530
Atlanta, GA	1,502
Milwaukee, WI	1,453
Hartford, CT	1,433
Bridgeport, CT	1,356
Portland, ME	1,249
GRAND TOTAL	77,041

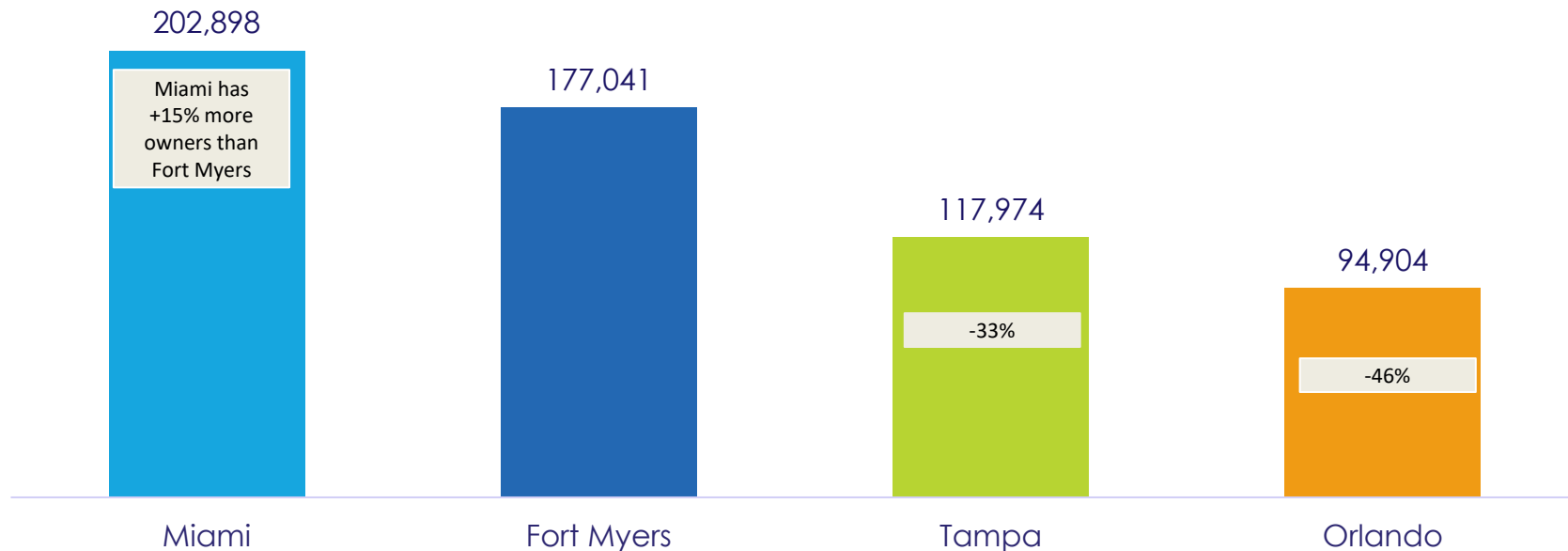
Note: Map excludes Southwest Florida multiple property owners

Source: County Property Assessor data via Black Knight; Ailevon Pacific Aviation Consulting analysis

Only Miami has more multiple property owners than Fort Myers, with Tampa and Orlando having significantly fewer

FORT MYERS VERSUS PEERS MULTIPLE PROPERTY OWNERSHIP

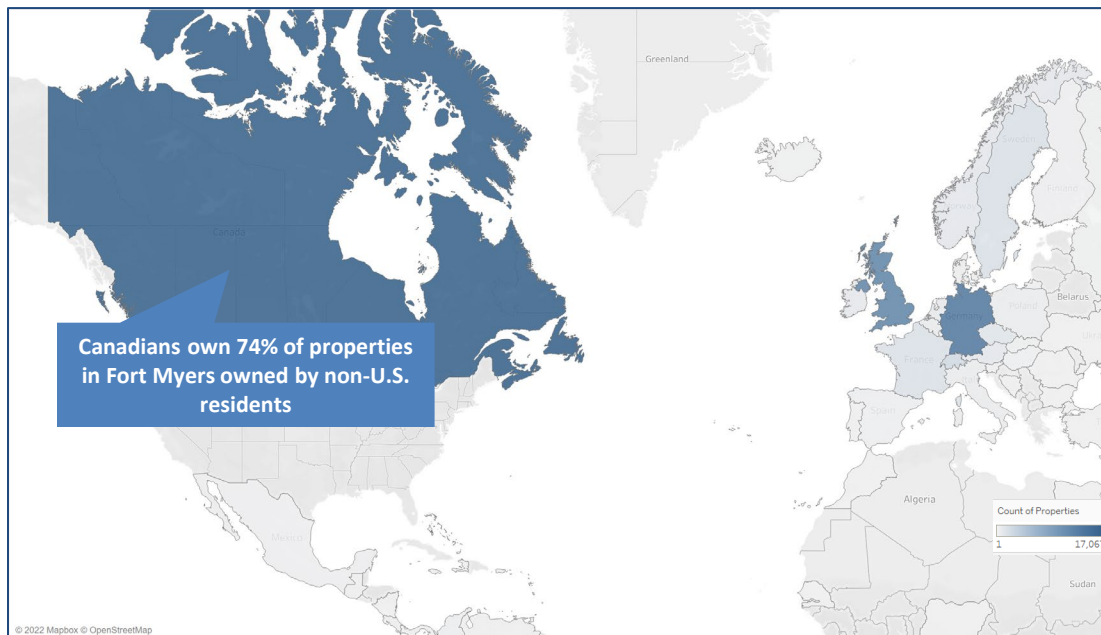
Unique owners



Non-U.S. residents own ~23,000 properties in Fort Myers with Canadians dominating ownership followed by Europeans

PROPERTIES IN FORT MYERS OWNED BY INTERNATIONAL OWNERS BY OWNER COUNTRY

Heat map of count of properties in Fort Myers owned by international owners



Owner Country	Count of Fort Myers Properties
Canada	17,067
Germany	1,971
United Kingdom	1,728
Switzerland	317
Sweden	208
France	199
Czech Republic	150
Israel	116
Norway	110
Austria	107
Ireland	97
Netherlands	85
Belgium	72
Italy	49
Poland	49
Other	677
GRAND TOTAL	22,953

Source: County Property Assessor data via Black Knight; Ailevon Pacific Aviation Consulting analysis

Terminal Expansion Project

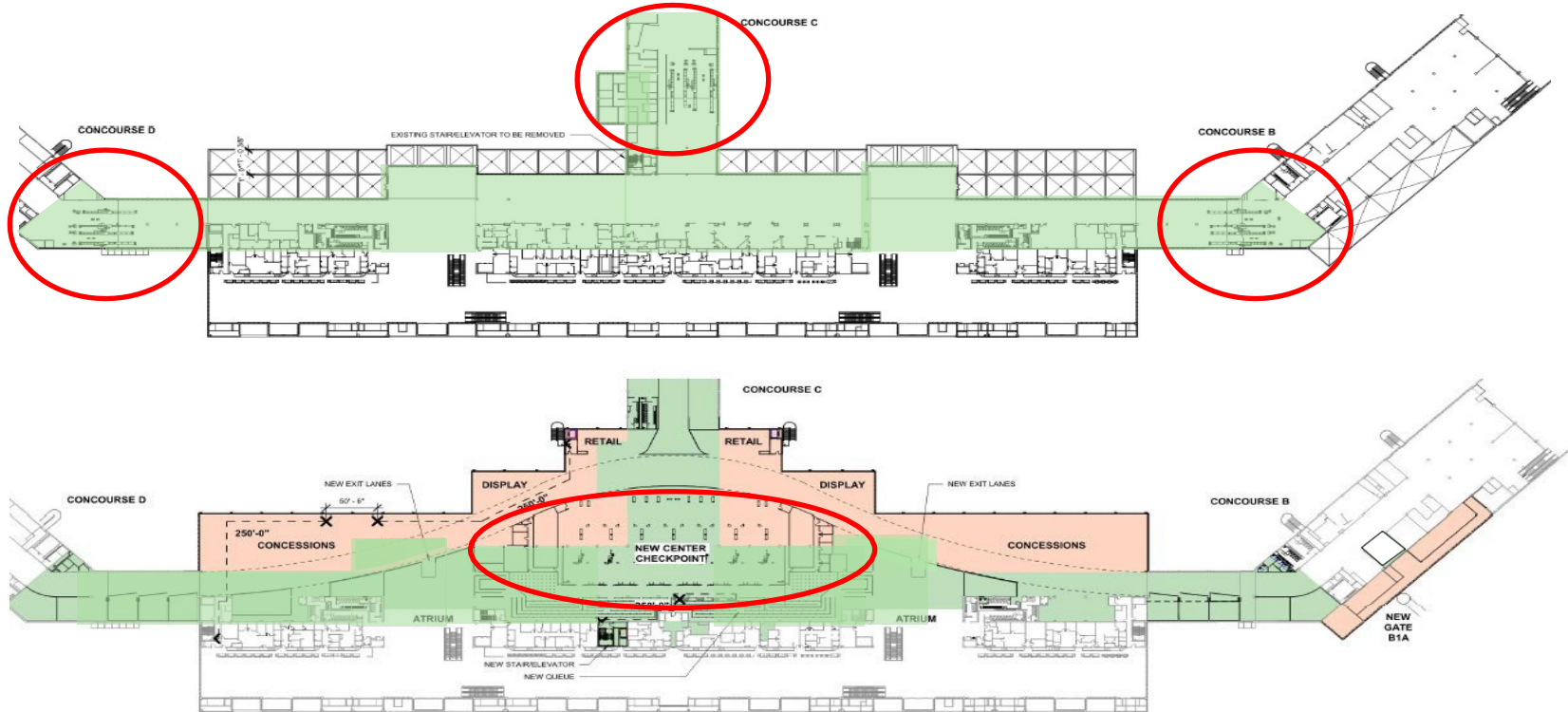
Consolidated Checkpoint & Added Concessions

- Creates single TSA checkpoint
- Passengers will be able to walk between concourses
- Adds 164,000 square feet of remodeled space with 117,000 square feet of new walkways and concession space
- Three-year project with an estimated completion in late-2024
- Estimated construction cost \$331M
- Estimated 1,000 jobs created and average 200 daily workers



Terminal Expansion Project

Existing vs. Planned Expansion Phase 1



Terminal Expansion Project

Guest Experience – Post Security and Re-composure area



RSW Terminal Expansion 2 – Gates

Conceptual Renderings – Concourse E (Eventually 14 Gates)



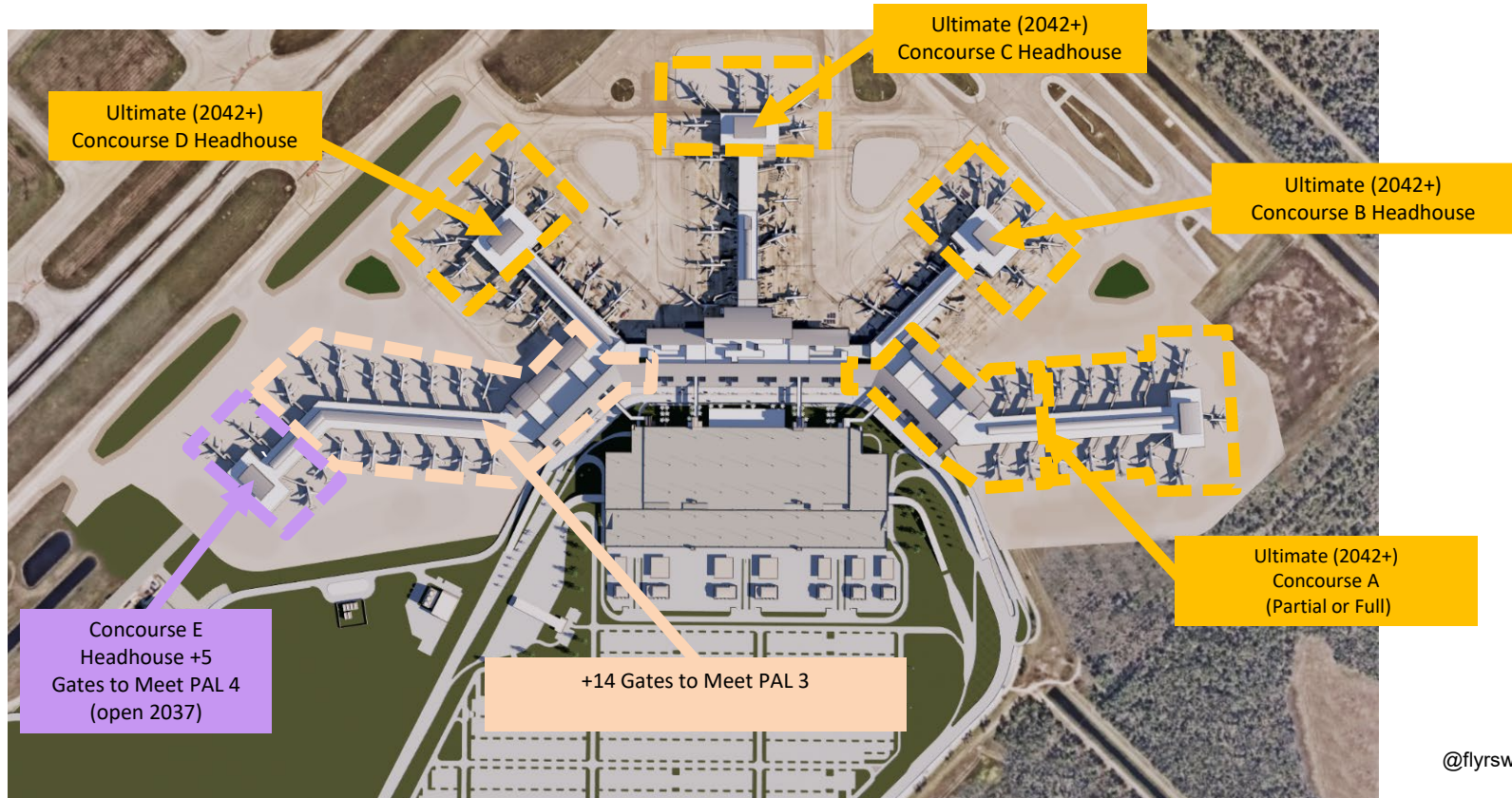
RSW Rental Car Facilities and Public Parking Expansion

- Capacity Constraints
 - Thanksgiving and Christmas
- Begin Design
- Target Completion 2028
- Estimated Cost \$320M+/-



Terminal Airline Gates

Ultimate Build-out



Future Parallel Runway

- A 9,100-foot parallel runway is planned
- Environmental permits have been secured and mitigation purchased
- Site Prep design is 100 percent complete
- Capacity need is not justified until 2043+

