



**NAPLES
MARCO ISLAND
EVERGLADESSM**

WWW.PARADISECOAST.COM

FLORIDA'S PARADISE COAST



**NAPLES · MARCO ISLAND
EVERGLADESSM**

FLORIDA'S PARADISE COAST

2024 Strategic Marketing Workshop

July 25, 2024

Welcome to the 2024 Strategic Marketing Workshop

Jay Tusa, CDME, CTIS, TMP, Tourism Director
Naples, Marco Island, Everglades CVB

Stephanie Roman, Senior Catering Manager
Hilton Naples



WiFi Password: CVBWorkshop

Agenda

- **Marketing Highlights** | Sandra Rios
- **Brand Creative** | Tom Merrick
- **Arts & Culture** | John Melleky
- **Group Meetings** | Lisa Chamberlain
- **Travel Trade** | Claudia Wood
- **Market Research** | Joseph St. Germain
- **RSW Update** | Carol Obermeier



Marketing Highlights

Sandra Rios

PR &
Communications
Manager

MARKETING | CVB Team and Agency Partners



Sandra Rios
*Public Relations &
Communications Manager*



Paradise Advertising & Marketing

*Brand, Marketing Strategy, Advertising,
Social Media*



Maria Power
Public Relations Assistant



Lou Hammond Group

Public Relations



Buzzy Ford
Digital & Social Media Coordinator



Miles Media

Web Hosting and Support

MARKETING | Our Mission & Value Proposition

Our Mission

is to provide a quality year-round vacation and Group Meeting or Event Experience that produces a positive benefit for our business community through jobs, visitor spending and economic vitality, resulting in a healthy local economy and tax savings for our residents.

Our Value Proposition

Naples, Marco Island and the Everglades promises an elevated coastal, cultural, culinary and ecological paradise to those with an expectation of excellence.

- Our team implements tactical and strategic marketing campaigns through a variety of mediums including print, digital, online and social platforms all based on research and data with a commitment to achieving a strong ROI.
- Our integrated campaigns elevate and amplify the brand through select visual assets and highly targeted placements reflective of our luxurious and diverse destination – 30 miles of white sand beaches, the authentic wide-open spaces of Everglades City and Everglades National Park, miles of waterways for boating, fishing and watersports, the quaint charm of Marco Island, the rural beauty of Immokalee, the family-friendly destination of Ave Maria, the luxury lifestyle of Naples - we are truly a destination where the high life meets the wildlife.
- In addition to our award-winning Paradise Coast Sports Complex, we are home to a number of world-class sporting events – 3 PGA / LPGA tournaments hosted at our beautiful The Ritz-Carlton Naples, Tiburón, the U.S. Minto Open Pickleball Tournament and our latest news on the sports front – we are now home to our first United Soccer League – FC Naples.

MARKETING | By The Numbers & Accolades

By the Numbers: *(as of June 2024)*

FYTD visitors: 2,132,300

FYTD Room Nights: 2,172,800

FYTD Visitor Days: 13,760,700

FYTD Direct Spend: \$2,397,888,000

FYTD Economic Impact: \$3,324,665,400

ADR up 21.7% YOY

RevPar up 27.1% YOY



**Best Places to
Live in the U.S. -
Naples #1**



**Angler's Choice awards
– 6 Fishing Guides in
Collier County among
best in the world**



**Rising Tide
Explorers #3 Best
Tours in the U.S.**



**Top 10 Beaches
in the U.S. –
Delnor-Wiggins
Pass State Park
- #8**



MARKETING | Campaigns

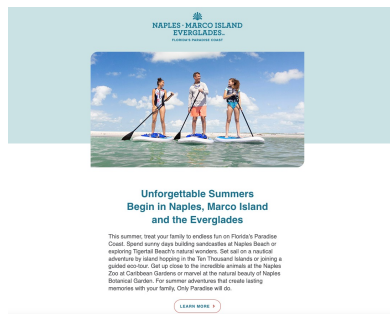
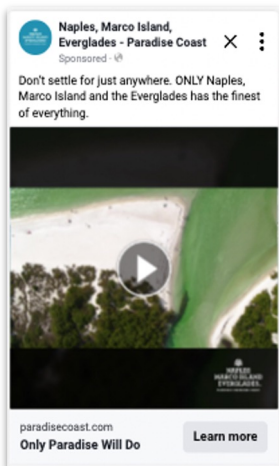


Facebook: 59,588 followers

Instagram: 21,422 followers

Consumer *E-Scapes*: 53,869 recipients

Meetings *E-Scapes*: 4,633 recipients

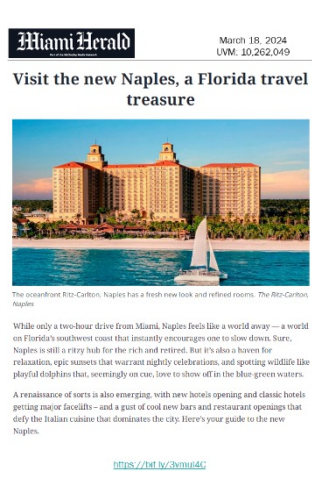
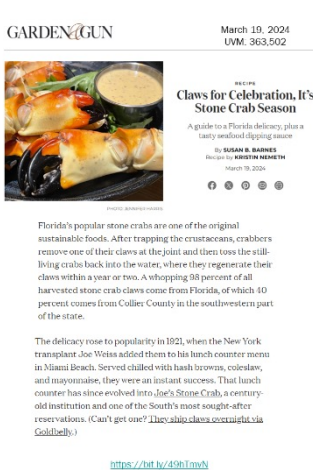
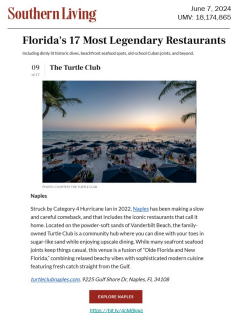


June performance highlights

- Weddings Campaign
- Always On / Lead Me retargeting banners
- Spring/Summer Campaign
- Arts & Culture retargeting campaign
- International Campaigns - Canada, UK and Germany



Public Relations | Highlights



Total reach:
1,787,898,890

Ad value:
\$7,279,301.88


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FLORIDA'S PARADISE COAST
PARADISECOAST.COM



Brand Creative

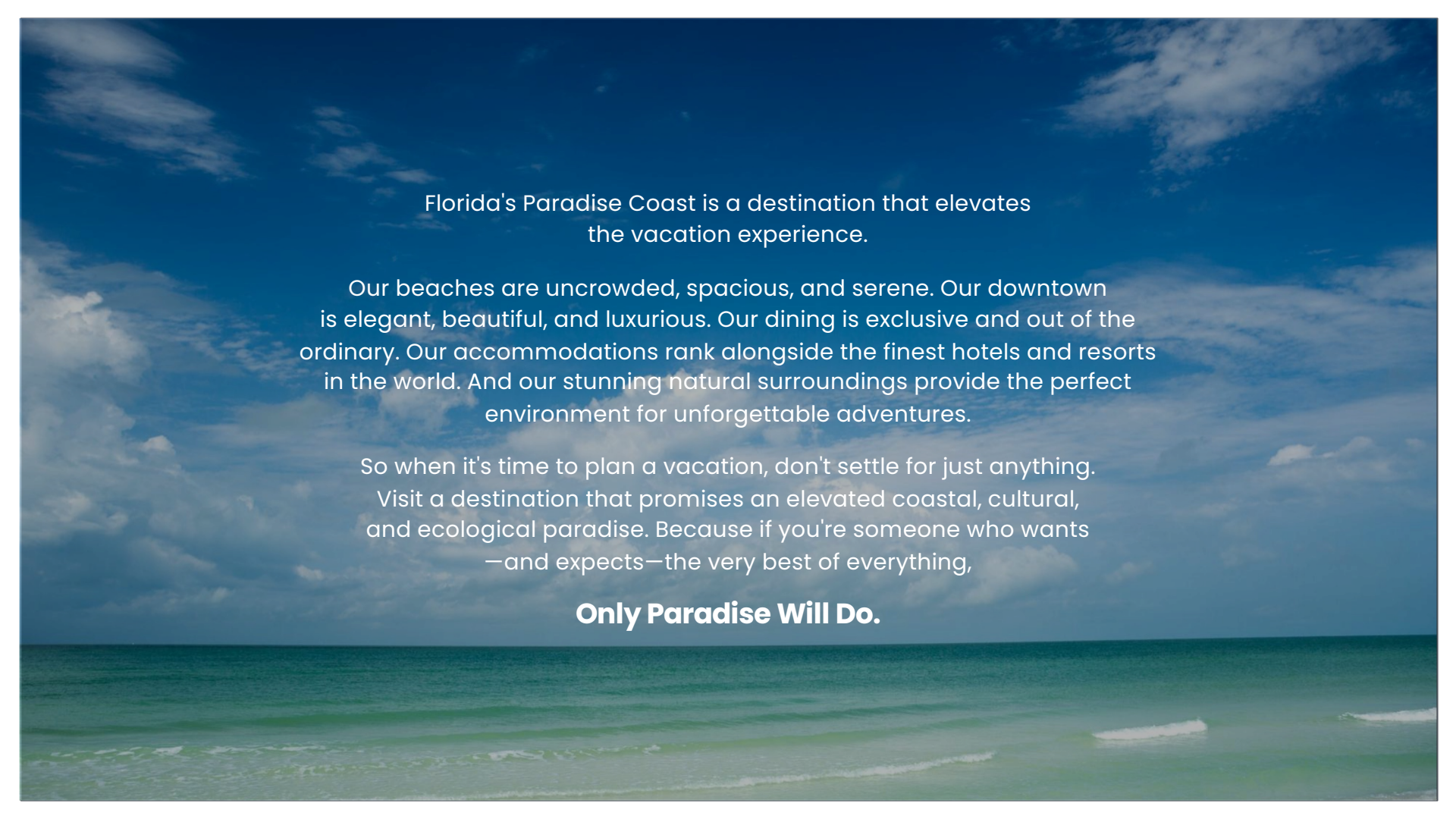
Tom Merrick

Chief Creative
Officer
Paradise
Advertising
and Marketing

Only Paradise Will Do

Brand Campaign





Florida's Paradise Coast is a destination that elevates
the vacation experience.

Our beaches are uncrowded, spacious, and serene. Our downtown
is elegant, beautiful, and luxurious. Our dining is exclusive and out of the
ordinary. Our accommodations rank alongside the finest hotels and resorts
in the world. And our stunning natural surroundings provide the perfect
environment for unforgettable adventures.

So when it's time to plan a vacation, don't settle for just anything.
Visit a destination that promises an elevated coastal, cultural,
and ecological paradise. Because if you're someone who wants
—and expects—the very best of everything,

Only Paradise Will Do.



**NAPLES
MARCO ISLAND
EVERGLADES...**

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THE SUNSETS ARE

ONLY

THE BEGINNING.

ONLY PARADISE WILL DO.
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NAPLES - MARCO ISLAND
EVERGLADES.
FLORIDA'S PARADISE COAST




YOUR FAMILY DESERVES

ONLY

THE BEST.

ONLY PARADISE WILL DO.
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NAPLES - MARCO ISLAND
EVERGLADES.
FLORIDA'S PARADISE COAST




THE BEACHES ARE

ONLY

THE BEGINNING.

ONLY PARADISE WILL DO.
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EVERGLADES.
FLORIDA'S PARADISE COAST



HERE, STRESS IS

ONLY

A DISTANT MEMORY

ONLY PARADISE WILL DO.
PARADISECOAST.COM

NAPLES - MARCO ISLAND
EVERGLADES.
FLORIDA'S PARADISE COAST



THIS IS THE

ONLY

WAY TO WORK.

ONLY PARADISE WILL DO.
PARADISECOAST.COM

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EVERGLADES.
FLORIDA'S PARADISE COAST



MOMENTS LIKE THESE ARE

ONLY

FOUND HERE.

ONLY PARADISE WILL DO.
PARADISECOAST.COM

NAPLES - MARCO ISLAND
EVERGLADES.
FLORIDA'S PARADISE COAST





THE **ONLY** CURE FOR THE WINTER BLUES.

ONLY PARADISE WILL DO.

 NAPLES · MARCO ISLAND
EVERGLADES.
FLORIDA'S COASTAL CORNER

 PARADISECOAST.COM



THE **ONLY**
THING YOU'LL SAVOR MORE ARE THE MEMORIES.

ONLY PARADISE WILL DO.

 NAPLES · MARCO ISLAND
EVERGLADES.
FLORIDA'S COASTAL CORNER

 PARADISECOAST.COM/DINING




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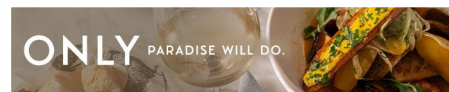
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[FIND YOUR ONLY](#)



Arts & Culture

John Melleky,
CFRE, CFEE

Arts & Culture
Manager

ARTS AND CULTURE | Marketing

TO EXPLORE A RICH TAPESTRY OF CREATIVITY,

ONLY

PARADISE WILL DO.

With Florida's Paradise Coast's breathtaking natural beauty as its muse, this destination has blossomed into a thriving hub for the arts.

ONLY PARADISE WILL DO.
PARADISECOAST.COM

NAPLES
MARCO ISLAND
EVERGLADES.



THE ONLY

PLACE WHERE EVERY DAY IS DIA DE LAS ARTES.

Immerse yourself in the enchanting world of ARTE VIVA! on Florida's Paradise Coast, where Hispanic arts and music converge in a dazzling celebration of heritage and creativity. Join us for unforgettable experiences that will ignite your senses and leave you inspired.


ONLY PARADISE WILL DO.
PARADISECOAST.COM

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EVERGLADES.
FLORIDA'S PARADISE COAST



ARTS AND CULTURE | Collier County Culture Ad Series

Cost: \$10,000.00
Photo: Ivan Seligman



COLLIER COUNTY IS CULTURE.

PARADISECOAST.COM

NAPLES MARCO ISLAND EVERGLADES. FLORIDA'S PARADISE COAST

GULF SHORE OPERA

THE NAPLES PLAYERS

Cmon!

THE NAPLES ART INSTITUTE

MIHS

Holocaust Museum

NAPLES ART DISTRICT

COCO

UAC

Artis-Naples

OPERA


THE STUDIO PLAYERS

Naples Botanical Garden

NAPLES ZOO

FLORIDA'S PARADISE COAST

Photo: Ryan Gattuso, Naples Museum Society



COLLIER COUNTY IS CULTURE.

PARADISECOAST.COM

NAPLES MARCO ISLAND EVERGLADES. FLORIDA'S PARADISE COAST

OPERA NAPLES

THE NAPLES PLAYERS

Cmon!

THE NAPLES ART INSTITUTE

MIHS

Holocaust Museum

NAPLES ART DISTRICT

COCO

UAC

Artis-Naples

OPERA

THE STUDIO PLAYERS

Naples Botanical Garden

NAPLES ZOO

FLORIDA'S PARADISE COAST

ARTS AND CULTURE | ¡ARTE VIVA!



Photo courtesy of Naples Botanical Garden, Annual Día de los Muertos Celebration.

**¡ARTE VIVA!
¡ARTE VIVA!
¡ARTE VIVA!**

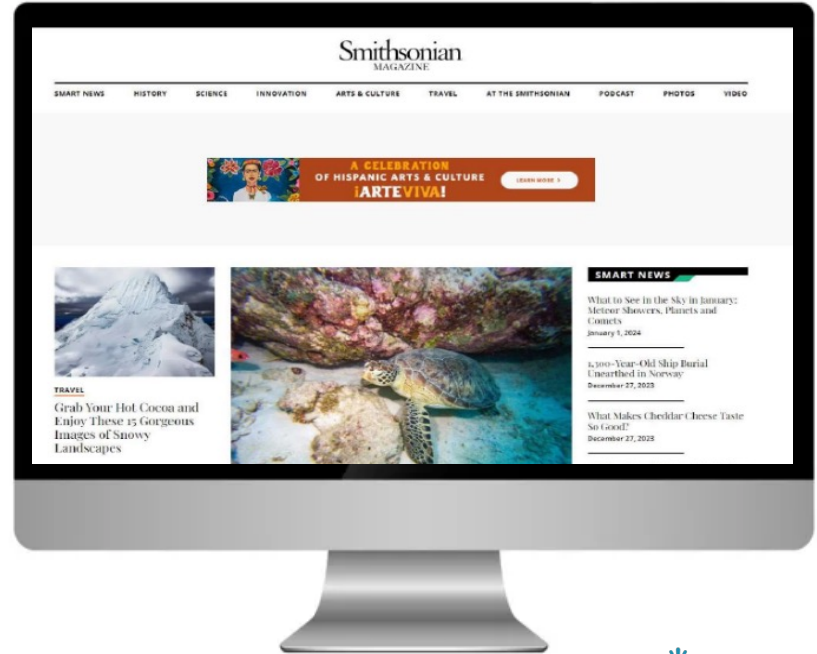
Three cheers for the moving music, passionate dance, and colorful artwork of the global Hispanic community! See it come to life during ¡ARTE VIVA!, Collier County's ongoing celebration of Hispanic arts and culture.

PRESENTED BY
**NAPLES · MARCO ISLAND
EVERGLADES.**
FLORIDA'S PARADISE COAST

ARTE-VIVA.COM

Total
estimated
impressions:
7,998,655

Total
estimated
digital
impressions:
6,302,143



ARTS AND CULTURE | Meet the Artist Series





Group Meetings

Lisa
Chamberlain, CMP

Group Sales Manager,
Group Meetings
Manager
CMP

GROUP MEETINGS | Team



Group Meetings

Lisa Chamberlain, CMP

Group Sales Manager



Midwest Market

Maura Dominquez-Zhang, CIS, CITP

Managing Partner, Synergy-Connect



Midwest Market

Barb Quigley

Director of Business Development, Synergy-Connect



Small Meetings/Specialty Markets

Michelle Pirre

Specialty Markets & Support

SALES PERFORMANCE | Activities

Successful in leveraging our relationships with planners by serving and being active in various industry organizations such as:

- FICP Financial Insurance Conference Professionals
- MPI Meeting Professionals International
- SITE Society of Incentive Travel Excellence
- FSAE Florida Society of Association Executives
- PCMA Professional Convention Management Association
- Destination Representatives Chicago

Total YTD

RFPs Received:

537

Meeting Planner Connections:

4,347

Industry Events Attended:

36

SALES STRATEGIES | Targeted Markets

- Destinations Florida
- Destination Reps
- IMEX
- Meet Well
- Connect
- FSAE
- Global Meetings & Incentive
- PCMA
- Smart Meetings
- FICP
- IRF Global
- M&I
- Site
- MPI
- ASAE
- IPEC
- Incentive Live

SALES STRATEGIES | Targeted Markets

TARGET MARKETS:

- Incentive
- Financial
- Insurance
- Corporate
- Technology
- Medical
- Legal Associations
- State Associations
- Wellness Travel
- SMERF Planners





Travel Trade

Claudia Wood

Global Sales
Manager

DOMESTIC



NAPLES - MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

FOR DISCERNING CLIENTS. **ONLY** PARADISE WILL DO.

White sand beaches, endless outdoor adventures, award-winning dining, and vibrant arts & culture await. Naples, Marco Island and the Everglades is a coastal paradise that offers the perfect blend of luxury, relaxation and exploration, promising an unforgettable experience for every visitor. For clients who expect Florida's finest everything, **ONLY** Paradise will do.



Beaches & Outdoors

Explore Coastal Beauty

Invite your clients to immerse themselves in the unparalleled beauty of over 30 miles of soft white sand beaches and sparkling Gulf waters. From the serene shores of Keweenaw Island to luxury beachfront resorts, each stretch of coastline holds its own unique charm waiting to be discovered.

Experience Untouched Nature

Your clients will love exploring the untouched natural wonders of Florida's Paradise Coast. Embark on a journey through mangroves, estuaries, and marshes, where the vibrant ecosystem of the Ten Thousand Islands holds countless discoveries. Whether they choose to paddle through tranquil waters by kayak, birdwatch in their natural habitat, or embark on eco-tours to witness the untouched Florida wilderness, there's an adventure for every nature enthusiast.



Dining in Paradise

Delight your clients' taste buds with the diverse culinary offerings of Naples, Marco Island, and the Everglades. With everything from freshly caught seafood to exotic international flavors, this coastal paradise is a haven for food enthusiasts. With world-renowned restaurants and award-winning chefs catering to every palate, their dining experience will be a highlight of their unforgettable journey.



Arts & Culture

Invite your clients to immerse themselves in the vibrant arts scene of Florida's Paradise Coast. From music and theater to museum exhibits and galleries, this coastal paradise offers endless opportunities to explore and be inspired. Here, they can discover unique events like ARTE VIVA!, a lively celebration of Hispanic arts and culture that adds an extra layer of richness to their experience. With each visit, they'll uncover new facets of the region's cultural heritage.



Arts & Culture Attractions:

- Arts—Naples
- Arts—Naples, The Baker Museum
- Gulfshore Playhouse
- Marco Island Center for the Arts
- Naples Art Institute
- Naples Botanical Garden
- The Naples Players



INSIDER TIPS

FOR FLORIDA'S PARADISE COAST

NAPLES - MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

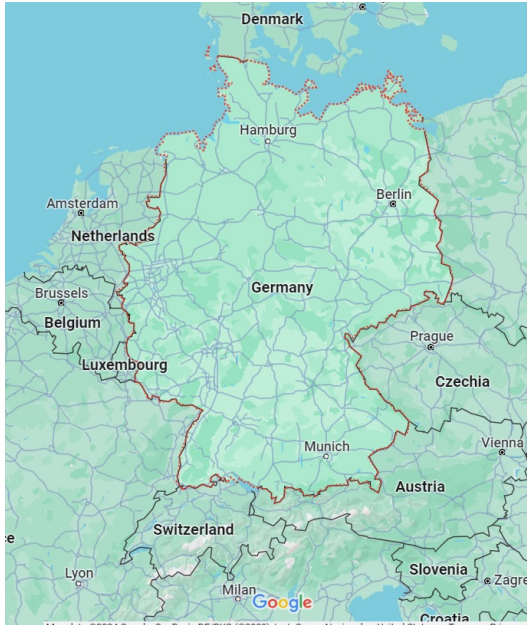
- Sales Missions
- Trade Shows
- FAM Trips
- Social Media Posts
- Webinars
- Travel Advisor Tools
- Travel Advisor Training



WELCOME TO
FLORIDA'S PARADISE COAST

- ✓ Learn, Promote & Sell on the Go
- ✓ Multi-media Training Across Devices
- ✓ Certificate of Completion
- ✓ Ready-made Sales Presentations
- ✓ High-impact Promotional Materials
- ✓ Insider Tips & Promotions
- ✓ Real-time Product Directory

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Annette Eckhardt-Diamonde

Germany
Switzerland

Austria
BENELUX



Co-op Campaigns

Sales Missions

Trade Shows

FAM Trips

INTERNATIONAL | United Kingdom



Oonagh MuCullagh-Boyle - OOMAC

UK & Ireland



Co-op Campaigns

Sales Missions

Trade Shows

FAM Trips



Destination Research Insights

Joseph
St. Germain,
President

Downs & St.
Germain Research



NAPLES, MARCO ISLAND, EVERGLADES

2024 PARTNER MARKETING SUMMIT



FISCAL YEAR 2023 TOURISM METRICS



ECONOMIC IMPACT

\$3,594,347,800

DIRECT SPENDING

\$2,534,605,700

VISITORS

2,631,200

ROOM NIGHTS

2,474,000

JOBS SUPPORTED

28,870

TAX SAVINGS PER HOUSEHOLD

\$1,525



2024 vs. 2023

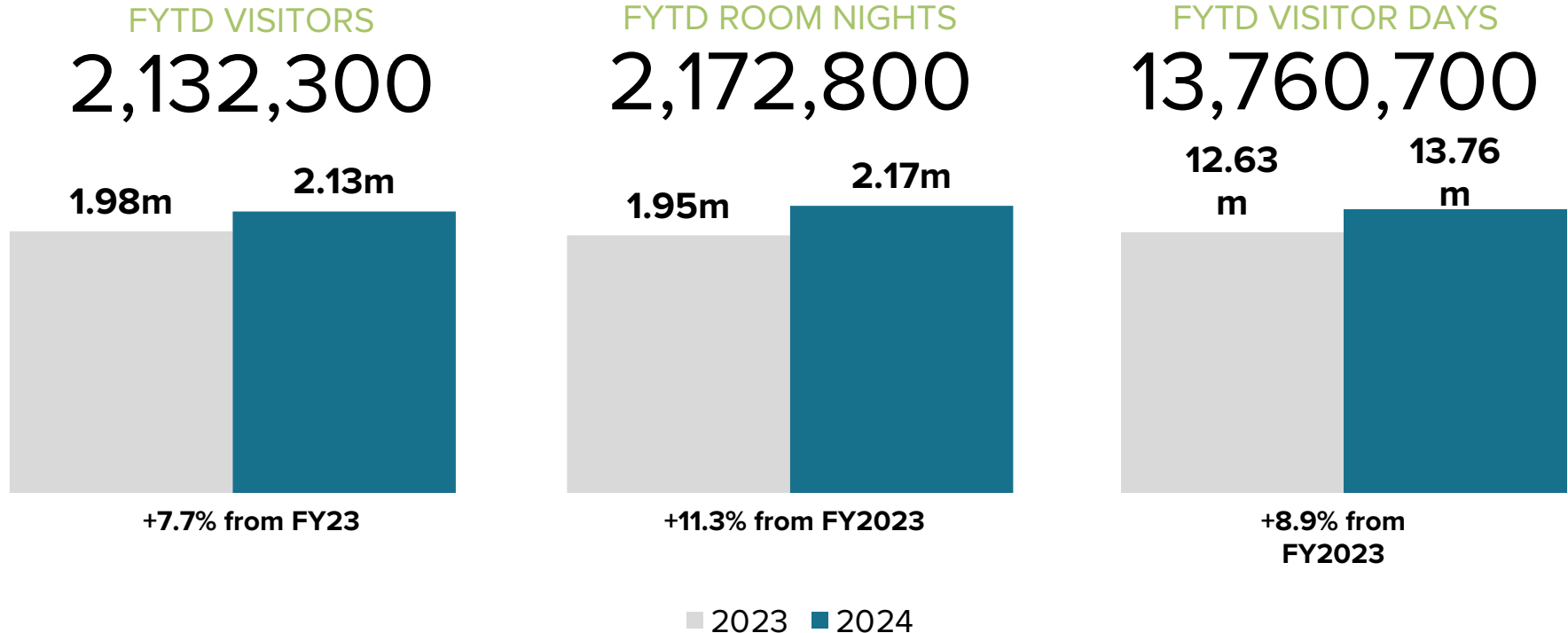
YEAR TO DATE METRICS



downs & st. germain
RESEARCH

Fiscal Year to Date

Cumulative Visitation, Room Nights, & Visitor Days through June



Fiscal Year to Date

Cumulative Spending & Economic Impact through June

FYTD DIRECT SPENDING

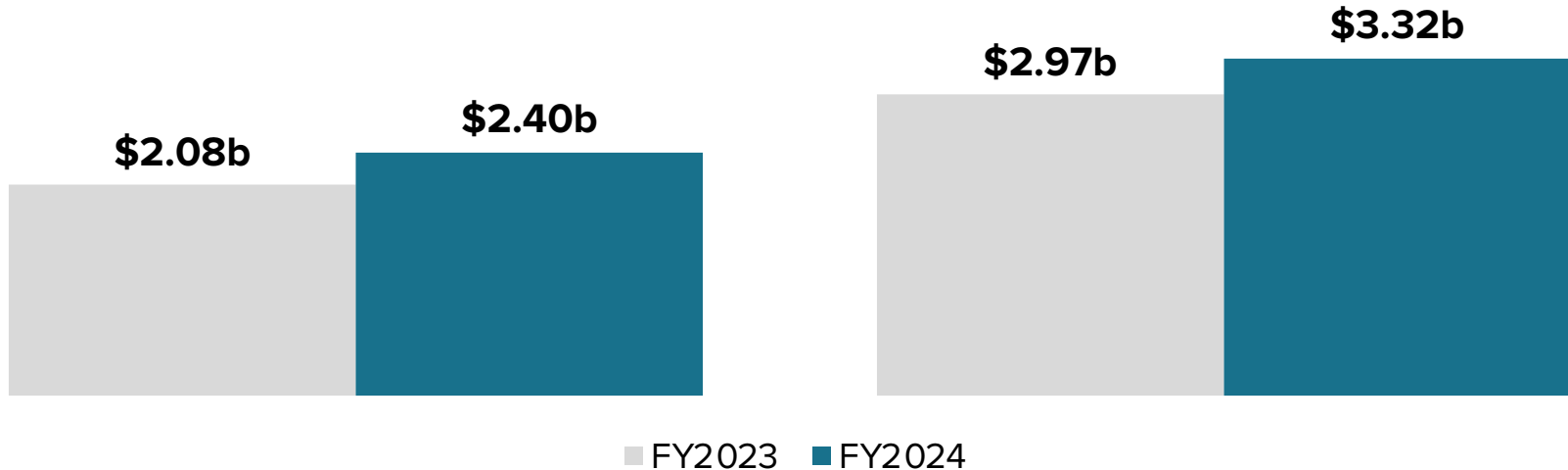
\$2,397,888,000

+15.2% from FY2023

FYTD ECONOMIC IMPACT

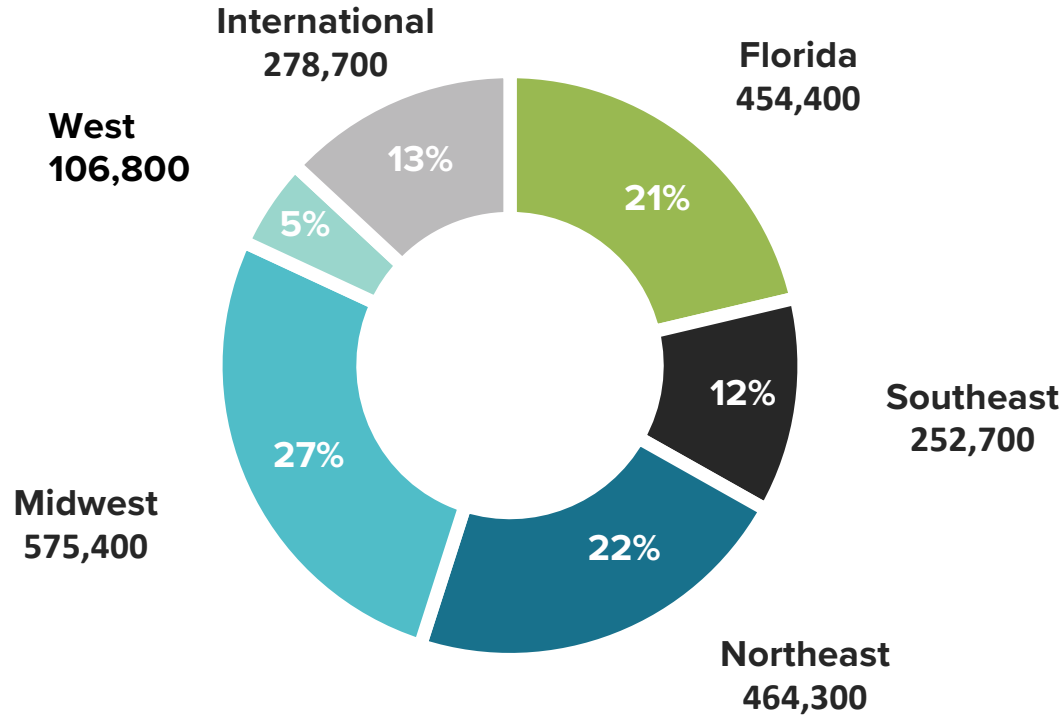
\$3,324,665,400

+12.1% from FY2023



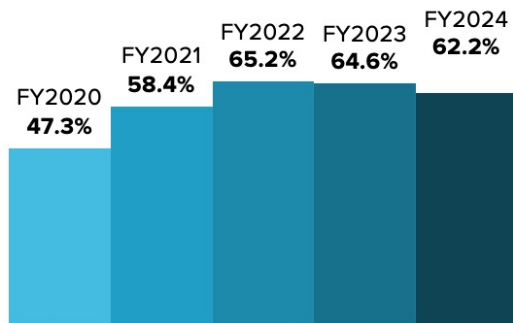
Fiscal Year to Date Report

Visitor Origin Markets

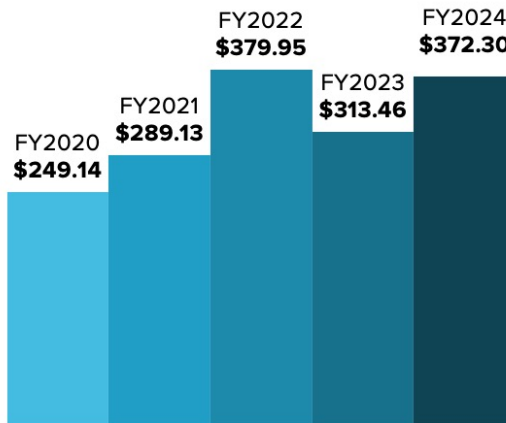


2020-2024 (YTD) Lodging Metrics

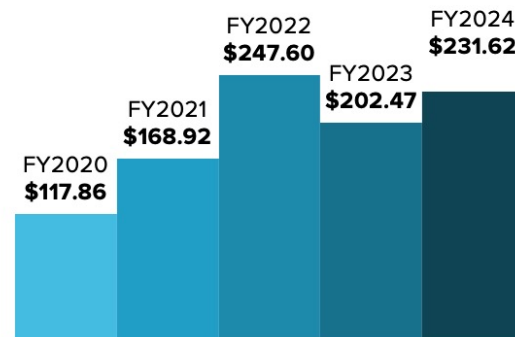
Occupancy %



Average Daily Rate



RevPAR



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



Tourism Trends





Domestic Travel

- **Travel continues to be a priority for American travelers**
- 94% of travelers have a trip planned in the next 6 months
- However, they are willing to spend less money and compromise some of their travel experience in order to save money





International Travel

- Intent to travel to the U.S. in 2024 among international travelers is back to pre-pandemic levels. (Brand USA)

DSG Research Study Takeaways on international visitors to Florida

- 1) International Visitors come to Florida to treat themselves, lean into it
- 2) International Visitors less likely to consider Florida as a place for family or culture
- 3) Meet international visitors where they are: More booking websites, less social media
- 4) International visitors decide on Florida, but are flexible on where they go in the state





Business Travel

- The Global Business Travel Association said that global business travel spending is projected to top pre-Covid levels for the first time
- Business travel volumes haven't recovered to 2019 levels. However, spending is up, especially for long-haul flights
- Thirty percent of all business trips are now expected to have some leisure component to them (CoStar)
- Opportunity for accommodations: The hotel as an office (Skift)



Accommodation Trends



- Accommodation construction pipelines are skewed towards the luxury segment (STR)
- Upper Upscale & Luxury only hotel types showing increased demand in 2024 (Tourism Economics)
- The mood and feel of accommodations are more important than ever with 90% of travelers identifying the mood and feel (vibe) as a crucial factor. (Hotels.com)
- Top “vibes”





Culinary Travel

- Culinary experiences are being prioritized globally and across generations (Hilton Report)
- A growing number of travelers are seeking culinary and wine experiences that connect them to the local culture and traditions of destinations in 2024 (Travel Pulse)
- While every age demographic participates in food tourism, Millennials and Gen Z are most likely (Advance Travel)





Event Travel

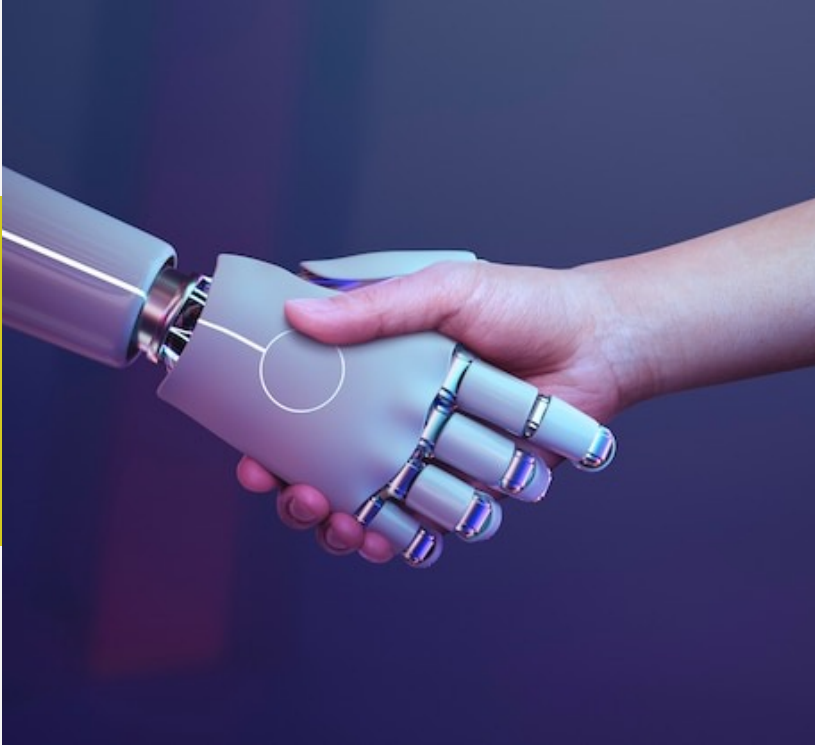
- 70% of travelers claim they are more likely than ever to travel to a concert outside their hometown (Expedia)
- Music tourism (Gig tripping) is a trend that's expected to "accelerate" in 2024 (Amadeus)
- Taylor Swift, Madonna, and meeting up with my brother





Personalization

- Travelers value connectivity and personalization. (Hilton Report)
- Personalization will become more and more important for the traveler (McKinsey)
- In a tech-enabled world, guests of all ages want innovative and seamless digital solutions to simplify their travel and customize their stays (Cvent)
- My friend example





Thank you!





Southwest Florida International Airport (RSW)

Carol Obermeier,
Director

Air Services
Development



RSW

Southwest Florida International Airport

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



RSW – At A Glance

- Class A Port of Entry with U.S. Customs onsite
- RSW is self-supporting and does not use local property tax dollars
- Airports are powerful economic engines that create prosperity by connecting people and businesses and generating employment opportunities across every sector



RSW Is On Pace For A Record Year!

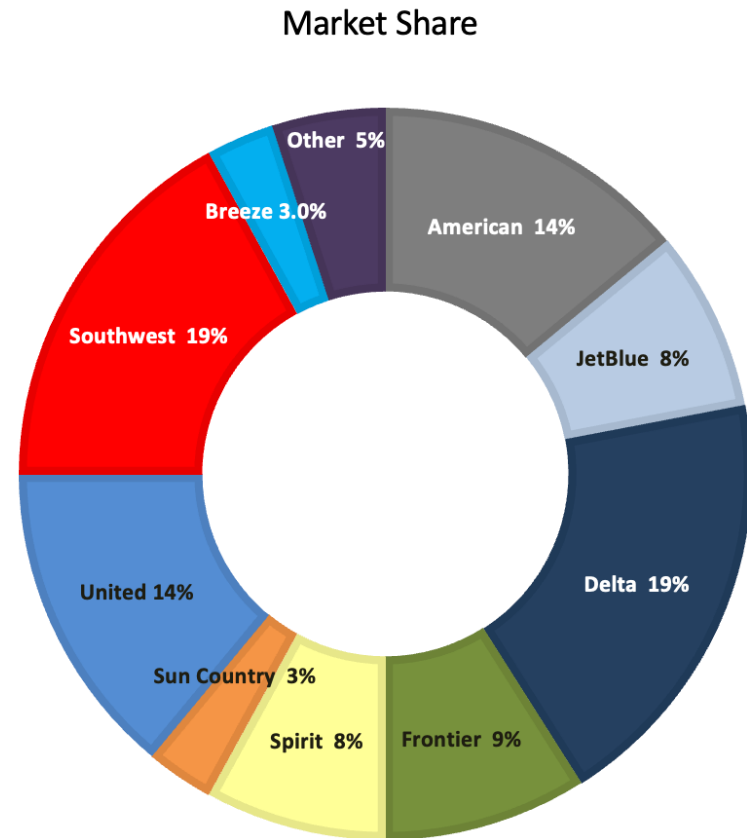
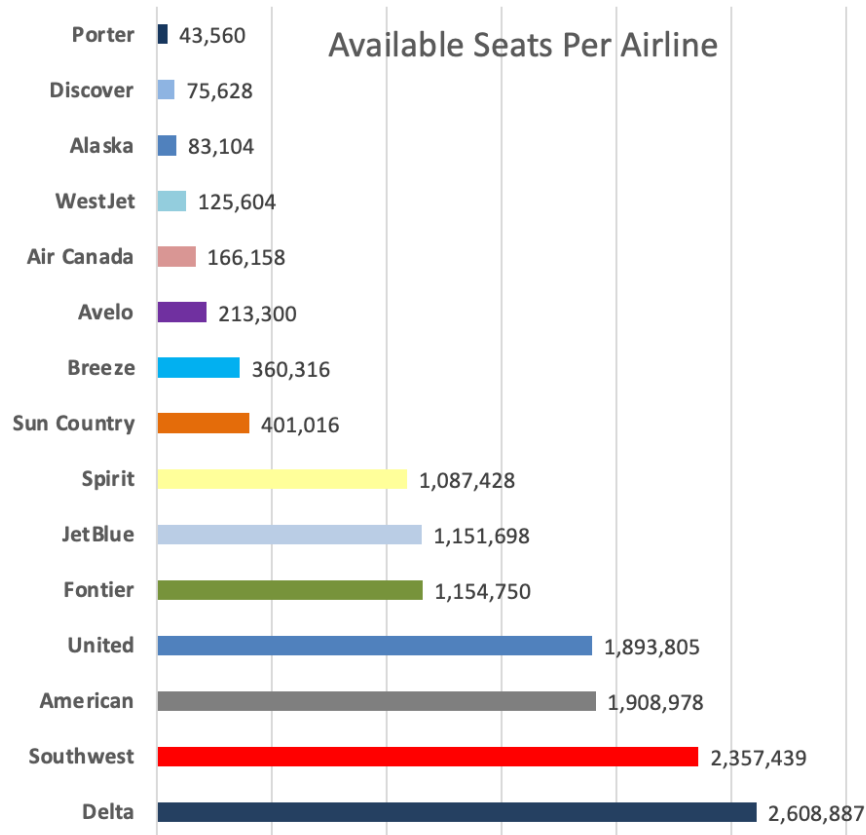


Source: Lee County Port Authority

*Source: Diio

RSW's Airlines

YTD 2024



Current Nonstop Markets

Service provided by 15 air carriers to 72 destinations

AIR CANADA
rouge

FRONTIER
AIRLINES

Alaska

jetBlue

American Airlines

porter

avelo

Southwest

Breeze

spirit
LESS MONEY. MORE GO.

DELTA

sun country
airlines

discover.
airlines

UNITED

WESTJET



@flyrsw



Current Outlook

Recent Market Announcements, Coming this Fall!

1

Breeze

NEW! Bangor, ME (BGR)
NEW! Burlington, VT (BTV)
NEW! Islip-Long Island (ISP)
NEW! Lansing, MI (LAN)
NEW! Manchester, NH (MHT)
NEW! Portsmouth, NH (PSM)
NEW! Stewart/Newburgh, NY (SWF)
NEW! Wilkes-Barre/Scranton, PA (AVP)

2

porter

NEW! Montreal, Canada (YUL)
NEW! Ottawa, Canada (YOW)

3

American Airlines

NEW! New York-LaGuardia (LGA)

4

avelo

NEW! Wilmington, NC (ILM)

With More To Come.....

Strength of the alliance partnerships at RSW



DELTA

- ATL
- BOS
- CVG
- DTW
- MSP
- JFK
- LGA

WESTJET

- YYZ
- YOW

UNITED

- ORD
- CLE
- DEN
- IAH
- LAX
- EWR
- SFO
- IAD

rouge

- YYZ

discover
airlines

- FRA

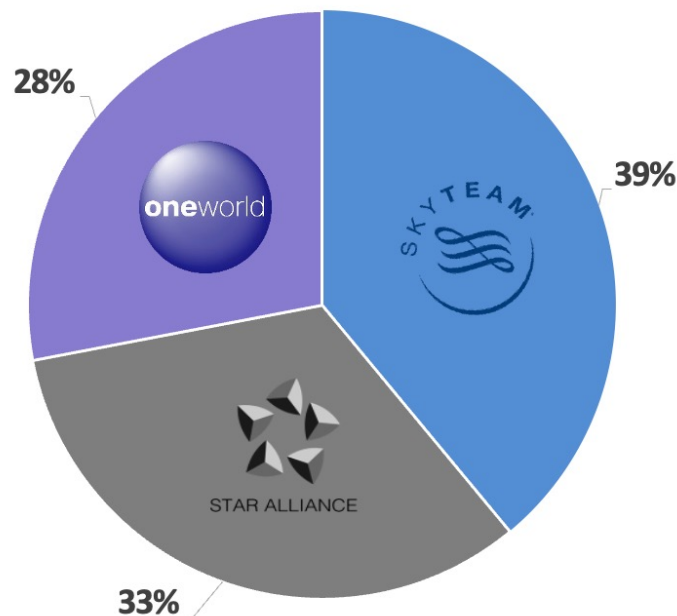
American Airlines

- CLT
- ORD
- DFW
- PHL
- DCA

Alaska

- SEA

Alliance Distribution @ RSW



RSW Top 30 Domestic Nonstop Markets

Rank	Destination	IATA Code	Year-Round	Seasonal
1	Chicago O'Hare	ORD	American, Spirit, United	Southwest
2	Boston	BOS	Delta, JetBlue	Spirit
3	New York-Newark	EWR	JetBlue, United	
4	Minneapolis	MSP	Delta, Sun Country	Frontier, Southwest
5	Detroit	DTW	Delta, Spirit	Frontier
6	Philadelphia	PHL	American, Frontier	Spirit
7	New York-LaGuardia	LGA	Delta	American
8	Cleveland	CLE	United, Frontier	
9	Chicago-Midway	MDW	Southwest	
10	New York-Kennedy	JFK	Delta, JetBlue	
11	Cincinnati	CVG	Delta, Frontier	
12	Atlanta	ATL	Delta	Spirit
13	Baltimore	BWI	Southwest	
14	Denver	DEN	United	Frontier, Southwest
15	Indianapolis	IND	Southwest	Spirit

Rank	Destination	IATA Code	Year-Round	Seasonal
16	Washington D.C.-National	DCA	American	JetBlue, Southwest
17	Pittsburgh	PIT	Southwest	Breeze, Spirit
18	Columbus	CMH	Southwest	Breeze, Spirit
19	St. Louis	STL	Southwest	
20	Dallas-Fort Worth	DFW	American	Frontier
21	Milwaukee	MKE	Southwest	Frontier, Sun Country
22	Nashville	BNA	Southwest	Spirit
23	Hartford	BDL	Breeze	JetBlue
24	White Plains	HPN	JetBlue	
25	New Haven	HPN	Avelo	
26	Washington D.C.-Dulles	IAD	United	
27	Charlotte	CLT	American	
28	Houston-Intercontinental	IAH	United	
29	Atlantic City	ACY	Spirit	
30	Las Vegas	LAS	Breeze	

RSW Top International Markets

Europe				Canada				
Rank	Destination	IATA Code	Year-Round	Rank	Destination	IATA Code	Year-Round	Seasonal
1	Frankfurt, DE	FRA	Discover	1	Toronto, ON	YYZ	AC-Rouge, Westjet	Porter
2	London, UK	LHR		2	Ottawa, ON	YOW		Porter, Westjet
3	Munich, DE	MUC		3	Montreal, PQ	YUL		Porter
4	Paris, FR	CDG		4	Vancouver, BC	YVR		
5	Amsterdam, NL	AMS		5	Calgary, AB	YYC		
6	Rome, IT	FCO						
7	Dusseldorf, DE	DUS						
8	Dublin, EI	DUB						
9	Berlin, DE	BER						
10	Barcelona, ES	BCN						

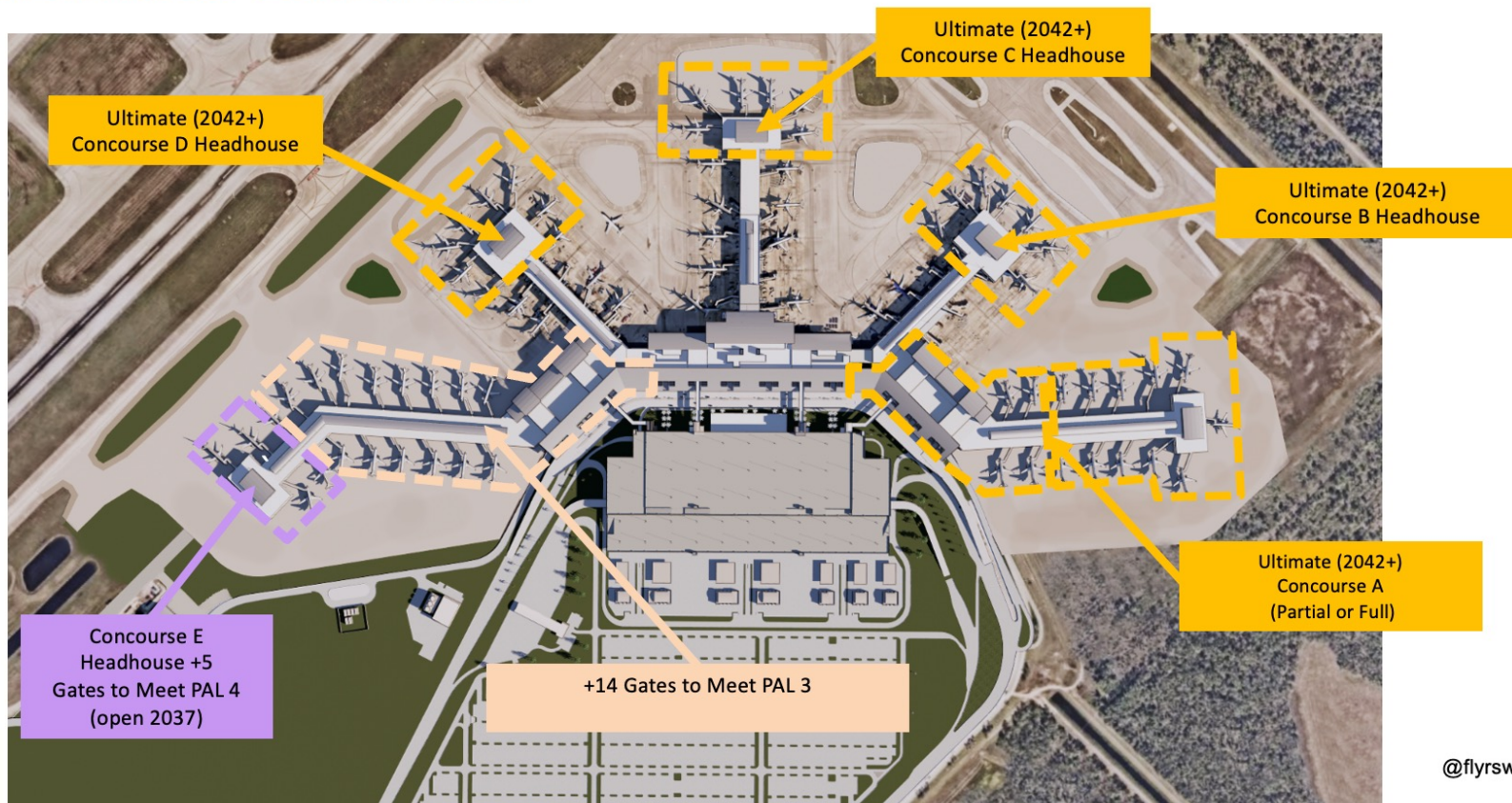
RSW Terminal Expansion

Conceptual Renderings – Concourse E



Terminal Airline Gates

Ultimate Build-out



RSW Rental Car Facilities and Public Parking Expansion

- Capacity Constraints
 - Thanksgiving and Christmas
- Estimated Cost \$320M+/-





Questions?

THANK YOU!



Discussion

Moderator

John Melleky, Arts and Culture Manager, Naples, Marco Island, Everglades CVB

Panelists

Jay Tusa, Tourism Director, Naples, Marco Island, Everglades CVB

Sandra Rios, PR & Communications Manager, Naples, Marco Island, Everglades CVB

Lisa Chamberlain, Group Sales Manager, Naples, Marco Island, Everglades CVB

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

Barbara Karasek, CEO and Co-Owner, Paradise Advertising and Marketing

Brittany Chapman, President, Lou Hammond Group

Joseph St. Germain, President, Downs & St. Germain Research



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