Destination Marketing Plan 2018-19
Red Tide Recovery Plan

• October is the projected start of the Plan
  – Messaging will shift to a “Return to Paradise” campaign
    • support the Stone Crab Festival October 26-28 in Tin City
    • Encourage visitors to “Return to Paradise” for stone crab claws and all things great on Florida’s Paradise Coast
    • PR, Digital and Social campaign will focus on returning for the Holidays and season

• Grants applied for with Visit Florida
  – Regional Google campaign
  – Paradise Coast Grant for Post Red Tide advertising and PR

• Emergency Funding
  – Advertising, digital, social media, PR program to promote “Return to Paradise”
  – Distribute feature stories on fishing fleet, restaurants, shopping to support jobs in tourism industry
    • Every 45 new visitors we attract will support one additional hospitality & tourism industry job
Red Tide Recovery Plan
Entercom Marketing Campaign

- **YouTube Video Views**
  - Adventurous Escape: 149,016
  - Nature, Nurture, Naples: 152,347
  - Experience Beauty: 126,416
  - TOTAL: 427,779

- **Display Media**
  - Mobile: 672,395 impressions; 1,202 clicks; .18% CTR
  - Desktop: 636,405 impressions 123 clicks; .02% CTR
  - Streaming: 446,981 impressions

- **Targeted Social**
  - Impressions Delivered: 1,147,408

- **Unique Reach**: 525,069
- **Clicks**: 1,791
- **Engagements**: 353
- **Views**: 110,000+

- **Contest Entries/Opt-ins/Opt-in %**
  - Atlanta: 298/144/48%
  - Chicago: 824/430/52%
  - Cleveland: 461/189/41%
  - Detroit: 196/79/40%
  - Indianapolis: 1,069/547/51%
  - Minneapolis: 419/143/34%
  - TOTAL: 3,267/1,532/47%
Red Tide Recovery Plan
Entercom Marketing Campaign

- Radio locations running PSAs
- 
- Atlanta will run 10x M-Su/5a-5a but they are 100% pre-emptible on WVEE, WSTR
- Chicago can run 10x M-Su/5a-5a but they are 100% pre-emptible on WBBM-FM, WUSN
- Cleveland will try to add some :10’s where available 12m-12m M-Su, but don’t know how many on WQAL, WDOK
- Detroit can air 7x M-Su/12mid-12mid as 100% pre-emptible on WOMC, WYCD
- Indianapolis can air 10x M-Su 5a-5a as 100% pre-emptible on WNTR, WZPL
- Minneapolis can run 10x M-SU/5a-5a but they are 100% pre-emptible on KZJK, KMNB

- NEW YORK
  The :10 spot will run in New York 10x/:10 per week Monday –Sunday on each station below over a four week period: 9/10-9/30. Additionally, we will run streaming impressions on all of the streaming radio assets for each station. Stations are listed below. So approximately 200x/:10 will run ROS 5am-5am, and are totally pre-emptible.....however all stations will do their best to make sure they run as many as they can.

- Announcer :10 PSA
  Headed to Naples and Marco Island and worried about red tide? Don’t be! For the latest information, go to the beach conditions page at paradise coast dot com.
Destination Messaging Plan

• Destination Marketing Campaign will launch in mid November in our winter feeder markets
  – Naples Restaurant Week
  – CME Group Classic-November LPGA Final Tour Stop
  – QBE Shootout December- Greg Norman
  – Football University (FBU) National Championships
    – Nationally televised finals with opportunity to showcase our destination as open and welcoming guests with no Red Tide
Destination Marketing Plan Preview

• Winter Campaign will continue to use the Love, Paradise theme with an aggressive media schedule in Northeast, Midwest, Canada, Florida, Europe, UK and Latin America

• Special events promotion and continual live social media posts will supplement the paid media buy in all markets

• PR will precede the paid media campaign launch in our top feeder markets
Destination Marketing
Plan 2018-2019
Marketing Plan Development Highlights

• Monthly meetings with hotel Sales & Marketing staffs on strategy
• Quarterly roundtable meetings to discuss strategies and new marketing techniques with hotels, attractions, shopping, restaurants
• Monthly reports on market conditions from Research Data Services, secondary research and from our International reps
• Annual Marketing Summit (June ‘18)
  – 100 Tourism Industry Partners helped shape the plan
  – Input from Sales, PR, International, Sports Council, etc.
Planning Overview

• Three Year Look Back: results, trends, data, data, data
• TDC Engagement Break Outs
  
  **PLANS** ➔ Pivot. Purge. Proceed.


• Stakeholder Engagement Break Outs
• Plan Development Continuation
Exploit Our Strengths

- Year-round warm climate featuring sunshine, water activities and relaxation
- We are a slower-paced, unique destination offering a peaceful, serene environment
- Over thirty miles of award-winning soft, white sand beaches
- A “Foodie” paradise featuring over 50 locally owned, one-of-a-kind restaurants and award winning chefs and cuisine
- World-class resorts and amenities offering an affordable luxury visitor experience plus a large variety of price points to fit every traveler’s needs and budget
- Unique boutique shopping opportunities from bargains to designer brands
- A wide range of arts, culture and performance offerings
- International Airport (RSW) with direct service to and from 48 domestic markets, 16 different carriers, seven international feeder markets and five carriers, with capacity for future expansion for new or added frequency of service
- Easy access to I-75, US 41 and other major Florida roadways
- A strong, integral part of the Florida Brand in International and domestic markets
- Strong brand acceptance and recognition in our community, in our leisure feeder markets and with group meeting planners and sports event organizers
- Strong working relationship with Chambers, Economic Development and other stakeholder groups in planning for future community growth and infrastructure
- Home to the world-famous Everglades, Everglades National Park and the 10,000 Islands
- Recognized as the # 1 “Happiest and Heathiest Community in the U.S.” and a “Blue Zone Community”
Minimize our Weaknesses

• Higher than average airfares into Southwest Florida International Airport (RSW)
• Limited direct flights from the U.S. West Coast and from UK and South America
• Higher than average transportation cost from RSW to Naples and Marco Island
• Some visitors find their visits more expensive than expected, especially in “high season”
• Sports event facilities are at capacity and have limited opportunity to accept new, or to expand current event sizes in the future
• Continued perception as a retirement community with limited family activities
• Limited entertainment and nightlife hours and options
• Limited public transportation options from nighttime activities to hotels
• Limited culturally diverse activities and infrastructure
• Water Conditions
Implement Opportunities

• New direct commercial air service to RSW will make us more accessible to visitors
• Local transportation providers are showing interest in offering affordable airport transfers in the future
• New local transportation options like “Beach Bugz” and “Slider” offer visitors new ways to access nightlife and their hotels
• New hotel opportunities and redevelopment activity in our community is driving more developer interest
• Social media engagement will attract more visitors in the shoulder periods using new technology in virtual reality and 360 videos
• Increased group meeting demand encourages expansion and enhancement of resorts and hotels, and new infrastructure to service that demand
• Our Community Relations/Advocacy Plan is enabling us to change perceptions of the importance and benefits of our destination marketing efforts to our citizens, media and stakeholders
Mitigate Threats

• Natural and manmade disasters can discourage new and repeat visitation and could threaten our “safe destination” reputation
• Water pollution, algae blooms and ground water runoff has a negative impact on our natural estuaries, our eco-systems and discourages future visitation
• Epidemics and diseases such as Zika are a challenge to future visitor growth
• Summer rains and mosquitos, spring wildfires, winter droughts and cold snaps all hinder outdoor activities and travel during those situations
• Homeland Security mandates continue to discourage International visitation and show US as unwelcoming
• Recent terror incidents in Florida, other states in the U.S. and in Europe can discourage travel to our area from worldwide feeders
• Non-traditional vacation and other accommodation rentals limit our potential revenue from tourist tax
• International currency exchange rate fluctuations affect visitation demand
We Know Our Target Customer.
(and we know them very well)
Core Demographic Profile

- Skews Female
- Average age: 48.3
- HHI of $150K+
Neuromarketing + Psychographics
Skews Female Average age HHI of $150K+

Philanthropic Cares for Others Self Loving

Eco-Conscious Reads Books
Using Data to Drive Our Business Decisions

- Strong established market = Northeast
- Growing emerging market = Midwest
- Farther distances traveled = Longer Stays
- Summer occupancy ↓ from concentrated Florida visitation
- Strong visitation from Florida year round
- Emerging markets that supply visitors but are not currently targeted
Arrival Markets of Opportunity

- Denver, CO
- Baltimore, MD
- St. Louis, MO
- Charlotte, NC
- Nashville, TN
- Cincinnati, OH
- Dallas, TX
- Houston, TX
- San Francisco, CA
Strategic Priorities
<table>
<thead>
<tr>
<th>Established Markets</th>
<th>Growth Markets</th>
<th>Emerging Markets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Lauderdale</td>
<td>Minneapolis/St. Paul</td>
<td>Asheville</td>
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<tr>
<td>Miami</td>
<td>Indianapolis</td>
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Goals

• Increase overall visitation from **growth** markets
  o Midwest
  o Southeast

• Increase length of stay for **established** market customers
  o Northeast, Florida, etc.
  o Increase visitation in the summer months when occupancy is lower

• Test new **emerging** markets
  o Increase database = build our customer and sales pipelines
  o Educate new customers on our destination
The Growth Markets 60% focus

Strategy
- Promote year round travel
- Aggressive lead generation and engagement
- Target couples/families in Winter
- Target families leading into Spring/Summer

Tactics
- Newsletter campaigns
- Out of home promotion
- Influencer campaigns
- Digital
- Radio
The Established Markets 30%

**Strategy**
- Promote repeat visitation
- Promote stay an extra day
- Allow content to nurture/engage audiences
- Promote “new” activities and events (Everglades National Park)

**Tactics**
- Geotargeting, retargeting and paid social
- Newsletters to existing lists with appropriate lead time per market
- Online content with week long itineraries
- Sharing content through social
The **Emerging Markets 10%**

**Strategy**
- Communicate core brand messages
- Allow content offerings to drive new qualified leads (consumer, business)
- Promote unique “niche” destination offerings

**Tactics**
- Newsletter campaigns
- Digital testing
The **Media & Partnerships** Strategic Approach

- Fewer, more impactful and fully leveraged media partners
- Leveraged, enhanced sports sponsorships
- Annual plans = increased purchasing power + added value
- National + Regional + Local = Awareness + Lead Gen + Engage
- Seek customized, ownable multi-platform deliverables
- Increase accountability for peak ROI and ROO performances
A Mid-Summer Start on an Integrated Partnership

Advertising Media + Influencers + Experiential

Entercom

- Radio Advertising
- Digital Content
- Market Social Influencers
- Mid-Aug. thru end of Sept. 2018
- Growth Market Focus
- Market Sweepstakes (data capture)
- Two Stations per Market
  - Atlanta
  - Chicago
  - Cleveland
  - Detroit
  - Indianapolis
  - Minneapolis

National Influencer Inclusion
- Video Content Development
- Social Content Curation
- Advertising Voice-Overs
- Distribution
  - On Air
  - Online
  - Social

- Experiential Marketing
- Brand Ambassadors
- On Site Branding
- Branded Giveaways
- Social Media Overlay
- Sweepstakes (data capture)
- Two Events
  - Chicago – July 28
  - Atlanta – Sept.
OUR RECOMMENDED TACTICS

Growth Markets
- Promote our core brand message through geo targeted quarterly e-newsletters
- Use Out of Home advertising to drive general awareness
- Invite influencer campaigns with integrated, multi-platform advertising overlays
- Utilize Digital Advertising to drive awareness, leads and engagement
- Add Radio advertising to drive awareness and engagement

Established Market
- Utilize geo targeting, retargeting and paid social media to drive awareness, leads and engagement
- Continue sending e-newsletters to those in our database but increase the lead time so that travelers have time to book travel to attend the events and activities we are promoting
- Promote niche offerings and through geo targeted quarterly e-newsletters
- Promote week-long vacation itineraries in online content and promote in social platforms

Emerging Market
- Source cost effective advertising to allow us to learn more about these customers
- Promote core brand messages through geo targeted quarterly e-newsletters featuring a variety of niche offerings
- Digitally offer multiple messages and niche offerings to test and learn what works best for this consumer segment
Destination Marketing
Plan Highlights
Plan Components

• Two Year Strategic Plan 2019-2020
  – Longer Term Goals, Objectives and Strategies

• One Year Integrated Marketing Plan 2018-19
  – Mission & Value Statements
  – Destination Marketing Goals
  – Destination Marketing Objectives
  – Customer Segments & Target Markets
  – Destination Marketing Strategies & Tactics
  – Destination Media Plan
  – Marketing Plans for Sales, PR, Sports, Film
One Year Plan Components (Cont.)

- International Representatives Plans
  - UK/Ireland, European, Brazil/Latin America
- Nature Tourism Plan (Eco, Fishing, Reefs, etc.)
- Arts, Culture & Heritage Plan
- Air Service Marketing Support Plan
- Market Intelligence
  - Destination Situation Analysis
  - Strengths, Weaknesses, Opportunities, Threats
  - Analytics Report for 2017
  - Analytics Report YTD for 2018
  - Competitive Analysis
- Implementation Schedules
  - E-Newsletters
  - Social Media Posts
- Budgets - 2017-2018
  - Media/Production Budget
  - Budgets by Marketing Disciplines
Mission, Vision Values, Commitment

CVB Mission Statement
To promote year-round distinctive, world-class vacation and group meeting experiences, which result in positive economic growth and stability for Collier County.

Our Customer Mission Statement
To be the trusted source of visitor information, destination amenities and activities to vacationers, meeting attendees, sports event participants and news media.

CVB Vision Statement
To be recognized as the most desirable year-round tourism destination in the world.

Value Proposition
- The value of our destination is communicated through highly targeted marketing tactics to show the sustainability of our natural resources and our quality of life.
- We ascribe to Collier County’s Value/Guiding Principles as a division and as the official Destination Marketing Organization for Collier County.

Our Commitment
We are dedicated to attracting high value visitors to our area, and encouraging them to spend their travel dollars in our area businesses. By encouraging year-round visitation, we support permanent employment that levels out the peaks and valleys in the annual business cycle in Collier County.
STRATEGIC LONG-TERM GOALS 2019-20

• Provide tourism industry leadership to ensure we remain competitive

• Be recognized as the trusted source for travel information and planning services for Collier County, including Naples, Marco Island, Everglades City and the western part of the Everglades

• Maintain and grow the market share of Florida visitors to Florida’s Paradise Coast of Naples, Marco Island and the Everglades

• Utilize the financial and staff resources of the CVB to their highest and best use

• Continue to build trust and engagement with our local and regional stakeholders and tourism industry partners

• Create, support and implement year-round destination marketing initiatives to level out the seasonality in visitation to our area
STRATEGIC LONG-TERM OBJECTIVES 2018-19

• Increase the percentage of group meeting attendee visitors to exceed 45% of total destination visitation by calendar year-end 2020
• Grow the return on investment of visitor spending from each dollar of advertising invested by $10 each year to reach $130 by the end of 2020
• Grow our visitor satisfaction level to 97% by the end of 2019
• Grow the economic impact to our community from visitor expenditures by 5% per year
• Grow the number of annual visitors by 1% in 2019 & 2% in 2020
• Grow the number of hotel room nights consumed by 1% each year through 2020
Branding

Brand Statement
Our area is known as:

“Naples, Marco Island and the Everglades Florida’s Paradise Coast”

Brand Promise
We promise our visitors that they will:

“Love what they discover in Paradise”

This promise embodies our brand amplifying phrase:

“Love, Paradise”
DESTINATION MARKETING OBJECTIVES

• Grow the number of annual visitors by 1% in 2019 and 2% in 2020

• Increase percentage of group meeting attendees to 45% of total visitation

• Grow Visitor Satisfaction level to 97%

• Grow visitor spending by 5% per year

• Increase inquiries to our tourism website by 2%

• Grow requests for our Official Visitor Guide by 1%

• Grow Return on Investment (ROI) of visitor spending to advertising dollars invested by $10 per year to reach $130 by 2020
LEISURE TRAVELERS:

Primary Demographic: Adults 35 to 64, including Boomers and Generation X

- Household income of $150,000.
- Campaigns should be skewed toward women

- **Boomer Generation**
  - 55 - 70 age group favoring Women, families and couples
  - Affluent: $150,000+ household income

- **Generation X**
  - 35 - 54 age bracket is the first 190 years of our primary target of adults 35 - 64
  - Travel as couples and families weighted toward women
Secondary Demographic: Seniors 65+ and Millennials

- **Seniors**
  - 65+ age bracket with time to travel
  - They can and do travel mid-week
  - Seniors will often bring grandchildren on vacation
  - Household income may not be as high but they love to travel in off season to get lower rates

- **Millennials**
  - 25-39 age group
  - Tech savvy, utilizing technology everyday
  - Use pinpoint targeting for couples with $100,000+ HHI
Activity Targets

• Primary Targets
  – Beach lovers
  – Culinary seekers
  – Destination wedding and honeymooners
  – Golf Vacationers
  – Nature-based activity explorers
  – Arts & Culture enthusiasts
  – Wellness gurus
  – Business travelers
Geographic Target Markets

• Summer Domestic
  – Established Markets: Miami, Ft. Lauderdale, Palm Beach, Sarasota, St. Pete/Clearwater/Tampa, Orlando
  – Growth Markets: Minneapolis, Detroit, Cincinnati, Columbus, Atlanta
  – Emerging Markets: Asheville, Charlotte, Nashville

• Winter Domestic:
  – Established Markets: Boston, New York, New Jersey, Philadelphia, Chicago, Indianapolis, Columbus
  – Growth Markets: St. Louis, Indianapolis, Milwaukee
  – Emerging Markets: Charlotte, Dallas/Ft. Worth
International Target Markets

• Canada- Winter Season, Ontario, Quebec
• Central Europe (Year Round)
  – Primary: Germany, Switzerland, Netherlands, Belgium
  – Secondary: France, Scandinavia
• UK/Ireland (Year-round)
• South America (Year-round)
  – Primary: Argentina
  – Secondary: Brazil, Colombia, Chile
Additional Targets

- Group Meeting Planners & Attendees
- Sports Event Attendees and Organizers
- Travel Media Journalists
- Community Partners, Citizens, Elected Officials
DESTINATION MARKETING GOALS

● **Advocate for our Brand**
  ○ Empower our visitors to enjoy their vacation experience with us
  ○ Instill in our visitors a passion for our destination’s experiences
  ○ Support our brand: *“Florida’s Paradise Coast of Naples, Marco Island and The Everglades”*
    ○ *“Paradise”* is the word our customers use to describe their experience here. That customer mindset must be in every written, spoken and photographic image used to promote our community to the world

● **Grow Visitor Yield (Spending)**
  Our brand promise to customers will focus on increasing the yield that our tourism partners generate from our customers
Destination Marketing Goals Cont.

• Influence visitors to extend their stay – pre or post
• Anticipate Market Changes
  – Threats to travel can occur at any time, from anywhere and without warning
• Increase the return on our marketing investments
Destination Marketing Tactics

- **Paid Media**
  - Broadcast, print, digital, e-newsletters, social media posts, search engine optimization, out-of-home

- **Owned Media**
  - Website, Facebook, Twitter, Instagram, YouTube, Visitor Guide

- **Earned Media**
  - PR and Media Relations through journalists, bloggers, influencers, TV series celebrities

- Experiential Videos
- Content generation
- Branded events
- Signature Special Events
- Sports Events
Dear Visitor,

There is something special about our destination. Something that beckons you to explore stunning white sand beaches, pristine turquoise waters, and glorious natural settings. Something that calls you to indulge in your passions for fine dining, upscale shopping, and all things luxurious. Something that speaks to you in an intensely personal way – promising one-of-a-kind experiences and moments never to be forgotten.

This is our invitation to you and yours. An invitation to enjoy a Florida vacation experience unlike any other. And, we can’t wait for you to accept.

Love, Paradise
Getting more time with them is great. Getting it for less is even better.

Love, Paradise

Seasonal rates you can’t help but love.

Love, Paradise
There’s lots to love about summer vacations here. Including the price.

Love, Paradise

NAPLES • MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

Fall in love with our seasonal values.

SAVE NOW

NAPLES • MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST

There’s lots to love about summer vacations here. Including the price.

Love, Paradise

NAPLES • MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST
Naples, Marco Island, Everglades - Paradise Coast
Sponsored - 📈

Our seasonal values are like our sunsets. They only last a short time.
Love, Paradise

Discover Summer Specials
Visit Florida’s Paradise Coast

DiscoverYourParadise.com

1 Comment
Like Comment Share

Seasonal values are like sunsets—they only last a short time. Save with seasonal specials on Florida’s Paradise Coast.

paradisecoast
Sponsored - 📈
Marketing Discipline Plans
Group Meeting Sales Strategies

- Meet the pent-up demand by re-introducing our group meeting facilities and unique off-site venues
- Promote the new group inventory that was unavailable the last few years. With the new renovations and new and increased meeting space we can introduce the concept of “City Wides” and “Island Wides” to fill the new meeting space
- Promote affordable summer business, incentive business, corporate continuation, financial and insurance business as a focus and continue to work on established markets. We will need to re-introduce our meetings opportunities and encourage an extra day stay pre or post meetings
- Rebuild our group sales opportunities on both our website and social media platforms
- Emphasis more targeted trade shows, sales missions and webinars
- Grow our investment and presence and results with Cvent
- Partner with our local hotels and with branding solutions utilizing locally sourced incentive gifts.
- Develop Digital or video mailers to use as trade show meeting planner follow ups
- Develop and promote the “Bleisure” concept of converting business travelers to leisure travelers
Midwest Representation by Synergy-Direct

Strategies:

- Increase awareness of the destination among group meeting planners
- Educate planners on the destination’s new and updated meeting facilities
- Promote need period travel for the Collier area group meeting hotels
- Aggressive lead generation to gain new sales opportunities for the destination
- Focus on Corporate Planners, Third Party Planners and Incentive Houses in the Midwest
Wellness Tourism

Goals
- To be an Internationally known wellness vacation destination
- To be on a list of Wellness Destinations (when one googles wellness destinations get on top 10 listing)
- To maintain Happiest Healthiest designation by Gallop polls
- Long term goal to have CVB hire/appoint/contract a staff person dedicated to wellness tourism sales
- To get all Collier County wellness tourism listing linked to CVB website Paradise Coast.com including events, nature, sports, fitness, healing/health/medical, “Blue Zone”, Hotels, Restaurants, Spa/beauty.

Strategies
- Gather all wellness entities in Collier County through solicitation to CVB data base
- Input all wellness information as a tagged event or criteria to CVB website
- Use key adjective words so destination comes up in wellness vacation/tourism searches and wellness is easier to find on CVB website
- Develop a Logo and Tag line for our wellness Tourism to use on promotions, website, partner links and press releases
- Google “Wellness” and follow guidelines
Travel Industry Sales

Strategies (Opportunities)
- Increase exposure and train agents in Latin American markets in Argentina, Chile, Colombia to be able to talk about luxury, beautiful beaches, dining, shopping, promote family friendly, easy access via Miami, Ft. Lauderdale, Tampa. Train 300 agents in all.

- Increase exposure and train agents in the Midwest market. Growth markets, Minneapolis, Indianapolis, Milwaukee, Cincinnati, Cleveland, Columbus, Detroit, St. Louis. TX Train 300 agents in all

- Increase exposure and train agents in the Canadian market. Specifically, Ontario and Quebec. Promote value season, family, adventure, wellness tourism, festivals and breweries. Train 200 agents in all.

- Continue to grow the database by attending shows and sales missions to our top feeder markets. Partners requested Tampa as a destination for a Florida Sales Mission. Continue to market beaches and warm weather, festivals, wellness tourism, eco-adventure, dining.

Tactics
- Attend La Fit in Argentina with Tampa, St. Pete, Fort Myers as the West Coast of Florida. Attend Ladevi or ONY shows in Santiago, and sales calls to offices. Attend ANATO with St. Pete, Tampa. Will host events to train and educate agents and media
- Attend Midwest travel shows, visit AAA offices, webinars to cities named above.
- Attend SITV with Visit Florida and participate in spring sales mission.
- Attend NY Times, Boston, Philadelphia and sales missions to the Northeast. Florida Sales Mission and appointment-based travel agent shows.
Specialty Markets Sales

Strategies (Opportunities)
Attending Luxury Meeting Planner events and bringing the luxury planner to the destination to show them what we have and that we are a luxury product.
For LGBTQ get the word out of the national and local organizations growing in the area, along with promoting new events such as Pride. Attend tradeshows, meet planners and travel agents face to face to show that acceptance in the destination is growing. There is more to do and that they can be comfortable and safe here.
SMERF – Supply information to planners on all newly renovated hotels with their luxury amenities and show the value of hosting their meeting in these types of properties and venues. Educate them that you do not need to be on the beach to host a beautiful event in Paradise.

Tactics
LGBTQ –
EXPOSURE – Hosting a journalist or blogger, attending tradeshows and continue use of the IGLTA travel website. Using social media with possibly some target marketing as well.
Create more collateral filled with friendly vendors and images. Setting up a landing page with friendly content on the website.
SMERF – Tradeshows assistants with site visits and possibly look at hosting a webinar to educate planners on our value properties and seasonal savings.
Destination Weddings – Developing new collateral and imagery for marketing and educating the luxury planner on the destination. Host one Luxury Wedding Planner FAM
Wedding & Honeymoon Market

Geographical:
- Primary: Philadelphia, NY, Boston, Illinois, Chicago
- Secondary: In state FL Market

Age, Income:
- Primary: 35-60 with a Household Income (HHI) of $150 K
- Secondary: LGBT with HHI of $100 k+ and Millennials

Activities:
- Primary: Beach, luxury, Romance, family friendly.
- Secondary: Arts, culture, eco & adventure, golf, beach, shopping
PR & Communications Strategies

• Increase year-round Visibility with out-of-market publicity
• Promote tourism benefits and contributions to the local economy
• Extend Reach and engage new audiences through digital platforms
• Enhance communications channels with local tourism industry
• Serve as keepers of the Paradise Coast brand
Crisis Communications Plan

- Work with Emergency Ops Center ESF 18 team to develop and implement a WebEOC-based hotel vacancy grid that updates easily and is visible to the entire EOC user network.
- Refresh the template responses for virus outbreaks, algae blooms, Hurricanes, wildfires, oil spills and other issues that might negatively impact visitation.
- Work with Miles Partnership to redesign the website emergency module and the communications module to keep partner information updated during emergency situations.
- Work with local tourism partners and EOC team to get them to register with the new Florida Virtual Business Emergency Operations Center in advance of a crisis.
Digital & Social Media Plan

Strategies

• Create more compelling content for the tourism website
• Engage more of our partners in social media and digital implementations
• Conduct Partner Training Classes on social media marketing techniques
• Conduct contests designed to “sell the destination” in conjunction with “Love, Paradise” branding campaign
• Host more influencers in the destination with large following
• Expand “In-House” video production to supplement outsourced services and to catch “pop-up” opportunities
Digital & Social Tactics

• Continue to enhance capabilities of the www.ParadiseCoast.com website
• Utilize CrowdRiff to attract more user generated photos and videos.
• Produce multiple live video broadcasts per month
• Create and launch one social media contest per quarter
• Increase frequency of boosted social media posts
• Organize quarterly InstaMeets
Sports Marketing

Goals

- Educate local and national entities on the timetable and types of events that the new sports complex will feature.
- Communicate at least quarterly with event organizers/rights holders to keep relationship fresh.
- Create a more robust post event report using industry best practices.
- Explore developing sports specific branding to showcase Collier County and strategic branding for marketing the new sports complex.

Overall Near-Term Strategies (Opportunities)

- Develop a branding/marketing plan for the sports department.
- Develop an intern program to help the sports team to create an active volunteer base and contribute to the success of the team.
- Capitalize on NCRP’s new turf fields in activating new summer events.
- Use a housing bureau to manage hotel blocks and pickups for sponsored events.
- Work on strengthening relationships with partners and event organizers.
Sports Strategies

Overall Long-Term Strategies (Opportunities)

- Promote active opportunities and attractions for young families.
- Promote unique dining, family dining, outdoor experiences, and water activities.
- Promote the easy access that we have to our beaches.
- Research opportunities to promote the Sports Complex.
  - International events and sports training opportunities, specifically winter training, pose a significant growth market for our community.
- Encourage our partners to create additional length of stay opportunities.
- Enhance the experience of the sports tourist while in the county.
- Engage event organizers and participants through strong presence, both digitally and through on-site activation.
- Improve quality and quantity of sporting event lead collection.
- Continue to foster a strong relationship with Parks and Recreation and the Sports Council.
- Create a Sports Advisory Committee consisting of local organizers, facilities, and possibly hoteliers.
Sports Strategies Cont.

Overall Long-Term Tactics

- Create itinerary section on the website promoting what teams and families can do when they come to the destination and encourage them to stay longer.
- Educate our partners on the power of developing packages to move people throughout our destination.
- Research international and watersports tradeshows opportunities to showcase Collier County as a water sports destination.
- Identify and place advertisements in the media, targeting promoters to bring their event to our destination.
- Work with local sports organizers with international contacts to attract spring training for Korean and Mexican baseball and soccer (football) with Caribbean, European, and Latin American teams/clubs.
- Research additional conferences, shows, and coaches forums.
- Increase responsiveness to event organizers through contact database.
- Research database options such as HubSpot rather than Sales Force.
- Conduct bi-weekly and monthly meetings with Parks & Recreation and the Sports Council to ensure a strong local organizing group for all future events.
Film Office Strategies & Tactics

• Utilize Reel Scout to showcase our film and TV location assets
• Promote our new website: www.FilminParadise.com
• Attract more niche TV & International production that is not incentive driven
• Assist local production companies and studio development projects to grow production jobs
• Strengthen relationships with Film Florida, Visit Florida and Florida Tax Watch
• Support local film festivals – Naples International Film Festival and FilmFest239
European Strategies- Diamonde

- Drive demand and top of mind awareness
- Train reservation agents in German speaking areas
- Develop co-op promotions with travel trade
- Target growth markets of Belgium, Switzerland, Austria
- Grow travel from Millennials and Gen X visitors
- Grow blogger and influencer relationships
- Feed journalists with story ideas and press releases
- Organize fam trips of journalists and travel trade
UK & Ireland Strategies- Ommac, Ltd.

• Build awareness with consumers and trade for travel to our area
• Generate new content and images for media
• Promote travel trade on-line training about the destination
• Build social media engagement on Facebook & Instagram
• Assist in discussions on direct air service from UK to RSW
• Organize luxury travel trade fams to destination
• Attend UK/Ireland trade shows, Visit Florida and Brand USA events to promote the destination
Latin America Strategies- AVIAREPS

- Target luxury travel agents and tour operators
- Explore LGBT and wedding markets for future travel to our area with specialized tour operators
- Explore niche markets like golf and fishing
- Organize travel trade training missions around trade shows
- Expand reach to emerging markets of Argentina, Colombia and Chile
- Develop co-op promotions with targeted travel trade
- Organize fam trips for journalists, influencers, video producers and travel trade
Active Adventure Strategies

• Promote eco, active and adventure activities and special events to new and repeat visitors.
• Connect with special activity consumers through channels they use the most to gather information on future travel destinations
• Identify projects to better direct visitors and residents on where and how to access natural based activities
• Identify travel writers, bloggers/influencers that have a keen interest in nature tourism activities
• Create and promote vacation packages to connect several nature activity providers into a multiple day visit to our area.
• Identify broadcast personalities to bring their programs to Collier County to film one or more episodes on the “best kept secrets” of our area that include our nature-based activities.
Arts & Culture Tourism

- **Oversee Arts & Culture Strategic Plan for Collier County**
- **Arts & Culture website section**: Includes expanded partner listings, descriptive information, images, hyperlinks and special offers. The Web Page also links to various arts & culture related web videos and articles.
- **E - Newsletter**: Promote Celebrate the Arts Month in November and feature arts and cultural activities again in February. Content includes hyperlinks to community Arts, Culture & Heritage events.
- **Arts, Culture & Museum Grants**: Encourage to plan and submit grant applications for special events and promotions that will attract visitors to their facilities and encourage overnight stays in our hotels.
  - The grant guidelines encourage special event advertising and promotion of their events in our visitor feeder markets and to link to our CVB events web pages for destination information.
  - Encourage packages that include hotels with event tickets, dining and shopping discounts to attract out of market visitors
- **United Arts Council** cooperation to increase distribution of their printed Cultural Arts Calendar of Events and to expand the reach of their digital event calendar
- **Organized Tours**: Solicit for one or more Collier area transportation partners to assist the CVB staff to organize and actively offer tours of our County and nonprofit museums and art gallery clusters.
- **Public Relations Programs**: Identify cultural publications that will provide an opportunity to increase the branding message using advertisements in cooperation with area arts and culture organizations.
Heritage Tourism

- **Paid Media**: Allocate funding in Heritage market advertising and promotional support of area heritage and historical events
  - Work with Collier museums and non-profit museums to place targeted heritage advertising utilizing these allocated funds
  - Support the Collier County Museums major events with social and digital media placement on heritage websites and other websites and publications with followers interested in history.

- **Earned Media**: Grow coverage of museum events and encourage museum visitors to post to social media platforms

- **Naples Depot Visitor Center**: Promote this new location at the Naples Depot Museum to inform visitors of the many visitor activities available in the County. This new center will be located in a vintage baggage car on the parking lot at the Depot that has been restored to its “Orange Blossom Express” condition.
Air Service Marketing Strategies

- Attract new domestic scheduled and chartered flights from the western US markets of Los Angeles, San Francisco, Portland and Seattle.
- Attract new International service from UK, Europe, Scandinavia and South and Central America.
- Encourage expanded air service from our primary fly-drive markets, including Miami, Ft. Lauderdale, Palm Beach, Tampa, and Orlando, Punta Gorda and Sarasota.
- Work with receptive tour operators located in Miami and Orlando that represent the major air carriers into Southwest Florida to expand the number of Collier County hotels featured in their travel programs (i.e. US Air Vacations, Allegiant Vacations, Delta Vacations).
- Distribute our Official Visitor Guides and maps at RSW, Punta Gorda, Naples Municipal Airport and Collier County Airports.
- Include mentions of the Miami, Fort Lauderdale and Punta Gorda airports in marketing materials to show their close-proximity to Collier County.
- Maintain current and create new co-op programs with Lee VCB, RSW Airport and Visit Florida and promote new air service to RSW.
- Attend Air Service Development trade shows (i.e. Routes Americas & World Routes).
- Apply for Air Service grants with Visit Florida.
Destination Marketing & Advertising Budget

- **Media Total** $3,760,000
  - Planned Media Placement 3,610,000
  - Contingency for unplanned media 150,000

- **Digital Total** $400,000
  - Social Media Posts & Platform Mgt. 186,800
  - Website/landing page updates 9,000
  - Vendor communications / Ad ops 166,700
  - Database Updates 12,500
  - Contingency for unplanned digital 25,000

- **Production Total** $840,000
  - Photo & video shoot for Leisure 325,000
  - Photo & shoot for Meetings 125,000
  - Fall/Winter campaign 50,000
  - Spring/Summer campaign 20,000
  - Niche Marketing campaigns 20,000
  - Social media content development 97,000
  - E-Scapes (2 x Consumer & 1 x Meetings) 75,000
  - Special Event support 15,000
  - Golf promotions 15,000
  - International advertising 30,000
  - Meetings advertising 30,000
  - Sports advertising 8,000
  - Miscellaneous: 20,000
    - Client requests
    - Collateral Updates
  - Contingency for unplanned production 25,000

- **Media, Digital & Production Total** $5,000,000

- **Agency fee (10% of Total Above)** $500,000

- **Total Destination Marketing Budget** $5,500,000
Suggestions & Comments