



NAPLES · MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

2023 Spring/Summer Campaign Overview



PARADISE 2023

Media I Overview

GOAL:

Maintain and grow spring/summer visitation from our in-state and out-of-state target markets.

STRATEGY:

Larger focus within overall budget on shoulder season with paid media plan to inspire and drive consideration for short term travel within May-Sept

TIMING:

April - July, 2023



Media I Overview

Flight: 3/27-8/6/2023

Target Markets: (Top Spending Markets & all Florida markets):
Chicago, NYC, Boston, Minneapolis, Philadelphia, Milwaukee,
Hartford-New Haven, Atlanta, Miami-Ft Lauderdale, Tampa-St
Petersburg, Orlando, West Palm Beach, Jacksonville.

Shoulder Season Campaign with Hyper-focus:

- Luxury audience and unique positioning as an elevated, coastal destination to separate from regional competition
- Top spending markets during shoulder season
- Upwardly Mobile Affluent Professionals
- Culinary Enthusiasts
- Eco tourists



Digital Media

The digital campaign is anchored by:

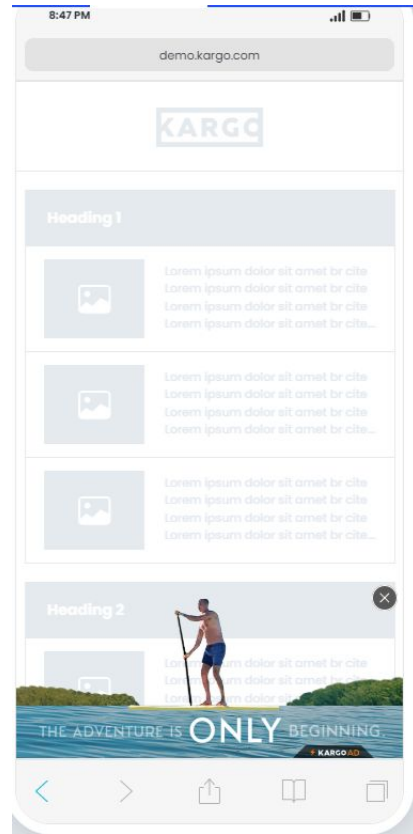
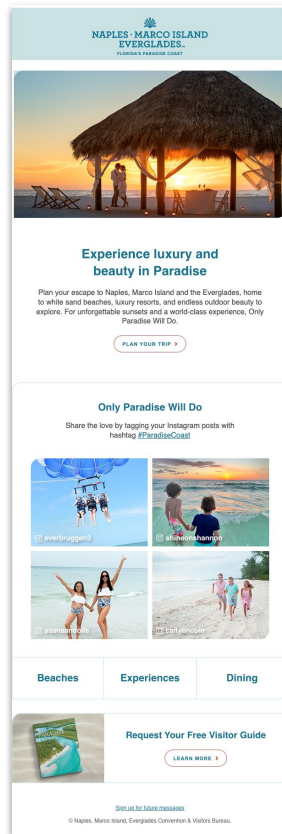
- **Reaching Past Visitors (Q1 Media)** - Targeting past visitors to Collier who have visited in the past 3 years **but not in the past year** (since April 2022). Approx half impressions to out of state markets and half to Florida market
- **Converting Daytrippers to Overnight Stays (MobileFuse)** - Reach users who have visited Collier County as daytrippers from Miami-Ft Lauderdale, Sarasota, West Palm Beach, Tampa-St Pete, but have not stayed overnight, Negatively targeting residents to ensure we are reaching visitors.
- **Driving Short-term visitation (Sojern)** - Targeting those actively looking for hotels, car rentals, or flights in Collier or our competitors for 2 or more nights in May-Aug, to drive short term late Spring/Summer visitation. Also retargeting those who looked for Naples and didn't book.



Digital Media

Additional Strategies

- **Reaching Travel Enthusiasts in premium environments (TravelSpike):** Paradise Coast ads will run across premium partners such as Travel Channel, Frommers, CruiseCompete, Kayak, and Trip Hound
- **High Impact Mobile Campaign (Kargo):** Approximately **70% of the Paradisecoast.com site traffic comes from mobile**, so we have a high impact mobile experience targeting people reading about travel, luxury, eco tourism, etc, on premium publisher list
- **Reaching people actively searching for experiences with Native and Video (Division D):** Consistently one of the campaign's top performers. Targeting people with native and video when they are doing searches online for travel experiences. Also retargeting those who visited www.ParadiseCoast.com
- **Grow Florida email database: (lead gen campaign with Rex Direct):** Campaign to acquire avid travel enthusiasts who are Florida Residents and invite them to sign up for the for the Naples, Marco Island & The Everglades CVB newsletter. Guaranteed total of 20K new email subscribers.



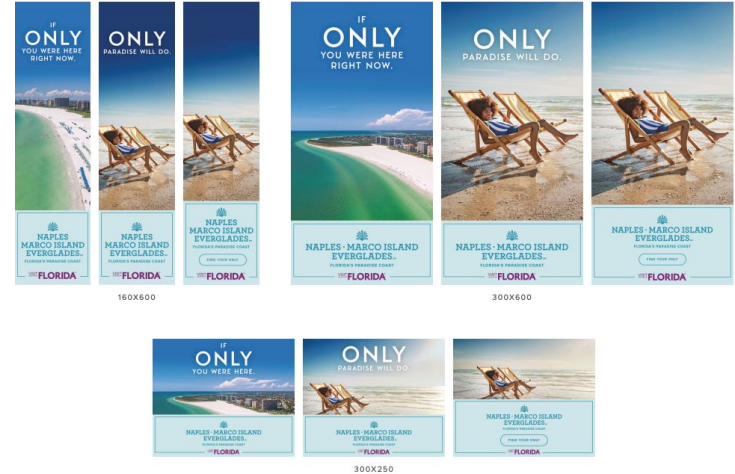
VISIT FLORIDA | Digital Recovery Coop

Leveraging VF Recovery Coop offered to destinations post Hurricane Ian

- Display Banner Program with 6.2M impressions, with VF matching 1:1
- Remarketing visitors to VISITFLORIDA.com as well as look-a-like audiences.

Primary VISIT FLORIDA target markets:

- East of the Mississippi + Atlanta, Boston, Chicago, New York, Philadelphia, Washington, DC, Minneapolis, Milwaukee, Hartford-New Haven, Secondary Markets: Dallas, Detroit, Indianapolis, St. Louis



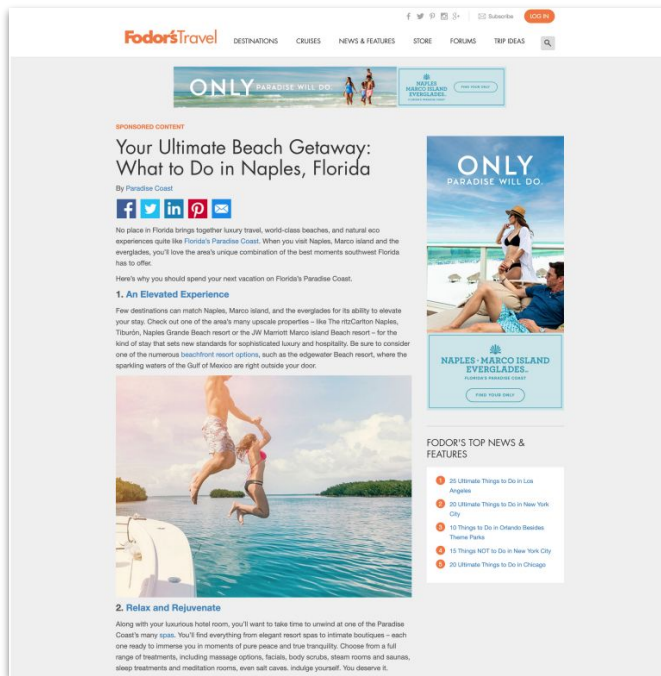
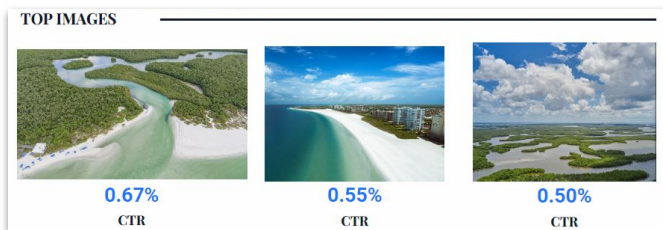
Native Content

The native content campaign will include two media programs:

- Native article with our partner **Nativo**
- High-impact program with **Conde Nast Traveler**

Broad Reach Native Content: **Nativo**

- Native Article running across hundreds of premium publishers such as Fortune, Entrepreneur, People, Outdoor Life, Robb Report, Fodors. Native and video units drive to **article page which opens up on same site user is on**, not disrupting their experience.
- We were able to get **learnings from previous campaigns** to build on regarding top performing headlines and images (such as you see below), as well as Audience Analysis of those engaging with article



Native Content - Conde Nast Traveler

Conde Nast Traveler Program

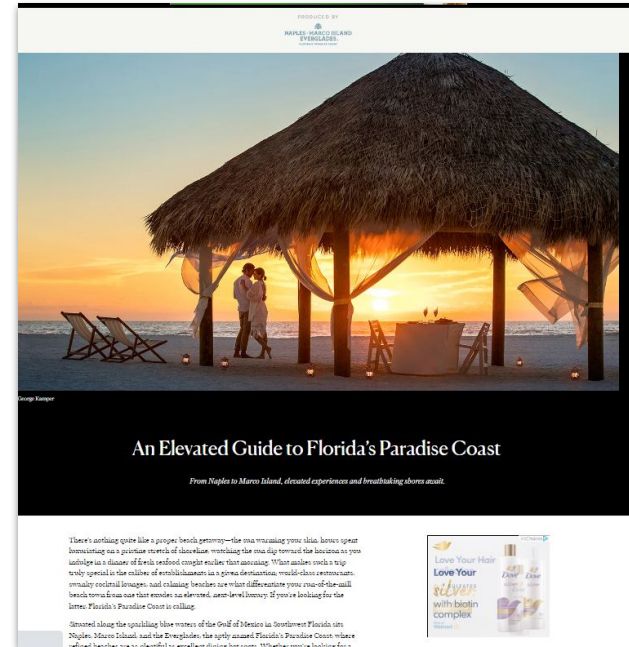
Program includes digital native article content and print advertorial

- Print: **May/June Issue of Conde Nast Traveler** and **Bon Appetit April** Travel issue - both with 1 Brand Page with FP advertorial (VF coop)
- 1 **Native Article** on CondeNastTraveler.com with 3 months of native tile banners driving to article, and social amplification (Facebook and Instagram)

CNT May/June

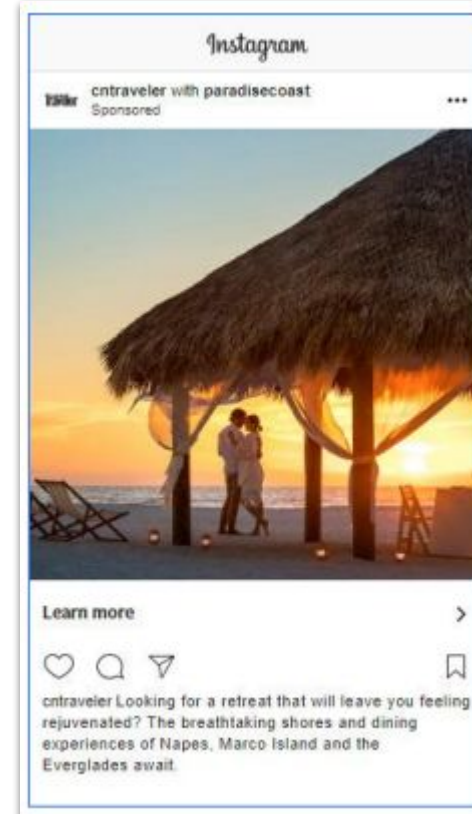


Bon Appetit April



Native Content - Conde Nast Traveler

Social Media Posts driving users to read article.



Streaming TV & Audio

Peacock - running across Peacock and NBC Universal platforms with 2 ad units: *Pause Ad* and brand video (:15 and/or :30). Pause ad will present when viewer pauses video, with QR code

Undertone - targeted to our affluent audience through technology that recognizes what content the viewer is watching (food, home, comedy, travel or outdoors) with special *full screen branded CTV* ads of Collier County commercial that pulls back to branded canvas with QR code.

- Also includes *second screen targeting* which will serve a mobile ad on the viewer's mobile device when they have viewed a competitor's commercial or other travel advertiser such as cruise lines, hotels, all-inclusives, OTAs, etc.

YouTube- topic targeting including comedy, food, travel, home, and nature/outdoors. Skippable and non-skippable video

Spotify/Music and Podcasts - Interest targeting to cooking, culture & society, health/lifestyle, parenting, travel AND Podcast Ads with Contextual targeting to Events/Attractions, Family, Fine Art, Food/Drink, Healthy Living, Pop Culture, Travel

Peacock Pause Ad



Undertone Branded CTV



Print

The print campaign will include
:

Flamingo Magazine - Spring/Summer Florida Icons Issue

- Includes BACK COVER and 1 FP brand ad inside book
- Includes 1 dedicated eblast

Local Palate Magazine - Summer issue: Beach Getaways/ Summer Sustainable Foods Issue

- Includes FP brand ad plus 1 page itinerary-based advertorial, 1 dedicated enewsletter and Pinterest post (both repurposing advertorial content)

Garden & Gun - Print: Brand Ad + Full page Advertorial/Branded Content in June/July 2023 Travel issue

Flamingo Magazine Full Page Ad and Back Covers (respectively)



Garden & Gun | Integrated Program

Besides the print ad, we will also have digital content and an exciting event with Garden & Gun readers

- **Print Ad - Brand Ad + Branded Content in June/July 2023 Travel issue**
- **Digital Branded Content** with the following promotion with social media driving to article
- Added Value **Home page Takeover** for 1 week on gardenandgun.com where Paradise Coast will have all ad presence on page to all users

2 page spread in G&G



An Elevated Escape

WHY NAPLES, MARCO ISLAND, AND THE EVERGLADES IS A TRAVEL TRIUMPH

Whether you're looking for a beachfront escape or a sophisticated getaway, the Naples, Marco Island, and the Everglades region offers a unique and elevated experience. The area is known for its pristine beaches, world-class dining, and stunning natural beauty. The Naples area is a haven for those seeking a sophisticated escape, while Marco Island offers a more relaxed and family-friendly atmosphere. The Everglades region is a must-visit for those interested in nature and wildlife. The area is also home to some of the best golf courses in the world. The Naples area is a haven for those seeking a sophisticated escape, while Marco Island offers a more relaxed and family-friendly atmosphere. The Everglades region is a must-visit for those interested in nature and wildlife. The area is also home to some of the best golf courses in the world.



NAPLES
MARCO ISLAND
EVERGLADES.
FLORIDA'S PARADISE COAST

FIND YOUR ONLY

Garden & Gun | Event

Experiential Event: Florida Al Fresco

Garden & Gun and Naples, Marco Island & The Everglades CVB present Florida Al Fresco, an intimate dinner experience.

Together, G&G and Paradise Coast invite guests to a special culinary experience and to experience the beautiful destination, kicking off the evening with creative cocktails and culminating with a multi-course meal.

The ticketed event takes place at **Campiello on September 14th, 2023**

- Event limited to 60 ticketed guests and offered exclusively to Garden & Gun readers
- Three (3) local chefs prepare a special “Italian Meets Southern” dining experience for guests



Local TV | Tampa

TV Campaign to inspire summer visitation from key market of **Tampa/St Pete/Clearwater**

- Flight Dates: 5/29-6/25
- **4 week** TV campaign to run in Tampa Bay market.
- Spots will run in programming such as **Good Morning America, Evening News, and Kimmel.**
- Includes **4-minute segment** in local show Morning Blend on 6/7 or 6/8 with Zoom interview with client and b-roll. Package also includes 1 **re-air of segment live mentions read by hosts.**

105 spots, :30 and :15 second commercials



WFTS
TAMPA BAY



Print - The Villages

To reach **retirees who can travel any time** at the drop of a hat, we are creating a presence with the residents of The Villages to drive short-term, midweek summer travel.

The Villages Daily Sun (newspaper)

Five (5) full-pages in the travel section of the Villages Daily Sun

- Circulation: 55,000
- Paying for 3x, getting 2x bonus
- Issues: 5/28, 6/4, 6/11, 6/18, 6/25

The Villages Magazine

One (1) full-page in The Villages Magazine

- Circulation: 43,000
- June Issue



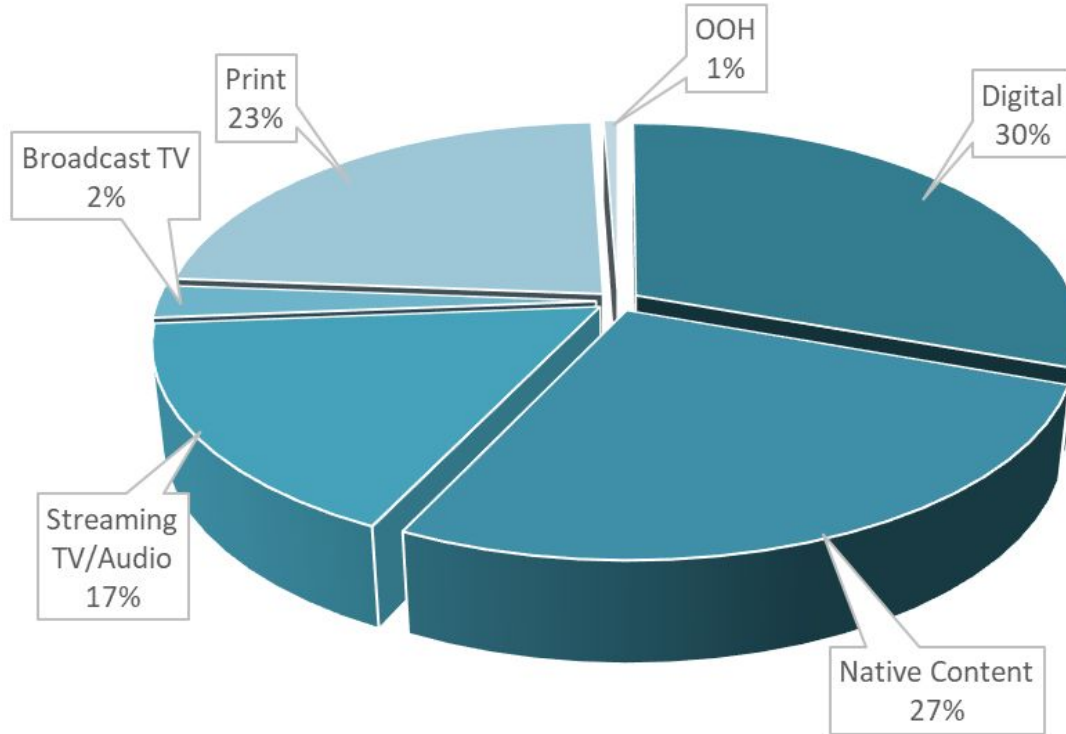
Out Of Home

Two of the most expensive vacation destinations in the US are **Martha's Vineyard and Nantucket**. This is an opportunity to reach that captive audience on the ferries going over to each island from New Bedford MA.

- :30 Video Spot running for the full month of July on the 45 - 1 hr ferry rides to Martha's Vineyard and Nantucket.
- Reaching affluent consumer relaxed and en-route to high-end vacation spots with fixed dwell time exposure.



Spring/Summer Media Mix



So how will we measure?

With our campaign spanning all the facets of the travel planner journey, reaching them throughout, we have many ways to measure success.

Ultimately of course, we are driving visitation, so full hotels, thriving restaurants, and bustling local businesses is the the goal; KPIs measured by the STR indicators of Occupancy, ADR, RevPar, etc. That will be a product of all the efforts across all marketing; PR, sales, robust website content, etc.

But using the digital intelligence and attribution research available to us, we will keep a close eye on media metrics that indicate intent such as clicks to the site, video views, and email sign-ups. We will also be able to assess results of our digital advertising by these partners;

- **Expedia** - gross sales based on hotel, vacation rental, and flight bookings driven within the time of the campaign
- **Adara Impact** - hotel revenue by digital partner, top markets visiting, as well as insights such as summer booking windows, traveler types, etc.

Return on Ad Spend will be calculated for campaign based on the above results.





THANK YOU

PARADISE | 2023