

Overview

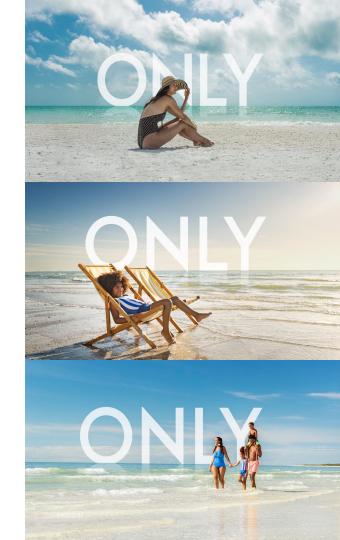
As we move into 2023, we put in place an Always On Campaign to serve as a strong underpinning for our seasonal campaigns.

That campaign includes:

- Paid Search
- Facebook/Instagram
- Pinterest
- TikTok
- Adara Digital Campaign reaching travel intenders
- Quarterly Email Marketing campaign with retargeting
- OTAs:
 - o Expedia
 - KAYAK

With that in place, we focused our Winter Campaign on making a strong impact into **one key proven market and one opportunity market**: Chicago and Hartford-New Haven.

Looking ahead, there will be a strong integrated Spring-Summer campaign that will start in April and run through August.



Winter Campaign Takeovers

GOAL:

Drive interest and visitation from key markets in Northeast and Midwest.

STRATEGY:

Reach residents of selected cities during snowy, slushy winter months, across various media channels that they consume as they are going about their day, and show them beautiful Paradise Coast.

AUDIENCE:

Affluent Chicagoans and residents of Hartford and New Haven, CT (Age 25-64, Household Income \$175K+)

TIMING:

We were in Chicago January 9th through February 5th. Hartford and New Haven launched the week of February 6th.



Market Selection

We looked to Zartico to provide learnings over the past year and in key seasons to guide us towards market recommendations. We looked at both **top markets in** *visitation* as well as **top markets in** *spending* while in market.

Top 10 Markets in Winter Spending 2022 (% of Visitors)

- 1. Chicago
- 2. Boston
- 3. NYC
- 4. Minneapolis
- 5. Philadelphia
- 6. Milwaukee
- 7. Miami-Ft Lauderdale
- 8. Hartford-New Haven
- 9. Green Bay-Appleton WI
- 10. Tampa-St Petersburg

Standardized Metro Area	% of Total Visitor Spend	% of Cardholders	Avg Transaction Amount
Hartford & New Haven CT	2.4%	1.6%	\$105.02
Boston MA-Manchester NH	9.8%	6.8%	\$99.56
New York, NY	8.4%	6.2%	\$92.49
Philadelphia PA	5.1%	4.7%	\$73.73
Milwaukee WI	4.0%	3.7%	\$73.68
Minneapolis-St. Paul MN	7.7%	7.9%	\$66.87
Chicago IL	10.2%	11.0%	\$63.63
Green Bay-Appleton WI	1.8%	2.0%	\$63.40
Miami-Ft. Lauderdale FL	2.5%	3.9%	\$44.11
Tampa-St. Petersburg (Sarasota) FL	1.6%	2.7%	\$41.33

However, when we look at the markets ranked by average transaction amount, we see one market - that we have not been targeting - rising to the top: Hartford-New Haven.

Both in full year results as well as Winter, the market with the highest transaction amount among visitors was Hartford-New Haven.

Market Selection

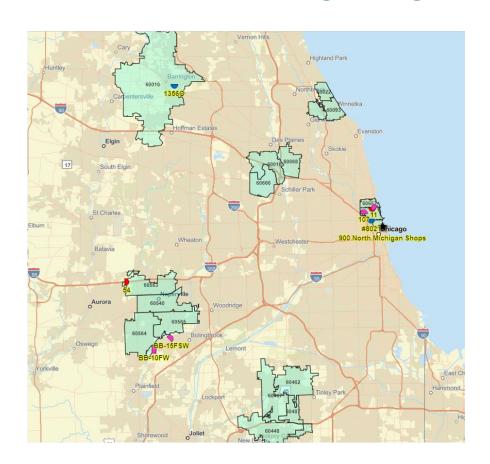
Zartico also shows us some other interesting indicators for Hartford-New Haven:

- The demographics and HHI of Hartford are much more affluent than the average Collier County visitor, which shows potential for a higher value visitor
- We see that Hartford-New Haven visitors do visit during typical snowbird season, however they arrive a little earlier (October) and leave later, with strong visitation showing in April
- The Hartford-New Haven visitor is more likely to visit the higher-end properties, and spend more on food while in the destination, indicating a clear propensity for higher spend and more affluence

With these learnings in mind, we are targeting Hartford-New Haven as an **opportunity market for FY 2023, and** have targeted that and Chicago - the top spending market - for a Winter campaign focus.



Market Selection: Chicago Neighborhoods



Zartico data shows top areas of focus based on spending to Collier County:

- Lincoln Park
- Barrington
- Naperville
- Winnetka
- Park Ridge
- Orland Park
- Central Business District

Winter Campaign Takeover

Chicago

- Comprehensive Out-Of-Home Program
 - Billboards
 - o Bus Wraps
 - Bus Shelters
 - EV Charging Stations
 - Mall Advertising
 - Mobile Retargeting
- Print
 - VF Coop in Chicago Magazine
 - FP Print Ad with Scratch n Sniff card in National Magazines to Chicago subscribers
- Television
 - TV Campaign on ABC station with custom Paradise Coast segment



Total of 9 billboards in key neighborhoods identified by Zartico

Market: Chicago, north of Lincoln Park

Location: Clark @ Diversey & Broadway W/L F/SE

Unit: Digital Poster



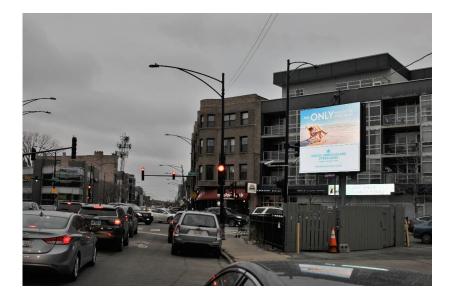


Market: Chicago, Lincoln Park/West DePaul

Location: Clybourn Avenue S/O Fullerton Avenue F/S

Unit: Digital Poster





Market: Lincoln Park

Location: N Kingsbury St & W Blackhawk St

Unit: Bulletin



Market: Naperville

Location: I-88 W/O Hwy 59 S/L F/W

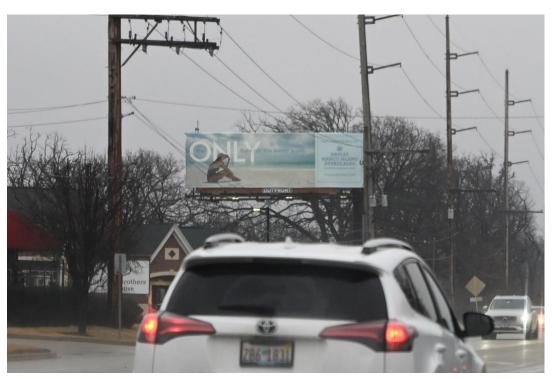




Market: Barrington

Location: Northwest Hwy S/O Hillside Road E/L F/N

Unit: 10'6"x36' Bulletin



Market: Chicago / Lincoln Park

Media: 20 plus 10 bonus buses, full and partial bus wraps (Bus Kings and Bus Ultra Super Kings)





Bus Install Date Schedule

Market: Park Ridge / Orland Park / Winnetka

Units: Bus Wraps: 3 in Park Ridge, 3 in Orland Park & 3 in Winnetka (9 Total)





Media: Multiple Bus Shelters

Locations: 14 Shelters in Central Business District, Downtown, and Lincoln Park



Market: Chicago Central Business District

Unit: Mall Digital Directory Toppers (14 Screens) in 900 North

Michigan Shops





Click to play video

Market: Chicago (Naperville, Central Business District, Skokie, Park Ridge)

Units: 50 Digital Screens on EV Charging stations in front of premium retail and grocery stores

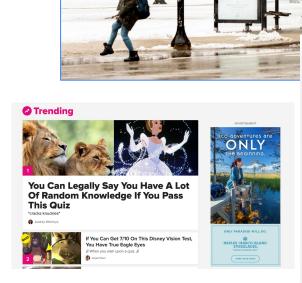


<u>Video</u>

Media: Mobile Retargeting

We have a mobile campaign in place that will retarget people on their mobile phones or desktop after they have walked or driven by any of our OOH advertising.

- In Chicago, we received 1,644 clicks from those who saw our OOH and then saw an ad on their mobile phone or desktop!
- The top clicks came from those exposed to the advertising on the EV Charging Stations and the Digital Bus Shelters.



A growing number of companies are trying to bridge this gap with kid-tailored financial

products—debit cards with training wheels, so to speak. Foremost among them: Greenlight, an Atlanta-based fintech whose financial backers include a promising little company called

The Greenlight card now numbers 400,000 total users, including parents and kids. It's essentially a prepaid debit card—parents can load it up with

as much or as little as they want—but with a number of family-friendly functionalities.

"It's more than just a debit card for kids to

spend," says founder Tim Sheehan. "It's a set of

tools to help parents teach kids to be smart about

For instance: Parents can ensure that kids only

purchase from approved vendors. They can track

The accountcan be funded by regular allowances, by chore-related bonuses, or occasionalgifting

all spending, via its mobile app. They can set

their own interest rates, to encourage kids to save. And they can set up a special bucket, for

giving to charity.

Amazon.com.

Media: Chicago Magazine

Chicago's most authoritative glossy lifestyle magazine, with a nearly 50-year history of award-winning, life-improving journalism.

Feb issue with VF Coop Section FP Ad plus bonus Advertorial in VISIT FL section In-home date - January 20th





Media: Magazines - Food & Wine, Elle Decor, Smithsonian

Aligned with the strategy of **reaching consumers through their emotions**, we will have a custom scented card attached to our full-page ad that will evoke the smell of the beach.

Ad will run in 307,800 subscriber copies of premium selected magazines reaching affluent consumers:

- Elle Decor
- Smithsonian
- Food & Wine

Scented Card and Full page ad

Timing: February issues of Elle Decor and Food & Wine, March issue of Smithsonian, in home mid-January







Back

Market: Chicago Media: Television

Station: WLS-TV ABC 7

4-week TV campaign in Chicago on WLS-TV ABC 7 Includes :30 spots in popular programming including:

- Good Morning America
- Jimmy Kimmel
- The Bachelor
- Abbott Elementary
- Shark Tank

Includes 5-min. **Weekend Spotlight segment** that runs in integrated in Sat morning news at 955am, leading right from local news into GMA weekend. The 5 minute segment aired on Sat 1/14 and **was seen by 63,500 Chicago viewers.**

Also posted to abc7chicago.com in perpetuity.

72 Total Spots, **4.2M** Total Impressions



Posted to ABC7CHICAGO.COM

Market: Chicago Media: Television

Station: WLS-TV ABC 7

ACTUAL VIDEO TO BE INCLUDED ON THE PPT

Chicago Results for 4 week flight:

- 23.6M Impressions served in market
- 1,644 Clicks to ParadiseCoast.com from people exposed to our Out of Home
- In our Adara Impact data, we see 539 flight bookings and 2,509 room nights from Chicago and its suburbs, just from those exposed to our advertising in January
- We also continue to see activity from Chicago, with an additional 237 flights and 1,140 room nights in just the first 2 weeks of February
- 48% lift YOY in website visitation from Chicago



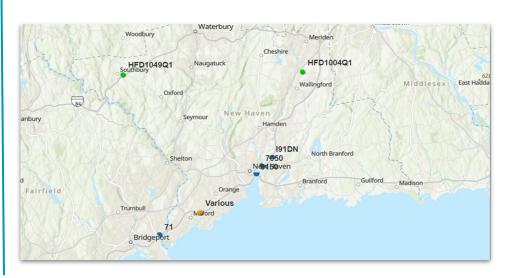


Winter Takeovers - Hartford-New Haven

Hartford



New Haven



Zartico data shows top areas to reach based on spending to Naples: Hartford: Southington, Glastonbury, Avon, Wethersfield, Rocky Hill New Haven: Southbury, Wallingford, Milford, Madison, Cheshire, Milford

Winter Campaign Takeover

Hartford-New Haven

Comprehensive Out-Of-Home Program includes:

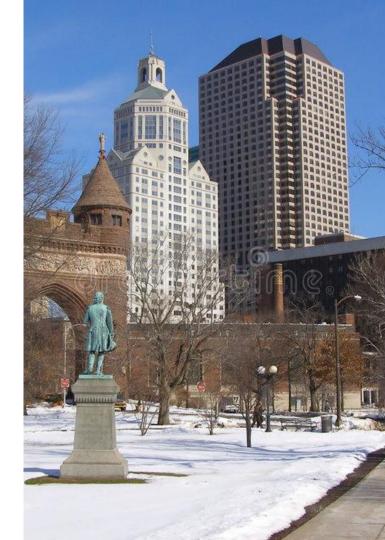
- Billboards
- o Bus Wraps
- Cart Corrals
- EV Charging Stations
- Mall Advertising
- Mobile Retargeting

Print

- Connecticut Magazine
- FP Print Ad with Scratch n Sniff card in National Magazines to Hartford and New Haven subscribers
- Visitor Guide Inserted into key newspapers

Television:

 TV Campaign on ABC station with custom Paradise Coast segment



Three (3) billboards in key locations based on Zartico data

Market: Hartford

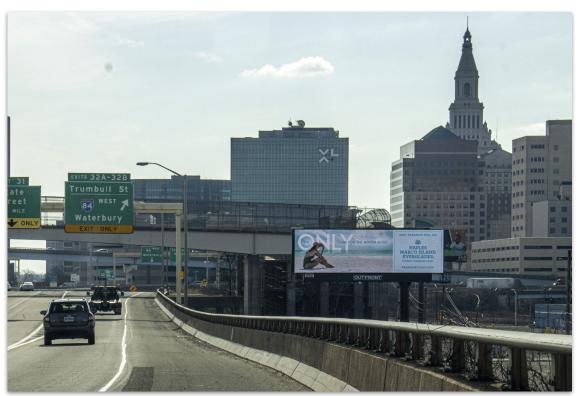
Location: Interstate 91, downtown Hartford at iconic Colt Building



Three (3) billboards in key locations based on Zartico data

Market: Hartford

Location: I-91, downtown Hartford



Three (3) billboards in key locations based on Zartico data

Market: New Haven

Location: Interstate 95 at I-91 interchange, downtown New Haven



Market: Hartford and New Haven

Media: Bus Wraps

Buses were installed and on the road by 1/23, providing 2 weeks bonus exposure





Market: Hartford, New Haven

Locations: Top markets to Paradise Coast: Southington, Wallingford, Glastonbury Southbury

Media: Cart Corrals

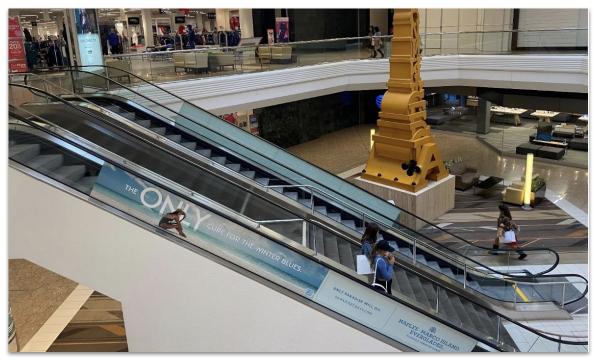




Market: Hartford

Location: Westfarms Mall

Units: Mall Escalator



Will receive 1 week bonus (value \$1,332)

Market: Hartford

Location: Westfarms Mall

Units: Digital Panels (7 throughout mall)



Will receive 1 week bonus (value \$3,106)

Market: New Haven

Location: Connecticut Post Mall (largest, most trafficked mall in CT)

Units: Digital Panels (6 throughout mall)



Market: Hartford and New Haven

Location: 20 locations at malls and shopping areas in both markets

Units: EV Charging Stations



12 units at Connecticut Post Mall - largest mall in CT



Market: Hartford-New Haven Media: Mobile Retargeting

We have a mobile campaign in place that will retarget people on their mobile phones after they have walked or driven by any of our OOH advertising.

- This campaign has only been in market 2 weeks at time of this report, but had already received almost 500 clicks.
- The units driving the most clicks are the digital panels you see here on the Hartford cart corrals. Also showing up well are the panels at the New Haven CT Post Mall.







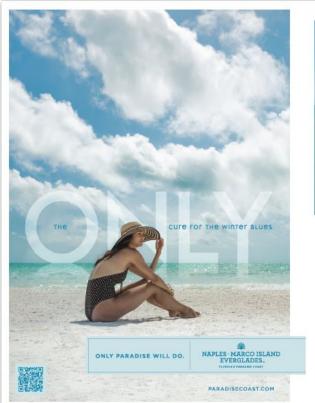


overpowering silence in the serenity of wilderness. The raucous sounds of the

Market: Hartford-New Haven Media: Connecticut Magazine

Top Lifestyle Magazine in the state, indexing high with those with Net worth over \$1M. Circ 59,255

- 2 page-spread in February Issue (40 Under 40 issue)
- FP Ad plus Advertorial Opposite brand ad, in the "well" (1st 5 pages of the magazine guaranteed)





Florida's Paradise Coast

Sick of cold and snow? You'll find the ONLY cure for the winter blues in Naples, Marco Island and the Everglades. Start with blue skies and golden sun as you recharge on 30 miles of white sand beaches.

Warm your frozen toes in the turquoise waters of the Gulf of Mexico. Indulge in some rejuvenating retail therapy at one-of-kind boutiques. Enjoy a round of golf at one of our world-famous courses.

Dine on fresh-from-the-Gulf seafood paired with a hand-crafted cocktail at one of our many breathtaking water front restaurants. Put some color back in your cheeks this winter with a getaway to Florida's Paradise Coast.

It's just a short flight away.

Market: Hartford-New Haven

Media: Paradise Coast Vacation Guide Insert Program

12,500 copies of the Paradise Coast Vacation Guide Inserted into top papers in Connecticut covering all the top 20 cities in market with visitation to Collier

- New Haven Register
- Hartford Courant
- Record-Journal

All inserted in Sunday papers



Hartford @ Courant

Market: Hartford and New Haven

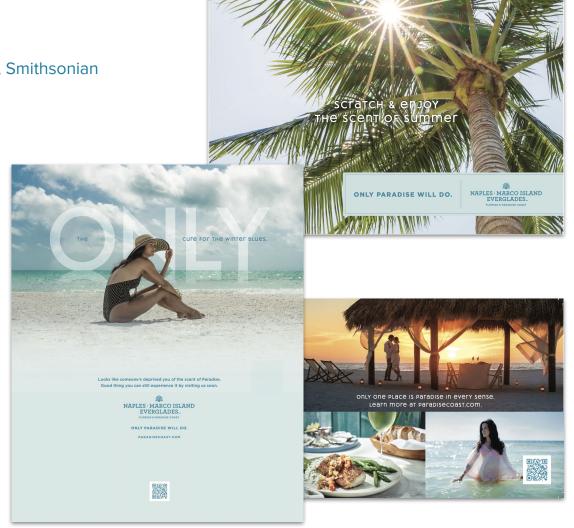
Media: Magazines - Food & Wine, Elle Decor, Smithsonian

Aligned with the strategy of reaching consumers through their emotions, we will have a custom scented card attached to our full-page ad that will evoke the smell of the beach.

Ad will run in 109,900 subscriber copies of Elle Decor, Smithsonian, and Food & Wine in key zips in Hartford and New Haven.

Scented Card and Full page ad

Timing: February issues of Elle Decor and Food & Wine, March issue of Smithsonian



Market: Hartford-New Haven

Media: Television Station: WTNH ABC

4-week TV campaign in Hartford-New Haven on WTNH ABC

Includes: 30 spots in programming including:

- Good Morning America
- Jeopardy/Wheel of Fortune
- Jimmy Kimmel
- The Bachelor
- Abbott Elementary
- Grey's Anatomy
- Shark Tank

Also includes **2-3 minute CT Style segment** that ran in the Noon News on Th 1/9 and will repeat in the Weekend morning news. The Thursday segment **was seen by 17,000 WTNH viewers.**Segment posted on CT Style section of WTNH.com, CT Style's Facebook and YouTube pages. Can be used on website, email marketing and social media.

102 spots total, 597,975 imp per week.



Posted to CTSTYLE.COM

Hartford-New Haven Results (through 2/16)

- **16,883,912 Impressions** served
- 467 clicks to ParadiseCoast.com from people exposed to our Out of Home for first 2 weeks of campaign*
- For the first time, Hartford AND New Haven show up in top 10 flight markets in our Adara Impact data, at #6 and #7, respectively
- In just the first 2 weeks of the campaign, we see 84 flight bookings and 440 room nights to the destination from Connecticut from those exposed to our advertising
- 51% lift YOY (to date) in website visitation from Connecticut.



^{*}Report reflects through 2/16 at time presentation was completed.

