

# STRATEGIC PLAN FY 07



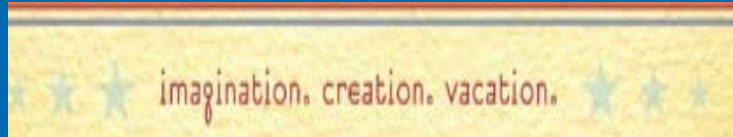
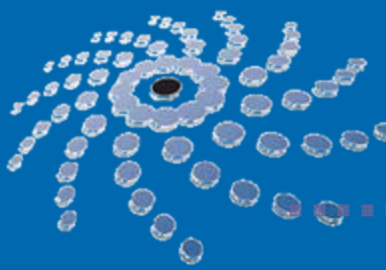
# Strategic Objective # 2

- **Competitively position the area in relation to other areas of the state and other travel destinations.**

# What is Our Position?

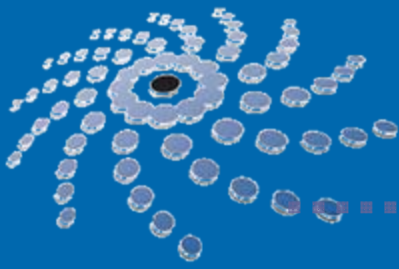
- **Affluent beach-side area offering resort style accommodations, superb dining and shopping and cultural offerings that rival much larger destinations.**
- **Positioned well against other Florida beach destinations.**
- **Competitively positioned against other continental U.S. and Caribbean destinations**

# Comparisons with Other Brands



The playful side  
of paradise.





# What is your opinion about the competitive ad messages?

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	Tampa	New York
Greater Fort Lauderdale “Go Beyond”	2.46	2.31
Naples Marco Island Everglades “Florida’s Last Paradise”	4.42	4.58
Florida Space Coast “Orlando’s Closest Beaches”	3.26	2.91
Sarasota “Imagination Creation Vacation”	3.02	2.53
Palm Beach County “The Best of Everything”	3.58	2.76
Daytona “The Playful Side of Paradise”	3.48	2.67
St. Petersburg-Clearwater “Florida’s Beaches”	3.14	2.33
Florida Keys & Key West “Come As You Are”	3.02	4.24
Ft. Myers-Sanibel “What Is Right With The World”	3.34	3.36
St. Augustine Ponte Vedra “Four Centuries, It’s Still Inspiring”	2.52	2.76

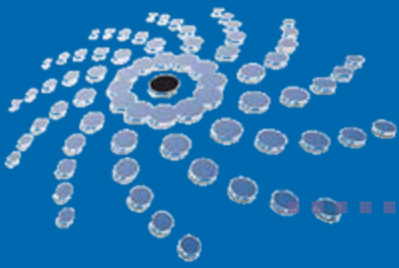
Ratings based on a scale of 1 – 5, with 5 best and 1 worst.

*Wiggins Pass State Park - 10:26 a.m.  
Swaying gently with the breeze.  
Vowing to spend more time just hanging around.*

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There's still a place in Florida that remembers that great vacations are about winding down. Gaining perspective. Re-charging your batteries. Here the water is a little calmer, the beaches a bit more secluded, and the hammocks way more enjoyable. **Discover Florida's Last Paradise™** | [paradisecoast.com](http://paradisecoast.com) or 1-800-2-escape





# Focus Group Findings

The primary *images* that differentiate the Naples, Marco Island, Everglades destination from competitors and drive visitation to the area:

- Warm, relaxing, calm, and romantic atmosphere.
- Luxury and upscale lifestyle.
- The “un-Florida” Florida.
- Relationship renewal and re-discovery for couples and families.
- Unique and unspoiled nature of the destination.
- Beaches and blue Gulf waters.
- Perfect romantic get-away.

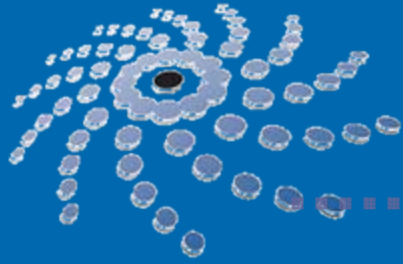
A decorative graphic in the top left corner consisting of a central black dot surrounded by concentric circles of small white dots, creating a 'twirl' effect.

# Florida's Last Paradise

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- The brand campaign, “Florida’s Last Paradise,” captures the essence of Naples, Marco Island, Everglades’ famous warmth and hospitality and provides a personal invitation to share in the uniquely open relaxation experience. It is defined by the local people, lifestyle, and pristine environment.
- This brand is about feelings. And from the respondents’ reactions, the feelings generated by the NMIE brand are on-target. After viewing the print ads and TV commercials, participants wanted to pack their bags!
- The “Florida Last Paradise” brand and logo features the golden twirl icon, which is helping establish recognition for Florida’s Last Paradise. The golden twirl is symbolic of the warmth, energy, and forward-looking optimism which are central to the brand. It is a very effective mark.
- The brand identity provides a unifying link across different markets and campaigns.





# Travelers views of our messages:

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## Leisure

“Exotic & exclusive. The un-Florida Florida.”

“The hammocks are a feeling of quiet and luxury.”

“There is a romantic, relaxing & calm feel about the hammock ad.”

“The spa vacation is not what I first thought of but it changed my ideas about Naples.”

## Meeting Planners

“This is not for the middle age and older set. I see middle managers doing these water activities and jet skiing.”

# Competitive Comparisons

<u>COUNTY</u>	<u>TAX</u>	<u>TOTAL</u>	<u>\$ADV</u>	<u>% BEACH</u>
➤ Miami/Dade	6%	\$15.6M	\$6.8M	\$0 (0%)
➤ Volusia	6%	\$6.2M	\$2.5M	\$0 (0%)
➤ Broward	5%	\$28M	\$10M	\$1.2M (4%)
➤ Brevard	5%	\$7.0M	\$3.0M	\$1.7M(25%)
➤ Charlotte	4%	\$1.6M	\$745K	\$150K(12%)
➤ Pinellas	4%	\$16.3	\$8.3M	\$2M (12%)

# ***Competitive Comparisons***

<u>COUNTY</u>	<u>TAX</u>	<u>TOTAL</u>	<u>\$ADV</u>	<u>% BEACH</u>
➤ Manatee	4%	\$4M	\$2.3M	\$1.3M (33%)
➤ Palm Beach	4%	\$17.3M	\$9.3M	\$5.1 M (29%)
➤ Sarasota	3%	\$7.0M	\$1.8M	\$3.9M (56%)
➤ Monroe	3%	\$12.0M	\$8.0M	\$900K (7.5%)
➤ Bay	3%	\$5.1M	\$3.3M	\$1.7M (33%)
➤ Lee	5%	\$20M	\$9.0M	\$3.9M (33%)
➤ Collier	4%	\$13.6M	\$2.0M	\$6.6M (50%)

# Well Positioned Destination



# Confirming Our Positioning

- Annual comparisons with competitive set
- Smith Travel Research Monthly Reports
- Continually solicit opinions from Collier partners and data from other destinations.
- Periodic tweaking and other refinements

# The Next Step

- **Discussion by TDC Members**
  - **Comments, Suggestions, Changes**
  - **Direction to Staff**
  - **Report Back at Future Meeting**

# Discussion & Questions

