

# STRATEGIC PLAN FY 07



# Strategic Objective # 4

- **Create and execute strategies to positively increase visitation during key periods of Spring, Summer and Fall by 10%**

# How Messages Are Created

- **Research indicates what customers want**
  - What are their “special moments in time”?
  - What they like- what “speaks” to them?
- **What has worked in the past?**
  - What messages produced the best response/inquiries?
- **Who is our target audience?**
  - 25-54
  - Married
  - College Educated
  - \$125,000 + Household Income
  - Like dining, shopping, golf, relaxing

# Consistent Brand Messaging

- **Print, Broadcast, Internet, Direct Mail, Publicity all have same feel & message**
- **Audience location may modify message**
  - **(i.e. Tampa family vs. Miami couples)**

# Creating The Message

## ➤ TV Strategy:

- Show people enjoying a “moment in time” that is unique to our area
- Choose market locations based on visitation and inquiry statistics
- Select broadcast or cable
  - Study reach and frequency using scientific methodology
- Negotiate value-added offerings
  - E-newsletters, web listings, sweepstakes

# Television



*Florida's Last Paradise*

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# Creating the Message

## ➤ **Print Strategy:**

- **Research publications that deliver inquiry ROI**
- **Creative mirrors TV – “moments in time” photos**
- **Show activities unique to Collier**

June 25, 2007

New Business VI-4

Ten Thousand Islands 6:45 a.m.  
Getting an early start fly casting for snook.  
8 of 15  
Just being on the water and loving it.



Naples Beach - 1:31 pm  
Back from a morning boat trip  
to Keewaydin Island.  
Counting memories along with the shells.

Enjoy the place in Florida where it's all about winding down.  
Gaining perspective. Reconnecting. Here the water is a little calmer,  
the beaches a bit more secluded and the escape more enjoyable.

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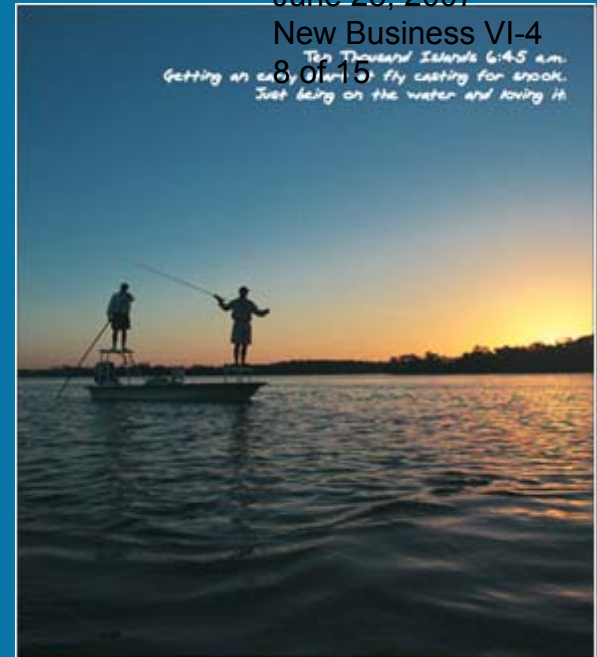
Marco Island. 5:32 p.m.  
Holding her in your hands, and in your heart.  
She'll always be Daddy's girl.



Show her a side of Florida where magic castles are  
made of sand, and princesses fly over golden beaches.  
Let her experience a true Florida vacation, filled  
with trips to the zoo, exciting Native American history,  
souvenirs, and memories that she'll never let go of.

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Immerse yourself in the moment without worrying about  
where to launch. Let one of our experienced local guides put  
you in casting distance of the fish. The retrieve is all up to you.

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# Creating the Message

## ➤ Internet Strategy

- Design quick changing banners
- Develop landing pages for activities consistent with print & broadcast



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**The Paradise Coast™ of Naples, Marco Island & the Everglades**

**If you have to meet, why not do it in Paradise?**

It shouldn't be surprising that one of Florida's favorite vacation spots is fast becoming one of Florida's hottest group, convention and incentive destinations. The Paradise Coast of Naples, Marco Island & the Everglades is easy to access, but with a feeling of being slightly removed from the rest of Florida. [2006.00000...](#)

**The Paradise Coast™ of Naples, Marco Island & the Everglades**

The area is known for properties equipped for the country's most prestigious meetings and events. From world-renowned resorts offering up to 80,000 square feet of meeting space to small inns and a wealth of name-brand hotel properties, the Paradise Coast offers excellent options for both the business and social sides of your event.

The region has a wealth of shopping, dining, cultural, golf, fishing and entertainment offerings perfect for rounding out any conference agenda. Unique venues for off-site sessions are truly different from anywhere else in Florida. NGALA, a private game reserve, offers elegant dining surrounded by exotic African animals. At the Naples Zoo, start your evening with a cocktail reception aboard the Paradise Expedition Cruise followed by dinner in Sun Forest Grill adjacent to the lion habitat. Anglers can fish for tarpon, snook and redfish in the backcountry or grouper and snapper offshore. Or visit with a guided kayak expedition on the Everglades Wilderness Waterway or stage a wildlife watching contest amidst Audubon's Caribbean Seeping Sanctuary.

Easy access via Interstate 75 as well as Southwest Florida International Airport and Naples Municipal Airport. [2006.0000...](#)



**Teambuilding in Paradise ...**



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[http://meadowlark-meetings.com/florida/11/naplesregion.com/meetings/index.php?cat\\_exp=meets-411](http://meadowlark-meetings.com/florida/11/naplesregion.com/meetings/index.php?cat_exp=meets-411)

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# How Have We Done?

- **Visitation in Spring, Summer, Fall 2006 vs. 2005 against our goal of 10%**
  - Visitation + 3.4%
- **One of only three destinations in Florida showing growth in visitation**

# Possible Causes of Results

- **Increased Competition for Visitors**
- **Increased Hotel Rates**
- **Higher fuel cost**
- **Boomers retiring with less disposable income**
- **Florida is losing market share of vacationers**

# What Can We Do?

- **Refine our messaging to target potential and past visitors that enjoy our unique experiences**
- **Refine our message to deliver at the right time and the right place**
- **More e-marketing and laser targeted broadcast**

# The Next Step

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

# Discussion & Questions

