

STRATEGIC PLAN FY 07



Strategic Objective # 6

- **Target Promotional Messages to the Audiences with the Highest ROI Probability**

Target Audiences

- **Consumer Leisure- Domestic & Intl.**
 - **Bridal**
 - **Fishing**
 - **Eco-Nature**
 - **Arts & Culture**
 - **Golf**
 - **Senior**
 - **Shopping**
 - **Travel Agent- Tour Operator**
 - **Sports**

Target Audiences

- **Group Business- Domestic**
 - **Corporate**
 - **Association**
 - **SMERF**

Most Popular Activities September 2007

➤ Beaches	68.5%
➤ Relaxing	46.8 %
➤ Dining Out	44.0 %
➤ Shopping	30.3 %
➤ Bars/Nightlife	16.8 %
➤ Pool	15.7 %
➤ Golf	15.2 %
➤ Swimming	14.5%

Visitor Origins

2007 Visitors

October 22, 2007
New Business VI - 2
6 of 14

	Second Quarter		
	# of Visitors 2006	# of Visitors 2007	'06-'07 Δ %
Florida	152,998	154,585	+1.0
Southeast	30,188	28,106	-6.9
Northeast	48,712	48,517	-0.4
Midwest	56,602	50,190	-11.3
Canada	6,861	6,023	-12.2
Europe	32,246	30,783	-4.5
US Opp Mkts	15,437	16,396	+6.2
TOTAL Q2	343,044	334,600	-2.5

Top U.S. Feeder Markets

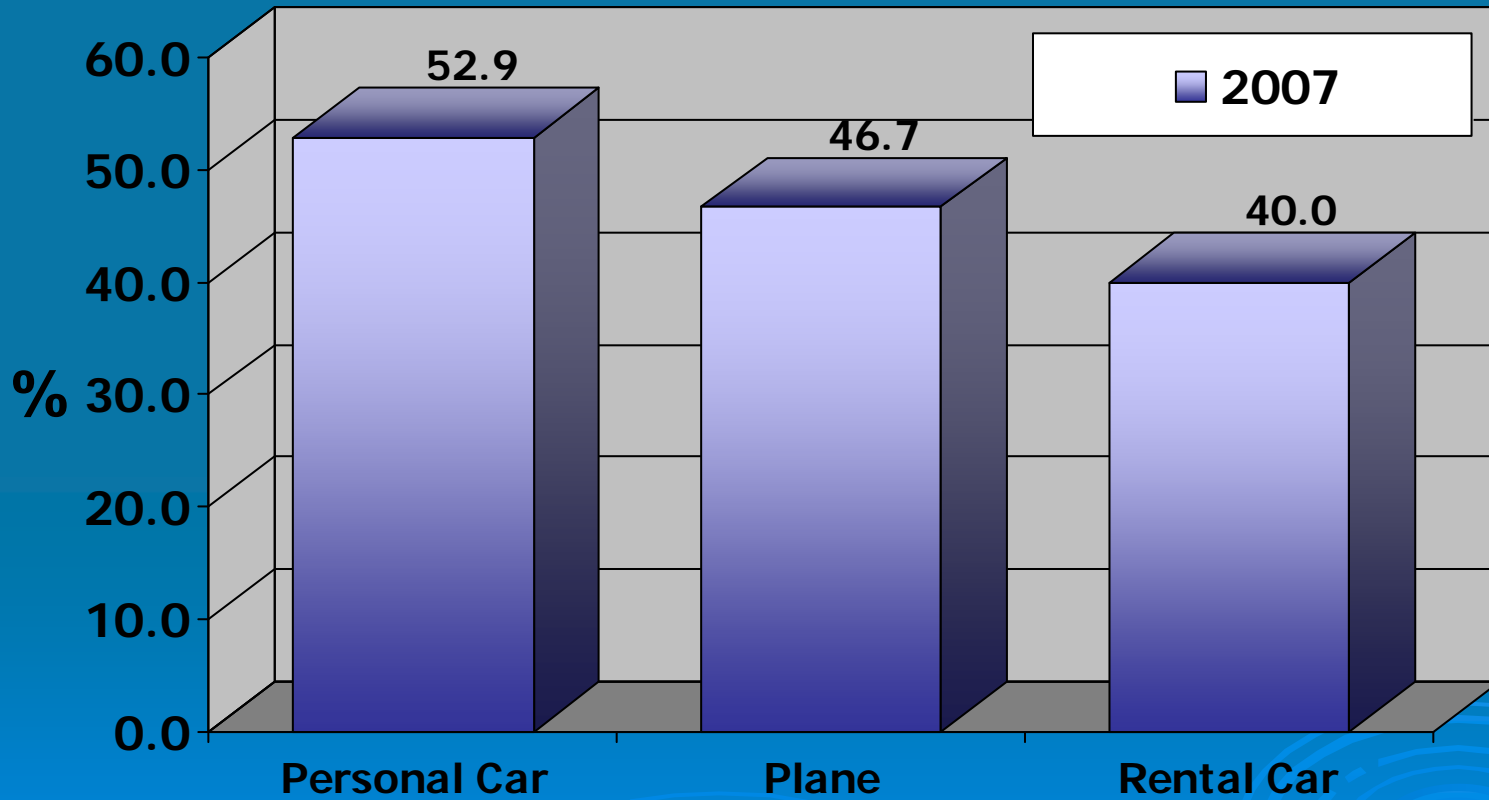
August 2007

August '07

1.	Miami/Fort Lauderdale	14.3%
2.	Tampa/St. Petersburg	10.9
3.	West Palm Beach	8.1
4.	Greater Orlando Area	6.8
5.	New York	5.8
6.	Philadelphia	3.9
7.	Chicago	3.8
8.	Atlanta	3.6
9.	Boston	3.0
10.	Tallahassee	2.7

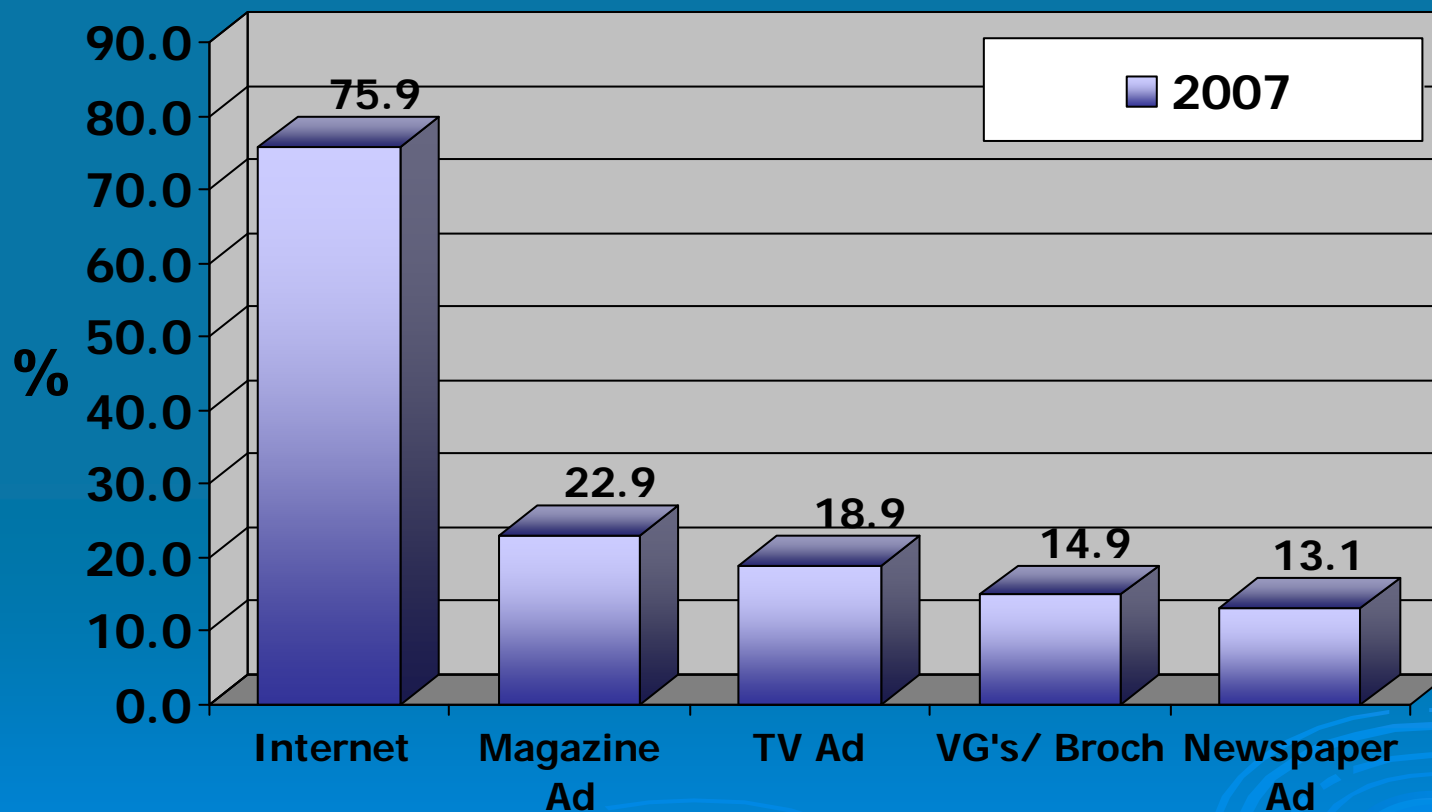
Transportation Mode

August 2007



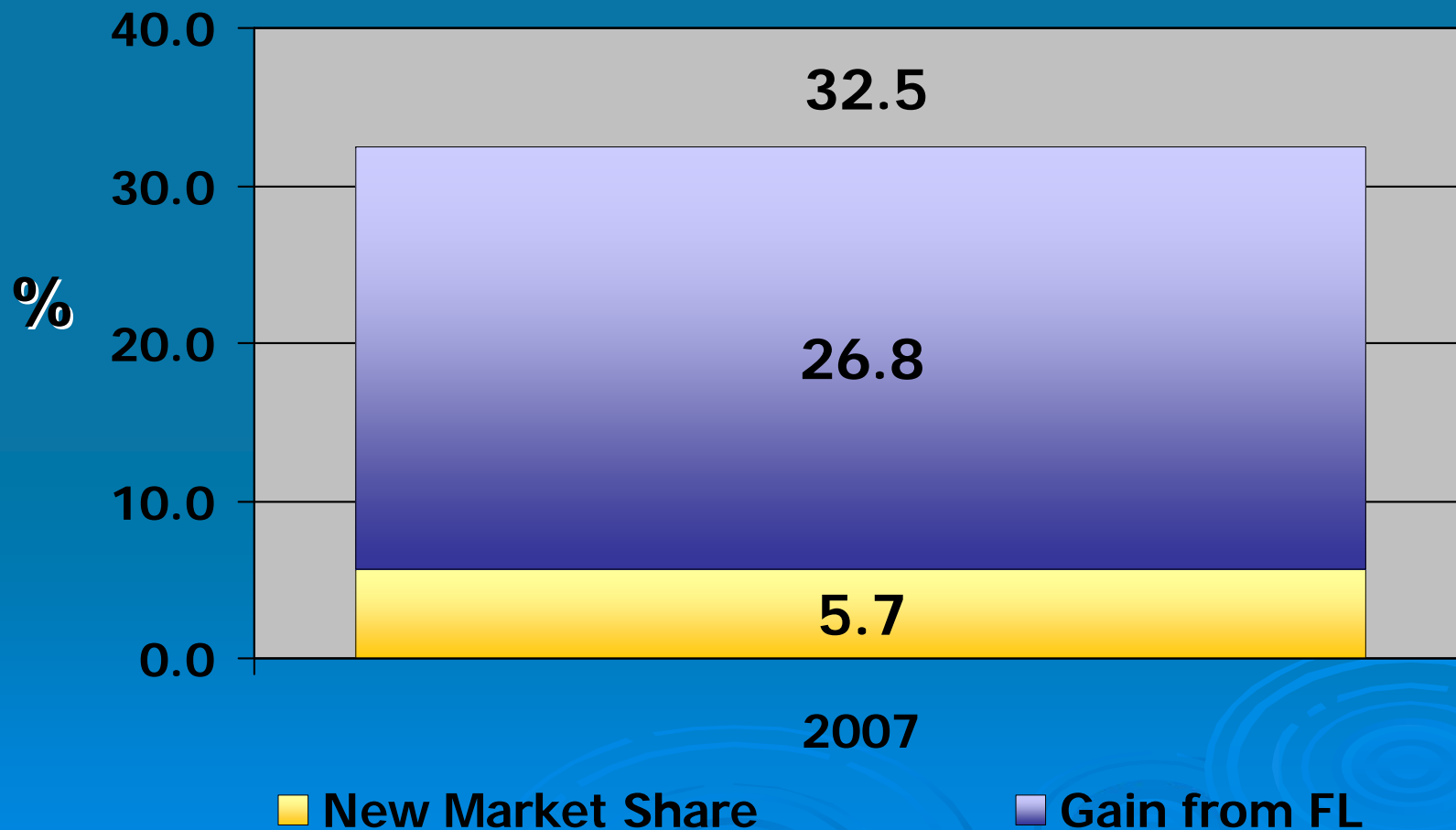
Type of Message Seen

August 2007



First Time Visitors (% Yes)

August 2007



What We Are Doing

- **Interviews with visitors – intercepts and panels**
- **Targeted messages to special interest groups of potential visitors**
- **Validate top experiences in focus groups**
- **Choose media that speaks to our targeted customers**
- **Watching our competitive set of destinations**

How Have We Done?

- **Visitation in Spring, Summer 2007**
 - **-.8 through September with 2006**
- **Room Nights -1.3%**
- **Average Daily Rate + 8%**
- **Tourism Spending +6.1%**

The Next Step

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

Discussion & Questions

