

STRATEGIC PLANNING DISCUSSION



DISCUSSION FORMAT

- **Discuss each topic for 15 minutes**
- **Outside the box thinking- no bad ideas**
- **Summarize and prioritize each topic, then move to next**

INTERNATIONAL MARKETS

➤ **Current Markets**

- **UK**
- **Germany**
- **Belgium**
- **Netherlands**

➤ **Markets of Opportunity**

- **Central America**
- **Brazil, Argentina, Venezuela**
- **Scandinavia**
- **Others?**

Domestic Markets

➤ Current Markets

- S.E. Florida- Miami, Ft. Lauderdale, Palm Beach
- Orlando, Tampa
- New York, Chicago
- Direct Air Markets- Boston, Philly, Atlanta

➤ Markets of Opportunity

- Ohio, Indiana, Michigan
- Carolinas
- California
- Others?

Niche or Specialty Markets

➤ Current Markets

- Bridal
- Birding
- Fishing
- Golf
- Team Sports
- Cultural
- Senior

➤ Opportunity Markets

- History
- Geo Cashing
- Others?

Airport Transportation

➤ **Current Situation @ RSW**

- **Expensive Taxi \$60-\$100**
- **Pre-Arranged Van/Limo**
- **Rental Cars**

➤ **Solutions**

- **Meetings with RSW Airport Authority**
- **Encourage new Low-Cost Alternatives**
- **Others?**