

STRATEGIC INITIATIVES



Tourist Development Council
April 28, 2008

NAPLES, MARCO ISLAND, EVERGLADES CONVENTION & VISITORS BUREAU



What is Accreditation?

- **“ An assessment process that measures compliance with agreed upon standards of acceptable operation and performance in a particular industry or profession”**

Michael Hamm

Accreditation Consultant



CVB Accreditation

- **By Destination Marketing Accreditation Program (DMAP)**
- **Met or Exceeded 80 Standards of Governance, Finance, Operations, Technology, Marketing, Sales, Communications, Branding, Research**
- **50 CVB's Accredited to Date in U.S. Canada and Puerto Rico**
- **First in Florida and 10th in U.S.**
 - **4 Accredited CVB's in Florida**

What is a CVB?

- **Destination Marketing Organization**
 - Destination Management Organization
 - Destination Leadership Organization
- **Official Tourism Promotion Organization for Collier County Per Resolution 2002-501**
- **Trusted Source for Travel Information on Collier County**

OUR MISSION STATEMENT

To promote year-round distinctive, world-class vacation and group meeting experiences, resulting in positive economic growth and stability for Collier County.

OUR VISION STATEMENT

To be recognized as the most desirable year-round visitor destination in the world.



Statutory Authority

- **Florida Statute 125.0104**
 - Authorizes Uses of Tourist Tax Revenue in FL
 - Authorizes Operating Procedures for County Tourism Promotion Agencies
 - Determines Make-up of TDC
- **Collier County Ordinance 92-60**
 - Established TDC
 - Specifies Allocation of TDT to Various Funds & Uses
- **County Resolution 2006-40**
 - Authorizes Staff Travel and Entertainment Expenses while Conducting Official Tourism Business

What We Do

- **Promote Collier County as a tourism destination of choice world-wide**
- **Basic Tools of our Business**
 - **Paid Advertising**
 - **Public Relations & Communications**
 - **Sales Initiatives**
 - **Promotions**
 - **Sports & Training Events**
 - **Film & Entertainment Initiatives**

Public Relations Function

- **DMAP Accreditation Standards 9.1 - 9.5**
- **Create and Distribute Press Releases**
- **Travel Writer Desk Side Visits**
- **Writer & Photo Journalist Familiarization Trips**
- **Create & Maintain Crisis Communications Plan**
- **Respond to Press Requests**
- **Attend Trade Shows with Press Component**

Writer Visits

- **Target Writers to visit our area with Writing Assignments**
 - Write about our activities & experiences
- **Create themed events to build writer interest or coordinate with existing events**
 - Naples Winter Wine Festival
 - “Florida’s Golf Coast” Writer Cup
 - Journalists on Assignment

Naples Winter Wine Festival

- **Pre-Wine Festival FAM – January 08**
- **Partners & CVB Invited Travel, Wine and Food Editors & Photo Journalists**
 - **Freelance Travel Writer, Executive Traveler Magazine, Cool Magazine, JaxFax Travel Marketing, BackRoadsWine.com**
- **Goal: Showcase Food and Wine in Collier Hotels and Independent Restaurants; Include coverage of Things to Do, Where to Stay**



Results

- **JaxFax Travel Marketing – Paradise Coast story**
 - Media purchase value \$12,200
 - Publicity value \$36,500
- **BackRoadsWine.com – Extensive Internet “blog” coverage of destination AND wine festival**
- **Cool magazine (Brazil)**
 - Destination coverage plus festival coverage totaling 4 pages in April issue



More Results

➤ Woman's Day (Feb. 2008 romantic Naples)

- Media purchase value \$147, 745
- Publicity value \$444,000

**We were already working with the writer on this story, and invited her to come and expand her story options. She is preparing 2 other stories for Style magazine (D.C.) and Bergen County Magazine (New Jersey)*

“Florida’s Golf Coast” Writer’s Fam

- **Partnership of 7 Gulf Coast Counties**
- **15 Highly Screened Golf Travel Writers Invited**
 - U.S., Canada, Germany
- **Played Courses from Tampa to Marco Island**
- **Each County CVB Arranged Golf, Accommodations, Meals and Area Tours**
- **Final Round at The Rookery- Marco Island**
 - Accommodations at Marco Island Marriott
 - Awards Banquet at Marriott



Golf Fam Results

Publicity to date...Media Value not yet available

- *TravelGolf.com – coverage of The Rookery course*
- *Michigan Golf News – The Rookery & Marco Island Marriott Resort, Golf Club & Spa*
- *MichiganGolfNews.tv – JoNell interview - Marco*
<http://michigangolfer.tv/2007shows/florida/>
- *African American Golf Digest – Coverage of Marco Island; Story slated for April 25*

Golf Fam Coverage

April 28, 2008
New Business VI - 2
16 of 32

The final stop of our Writer's Cup Gulf tour was The Rookery at Marco Golf Club on Marco Island www.therookeryatmarco.com Part of the impressive Marco Island Marriott Beach Resort <http://www.marriott.com/hotels/travel/mrkfl> , The Rookery was recently rebuilt as part of \$187 million resort renovation, the largest cash investment in any Marriott property in its history. Redesigned by Robert Cupp, Jr.,

WINTER 2007/8 • MICHIGAN GOLFER MAGAZINE

the course is nestled in shallow wetlands that attract many species of birds. Here, our golf car GPS, in addition to yardages, notified us of an occupied eagle's nest, visible in a tall tree behind one of the greens. At more than 7,100 yards from the tips, the Rookery has generous fairways, oversized greens, the option to play from one of five tee locations and of course, wonderful birds and wildlife.

Our weeklong trip was a great tour - and a doable one for weeklong travelers who want to golf the Gulf. Paul and I came back to Michigan with lots of great memories and with the winning team trophies - our challenging Michigan courses had taught us well! **MG**



Susan and Paul Bairley at Marco Island



Writer Visits

- **New York Times – 36 Hours – *Escape, Naples, Fla.***
 - CVB visited NY Times travel editor in Dec. 05 on media mission to New York.
 - Within weeks, the CVB provided consultation and itinerary suggestions for a freelance writer assigned to write this award-winning Feb. 06 story
- **Still listed on www.nytimes.com**
- **Used in Naples Tomato Radio & Print Ads**

The New York Times

36 Hours in Naples, Fla.

By MEGHAN McEWEN

Published: February 3, 2006

THIS city — named after the one in [Italy](#) because of its beautiful bay — is most widely known for its sugar-sand beaches, warm winter weather and sprawling, high-gated communities that attract older, well-off snowbirds who live to golf but go to bed early. (It has the nation's second highest number of golf holes per capita, just behind Myrtle Beach, S.C.). But now [Naples](#) is starting to draw a younger, more dynamic crowd attracted to outdoorsy pursuits off the course, high-end shopping and late-night noshing — all in a laid-back, upscale setting with enough cultural interest to support more than 130 art galleries and a symphony orchestra.

Other Writer Visits

- **CVB Arranges Itinerary**
 - **Attractions/Activities**
 - **Meals**
 - **Accommodations**
 - **Transportation**

Individual Writer Trips

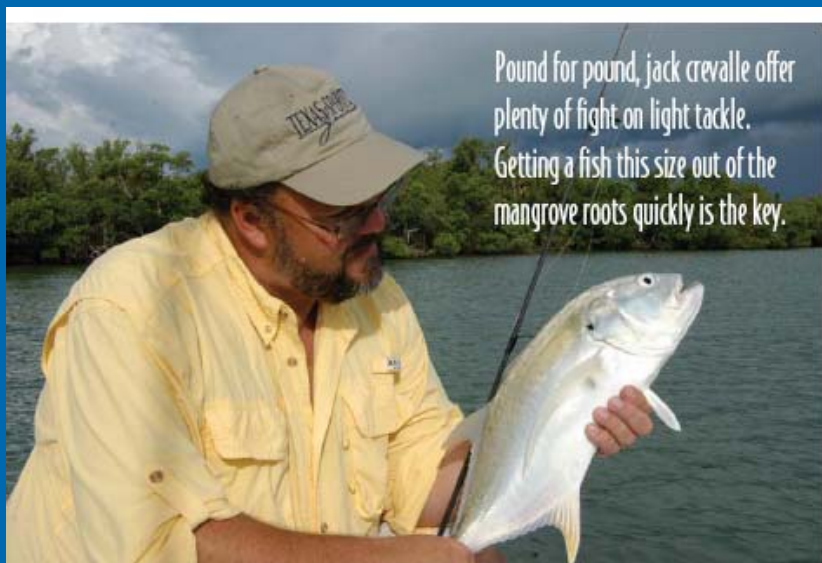
Summer 2007 - Texas Sporting Journal

Article Published May 2008:

(Paradise Found – Offseason is THE season along the Paradise Coast)

- Media purchase value \$ 34,190
- Publicity value \$103,000

Texas Sporting Journal



Pound for pound, jack crevalle offer plenty of fight on light tackle. Getting a fish this size out of the mangrove roots quickly is the key.

boat in sight.

A few minutes passed before the tarpon's wake reached the cork and sucked it under. Another couple of minutes later, after the tarpon had his way with me, the cork resurfaced.

"That's the first tarpon we've lost in three weeks!" Mark lamented. Dylan

gave me that look of disbelief you get from your Lab after whiffing on a locked up greenhead at point blank range. "I can't believe he got off, usually those circle hooks set themselves."

Fortunately, I didn't have to suffer humility long. Another tarpon, another hook-up and this time the hook did its

IF YOU GO

Check out the website

www.ParadiseCoast.com for information on events and attractions around Naples and Marco Island. Most of the winter residents head north around March, which coincides with the start of prime tarpon and snook fishing.

To book an inshore fishing trip, contact Capt. Mark Ward at www.evergladesangler.com.

Mark also conducts flyfishing instruction. If you fish with a guide you do not need to purchase a Florida fishing license.

—Steve Lightfoot

Steve Lightfoot
Senior Editor
Texas Sporting Journal

Growing up on the Paradise
Coast has its advantages.



Sales Function

- **Accreditation Standards 7.1-7.7 and 8.1-8.8**
- **Develop and Implement Sales Plan**
 - Identify Target Groups
 - Identify Feeder Markets
- **Develop Target Lists of Sales Prospects**
 - Meeting Planners
 - Tour Operators
 - Travel Agents
- **Create and Attend Direct Selling Opportunities**
- **Host Sales Familiarization Visits**
- **Attend Trade and Consumer Shows**
- **Create and Maintain Strong Relationships with Tourism Industry Sales Associates**

Trade Shows

- **Attend Shows With Partner Participation**
 - Meeting Planner Trade Shows
 - Consumer Shows
 - International Trade Shows
- **Face to Face Selling Opportunities**
- **Build and Maintain Relationships**
- **Share Cost of Show with Partners**
- **Share Show Leads with Partners**

Trade Shows

- **Do Not Always Show Immediate Results**
 - **Build Relationships and Trust**
- **Meeting Planner Shows**
 - **Associations**
 - **Corporate**

2007 Sales Production Report

- **184 Meeting RFP's to hotel partners in 2007**
 - **76,000 potential room nights**
 - **Booked 34 groups (18.5% Conversion)**
 - **Produced 17,000 room nights**
 - **Over \$2,828,000 in Room Revenue**

RFP Production History

- **2005 sent 91 RFP's**
- **2006 sent 131 RFP's +44%**
- **2007 sent 184 RFP's +40%**
- **Trends:**
 - **Repeat planner contact & bookings**
 - **RFP's from Planners met at past shows (Idss reports)**
 - **50% of Planners Report Using CVB's Regularly (M & C Study)**

Economic Impact From Meetings

➤ 2005	\$2,701,243	
➤ 2006	\$10,171,825	+ 276%
➤ 2007	\$13,827,733	+ 36%

International Trade Shows

- **Target Strongest Feeder Markets**
 - UK
 - Germany/Belgium/Switzerland
 - Netherlands
- **ITB- Berlin 3-08**
 - 8 New Listings in Tour Operator Catalogs
- **Florida Huddle 1-08**
 - 12 New Contracts Signed at or after show with Collier Hotels

UK Visitation 2007

- **Visits to N. America increased by 7.7 % to 4.8 million.**
- **Visits to Europe increased by 2% to 56.2million**
- **Visits to other parts of the world increased by 9% to 10.5 million.**
- **Expenditure by UK Residents increased by 6% to £ 36.8 billion or \$74 Billion.**
- **Expenditures in Florida approx. \$1 Billion**

Source: Visit USA-UK

International Visitation

COLLIER COUNTY
2007

ORIGIN	# VISITORS	SHARE OF INTL. VISITOR	SHARE OF TOTAL VISITORS	TOTAL EXPEND.	PER PERSON EXPEND.
CENTRAL EUROPE	49,561	35.1%	3.6%	\$37,269,900	
UK	70,323	49.7%	5.0%	\$49,015,100	
OTHER EUROPEAN	21,516	15.2%	1.5%	13,920,800	
TOTAL EUROPEAN	141,400	100.0%	10.1%	\$100,205,800	\$708.67
TOTAL U.S. and CANADIAN	1,252,420		89.9%	\$690,956,055	\$551.70
TOTAL ALL VISITORS	1,393,820		100.0%	\$791,161,855	

TDC Discussion

