

EXECUTIVE SUMMARY

Review and recommend approval of the proposed CVB marketing plan for Fiscal Year 09

OBJECTIVE: Review and recommend approval by the County Commission of the FY 09 Marketing Plan as developed by the tourism staff.

CONSIDERATIONS: Staff has held a series of meetings with the Collier County tourism industry hotels, attractions, shopping and dining venues, our tourism marketing services partners including Paradise Advertising, Miles Media Group, Visit Florida, BCF Public Relations, Klages Research and Phase V. Those meetings have produced a comprehensive and totally integrated strategic plan for FY 09 (October '08 – Sept. 09).

Incorporated into that Strategic Plan is a Marketing and Media plan and Executive Summary that will be presented to the Tourist Development Council (TDC) on September 22, 2008. If recommended for approval by the TDC, the complete plan will be presented to the County Commission at their October 28 meeting for their final approval.

The Emergency Marketing plan to stimulate more International visitation that was approved by the BCC on July 22, 2008 has been incorporated into the FY 09 plan. Our representatives in Europe and the UK have been brought to full time status and our part time Public Relations Assistant position has also been made full time. A recap of our complete tourism marketing budget is also included as part of this plan indicating a fully integrated approach to marketing our destination to the world.

COUNTY ATTORNEY FINDING: The expenditures outlined in the Strategic Plan for FY 09 are authorized tourist tax uses per FS 125.0104 and Collier County Ordinance 92-60 as amended.

FISCAL IMPACT: The expenditures from the various tourist tax funds as outlined in this plan are budgeted in the proposed Tourism Department's FY 09 budget as reviewed by the County Manager and presented to the County Commission.

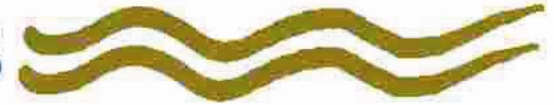
GROWTH MANAGEMENT IMPACT: There is no impact to the Growth Management Plan related to this action.

RECOMMENDATION: Staff requests the TDC recommend approval of the proposed FY 09 Marketing and media plan for FY 09 as outlined in the Executive Summary and related budget and media plan.

PREPARED BY: Jack Wert, Tourism Director



Naples Marco Island
Everglades



PARADISE COASTSM

MARKETING UPDATE

Economic Emergency Response

&

FY 09 Strategic Plan

Economic Emergency Response

- **June TDC Unanimous Recommendation**
 - **Industry Input Meetings**
 - **International Representatives Input**
 - **VISIT FLORIDA, Tour Operator, Media Research**
 - **Marketing Partner Meetings**
 - **Paradise, Miles Media, Klages Research**

Economic Emergency Response

- **July 22nd BCC Unanimous Approval**
 - Declared Economic Emergency
 - More Meetings, More Planning & Negotiations
- **August – September Rollout**
- **Roll into October '08 – September '09 Plan**

Campaign Overview

- **Objectives:**
 - Increase name and brand awareness
 - Drive inquiries, bookings and overall revenues
- **Situation Analysis:**
 - International – Weakening American dollar and long lead times for vacation planning
 - Domestic – Soft economy & high fuel costs keeping vacation travelers closer to home

Economic Emergency FY '08

- **International**
 - **United Kingdom – Metro London**
 - **Germany – Munich, Düsseldorf, Frankfurt, Berlin and Hamburg**
- **North America**
 - **Canada – Toronto, Ontario**

Economic Emergency FY '08

- **Domestic**
 - **S.E. Florida - Miami/Ft. Lauderdale & Palm Beach**

UK

- **Travel Trade**
 - *Selling Long Haul Magazine*
 - **TTG.com**
 - **E-blasts to Florida interested customer base**
- **Consumers**
 - **Print**
 - *VISIT USA Travel Planner '09*
 - *TIA Discover America Go Guide*

UK

- **Consumers (continued)**
 - **Print**
 - ***VISIT FLORIDA Family Travel Promotion***
 - **Eco/Environment insert**
 - **Online**
 - **Travel Ad Network**
 - **Yahoo! Travel Site**
 - **TripAdvisor.com**

Germany

- **Travel Trade**
 - **Print**
 - *FVW and Travel Talk*
 - **Online**
 - **FVW.com**
 - **E-newsletters**
 - **E-blasts**

Germany

- **Consumers**
 - **Online**
 - **Travel Ad Network – 5 top German cities**
 - **TripAdvisor.com – 10,000,000+ traveler reviews**

N. America: Canada

- **Consumer**
 - **Television and Online**
 - **The Weather Channel**
 - **56% penetration in Toronto**
 - **:30 & :10 Billboards “on the 10s”**
 - **Weather.com (Weather Channel online)**
 - **August – October**
 - **#1 News & Information site in Toronto**
 - **Only advertiser on Wednesdays**

Domestic

- **Consumer**
 - **Television**
 - **Miami/Ft. Lauderdale and West Palm Beach**
 - **Extend campaign in #1 Summer Feeder Market**
 - **Online**
 - **Newspapers online in each market**
 - **Home Pages & Travel Sections**
 - **Yahoo! Travel Site**

Economic Emergency

International Creative

UK & Germany

UK Print Creative

- ***Travel Trade Gazette***
- ***TIA Discover America***


“Go Guide”




*Naples Beach - 10:26 a.m.
Vowing to spend more time
just hanging around.*

Recommend Florida's one-of-a-kind place for families and couples. Wide white sand beaches, great shopping, dining and the adventures of the Everglades.


Discover Florida's Last Paradise™ | www.ParadiseCoast.com or +1-239-225-1013



*Naples Beach - 10:26 a.m.
Swaying gently with the breeze.
Vowing to spend more time
just hanging around.*

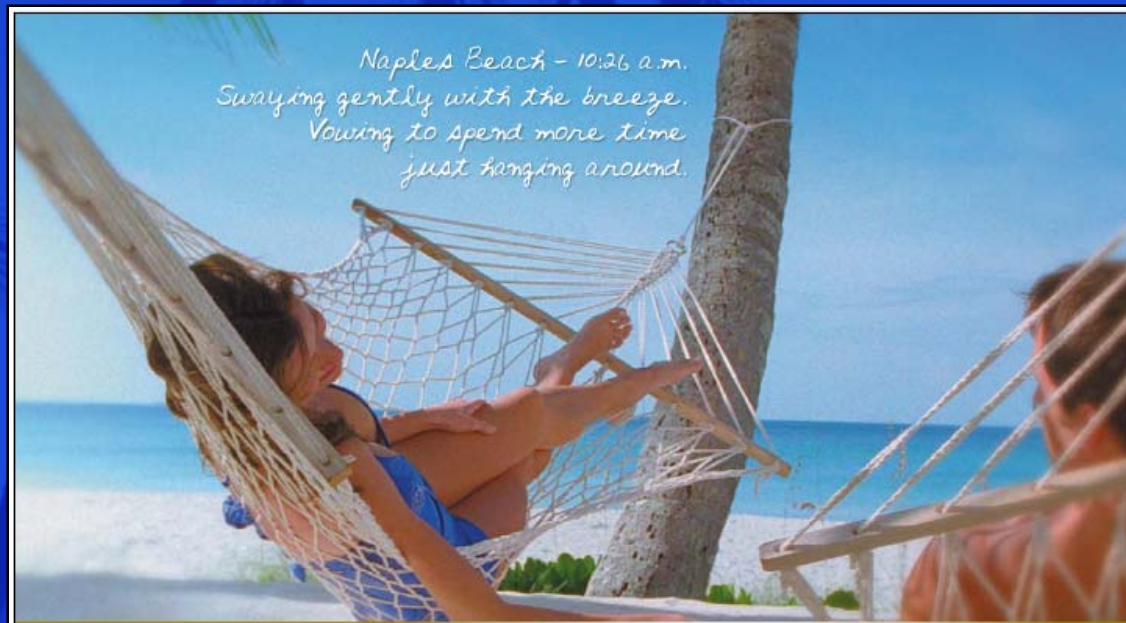


A Florida holiday deserves the perfect beach. Recommend the best - The Paradise Coast™ of Naples, Marco Island and the Everglades. A one-of-a-kind place for families or couples to enjoy wide white sand beaches, great shopping, dining and the adventures of the Everglades. Discover Florida's Last Paradise™ | www.ParadiseCoast.com or +1-239-225-1013



UK Print Creative

- ***VISIT USA Travel Planner & Selling Long Haul***



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German Print Creative

- ***FVW & Travel Talk***



Das Beste, was Florida zu bieten hat, alles an einem Ort. Weiße Sandstrände, farbenprächtige Sonnenuntergänge, sanfte Brisen und die warmen Gewässer des Golfs von Mexiko. Speisemöglichkeiten von einfacher bis zu Gourmetküche, die sich durch frische vor Ort gefangene Meeresfrüchte auszeichnet. Dazu kommen noch Einkaufsmöglichkeiten, unglaublich viele Kunstgalerien und Erkundung der Everglades – und man hat das beste Urlaubsziel von Florida gefunden. Entdecken Sie das letzte Paradies Floridas™ | www.ParadiseCoast.com oder 239-225-1013



FY 09 Marketing Recommendations

Cedar Hames & Dave DiMaggio

Targets

- **Demographics:**
 - Adults 25 – 54 weighted towards women
 - \$100,000 + HH income
- **Geographic:**
 - **Domestic:**
 - Miami/Ft. Lauderdale, West Palm Beach, Orlando, Tampa/St. Petersburg/Sarasota, New York & Chicago
 - **International**
 - UK, Germany, Canada

Targets

- Niche Markets:
 - Golf, Bridal, Eco/Nature, Arts & Culture, Fishing, Others
- Travel Trade
- Meeting Planners
- Sports Event Organizers

2009 Media Recommendations

- Domestic
 - Leisure: TV, online, e-blast, support print
 - Niche: Online, print, co-op
 - Travel Trade: Trade print and online
 - Meeting Planners: Trade print and online
 - Sports Event Organizers- Trade Print and online

2009 Media Recommendations

- **Canada/N. America**
 - Leisure: TV, online, support print
 - Trade: Support print
- **UK and Germany**
 - Leisure: Online, e-blast, support print
 - Trade: Online, e-blast, support print

New Initiatives

Niche: Bridal Guide:

- New 16 - page, 4-color guide
- Digital version
- Inserted into *Bridal Guide* publication
 - 25,000 distribution
 - 10,000 overruns
 - Co-op advertising support

New Initiatives

Niche: Eco Guide:

- New 16- page, 4-color guide
- Digital version
- Inserted into *Audubon* publication
 - 90,000 distribution
 - 10,000 overruns
 - Co-op advertising support

New Initiatives

Niche: Arts & Culture:

- 16 - page, 4-color guide
- Digital version
- Inserted into *American Heritage*
 - Co-op advertising support

New Initiatives

Meeting Planner Guide:

- 16- page, 4-color Meeting Planner Guide
- Digital version
- Inserted into *Successful Meetings & Meeting News*
 - 64,000 circulation
 - 10,000 overruns
 - Co-op advertising support

New Initiatives

Economic Emergency Campaign:

Canada/N. America

- **Timing - Media schedule to coincide with tour operator catalog distribution to promote fall and spring visitation**
- **Target Market: Toronto, Ontario**

New Initiatives

Economic Emergency Campaign:

Canada/N. America

- **Media:**
 - **Online: Weather Network**
 - **TV: Weather Channel**

New Initiatives

Economic Emergency Campaign: UK

- **Timing - Media schedule to coincide with tour operator catalog distribution to promote May – October travel**
- **Target Market: London metro**

New Initiatives

Economic Emergency Campaign: UK

- Media:
 - Online: Travel Ad Network UK, Yahoo UK and Trip Advisor
 - E-blast: *TIA Discover America campaign*
 - Travel Trade Support: *Visit USA Travel Planner and Travel Trade Gazette (TTG)*

New Initiatives

Economic Emergency Campaign: Germany

- **Timing - Media schedule to coincide with tour operator catalog distribution to promote spring/summer travel**
- **Target Markets:**
 - Düsseldorf
 - Munich
 - Frankfurt
 - Berlin
 - Hamburg

New Initiatives

Economic Emergency Campaign: Germany

- Media:
 - Online: Travel Ad Network UK, Trip Advisor
 - Travel Trade support: *FVW* and *Travel Talk*

New Initiatives

New Air Service Support Plan:

- Work closely with Southwest Florida International Airport and Naples Airport Authority
- Partner with other airports including:
 - Orlando International
 - Orlando/Sanford International Airport
 - Ft. Lauderdale International Airport
 - Miami International

Marketing emphasis will be on new airlines and new & current direct flights from existing airlines

New Initiatives

Digital Media: Online

- Companion co-op ads: Double ad domination
- Rectangular ad promotes destination
- Banner ad promotes hotel partner
- Direct hyperlink to both destination & hotel websites
- Promote special offers
- Video

New Initiatives

Digital Media E-blasts:

- Added value and new databases
 - Up to five partners
 - Direct hyperlink to destination & hotel websites
 - Promote special offers

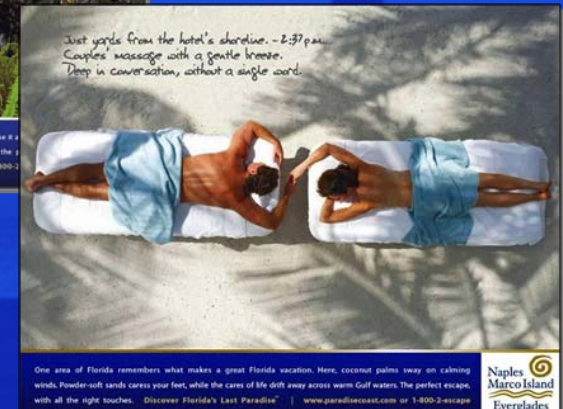
New Initiatives

Digital Media SEO:

- **Search Engine Optimization**
 - Use distinct landing pages
 - Heavy use of videos: YouTube use up 80% in 2 years
 - Voice recognition of videos to better capture prospects
 - Target local markets as opposed to “general” click-through advertising
 - Blog campaign targeting prospects such as meeting planners.

Other New Initiatives

- Continue with current brand direction
- Continue to define area as “Florida’s Last Paradise”



Other New Initiatives

- Branding
- Creative tactics
- Collateral and Production

Other New Initiatives

- Branding

Other New Initiatives

- Branding
 - Entry tactics
 - In-market identification & branding
 - In-market communication
 - Exit strategies

Other New Initiatives

- Branding
 - Entry tactics
 - Airports
 - Welcome Centers



Other New Initiatives

- **Branding**
 - **Entry tactics**
 - Airports
 - Welcome Centers
 - On - property



Other New Initiatives

- Branding
 - In-Market Identification/Branding
 - In-Room Signage
 - Brand entities unique to market



Other New Initiatives

- Branding
 - In-Market Communication
 - “Unexpected Paradise” Guide
 - In-room television



Other New Initiatives

- Branding
 - Exit Strategies
 - Post-stay surveys
 - Return programs



Other New Initiatives

- Creative Tactics

- Expand Passport to Paradise concept
- Establish Hammock as Icon
- Branded promotional items
- “Certify” the branded experience



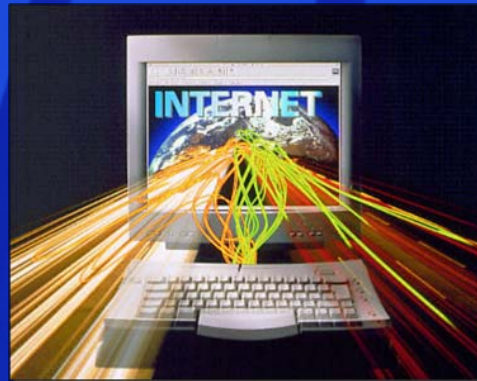
Other New Initiatives

- Creative Tactics
 - Summer Event
 - Green Program
 - Digital Niche Guides



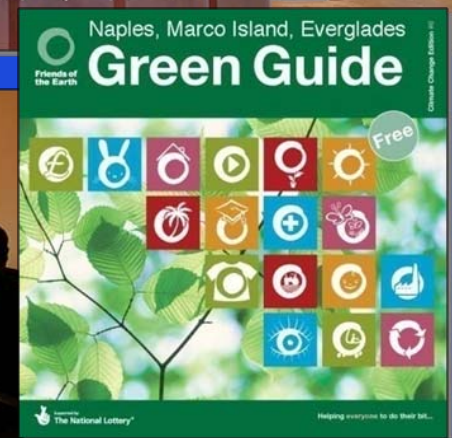
Other New Initiatives

- Collateral/Production Initiatives
 - Consolidate printing
 - Consider electronic/digital at all times
 - Greater utilization of existing video



Other New Initiatives

- Branding
- Creative tactics
- Collateral and Production





QUESTIONS OR COMMENTS?