

To: Members of the Collier County TDC

From: Susan Becker

Date: August 13, 2012

Subject: Medical Tourism

On Monday, August 6, 2012, I represented the TDC at a meeting of the Medical Tourism Committee held in the offices of the CC-CVB. Among the attendees (two via speaker phone) were Jack Wert, Debi DeBenedetto, and JoNell Modys. Minutes of that meeting are attached.

Jack Wert opened the meeting by stating that the CVB is committed to promoting Medical Tourism in Collier County, and he closed the meeting by identifying marketing concepts available in the CVB 2013 Marketing Plan as well as in co-op opportunities with medical facilities and providers.

Some specifics from my notes of the intervening discussion include the following:

- Our efforts are intended to guarantee hotel rooms and residences that support the tourist tax.
- Target markets include experts for medical education and medical procedures, patients in rehab, and families of both experts and patients for overall wellness in our favorable climate.
- Committee members will work to add resources to a database that includes medical businesses already identified by the Chamber and Medical Society.
- There is a big role here for Public Relations to connect with target markets via television, publications, and websites. The promotion of Medical Tourism should focus on the amenities of our Collier County climate; capacities for group accommodations and meeting spaces; and value packages reflecting our life style advantages.
- Committee members are in the process of reaching out to those who already have advertising budgets; hospital doctor surveys; medical office managers; medical providers; our international connections, especially in Canada and Great Britain; group meeting planners; and The Collier County Lodging and Tourism Alliance.
- For guidance, the Committee is looking into other Florida destinations already promoting Medical Tourism and plans to meet again soon.