TDC EXECUTIVE SUMMARY

Review and make recommendation to the Board of County Commissioners to approve the Fiscal Year 2015 Strategic Marketing Plan for the Naples, Marco Island, Everglades Convention & Visitors Bureau (CVB) and make a finding that this item promotes tourism.

OBJECTIVE: Review the strategic plan for the destination for FY 15 commencing October 1, 2014.

CONSIDERATIONS: During 2014, the CVB conducted meetings with its marketing partners at quarterly Advisory Roundtables. Additional input was gained at our day-long strategic retreat on August 1 and face to face meetings with hotel sales and marketing managers and PR representatives to gather information multiple perspectives on marketing our destination. The CVB also creates and offers a co-op marketing program featuring special cost saving opportunities to our tourism partners in shared advertising and trade show attendance for the coming year. The information collected from all of these sources is analyzed and compiled into a one year marketing plan to promote the destination. All of the above efforts have laid the groundwork for the FY 15 marketing plan for TDC review and recommendation.

The draft plan was presented to the Collier County Lodging and Tourism Alliance meeting on September 19 for their input. That group unanimously supported the plan. The PowerPoint presentation included with the Executive Summary is an overview of the complete plan as presented in the printed books provided to each TDC member. The plan includes all aspects of the CVB's initiative to market Collier County worldwide as a tourism destination of choice for group and leisure vacations in 2014-2015. With TDC recommendation, the plan will be presented to Board of County Commissioners on October 14 for final approval. The entire plan will then be posted on our website for use by our Collier tourism industry partners.

The plan includes Goals, Objectives, Situation Analysis, Strategies, Implementation details, and detailed planned expenditures for each marketing discipline in the Tourism Department Budget for FY 15. Those planned expenditures include Administrative Costs, Marketing and Advertising, Public Relations and Communications, Group and Leisure Sales, Sports Marketing, Film and Entertainment, International representation on UK, Europe and Brazil, Marketing and Museum Grants and Emergency Advertising.

FISCAL IMPACT: The projected marketing budget to support this strategic marketing plan is $4.0 million in paid advertising and promotion plus Contracted Services, Promotions, Administrative costs totaling 5.3 million. These expenditures are funded by the FY 15 projected tourist tax revenue, collected monthly by the Collier County Tax Collector. This budget reflects the new allocations in the tourist tax ordinance for marketing approved by the BCC in June 2013. These funds are a part of the Fund 184 and 194 approved Tourism Department budget for FY 15.

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

RECOMMENDATION: Review and make recommendation to the Board of County Commissioners to approve the Fiscal Year 2015 Marketing Plan for the Naples Marco Island, Everglades Convention & Visitors Bureau (CVB) and make a finding that this item promotes tourism.

SUBMITTED BY: Jack Wert, Tourism Director

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Destination Marketing Plan 2014-2015

Destination Marketing Plan for 2014-15:

Goal:

- Implement strategies and tactics to increase both group and leisure travel to our destination.

Objective:

- Create a marketing plan to navigate our destination through the ever-changing world-wide tourism marketplace and attract record numbers of visitors to our community.

Flexibility:

- Build in flexibility to react to trends and unexpected events in the year ahead.

Destination Planning Process

- Quarterly Tourism Industry Roundtables
  - Tourism Partner Promotion Discussions
- Annual Marketing Forum- Aug. 1
- Sales & Marketing Mgrs. Meetings- Aug 4
- PR & Communications Mgrs. Meetings – Aug 4
- Collier Lodging & Tourism Alliance – Sept. 19
- TDC Presentation- Sept. 29
- County Commission October 14
- Implementation October '14 –Sept. '15

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Situation Analysis

Collier Tourism Metrics

Jan. – Dec. 2013

Number of Visitors	• 1,668,200 • +6.1 %Δ
Direct Expenditures	• $1,080,827,700 • +12.3 %Δ
Economic Impact	• $1,611,514,101 • Multiplier: 1.491

Collier Tourism Metrics

Year-to-Date 2014 (Jan. – July)

Number of Visitors	• 1,135,300 • +4.9 %Δ
Room Nights	• 1,569,600 • +3.5 %Δ
Economic Impact	• $1,239,961,822 • +11.7 %Δ

Growth in Visitor Impact

Direct & Induced Impact (in millions)

2009
$1,128

+3.4%

2010
$1,166

+10.6%

2011
$1,290

+11.2%

2012
$1,435

+12.3%

2013
$1,612

+11.7%*

2014
$1,240*

Δ '09/'13

+ $½ Billion

**Year to Date*

Flow of Visitor Expenditures

Inflow of Revenues

Outflow of Funds

Benefits Community tax payers and reduces tax burden

Visitors spend on travel arrangements

To the County, City & State

CVB uses them to promote the destination and to support infrastructure

Which brings more visitors into the County

Visitors spend $ in the Community

These expenditures create income, jobs, and support infrastructure in the Community

Smith Travel- Collier Comp Set

January – December 2013

	Occupancy		ADR		RevPAR	
	2013	% Δ	2013	% Δ	2013	% Δ
Naples MSA	65.8%	+6.3%	$185.34	+6.7%	$121.89	+13.5%
Naples Upscale	74.5%	+6.9%	$237.12	+7.1%	$176.60	+14.4%
Miami-Hialeah	77.9%	+1.8%	$176.66	+8.1%	$137.60	+10.1%
Florida Keys	79.1%	+5.4%	$233.03	+9.1%	$184.25	+15.0%
Ft. Myers	60.5%	+6.8%	$129.24	+2.8%	$78.22	+9.8%
Sarasota-Bradenton	63.9%	+3.6%	$117.38	+1.9%	$75.05	+5.5%
Clearwater	66.1%	+4.0%	$119.74	+3.2%	$79.11	+7.4%
St. Petersburg	67.2%	+2.3%	$121.06	+3.6%	$81.30	+5.9%
Palm Beach County	71.6%	+6.3%	$145.84	+3.5%	$104.47	+10.0%
Ft. Lauderdale	74.7%	+3.2%	$119.33	+4.1%	$89.20	+7.5%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Smith Travel- Comp Set

Year-to-Date 2014 (Jan. – July)

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	73.4%	+3.2	$223.34	+9.9	$163.92	+13.4
Naples Upscale	81.8%	+2.7	$280.34	+7.4	$229.30	+10.3
Miami-Hialeah	80.5%	+0.9	$195.02	+5.2	$156.92	+6.1
Florida Keys	84.4%	+2.4	$270.45	+11.0	$228.20	+13.7
Ft. Myers	72.0%	+6.6	$153.31	+7.6	$110.37	+14.7
Sarasota-Bradenton	74.4%	+7.2	$133.34	+6.9	$99.15	+14.6
Clearwater	78.1%	+10.3	$130.48	+1.2	$101.95	+11.6
St. Petersburg	73.2%	+1.6	$137.11	+7.2	$100.34	+8.9
Palm Beach County	76.7%	+2.0	$170.48	+7.5	$130.70	+9.6
Ft. Lauderdale	80.6%	+3.4	$135.60	+6.7	$109.30	+10.4

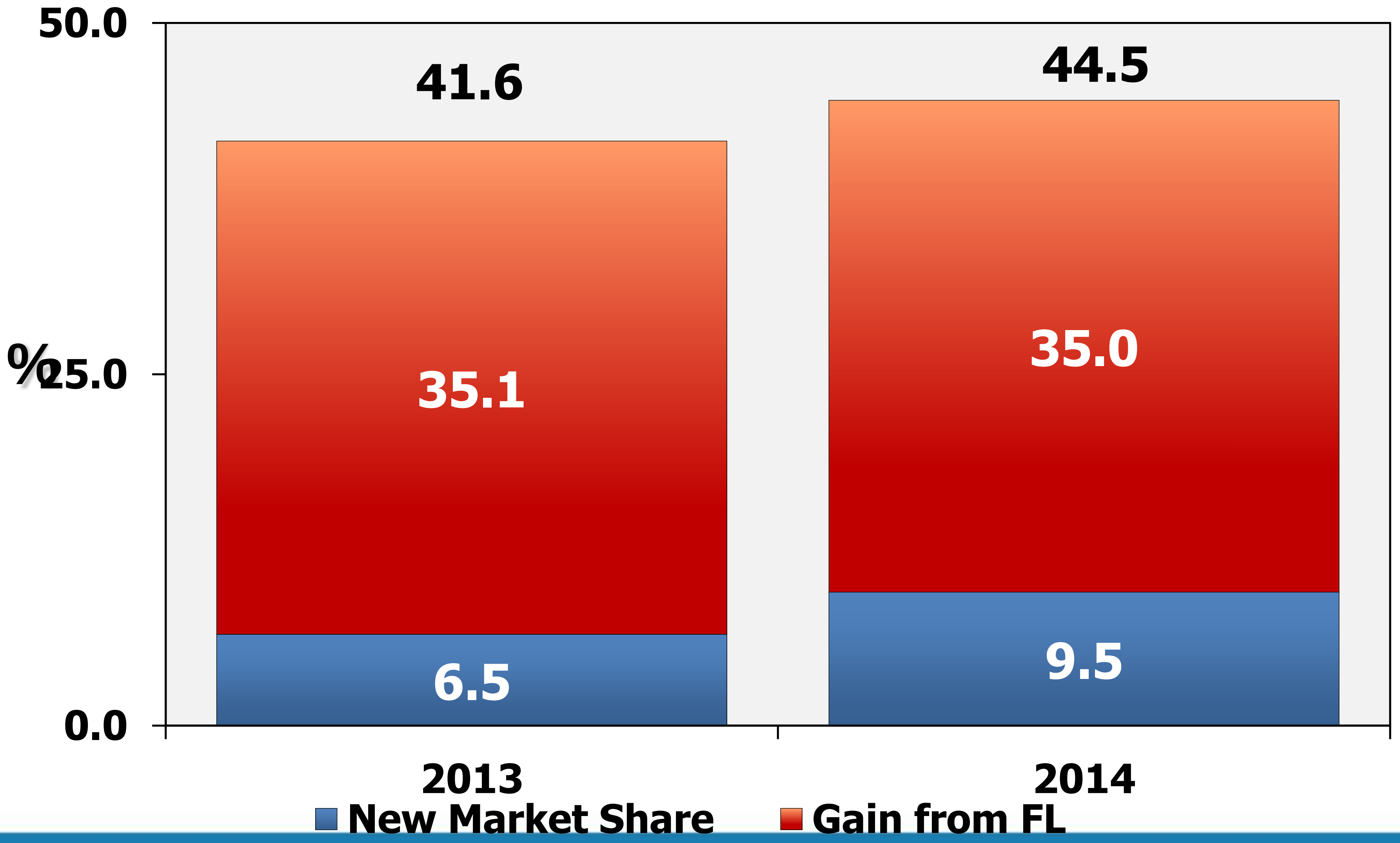
SOURCE: SMITH TRAVEL RESEARCH, INC.

Visitor Origins

Collier Year-to-Date 2014 (Jan. – July)

	# of Visitors 2014	∆ %
Florida	368,233	-0.6%
Southeast	72,348	+5.5%
Northeast	257,201	+7.6%
Midwest	198,146	+7.0%
Canada	33,886	+7.2%
International	152,803	+12.3%
US Opp Mkts	52,683	+2.5%
YTD 2014	1,135,300	+4.9%

First Time Visitors (%)



Visitor Perceptions

	2013	2014
Satisfaction	95.5%	96.9%
Would Recommend	96.3%	96.7%
More Expensive	9.0%	10.1%
Plan to Return	92.6%	93.2%

Average Age/Median Income

	2013	2014
Average Age (yrs)	44.8	44.4
Median HH Income	$126,495	$128,028

Travel Planning Sources

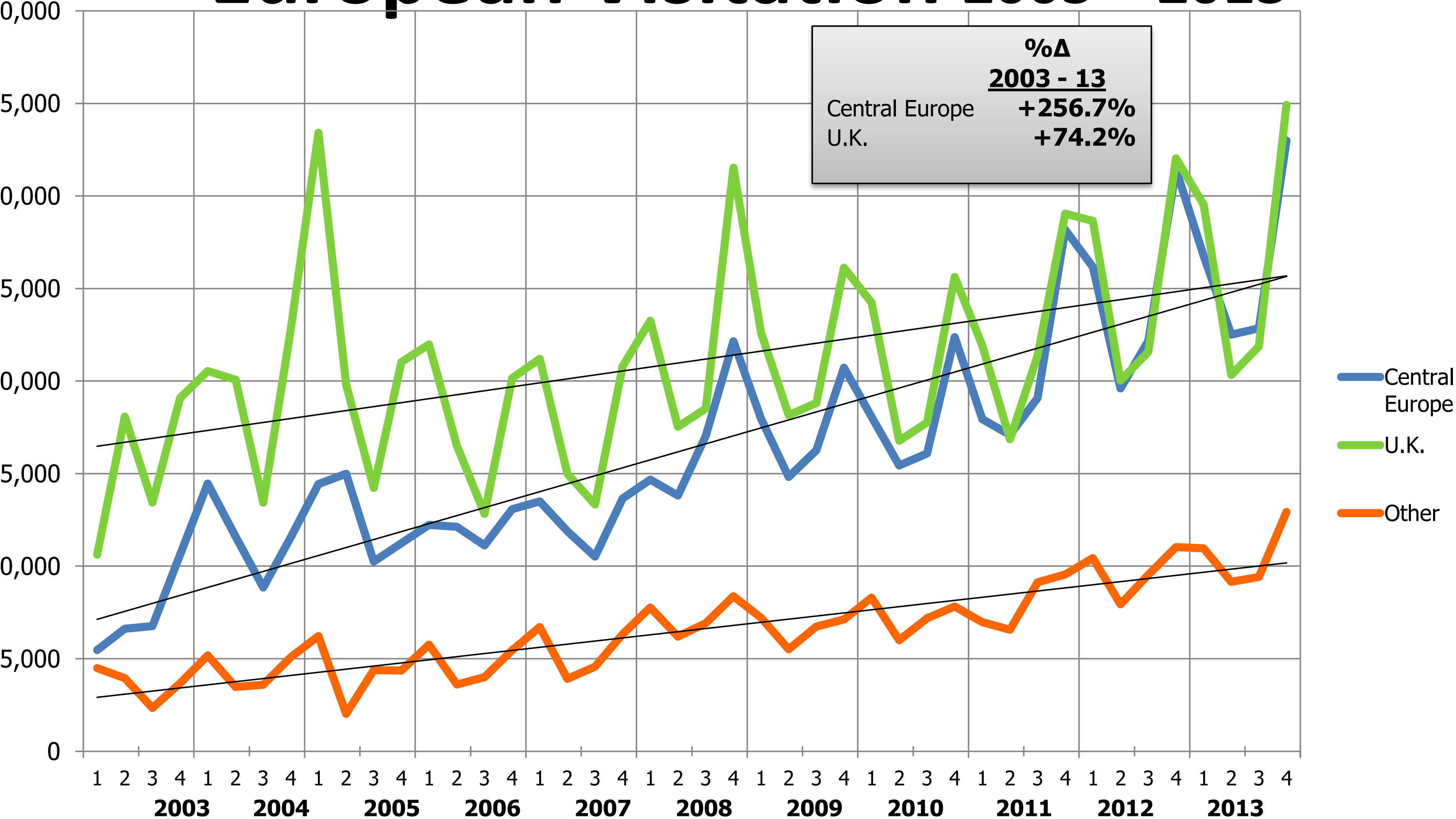
- Majority of visitors **(99.5%)** consult the web for trip information, while **78.6%** make bookings for their trip online.

European Visitation

Annual 2013 (Jan. – Dec.)

European Visitation 2013	% Share	# of Visitors 2013	Δ % '12-'13
Germany, Benelux	41.3	105,126	+5.8
U.K./Ireland	42.0	106,667	+4.3
Other- France, Scandinavia	16.7	42,475	+9.1
Total European Markets	**100.0**	**254,268**	**+5.7**

European Visitation 2003 – 2013



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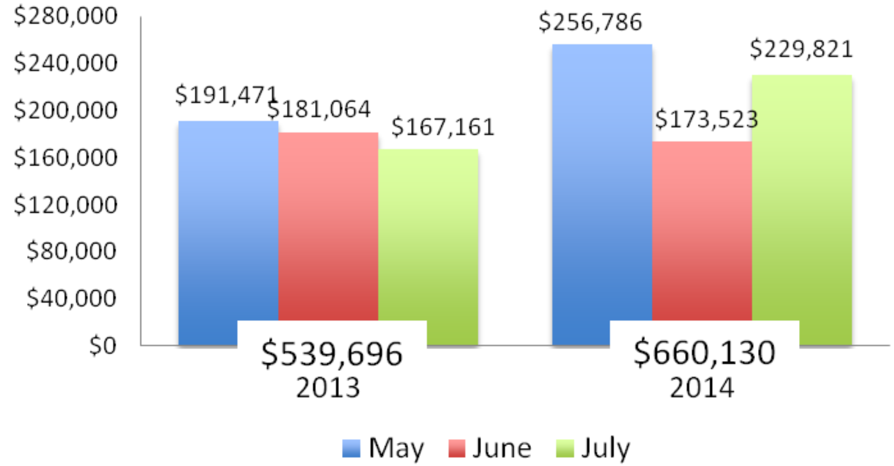
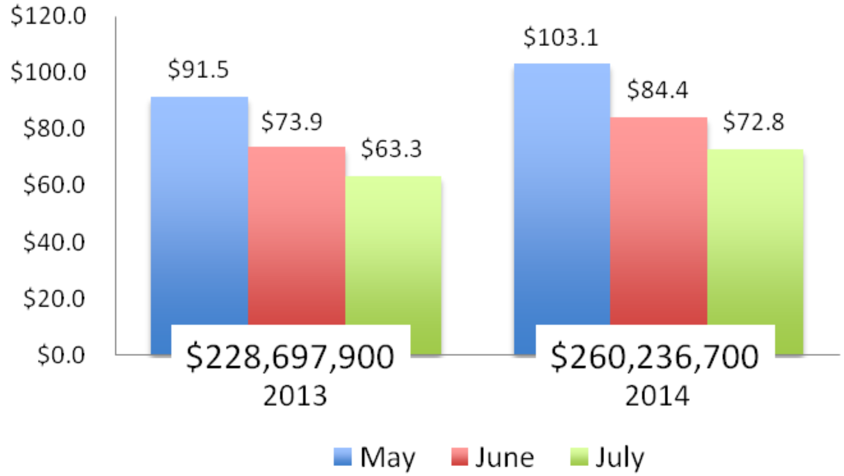
Destination Marketing $$ Spent



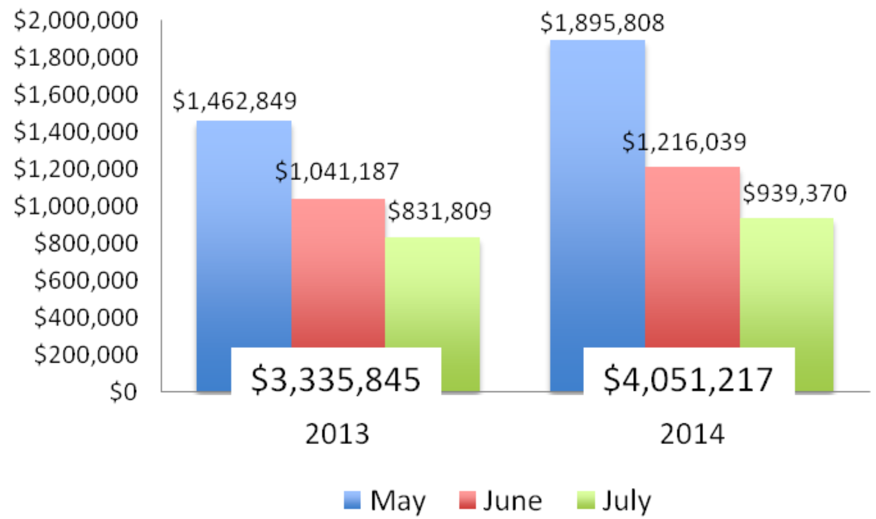
** Source: Paradise Advertising*

Direct Visitor Expenditures *(in Millions)*

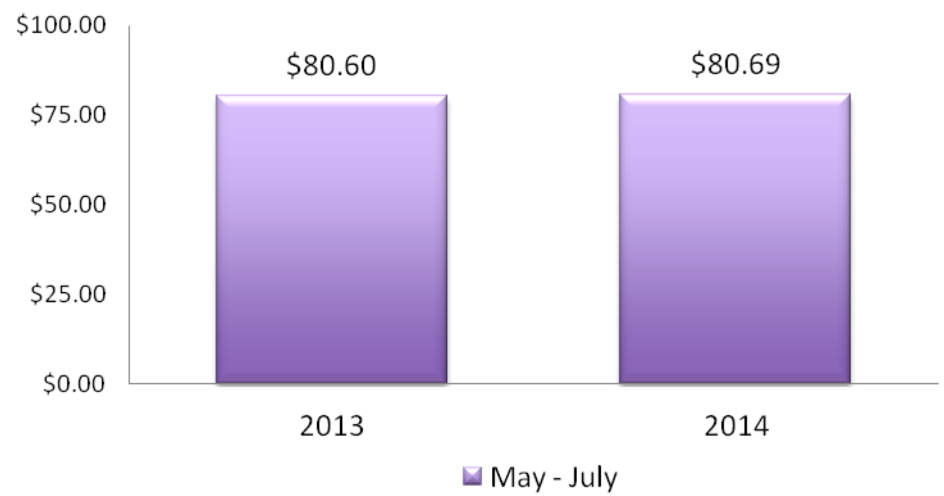


** Source: Research Data Services, Inc.*

Tourist Tax Revenue



Return on Investment



** Source: Collier Tax Collector's Office -- One Month Lag*

** Source: Research Data Services, Inc. / Paradise Advertising*

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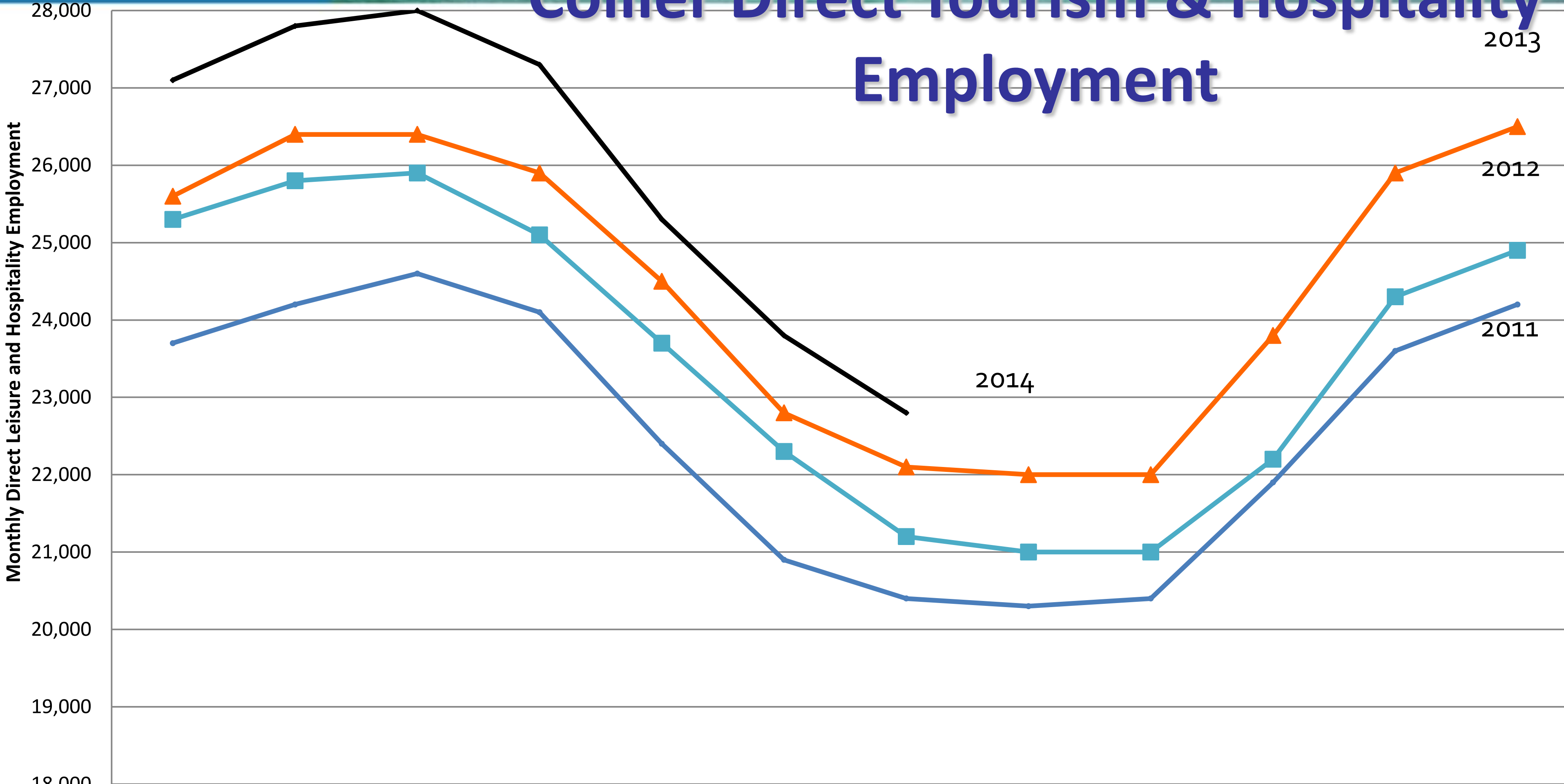
FLORIDA'S PARADISE COAST

Collier Direct Tourism & Hospitality Employment



	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec
2011	23,700	24,200	24,600	24,100	22,400	20,900	20,400	20,300	20,400	21,900	23,600	24,200
2012	25,300	25,800	25,900	25,100	23,700	22,300	21,200	21,000	21,000	22,200	24,300	24,900
2013	25,600	26,400	26,400	25,900	24,500	22,800	22,100	22,000	22,000	23,800	25,900	26,500
2014	27,100	27,800	28,000	27,300	25,300	23,800	22,800					

***Source: Florida Department of Economic Opportunity.**

Favorite Visitor Activities

- **Beach & Water**
- **Dining Out**
- **Relaxing**
- **Pool**
- **Shopping**
- **Sightseeing**
- **Swimming**
- **Nature/Everglades**

Source: Research Data Services 2014




Visitor Comments

Destination Analysis 2014-2015

Strengths, Weaknesses, Opportunities, Threats (SWOT)

Strengths

- Tropical, relaxed, away from it all destination offering a vacation environment a bit different than elsewhere in Florida
- Wide, white sand beaches
- Unique, locally owned, one-of-a-kind shopping and dining experiences
- International Airport with direct service to and from domestic and international markets with capacity to expand gates and service
- An Integral Part of Florida
  - Owning a strong International brand with tremendous awareness
  - # 1 or # 2 travel destination in the US
- Dedicated, renewable funding source (Tourist Development Tax)
- Year-round employment opportunities
- Visitor spending contributes a surplus of funds for community's benefit
- Accredited DMO by Destination Marketing Intl. Accreditation Program

SWOT

Weaknesses

- Small CVB staff limits our potential
- Lack of understanding in our community on the positive impacts of visitors on our community
- Higher than average airfares into Southwest Florida International Airport (RSW)
- Higher than average transportation cost from RSW
- High year-round accommodation rates might discourage some travelers
- Past reputation as a retirement community & limited activity for families
- Limited nightlife opportunities
- Limited public transportation from nighttime activities to hotels

SWOT

Opportunities

- New/expanded commercial air service to RSW and Naples will make us more accessible to visitors
- Local transportation providers are showing interest in expanding affordable airport transportation
- Growth of group meeting business encourages resort and hotel expansion and enhancement
- New hotel development in Downtown Naples will bring more activities to that area.
- Expanded Community Relations program enables us to deliver the correct tourism message to government and residents alike
- An expanded CVB staff has enabled CVB to meet a growing demand for services

SWOT

Threats

- Natural and man-made disasters can discourage new and repeat visitation
- Extreme weather events can divert visitors to other areas
- Crimes against visitors discourages travel
- Homeland Security mandates can discourage International visitation
- Internet booking of hotels limits our potential tourist tax revenue
- International currency exchange rate fluctuations affect future visitation

Leisure Travel Outlook & Trends

Leisure Market Trends

- Smith Travel Research Market Study - 2014
  - Room Demand nationally has passed GDP which could begin to reduce demand in coming years
  - Demand is now outpacing Hotel Supply
  - Transient is beginning to lose share to Group business
  - New supply is in the pipeline
    - Miami has 2800 new rooms under construction
    - 67% of new supply is Upscale and Upper Up Scale product
    - We have three new properties in planning stages
  - RevPAR will see growth for next 4 years
  - AirBnB will begin to penetrate second tier markets in the next year.
    - 39% of travelers indicate they only travel with AirBnB accommodations

Leisure Market Trends

- **2014 Monitor Study Indicates**:
  - Consumers worried about enough money to feed family:
    - 2008-41%; 2014 28%
  - Worried about Job security:
    - 2008 41%; 2014- 30%
- Consumer Focus: Source: Futures Company
    - 1980- More and More;
    - 2000- Less and Less;
    - Today Less and More (more is being redefined- it is not frugality, it is moderation)
    - 80 million millennials in US. $200 million market.
- Travelers in the US are only taking about 50% of their paid time off. This is called the "Travel Effect" and suggests a campaign to encourage travelers to take that time off in our destination.

Leisure Market Outlook

- Northeast and Midwest markets continue to be strongest feeders between January and March, and Florida in Spring, Summer and Fall
- UK and Germany continue to grow as strong feeders year round.
- We are seeing more and more Brazilians and Argentineans. Latin American Market is growing.
  - Brazilians showing interest in making the drive over from Miami. Need education through promotions with AVIAREPS. our new representatives
- Trend is toward more active vacations, adventure travel. Visitors are looking for unique and educational experiences.
- Competition for leisure business is Caribbean, CA, AZ Hawaii, and Puerto Rico.
- In Florida the larger CVB's such as Key West, Miami, Orlando, and Tampa have more man power and funding to reach and saturate markets with greater exposure at trade shows and in paid advertising.

Group Meetings Market

Group Market Trends & Outlook

- The meetings market as a whole is up slightly in 2014 compared to 2013
- RFP's generated from CVB sales efforts are up 11% from 250 to 287
- CVB generated booked business is up 14% from 52 to 74 groups booked in 2014 over 2013
- Goals set for CVB sales team were reached and exceeded
- We are receiving more incentive group requests.
- Meetings are beginning to attract more attendees and higher percentage of pickup and more interest in pre and post stays.
- Many planners of CEO and board meetings are interested in this area and offsite venues are slowly becoming a requested add on.
- Educational learning is on the rise in both group and leisure travel.
  - With a mention of "Extend your pre or post conference experience and bring the family, make a vacation out of it and continue to learn" should help grow this trend.

Technology Trends & Outlook

- Today's mobile device has more computing capability than the first computers in 1950.
- Expedia "Viewfinder" is new way to showcase our user generated photos and content
- It is very important to get our destination content on all OTA sites. These would include:
  - Orbitz, Expedia, Travelocity, Hotels.com, Hot Wire, Kayak, Trip Advisor, Priceline, Cheap Tickets.com.
- We can be "Influencible" in directing travelers to our DMO website.
- FaceBook and Instagram will continue to grow
  - Set FaceBook and Instagram goals and determine what it will take to reach those goals

Technology Trends & Outlook

- 40 days out from booking, 80% of travelers are undecided on destination
- 20 days out 59% undecided on destination
- 2 days out 20% still undecided on destination.
- On average, travelers visit 38 on line sites to research destinations
  - Big opportunity to influence travelers on our destination throughout the entire buying cycle.

International Markets

Brazil:

- Brazil is the **6th economy in terms of tourism**; and the 7th biggest economy in the world
- **Unemployment** is at **historic lows**
- According to the World Bank, Brazil's **strong domestic market** is **less vulnerable to external crisis**
- There are 51 million young people (15-29 years) in Brazil, representing **26% of total population**
- Half of enterprises with up to 3.5 years of activity, have **young owners** (18-34)
- The **average age** of the Brazilian international tourist is **36**
- **Stable economic growth**, relatively low inflation rates and improvements in social well-being **boost leisure and tourism**
- **Both domestic and international departures are growing;** the rapidly-growing middle class wants to explore the world around it

European Markets

- **Germany**
  - **Unemployment Rate:** 6.7 % (6.5 %) / 7% of all jobs are in tourism
  - **Inflation Rate:** +1.5 % (+1.7%)
  - **GDP:** € 2.735 billion (€ 2.645 billion) , 4.4% of this is tourism related
  - **Economic Growth**: 1.6% (0.4%)
- **Austria**
  - **2013 Unemployment Rate:** 4.3% (4.4 %)
  - **2013 GDP:** € 307 billion (€ 300 billion)
  - **2013 Inflation Rate:** +1.9% (+2.0%)
- **Netherlands**
  - **2013 Unemployment Rate:** 5.7% (5.4%)
  - **2013 Inflation Rate:** +1.8% (+2.6%)
  - **2013 GDP:** +1.9% (€42,3 billion)
  - **Population:** 16.8 million
- **Belgium**
  - **2013 Unemployment Rate:** 8.6% (7.5%)
  - **2013 Inflation Rate:** +1.3% (+2.6%)
  - **2013 GDP:** +0.1% (€377.1 billion

European Markets

- Increase of visitation to US is strongly driven by Tour Operators
- Visitation to Florida has increased by 17% over the last 3 years
  - USA had the strongest increase among the traditional winter destinations ranking #3 after Thailand and Australia
- Early booking trend: more than 50% still book more than 2 months in advance of travel dates
- Internet research is rising, but bookings continue to stay flat
- Booking channel used correlates with age of travelers
- TUI and Thomas Cook are the dominating tour operators

UK/Ireland Market

- The UK is the largest overseas market in terms of visitation numbers, and the #1 spending international source market for the U.S.
- The UK economy is the fastest growing in the developed world and the coalition government is now actively looking at slowing the growth rate down as house prices are rising in excess of 10%.
- Car sales are at the highest they have been in seven years, and the budget deficit is likely to be cut by in excess of $20 billion more than anticipated.
- There is a resurgence in long haul trips – especially to US
- Customers remain sensitive to price and value-add propositions
- All inclusive packages continue to rise, including cruise
- Third agers (50+) travelling and spending more than general population
- Increase in direct bookings (i.e. direct to operators, online)

Destination Marketing Plan
2014-2015

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ACCREDITED
Destination Marketing Organization

Destination Goals

- Anticipate where our customers will be in buying cycle when they decide to purchase a trip
- Grow the yield of our marketing efforts through increased tourism taxable sales (TDT & Sales)
- Engage our visitors and build relationships to share their experiences
- Deliver increasing return on our marketing investments
- Influence potential visitors to increase intentions to travel to our destination

Destination Objectives

- **Grow tourist tax revenue to $19 million**
- **Increase inquiries to our tourism website by 10%**
- **Grow requests for Official Visitor Guide by 10%**
- **Grow year-round occupancy levels by 5%**
- **Grow our Return on Investment of visitor spending to advertising dollars invested to an average of $100 for FY 15**

Target Markets

Leisure

Domestic:

1. Florida residents and visitors from other Florida tourism destinations
2. Northeast U.S. (Boston-Washington DC)
3. Midwest U.S. (Chicago, Indianapolis, Columbus, Cleveland
4. Southeast U.S. (Atlanta, Charlotte)
5. Canada

International:

1. Central Europe (Germany, Switzerland, Netherlands
2. UK/Ireland
3. Brazil

Opportunity Markets:

1. Texas
2. France
3. Scandinavia

Target Markets

Demographics- Leisure

Primary:

- Boomer generation.
  - 50+ favoring women, families and Couples
  - Affluent- $125+ HHI

Secondary:

- Millennials
  - 17-33 age group
- Gen X & Gen Y
  - 30-50 age groups
- The age of our visitors is declining each year
- Improve our appeal to a younger, more tech savvy visitor utilizing the technology they use every day.

Leisure Target Markets

- Activities/Lifestyle
  - Active, health conscious Adults
  - Adventure Seekers
  - Sustainable Tourism Enthusiasts
- Segments
  - Domestic & International Tour Operators
  - Luxury Travel Agents
  - Destination Wedding & Honeymoons

Target Markets

Group Market

Segments

- Corporate
- Incentive
- In-state Associations
- Out-of-State Associations
- Sports
- SMERF

Geographic

- East Coast US Corporate Parks Market
- Tallahassee for State Associations
- Texas, Georgia as opportunity markets


MARKETING AV
STRATEGY ST

Group Meetings - New Strategies

- Develop new Videos for Meetings and Weddings and an overall destination video for promotional use at shows.
- Distribute personalized videos to planners from CVB sales staff to pitch the destination and welcome them
- Develop "Thank You" videos that can be customized for targeted groups who have held their meeting or event in our area and personalized handwritten thank you notes.
- Promote "B-Leisure" Travel
  - Tie Business and leisure trips together –market pre and post business stays and ask visitors to tie into their educational conference a pre/post leisure stay for educational reasons to learn something new and for relaxation.
- Tie into the US Travel Assoc. campaign "Travel Effect" offering our destination reasons why and how people should take their earned vacation time

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Group Meetings- New Strategies

- Create new mini banners and large fabric screens for trade shows
- Develop a new postcard mailer that can be sent via regular mail or digital mail that highlights CVB services and the destination that directs them to our website.
- Insert Bleisure suggestion card in in market meeting attendees welcome bags.

Leisure Market- New Strategies

- Create 3 day/2 night packages exclusively for the "Travel Effect" visitors.
  - Tie in with Adventure travel, Edu-tourism and "Bleisure" travel. Example:
    - Learn to fish, sail, golf, boat, learn about shells, birds, Everglades, paddle board, kayak while on vacation
- Sales Missions to Receptive Operators and luxury travel agents in the Fall.
  - Target secondary markets of Ohio, Milwaukee, NY (Westchester County) and Toronto

Sports Marketing- New Strategies

- Organize fam trips to our area for potential new event rights holders or owners
- Develop strong relationships with High School Athletic Directors to use their stadiums, gyms and tracks for events.
- Use the sports grant program to attract new events with incentives to offset their costs.
- Develop new videos and TV spots featuring our sports events

PR & Communications-New Strategies

- Community Issues and Initiatives
  - Identify issues in our community that need involvement by the CVB
  - Create monthly e-newsletter to area partners
- Computerized Editorial Calendars
- Google Content & Focus Calendar
- Media Day Event in New York
- Trade Show support in event city local media

New Media Tactics

- Fall Campaign to promote golf tournaments and Stone Crab Festival
- Winter Campaign will add Cleveland and Minneapolis markets
- Spring Summer Campaign extends to Sept.
- Culinary marketing will include "*Emeril Lagasse Show* on Food Network and Cooking Channel
- Travel Agent marketing initiatives in domestic and International markets

Medical Tourism

- Visit Florida will invest $2.5 million in marketing medical procedures and meetings
  - CVB will continue to focus on medical meetings
- Domestic and International focus
- Matching Grant program for promotion of existing medical products or services
- Matching Grant Program for hosting medial meetings or medical training using promotion outside of Florida

Arts, Culture & Heritage Plan

Strategies

- **Dedicated Arts & Culture section of the CVB website**: This will include expanded partner listings, descriptive information, images, hyperlinks and special offers. Webpage will also link to various arts & culture related web videos and articles.
- Distribute a consumer e-Newsletter to promote the Celebrate the Arts Month in November. Content centers on arts, culture and history events with hyperlinks to the digital Arts, Culture & Heritage Guide content.
- **Arts, Culture & Museum Grantees**: Encourage grantees to use our visitor feeder markets to place their event ads and to link to our CVB events web page.

Arts, Culture & Heritage Plan

Strategies continued …

- Work with United Arts Council to increase distribution of printed Calendar of Events and build an enhanced digital version for wider distribution.
- Identify a Collier transportation partner to offer organized tours of our museums and art galleries.
- Research cultural publications that will provide an opportunity to increase the branding message via use of half page full color arts and culture advertisements.
- Enhance major cultural events that showcase one or more venues such as Arts Naples World Festival. Package hotels with event tickets, dining and shopping discounts to attract out of market visitors

Heritage Marketing

- Dedicate up to $100,000 in Heritage market advertising and promotional support in the CVB marketing budget.
- Work with Collier museums and non-profit museums to place targeted heritage advertising and support the Collier County Museums with all their major events with social and digital media.
- Continue Lou Hammond PR support of Collier Museum events.

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Air Service Support Plan

Air service is the most commonly used transportation mode by our visitors. So it is imperative that we continue to foster partnerships with our local airports and regional destination partners.

- Of the visitors arriving by air, over 60% fly into Southwest Florida International Airport (RSW), followed by Miami International Airport (MIA), Tampa International (TPA) and Orlando/Sanford International Airport (SFB).
- RSW is the largest commercial airport serving the county, and is the main focus of our commercial air service marketing efforts.
- In addition, our area is served by four General Aviation airports including, Naples Municipal Airport, Marco Island Executive, Everglades City Airpark, and Immokalee Regional.
    - Each airport serves the general aviation needs of their communities and some have potential to attract commercial service when the demand so warrants.

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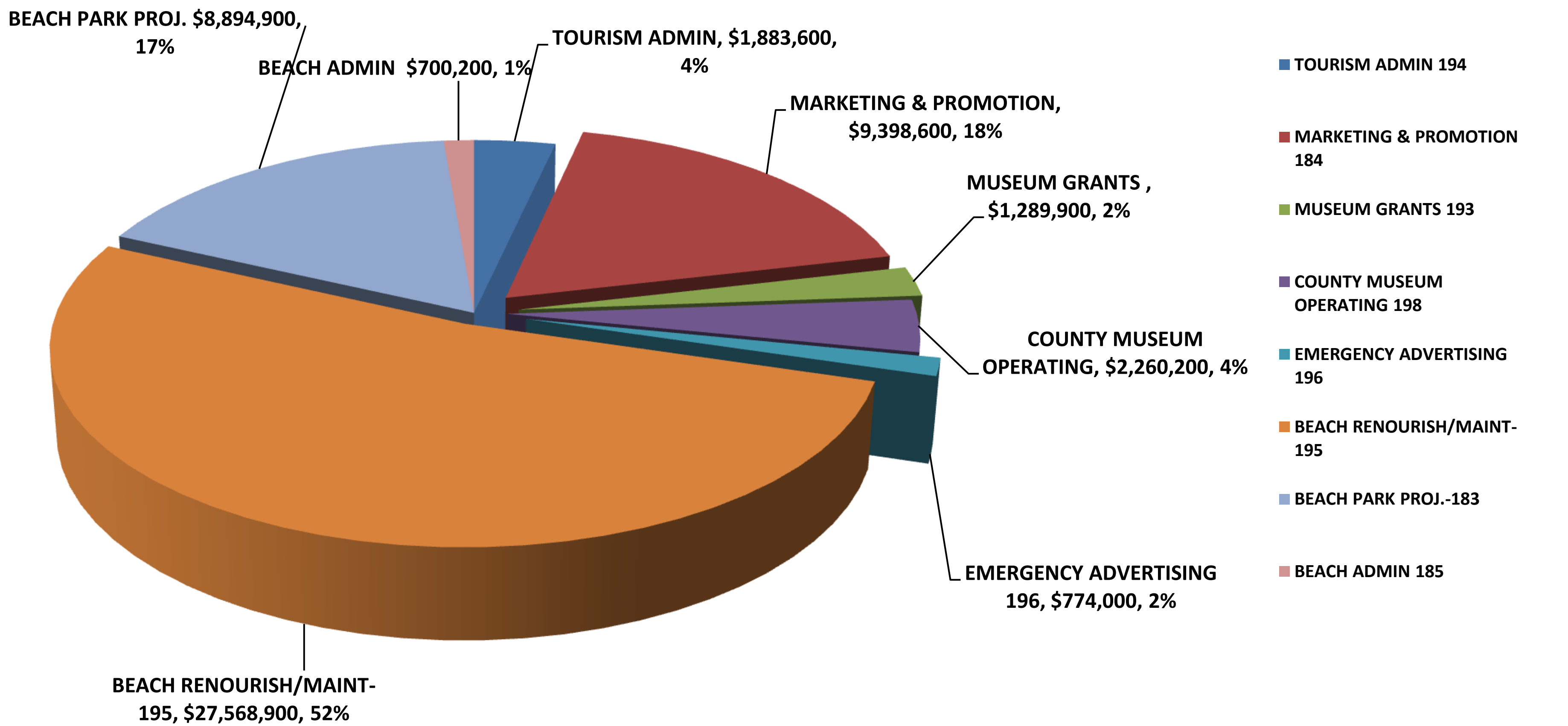
Air Service Support Plan Cont.

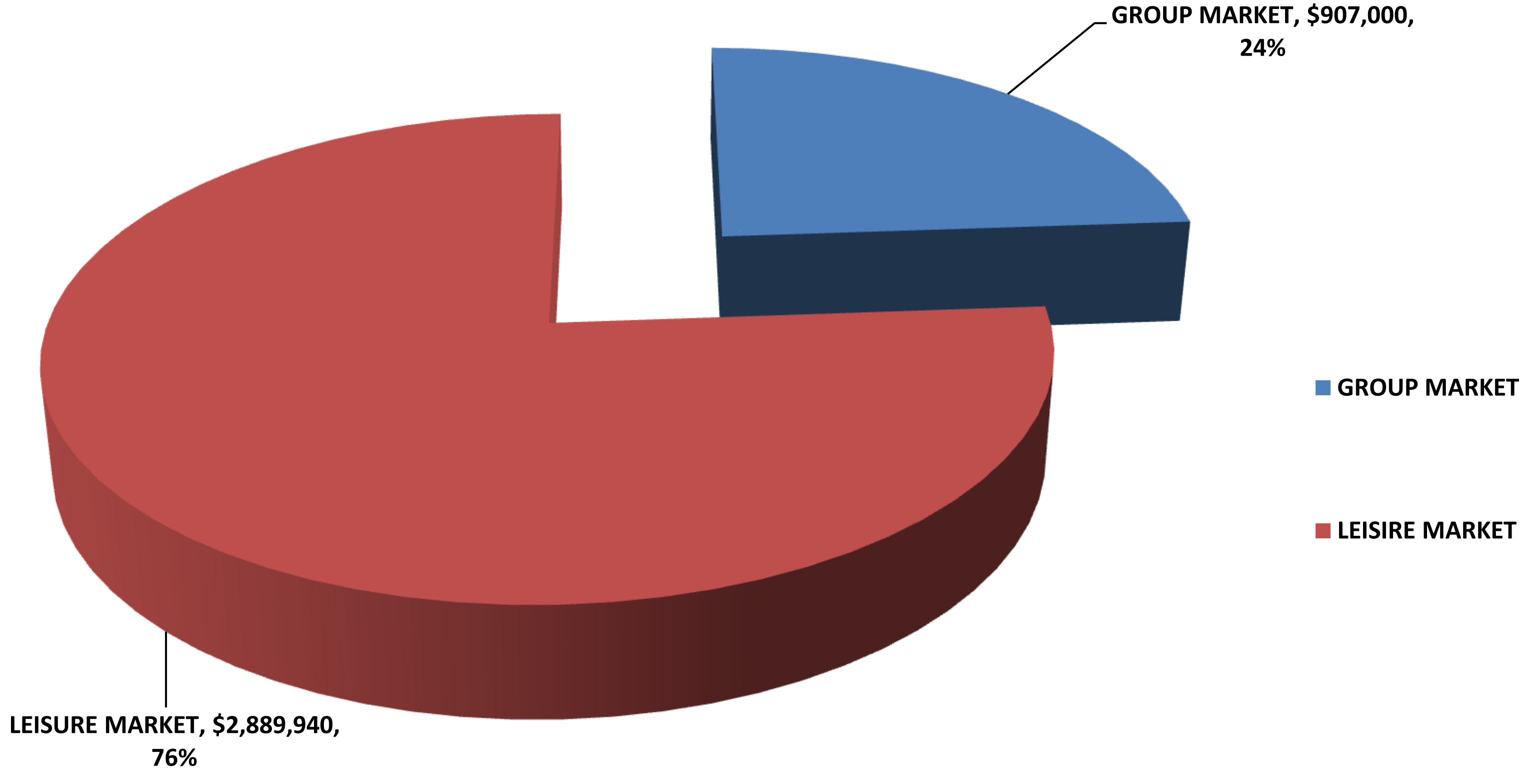
Strategies:

- Attract new scheduled and chartered flights from western US
- Attract new International service from UK, Europe, Scandinavia and South and Central America.
- Expand efforts targeting our primary fly-drive markets, including Miami, Ft. Lauderdale, Palm Beach, Tampa, and Orlando.
- Distribute Visitor Guides and maps at RSW, Charlotte County Regional, Naples Municipal Airport and Collier County Airports.
- Maintain and create new co-op programs with Lee VCB, RSW Airport and VISIT FLORIDA marketing teams fore new service
- Attend air service trade shows with the RSW airport, Lee VCB and VISIT FLORIDA marketing teams
- Apply for air service grants through VISIT FLORIDA and International destinations
    - Budget: $200,000 for FY 15
        - $50,000 additional funding for each fiscal year for the next four years for marketing support of new or existing service.

FY 15 TDT Budgets



Market Segments Budgets



Discussion/Suggestions

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Convention & Visitors Bureau Destination Marketing Plan

ACCREDITED
Destination Marketing Organization

2014-2015