

# FY22/23 Co-op Advertising Program

August 3, 2022

it's a  
good  
day

fort  
MYERS  
ISLANDS, BEACHES  
& NEIGHBORHOODS



# Agenda

## State of the Industry

- Travel Landscape
- Media Consumption

## FY22/23 Integrated Marketing Strategy

- Creative Strategy
- Domestic Leisure Offerings
- International Leisure Offerings
- Groups Offerings

## Domestic and International Sales Show Co-ops

## Next Steps: Resources & Purchase Date/Time



# State of the Industry

Factors Impacting Consumer Travel



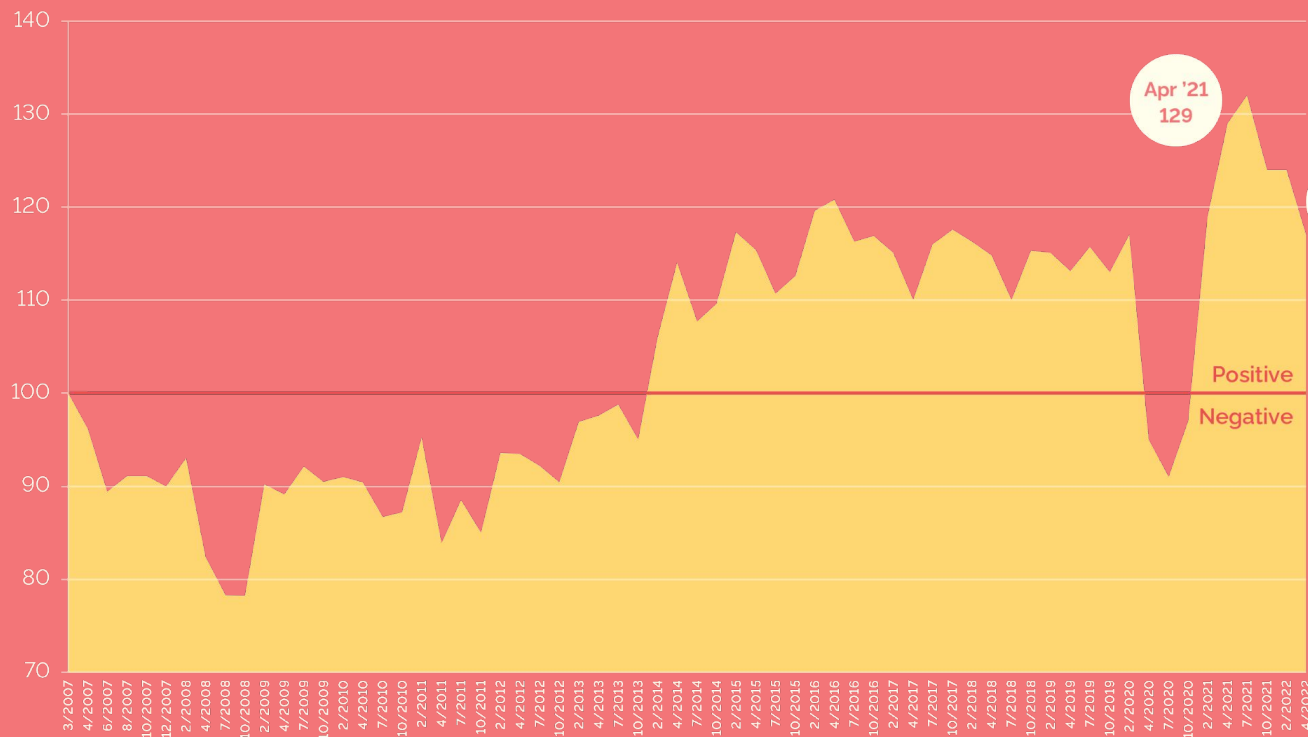


# Travel Landscape



# Traveler Sentiment Index™

## Still Above Pre-COVID-19 Levels.



**Perceived Safety**  
Fairly Stagnant

**Affordability**  
Continued Decline

**Time Available**  
Slight Decline

**Personal Finances**  
Significant Decline

**Quality of Service**  
Fairly Stagnant

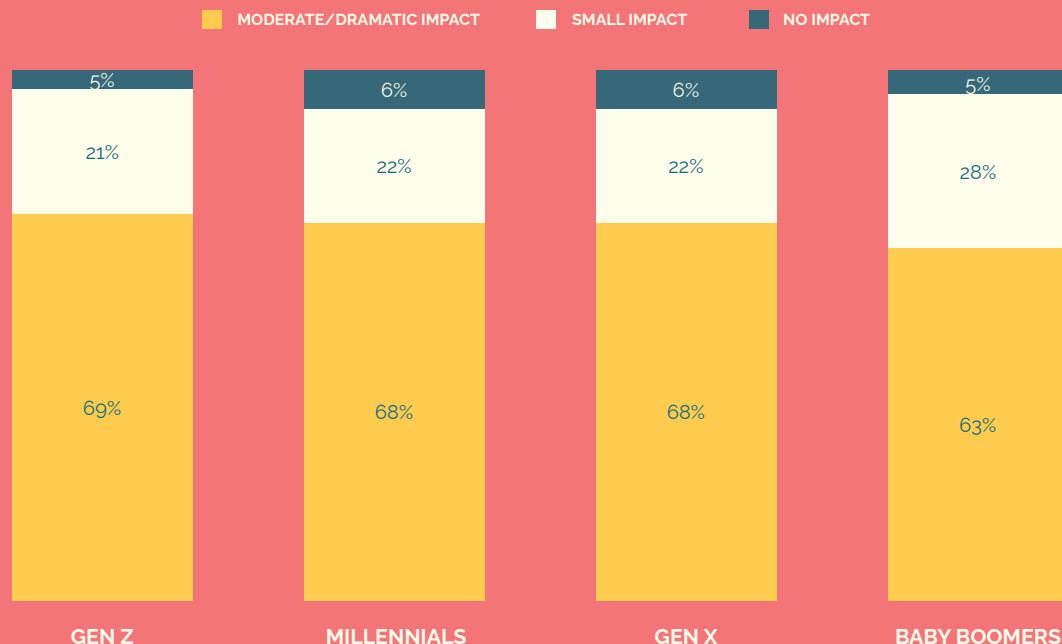
**Interest in Travel**  
Decline, but still  
above pre-COVID-19  
levels

# Americans' Biggest Concern

## Inflation Is Now the Top Problem Facing America.

### IMPACT OF INFLATION

% WHO SAY THE FOLLOWING ABOUT THE IMPACT OF INFLATION FOR THEM PERSONALLY\*



# 7 in 10

Americans view inflation as a very big problem for the country.

- PEW RESEARCH

# 77%

of U.S. consumers say they would spend less on non-essentials if prices continue to go up.

- TRIPADVISOR

# Fort Myers Prospects Are Concerned About Inflation but Finding Ways to Prioritize Travel.

31%

of prospects **are extremely impacted by inflationary pressures** on the household budget.

48%

of prospects **will travel somewhere closer to home** to accommodate for inflation in the next 6 months.

32%

of prospects **will spend less on entertainment or shopping** to accommodate for inflation in the next 6 months.





Travel Spending Intentions  
of Fort Myers Prospects Are  
Up Significantly From This  
Time Last Year.

**\$3,094**

Average travel spend this year  
(up from \$2,555 in 2021)

**4.0**

Average number of trips this year  
(down from 4.6 in 2021)

# Interest in Beach and Florida Destinations Remains High for the Next 12 Months.

51%

of U.S. leisure travelers are interested in a beach vacation.

73%

of U.S. leisure travelers are aware of Fort Myers – Islands, Beaches and Neighborhoods.

40%

of U.S. leisure travelers are interested in visiting Fort Myers – Islands, Beaches and Neighborhoods in the next two years.

# Top Vacation Activities of Interest Are Centered Around Things That Can Be Tailored Based on a Traveler's Budget.

| Top Activities of Interest on Vacation |     |
|--|-----|
| Beach Experiences                      | 49% |
| Shopping                               | 44% |
| Visiting a State or National Park      | 39% |
| Historical Sites                       | 37% |
| Visiting a Theme or Amusement Park     | 32% |

Source: MMGY Global's 2022 Portrait of American Travelers® "Summer Edition" - Custom Fort Myers - Islands, Beaches and Neighborhoods





## Memories and Experiences in Fort Myers Hold More Value Than Price.

# 80%

of our prospects agree that  
the **memories they get from  
vacations are more valuable** to  
them than any material item they  
purchased in the last year.

# Key Takeaways

1

Interest in beach destinations remains high and is expected to retain consumer interest in 2023.

---

2

Inflation is a top concern among Americans, but travel is a priority to our prospects.

---

3

Remind travelers that Fort Myers experiences provide more value than the price tag.



# Media Consumption



# Media Mix Should Match Consumer Behavior and Media Trends



# The Channels Keep Changing

Source: eMarketer

Paid video streaming subscriptions continue to increase.  
Sixty-five percent of U.S. adults had over three  
subscriptions at the end of 2021.

# QR Codes Are Here to Stay This Time

More than half of consumers are comfortable interacting with QR codes while watching TV.



## Traveler Behavior

---

# Consumption, Consolidation and Emerging Technologies Are Remaking the Audio Space

Source: eMarketer


## Digital Storytelling

Daily time spent streaming digital audio will increase to over 99 minutes by the end of 2022.

## Podcasts Are Addicting

The number of U.S. podcast listeners will increase to 125 million in 2022.



A person is shown from the side, looking at a tablet. The tablet screen displays a travel website with various images and text. The person's hand is visible, touching the screen. The background is a blurred office or home setting.

Traveler Behavior

---

## Context Is King

**77% of consumers trust** what they read on publisher sites and find the advertising more effective and impactful.

A photograph of a family of five playing on a sandy beach. In the foreground, a man and a woman are crouching down, looking at something on the sand. A young child is standing between them, also looking down. In the background, another child is running towards them. The image is overlaid with a semi-transparent blue filter.

Traveler Behavior

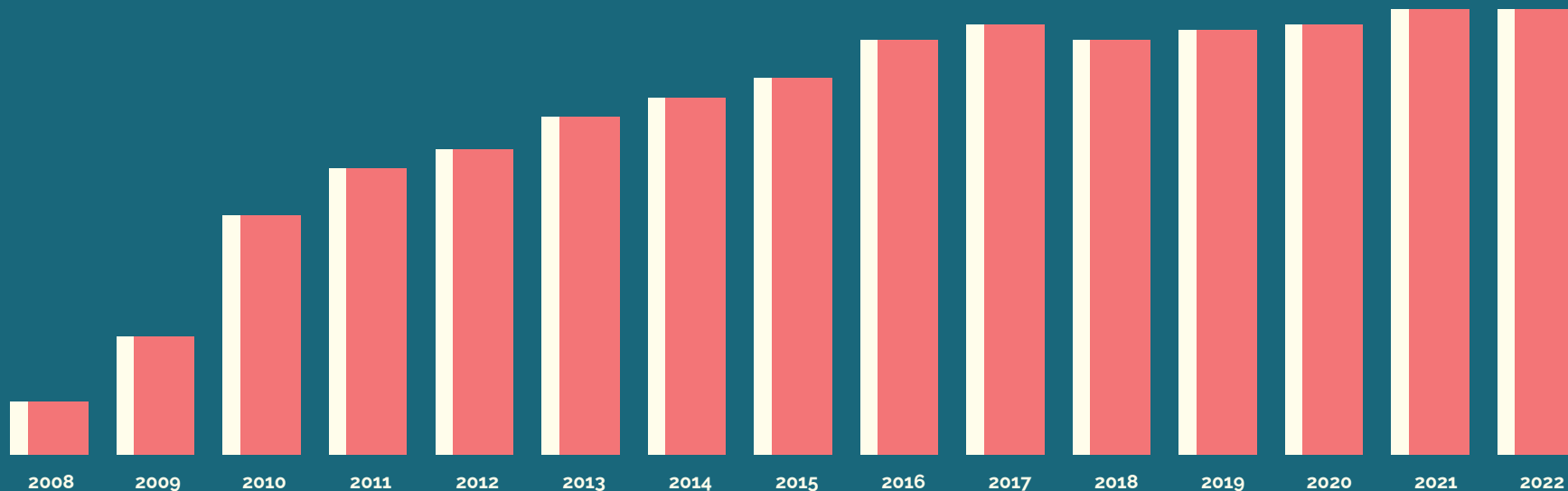
# Vacation Rentals Maintain Popularity

Source: Expedia

**Fort Myers and  
Cape Coral were  
the destinations of  
greatest interest  
among Vrbo  
searches.**

# Social Media Usage Is at an All-Time High in the United States

82% of Americans over 12 use Social (estimated 235M)



Source: The Infinite Dial

# Time Spent on Social Remains at an All-Time High



Facebook

**31 minutes** per day



TikTok

**38 minutes** per day



Instagram

**31 minutes** per day





A close-up, angled view of a smartphone screen. The screen shows the Google homepage with the search bar and the Google logo. Overlaid on the screen is the text 'Traveler Behavior' in white, with a horizontal line underneath it. The background of the slide is a blurred image of a person's face.

Traveler Behavior

## Query Variations Grow

Google Ads and  
Microsoft Ads  
continue to see new  
queries, **reporting**  
**that 15% of queries**  
**are new every day.**



## Traveler Behavior

---

How?  
What?  
Best?

Source: Google Ads

## Top 3 Common Keywords in Voice Search Phrases

**60%**

of smartphone users have used voice search  
at least once in the past 12 months.

**\$40 billion**

Consumer spending via voice assistants is  
expected to reach an 18% market share in 2022.

**43%**

of U.S. households have a smart speaker.



# Integrated Marketing Strategy



# Overall Creative Strategy

## It's A Good Day

Any day can be a good day in and around Fort Myers. Under sunny skies, in the right place with the right people, having a good day just feels natural. We're taking back the meaning of the word "good" and showing that good times and good things are always on the horizon in Fort Myers.





## Co-op Creative Strategy

A good day in the greater Fort Myers area doesn't have to be perfect from beginning to end, but it does have perfect moments. Those are the slices of life visitors remember from a vacation.

As co-op partners, we have the chance to be part of our visitors' perfect moments every day.



## Campaign Look & Feel

The campaign features an inviting and refreshing color palette, lighthearted emotion and graphic shapes that help convey fun. Copy and headlines allude to the emotion of imagery while teasing that it's time for more good days, and the greater Fort Myers area always delivers.

The background is a solid dark teal color. It is decorated with several large, stylized, semi-circular or ring-like shapes in bright colors: yellow, green, pink, and cream. These shapes are scattered across the frame, some overlapping each other. The word "Questions?" is centered in the middle of the image in a white, sans-serif font.

Questions?



## Domestic Leisure Media Offerings



A vintage Airstream trailer is parked on a sandy beach. In the background, several tall palm trees stand against a clear sky. The trailer has 'AIRSTREAM' and 'Bambi' branding visible. A surfboard leans against a palm tree in the foreground.

# Domestic Leisure Media Approach

---

Deliver data-driven strategy that is focused on engaging consumers at every phase of the funnel.

Meet consumers where they engage with content.

Diversify media mix and refine targeting tactics to align with evolving travel motivators and organizational objectives.

Match messaging to media execution and align with new audiences.

Maintain tracking of all engagement, efficiency and production metrics.



# Domestic Markets and Seasonality

| MARKET   | WINTER  | SPRING   | SUMMER   | FALL  |
|--|---|--|--|---|
| Travel Periods   | December 1–March 14   | March 15–May 31  | June 1–August 31   | September 1–November 30                                       |
| Media Flighting  | October 1–December 31   | January 1–March 31   | April 1–July 4   | July 5–September 30   |
| <b>MARKET-SPECIFIC TARGETING</b><br>Utilized for brand and co-op messaging to generate awareness and consideration in key target markets |   |  |  |   |
| In-State   | Atlanta, Miami, Orlando, Tampa, West Palm Beach   | Miami, Orlando, Tampa, West Palm Beach   | Atlanta, Miami, Orlando, Tampa, West Palm Beach                | Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach |
| Out-of-State Tier 1  | Chicago, Cincinnati, Cleveland, Columbus, Detroit, Grand Rapids, Indianapolis, Milwaukee, Minneapolis, South Bend | Boston, Chicago, Cleveland, Columbus, Detroit, Grand Rapids, Indianapolis, Madison, Milwaukee, Minneapolis, New York | Cleveland, Grand Rapids, Indianapolis, Minneapolis, South Bend | Chicago, Cincinnati, Cleveland, New York                      |
| Out-of-State Tier 2  | Boston, Champaign, Flint, Louisville, New York, Philadelphia, Toledo, St. Louis, Springfield                      | Cedar Rapids, Cincinnati, Des Moines, Flint, Green Bay, Lafayette, Lansing, Philadelphia, St. Louis, Toledo          | Chicago, Cincinnati, Columbus, Detroit, Fort Wayne             | Columbus, Indianapolis, Philadelphia, Louisville, St. Louis   |
| Out-of-State Tier 3  | Charlotte, Davenport, Fort Wayne, Green Bay, Knoxville, Lexington, Nashville, Peoria, Washington, D.C.            | Buffalo, Davenport, Duluth, Fort Wayne, La Crosse, Lexington, Louisville, Peoria, South Bend, Traverse City          | Boston, Louisville, Milwaukee, New York, Philadelphia          | Charlotte, Detroit, Lexington, Minneapolis, Washington, D.C.  |
| <b>NATIONAL TARGETING</b><br>Utilized for brand and co-op messaging to leverage intent and drive conversion                              |   |  |  |   |

# Domestic Vacation Rental Markets and Seasonality

| MARKET   | WINTER   | SPRING  | SUMMER  | FALL  |
|--|--|---|---|---|
| Travel Periods   | December 1–March 14                                  | March 15–May 31                                       | June 1–August 31                              | September 1–November 30                             |
| Media Flighting  | October 1–December 31                                | January 1–March 31                                    | April 1–July 4                                | July 5–September 30                                 |
| <b>MARKET-SPECIFIC TARGETING</b><br>Utilized for brand messaging to generate awareness and consideration in key target markets |  |   |   |   |
| In-State   | Florida  | Florida   | Florida                                       | Florida   |
| Out-of-State Tier 1  | Illinois, Indiana, Michigan, Minnesota, Ohio         | Indiana, Michigan, Minnesota, Ohio, Wisconsin         | Indiana, Ohio, Michigan, Minnesota, Wisconsin | Georgia, Kentucky, Ohio, Missouri                   |
| Out-of-State Tier 2  | Georgia, Kentucky, Missouri, Pennsylvania, Wisconsin | Illinois, Iowa, Massachusetts, Missouri, Pennsylvania | Illinois, Kentucky, Missouri, Pennsylvania    | Illinois, Indiana, Pennsylvania, Tennessee          |
| Out-of-State Tier 3  | Colorado, Connecticut, Massachusetts, New Jersey     | Kentucky, New Jersey, New York, Virginia              | Colorado, Georgia, Massachusetts, New York    | Kansas, Maryland, New Jersey, North Carolina, Texas |
| <b>NATIONAL TARGETING</b><br>Utilized for brand and co-op messaging to leverage intent and drive conversion                    |  |   |   |   |



**SOCIAL SOPHISTICATES**



**FAMILY FUN-SEEKERS**



**SAVVY EXPLORERS**



**TIMELESS TRAVELERS**



## SOCIAL SOPHISTICATES

- Active and affluent travelers
- Conscientious consumers who value quality over price
- Brand loyal with high expectations for service
- Rely on reviews before purchasing and expect brands to be socially responsible

## FAMILY FUN-SEEKERS

- Family-focused, sociable and spiritual
- Prioritize activities they can do together as a family
- Brand loyal and like to purchase brands that will impress others
- Busy lives make family time and memories important

## SAVVY EXPLORERS

- Interested in local exploration and diverse perspectives
- Highly value new experiences
- Will seek out recommendations from others online
- Especially enjoy new culinary experiences

## TIMELESS TRAVELERS

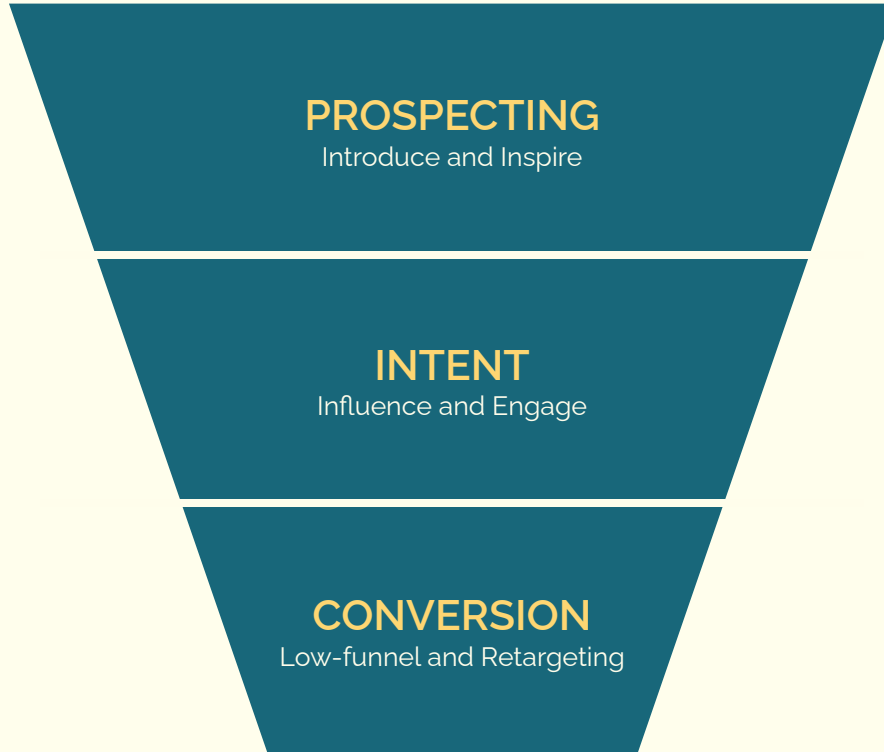
- Health-conscious, easygoing, traditionalists
- Mostly retired and/or empty nesters
- Value spending time with friends and family and celebrating special occasions
- Enjoy a slower pace of life and plenty of leisure time



# Full-Funnel Media Approach



# Full-Funnel Approach



**Purpose:** See yourself in this place

**Messaging:** Brand messages introducing the area and encompassing what we want consumers to associate with the destination

**Targeting:** High-impact, premium and new customer prospects using addressable, premium publisher and demo tactics

**Purpose:** Connect audiences with the Fort Myers experience

**Messaging:** Emotional connections demonstrating the variety of experiences available seasonally

**Targeting:** Behavior, context, purchase, travel intent and competitive conquering

**Purpose:** Create a sense of urgency to book travel through memorable shareworthy itineraries

**Messaging:** Functional messages that deliver against consumer needs, drive action and promote good value

**Targeting:** Tactical site, social and search retargeting

Co-op Programs

# Prospecting

# Prospecting Approach

## Social Media

### Strategy

- Inspire, inform and generate awareness of the destination to potential travelers through organic social posts on the VCB's owned social channels, specifically Facebook and Instagram. All posts will be boosted for a period of seven days

### Messaging

- Images: Sourced and selected by the VCB
  - VCB and MMGY reserve editorial and creative control, reserving the right to decline content if deemed inappropriate.
  - A partner can sign up for **up to three** content calendar placements total per year on Facebook.
  - A partner can sign up for **one** Collab feature per year on Instagram.
- Copy: VCB writes content based on partner-submitted copy points and platform specs

### Key Performance Indicators

- Cost per Engagement

# New Prospecting Opportunity

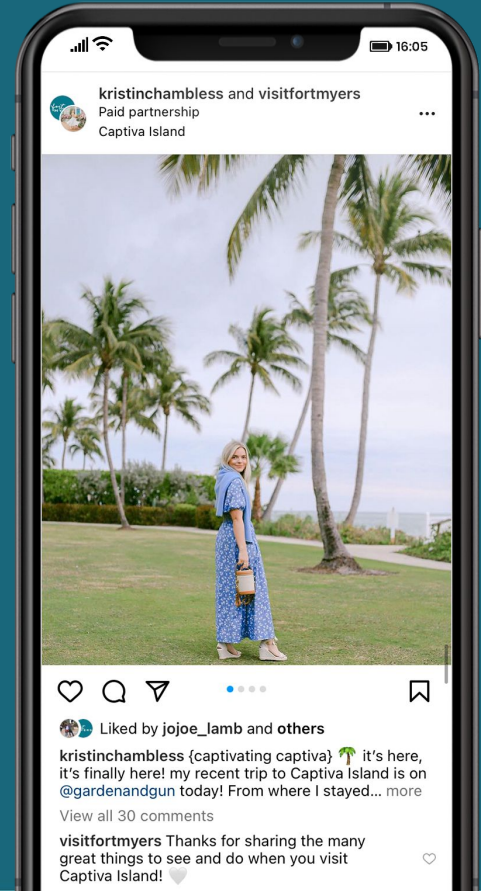
## Social Media – Instagram Collab

### Opportunity Overview

- One Instagram post created and shared on VCB's profile. VCB will send a Collab request to the partner's Instagram account so the post will also appear on the partner's profile.
  - Social interactions are applied to both accounts, giving enhanced engagement metrics to partner's Instagram post.
- Post shared to organic audience of over 78,000 and boosted for seven days to users engaged with VCB on social media.

### Opportunity Details

- Offering type: Accommodations, Attractions
- Placement: Instagram post
- Timing: Bimonthly beginning October 2022
- Distribution: 1,500 post engagements minimum
- Cost: \$750
- Messaging considerations: High-quality, organic experience images
  - *VCB and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate.*
  - *A partner can sign up for one Collab feature per year on Instagram.*

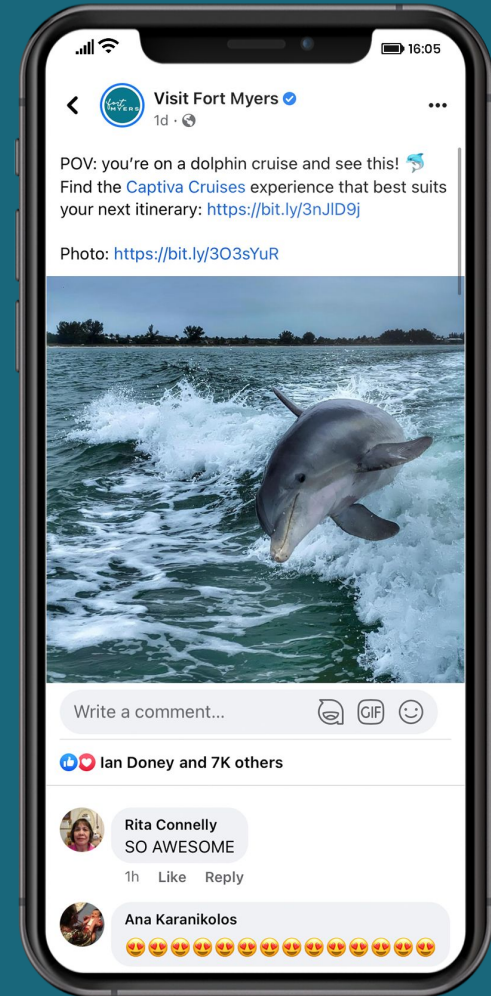


# Current Programs

## Social Media

- Facebook Content Calendar Inclusions\*

*\*VCB and MMGY reserve editorial/creative control and reserve the right to decline content if deemed inappropriate. A partner can sign up for up to three content calendar placements total per year.*





Co-op Programs

# Intent

# Intent Approach

## Paid Media Display

### Strategy

- Drive greater destination consideration among consumers showing travel intent behaviors

### Messaging

- Images: Property/location and experience views
- Copy: Users are shopping and looking for price points; offer-based copy recommended

### Key Performance Indicators

- Impressions, clicks
  - Evaluate clicks against VCB industry average

# New Intent Opportunity

## PureWow

### Opportunity Overview

- PureWow is a premium publisher with 90M reach focused on women's lifestyle content
- Vendor stats: Women 25–49 are the primary audience; indexes highly for parents
- Targeting will reach PureWow website visitors across all content segments

### Opportunity Details

- Offering type: Accommodation, Attraction
- Placement: Standard display
- Timing: Spring 2023
- Distribution: 100K impressions
- Cost: \$500

# Current Programs

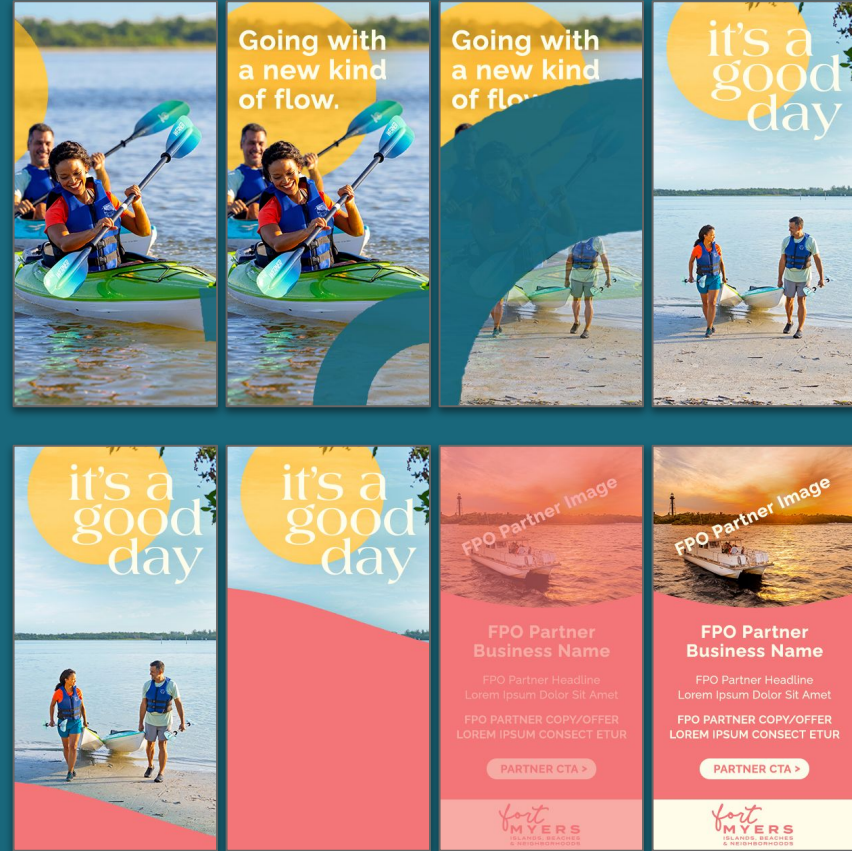
## Paid Media Display

### Premium Publishers

- Condé Nast Digital
- Dotdash Meredith Digital
- The New York Times Digital

### Travel Endemic Publishers

- Domestic Vacation Rental Travel Intenders Digital
- ShermansTravel Digital
- Travel Intenders Programmatic Digital
- Tripadvisor Domestic Digital



# Intent Approach

## Paid Media Email

### Strategy

- Drive intent among travel enthusiasts who have opted in for vacation information from trusted sources/vendors

### Messaging

- Images: Property/location, rooms with views and experiences
- Copy: Opt-in subscribers are looking for deals; offer-based copy recommended

### Key Performance Indicators

- Email sends, open rate, clicks
  - Evaluate clicks and opens against VCB industry average



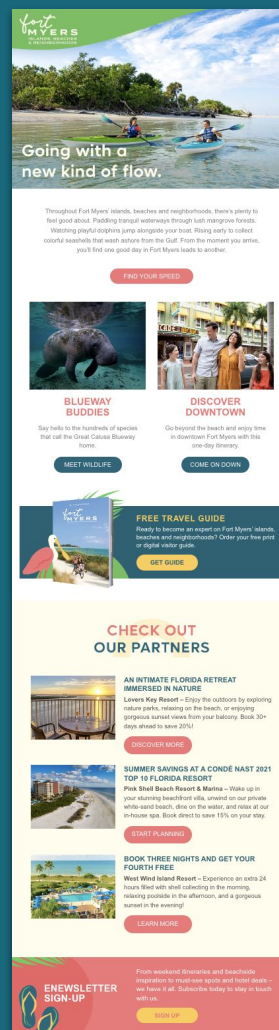
# New Intent Opportunity eTarget Summer Email

## Opportunity Overview

- Partners will be included as a featured property in a dedicated email sent to eTarget's double opt-in database
- Targeting reaches in-state families interested in local road trips and summer road trip vacations

## Opportunity Details

- Offering type: Accommodation, Attraction
- Placement: Dedicated email
- Timing: June 2023
- Distribution: 2M impressions; in-state only
- Cost: \$450




**Fort MYERS**  
FLORIDA'S BEACH RESORT

Going with a new kind of flow.

Throughout Fort Myers' islands, beaches and neighborhoods, there's plenty to feel good about. Paddling tranquil waterways through lush mangrove forests. Watching playful dolphins jump alongside your boat. Raving early to collect colorful seashells that wash ashore from the Gulf. From the moment you arrive, you'll find one good day in Fort Myers leads to another.


[FIND YOUR SPEED](#)



**BLUEWAY BUDDIES**

Say hello to the hundreds of species that call the Great Caloosahatchee home.

[MEET WILDLIFE](#)



**DISCOVER DOWNTOWN**

Go beyond the beach and enjoy time in downtown Fort Myers with this one-day itinerary.


[COME ON DOWN](#)

**FREE TRAVEL GUIDE**

Ready to become an expert on Fort Myers' islands, beaches and neighborhoods? Order your free print or digital visitor guide.

[GET GUIDE](#)


**CHECK OUT OUR PARTNERS**



**AN INTIMATE FLORIDA RETREAT**  
IMMERSED IN NATURE

Lovers Key Resort – Enjoy the outdoors by exploring nature paths, relaxing on the beach, or enjoying gorgeous sunset views from your balcony. Book 30+ days ahead to save 10%!


[DISCOVER MORE](#)



**SUMMER SAVINGS AT A CONDE NAST 2021 TOP 10 FLORIDA RESORT**

Pink Shell Beach Resort & Marina – Wake up in your stunning beachfront villa, unwind on our private white sand beach, relax in the water, and enjoy our in-house spa. Book direct to save 15% on your stay.

[START PLANNING](#)



**BOOK THREE NIGHTS AND GET YOUR FOURTH FREE**

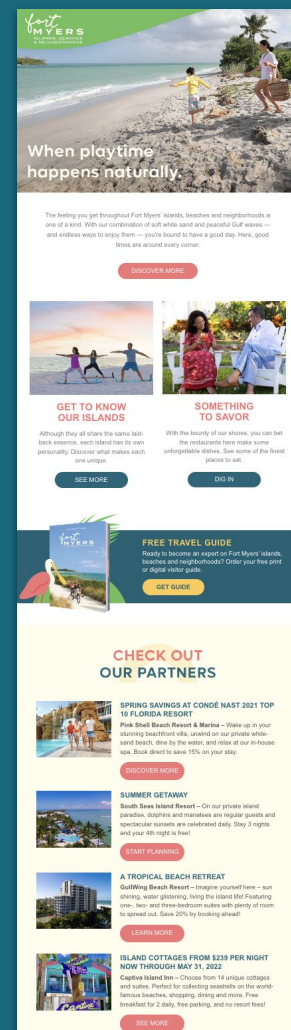
West Wind Island Resort – Experience an extra 24 hours tied with child collecting in the morning, morning provided in the afternoon, and a gorgeous sunset in the evening!

[LEARN MORE](#)

**NEWSLETTER SIGN-UP**

From weekend itineraries and beachside recommendations to exclusive events and hotel deals – we have it all. Subscribe today to stay in the know with us.

[SIGN UP](#)




**Fort MYERS**  
FLORIDA'S BEACH RESORT

When playtime happens naturally.

The feeling you get throughout Fort Myers' islands, beaches and neighborhoods is one of a kind. With our combination of soft white sand and peaceful Gulf waves – and endless ways to enjoy them – you're bound to have a good day. Here, good times are around every corner.


[DISCOVER MORE](#)



**GET TO KNOW OUR ISLANDS**

Although they all share the same laid-back essence, each island has its own personality. Discover what makes each one unique.

[SEE MORE](#)



**SOMETHING TO SAOR**

With the bounty of our shores, you can bet the restaurants here make some unforgettable dishes. See some of the finest places to eat.


[DIG IN](#)

**FREE TRAVEL GUIDE**

Ready to become an expert on Fort Myers' islands, beaches and neighborhoods? Order your free print or digital visitor guide.

[GET GUIDE](#)


**CHECK OUT OUR PARTNERS**



**SPRING SAVINGS AT CONDE NAST 2021 TOP 10 FLORIDA RESORT**

Pink Shell Beach Resort & Marina – Wake up in your stunning beachfront villa, unwind on our private white sand beach, relax in the water, and enjoy our in-house spa. Book direct to save 15% on your stay.


[DISCOVER MORE](#)



**SUMMER GETAWAY**

Swells Beach Island Resort – On our private island paradise, dolphins and manatees are regular guests and spectacular sunsets are celebrated daily. Day 3 nights and your 4th night is free!

[START PLANNING](#)



**A TROPICAL BEACH RETREAT**

Golfing Beach Resort – Imagine yourself here – sun shining, water glimmering, living the island life! Featuring one-, two- and three-bedroom suites with plenty of room to spread out. Save 20% by booking ahead!

[LEARN MORE](#)

**ISLAND COTTAGES FROM \$239 PER NIGHT NOW THROUGH MAY 31, 2022**

Capitol Island Inn – Choose from 14 unique cottages and suites. Perfect for collecting seashells on the world-famous beaches, shopping, dining and more. Free breakfast for 2 daily, free parking, and no resort fees!

[SEE MORE](#)

# New Intent Opportunity


## Tinybeans Email (Parents)


### Opportunity Overview

- Tinybeans is a resource for all things parenting, including advice and family travel guides
- Vendor stats: Reaches Millennial moms (median age 35) with children 2-5 years old
- Targeting includes Tinybeans subscribers living within in-state markets


### Opportunity Details

- Offering type: Accommodation, Attraction
- Placement: Dedicated email
- Timing: May 2023
- Distribution: 40K impressions; in-state only
- Cost: \$375
- Messaging considerations: Focus on families and parents

 tinybeans

Presented by  




**Discover Your Family's Perfect Myrtle Beach Itinerary**



Are you more of a beach lover or do you prefer experiencing the arts and culture scene? Are you all about trying new foods or are you in it for the Instagrammable views? No matter the style of vacation your family prefers, Myrtle Beach, South Carolina has something for everyone.



With coastal dining, picturesque waters, thrilling attractions, action-packed excursions and engaging shows, you can create the perfect vacation that's full of excitement. If you're unsure of where to start, take our quiz to find which getaway is right for you and your loved ones and review our matching itineraries that do all the busy work for you!

[Learn More](#)

Action-Packed Excursions

Enjoy the Coastal Dining Scene

Exciting Shows & Events



Explore Beyond the Beach

[Discover More](#)

# Current Programs

## Paid Media Email


- eTarget Leisure Email
- Luxury Link Email
- ShermansTravel Email

When playtime happens naturally.

The feeling you get throughout Fort Myers' islands, beaches and neighborhoods is one of a kind. With our combination of soft white sand and peaceful Gulf waves — and endless ways to enjoy them — you're bound to have a good day. Wander around and good times will reveal themselves like the next shell in your collection.


[DISCOVER MORE](#)



**GET TO KNOW OUR ISLANDS**

Although they all share the same laid-back essence, each island has its own personality. Discover what makes each one unique.


[SEE MORE](#)



**SOMETHING TO SAVOR**

With the bounty of our shores, you can bet the restaurants here make some unforgettable dishes. See some of the finest places to eat.

[DIG IN](#)



**FREE TRAVEL GUIDE**

Ready to become an expert on Fort Myers' islands, beaches and neighborhoods? Order your free print or digital visitor guide.

[GET GUIDE](#)

## CHECK OUT OUR PARTNERS



### SWIMMING IN SUNSHINE

**Sundial Beach Resort & Spa** – Dance in the blue-green waters of the Gulf and bask in the sun on our shell-strewn beaches. A unique tropical destination that will relax and recharge you awaits on Sanibel Island.

[DISCOVER MORE](#)



### YOUR BEACHFRONT GETAWAY AWAITS

**Pointe Estero Beach Resort** – When you book a beachfront escape with us, it's easy to spend hours by the beach, pool, or enjoying our homelike amenities. The options for family fun are endless. Book ahead to save 20%!

[START PLANNING](#)



### STAY THREE NIGHTS AND GET THE FOURTH NIGHT FREE!

**South Seas Island Resort** – Step out of the cold and warm yourself in paradise! Take your time to unwind and spread out on our 330 sun-soaked acres. Our island resort features 2.5 miles of pristine and private beaches.

[LEARN MORE](#)



### TOP TRIPADVISOR RESORT AND BOTANICAL GARDEN

**Sanibel Moorings Resort** – We have an amazing Gulf-front vacation for you! From a romantic getaway for two to a fun-filled escape for the whole family, our resort is your perfect home away from home!

[SEE MORE](#)



### BOOK DIRECT AND ENJOY EXTRA BENEFITS

**Sanibel Island Beach Resort** – Save up to 20% with two tiki bar drinks daily when you book direct.

[VIEW OFFER](#)



### BEACHFRONT BEAUTY. VACATION BLISS.

**DiamondHead Beach Resort** – Relax and recharge with a beach retreat to Estero Island. Search for seashells along the shore, try some watersports, feast at Côte or Cabanas, and return to your spacious suite. Book ahead to save 20%!

[BOOK NOW](#)

# Intent Approach

## VCB Email

### Strategy

- As an intent tactic, these placements showcase unique offers, amenities and attractions by leveraging the extensive reach of the VCB's growing database of individuals who have opted in to receive information about the greater Fort Myers area.

### Messaging

- Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.

### Key Performance Indicators



- Open rate, clicks



# Current Programs

## VCB Email


- Monthly eNewsletter
  - Florida residents Apr–Sept
- Partner Dedicated
- Leisure Welcome Emails (3)
- Partner-focused Welcome Email

**It's a good day to celebrate the USA.**

Sparks are flying in Fort Myers this July — literally! Before you catch an evening fireworks show over the water, discover all the ways to spend Independence Day throughout our islands, beaches and neighborhoods.

**CUE THE SPARKLERS**



**HOW TO REEL IN A BIG ONE**


There's no thrill like a wild, fighting tarpon on the end of your line. Get hooked on this popular sport.

**GUIDE TO FISHING**


**SHOW YOUR PRIDE IN FORT MYERS**

Find ways to celebrate Pride all year long at these events across Southwest Florida.


**LEARN MORE**




**UPCOMING EVENTS**



**CAPTIVILLE**  
SONOWRITERS WEEKEND  
June 17–19




**MANGOMANA**  
July 18



**RIVER DISTRICT FARMERS MARKET**  
Every Thursday


**CHECK OUT OUR PARTNERS**



**FPO PARTNER HEADLINE / FPO PARTNER OFFER**

Partner Business Name – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.


**PARTNER CTA**



**FPO PARTNER HEADLINE / FPO PARTNER OFFER**

Partner Business Name – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

**PARTNER CTA**



Manage your Newsletter [Subscriptions](#) or [Unsubscribe](#)  
Lee County Visitor & Convention Bureau 2204 Second Street, Suite 600, Fort Myers, FL 33901  
[To view this email in your browser click here.](#)

# Intent Approach

## VCB Website

### Strategy

- As an intent tactic, these placements leverage the extensive reach of VisitFortMyers.com by showcasing your business or deal as a featured listing. This opportunity provides your business or deal listing(s) with increased exposure during the users' experience.

### Messaging

- Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.

### Key Performance Indicators

- Page views, partner clicks, click rate

## Current Programs\*

# VCB Website

- Featured Accommodation
- Featured Attraction
- Featured Deal
- Featured Restaurant
- Featured Event
- Premium Featured Accommodation Deal

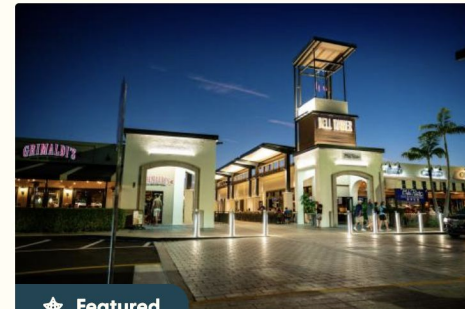


★ Featured

### Captiva Cruises

📍 Captiva Island

[View Details](#)



★ Featured

### Bell Tower

📍 Fort Myers

[View Details](#)

\*All programs are offered quarterly: Oct–Dec, Jan–Mar, Apr–Jun, Jul–Sept

Co-op Programs

# Conversion



# Conversion Approach

## Paid Media Display

### Strategy

- Programmatic placements will reach travel shoppers and drive urgency to book

### Messaging

- Images: Property/location and experience views
- Copy: Users are ready to book and looking for price points; offer-based copy is required

### Key Performance Indicators

- Impressions, clicks
  - Evaluate clicks against VCB industry average

# New Conversion Opportunity

## Priceline

### Opportunity Overview

- Priceline is an Online Travel Agency used to find discounted rates for airline tickets and hotel stays
- Vendor stats: 38M monthly visitors, 46% ages 25–44
- Targeting includes consumers looking for bookings in Lee County and competitive destinations

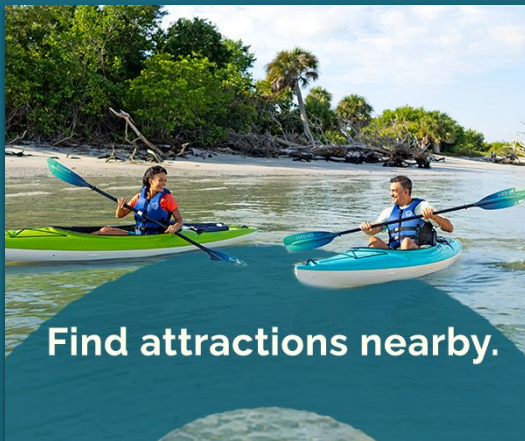
### Opportunity Details

- Offering type: Accommodation, Attraction
- Placement: Standard display
- Timing: Summer and fall 2023
- Distribution: 75K impressions
- Cost: \$500
- Messaging considerations: Offer strongly recommended

## Current Programs

# Paid Media Display

- Domestic Vacation Rental Vrbo Digital
- Expedia Domestic Digital (formerly OTA Domestic Digital)
- Island Hopper Songwriter Fest Programmatic Digital
- Partner Site Retargeting (Annual)
- Visitors – In-Market Mobile Geofencing Digital



**FPO Partner Business Name**  
Lorem Ipsum Offer Sentence  
(55 Characters With Spaces)

**fort MYERS**

**FPO CTA  
20 CHARACTER >**

# Conversion Approach

## Social Media

### Strategy

- Drive conversion through website clicks from targeted dark ad placements run under the partner's page identity for a one-month duration

### Messaging

- Copy: Timely offers, value adds, experiences
- Images: Showcase high-quality, organic experience images
  - Top-performing campaigns have a focus on strong, social-first imagery

### Key Performance Indicators

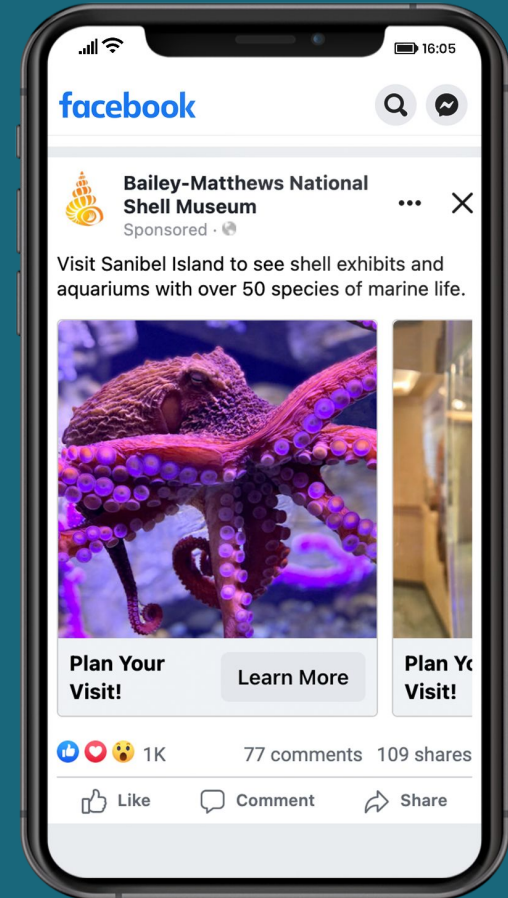
- Cost per click

# Current Programs

## Social Media

- Facebook & Instagram Advertising  
Single Image Placement: one partner per month
- Facebook & Instagram Advertising  
Carousel Placement: two partners per month
- Facebook & Instagram Advertising  
Slideshow Placement: two partners per month

*\*Meta, formerly known as Facebook, Inc., is the technology company that houses both Facebook and Instagram. All placements listed are considered dual placements that run on both platforms, with their algorithm optimizing delivery based on where your target audience is interacting with your ad most frequently.*





The background is a solid dark teal color. It is decorated with several large, stylized, semi-circular or ring-like shapes in bright colors: yellow, green, pink, and cream. These shapes are scattered across the frame, some overlapping each other. The word "Questions?" is centered in the middle of the image in a white, sans-serif font.

Questions?



## International Leisure Media Offerings



Traveler Behavior

---

# International Intent is Rebounding

Source: Sojern

**2022 inbound  
flight searches  
and bookings to  
Lee County  
exceeded 2019  
levels.**





# International Leisure Media Approach

---

Where we stay the course  
and where we shift

Establish an always-on brand approach with heightened co-op delivery during key travel-planning windows.

Focus on historical primary feeder markets of Canada, Germany and UK

Continue presence with travel-dedicated and vacation rental vendors to drive bookings.

Maintain tracking of all engagement, efficiency and production metrics.

# International Markets and Seasonality

|    |        | 2022 |   |   | 2023 |   |   |   |   |   |   |   |   |   |   |   |
|----|--------|------|---|---|------|---|---|---|---|---|---|---|---|---|---|---|
|    |        | O    | N | D | J    | F | M | A | M | J | J | A | S | O | N | D |
| CA | Brand  |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
|    | Co-op  |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
|    | Travel |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
| DE | Brand  |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
|    | Co-op  |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
|    | Travel |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
| UK | Brand  |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
|    | Co-op  |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |
|    | Travel |      |   |   |      |   |   |   |   |   |   |   |   |   |   |   |



Co-op Programs

# Intent

# Intent Approach

## Paid Media Display

### Strategy

- Drive greater destination consideration among consumers showing travel intent behaviors

### Messaging

- Images: Property/location and experience views
- Copy: Users are shopping and looking for price points; offer-based copy recommended

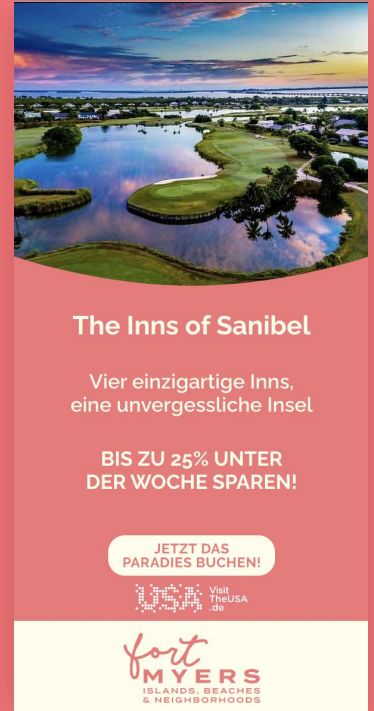
### Key Performance Indicators

- Impressions, clicks
  - Evaluate clicks against VCB industry average

## Current Programs

# Paid Media Display

- Travel Intenders Digital – Canada
- Travel Intenders Digital – Germany
- Travel Intenders Digital – UK
- Tripadvisor Digital – UK



Co-op Programs

# Conversion

# Conversion Approach

## Paid Media Display

### Strategy

- Programmatic placements will reach travel shoppers and drive urgency to book

### Messaging

- Images: Property/location and experience views
- Copy: Users are ready to book and looking for price points, offer-based copy required

### Key Performance Indicators

- Impressions, clicks
  - Evaluate clicks against VCB industry average



## Current Programs

# Paid Media Display

- Expedia International Digital – Canada (formerly OTA International)
- Expedia International Digital – Germany (formerly OTA International)
- Expedia International Digital – UK (formerly OTA International)
- Canada Vacation Rental Vrbo Digital
- Germany Vacation Rental Vrbo Digital
- UK Vacation Rental Vrbo Digital



The background is a solid dark teal color. It is decorated with several large, stylized, semi-circular or ring-like shapes in bright colors: yellow, green, pink, and cream. These shapes are scattered across the frame, some overlapping each other. The word "Questions?" is centered in the middle of the image in a white, sans-serif font.

Questions?



# Group Media Offerings

The background image shows a tropical beach scene. In the foreground, several colorful kayaks (yellow, orange, and blue) are lined up on the sand. A palm tree trunk is visible on the left side, with a small sign attached to it. The water is calm and blue, extending to the horizon under a clear sky.

# Groups Media Approach

---

Where we stay the course  
and where we shift

Continue focus on key group categories: meeting planners, travel advisors and weddings.

Maintain always-on approach and align pulses with key windows of activity.

Target markets with a history of and propensity to plan group events in Florida and the Southeast.

Maintain tracking of all engagement, efficiency and production metrics.



A person is working at a desk, looking down at papers. The desk is cluttered with various items, including a laptop, pens, and other office supplies. The background is slightly blurred, showing other people in the office.

**Meeting  
Planners**

A smiling woman with blonde hair, wearing a white button-down shirt, is holding a tablet computer. She is looking directly at the camera. The background is blurred, showing other people in the office.

**Travel  
Advisors**

A couple is shown in a close-up, smiling and holding a large bouquet of white flowers. The woman is on the left, and the man is on the right. They are both looking down at the bouquet. The background is blurred, showing other people in the office.

**Weddings**





Meeting Planner Behavior

---

## Education Remains a Top Priority

**81% of meeting planners** have learned a new skill during the pandemic, including upskilling their technological and communication abilities.

Co-op Programs

# Prospecting

# Prospecting Approach

## Print

### Strategy

- Stay top of mind with meeting planners within publications that highlight meeting destinations

### Messaging

- Build awareness for the product and highlight components that stand out from competitors

### Key Performance Indicators

- Impressions (circulation and readership)

# New Prospecting Opportunity

## Prevue Meetings + Incentives

### Opportunity Overview

- Prevue's content features destinations, venues, resorts and group tours along with insights from industry experts
- One full page and advertorial placement in the Visit Florida January issue

### Opportunity Details

- Offering type: Meetings
- Placement: Inclusion in a full page and advertorial
- Timing: January 2023
- Distribution: 37,800 circulation
- Cost: \$215
- Messaging considerations: Highlight why meetings should be hosted in the greater Fort Myers area

## Current Programs

# Print

- Association Conventions & Facilities
- ConferenceDirect MeetingMentor
- ConventionSouth
- Corporate & Incentive Travel
- Florida Trend
- FSAE Source



  
**YOU'RE THE ONE WHO  
LEADS THEM TO *Innovation*.**  
WE HELP YOU MAKE IT LOOK EASY.



**fort  
MYERS**  
ISLANDS, BEACHES  
& NEIGHBORHOODS

- ✓ Inspirational surroundings
- ✓ Expert conference services team
- ✓ Wide variety of accommodations and meeting rooms near RSW airport
- ✓ Health and safety are a top priority

Planning is different now. We can help.  
Call 1-800-237-6444 or submit an RFP at  
[MeetinFortMyers.com](https://MeetinFortMyers.com)



**SOUTH SEAS ISLAND RESORT**

Not all meetings happen in a boardroom. Events turn into experiences on Captiva Island. Start planning today.

[SouthSeas.com/Groups](https://SouthSeas.com/Groups)  
239-579-1482



Co-op Programs

# Intent

# Intent Approach

## Paid Media Display

### Strategy

- Drive greater destination consideration among meeting planners on relevant sites

### Messaging

- Images: Property/location, meeting experiences and meeting room views
- Copy: Meeting planner offers or value adds

### Key Performance Indicators

- Impressions, clicks

# New Intent Opportunity

## Sojern

### Opportunity Overview

- Partners will have the opportunity to programmatically target meeting planners
- Targeting reaches users who have performed multiple meeting planner travel actions like searching for multiple hotel rooms, flights for multiple people, etc.

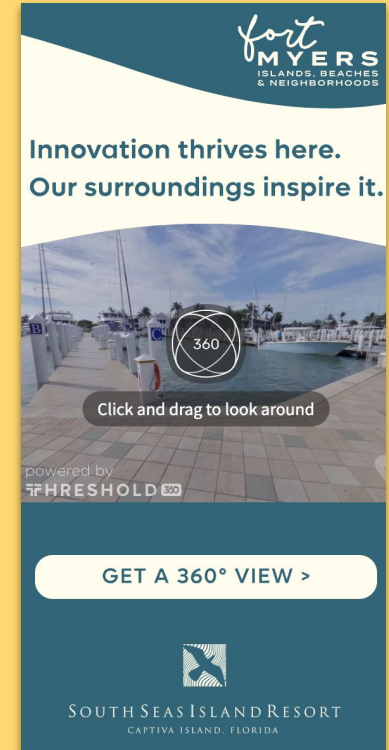
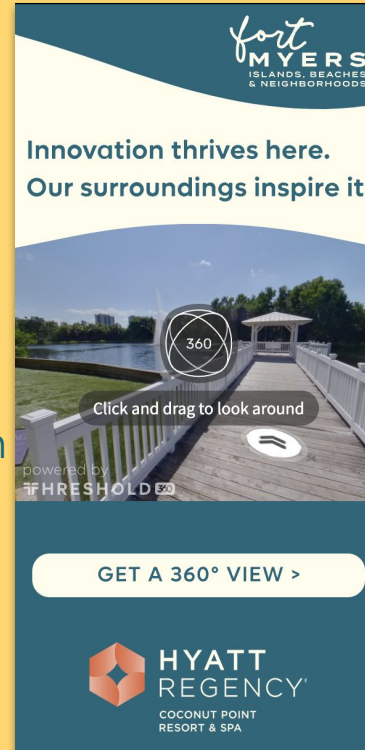
### Opportunity Details

- Offering type: Meetings
- Placement: Programmatic display
- Timing: Spring 2023
- Distribution: 80K impressions
- Cost: \$475

## Current Programs

# Paid Media Display

- Meeting Planner Programmatic
- Meeting Planner Programmatic Digital with 360-Degree Video



# Intent Approach

## Paid Media Email

### Strategy

- Drive intent among meeting planners who have opted in for informative messaging. Planners want to learn about properties and unique offerings.

### Messaging

- Messaging should build demand for your product while differentiating your offer from the competition.

### Key Performance Indicators

- Email sends, open rate, clicks
  - Evaluate clicks and opens against VCB industry average



# New Intent Opportunity

## Prevue Meetings + Incentives

### Opportunity Overview

- Partners have the opportunity to be featured in a dedicated email deployed to the Prevue audience as part of a Visit Florida package.
- Prevue's content features destinations, venues, resorts and group tours along with insights from industry experts.



### Opportunity Details

- Offering type: Meeting Planners
- Placement: Dedicated email and rebroadcast
- Timing: February 2023
- Distribution: 30K sends
- Cost: \$300

## Current Programs

# Paid Media Email

- Association Conventions & Facilities
- Corporate & Incentive Travel
- EproDirect
- FSAE
- Northstar Meetings Group

**WORK AT YOUR OWN PACE.**


Fort Myers' islands, beaches and neighborhoods can help you set the tone for innovative thinking. Book a group sailing excursion or a relaxing walking tour of the downtown River District. Talk shop over drinks and make plans on the golf course. Whatever speed feels right for your meeting, we'll help you get there.

[START PLANNING](#)

**ONLINE RFP FORM**

Discover how our warm weather, white-sand beaches and flexible meeting spaces inspire successful events for groups of all sizes.


[SUBMIT RFP](#)



**5 REASONS TO MEET HERE**

Build stronger connections while on a boat ride in the Gulf, or brainstorm ideas over a beachside lunch. Our natural surroundings are bound to inspire innovation.

[EXPLORE OPTIONS](#)



**READY FOR MORE DETAILS?**

Check out our media kits and meeting guides to discover even more reasons why our islands, beaches and neighborhoods are right for your meeting.


[LET'S GO](#)

**MEETINGS ENEWSLETTER SIGN-UP**

For quarterly updates from our Meetings & Group Sales Team, subscribe today to stay in touch with us.

[SUBSCRIBE](#)


**CHECK OUT OUR PARTNERS**



**BIG PERKS FOR YOUR GROUP'S BEACHFRONT GETAWAY**

Pink Shell Beach Resort & Marina – Voted a top resort Traveler by Condé Nast, we are the perfect place to get the group together. This summer enjoy 25% off venue fees, complimentary rooms, free breakfast, and guided nature walks!


[LEARN MORE](#)



**IT'S ALL HERE – YOU SHOULD BE TOO**

Tweed Waters Island Resort & Spa – From black tie to flip flops, choose your next event in a variety of meeting venue spaces with 2021 TripAdvisor Travelers' Choice award-winning restaurants and amazing hospitality!

[DISCOVER MORE](#)



**PLAN YOUR NEXT MEETING WITH US!**

DiamondHead Beach Resort – When planning your next business meeting, team-building conference, or corporate event, allow us to deliver genuine hospitality, custom-catered food, and contemporary suites to keep your group content.

[BOOK NOW](#)

A person wearing glasses and a dark shirt is leaning over a desk, writing on a document with a pen. The desk is cluttered with various papers, a pen, and some small objects. The background is slightly blurred, showing other people in a professional setting.

**Meeting  
Planners**

A woman with short blonde hair, wearing a white button-down shirt, is smiling at the camera. She is holding a tablet computer in her hands. The background is a blurred office environment.

**Travel  
Advisors**

A bride with dark hair, wearing a white wedding dress, is holding a large bouquet of white and pink flowers. She is smiling and looking down at the bouquet. A groom is partially visible behind her, also smiling. The background is a blurred outdoor setting.

**Weddings**



## Travel Advisor Behavior

---

# Celebration Travel Is Driving Large Group Trips

Source: Virtuoso Travel Advisor Survey

**78% of Virtuoso advisors** have seen an uptick in celebration travel, with anniversaries and notable birthdays being the primary motivators.

Co-op Programs

# Prospecting

# Prospecting Approach

## Print

### Strategy

- The placement should build awareness for your product while also driving consideration over competitors. Advisors are looking for a destination and accommodations to fit their clients' needs.

### Messaging

- Travel advisor offers or value adds, product offerings to their clients

### Key Performance Indicators

- Impressions (circulation and readership)



## Current Programs

# Print

- Northstar AGENTatHOME
- Northstar Travel Weekly
- Recommend



Captive Island

it's a  
good  
day

It may spoil you,  
but that's exactly  
the point.

**fort  
MYERS**  
ISLANDS, BEACHES  
& NEIGHBORHOODS

Send your clients to a place where it's  
always a good day to relax and explore.  
They'll experience white-sand shores,  
dolphins, quiet moments with loved  
ones, and more throughout our islands,  
beaches and neighborhoods.

Start planning at [VisitFortMyers.com/](http://VisitFortMyers.com/)  
Travel-Trade or call our Travel Advisor  
Help Desk at 1-800-237-6444.



**SOUTH SEAS ISLAND RESORT**

Summer Getaway at South Seas.  
4th night free for your clients, 10%  
commission for you.

[SouthSeas.com/Groups](http://SouthSeas.com/Groups)  
239-579-1482

Co-op Programs

# Intent

# Intent Approach

## Paid Media Display

### Strategy

- Increase overall reach and target travel advisors who have shown online behaviors indicating they plan leisure and corporate trips through banner ad units

### Messaging

- Travel advisor offers or value adds

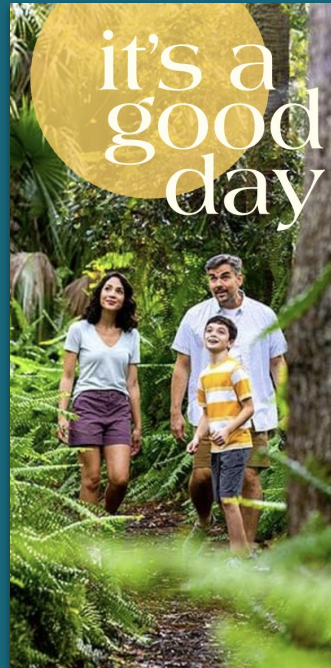
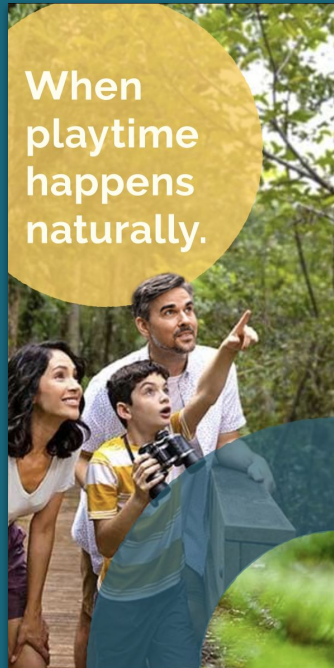
### Key Performance Indicators

- Impressions, clicks
  - Evaluate clicks against VCB industry average

# Current Programs

## Paid Media Display

- Travel Agent Programmatic



# Intent Approach

## Paid Media Email

### Strategy

- Drive intent among travel advisors who have opted in for educational and informative messaging

### Messaging

- Travel advisor offers, value adds and experiences in the destination

### Key Performance Indicators

- Email sends, open rate, clicks
  - Evaluate clicks and opens against VCB industry average

# Current Programs

## Paid Media Email

- Travel Weekly Email
- Travel Market Report Email
- Insider Travel Report



**When playtime happens naturally.**

Send your clients to Fort Myers' islands, beaches and neighborhoods, where it's always a good day to experience something unique. Like the beaches that make Sanibel the "Swamp Capital of the World," or the miles of canals in Cape Coral that rival the Italian city of Venice. Even better, explore 50 miles of white-sand shores and over 100 barrier and coastal islands. It's all good here.

[PLAN YOUR CLIENT'S GETAWAY](#)



**DO YOUR THING THIS SPRING**

When you're ready for a winter warm up, try these four spring experiences and find that fun is always in season.

[SPRING TO IT](#)



**SO MANY BEACHES, SO LITTLE TIME**

With over 50 miles of shoreline, each of our beaches have a distinct vibe. Discover them all and recommend the right sandy spot for your clients.

[DISCOVER OUR BEACHES](#)



**FREE TRAVEL GUIDE**

Ready to become an expert on Fort Myers' islands, beaches and neighborhoods? Order your free print or digital visitor guide.

[GET GUIDE](#)

**CHECK OUT OUR PARTNERS**



**BOOK YOUR TRIP DIRECT**

"Tween Waters Island Resort & Spa – Receive a \$250-value island rewards coupon book with a 2-night



**Worlds away and right at home.**

Throughout Fort Myers' many islands, beaches, and neighborhoods, relaxing is as easy as inhaling the salty sea air and letting the sun hit your skin. Whether your clients want to take a moment to themselves in nature or enjoy a beachside drink with loved ones, they'll feel welcome from the first moment they step onto our sandy shores.

[DIVE IN](#)



**NEWSLETTER SIGN-UP**

From weekend itineraries and beachside inspiration to must-see spots and how-tos – we have it all. Subscribe today to stay in touch with us.

[SUBSCRIBE](#)



**ISLAND TIME FOR TWO**

Here, romance comes naturally. Your clients can celebrate Valentine's Day or simply share moments together with these five date-night ideas.

[GET AWAY](#)



**GO BEYOND THE BEACH**

From shopping and dining to concerts and museums, discover what's waiting for your clients when they make their way downtown.

[CHECK IT OUT](#)



**FREE TRAVEL GUIDE**

Ready to become an expert on Fort Myers' islands, beaches and neighborhoods? Order your free print or digital visitor guide.

[GET GUIDE](#)

**CHECK OUT OUR PARTNERS**



**SPRING BREAK SPECTACULAR**

South Seas Island Resort – On our private island paradise, dolphins and manatees are regular guests and spectacular sunsets are celebrated daily. Fourth night free plus 15% off food and beverage for your clients and 10% commission for you.

[GET STARTED](#)



A person wearing glasses and a dark shirt is leaning over a desk, writing on a document with a pen. The desk is cluttered with various papers, a pen, and some small objects. The background is slightly blurred, showing other people in a similar setting.


**Meeting  
Planners**

A woman with short blonde hair, wearing a white button-down shirt, is smiling at the camera. She is holding a tablet computer in front of her. The background is a blurred office or meeting room.

**Travel  
Advisors**

A bride with dark hair, wearing a white wedding dress, is holding a large bouquet of white and pink flowers. She is smiling and looking down at the bouquet. A groom is partially visible behind her, also smiling.

**Weddings**



Wedding Planning Behavior

---

# No More Cookie-Cutter Weddings

Source: Brides

**Out-of-the-box destinations, culinary surprises and crescendo moments are trending.**

Co-op Programs

# Intent

# Intent Approach

## Paid Media Display

### Strategy

- Drive intent among engaged couples who are planning destination weddings or honeymoons

### Messaging

- Build demand for the destination while differentiating from the competition
- Awards, wedding offers or value adds

### Key Performance Indicators

- Impressions, clicks
  - Evaluate clicks against VCB industry average

# Current Programs

## Paid Media Display

- The Knot Digital
- Weddings Programmatic Digital
- Weddings Programmatic Digital with 360-Degree Video



# Intent Approach

## Paid Media Email

### Strategy

- Drive intent among engaged couples who have opted in for educational and informative messaging

### Messaging

- Wedding offers, experiences, value adds to planners, brides and grooms

### Key Performance Indicators

- Email sends, open rate, clicks
  - Evaluate clicks and opens against VCB industry average



# New Intent Opportunity

## eTarget Weddings Email

### Opportunity Overview

- Partners will be included as a featured property in a dedicated email sent to eTarget's double opt-in database
- Targeting reaches engaged couples interested in wedding-related sites and content

### Opportunity Details

- Offering type: Accommodations
- Placement: Email
- Timing: Spring 2023
- Distribution: 524K sends
- Cost: \$425

# Intent Approach

## VCB Email

### Strategy

- As an intent tactic, these placements provide the opportunity to showcase unique offers by leveraging the VCB's growing database to individuals who have opted in to receive more information about weddings in destination.

### Messaging

- Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.



### Key Performance Indicators

- Open and click rates

# Current Programs

## VCB Email



- Weddings Welcome Emails (3)

**A natural place  
for new beginnings.**

Start your future together with the cloudless sky as your something blue and a colorful seashell from the beach as your something borrowed. If you're planning a wedding throughout the islands, beaches, and neighborhoods of Fort Myers, we're here to help keep things as calm as our tides. Stay on top of what's new with weddings in and around our area when you receive our bridal newsletter.

[SIGN UP](#)

**SIX TIPS FOR A  
FORT MYERS WEDDING**

There's a lot that goes into planning a destination wedding. Check out our six essential tips for bringing your dream beachfront wedding to life.


[START PLANNING](#)

**PLAN YOUR BACH  
PARTY ON THE BEACH**

Whether you prefer late-night pub crawls or quiet moments lounging on the beach, Fort Myers is the perfect place to let loose with your bridesmaids before you tie the knot.

[GET INSPIRED](#)


## OUR PARTNERS



**FPO PARTNER HEADLINE /  
FPO PARTNER OFFER**

**Partner Business Name** – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.


[PARTNER CTA](#)



**FPO PARTNER HEADLINE /  
FPO PARTNER OFFER**

**Partner Business Name** – Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

[PARTNER CTA](#)



Web Version of the Newsletter  
Manage your Newsletter Subscriptions or Unsubscribe  
Lee County Visitor & Convention Bureau, 2201 Second Street, Suite 600, Fort Myers, FL 33901

[To view this email in your browser click here.](#)

The background is a solid dark teal color. It is decorated with several large, stylized, semi-circular or ring-like shapes in bright colors: yellow, green, pink, and cream. These shapes are scattered across the frame, some overlapping each other. The word "Questions?" is centered in the middle of the image in a white, sans-serif font.

Questions?



# Domestic and International Sales Show Co-ops

## Domestic Sales Shows

# Leisure – Consumer

### Travel & Adventure Show

- Boston, MA
- January 20-22, 2023

### Travel & Adventure Show

- Chicago/Rosemont, IL
- January 13-15, 2023

### Travel & Adventure Show and Travel Agency Sales Calls

- Los Angeles, CA
- February 15-19, 2023

### Travel & Adventure Show

- New York City, NY
- January 27-29, 2023



# Domestic Sales Shows

## Travel Trade

### **Delta Vacations University**

- Location TBD
- September 2023

### **East Coast Florida Sales Mission**

- Miami, Fort Lauderdale, West Palm Beach
- May 16-18, 2023

### **West Coast Florida Sales Mission**

- Venice, Sarasota, Tampa, St. Petersburg, Spring Hill
- July 10-13, 2023

### **MCASC-NCMA-VA Tri-State Motorcoach Association Regional Meeting**

- Location TBD
- August 2023

# Domestic Sales Shows

## Meeting Planners

### ASAE Annual Meeting

- Atlanta, GA
- August 5-8, 2023

### ConferenceDirect Annual Partner Meeting

- Location TBD
- Spring 2023

### Connect Association

- Location TBD
- August 2023

### Connect Corporate

- Location TBD
- August 2023

### Connect DC

- Washington, D.C.
- November 28-29, 2022

### Destination Southeast

- Cape Coral, FL
- August 13-16, 2023

# Domestic Sales Shows

## Meeting Planners

### Destinations Celebration

- Kansas City, MO
- April 2023

### Destinations Celebration

- Minneapolis, MN
- September 2023

### Holiday Client Event & Luncheon

- Minneapolis, MN
- November 1-3, 2022

### Minnesota Twins Client Event

- Minneapolis, MN
- August/September 2023

### RCMA Emerge

- Chattanooga, TN
- January 24-26, 2023

### Red Sox Fenway Client Event

- Boston, MA
- April 2023

# Domestic Sales Shows

## Meeting Planners

### Smart Meetings Mid-Atlantic Regional Show

- Location TBD
- June 2023

### Tallahassee Meeting Planner Sales Calls

- Tallahassee, FL
- September 2023

# International Sales Shows

## Travel Trade

### Canada Sales Mission

- Toronto, Ottawa, Montreal
- March/April 2023

### Florida Huddle

- Palm Beach, FL
- February 2-4, 2023

### IPW

- San Antonio, TX
- May 20-24, 2023

### Receptive Tour Operator Luncheons

- Miami and Orlando, FL
- December 5-6, 2022

### UK/Ireland Sales and Media Mission

- London, Manchester, Dublin
- May 2023



# Questions?

Jill Vance | Director of Sales | [jvance@leegov.com](mailto:jvance@leegov.com)

Charm Evans | Global Sales Manager | [cevans@leegov.com](mailto:cevans@leegov.com)





**Next Steps**

# FY22/23 Purchase Date

Thursday, August 18, 2022  
at exactly 10:30 a.m. EST

## Reminders

- Save your orders and update all marketing and billing contacts ahead of purchase date
  - Many co-ops sell out within the first minute
  - Order submission confirmation emails may take up to 5 minutes to arrive
- Co-op portal link: [coop.leevcb.com](https://coop.leevcb.com)
- Mark emails from [coop@mmgyglobal.com](mailto:coop@mmgyglobal.com) as safe / not spam

# Presentation available on [LeeVCB.com](https://LeeVCB.com)

Sales and Marketing > Marketing Support > FY22/23  
Co-op Advertising Plan

**Direct co-op inquiries to:**

Josh Lambert at [jlambert@mmgy.com](mailto:jlambert@mmgy.com)

The background is a solid dark teal color. It is decorated with various abstract geometric shapes, primarily semi-circles and arcs, in bright colors: yellow, green, pink, and cream. These shapes are scattered across the frame, some overlapping each other. For example, in the top left, there is a yellow semi-circle and a cream arc. In the top right, there is a pink semi-circle and a green arc. In the bottom left, there is a large cream semi-circle and a green arc. In the bottom right, there is a yellow semi-circle and a pink arc. The overall effect is a playful and modern graphic design.

**Thank you!**