

FY23/24 Co-Op Advertising Program

August 3, 2023



fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS



Agenda

State of the Industry

- Travel Landscape
- Media Consumption

FY23/24 Integrated Marketing Strategy

- Marketing Strategy
- Domestic Leisure Media Offerings
- International Leisure Media Offerings
- Group Media Offerings

Domestic and International Sales Show Programs

Next Steps: Resources and Purchase Dates and Times

State of the Industry

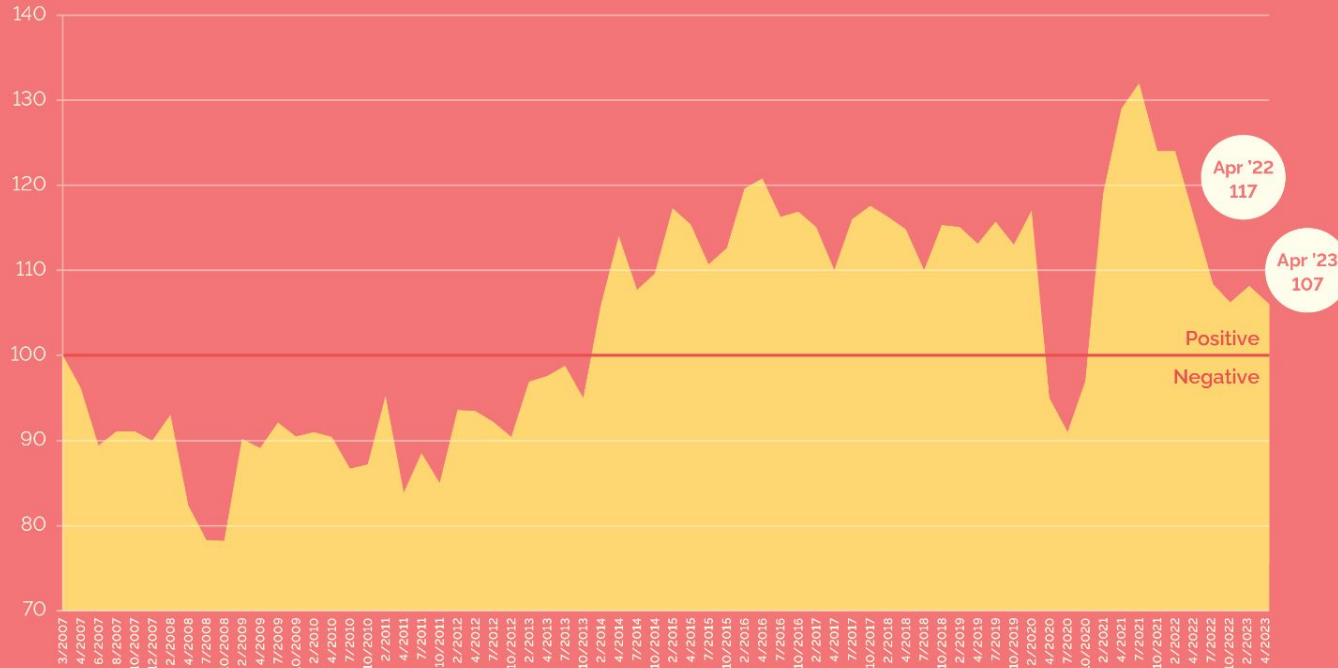
Factors Impacting Consumer Travel



Travel Landscape

Traveler Sentiment Index™

Similar to February 2023



Perceived Safety
Fairly Stagnant

Affordability
Significant Decline

Time Available
Fairly Stagnant

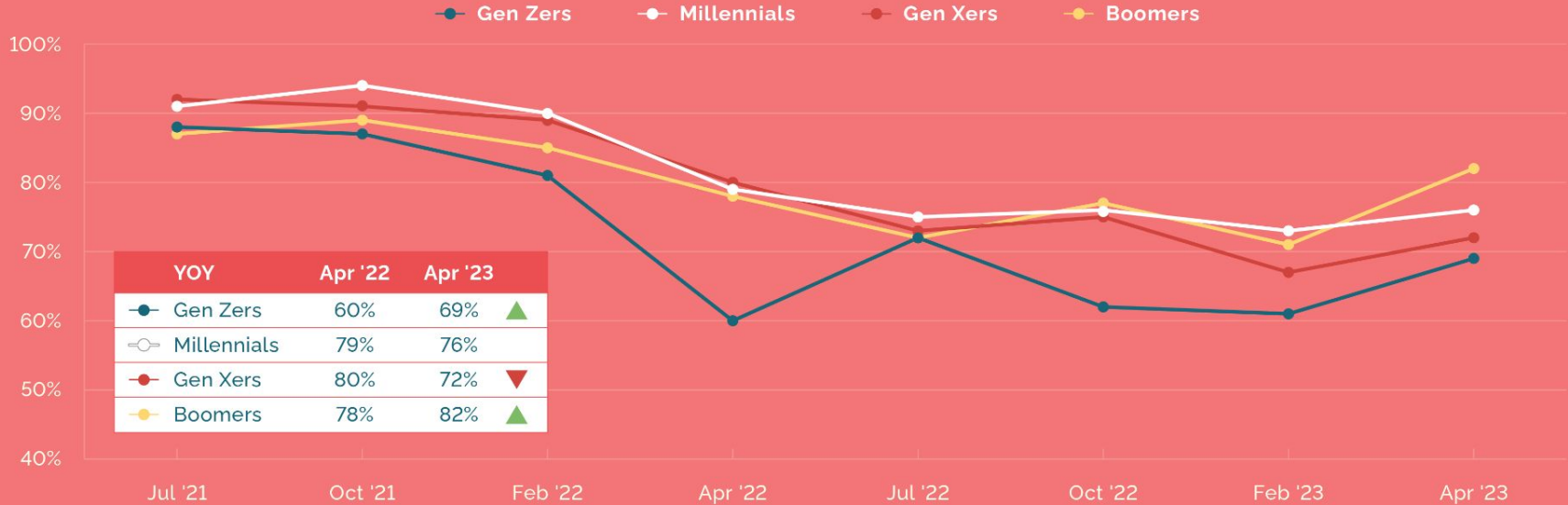
Personal Finances
Slight Decline

Quality of Service
Fairly Stagnant

Interest in Travel
Slight Increase

All Generations Are Experiencing an Increase in Travel Intentions From Last Quarter, Though Gen X Is Down From Summer 2022.

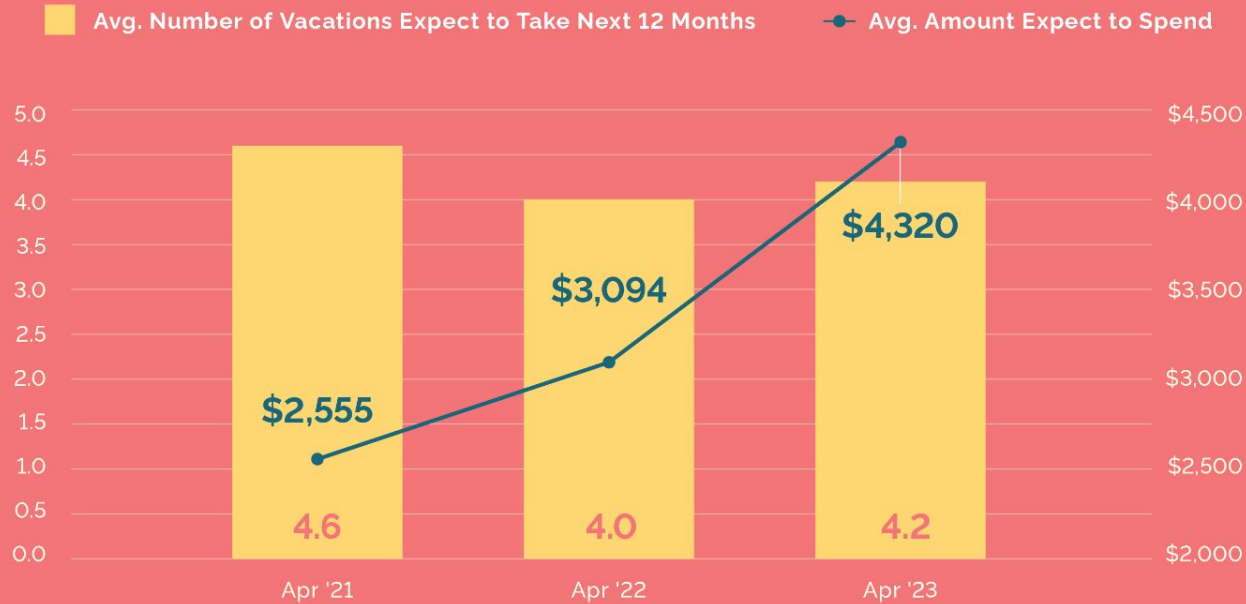
PLAN TO TRAVEL FOR LEISURE IN THE NEXT 12 MONTHS



YOY	Apr '22	Apr '23	
Gen Zers	60%	69%	▲
Millennials	79%	76%	
Gen Xers	80%	72%	▼
Boomers	78%	82%	▲

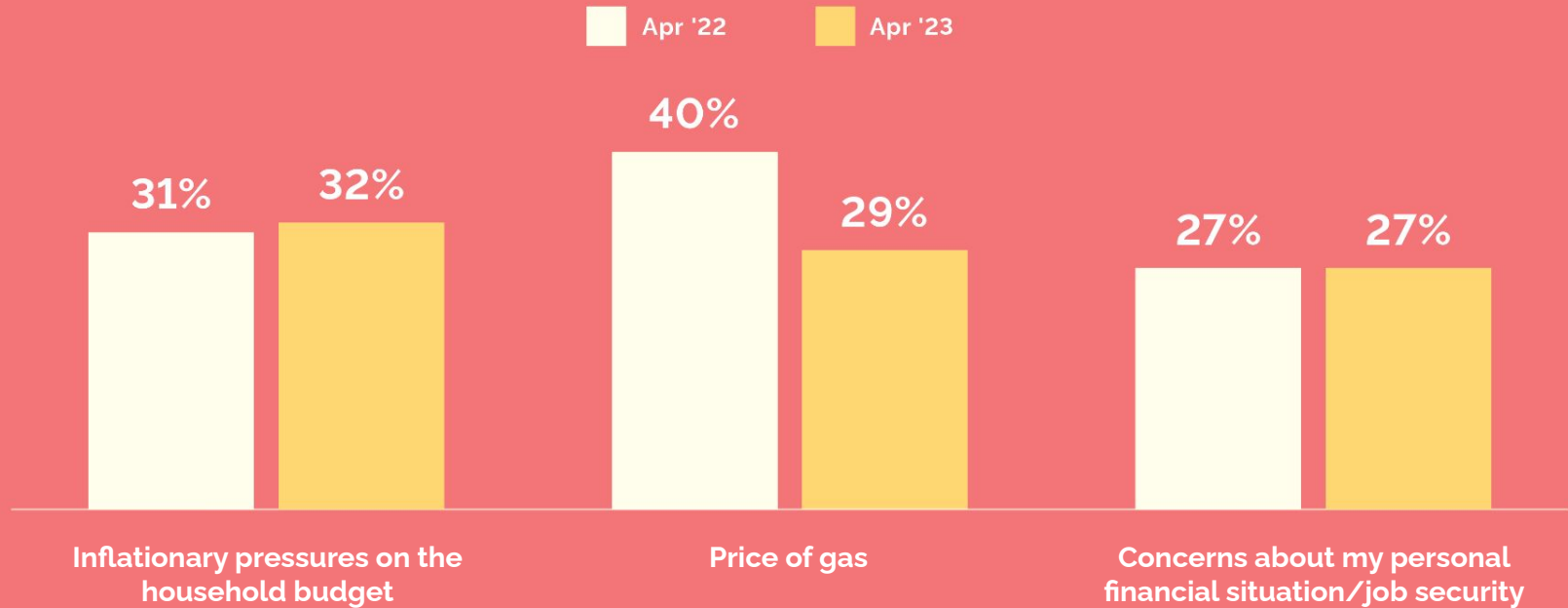
Spending Intentions Are Up Significantly From April '22.

LEISURE TRAVEL AND SPENDING / NEXT 12 MONTHS



Fort Myers Prospects Are Most Concerned by Inflationary Pressures and the Price of Gas

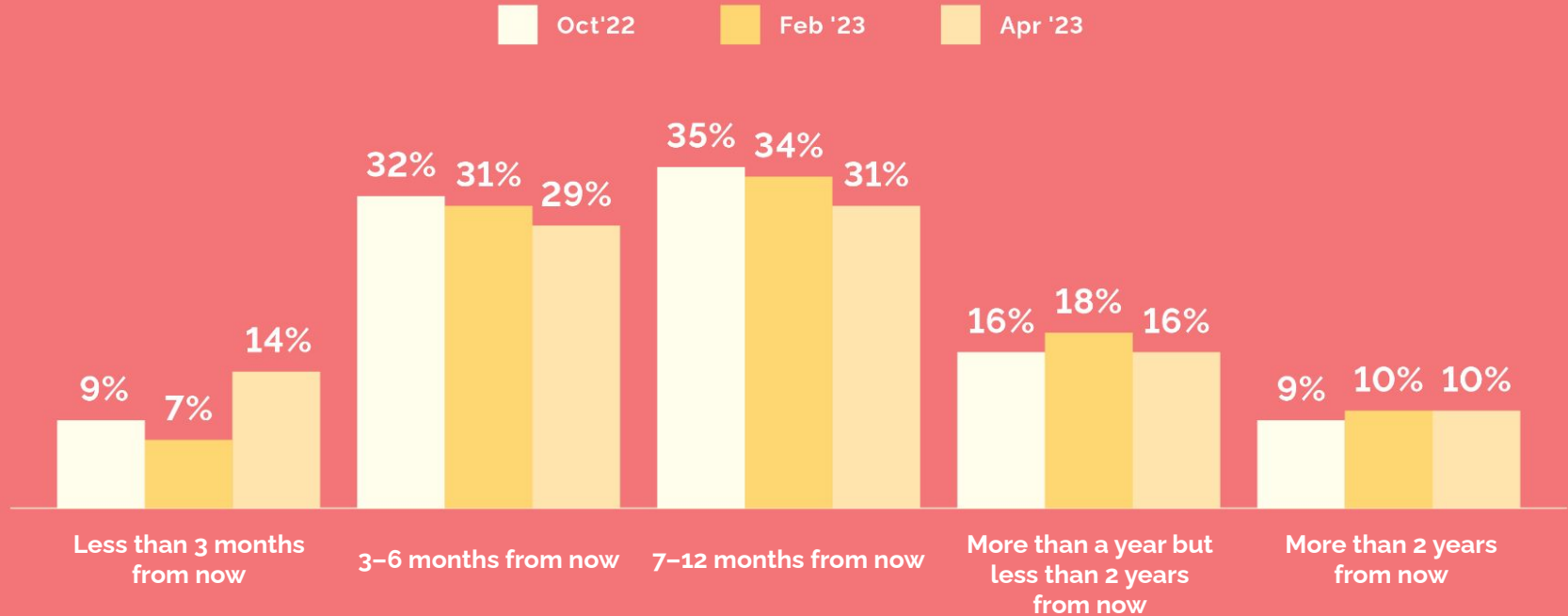
FINANCIAL IMPACTS ON LEISURE TRAVEL IN THE NEXT 6 MONTHS



Source: MMGY Global's 2023 *Portrait of American Travelers*® "Summer Edition"

The Majority of Those Interested in Visiting Fort Myers Will Consider Booking Between 3 Months and a Year From Now

EARLIEST CONSIDERING BOOKING A TRIP TO FORT MYERS



Food is a draw for travelers.

From visiting top restaurants and local favorites to taking a cooking class, food greatly impacts where people travel.

85%

of respondents hope to visit a place where they can truly experience the local culture

– AMERICAN EXPRESS

78%

of respondents are interested in going on vacations that support local communities in 2023

– AMERICAN EXPRESS

66%

of Zers and Millennials agree that they get most of their get their eating inspiration from travel social media accounts

– AMERICAN EXPRESS

47%

of Zers and Millennials say that they have planned an entire trip around visiting a specific restaurant

– AMERICAN EXPRESS

Set-Jetting: The White Lotus Effect

Vacationers are using their favorite shows as their personal travel agents.

70%

of Zers and Millennials reported that they were inspired to visit a location after seeing it in a television show or movie

– **AMERICAN EXPRESS**

64%

of travelers said they made travel plans or were inspired to visit a specific country or destination after it was featured on a TV show

– **AMERICAN EXPRESS**

61%

of younger travelers say they have chosen a destination because it looks great in photos/videos

– **AMERICAN EXPRESS**

Seeking wellness remains a priority.

Prioritizing self-care is leading to a rise in restorative vacations.

88%

of respondents say that they plan to spend the same or more on wellness vacations this year, compared to previous years

- AMERICAN EXPRESS

73%

of respondents are planning vacations to better their mental, physical, and emotional health in 2023

- AMERICAN EXPRESS

68%

of respondents are seeking travel destinations that are surrounded by nature

- AMERICAN EXPRESS

Key Takeaways

1

Fort Myers Prospects are planning to travel this year, and are planning to spend more than this time last year.

2

Affordability and personal finances are at the top of mind for these travelers and could be cause for concern given rising costs of travel.

3

Travelers want to discover hidden gems and support the local communities they visit.

4

As more people turn to their favorite shows for travel inspiration, there is a growing opportunity for travel brands to align themselves with popular TV shows and movies.

5

Travelers want to relax and unplug from their busy lives — and are gravitating toward destinations and resorts that will help them decompress and feel healthier.



Media Consumption

Media Mix Should Match Consumer Behavior and Media Trends





Traveler Behavior

**Multitasking
leads to
longer days.**

Source: eMarketer

32 is the new 24.

Blending routine activities with technology and media is allowing consumers to extend their days to 32 hours.

**13 hours are spent
daily with media
and technology.**

Consumers look to video and audio as accompaniments to work and non-work activities.



Traveler Behavior


The channels keep changing.

Digital video viewing will surpass time spent with TV in 2023.

CTV usage will maintain pre-pandemic gains in the coming years, largely supported by the growth in ad-supported viewing.

Subscription costs are stacking up.

Fragmentation, the sheer volume of content and rising subscription costs will lead 69% of consumers to cycle subscriptions in the next six months.

A woman with dark curly hair, wearing yellow headphones and a floral patterned top, is looking out a window. She is holding a smartphone in her hands. The background is slightly blurred, suggesting she is on a train or bus.

Traveler Behavior

**Podcast listenership
continues to grow.**


Source: eMarketer

Podcasts are mainstream in the U.S.

Eighty percent of podcast listeners tune in at least once per week, and by the end of 2026, nearly two-thirds of digital audio listeners will listen to podcasts.

Gen Zers and Millennials lead podcast listening.


Podcasts are gaining listeners across all age brackets with Gen Zers and Millennials accounting for the most listeners.

A photograph of a man and a woman embracing outdoors. The woman is holding a smartphone up, possibly taking a picture or video. The background is slightly blurred, showing what appears to be a beach or park setting.

Traveler Behavior

**Travelers are active
on social.**

84% of active
leisure travelers
have a personal
account on one or
more social media
channels.



Traveler Behavior

**Social is driving
travel purchases.**

52% selected a
vacation destination
or travel service
provider based on
information viewed
on social media.

Time Spent on Social Remains at an All-Time High



Facebook

31 minutes per day



TikTok

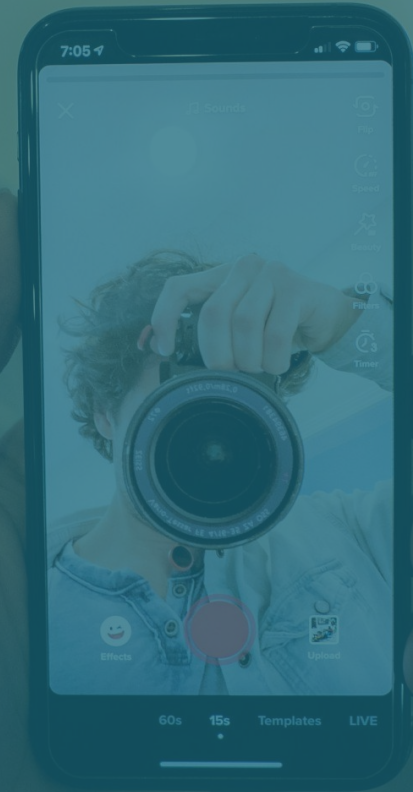
54 minutes per day



Instagram

33 minutes per day

Source: eMarketer



Marketing Strategy

#MyFortMyers Campaign



Campaign Sentiment

Hurricane Ian has had far-reaching effects throughout the islands, beaches and neighborhoods of Fort Myers. Parts of the coastal landscape may look different right now, but the way our area makes residents and visitors feel hasn't changed. With resilience and optimism, our community is working hard to rebuild.

We've partnered with local ambassadors and loyal visitors who are passionate about the area to highlight their #MyFortMyers memories and inspire others to create their own.

Campaign Look and Feel

Our photography reflects the variety of #MyFortMyers stories shared by our residents and visitors. We try to capture "emotion in motion" wherever possible, using movement, facial expressions and body language to communicate how the Fort Myers area makes people feel.

It is important to use images that reflect the post-Hurricane Ian landscape. When appropriate, photography includes the location where the image was taken so viewers can see a more recent condition of the area.



Fort Myers

“My Fort Myers is spending quality time with my family. The area brings back memories of good times from my childhood, and I get to share that now with my kids.”

Kara Matthews
Kara Matthews, Repeat Visitor



Co-Op Partner Integration

Through co-op partnership, we have the opportunity to highlight the greater Fort Myers area as a competitive and viable destination for leisure and group travelers in a post-hurricane landscape.

Our shared vision for continued tourism success coupled with authentic messaging, calls to action and engaging multimedia will provide travelers with the confidence needed to plan their next visit.

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Parts of the landscape may look different right now, but businesses and attractions are reopening their doors every day. Send your clients to a place where they can explore waterfront dining, boutique shopping, and more.

Start planning at VisitFortMyers.com/Travel-Trade or call our Travel Advisor Help Desk at 1-800-237-6444.



FPO PARTNER BUSINESS NAME

Lorem ipsum dolor sit amet. Acimetum volut digende lieste disti callum cue volorum fuga, que voluptati serum harum

FPO Partner Website Link
800-555-5555

Questions?



Domestic Leisure

Media Offerings



Domestic Leisure Media Approach

Deliver data-driven strategy that is focused on reaching a new leisure audience.

Reprioritize data strategy to align with evolving travel motivators as the destination continues its recovery.

Meet consumers where they engage with content.

Match messaging with media execution and align with new travel motivators.

Maintain tracking of all engagement, efficiency and production metrics.

Domestic Markets and Seasonality

MARKET	WINTER	SPRING	SUMMER	FALL
Travel Periods	Dec. 1–Mar. 14	Mar. 15–May 31	Jun. 1–Aug. 31	Sep. 1–Nov. 30
Media Flighting	Oct. 1–Dec. 31	Jan. 1–Mar. 31	Apr. 1–Jul. 4	Jul. 5–Sep. 30
MARKET-SPECIFIC TARGETING				
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	Atlanta, Miami, Orlando, Tampa, West Palm Beach	Atlanta, Miami, Orlando, Tampa, West Palm Beach	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach
OOS Tier 1	Chicago, Detroit, Indianapolis, Minneapolis	Boston, Chicago, Detroit, Grand Rapids, Indianapolis, Minneapolis	Chicago, Detroit, Grand Rapids, Indianapolis, Minneapolis	Chicago, Cleveland, Detroit, Minneapolis
OOS Tier 2	Cleveland, Columbus, Grand Rapids, Milwaukee	Cincinnati, Cleveland, New York City	Boston, Cincinnati, New York City	Boston, Columbus, New York City
NATIONAL TARGETING				
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	Dec. 1–Mar. 14	Mar. 15–May 31	Jun. 1–Aug. 31	Sep. 1–Nov. 30
Media Flighting	Oct. 1–Dec. 31	Jan. 1–Mar. 31	Apr. 1–Jul. 4	Jul. 5–Sep. 30
MARKET-SPECIFIC TARGETING				
Utilized for brand and co-op messaging to generate awareness and consideration in key target markets				
In-State	Florida	Florida	Florida	Florida
OOS Tier 1	Illinois, Indiana, Michigan, Minnesota	Indiana, Michigan, Minnesota, Illinois	Illinois, Indiana, Michigan, Minnesota	Illinois, Ohio, Michigan, Minnesota
OOS Tier 2	Ohio, Wisconsin	Ohio, New York	Massachusetts, Ohio, New York	Massachusetts, New York
NATIONAL TARGETING				
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

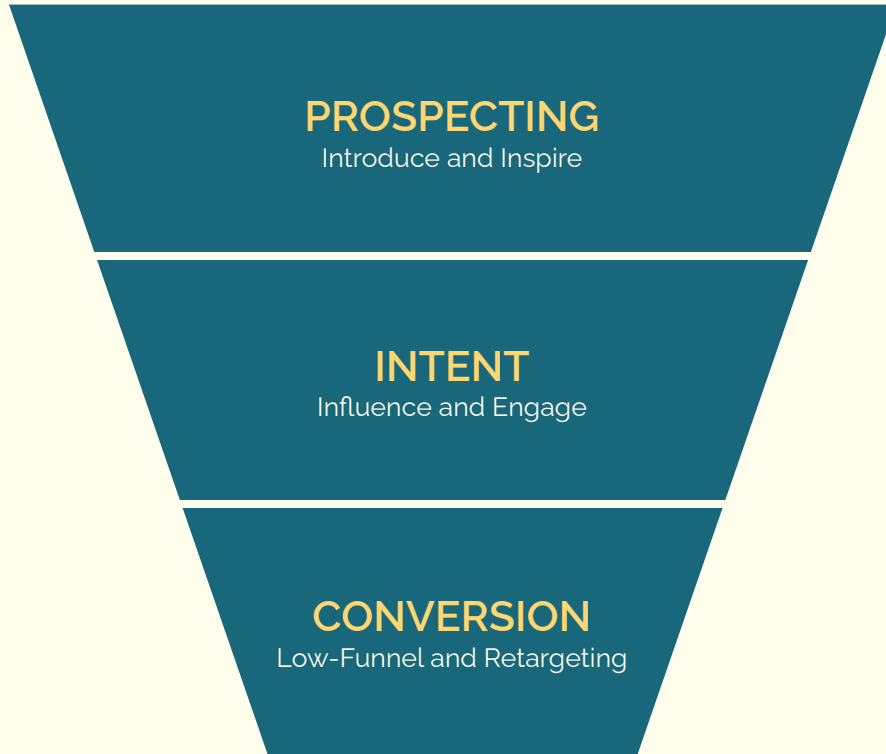
- Health-conscious, easygoing traditionalists
- Mostly retired and/or empty nesters
- Value spending time with friends and family and celebrating special occasions
- Enjoy a slower pace of life and plenty of leisure time



Full-Funnel Media Approach

Reach visitors at all stages of their trip-planning process.

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

- Spark inspiration and inform potential travelers of the destination through organic social posts on the VCB's owned Facebook and Instagram. All posts will be boosted for a period of seven days.

Messaging

- Content Calendar Inclusion/Instagram Collab
 - Images: sourced and selected by the VCB
 - *The 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: The VCB writes content based on partner-submitted copy points and platform specs

Key Performance Indicators

- Cost per Engagement

New(ish) Prospecting Opportunity

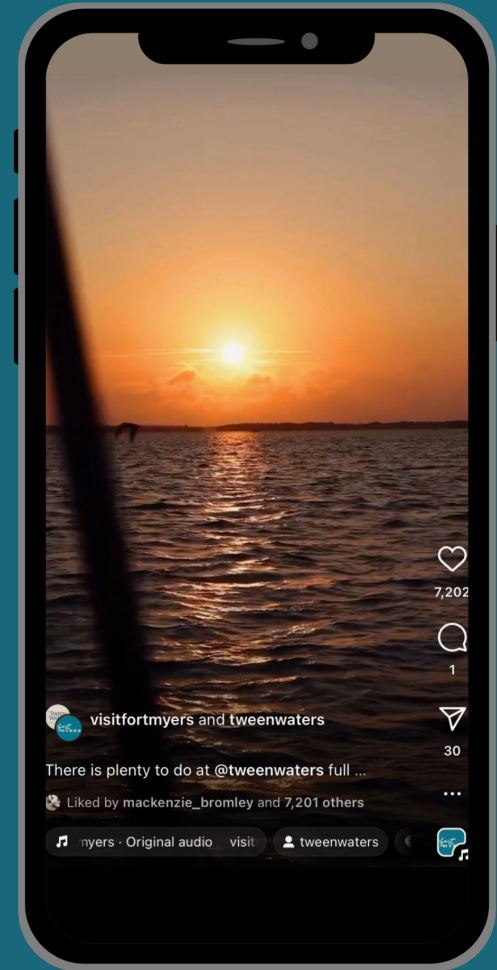
Social Media – Instagram Collab

Opportunity Overview

- One Instagram post created and shared on the VCB's profile. The 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 86,400 and boosted for seven days to users engaged with the VCB on social media.

Opportunity Details

- Offering type: accommodations, attractions
- Placement: Instagram post
- Timing: bimonthly beginning October 2023
- Distribution: 1,500 post engagements minimum
- Cost: \$750
- Messaging considerations: high-quality, organic experience images
 - *The VCB and MMGY reserve editorial/creative control, reserving the right to decline content if deemed inappropriate.*
 - *A partner can sign up for one Collab feature per year on Instagram.*



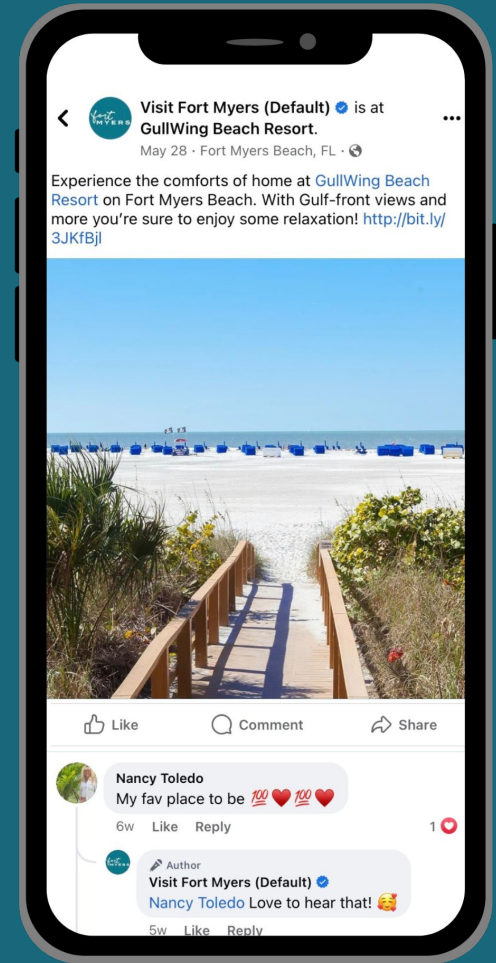
Current Programs

Social Media

- Facebook Content Calendar Inclusions*

**The VCB and MMGY reserve editorial/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.



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 is recommended

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

New Intent Opportunity

AFAR

Opportunity Overview

- AFAR inspires, guides and enables travelers to have deeper, richer and more meaningful travel experiences and is one of the fastest-growing travel media brands, running in both the print and digital spaces.
- AFAR reaches an affluent audience with an average household income of \$390,000 who takes 13 trips annually. Sixty-seven percent of the audience has children in the household.

Opportunity Details

- Offering type: accommodation, attraction
- Placement: standard display
- Timing: summer 2024
- Distribution: 100K impressions
- Cost: \$500

New Intent Opportunity

Tinybeans

Opportunity Overview

- Tinybeans is a resource for all things parenting, including advice, product reviews and family travel guides.
- Tinybeans reaches parents, primarily Millennial moms (median age 35) with children 2–5 years old.
- The display units will be targeted to Tinybeans website visitors.

Opportunity Details

- Offering type: accommodation, attraction
- Placement: standard display
- Timing: spring and summer 2024
- Distribution: 150K impressions
- Cost: \$500

New Intent Opportunity

Spring Training

Opportunity Overview

- Partners have the opportunity to reach baseball fans and the spring training audience.
- Ads will be targeted toward Boston Red Sox and Minneapolis Twins MLB fans based on contextual, behavioral and past-purchase data related to baseball.
- This tactic will run in the Boston and Minneapolis markets only.

Opportunity Details

- Offering type: accommodation, attraction
- Placement: standard display
- Timing: December 2023–February 2024
- Distribution: 100K impressions
- Cost: \$475

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 is recommended

Key Performance Indicators

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

Current Programs

Paid Media Email

- eTarget Leisure Email
- Luxury Link Email
- ShermansTravel Email



See Fort Myers
in a whole new light.

Wish you were here? We can help. Before you arrive on your next vacation, get a little dose of Fort Myers magic with our new webcams. Take control and get a live view of our islands, beaches and neighborhoods.

SEE FOR YOURSELF



WONDERFUL WAYS TO ENJOY THE WATER

There's just as much fun to be had on the water as there is on shore. Discover adventure-filled tours or plan a self-guided excursion on our waterways.

EXPLORE THE WATER



FIND ADVENTURE IN ESTERO

Explore diverse activities in Estero, from a full day of shopping at premier outlet malls to a tour of a historical settlement along the scenic Estero River. The fun continues on the water here too — paddle with the help of the Estero River's gentle current.

PLAN YOUR VISIT



TASTE FARM-FRESH FOOD

With plenty of fresh produce and organic farms, our area is the perfect place to enjoy a farm-to-table experience full of local flavors and ingredients. Start planning a culinary adventure.

DIG IN

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 exercitation.

PARTNER CTA



FPO PARTNER HEADLINE /

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 e-Newsletter
 - Florida Residents Edition Apr.–Sept.
- Quarterly Partner Dedicated Email
- Quarterly Leisure Welcome Emails (3)
- Quarterly Partner-Focused Welcome Email



Save when you discover Fort Myers.

[FPO Partner Logo]

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 exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Magnam aliquam quaerat voluptatem.

FPO CALL TO ACTION

There's a **#MyFortMyers** story for everyone.

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 throughout 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 and New Programs*

VCB Website

- Featured Accommodation
- Featured Attraction
- Featured Deal
- Featured Restaurant
- Featured Event
- Premium Featured Accommodation Deal
- [NEW] Premium Featured Attraction Deal
- [NEW] Premium Featured Restaurant Deal




★ **Featured**

Bell Tower

📍 Fort Myers

i [View Details](#)



Sanibel Captiva Island Vacation Rentals

Access to 'Tween Waters Private Beach & More

[View Deal](#)

*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 accommodations

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

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 Digital (Annual)
- Visitors – In-Market Mobile Geofencing Digital



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

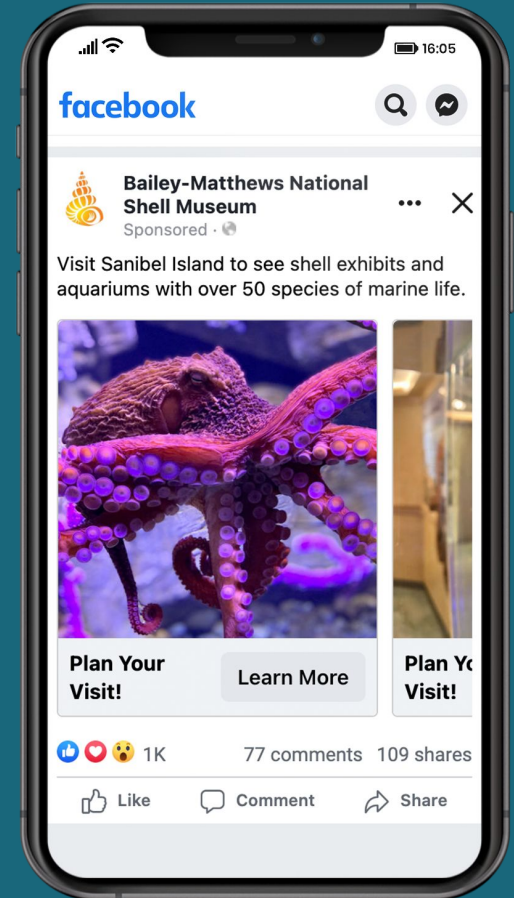
Key Performance Indicators

- Cost per click

Current Programs

Social Media

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




Questions?



International Leisure

Media Offerings



International Traveler
Behavior

Interest continues to
tick up.

Lee County searches
are up YOY on
Expedia's Canada,
Germany and U.K.
points of sale;
Germany is showing
the largest YOY
increase.



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 the U.K.

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

		2023			2024											
		O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
CA	Brand	High												Low	Low	Low
	Co-Op	Low	High			Low	Low	Low	Low	Low	Low	Low	High	Low	Low	Low
	Travel	Low						Low	Low	Low	Low	Low	Low	Low		
DE	Brand	High												Low	Low	Low
	Co-Op	Low	High			Low	High			Low	Low	Low	Low	Low	Low	Low
	Travel	Low	Low	Low						Low	Low	Low	Low		Low	Low
UK	Brand	High												Low	Low	Low
	Co-Op	Low	Low	Low	High				Low	Low	Low	High		Low	Low	Low
	Travel	Low	Low	Low	Low					Low	Low	Low				

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 is 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 – U.K.

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

Current Programs

Paid Media Display

- Expedia International Digital – Canada (formerly OTA International)
- Expedia International Digital – Germany (formerly OTA International)
- Expedia International Digital – U.K. (formerly OTA International)
- Canada Vacation Rental Vrbo Digital

Questions?



Group Media Offerings

A group of people are kayaking on a calm river. The kayakers are wearing life jackets and are surrounded by dense green trees and foliage. The water is still, reflecting the surrounding greenery. The sky is a clear, bright blue.

Group 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.



**Meeting
Planners**



**Travel
Advisors**



Weddings



Meeting Planner Behavior

Adaptation trends continued in 2022 and are extending into 2023.

53% of meeting planners consider themselves comfortable or savvy with virtual event tech.

Co-Op Programs

Prospecting

Prospecting Approach

Print

Strategy

- Stay top of mind with meeting planners in 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)

Current Programs

Print

- Association Conventions & Facilities
- ConventionSouth
- Corporate & Incentive Travel
- Florida Trend
- FSAE Source
- Prevue Meetings + Incentives





YOU'RE THE ONE WHO SPARKS *Innovation.*

WE HELP YOU MAKE IT LOOK EASY.

FPO PARTNER BUSINESS
NAME LOREM IPSUM

Lorem ipsum dolor sit amet, od quassimagnis antatis nost re min consequet conem faciat, que cus nullestium, nobis que veribus cone pro bla qui volum.

FPO Partner Website Link
800-555-5555

FPO PARTNER BUSINESS
NAME LOREM IPSUM

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FPO Partner Website Link
800-555-5555

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FPO Partner Website Link
800-555-5555

- ✓ Inspirational surroundings
- ✓ Expert conference services team
- ✓ Wide variety of accommodations and meeting rooms near RSW airport.

Planning is different now. We can help. Call 1-800-237-6444 or submit an RFP at MeetInFortMyers.com

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Prospecting Approach

Social Media

Strategy

- Generate awareness among meeting planners through dark ads running under the partner's Facebook and Instagram. All ads will be live for one month.

Messaging

- Meeting Planners Single Image
 - Images and copy provided by the partner
 - Messaging should speak to meeting planners and professionals

Key Performance Indicators

- Impressions, clicks

New Prospecting Opportunity

Social Media – Meetings Single-Image Ad

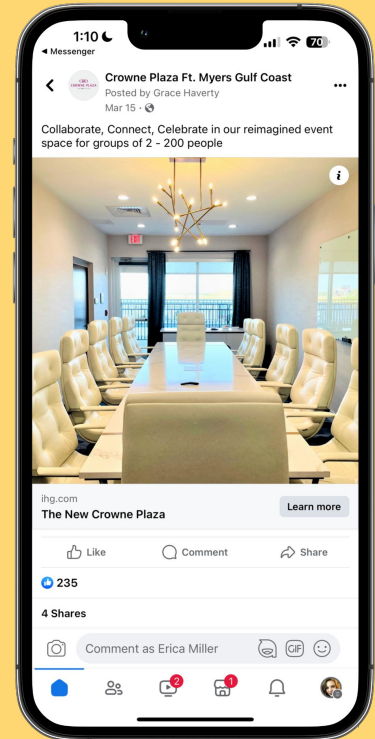
Opportunity Overview

- Reach meeting planners by targeting job titles, fields of study and employment industries related to meeting/event planning and management
- Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels

Opportunity Details

- Offering type: accommodations
- Placement: Facebook and Instagram single-image placement
- Timing: bimonthly beginning October 2023
- Distribution: 100,000 impressions
- Cost: \$500
- Messaging considerations: Ad messaging should be directed toward meeting planners and professionals

○ *The VCB and MMGY reserve editorial/creative control, reserving the right to decline content if deemed inappropriate.*



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

MobileFuse Conference Geofencing

Opportunity Overview

- Partners have an opportunity to run display banners that will be targeted to users who attended specific meeting planner conference events through geofencing
- Placements run during the conference and 30 days after for retargeting
- Annual program includes 5–6 conferences like IMEX and HelmsBriscoe

Opportunity Details

- Offering type: meetings
- Placement: programmatic display
- Timing: annual program (Oct. 2023–Sept. 2024)
- Distribution: 100K impressions
- Cost: \$475

Current Programs

Paid Media Display

- Meeting Planner Programmatic
- Meeting Planner Programmatic Digital With 360° Video

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Innovation thrives here.
Our surroundings inspire it.

360

Click and drag to look around

powered by
THRESHOLD 360

GET A 360° VIEW >

HYATT REGENCY
COCONUT POINT
RESORT & SPA

This is a vertical banner for Hyatt Regency Coconut Point Resort & Spa. It features a 360-degree video player showing a wooden walkway leading to a gazebo by a lake. The top has the Fort Myers logo, followed by the text 'Innovation thrives here. Our surroundings inspire it.' A circular 360-degree icon is overlaid on the video, with a 'Click and drag to look around' instruction. Below the video is the 'powered by THRESHOLD 360' logo. At the bottom, there is a white button with the text 'GET A 360° VIEW >' and the Hyatt Regency logo and name.

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Innovation thrives here.
Our surroundings inspire it.

360

Click and drag to look around

powered by
THRESHOLD 360

GET A 360° VIEW >

SOUTH SEAS ISLAND RESORT
CAPTIVA ISLAND, FLORIDA

This is a vertical banner for South Seas Island Resort. It features a 360-degree video player showing a paved walkway along a marina with boats. The top has the Fort Myers logo, followed by the text 'Innovation thrives here. Our surroundings inspire it.' A circular 360-degree icon is overlaid on the video, with a 'Click and drag to look around' instruction. Below the video is the 'powered by THRESHOLD 360' logo. At the bottom, there is a white button with the text 'GET A 360° VIEW >' and the South Seas Island Resort logo and name.

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 the 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 reblast
- Timing: February 2024
- Distribution: 30K sends
- Cost: \$300


Current Programs

Paid Media Email

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




Plan a meeting at the perfect property.



Whether your group is looking for downtown delights or beachfront bliss, there's a property that will suit your needs in the Fort Myers area. Get to know some of our most popular resorts and hotels with waterfront views, flexible meeting space and alfresco dining options.

[EXPLORE VENUES](#)



UTILIZE OUR MEETING PLANNER TOOLKIT

Access resources to help plan your next event including our Visitor Guide, fact sheets, custom landing pages, and even incentive offers.

[SEE RESOURCES](#)

MEETINGS ENEWSLETTER SIGN-UP

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

[SIGN UP](#)

WHAT OTHER PLANNERS ARE SAYING

Hear why other meeting planners say Fort Myers' islands, beaches and neighborhoods are perfect for small to midsize meetings.

"The Student and Youth Travel Association's Annual Summit was the most successful we've had. The attendees had nothing but rave reviews. The VCB takes hospitality to the next level!"

Andre M. Cholewinski
CMP, Meetings Management Group

"The hotels are beautiful and have a great flow for meetings. The VCB offers an incentive to bring business to the area and is dedicated to making events and meetings highly successful."

Amrita Nichols
CMP, CMM, ConferenceDirect

[READ MORE TESTIMONIALS](#)

ONLINE RFP FORM

Support from meeting planners like you helps recovery efforts in our area. Discover how our warm weather and flexible meeting spaces inspire successful events.

[SUBMIT AN RFP](#)

PARTNER DEALS



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 exercitation.

[PARTNER CTA](#)



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](#)

A person wearing glasses and a dark jacket is leaning over a desk, looking at papers. A calculator and other office supplies are visible on the desk. The background is slightly blurred, showing other people in an office setting.

**Meeting
Planners**

A young woman with blonde hair, wearing a white button-down shirt, is smiling at the camera. She is holding a dark folder or book. The background is a blurred office environment.

**Travel
Advisors**

A woman is holding a large, beautiful bouquet of white and pink flowers. In the background, a man is smiling and looking at her. The scene is set outdoors, likely at a wedding or a formal event.

Weddings



Travel Agent Behavior

**Social media usage
is on the rise.**

Source: [travelpulse.com](https://www.travelpulse.com)

68% of advisors rank social media as their number one platform for communication over email, website marketing events and e-newsletters.

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

📍 Bonita Springs

“My Fort Myers is spending the day in historic downtown Bonita Springs. Mornings at the coffee shop, connecting with friends at art fairs or over dinner, enjoying craft cocktails, then capping it all off with an intimate concert at night.”



Kyle Moran

Kyle Moran, Local Developer and
Principal at Moran Kennedy



Send your clients to a place where they can explore colorful art, vibrant culture, world-renowned entertainment, and more.

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

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

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

Fort Myers

“My Fort Myers is enjoying a local craft beer.”

—Jen Whyte,
Fort Myers Brewing Co.

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

PLAN YOUR CLIENTS' GETAWAY >

#MyFortMyers

FPO Partner Image

FPO Partner Name
Resort & Marina

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BOOK NOW

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

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

New Intent Opportunity

Recommend

Opportunity Overview

- Partners have the opportunity to be featured in a dedicated email deployed to Recommend's travel advisor audience.
- Recommend provides travel advisors with product information about destinations, accommodations, transportation, cruises, tours and events.

Opportunity Details

- Offering type: travel advisors
- Placement: dedicated email and reblast
- Timing: December 2023, March and May 2024
- Distribution: 40K sends
- Cost: \$300

Current Programs

Paid Media Email

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



There's a
#MyFortMyers
story for everyone.

Whether your clients are looking to unwind on white-sand beaches, escape to remote barrier islands, or explore parks and preserves, Fort Myers fits the bill. Read how our islands, beaches and neighborhoods have left a lasting impression on others, then start planning your clients' getaway.

DISCOVER #MYFORTMYERS STORIES



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LOREM IPSUM

STAY
UPDATED

From weekend itineraries and trip planning inspiration to must-see spots and hotel deals – we have it all. Subscribe for free to stay in touch with us.

SIGN UP

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 exercitation.




**Meeting
Planners**



**Travel
Advisors**



Weddings



Wedding Planning Behavior

Domestic honeymoons are on the rise.

50% of couples choose to honeymoon at a domestic destination, with the most popular state being Florida.

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

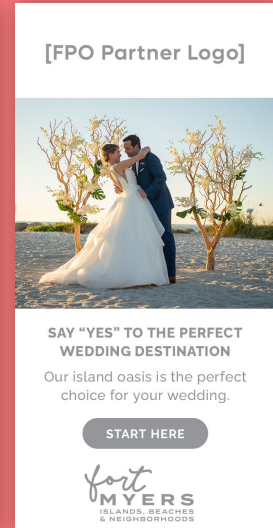
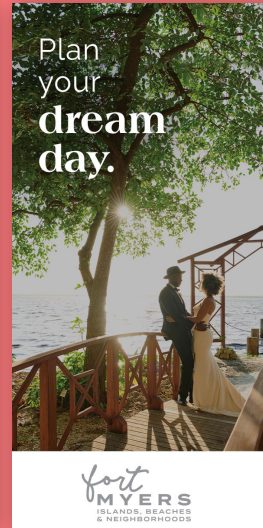
Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

Current Programs

Paid Media Display

- The Knot Digital
- Weddings Programmatic Digital
- Weddings Programmatic Digital With 360° 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 and value adds for planners and brides and grooms

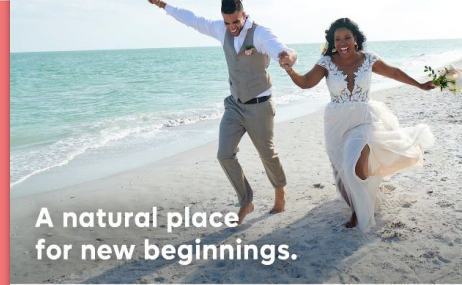
Key Performance Indicators

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

Current Programs

Paid Media Email

- eTarget Weddings Email



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

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.

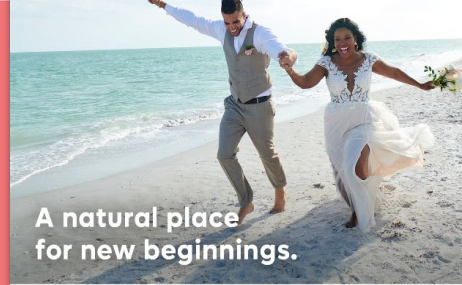
Key Performance Indicators

- Open and click rates

Current Programs

VCB Email

- Quarterly Weddings Welcome Emails (3)



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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.

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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

Questions?

Sales Show Programs

Domestic and International

Domestic Sales Shows

Leisure – Consumer

Travel & Adventure Show

- Chicago/Rosemont, IL
- Jan. 13–14, 2024

Travel & Adventure Show

- New York City, NY
- Jan. 27–28, 2024

Travel & Adventure Show

- Atlanta, GA
- Mar. 9-10, 2024

Domestic Sales Shows

Meeting Planners

Destinations Celebration & Sales Calls

- Milwaukee, WI
- Nov. 13–15, 2023

Tallahassee Meeting Planner Sales Calls

- Tallahassee, FL
- Dec. 11–14, 2023

RCMA Emerge

- San Antonio, TX
- Jan. 9–11, 2024

Rendezvous South

- Spartanburg, SC
- Feb. 26–28, 2024

NYSAE Tradeshow, Theatre Client Event & Expo

- New York City, NY
- Feb/March 2024

Domestic Sales Shows

Meeting Planners

Florida Encounter

- Miami, FL
- Feb. 2–6, 2024

Destinations Celebration

- Minneapolis, MN, and
Kansas City, MO
- April 2024

XSITE Tallahassee

- Tallahassee, FL
- May 7–9, 2024

Red Sox Fenway Client Event

- Boston, MA
- July 2024

Connect Corporate

- Milwaukee, WI
- August 2024

Connect Association

- Milwaukee, WI
- August 2024

Domestic Sales Shows

Travel Trade

Northeast Coast Florida Travel Agency Sales Mission & Client Event

- Melbourne to West Palm Beach, FL
- Apr. 23–26, 2024

West Coast Florida Travel Agency Sales Mission & Client Event

- Punta Gorda to Spring Hill, FL
- May 21–23, 2024

Chicago Travel Agency Sales Calls

- Chicago, IL
- July 29–Aug. 1, 2024

International Sales Shows

Travel Trade

Florida Huddle

- Miami, FL
- Feb. 4–6, 2024

IPW

- Los Angeles, CA
- May 3–7, 2024

International Sales Mission

- Scandinavia/U.K./Ireland
- August/September 2024

Questions?

Jill Vance | Director of Sales | jvance@leegov.com

Charm Evans | Global Sales Manager | cevans@leegov.com

Next Steps

FY23/24 Purchase Date

Thursday, Aug. 17, 2023
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 email(s) may take up to 5 minutes to arrive
- Co-op portal link: coop.leevcb.com
- Mark emails from coop@mmgyglobal.com as safe/not spam

Presentation available on LeeVCB.com

Sales and Marketing > Marketing Support >
Co-Op Advertising Plan

Direct co-op inquiries to:

Josh Lambert at jlambert@mmgy.com



Thank you!