

FY25/26 Co-Op Advertising Program Presentation

August 7, 2025

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS



Agenda

State of the Industry

- Travel Landscape
- Media Consumption

Marketing Strategy

- "Just Feels Right" Campaign
- Domestic Leisure Partner Programs
- Group Audiences Partner Programs

Domestic and International Sales Show Programs

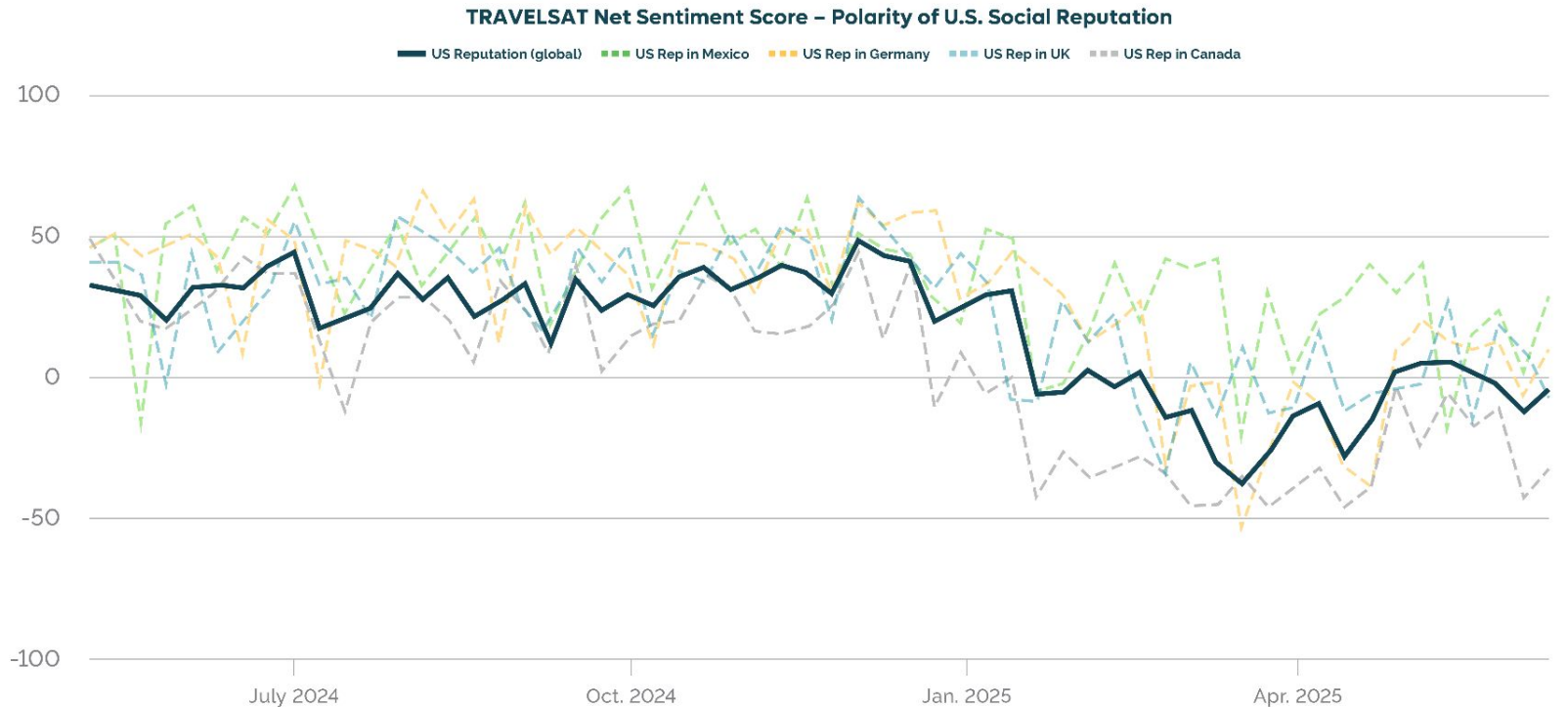
Next Steps: Resources and Purchase Date

State of the Industry

State of the Industry

Travel Landscape

According to an Analysis From MMGY TCI Research, Global Social Sentiment Toward the U.S. Has Remained Largely Polarized, Although Recent Months Have Shown a Shift Toward More Positive Sentiment.



Polarity of U.S. Travel—Related Conversations Through June 9, 2025 (-100/+100)

Despite Early Uncertainty Due to Talk of Tariffs and Recession, American Travelers Remain Committed to Travel.

83%

of active leisure travelers
**plan to travel in the next
year** despite recent
events.

(-4% vs. February 2025)

80%

of active leisure
travelers **say their travel
behaviors will change**
in response to recent
financial news.

Lee County Prospects' Travel Sentiments Increased Across All Categories, Up 11 points From Summer 2024.

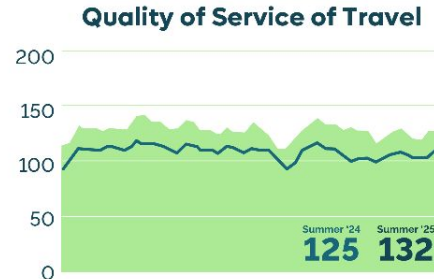
Overall Traveler Sentiment: 135, +11 compared to Summer '24



Interest in Travel
Slight Increase

Perceived Safety
Significant Increase

Affordability
Significant Increase



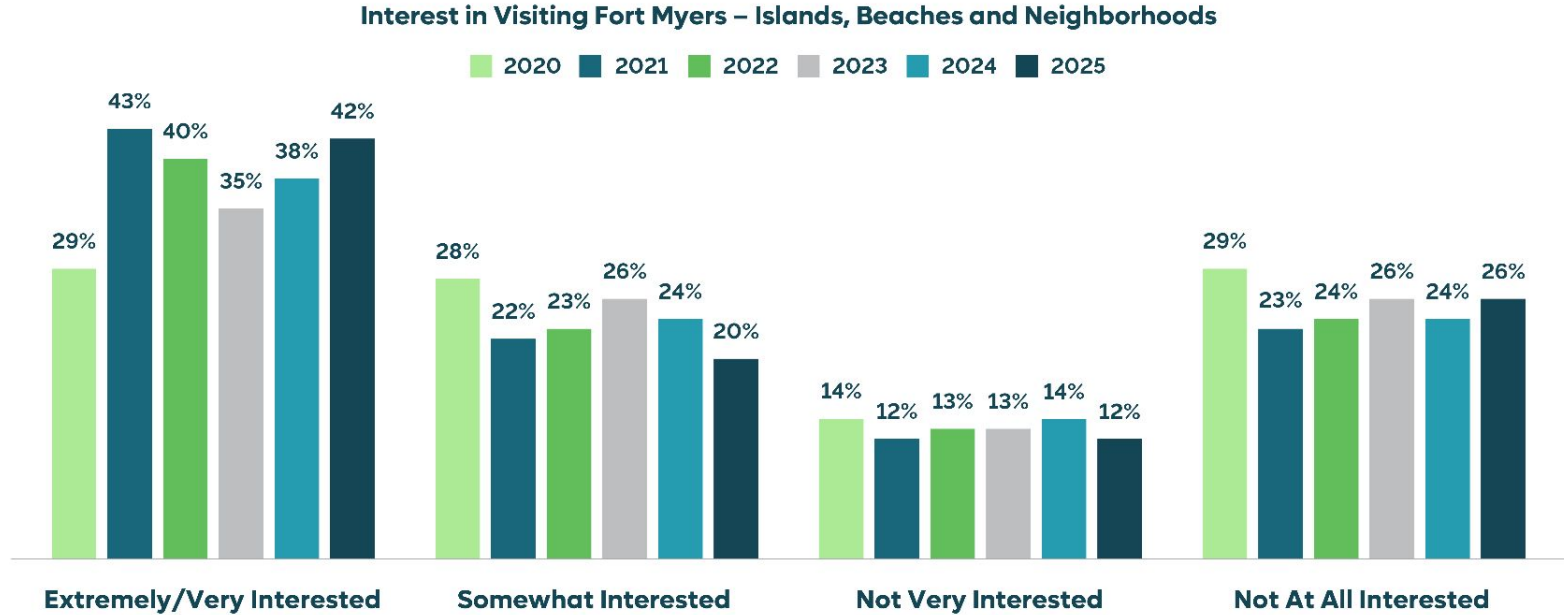
Time Available
Slight Increase

Personal Finances
Slight Increase

Quality of Service
Slight Increase

Source: MMGY's 2025 Portrait of American Travelers™ "Summer Edition"

Interest in Visiting Fort Myers Has Risen Steadily, With a 7% Increase From 2023, Especially Among Consumers With HHIs of \$100K+.



Source: MMGY's 2025 *Portrait of American Travelers*™ "Spring Edition"

Despite Slight Increases in Sentiment Toward Affordability of Travel, Fort Myers Area Prospects Expect Higher Costs and Make More Room in Their Budgets.

69%

of Fort Myers area prospects said that **they expect to spend more on travel in the next 12 months than in either of the past two years**, compared to 61% of all nonprospects.

Factors Contributing to Increase in Budget	Prospects
I expect to spend more because I expect the attractions, food and beverages in vacation destinations to cost more now than they did a few years ago.	52%
I expect to spend more because vacation lodging/accommodations seem to cost more now than they did a few years ago.	49%
I expect to spend more because I simply have more money available in my budget and this is how I choose to spend it.	27%
I expect to spend more because I have more reasons I need to travel (e.g., special events, family visits, etc.) in the next 12 months than I have in recent years.	34%
I expect to spend more because airline travel seems to cost more now than it did a few years ago.	38%
I expect to spend more because the price of gas is higher now than it was the past few years.	31%

Multigenerational Travel Has Gained Popularity Among Lee County Prospects in 2025.

38%
2024

47%
2025

of Fort Myers area prospects plan to
travel with three or more generations
of family in the next 12 months.

Children of Prospects Have Increasing Influence over Vacation Planning.

79%

of Lee County prospects allow children to influence their **choice of destination** (+3% YOY).

80%

of Lee County prospects allow children to influence their **daily activities on vacation** (+5% YOY).

74%

of Lee County prospects allow children to influence their **accommodation/ place to stay** (+7% YOY).

Though Most Fort Myers Area Prospects Still Anticipate Traveling With a Spouse or Other Family Members, Solo Travel and Travel With Friend Groups Saw Jumps in Popularity From 2024.

29%

of Fort Myers prospects will travel **solo** in the next six months.

29%

of Fort Myers prospects will travel with **friends** in the next six months.

Key Takeaways

- 1 U.S. leisure travelers continue to plan trips but are increasingly choosing shorter trips, road-trip travel and destinations closer to home to stretch their budgets.
- 2 Economic concerns and inflation pressures are prompting travelers to adopt “wait and see” mentalities, encouraging them to seize the opportunity to book as deals become available.
- 3 Despite broader uncertainty, Fort Myers area prospects remain positive about their travel plans, exhibiting less concern about time available and the safety of travel.
- 4 Family travel is evolving, with children playing a larger role in trip planning. Experiences that cater to multiple generations and appeal to Gen Alpha’s interests are critical.
- 5 Nontraditional travel parties, like solo travelers and friend groups, have become notable growth segments for Fort Myers, presenting new opportunities for tailored messaging.

State of the Industry

Media Consumption

A man with glasses is shown in profile, multitasking. He is holding a smartphone in his left hand and another in his right hand, while a laptop is open in front of him. The image has a blue tint.

Traveler Behavior

Competition builds
for consumer
attention.

U.S. adults will spend **12 hours and 42 minutes** per day with media in 2025

Second-screening is the norm; **78%** of the population now multitasks on different devices when consuming media



Traveler Behavior

Audio connects with consumers throughout their days.

94% of adults 25–54 are reached through digital audio streaming channels

Users spend an average of 1 hour and 25 minutes daily listening to streaming audio and an additional 24 minutes listening to podcasts daily



Traveler Behavior

**Ad-supported
streaming TV
continues to grow.**

45% of TV viewership occurs on a streaming platform, which is the **highest share** of viewing to date

64% of U.S. connected TV users prefer ad-supported content if it allows them to **pay less** for streaming services



Traveler Behavior

Social media fuels wanderlust.

Gen Zers and Millennials are **145%** more likely to have their destination choice to be **influenced by social media** than Boomers and Gen Xers

They are also **2x** more likely to turn to social media for travel guidance

Time spent on social is beginning
to plateau, but remains high.



Instagram

35 minutes per day



Pinterest

15 minutes per day



Facebook

29 minutes per day



TikTok

48 minutes per day



YouTube, includes YouTube TV

42 minutes per day

An aerial photograph of a coastal area, likely a beach or park. In the foreground, there's a sandy beach with a few people walking. To the left, there's a parking lot with several cars and a cluster of palm trees. In the center, there are two small, light-colored buildings with dark roofs, possibly lifeguard stations or restrooms. A wooden boardwalk or pier extends from the buildings towards the water. The water is a deep blue-green color, and the sky is a lighter blue with some clouds. The word "Questions?" is overlaid in the center in a large, yellow, sans-serif font.

Questions?

Marketing Strategy

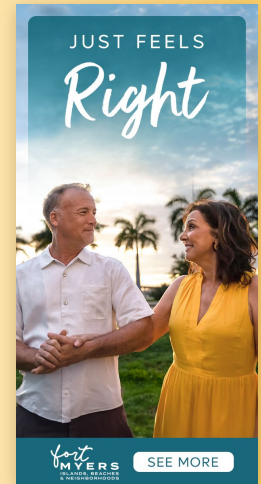
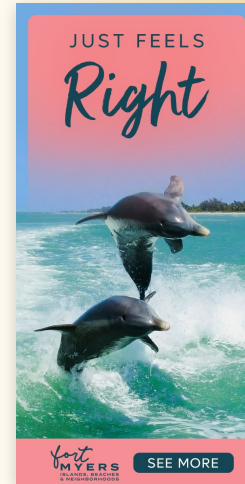
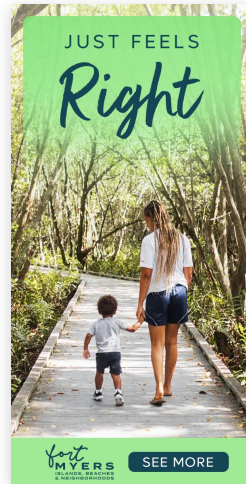
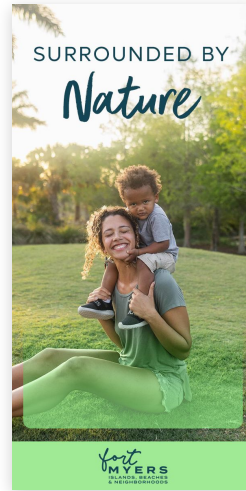
Marketing Strategy

“Just Feels Right” Campaign

Just Feels Right

On every trip to Fort Myers, you're compelled to let go of what's weighing you down and be free to enjoy whatever you do, big or small.

When you arrive, there's time to relax and finally focus on simple joys instead of everyday worries because when you reclaim your sense of being present, you can follow **what feels right**.





COASTING THE DAY AWAY

Just Feels Right



FPO

FPO PARTNER NAME RESORT & MARINA

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FPOPartnerURL.com
239-XXX-XXXX

Help your clients escape to where taking a break includes outdoor adventure, relaxing natural settings, vibrant culture, and more.

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

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Co-Op Partner Integration

Through co-op partnerships, we have the opportunity to highlight the greater Fort Myers area as a competitive destination for leisure and group travelers.

Our shared vision for continued tourism success coupled with authentic messaging, clear calls to action and engaging multimedia will excite travelers to plan their next visits.

Domestic Leisure

Partner Programs



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Domestic Leisure Approach

Evolve loyalist approach and shift focus toward reaching new audiences

Focus on driving overall bookings with dedicated approaches for vacation rentals and hotels

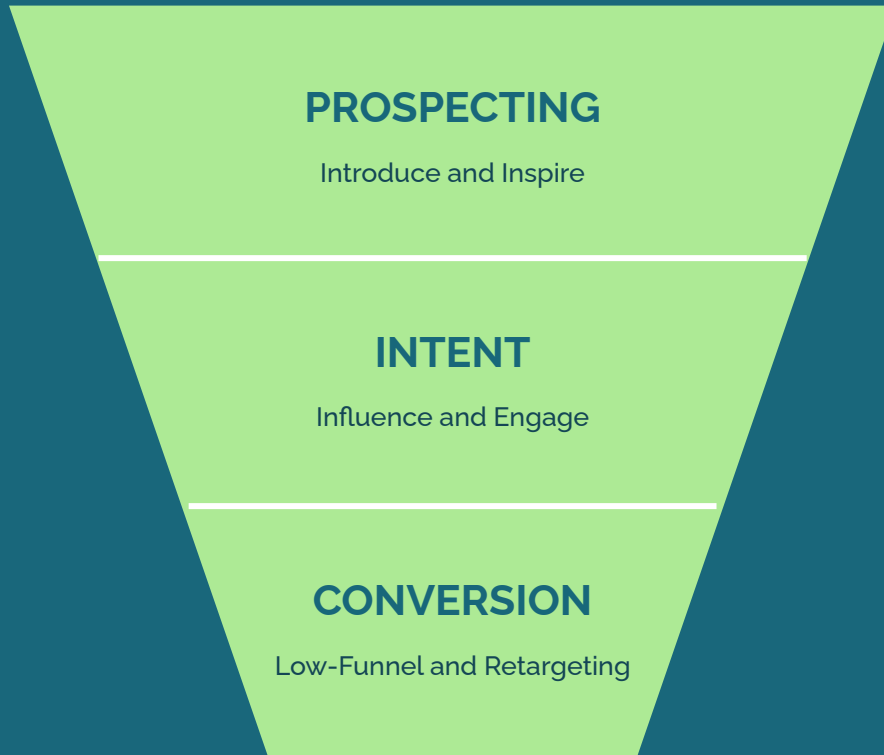
Meet consumers where they engage with content, matching brand messaging with media execution

Maintain tracking of all engagement and efficiency metrics

Domestic Markets and Seasonality

MARKET	WINTER	SPRING	SUMMER	FALL
Travel Periods	Dec. 1–Mar. 14	Mar. 15–May 31	Jun. 1–Aug. 31	Sept. 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	Atlanta, Miami, Orlando, Tampa	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach
OOS Tier 1	Boston, Chicago, Cleveland, Columbus, Detroit, Grand Rapids, Indianapolis, Milwaukee, Minneapolis, New York	Boston, Chicago, Cleveland, Columbus, Detroit, Grand Rapids, Indianapolis, Milwaukee, Minneapolis, New York	Boston, Chicago, New York, Philadelphia, Washington, D.C.	Boston, Chicago, Detroit, Minneapolis, New York
OOS Tier 2	Baltimore, Cincinnati, Denver, Hartford, Philadelphia, Pittsburgh, St. Louis, Washington, D.C.	Baltimore, Cincinnati, Denver, Hartford, Philadelphia, Pittsburgh, St. Louis, Washington, D.C.	Baltimore, Denver, Detroit, Minneapolis, Pittsburgh, Raleigh*	Baltimore, Denver, Hartford, Philadelphia, Raleigh, Washington, D.C.
NATIONAL TARGETING Utilized for brand and co-op messaging to leverage intent and drive conversion				

Full-Funnel Approach



Purpose: See yourself in this place

Messaging: Brand messages introduce 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 demonstrate the variety of experiences available seasonally

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

Purpose: Create a sense of urgency to book travel with memorable, shareworthy itineraries

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

Targeting: Tactical site, social and search retargeting

Domestic Offerings

Prospecting

Prospecting Approach

Paid Media Audio

Strategy

- Generate awareness of the destination among consumers, inspiring them to learn more

Messaging

- Images/Banner Ads: Should feature your location and highlight unique experiences or views
- Copy: Users are being introduced to the destination; offer-based copy is beneficial but not required

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

New Prospecting Opportunity

iHeartMedia

Opportunity Overview

- iHeartMedia is a major American media company known for owning hundreds of radio stations and producing large-scale music events and podcasts
- Audio spots will run to iHeartMedia users in the streaming audio space during the promotion of Island Hopper Songwriter Festival
- The partner deal and URL will be incorporated into the audio spot

Opportunity Details

- Offering Type: accommodation, attraction
- Placement: streaming audio spot
- Timing: August–September 2026
- Distribution: 100K impressions
- Cost: \$750



Prospecting Approach

Social Media

Strategy

- Spark inspiration and inform potential travelers about the destination with 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 and the right to decline content if deemed inappropriate*
 - *A partner can sign up for **up to three** content calendar placements 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

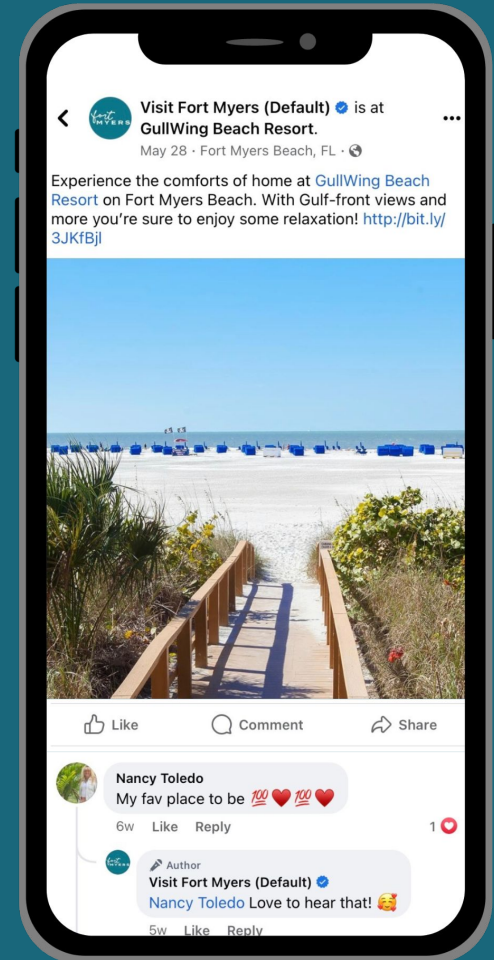
Current Programs

Social Media

- Instagram Collab
 - Cost: \$750, 1:1 VCB match for \$1,500 total ad spend
 - Distribution: 125,000 impressions minimum
- Facebook Content Calendar Inclusions
 - Cost: \$250, 1:1 VCB match for \$500 total ad spend
 - Distribution: 50,000 impressions minimum

The VCB and MMGY reserve editorial/creative control and the right to decline content if deemed inappropriate

A partner can sign up for up to 3 content calendar placements and 1 Collab post per year



Creative Guidelines

Social Media Assets

- **Asset Guidelines:**
 - Messaging*: Content must highlight your specific business or experience, with a focused look at noteworthy activities, culinary offerings, hotels, events, etc. that are specific to your business; all content must be focused on encouraging travel to Fort Myers
- **Messaging Examples (Messaging Points Must Be Accompanied by Strong Imagery):**
 - Interesting facts
 - Can't-miss insider tips
 - Notable, timely activities or events
 - New, notable dining opportunities
- **Supporting Information:**
 - 2–5 key messaging points that align with messaging details above (*VCB will request additional messaging points if the above directive is not followed*)
 - Link to website
 - Link to Facebook and/or Instagram page
 - High-res and permission-granted images; should not include added text or graphics
 - UGC-style images that are authentic and not overly produced/staged perform significantly better on social platforms

**Messaging focused more on experiences and less on sales performs best and is more efficient*

Domestic Offerings

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

Kayak

Opportunity Overview

- Kayak.com is a travel search engine that compares prices for flights, hotels, car rentals, and vacation packages across hundreds of travel sites.
- Kayak also offers tools like price alerts, flexible search options and trip management to help users find and organize the best travel deals.
- Banners will run across kayak.com and refer to the partner website.

Opportunity Details

- Offering type: accommodation, attraction
- Placement: display
- Timing: April–June 2026
- Distribution: 50K impressions
- Cost: \$400

The screenshot displays the Kayak.com homepage. At the top, the Kayak logo is visible alongside a heart icon and a 'Sign In' button. Below the header is a promotional banner for 'Just Feels Right' featuring a tropical beach scene and a 'SEE MORE' button. The main section is titled 'Compare flight deals from 100s of sites.' and includes icons for Flights, Stays, Cars, Packages, and KAYAK.ai. A search bar is present with 'Kansas City (MCI)' as the origin, a 'To?' field for the destination, and options for 'Round-trip', '0 bags', and '1 adult, Economy'. A 'Search' button is located to the right of the search bar. Below the search bar, there are three promotional cards: 'Save when you compare' with logos for JetBlue, Delta, and United; '41,000,000+ searches this week'; and 'Travelers love us' with a 5-star rating and '1M+ ratings on our app'. At the bottom, a section titled 'Travel deals under \$225' features three destination cards: Denver, St. Louis, and Las Vegas, each with a cityscape image and a 'Explore more' link.

New Intent Opportunity

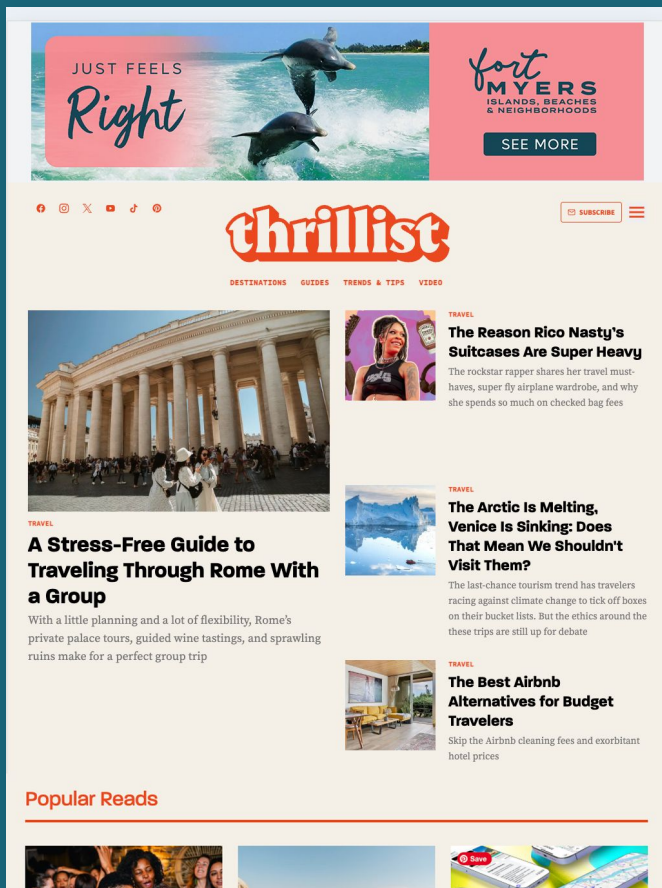
Thrillist

Opportunity Overview

- Thrillist is a digital media brand focused on food, drink, travel, and entertainment, primarily targeting a Millennial audience. It features city guides, restaurant and bar recommendations, travel inspiration, and lifestyle content.
- Known for its fun, casual tone, Thrillist aims to help readers discover the best things to eat, drink and do locally and globally.
- Banners will run across Thrillist.com and refer to the partner website.

Opportunity Details

- Offering type: Accommodation, attraction
- Placement: Display
- Timing: January–March 2026
- Distribution: 50K impressions
- Cost: \$500



New Intent Opportunity

USA Today Network

Opportunity Overview

- USA Today Network is a national and local news organization owned by Gannett, comprising USA Today and over 200 local news outlets across the U.S. It delivers news, sports, entertainment, and investigative journalism both nationally and regionally through print and digital platforms.
- Examples of publications include Detroit Free Press and Palm Beach Daily News.
- Banners will run across USA Today Network sites in key seasonal markets and refer to the partner website.

Opportunity Details

- Offering type: accommodations, attractions
- Placement: display
- Timing: January–March 2026
- Distribution: 50K impressions
- Cost: \$400

The screenshot displays the USA Today Network website interface. At the top, there's a navigation bar with the USA Today logo, subscription options, and links to various content categories like Sports, Life, Money, Travel, Opinion, and Crossword. Below the navigation bar, there are several advertisements. On the left, a large ad for 'JUST FEELS Right' features a woman and a child walking on a path. To the right of this is a smaller ad for 'fort MYERS ISLANDS, BEACHES & NEIGHBORHOODS' with a 'SEE MORE' button. Below these, there's a sports article titled 'MLB All-Star Game 2025: Best from Midsummer Classic in Atlanta' with a date of July 15, 2025. The article includes a photo of a Philadelphia Phillies player celebrating. To the right of the article is another 'JUST FEELS Right' ad. Below the article, there's a 'More Stories' section with a link to 'Click-fil-A named one of the unhealthiest fast-food chains. Here's why' and a link to 'Banksy is a new dating trend. It might be the cruelest one yet.'.

Current Programs

Paid Media Display

Premium Publishers

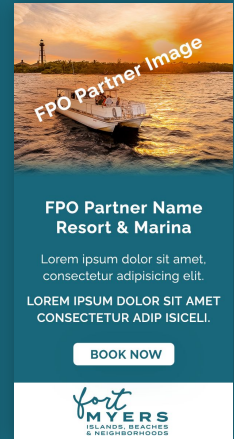
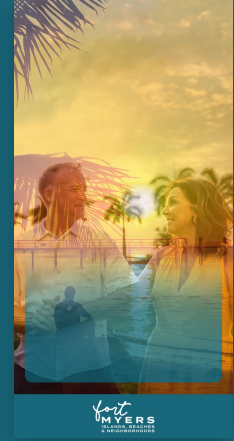
- Afar Digital
- Condé Nast Digital
- DotDash Meredith Digital

Programmatic

- Spring Training Digital

Travel Endemic Publishers

- Domestic Vacation Rental Travel Intenders 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




Fort MYERS
FLORIDA'S GULF COAST

COOLING OFF THIS SUMMER

Just Feels Right

It's easy to find your chill in the Fort Myers area. Dip your toes into Gulf waters, take a breezy boat ride between coastal islands or indulge in some homemade ice cream. Beat the heat and reenergize your soul throughout our islands, beaches and neighborhoods. Whether you're celebrating the end of another school year or simply the return of your favorite season, a getaway to Fort Myers makes it even cooler.


PLAN A SUMMER TRIP



SUMMER IS FOR SEA TURTLES

May to October is the sea turtle nesting season on our shores. Learn more about this special time and how to respectfully share the beach with these amazing creatures.

LEARN MORE




MAKE IT A CELEBRATION VACATION

A special birthday, milestone anniversary, impending retirement, or an everyday win like eating your vegetables — they're all reasons to plan a relaxing getaway.

READ MORE


CHECK OUT OUR PARTNERS



FPO PARTNER HEADLINE / OFFER

FPO Partner 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 ullamco laboris nisi ut aliquip ex ea commodo sedciet.

FPO CTA



FPO PARTNER HEADLINE / OFFER

FPO Partner 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 ullamco laboris nisi ut aliquip ex ea commodo sedciet.

FPO CTA

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[Manage your Newsletter Subscriptions or Subscriptions](#)
 Lee County Water & Convention Bureau, 2307 Second Street, Suite 400, Fort Myers, FL 33901
 To view this email in your browser [click here](#).

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 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

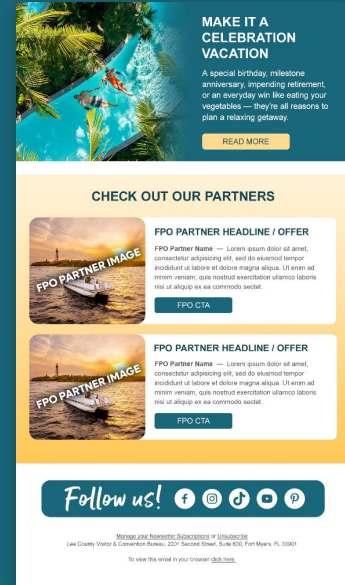
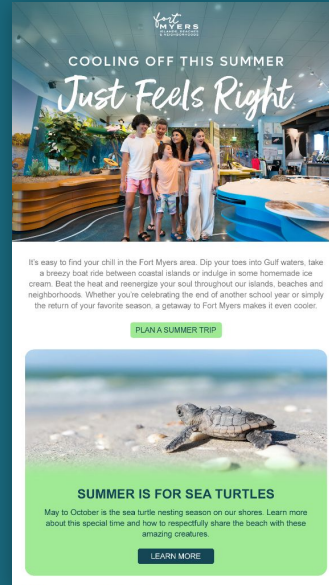
- Click Rate, Open Rate

Current Programs

VCB Email

- Monthly e-Newsletter
- Florida Residents e-Newsletter*
- Quarterly Partner Dedicated Email
- Quarterly Leisure Welcome Email
- Quarterly Partner-Focused Welcome Email
- Neighborhood Email Series

*Offered May through September only



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 user 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

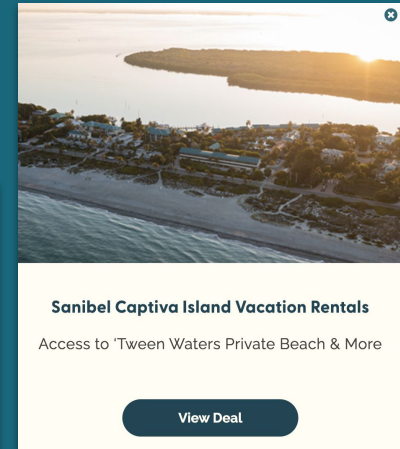
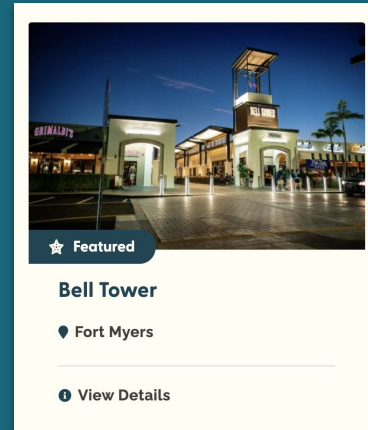
Current Programs*

VCB Website

- Featured Accommodation
- Featured Attraction
- Featured Deal
- Featured Restaurant
- Featured Event
- Premium Featured Accommodation Deal
- Premium Featured Attraction Deal
- Premium Featured Restaurant Deal
- Webcam Pre-roll**

*All programs are offered quarterly: Oct.–Dec., Jan.–Mar., Apr.–Jun., Jul.–Sept.
Deals & business listings must be published on [VisitFortMyers.com](https://www.visitfortmyers.com) in order to be featured.

**This program is offered monthly.



[VCB Website Deals Page](#)
[Instructions on how to create deals/listings](#)

Domestic Offerings

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

Conversion Opportunity

Partner Site Retargeting (Annual)

Opportunity Overview

- Partners have the opportunity to utilize their own website data and retarget visitors to their site across all devices and through display banners.
- Co-op partners will only be able to retarget from their own site and use their first-party data. Their data will not be shared with other co-op partners.
- Partners MUST have the ability to place a floodlight tag on their website.

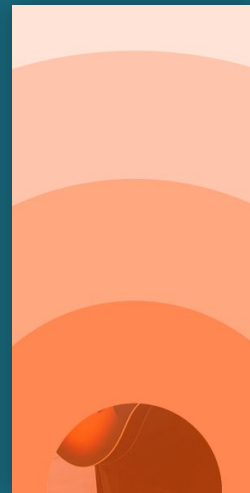
Opportunity Details

- Offering type: Accommodations, attractions
- Placement: Display
- Timing: Annual
- Distribution: 250K impressions
- Cost: \$750

Current Programs

Paid Media Display

- Domestic Vacation Rental Vrbo Digital
- Expedia Domestic Digital (formerly OTA Domestic Digital)
- Island Hopper Songwriter Fest Programmatic Digital



Conversion Approach

Social Media

Strategy

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

Messaging

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

Key Performance Indicators

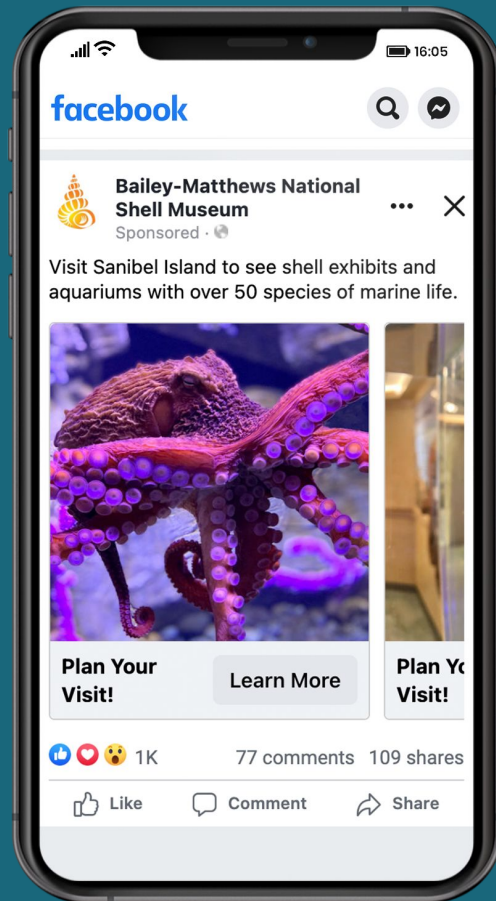
- Cost per click

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: one partner per month

The social programs above cost \$500 each. The VCB matches 1:1 to bring the total ad spend to \$1,000/month per program.



New Conversion Opportunity

Social Media – Social Content Shoot

Opportunity Overview

- Partners receive a minimum of 10 B-roll clips, five UGC-style social still images, and 1 edited Instagram Reel/vertical video for the partner's use.
- VCB develops one custom Instagram Reel/vertical video published on the VCB's page and boosted for one month.
- Shoot to occur during April, assets delivered in May, and content boosted in June.

Opportunity Details

- Offering type: Accommodations, attractions
- Timing: April–June
- Duration: One month paid Meta campaign
- Distribution: 60,000 impressions minimum
- Total Cost: \$1,050
 - Shoot + Video Development: \$750
 - Meta Paid Campaign: \$300, 1:1 VCB match for \$600 total ad spend
- Content Shoot Logistics:
 - Three-day content shoot supported by two social media team members
 - Signups include spots for one accommodation and four attractions partners. VCB social media team members will stay at the accommodation partner's property.



SAMPLE SOCIAL SHOOT VIDEO DELIVERABLES



B-roll and images will be captured using an iPhone to align with an authentic, social-first aesthetic. The content will be candid and organic, rather than staged or overly produced like a traditional photo or video shoot.

SAMPLE SOCIAL SHOOT IMAGES



B-roll and images will be captured using an iPhone to align with an authentic, social-first aesthetic. The content will be candid and organic rather than staged or overly produced like a traditional photo or video shoot.

New Conversion Opportunity

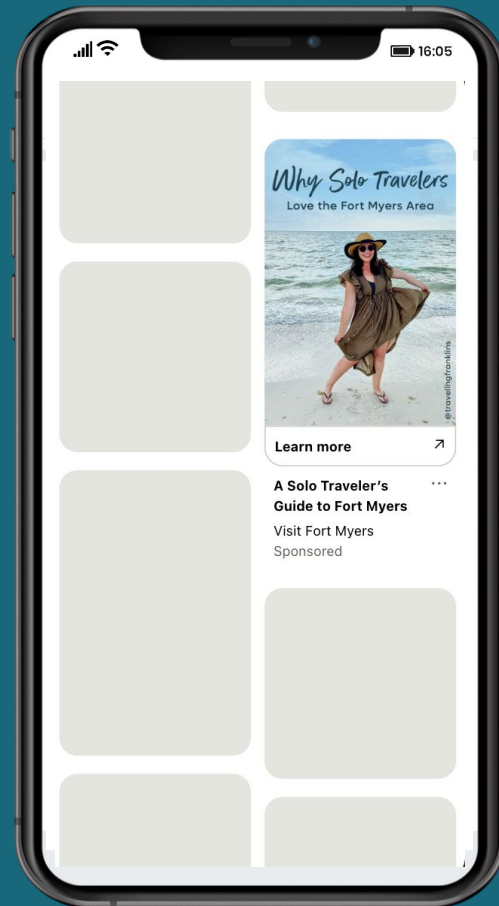
Social Media – Pinterest

Opportunity Overview

- Partners can showcase their business and drive website clicks through a targeted dark ad placement that runs under the VCB's profile.
- Audience targeting will align with ad content and partner offerings, using Pinterest's search keywords and user interests.

Opportunity Details

- Offering type: Accommodations, attractions
- Placement: Pinterest newsfeed ad
- Timing: Two partners monthly
- Duration: One month
- Distribution: 100,000 impressions minimum
- Cost: \$500, 1:1 VCB match for \$1,000 total ad spend
- Components: Image, Pin title, post copy, website link
 - *The VCB and MMGY reserve editorial/creative control and the right to decline content if deemed inappropriate.*



An aerial photograph of a coastal area, likely a beach or park. In the foreground, there's a sandy beach with some people walking. To the left, there's a parking lot with several cars and a cluster of palm trees. In the center, there are two small, light-colored buildings with dark roofs, possibly lifeguard stations or restrooms. A wooden boardwalk or pier extends from the buildings towards the water. The water is a deep blue, and the sky is a lighter blue with some clouds. The overall scene is peaceful and scenic.

Questions?

Group Audiences

Partner Programs

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS





Group Audience Approach

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

Consolidate placements across email and display to focus on key seasons and high-performing placements.

Maintain tracking of all engagement and efficiency metrics.

A group of five business professionals (three women and two men) are walking along a paved promenade lined with tall palm trees. They are dressed in business casual attire and appear to be in conversation. The background is slightly blurred, emphasizing the group.

Meeting Planners

An aerial view of a resort complex featuring a large, circular swimming pool with a blue slide, surrounded by numerous palm trees and other tropical vegetation. The resort buildings are visible in the background.

Travel Advisors

A bride in a long white wedding dress is walking on a sandy beach. She is holding a bouquet of flowers and looking back over her shoulder with a smile. The ocean is visible in the background under a clear sky.

Weddings

A group of five professionals, three women and two men, are walking along a paved promenade lined with tall palm trees. They are dressed in business-casual attire and appear to be in conversation. The background shows a clear blue sky and distant buildings.

Meeting Planners

An aerial view of a tropical resort featuring a large, circular swimming pool surrounded by lush greenery and palm trees. Several lounge chairs are visible around the pool area. The image is overlaid with a semi-transparent blue filter.

Travel Advisors

A bride in a white wedding gown is walking on a sandy beach, holding a bouquet of flowers. The ocean is visible in the background. The image is overlaid with a semi-transparent blue filter.

Weddings

A group of people, including a woman in a blue dress and a man in a light blue shirt, are walking along a paved waterfront promenade. The promenade features a low wall and a railing on the left, overlooking a body of water. Palm trees and other tropical vegetation line the path, and the sky is blue with scattered white clouds.

Meeting Planner Behavior

Meeting planners rank **word of mouth, destination websites and personal site selection visits** as the top resources they rely on to learn about new host destinations.

Meeting Planner Offerings

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
- Corporate & Incentive Travel
- Florida Trend
- FSAE Source
- Prevue Meetings & Incentives



Nurture
creativity.

Unearth
fresh ideas.

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

Plan productive meetings in a naturally inspiring place.
Spark innovation and creativity throughout Fort Myers' islands, beaches and neighborhoods. Gather teams at a convention center, conference resort, historic landmark, golf course, open-air restaurant, or on the water. Ready to connect? Fill out an RFP at [MeetInFortMyers.com](#).

FPO PARTNER IMAGE

FPO PARTNER BUSINESS
NAME LOREM IPSUM

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FPO Partner Website Link
800-555-5555

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FPO PARTNER BUSINESS
NAME LOREM IPSUM

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FPO Partner Website Link
800-555-5555

Meeting Planner Offerings

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

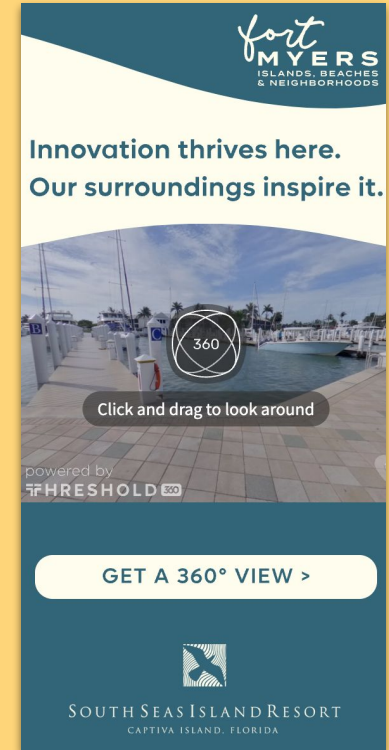
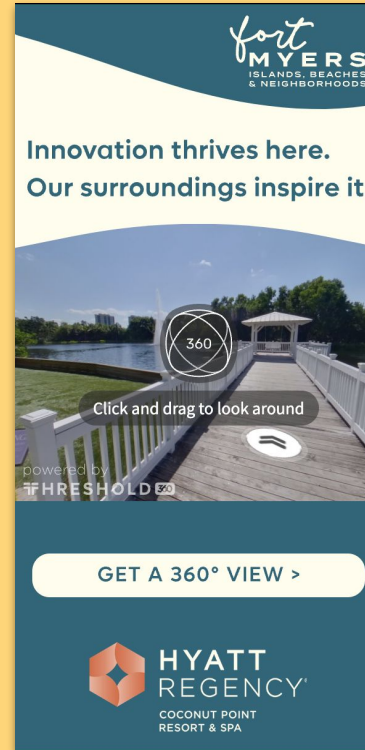
Key Performance Indicators

- Impressions, clicks

Current Programs

Paid Media Display

- Meeting Planner Programmatic Digital
- Meeting Planner Programmatic Digital With 360° Video
- Conference Geofencing (Meetings): Annual Program



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.

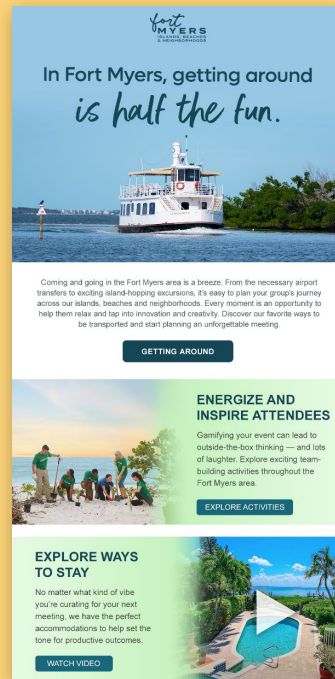
Key Performance Indicators

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

Current Programs

Paid Media Email

- Association Conventions & Facilities
- Corporate & Incentive Travel
- EproDirect
- FSAE
- Prevue Meetings & Incentives



Fort MYERS
FLORIDA PANHANDLE

In Fort Myers, getting around
is half the fun.

Coming and going in the Fort Myers area is a breeze. From the necessary airport transfers to exciting island-hopping excursions, it's easy to plan your group's journey across our islands, beaches and neighborhoods. Every moment is an opportunity to help them relax and tap into innovation and creativity. Discover our favorite ways to be transported and start planning an unforgettable meeting.

GETTING AROUND

ENERGIZE AND INSPIRE ATTENDEES

Gamifying your event can lead to outside-the-box thinking — and lots of laughter. Explore exciting team-building activities throughout the Fort Myers area.

EXPLORE ACTIVITIES

EXPLORE WAYS TO STAY

No matter what kind of vibe you're curating for your next meeting, we have the perfect accommodations to help set the tone for productive outcomes.

WATCH VIDEO

CHECK OUT OUR PARTNERS

FPO PARTNER HEADLINE / OFFER

FPO PARTNER IMAGE

FPO CTA

FPO PARTNER HEADLINE / OFFER

FPO PARTNER IMAGE

FPO CTA

FOLLOW US @VISITFORTMYERS

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 group of five business professionals (three men and two women) are walking along a paved path lined with tall palm trees. They are dressed in professional attire. The image is overlaid with a semi-transparent blue filter.

**Meeting
Planners**

An aerial view of a resort featuring a large, winding swimming pool with a blue slide, surrounded by numerous palm trees and lounge umbrellas. The image is overlaid with a semi-transparent blue filter.

**Travel
Advisors**

A bride in a white wedding dress is walking on a sandy beach, holding a bouquet of flowers. The background shows the ocean and a clear sky. The image is overlaid with a semi-transparent blue filter.

Weddings

Travel Advisor Behavior



63% of travel advisors say clients are either slightly or significantly more **price sensitive** as of May 2025.

Economic **uncertainty** and workforce reductions are the primary impacting factors.

Travel Advisor Offerings

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

- Travel Weekly
- Recommend



CHASING THE SUN

Just Feels Right



FPO PARTNER NAME
RESORT & MARINA
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FPOPartnerURL.com
239-XXX-XXXX



FPO PARTNER NAME
RESORT & MARINA
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FPOPartnerURL.com
239-XXX-XXXX

Help your clients escape to where taking a break includes outdoor adventure, relaxing natural settings, vibrant culture, and more.

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

fort MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

Travel Advisor Offerings

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 Advisor Programmatic Digital



FPO Partner Name Resort & Marina

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LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIP ISICELI.

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

Current Programs

Paid Media Email

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




FAMILY FUN TIME
Just Feels Right

A playdate with the beach. Surrounded by nature in a preserve. Kidding around on the playground. It just feels right to spend time together in the Fort Myers area. Our piece of Southwest Florida is perfect for the family getaway you've been dreaming of since last year. Start exploring places to stay and kid-friendly activities — it'll be no surprise why so many families call Fort Myers their happiest place.

[START PLANNING](#)



WHAT IS FORT MYERS KNOWN FOR?

Discover what brings families together in the Fort Myers area, from our white-sand beaches to our lush nature preserves and secluded islands.

[READ MORE](#)

CHECK OUT OUR PARTNER



FPO PARTNER HEADLINE / OFFER

FPO Partner 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 ullamco laboris nisi ut aliquip ex ea commodo sedet.

[FPO CTA](#)

FOLLOW US @VISITFORTMYERS



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 group of five business professionals (three women and two men) are walking along a paved path lined with tall palm trees. They are dressed in professional attire and appear to be in a tropical or coastal setting.

**Meeting
Planners**

An aerial view of a tropical resort featuring numerous palm trees, a large circular swimming pool, and several buildings. The scene is lush and scenic, typical of a vacation destination.

**Travel
Advisors**

A bride in a long white wedding gown is walking on a sandy beach. She is holding a bouquet of flowers and looking back over her shoulder. The ocean and a clear sky are in the background.

Weddings



Wedding Planning Behavior

The average cost of a wedding reception venue is **\$12,200** with an average of **116** guests.

82% of couples report that the venue is the vendor hired first in planning.

Wedding Offerings

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

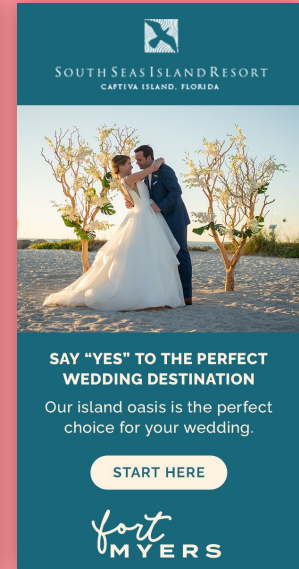
Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

Current Programs

Paid Media Display

- 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






As lush as
your love

It doesn't get more romantic than Fort Myers. With white-sand beaches, romantic gardens, serene parks and preserves, and stunning waterfront resorts, you'll find the right backdrop for your dream day. Celebrate your love throughout our islands, beaches and neighborhoods.

[START DREAMING](#)



BRING YOUR VISION TO LIFE


Select the perfect venue, then let our local vendors and service providers help you get every detail just right.

[EXPLORE VENUES AND SERVICES](#)

SEE IT FOR YOURSELF

Explore our islands, beaches and neighborhoods via live webcam, and picture yourself and your loved ones here on your big day.

[TAKE A LOOK](#)




IDEAS IN YOUR INBOX

Register for our wedding emails and get inspiration for the big day, your bachelorette party, honeymoon, and more.

[SIGN UP](#)


CHECK OUT THIS PARTNER



SAY I-DO IN PARADISE

Ryatt Regency Coconut Point Resort & Spa – A lush, coastal landscape sets the stage for your special day. Our lavish wedding venues are perfectly designed for intimate coastal ceremonies, large celebrations, and romantic honeymoon escapes.

[LEARN MORE](#)



Lee County Visitor & Convention Bureau, 2200 Broadway Street, Suite 600, Fort Myers, FL 33901

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

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 Email




As celebrated as
your story



Let your wedding day reflect who you are as a couple. Exchange vows on relaxing white sands, in a romantic garden or at a historical landmark. There are so many ways to make the moment uniquely yours throughout Fort Myers' islands, beaches and neighborhoods.


EXPLORE VENUES



PLAN A WEDDING WEEKEND

Find the right location to host every event during your wedding celebration, from the rehearsal dinner to post-wedding pampering.

START HERE



EXPLORE OUR ISLANDS,
BEACHES AND NEIGHBORHOODS






Between events, explore all the ways to have fun around Fort Myers. Send this list to your wedding guests or use it as a jumping-off point for your honeymoon.

MAKE #MYFORTMYERS MEMORIES

IDEAS IN YOUR INBOX

Register for our wedding emails and get inspiration for the big day, your bachelorette party, honeymoon, and more.

SIGN UP

Manage your Newsletter Subscriptions in iDialoutsite
 Lee County Parks & Recreation Bureau, 2201 Second Street, Suite 100, 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 throughout the user's experience.

Messaging

- Include any unique amenities or complimentary services available for wedding bookings

Key Performance Indicators

- Page views, partner clicks, click rate

Domestic and International

Sales Show Programs

Domestic Sales Shows

Leisure – Consumer | Travel Advisors

Travel & Adventure Show

- New York City, NY
- January 24–25, 2026

Travel & Adventure Show

- Los Angeles, CA
- March 7–8, 2026

Domestic Sales Shows

Meeting Planners

Meetings Today Live South

- New Orleans, LA
- November 16–19, 2025

Association Forum Holiday Showcase

- Chicago, IL
- December 3–4, 2025

Metro NYSAE Tradeshow, Theater Client Event & Expo

- New York City, NY
- February 1–28, 2026

Florida Encounter

- Orlando, FL
- February 2–4, 2026

RCMA Emerge

- Lexington, KY
- February 10–12, 2026

Domestic Sales Shows

Meeting Planners

Destinations Celebration

- Kansas City, MO
- April 2026

Destinations Celebration

- Minneapolis, MN
- April 2026

Red Sox Fenway Client Event

- Boston, MA
- June 2026

Connect Association

- Location TBD
- August 2026

Connect Corporate

- Location TBD
- August 2026

Tallahassee Meeting Planner, Sales Calls & Client Event

- Tallahassee, FL
- September 2026

Domestic Sales Shows

Meeting Planners

Minnesota Twins Client Event

- Minneapolis, MN
- September 2026

Domestic Sales Shows

Travel Advisors

Peninsula Shows

- Maryland, Pennsylvania and New Jersey
- April 2026

Central Florida Travel Agency Sales Mission

- Greater Orlando, FL
- June 2026

Domestic Sales Shows

Travel Trade

Motorcoach Association Regional Meeting

- Location TBD
- July/August 2026

International Sales Shows

Travel Trade

Florida Huddle

- Orlando, FL
- February 2026

IPW

- Fort Lauderdale, FL
- May 2026

Questions?

Erin Lester | Senior Sales Manager | elester@leegov.com

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

Co-op Participation Best Practices

Best Practices

Communications

- Mark emails from **coop@mmgyglobal.com** as ***safe/not spam***
 - Address used for material and creative review email reminders
- Update **marketing and billing point of contact** information in the co-op portal

Co-Op Creative Guidelines

- Partners will receive at least one automated email reminder for materials **seven days** prior to the deadline
- **Three business days** for creative review/approvals

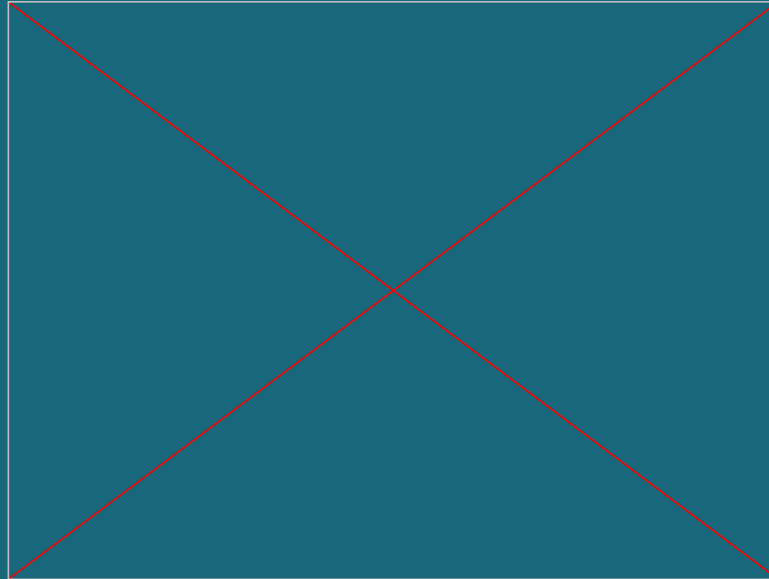
Common Questions

- **Why do we need to submit assets so early?**
 - Materials route through several development steps before they are ready to send to publishers. Below is a sample workflow:
 1. Materials are submitted by partner
 2. Materials are proofed and reviewed to confirm quality
 3. Ads are built by the agency and reviewed internally
 4. The VCB reviews and approves the ads
 5. Partners review/provide feedback on ads
 6. Revisions and final ad exports
 7. Tracking and measurement is appended
 8. Ads are sent to the vendor for launch or scheduled to deploy

Common Questions

- **How do I use the portal?**
 - A: Partners can refer to this video tutorial that has been created for all partners' reference

[Link to view](#)



Common Questions

- **I don't currently have co-op portal login credentials or I don't remember what my credentials are. What should I do?**
 - Need access to the portal
 - Option 1: Reach out directly to swilde@mmgy.com
 - Option 2: Visit coop.leevcb.com and click "Contact" in the footer
 - Forgot credentials
 - Visit coop.leevcb.com, click "I've forgotten my password" and follow the instructions

Q&A

Next Steps

FY25/26 Purchase Date

Thursday, Aug. 21, 2025
at 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 five minutes to arrive
- Co-op portal URL: coop.leevcb.com

Presentation available on LeeVCB.com

Sales and Marketing > Co-Op Advertising Plan

Direct co-op inquiries to:

Sydney Wilde at swilde@mmgy.com

Partner Occupancy Survey Participation Credit

- Partners who have completed the last four consecutive quarterly occupancy surveys are eligible for a \$750 co-op credit, plus a chance to win a \$10,000 co-op credit.
- \$750 credits have been applied to all eligible partners.
- Credit balances will be automatically applied once an order is placed.
- Credits are valid 8/1/2025–8/1/2026.

An aerial photograph of a coastal city, likely Miami, featuring a large body of water, numerous sailboats, and a dense urban area with various buildings. The image is overlaid with a semi-transparent green filter. The text "Thank you!" is written in a large, dark blue, cursive script across the center of the image.

Thank you!