

FY 25/26 Marketing Highlights

Annual Meeting I November 12, 2025

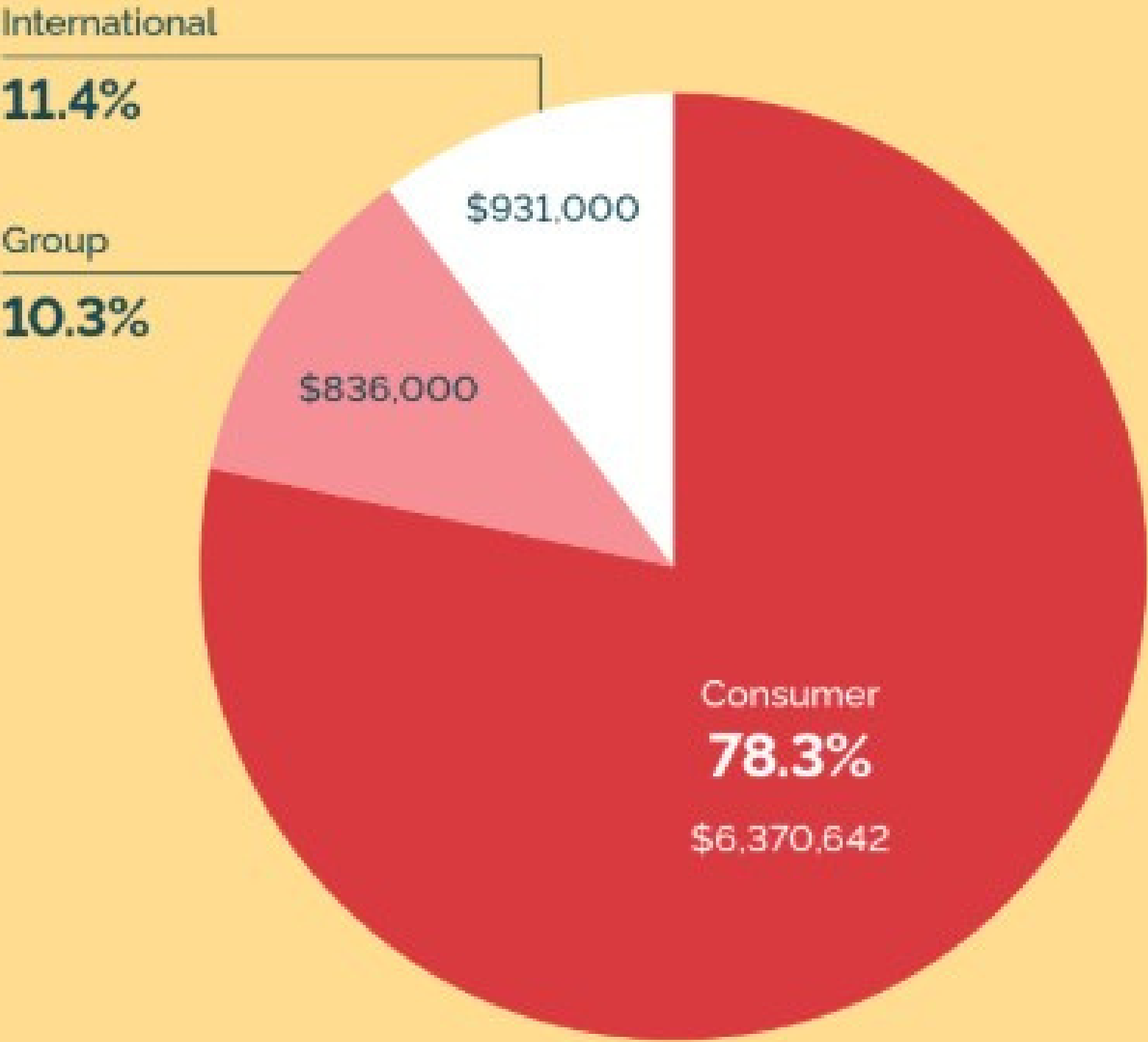


Marketing Strategy

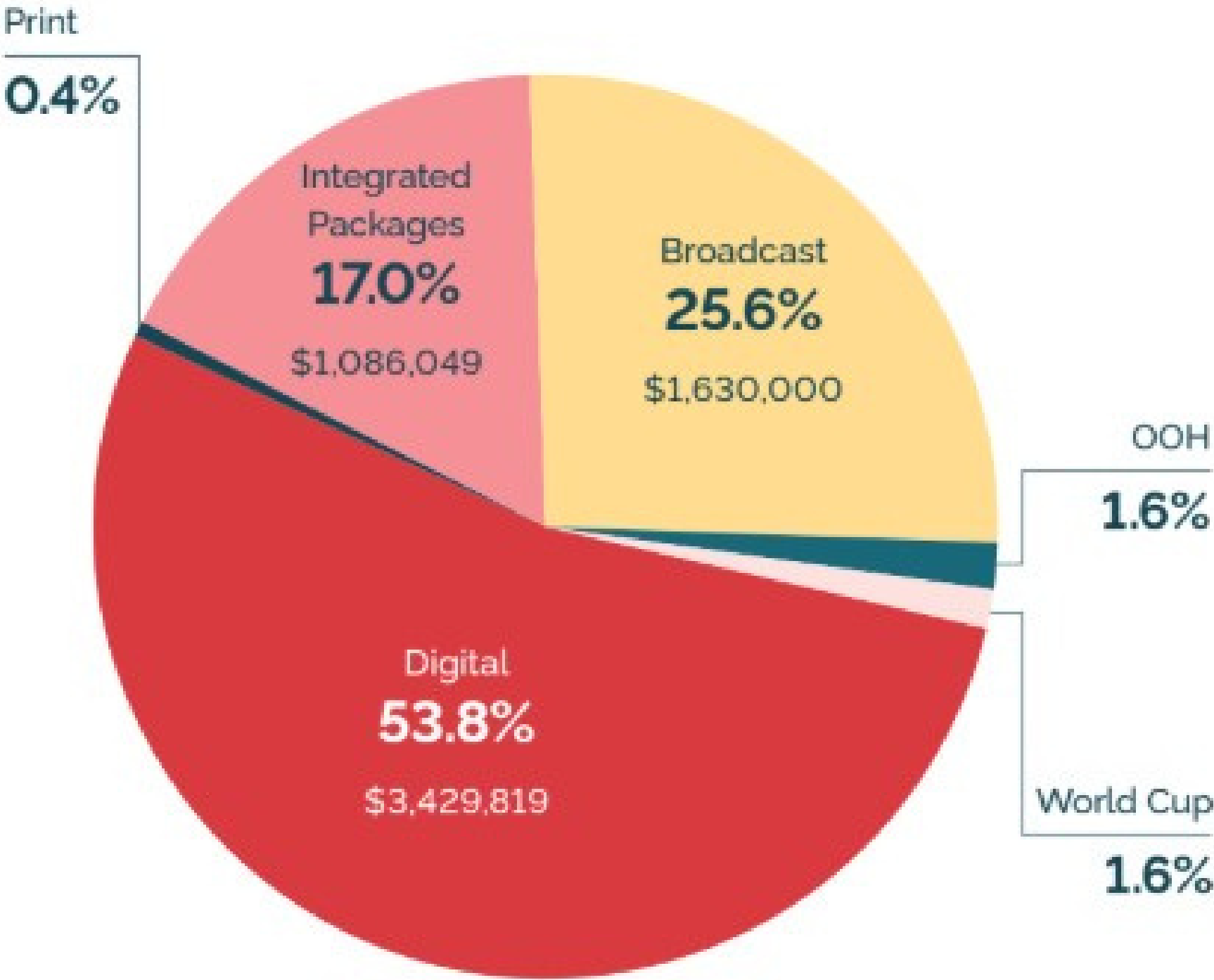
- Use data and insights
- Align messaging with audiences
- Target historical and emerging markets



FY25/26 Audience Allocation

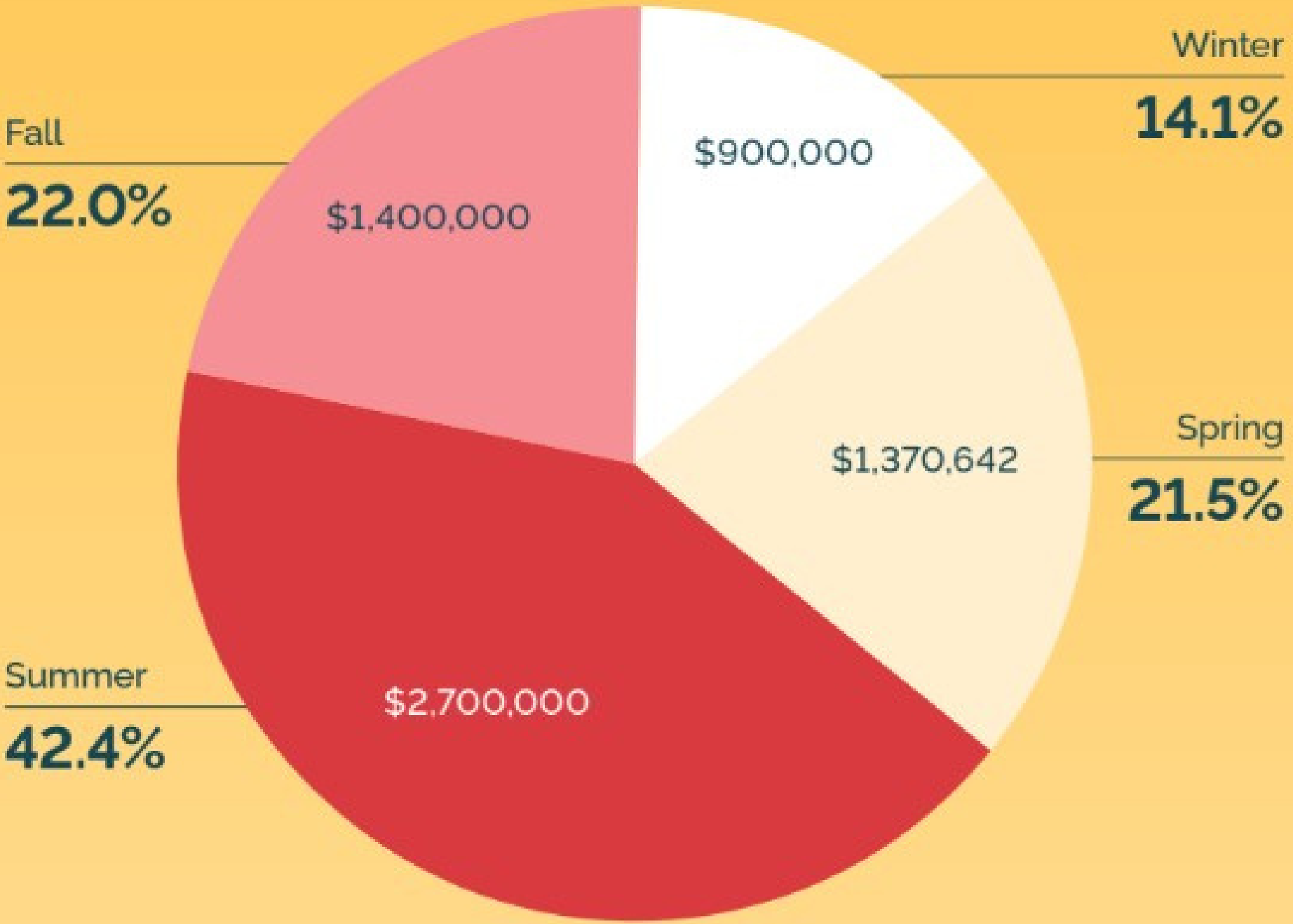


FY25/26 Consumer Media Mix





FY25/26 Seasonal Consumer Investment





The New York Times

T | Cooking





What to Cook

Recipes

Ingredients

Occasions

About



Sides

Best Recipes

Appetizers

Make-Ahead

Pies

Easy Desserts

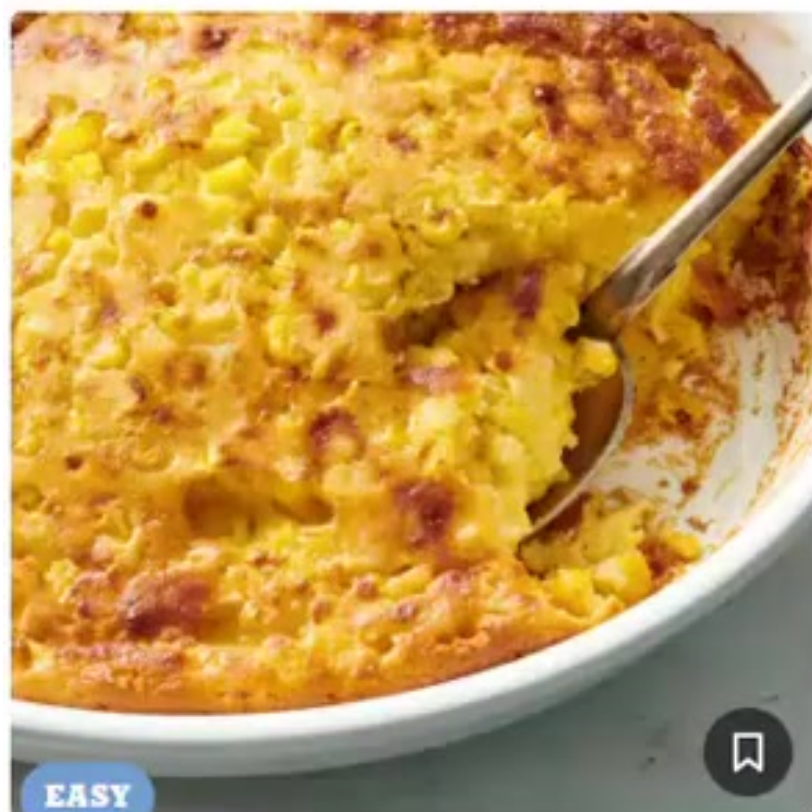
Vegetarian Mains

Potatoes

Stuffing

Turkey

Drinks



EASY

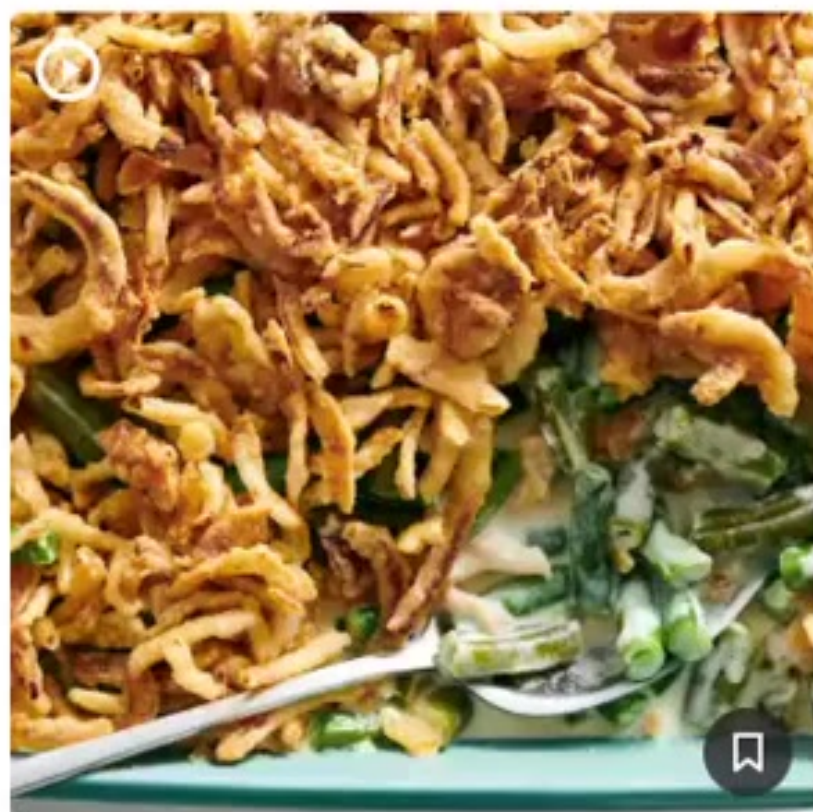


Christina Tosi's Corn Bake

Christina Tosi

★★★★★ 446

55 minutes

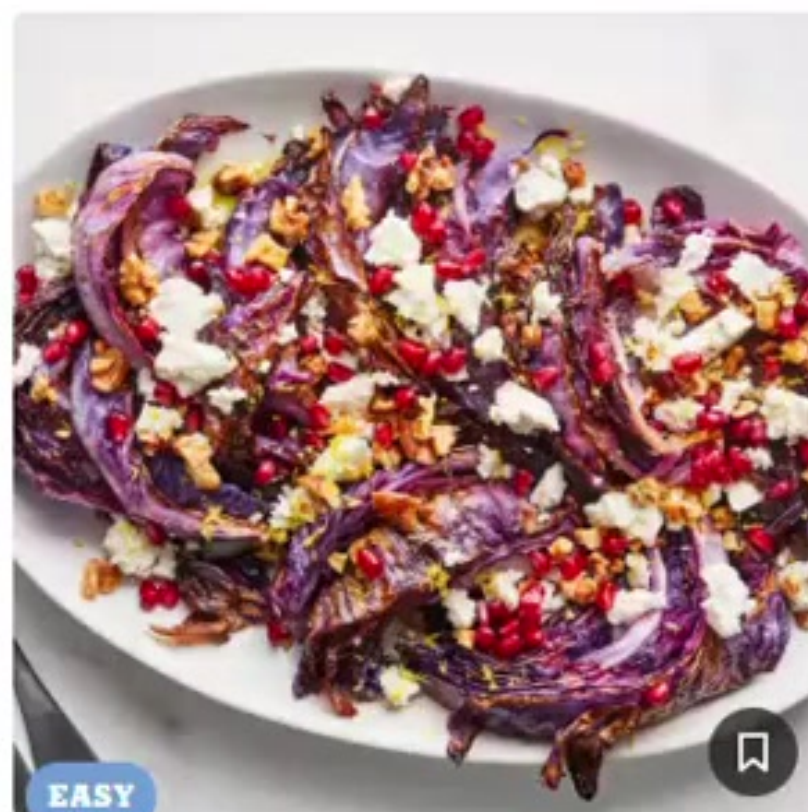


Green Bean Casserole

Eric Kim

★★★★★ 119

35 minutes



EASY



Red Cabbage With Walnuts and Feta

Melissa Clark

★★★★★ 652



Carla Hall's Creamed Kale

Carla Hall

★★★★★ 115

50 minutes



Additional Inclusions

- 30-second audio spot
- Reach users of NYT Cooking app
- Display takeover in NYT Food section

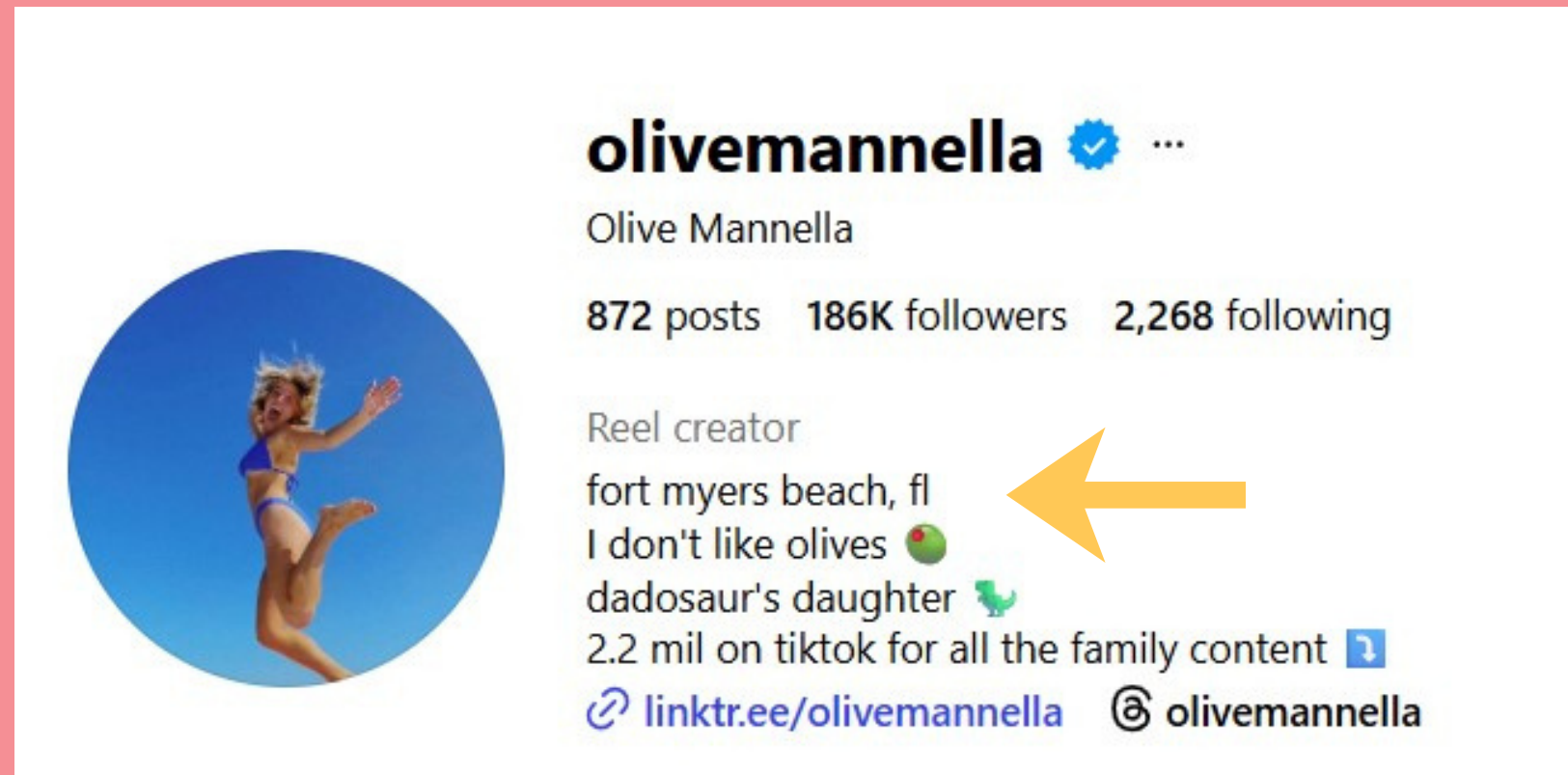
Condé Nast Traveler





Inclusions

- Custom article
- 30-sec audio spot in Women Who Travel podcast
- Social shoot in destination



olivemannella ✓ ...
Olive Mannella

872 posts 186K followers 2,268 following

Reel creator
fort myers beach, fl
I don't like olives 🫒
dadosaur's daughter 🦖
2.2 mil on tiktok for all the family content 📺
linktr.ee/olivemannella @olivemannella

A screenshot of an Instagram profile for @olivemannella. The profile picture shows a woman in a blue bikini jumping against a blue sky. The bio includes the text: "fort myers beach, fl", "I don't like olives 🫒", "dadosaur's daughter 🦖", and "2.2 mil on tiktok for all the family content 📺". A yellow arrow points to the bio text.

Local Creator: Olive Mannella





Paint & Picnic
on Beach

📍 Little Hickory Island Park



Wild at Heart
Flower Truck

📍 Lovers Key



Waterfront Dining

📍 Fresh Catch Bistro

Content
refresh on
branded hub

Brand and
co-op media

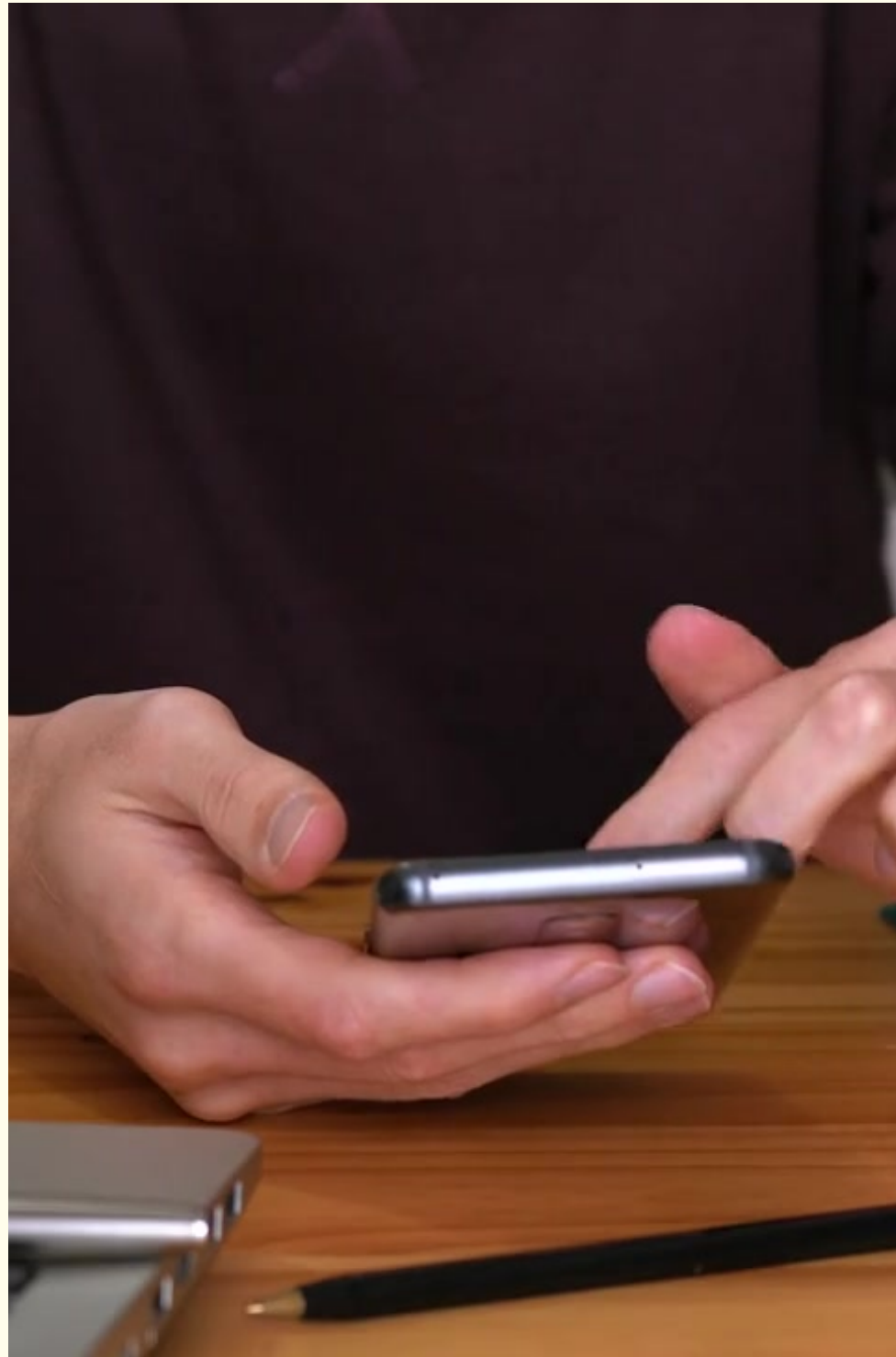
Memory
Maker video

Memory
Maker video



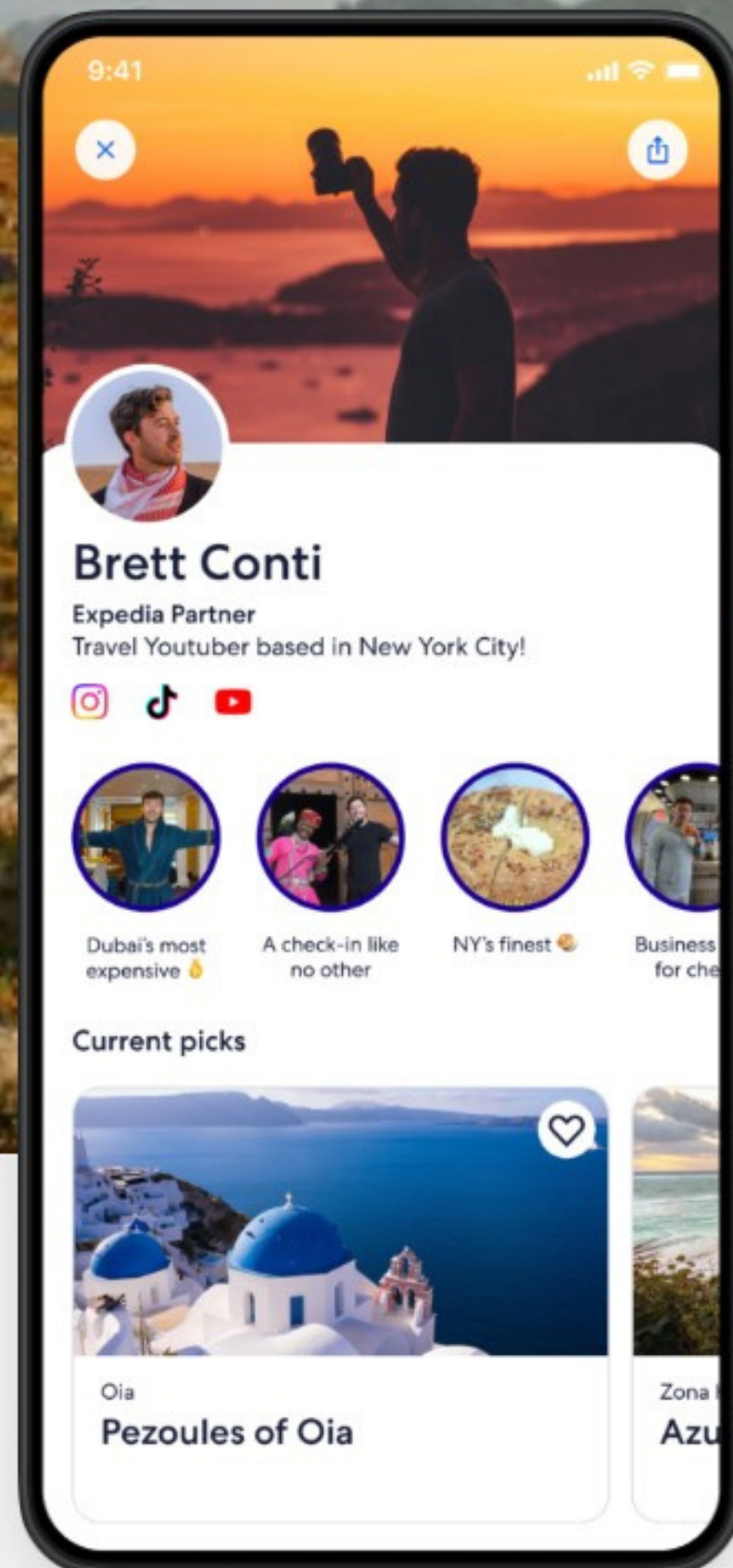
Tripadvisor®

6-seconds



Expanded watch time





Travel Shops

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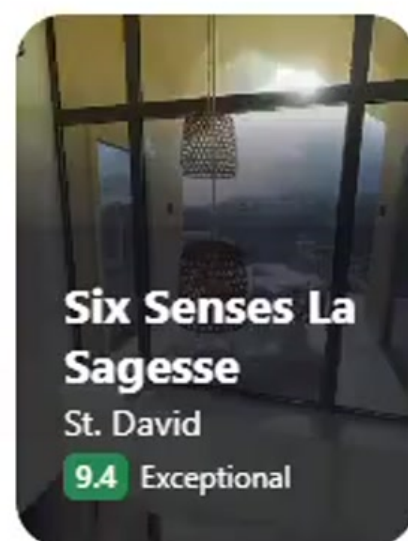
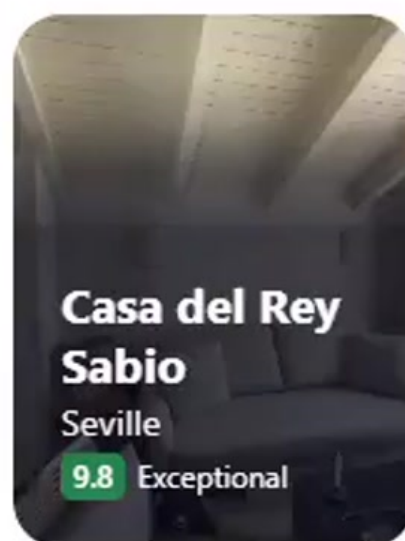
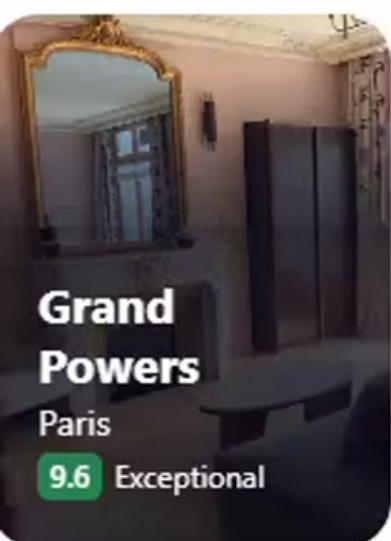
SimplyCyn Travels

 Share

In Love with Travel; In Love w/ Beautiful Spaces; Sharing the Best places; Collector of hotel room keys



 Destination



Top stays



Northstar

MEETINGS GROUP



Social Ambassador Program



1

Vet and select meeting planner/social creator

2

Participant shares FAM experience on social

3

Northstar amplifies content by promoting on their own channels



“Stay Another Day” Itineraries



Plus....

- Dedicated emails
- Homepage module
- Discovery quiz



FIFA World Cup



World Cup Travelers Crave Excitement in Travel

90%

of World Cup travelers
are interested in meeting
new people and trying
new things on vacation.

87%

of World Cup travelers
are interested in
excursions and day trips
on vacation.

81%

of World Cup travelers
would rather visit
somewhere new on
vacation, vs. revisiting
an old destination.

We can offer:

- Proximity
- Affordability
- A bonus adventure
- A change of pace



VS





Our approach

Domestic focus on fan bases with a strong U.S. presence who are likely to drive or fly to matches.

Organic

Landing page

Emails

PR pitches

Paid

Programmatic buys

Paid search

Paid social

What will your World Cup deal be?

Here are a few thought starters...

- Stay two nights, get the third night free
- Special rate that includes continental breakfast and access to all hotel watch parties, with themed snacks and drink specials
- Create a value-add offer like early check in + late checkout, OR a welcome drink and spa credit, OR shuttle bus transportation

Thank you!

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

