

Parking/annual meeting slide



FY26/27 Co-Op Advertising Program

August 12, 2026



Agenda

Integrated Brand Approach

Offerings

- Domestic Leisure
- International
- Groups
- Group Sales

Partner Success

Next Steps

Integrated Brand Approach



FY26/27 Consumer Media

Campaign Objective

Deliver data-driven media to consumers at all funnel phases to drive increased **consideration, visitation and bed-tax contributions.**

Core Pillars of Success

Data-Led Strategies: Utilize MMGY and vendor audience, booking data and insights to inform targeting and messaging

Integrated Cross-Channel Messaging: Align paid messaging with organic, creative and audience strategies based on funnel phase to reach travelers at each stage of the planning journey

Reengage Loyalists: Build a dedicated approach to win back lapsed visitors and encourage them to come back to the destination to see what's new

Promote Bookings: Focus on driving overall bookings and bed-tax contributions for both vacation rentals and hotels

Uplift Partners: Support brand messaging with co-op programming based on partner needs

Brand and Co-Op Integration

Co-op is designed to help partners capitalize on the demand generated by the destination brand

Brand

Role: Generates attention

Strategy:

- Reach broad qualified audiences
- Build destination desire
- Reinforce campaign platform



Co-Op

Role: Adds Partner Relevance

Strategy:

- Inspire travelers to evaluate accommodations and attractions
- Outline offers and product details
- Motivate travelers to book

Just Feels Right

On every trip to Fort Myers, you're compelled to let go of what's weighing you down and feel 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. When you reclaim your sense of being present, you can follow **what feels right**.



Co-Op Partner Inclusion

Through co-op, partners have the opportunity to build on the brand campaign platform and promote their businesses.

Partners can ladder into this by:

- Highlighting differentiators in imagery
- Aligning messaging with “Just Feels Right” feelings
- Appealing to audience travel motivators
- Including offers that drive urgency to book



Target Audiences

AUDIENCE	HOW THEY TRAVEL	WHAT THEY NEED	PARTNER ACTION
Families	- Plan around school shared experiences - Often traveling with multiple decision-makers	- Convenience - Family-friendly amenities - Activities that appeal to a range of ages	- Highlight family accommodations and amenities - Prioritize spring and summer program timing
Couples	- Experience-driven travelers - Seeking quality time, relaxation and memorable moments together	- Unique accommodations - Dining - Wellness - Opportunities to reconnect	- Showcase elevated experiences - Feature spa offerings or scenic experiences - Offer packages
Solo Travelers	- Independent, flexible travelers - Motivated by exploration and self-discovery	- Ease of planning - Authentic experiences - Safety - Personalized opportunities	- Feature cultural experiences, wellness activities and outdoor recreation - Promote local discoveries
Affluent Travelers	- Willing to spend more for the right opportunity - Seeking premium, personalized and exclusive experiences	- Exceptional service - Unique access - Elevated experiences worth traveling for	- Emphasize luxury amenities and exclusive experiences - Highlight dining - Demonstrate personalized service



Market Strategy

Data-Driven Recommendation Based On:

- Historical performance from last three years
- Visitation patterns
- Opportunity markets
- Destination spend
- Seasonality and travel windows

Ideas for Partners Trying To:

- **Fill shoulder-season need periods:** Prioritize summer and fall conversion programs and offer-led messaging
- **Drive in-state urgency:** Lean into Florida-resident email, social and VCB website opportunities
- **Reach high-value out-of-state travelers:** Use premium publisher, travel-intender and OTA placements

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				

Offerings

A full-page photograph of two women walking on a wooden boardwalk. The woman on the left is wearing a teal athletic top and shorts, while the woman on the right is wearing a coral-colored dress and holding a rolled-up yoga mat. They are both smiling and looking towards the camera. The background features a clear blue sky with some clouds, palm trees, and coastal vegetation. A large, semi-transparent pink rectangular box is overlaid on the left side of the image, containing the text 'Domestic Leisure'.

Domestic Leisure



Domestic Leisure Approach

Brand marketing builds awareness and inspires travel consideration

Co-op marketing helps partners capitalize on that destination demand

Opportunities are designed to support travelers throughout the planning journey, from inspiration to booking

Partners can select tactics based on their business objective, audience, seasonality and market needs

Full-Funnel Strategy

PROSPECTING

Introduce and Inspire

Purpose: See yourself in this place

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

Targeting: Travel prospects in core markets, demographic, premium publishers

INTENT

Influence and Engage

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

CONVERSION

Low-Funnel and Retargeting

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



Prospecting Offerings

Audience mindset: Dreaming about vacation but not set on where to go yet

Best fit for: Accommodation partners with seasonal need periods or attractions looking to build qualified awareness before peak planning windows

Partner action: Submit compelling imagery highlighting unique attributes or views and a landing page

How to evaluate success: Impressions and reach

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 on iHeartMedia 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 2027
- 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 three content calendar placements and one 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:**
 - Two to five 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*



Intent Offerings

Audience mindset: Actively researching destinations and comparing accommodations and experiences

Best fit for: Partners looking to influence travel consideration and drive qualified traffic from travel intenders

Partner action: Submit experience-focused creative, compelling messaging and a landing page

How to evaluate success: Clicks, CTR, landing page visits

Premium Publisher Opportunities

Afar and People, Inc.

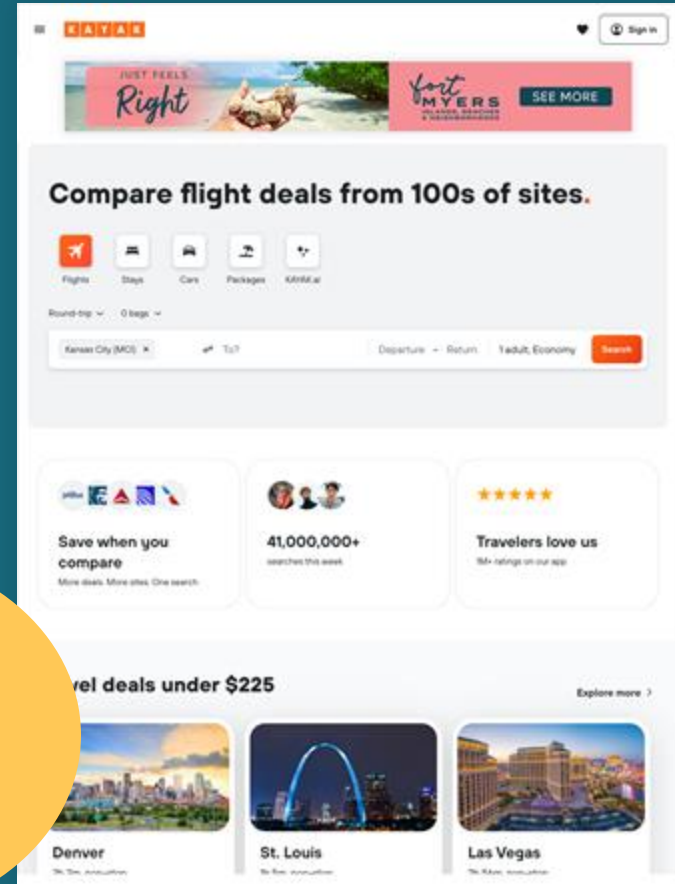
Opportunity Overview

- Afar is a premium publisher reaching an affluent audience with a high HHI who takes an average of 13 trips annually
- People, Inc. is a national publisher including publications such as Midwest Living, Parents, Southern Living and Travel + Leisure. Its brands reach a largely female audience who are planning for their families
- Banners will run across the publisher networks and refer to the partner website

Opportunity Details

- Placement: Display
- Timing:
 - Afar: January–March 2027
 - People, Inc: April–June 2027
- Cost: \$500

Best for partners trying to reach new affluent or family travelers for Spring or Summer



Current Programs

Paid Media Display

Programmatic

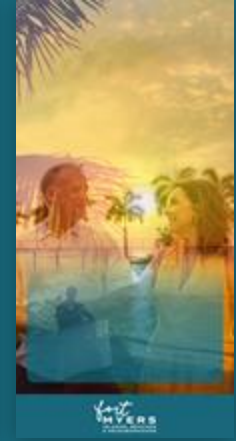
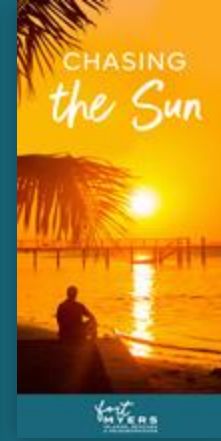
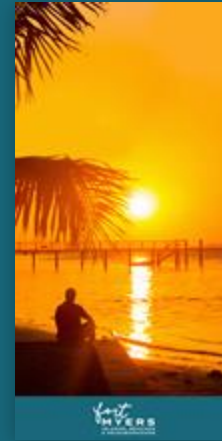
- Spring Training Digital

Travel Endemic Publishers

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

Program Highlight

- Links to partner website
- Recommended for partners looking to drive direct bookings instead of OTAs



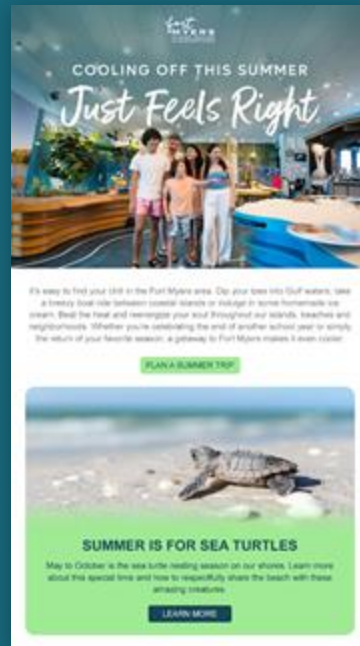
Current Programs

Paid Media Email

- eTarget Leisure Email
- Luxury Link Email

Featured Performance

- eTarget emails receive an average 6K clicks per co-op partner



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

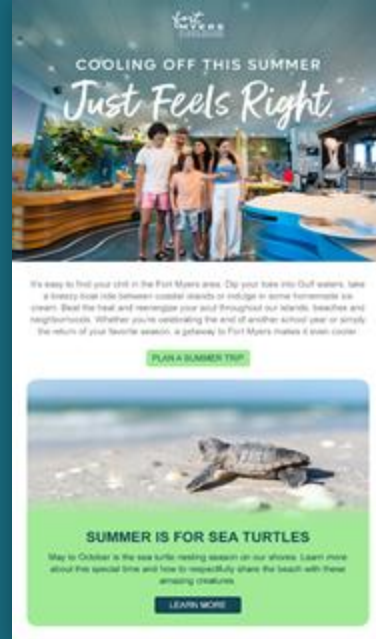
Key Performance Indicator

- Engagement rate

Current Programs

VCB Email

- Monthly eNewsletter*
- Quarterly Partner Dedicated Email
- Neighborhood Email Series



**Distributes to both in-state and out-of-state audiences, so it is important to make sure the content is not specific to Florida residents only.*

NEW Programs

VCB Email – Holiday Planning Series

- Leverage key travel-planning moments throughout the year to showcase timely offers when travelers are actively researching and booking
 - Campaign offerings
 - Black Friday/Travel Tuesday (November)
 - National Plan Your Vacation Day (January)
 - Memorial Day (May)
 - Independence Day (July)
- **Partner opportunity**
 - Feature a holiday-specific offer or promotion
 - Align messaging with seasonal travel demand
 - Reach travelers during high-intent planning periods

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.–March, Apr.–June, July–Sept.

**This program is offered monthly.



Conversion Offerings

Audience mindset: Ready to make a decision and looking for the final reason to book or take action

Best fit for: Partners focused on driving bookings, ticket sales or reservations

Partner action: Lead with strong call-to-action, offers, packages or specific booking incentives

How to evaluate success: Clicks, CTR, bookings

Conversion Opportunity

Partner Site Retargeting (Annual)

Opportunity Overview

- Partners have the opportunity to utilize their own website data and retarget their site visitors 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

Conversion Opportunity

In-Market Mobile Geofencing

Opportunity Overview

- Partners have the opportunity to reach visitors actively in-market to promote attractions and activities while they are in-destination
- Offers are strongly recommended
- Best for partners trying to drive restaurant customers or attraction bookings throughout the summer

Opportunity Details

- Offering type: Attractions and restaurants ONLY
- Placement: Display
- Timing: July–September 2027
- Cost: \$400

Current Programs

Paid Media Display

- Domestic Vacation Rental Vrbo Digital
- Expedia 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

Featured Performance

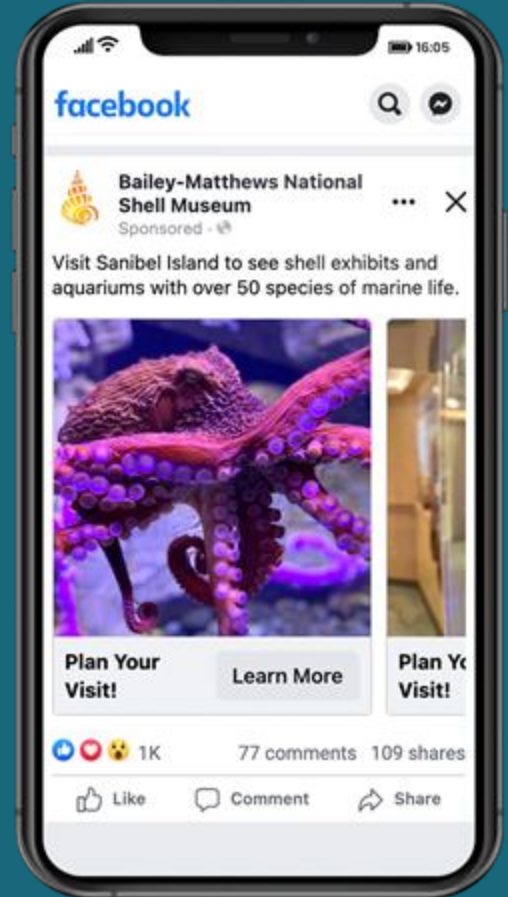
- Meta conversion placements achieve 3K clicks on average
- Pinterest conversion placements achieve a \$0.65 CPC on average

Current Programs

Social Media

- Facebook and Instagram Advertising Single-Image Placement
- Facebook and Instagram Advertising Carousel Placement
- Pinterest Advertising Single-Image Placement, runs under VCB profile identity

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 one edited Instagram Reel/vertical video for the partner's use
- VCB develops one custom Instagram Reel/vertical video to be used in a paid campaign for one month
- Shoot to occur during April, assets delivered in May and content boosted in June

Program Highlight

- Best for partners in need of social-first photo and video assets with usage rights in perpetuity



New Conversion Opportunity

Social Media – Social Content Shoot (Cont.)

Opportunity Details

- Offering type: Accommodations, attractions
- Timing: April–June
- Duration: One month paid Meta campaign
- Distribution: 60,000 impressions minimum
- Total Cost: \$1,800
 - *Shoot + Video Development: \$1,500*
 - *Meta Paid Campaign: \$300, 1:1 VCB match for \$600 total ad spend*
- Content Shoot Logistics:
 - *Content shoot supported by two social media team members*
 - *Sign-ups 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.



International Leisure

Partner Programs



International Leisure Approach

Monitor evolving traveler sentiment at the brand level and apply any shifts to co-op.

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

Continue emphasis on travel intent targeting to reach only international audiences who are searching for travel to Fort Myers and Florida.

Maintain tracking of all engagement and efficiency metrics.



International Leisure Partner Strategy

Partner Evaluation Recommendations:

- Use market timing to align offers, booking windows and creative language
- Purchase programs when international audiences are actively searching or when brand support is live
- Lead with messaging around value, flexibility and ease of planning

Ideal for Partners Trying to:

- **Support international demand:** Use intent-based placements in priority international markets when demand signals support investment

International Markets and Seasonality

		2026			2027											
		O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
CA	Brand															
	Co-Op															
	Travel															
DE	Brand															
	Co-Op															
	Travel															
UK	Brand															
	Co-Op															
	Travel															



Intent Offerings

Audience mindset: Actively researching destinations and comparing accommodations and experiences

Best fit for: Partners looking to influence travel consideration and drive qualified traffic from travel intenders

Partner action: Submit experience-focused creative, compelling messaging and a landing page

How to evaluate success: Clicks, CTR, landing page visits

Current Programs

Paid Media Display

- Canada Travel Intenders International Digital
- Germany Travel Intenders International Digital
- UK Travel Intenders International Digital

Program Highlight

- Links to partner website
- Recommended for partners looking to drive direct bookings instead of OTAs



Conversion Offerings

Audience mindset: Ready to make a decision and looking for the final reason to book or take action

Best fit for: Partners focused on driving bookings, ticket sales or reservations

Partner action: Lead with strong call to action, offers, packages or specific booking incentives

How to evaluate success: Clicks, CTR, bookings

Current Programs

Paid Media Display

- Canada Expedia International Digital
- Germany Expedia International Digital
- UK Expedia International Digital
- Canada Vacation Rental Vrbo Digital



An aerial photograph of a tropical beach. The foreground shows a sandy beach with several people walking. To the left, there is a dense line of palm trees and other tropical vegetation. A wooden boardwalk or path leads from the beach towards the water. The water is a vibrant turquoise color, and the sky is a deep blue with some light clouds. The overall scene is serene and picturesque.

Questions?

Groups



Group Audience Approach

Group audiences require a different path to consideration than leisure travelers

Meeting planners, travel advisors and wedding decision-makers need specific value propositions

Co-op offerings help partners show suitability, credibility and differentiation



Meeting Planners

Need: confidence, meeting infrastructure, site visit resources, unique destination lift

Partner angle: meeting space, room blocks, value-adds, accessibility, service



Travel Advisors

Need: client-fit information, bookable experiences, value adds

Partner angle: advisor-friendly offers, packages, product education



Weddings

Need: venue inspiration, planning ease, package clarity

Partner angle: venue visuals, amenities, differentiators, wedding offers



Brand and Co-Op Integration

Build awareness in trusted planning environments

Drive intent through targeted display and email placements

Help partners differentiate with specific offers, imagery and planning support

Track engagement and efficiency across placements

A group of five people (three women and two men) are walking along a paved promenade lined with tall palm trees. They are dressed in business-casual attire. The scene is bright and sunny.

**Meeting
Planners**

An aerial view of a tropical resort featuring a large swimming pool, palm trees, and modern buildings. A semi-transparent globe is centered over the image, with a blue circular graphic element below it.

**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. The ocean is visible in the background.

Weddings



Meeting Planner Strategy

Introduce destination and hotel meeting capabilities to planners not currently considering Fort Myers

Maintain visibility during lengthy planning cycles

Support RFP generation and lead development

Reinforce destination credibility through trusted industry environments

Help partners stand out in a competitive set of destinations



Prospecting Offerings

Audience mindset: Gathering inspiration for future meetings, events and incentive programs in industry publications

Best fit for: Hotels, resorts, venues and attractions looking to build awareness among planners

Partner action: Submit imagery and messaging to showcase meeting spaces, group experiences and unique event capabilities

How to evaluate success: Impressions and circulation

Current Programs

Print

- Association Conventions & Facilities (20,500 circulation)
- Corporate & Incentive Travel (40,000 circulation)
- Florida Trend (52,000 circulation)
- FSAE Source (1,000 circulation)
- Prevue Meetings & Incentives (132,800 circulation)

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, spa or restaurant, or on the water. Ready to connect? Fill out an RFP at [MeetingFortMyers.com](#).

FPO PARTNER BUSINESS NAME LOREM IPSUM

Lorem ipsum dolor sit amet, ut quassimagna antea, nisl re min consequat conam faciat que cus nullentum, nobis que veribus cone pro.

FPO Partner Website Link 800-555-5555

FPO PARTNER BUSINESS NAME LOREM IPSUM

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FPO Partner Website Link 800-555-5555

FPO PARTNER BUSINESS NAME LOREM IPSUM

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FPO Partner Website Link 800-555-5555



Intent Offerings

Audience mindset: Researching destinations and venues, comparing options and building a shortlist

Best fit for: Partners looking to increase consideration and generate qualified meeting interest

Partner action: Highlight meeting space specifications, room inventory, attendee experiences, and planner-friendly services

How to evaluate success: Email opens, clicks, CTR, landing page visits

Current Programs

Paid Media Display

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

Featured Performance

- Threshold 360 ads average .50% CTR compared to .10% benchmark

Partners **MUST have a Threshold tour to participate*



Current Programs

Paid Media Email

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



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 business casual attire. The scene is bright and sunny.

**Meeting
Planners**

An aerial view of a resort pool area. The pool is large and irregularly shaped, surrounded by numerous palm trees and lounge umbrellas. A blue water slide is visible on the left side of the pool.

**Travel
Advisors**

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

Weddings

Travel Advisor Strategy



Increase destination and partner familiarity among advisors

Educate advisors on unique accommodations and experiences

Support inclusion in advisor recommendations and itineraries

Build awareness with an audience that influences high-value travelers

Create opportunities for ongoing advisor engagement and advocacy



Prospecting Offerings

Audience mindset: Seeking new destinations, experiences and products to recommend to clients

Best fit for: Partners looking to increase advisor awareness and destination familiarity

Partner action: Showcase unique experiences, accommodations and differentiators that make your product memorable and recommendable

How to evaluate success: Impressions and reach

Current Programs

Print

- Travel Weekly (60,000 circulation)
- Recommend (143,000 circulation)



CHASING THE SUN
Just Feels Right

FPO PARTNER NAME
RESORT & MARINA
Custom packages of food, drinks, and transportation. Perfect for all your special occasions. FPOPartners.com 239-XXX-XXXX

FPO PARTNER NAME
RESORT & MARINA
Custom packages of food, drinks, and transportation. Perfect for all your special occasions. FPOPartners.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



Intent Offerings

Audience mindset: Actively researching products and destinations to match upcoming client needs

Best fit for: Partners seeking greater inclusion in advisor recommendations and itineraries

Partner action: Provide educational content, product details, package information and advisor-friendly resources

How to evaluate success: Email opens, clicks, CTR, landing page visits

Current Programs

Paid Media Display

- Travel Advisor Programmatic Digital



FPO Partner Name
Resort & Marina

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consectetur adipisicing elit.

**LOREM IPSUM DOLOR SIT AMET
CONSECTETUR ADIP ISICELI.**

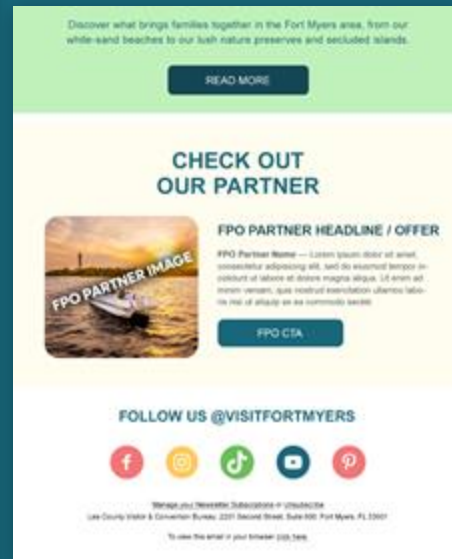
BOOK NOW

fort MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS

Current Programs

Paid Media Email

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



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, including blazers, sweaters, and skirts. The scene is bright and sunny, suggesting a tropical or coastal location.

**Meeting
Planners**

An aerial view of a tropical resort featuring a large, circular swimming pool surrounded by lush greenery and numerous palm trees. The pool has a decorative design on its bottom, and the surrounding area includes walkways and other resort buildings.

**Travel
Advisors**

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

Weddings



Weddings Strategy

Inspire couples during the destination selection process

Showcase venue differentiators and visual appeal

Reach both couples and decision influencers

Generate qualified inquiries for wedding-related business

Position participating partners as trusted destination wedding options



Intent Offerings

Audience mindset: Actively comparing destinations, venues and wedding packages

Best fit for: Partners looking to increase consideration among couples evaluating wedding options

Partner action: Highlight venue features, capacity, packages, amenities, and planning support

How to evaluate success: Email opens, clicks, CTR, landing page visits

New Program

Garden & Gun Weddings

Opportunity Overview

- Garden & Gun Weddings is a premium Southern lifestyle publication showcasing distinctive venues, regional traditions and vendor inspiration for weddings.
- Banners will run across the Garden & Guns Weddings publication and refer to the partner website, aligning with aspirational wedding content

Opportunity Details

- Placement: Display
- Timing: January–March 2027
- Cost: \$500

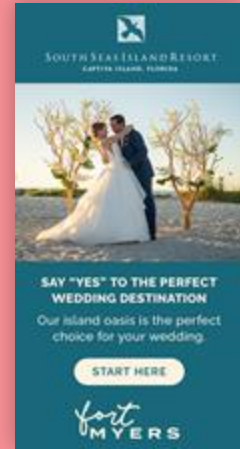
Best for Partners Who:

- Want to reach newly engaged brides shopping for wedding inspiration

Current Programs

Paid Media Display

- Weddings Programmatic Digital
- Weddings Programmatic Digital With 360° Video*



*Partners MUST have a Threshold 360 tour to participate in this program

Current Programs

Paid Media Email

eTarget Weddings Email

- Opportunity
 - Reaches engaged couples actively planning travel
 - Dedicated partner feature opportunity
 - High-intent audience
- Featured Performance
 - eTarget emails receive an average 740 clicks per co-op partner



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

Current Program Offering

- Premium Featured Wedding Listing (fly-ins and banners)



Sundial Beach Resort & Spa

Plan the Gulf-front wedding of your dreams.

[See More](#)

A woman wearing a white sleeveless dress and a straw hat with a black ribbon is walking away from the camera on a sandy beach. She is barefoot and is splashing in the shallow turquoise water. The beach is wide and sandy, with a line of palm trees in the distance under a blue sky with scattered clouds.

Domestic and International

Sales Show Programs

A group of five diverse 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 city buildings.

Group Sales Strategy

Sales shows extend partner visibility into high-value trade and planner conversations

Partner participation provides opportunities to increase awareness of individual properties and experiences

VCB staff presence helps strengthen destination story and sales support

Partners should prepare by ensuring sales materials are updated

Partners should develop a post-show follow-up plan to maximize leads, appointments and relationships



Sales Show Selection Criteria

Audience quality

Market relevance

Segment fit with core target audiences

Timing relative to planning cycles

Opportunity for partner exposure or
appointment-based selling

Domestic Sales Shows

Travel Advisors

Signature Travel Network National Conference: Orlando, FL

- November 15–18, 2026
- 1 partner spot
- Partners receive shared appointments with VCB, participation in VCB client activation
- \$2,000

Peninsula Shows: Boston, MA & Providence, RI

- April 2027
- 1 partner spot
- Partners receive shared booth and roundtable presentations with VCB, travel advisor contact information
- \$200

Domestic Sales Shows

Travel Advisors

CCRA Tampa West Coast Sales Mission: Tampa, FL

- June 2027
- 1 partner spot
- Partners receive travel advisor education opportunity and contact information
- \$300

Domestic Sales Shows

Leisure–Consumer & Travel Advisors

Travel & Adventure Show: New York City, NY

- January 23–24, 2027
- 1 partner spot
- Partners receive a booth with VCB
- \$300

Travel & Adventure Show: Dallas, TX

- March 6–7, 2027
- 1 partner spot
- Partners receive a booth with VCB
- \$300

Domestic Sales Shows

Meeting Planners

Association Forum Holiday Showcase: Chicago, IL

- December 2–3, 2026
- 1 partner spot
- Partners receive shared sponsorship with VCB, planner contact information, shared booth with VCB
- \$400

RCMA Emerge: Orlando, FL

- January 5–7, 2027
- 1 partner spot
- Partners receive shared booth and conference attendance with VCB, planner contact information
- \$400

Florida Encounter: Kissimmee, FL

- January 24–27, 2027
- 5 partner spots
- Partners receive own booth, appointment book, conference attendance, planner contact information.
- \$2,750



Domestic Sales Shows

Meeting Planners

Metro NYSAE Tradeshow/Theater Client Event & Expo: New York City, NY

- February 1, 2027
- 1 partner spot
- Partners receive booth with VCB, client event, planner contact information
- \$500

Destinations Celebration: Kansas City, MO & Minneapolis, MN

- April 2027
- 1 partner spot
- Partners receive shared booth with VCB, meeting planner contact information
- \$500

Domestic Sales Shows

Meeting Planners

Red Sox Fenway Client Event: Boston, MA

- May 2027
- 1 partner spot
- Partners receive client event with VCB, planner contact information
- \$300

Minnesota Twins Client Event: Minneapolis, MN

- July–September 2027 (TBD)
- 2 partner spots
- Partners receive client event with VCB, planner contact information
- \$300

Domestic Sales Shows

Meeting Planners

Connect Association: Anaheim, CA

- August 23-25, 2027
- 1 partner spot
- Partners receive shared appointments with VCB, planner contact information
- \$1,300

Connect Corporate: Anaheim, CA

- August 23-25, 2027
- 1 partner spot
- Partners receive shared appointments with VCB, planner contact information
- \$1,300

Domestic Sales Shows

Meeting Planners

Destinations Celebration: St. Louis, MO & Indianapolis, IN

- September 2027
- 1 partner spot
- Partners receive shared booth and meeting planner contact information
- \$500

Tallahassee Meeting Planner Sales Calls/Client Event: Tallahassee, FL

- September 2027
- 2 partner spots
- Partners receive shared sales calls and planner contact information
- \$300

International Sales Shows

Travel Trade

Florida Huddle: Kissimmee, FL

- January 2027
- 4 partner spots
- Partners receive individual booth, appointment book, one (1) badge, and carpet and plants for destination-themed look
- \$2,750

Joint Trade Travel Sales Mission: Orlando & Miami, FL

- June 2027
- 6 partner spots
- Partners receive Travel Advisor opportunity and contact information
- \$300



Questions?

Natalie Duran | Director of Sales | nduran@leegov.com

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

Partner Success



How to Build an Integrated Co-Op Plan

- Define business need
- Select priority target audiences
- Evaluate season/timing
- Choose funnel mix aligned with goals
- Determine creative messaging or offer
- Measure results

Sample Plan – Accommodation Partner

FUNNEL PHASE	PROGRAM	COST
Prospecting	Social Media Collab Post	\$750
Intent	VCB Featured Accommodation Listing	\$225
	Travel Intenders Programmatic	\$500
	Tripadvisor Digital	\$425
	People Inc Digital	\$500
	Kayak Digital	\$400
	VCB Partner Dedicated Email	\$750
Conversion	Expedia International Digital	\$550
	VCB Featured Deal	\$125
TOTAL		\$4,225

Business objective:

- Drive occupancy during need periods by combining destination exposure, travel-intent targeting and booking-focused tactics

Plan strategy:

- Travelers are given multiple opportunities to discover the partner across channels
- Premium publishers and travel intent media reach consumers actively planning a trip
- VCB placements give opportunity to feature deals to drive consideration
- Conversion placements capture travelers closest to booking

Sample Plan – Attraction Partner

FUNNEL PHASE	PROGRAM	COST
Prospecting	Facebook Content Calendar Inclusion	\$250
Intent	VCB Featured Attraction Deal	\$125
	Tripadvisor Digital	\$425
	eTarget Leisure Email	\$450
	VCB Neighborhoods Email Series	\$350
Conversion	In-Market Mobile Geofencing	\$400
	Pinterest Single Image Placement	\$500
TOTAL		\$2,500

Business objective:

- Increase awareness, drive website traffic and convert travelers already planning a trip to Fort Myers

Plan strategy:

- Attractions benefit from broad destination awareness and itinerary planning touchpoints
- VCB website and email placements help capture travelers already researching Fort Myers
- In-market geofencing captures travelers currently in the destination for last minute conversions

Sample Plan – Group/Meetings Partner

FUNNEL PHASE	PROGRAM	COST
Prospecting	Association Conventions & Facilities Print	\$230
	FSAE Print	\$215
Intent	Association Conventions & Facilities Email	\$300
	FSAE Email	\$275
	Meeting Planner Programmatic with 360 Video	\$850
Conversion	Florida Encounter	\$2,750
TOTAL		\$4,620

Business objective:

- Generate qualified planner awareness, RFP activity and sales leads

Plan strategy:

- Prospecting media builds awareness before active venue sourcing begins
- Email and display keep the property visible while planners evaluate destinations and venues
- 360 Video placement allows planners to see the space as they are reviewing properties
- Florida Encounter serves as the anchor investment by providing direct appointments with qualified planners

Expected KPIs by Channel

CHANNEL	KPIs	BENCHMARKS
Display	• Impressions • Clicks • CTR • Landing page views	• Industry average clicks provided in portal • 0.10% benchmark CTR
Third Party Email	• Opens • Open rate • Clicks • CTR	• Industry average clicks provided in portal • 15% benchmark open rate
Social	• Impressions • Engagements • Clicks • Cost per engagement	
VCB Website	• Page views • Partner clicks • Click rate	
Sales Shows	• Appointments • Leads	• Benchmarks not provided

How to Read Results



Visit Fort Myers
Cooperative Advertising Program
Summary for May 2026



International Leisure Digital Display	Run Dates	Impressions	Partner Clicks	Click Rate	LVCB Industry Average: Monthly Clicks	Media Investment	Comments
Germany Travel Intenders International Digital: March–May 2026	03/01/2026-05/31/2026	25880	55	0.21%	55	\$500.00	N/A
Total		25880	55	0.21%	55		

Leisure Digital Display	Run Dates	Impressions	Partner Clicks	Click Rate	LVCB Industry Average: Monthly Clicks	Media Investment	Comments
Travel Intenders Programmatic Digital: April–June 2026	04/01/2026-06/30/2026	35776	86	0.24%	83	\$500.00	N/A
Total		35776	86	0.24%	83		

Leisure Third-Party Email	Run Dates	Monthly Emails Sent	Monthly Opens	Open Rate	Total Monthly Partner Clicks	LVCB Industry Average: Monthly Clicks	Media Investment	Comments
Luxury Link (Email Publisher): May 2026	05/01/2026-05/31/2026	250000	184550	73.82%	64	61	\$375.00	N/A
Total		250000	184550	73.82%	64	61		

Travel Trade Digital Display	Run Dates	Impressions	Partner Clicks	Click Rate	LVCB Industry Average: Monthly Clicks	Media Investment	Comments
Meeting Planner Programmatic Digital: April–June 2026	04/01/2026-06/30/2026	34875	19	0.05%	15	\$475.00	N/A
Total		34875	19	0.05%	15		

- Review monthly impressions to see delivery against contracted amount
- Stronger click rates indicate audience engagement and interest
- Use VCB historical averages where available for comparison
- Benchmarks vary by audience, season and offer strength

Best Practices

Communications

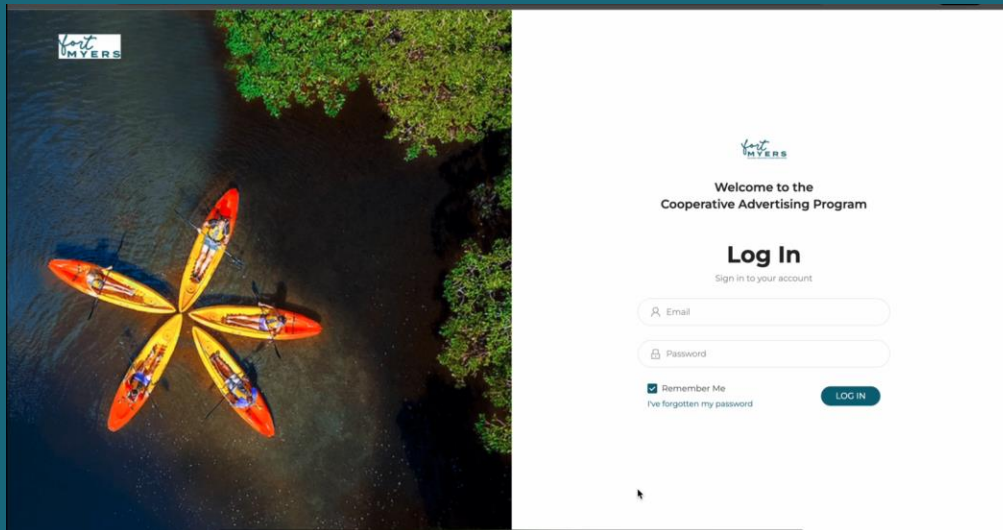
- Mark emails from **coop@mmgyglobal.com** as *safe/not spam*
 - Address used for material and creative review email reminders
- Update **marketing and billing point of contact** information in the co-op portal
 - Marketing contacts receive automated deadline reminders for programs; billing contacts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

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

- How do I use the portal?
 - A: Please refer to this video tutorial that has been created for reference: [Co-Op Tutorial](#)



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

An aerial photograph of a tropical beach. The foreground shows a sandy beach with several people walking. To the left, there is a dense line of palm trees and other tropical vegetation. A wooden boardwalk or path leads from the land towards the water. The water is a vibrant turquoise color, and the horizon is visible in the distance under a blue sky with some clouds. The word "Questions?" is overlaid in the center in a bold, yellow font.

Questions?

Next Steps

FY26/27 Purchase Date

Thursday, Aug. 27, 2026
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 8/1/2026–8/1/2027

An aerial photograph of a coastal city, likely Honolulu, Hawaii, featuring a harbor filled with sailboats and a cityscape with various buildings. The image is overlaid with a semi-transparent green rectangle that has rounded corners. Centered within this green area is the text "Thank you!" written in a dark blue, cursive script font.

Thank you!