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ISLANDS, BEACHES & NEIGHBORHOODS

From Search to Conversation

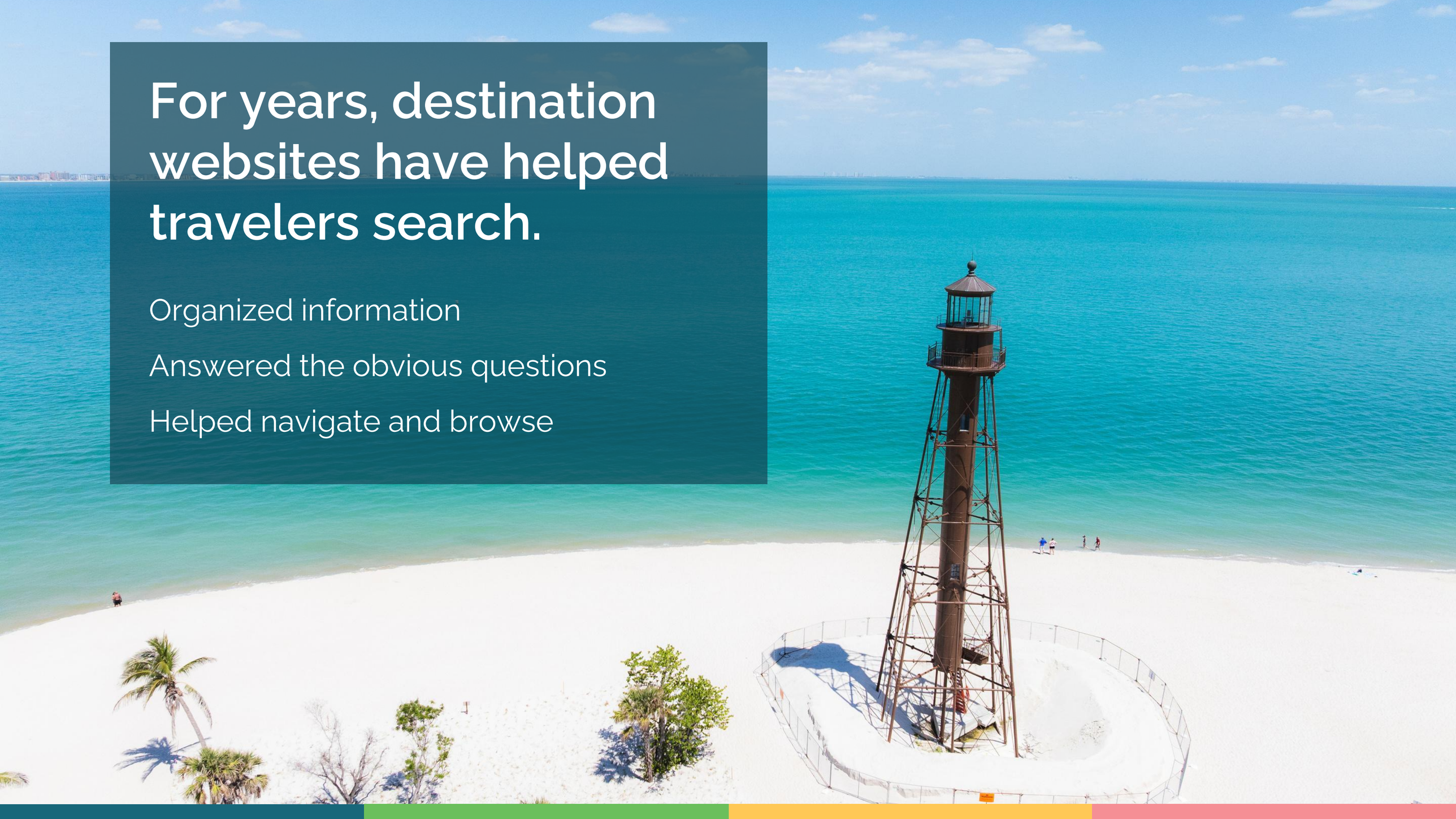
A new horizon for destination discovery.

For years, destination websites have helped travelers search.

Organized information

Answered the obvious questions

Helped navigate and browse



But search is changing.

- **Where should we go if we want calm beaches, wildlife and space to breathe?**

Travelers are asking for answers — not just links.

Traffic from AI sources to U.S. travel sites grew 194% year-over-year in May 2026. *-Adobe Digital Insights, June 2026*

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Search

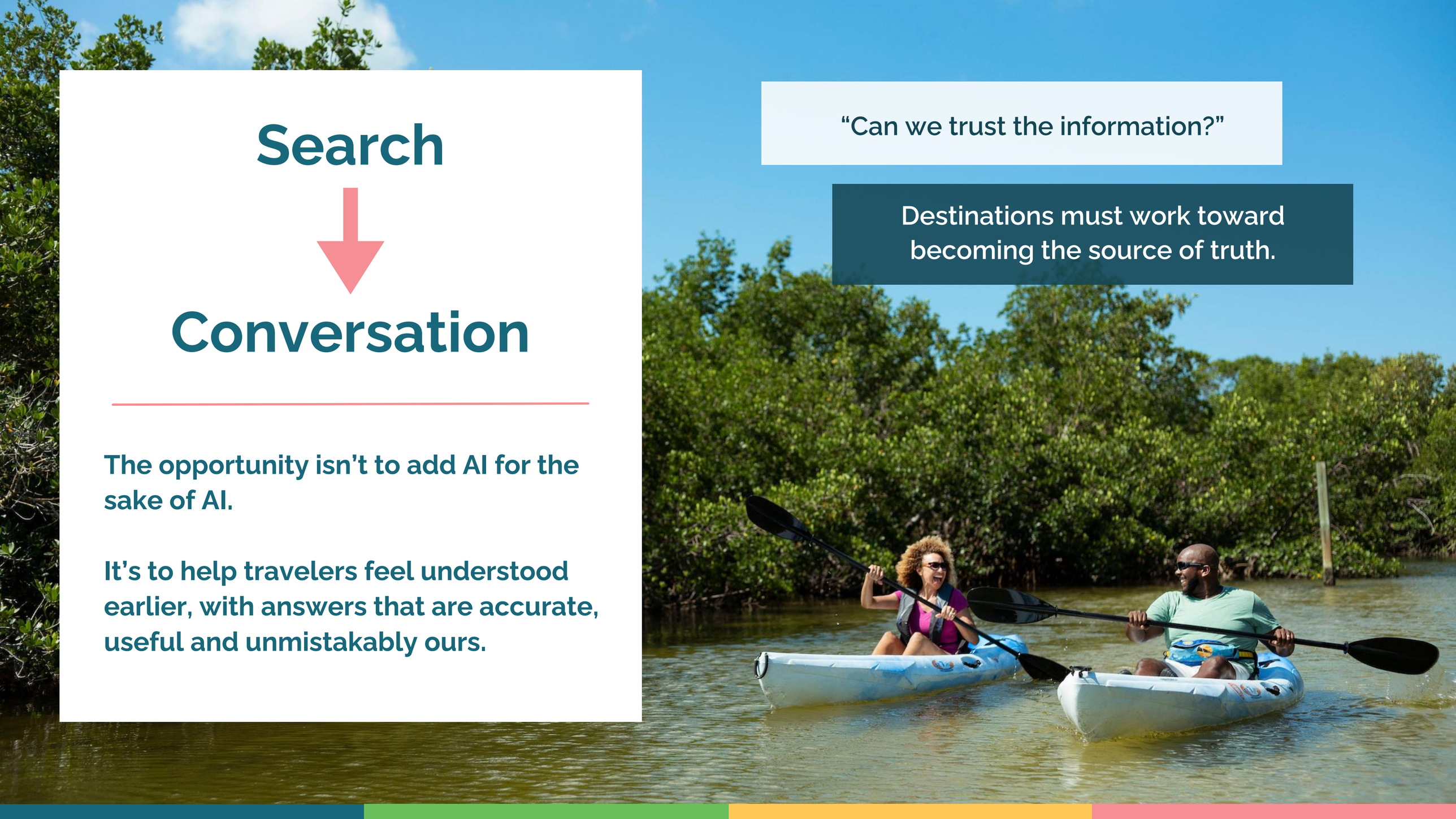
Conversation

The opportunity isn’t to add AI for the sake of AI.

It’s to help travelers feel understood earlier, with answers that are accurate, useful and unmistakably ours.

“Can we trust the information?”

Destinations must work toward becoming the source of truth.



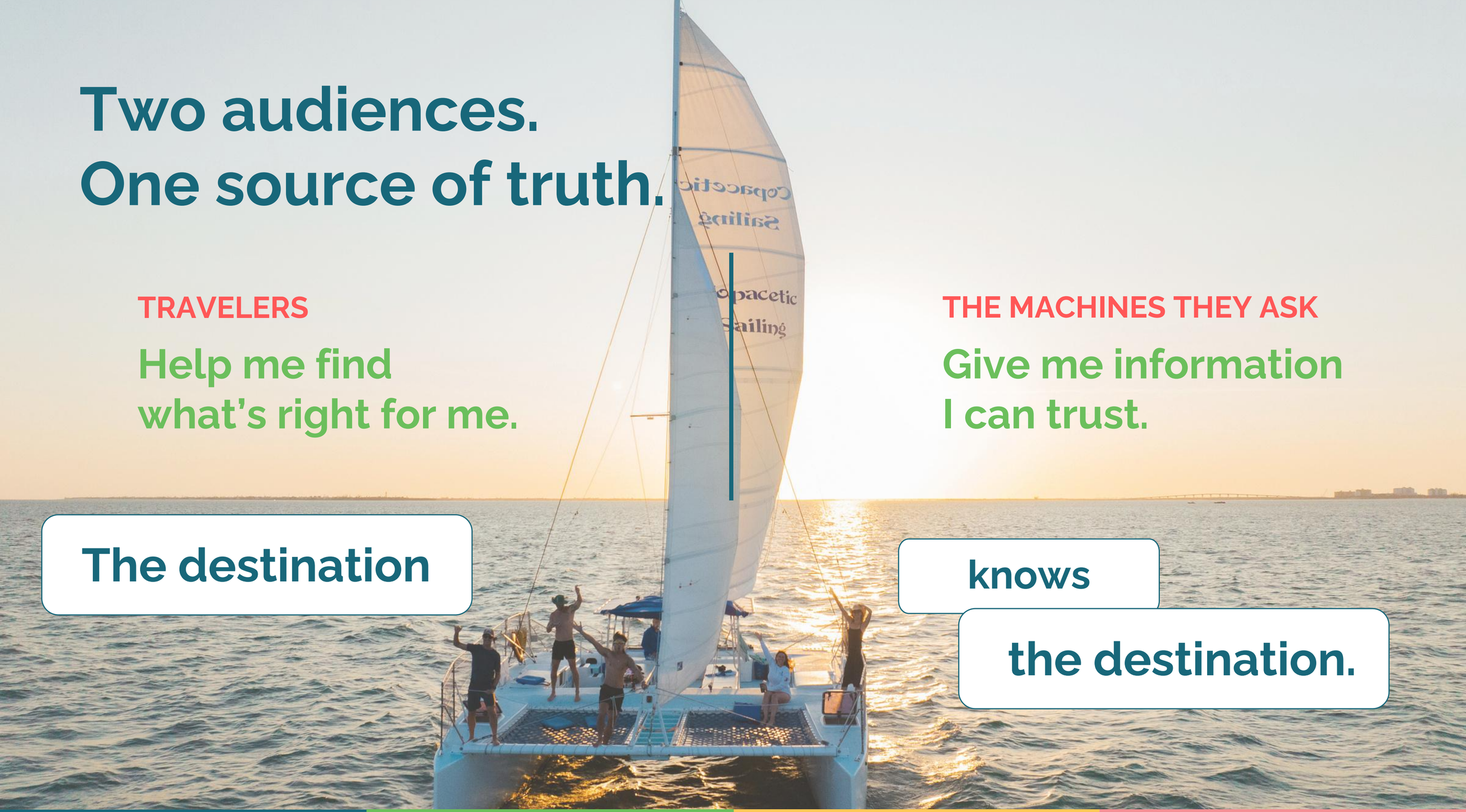
The destination website has a new job.



INFORM → **UNDERSTAND** → **GUIDE**

To understand both the destination *and* the traveler.

Two audiences.
One source of truth.



TRAVELERS

Help me find
what's right for me.

THE MACHINES THEY ASK

Give me information
I can trust.

The destination

knows

the destination.

THE BALANCE

Human enough to inspire.
Structured enough to trust.

FOR PEOPLE

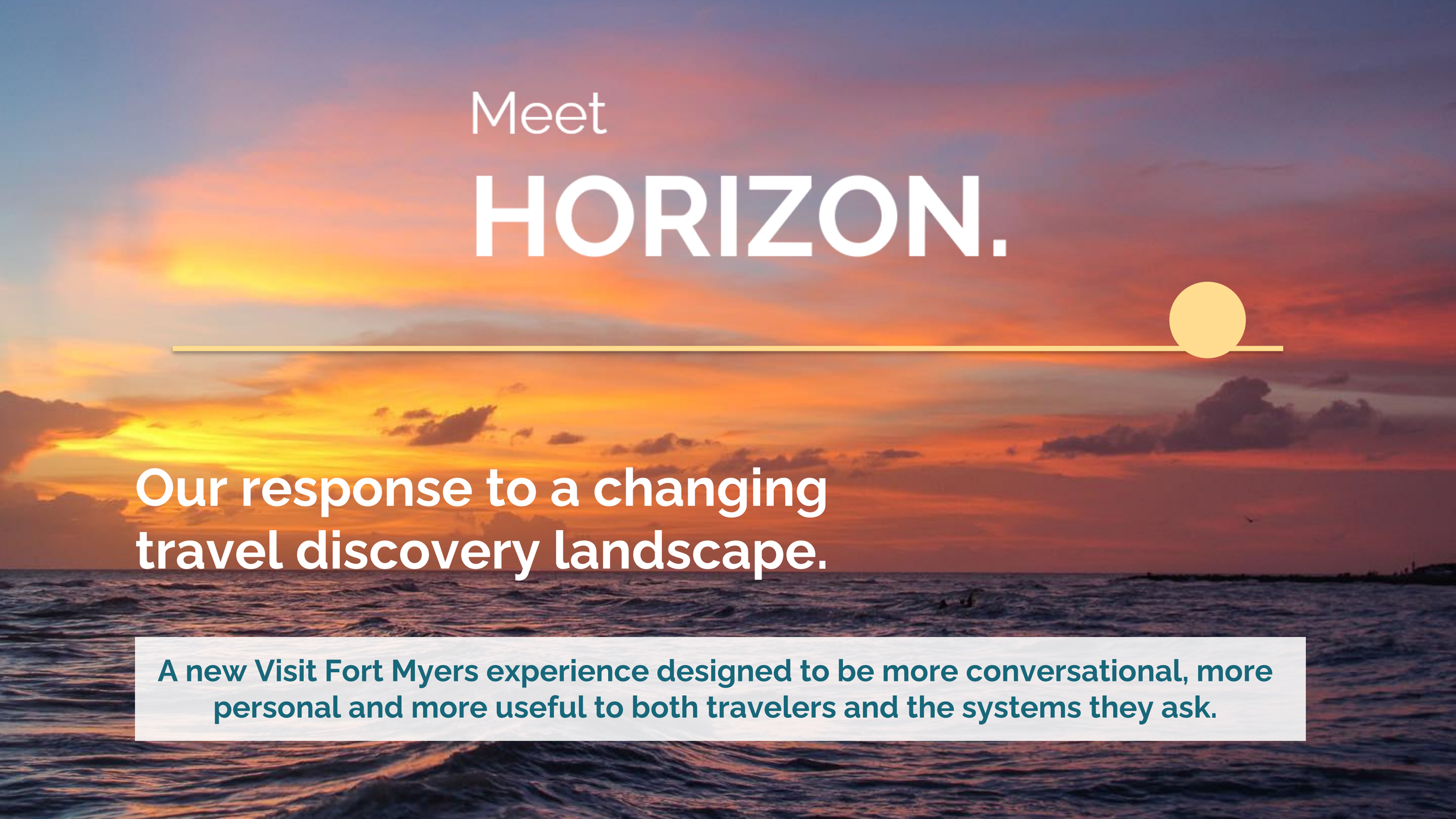
- Inspiration
- Personalization
- Conversation
- Discovery

FOR AI

- Structure
- Accuracy
- Freshness
- Authority

Technology is the bridge.
The destination experience is the point.

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Meet
HORIZON.
Our response to a changing travel discovery landscape.
A new Visit Fort Myers experience designed to be more conversational, more personal and more useful to both travelers and the systems they ask.

HOW IT WORKS

It starts with intent.

Horizon isn't trying to guess who someone is. It's listening for what kind of trip they want.

From "show me everything" to "help me decide."

01 **Listen for the vibe**

Beach bliss. Foodie. Family fun. Wildlife. What someone chooses becomes a signal.

02 **Shape the experience**

The site re-weights content around that intent — mostly matched, with room for discovery.

03 **Guide the next move**

The concierge turns questions into real itineraries, local recommendations and useful answers.

BEHIND THE EXPERIENCE

Beautiful for people. Readable for machines.

If AI systems are going to answer questions about Fort Myers, we want them learning from the most accurate, useful and current source available.

STRUCTURE	**Schema, clean data and crawlable content make destination content easier for AI systems to understand.**
AUTHORITY	**Local perspective turns generic descriptions into answers worth citing.**
FRESHNESS	**Hours, events, seasonal changes and recovery updates stay current because accuracy is part of the brand.**

HORIZON IN ACTION

From question to possibility.

FAMILY	“We have two kids and one free afternoon.”
ESCAPE	“Quiet beach. Great seafood. No crowds.”
RIGHT NOW	“What can we do before dinner?”

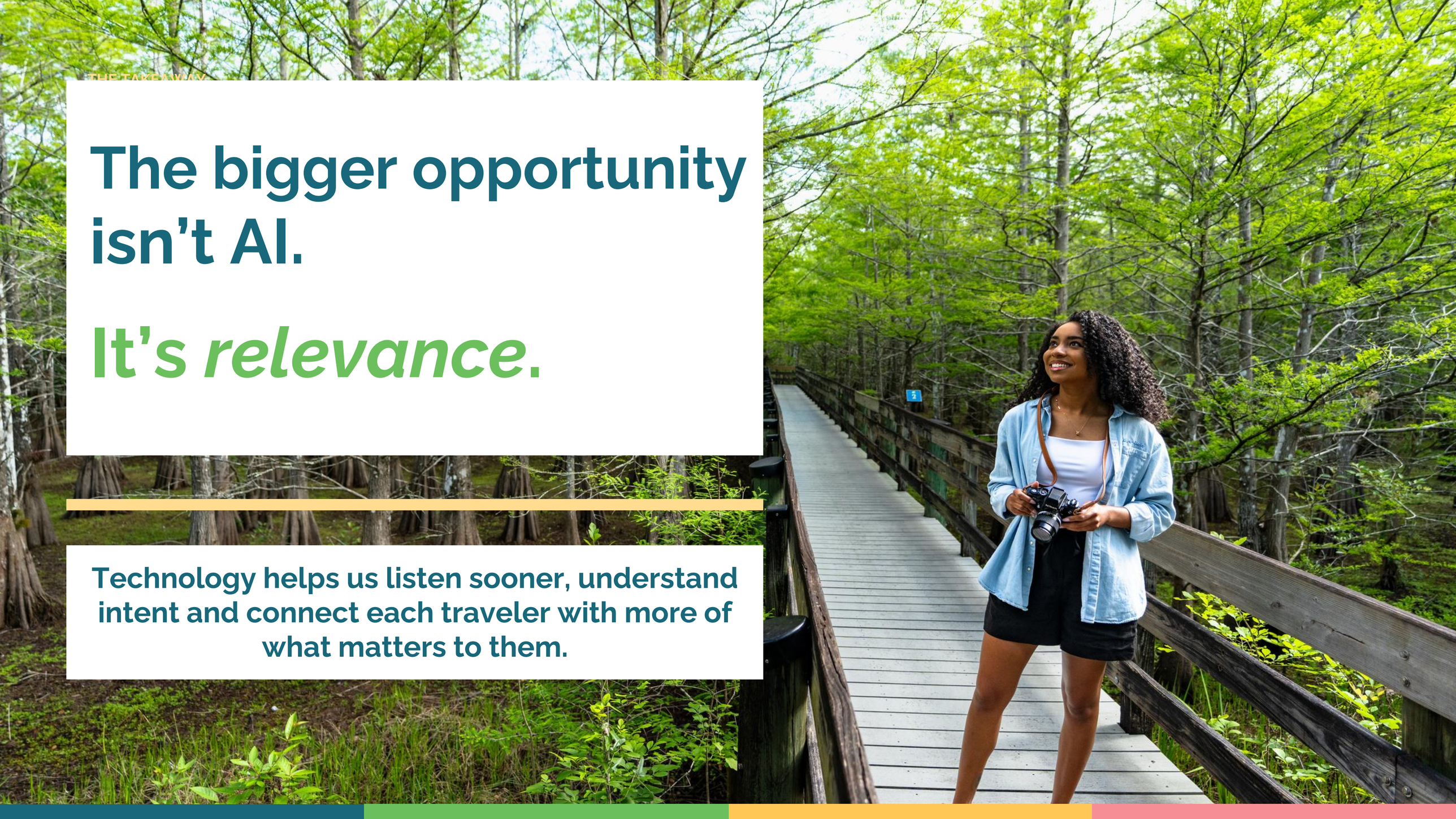
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THE TAKEAWAY

The bigger opportunity isn’t AI.

It’s *relevance*.

Technology helps us listen sooner, understand intent and connect each traveler with more of what matters to them.



THE TAKEAWAY

The mission didn’t change.
The front door did.





Be useful enough to trust.
Human enough to inspire.

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