

FY24/25 Co-Op Advertising Program Presentation

July 31, 2024

fort
MYERS
ISLANDS, BEACHES
& NEIGHBORHOODS



Agenda

State of the Industry

- Travel Landscape
- Media Consumption
- “My Fort Myers” Campaign

FY24/25 Integrated Marketing Strategy

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

Domestic and International Sales Show Programs

Next Steps: Resources and Important Purchase Date

State of the Industry

Factors Impacting Consumer Travel

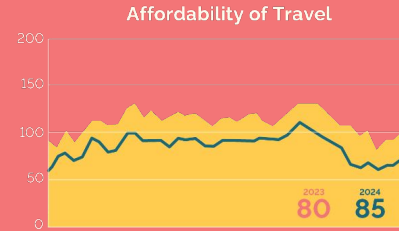
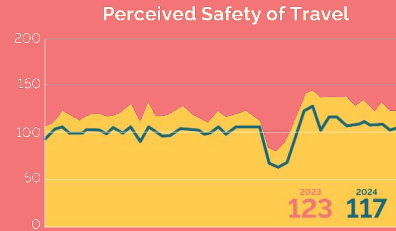


Travel Landscape

Traveler Sentiment Index™

Traveler Sentiment Index is largely unchanged from 2023.

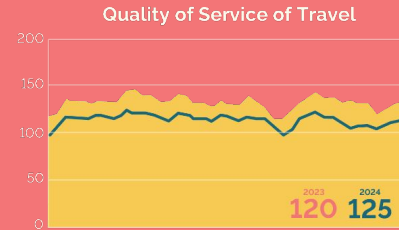
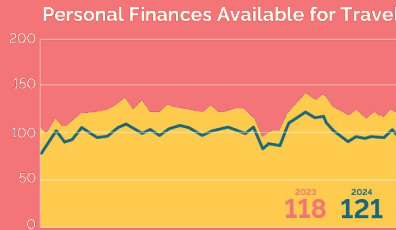
Traveler Sentiment: 124
+2 compared to Summer '23



Perceived Safety
Significant Decline

Affordability
Slight Increase

Time Available
Slight Increase



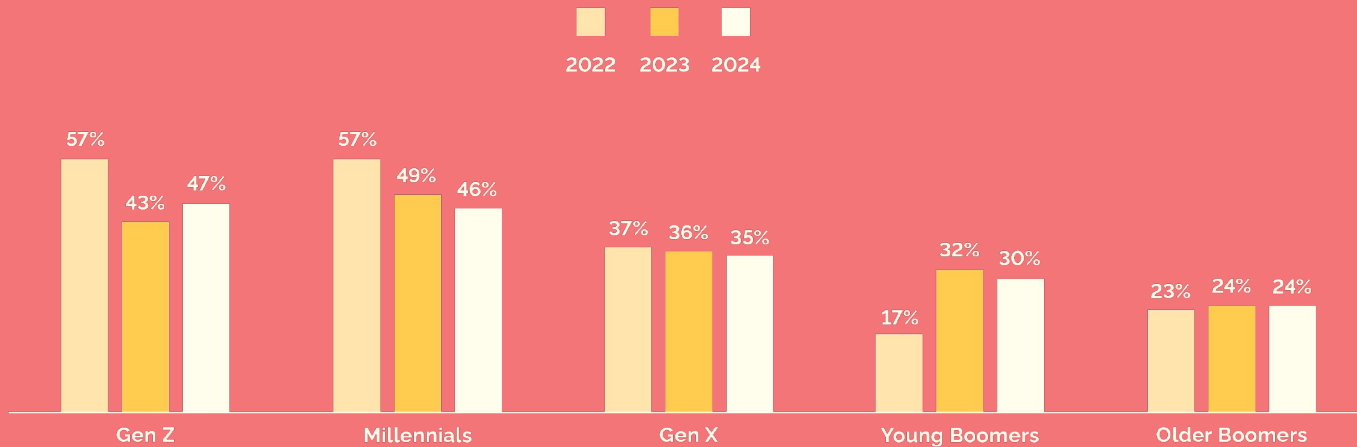
Personal Finances
Slight Increase

Quality of Service
Slight Increase

Interest in Travel
Fairly Stagnant

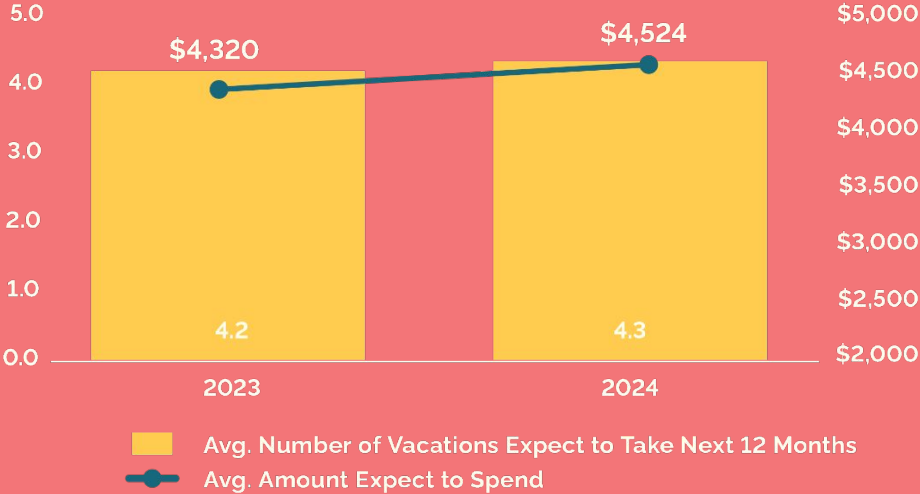
Compared to Summer 2023, Interest in Visiting Fort Myers - Islands, Beaches, and Neighborhoods Increased Among Gen Z

Interest in Visiting Fort Myers – Islands, Beaches and Neighborhoods By Generation



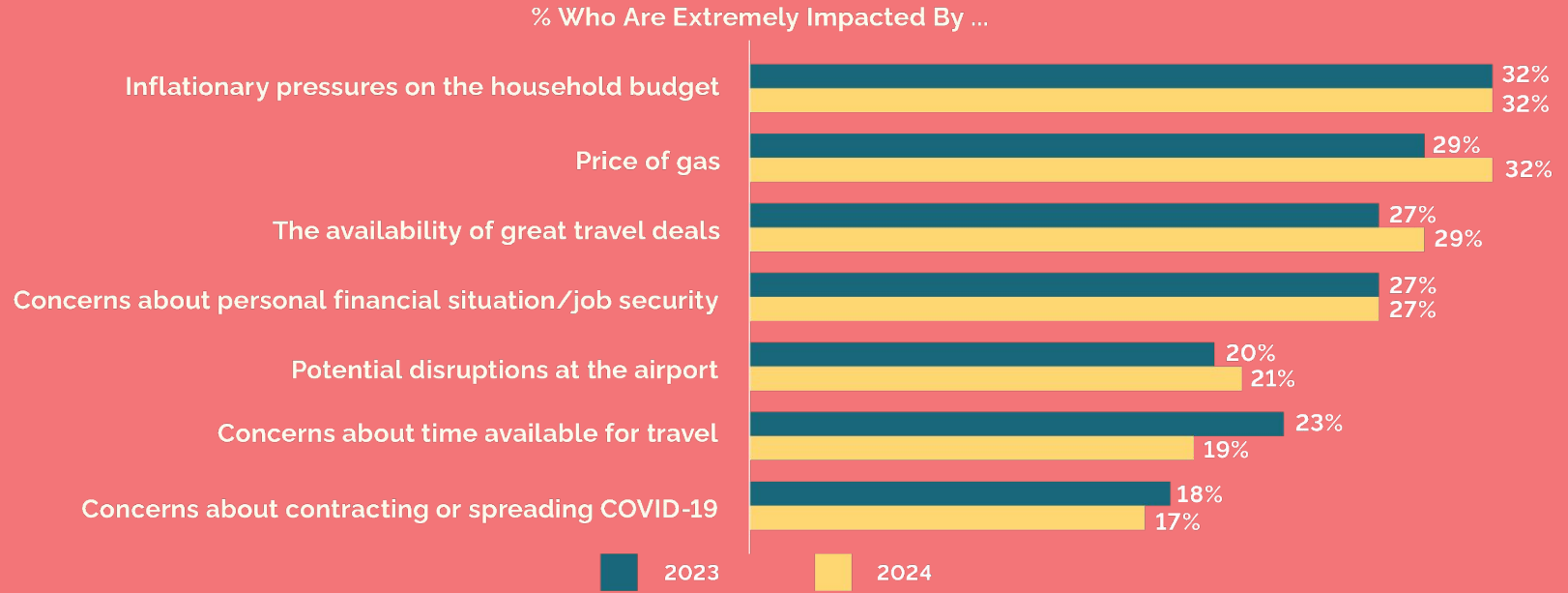
Travel Intentions Unchanged From Summer 2023 While Spending Intentions Are Up \$200

Leisure Travel and Spending/Next 12 Months



Base: Fort Myers Prospect & Planning to Take a Trip in the Next 12 Months
Source: MMGY's 2024 Portrait of American Traveler's "Summer Edition"

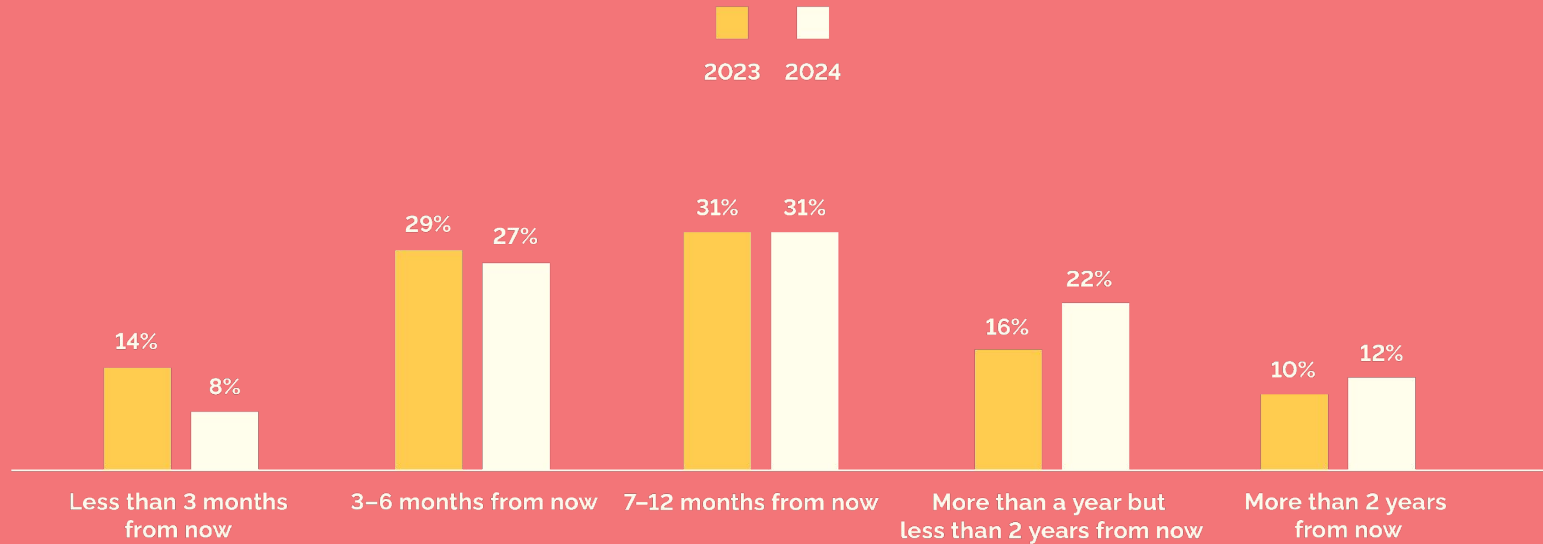
Fort Myers Prospects Are Less Impacted by Concerns About Time Available for Travel



Source: MMGY's 2024 *Portrait of American Travelers*® "Summer Edition"

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

Interest in Visiting Fort Myers – Islands, Beaches and Neighborhoods By Generation



On a Whim: Leaving Room for Spontaneity

Compared to 2022, a majority of travel verticals are seeing a higher percentage of travelers book with them less than a month in advance. This is particularly being driven by Millennial and Gen Z travelers.

78%

of respondents say that spontaneous trips appeal to them.

- AMERICAN EXPRESS

68%

of respondents agree that they like to leave unplanned time in their trip to experience local culture/activities.

- AMERICAN EXPRESS

77%

of Millennials and Gen Z have booked a last-minute trip before, compared to 65% of Gen X and 52% of Baby Boomers.

- AMERICAN EXPRESS

Across all generations, respondents were least willing to be spontaneous or leave booking hotel accommodations to the last minute. The most likely generation to be spontaneous in their booking decisions is Gen Z.

Despite Inflation, Travel Remains a Priority

Airfare, car rental and hotel prices in June were down compared to the same month last year. Falling travel prices are a bright spot for customers, considering average consumer prices across all items rose 3% YOY through June.

54%

of consumers name saving for travel in their top three priorities (on par with contributing to savings).

– MINTEL

77%

of respondents care more about the right travel experience than they do about the cost of the trip.

– AMERICAN EXPRESS

84%

of respondents plan to spend more or the same amount of money on travel in 2024 compared to last year.

– AMERICAN EXPRESS

Since June 2023

CAR RENTALS

-6.3%

FOOD AWAY FROM HOME

+4.1%

HOTELS

-2.8%

FLIGHTS

-5.1%

Brands With Travel Loyalty Programs Come First

Despite general inflation, consumers are still prioritizing travel and brands that have quality TLP are top of mind when booking.

73%

of consumers belong to a travel loyalty program. This has increased by 2% since 2022.

– MINTEL

62%

of members are inclined to use their TLP even when cheaper options exist.

– MINTEL

76%

of TLP members say a great loyalty program improves their opinion of a travel brand.

– MINTEL

66%

of TLP members say that their program is the first place they go when booking travel.

– MINTEL

Key Takeaways

1

Although intention to travel remains unchanged from 2023, travelers expect to spend more than this time last year due to inflation.

2

Fort Myers prospects are less concerned about time available for travel this year and are thinking more about deals available for travel compared to last year.

3

Despite general inflation, cost of travel is down overall and consumers continue to prioritize saving for trips.

4

Gen Z and Millennial travelers want to be spontaneous, leading to later booking windows across most travel verticals.

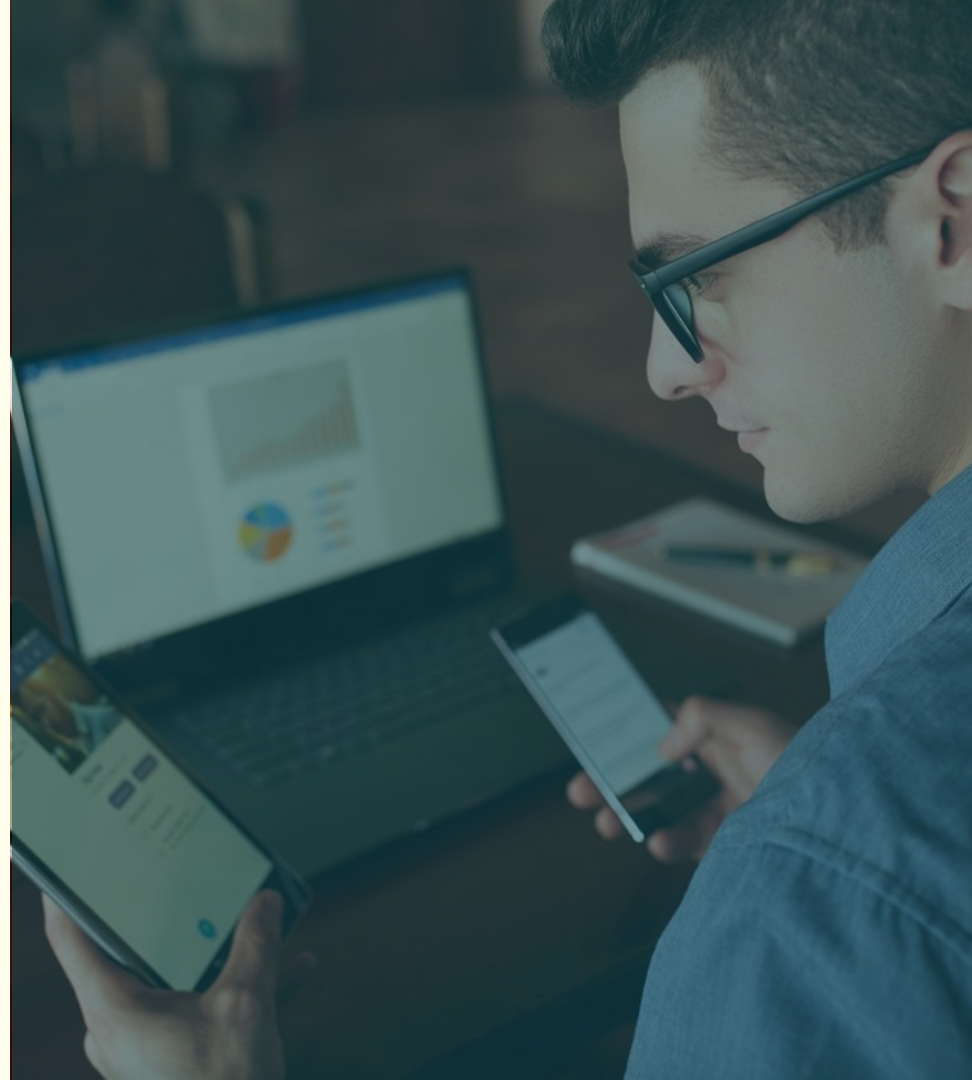
5

Travel loyalty programs significantly influence consumer behavior, driving brand loyalty and booking preferences despite cheaper alternatives.



Media Consumption

Media Mix Should Match Consumer Behavior and Media Trends



A person is sitting in a living room, holding a remote control, watching TV. The room is dimly lit, with a lamp and a television visible in the background.

Traveler Behavior

Streaming TV is here to stay.

Digital video remains the medium of choice.

The gap between time spent with digital video vs. traditional TV continues to grow. Adults will spend an average of four hours a day with digital video in 2025.

Free ad-supported TV is growing.

One-third of the U.S. population will watch free ad-supported TV (FAST) this year, including Roku and Amazon Freevee.



Traveler Behavior

Digital audio usage continues to grow.

Source: eMarketer

Average time spent per day continues to increase.

The average adult will spend an average of one hour and forty-three minutes per day listening to digital audio this year.

Spotify and Pandora are leading the charge.

This year, Spotify will drive an average usage time of fifty-six minutes per day followed by Pandora with forty-eight minutes per day.

A young woman and a young man are looking at a large tortoise in a museum exhibit. The woman is wearing a blue top and the man is wearing a white t-shirt. They are both smiling and looking at the tortoise. The exhibit is set in a sandy area with some green plants and a blue background.

Traveler Behavior

Consumers are
looking for travel
inspiration.

Source: Expedia 2023 The Path to Purchase

Travelers are shopping around.

Fifty-nine percent of travelers do not have a specific destination in mind when they start researching vacations and are considering multiple locations.

Advertising is a top influencer.

One in five travelers say advertising inspired their decision to book a trip, with social advertising leading the way in influence.

A photograph of a man and a woman from behind, looking at a smartphone together. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white shirt. They are outdoors, with a blurred background of trees and a building. The image has a blue tint.

Traveler Behavior

**Social advertising
spend is on the rise.**

Source: eMarketer

Travel industry advertisers will spend **21% more on social media networks** in 2024, totaling **\$1.23B.**

An aerial photograph of a resort featuring several swimming pools, including a large circular one, and numerous palm trees. The scene is set in a tropical environment with buildings and walkways visible.

Traveler Behavior

Travelers search for inspiration on social media.

Forty-six percent of active leisure travelers have **selected a vacation destination** or travel service provider based at least partially **on social media.**

This number jumps to **65%** when you look at **Gen Zers and Millennials.**

Time Spent on Social Remains at an All-Time High



TikTok

51 minutes per day



Instagram

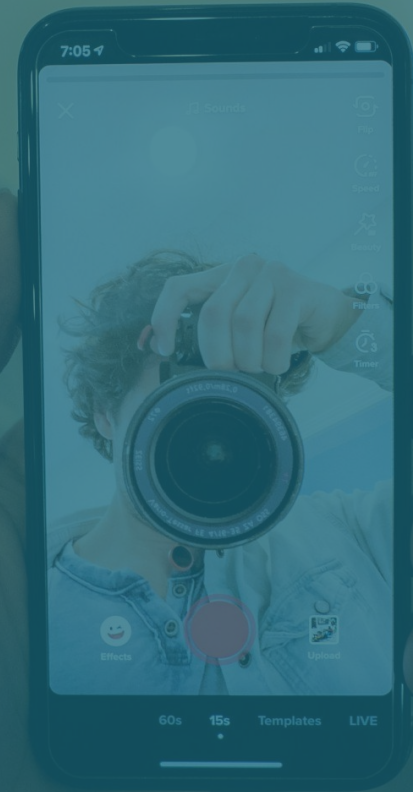
35 minutes per day



Facebook

32 minutes per day

Source: eMarketer



Marketing Strategy

Current “My Fort Myers” Campaign



Campaign Sentiment

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

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

Fort Myers

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

 Kara Matthews
Kara Matthews, Repeat Visitor



RESIDENCE INN
FORT MYERS SANIBEL

Get discounted rates for group leaders and upgraded suites by mentioning code VCB — including up to 25% off all group bookings!

marriott.com/rswr
239-415-4150

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Send your clients to a place where they can explore waterfront dining, boutique shopping and more.

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

Co-Op Partner Integration

Through co-op partnership, 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, calls to action and engaging multimedia will excite travelers to plan their next visit.

The image features a solid red background. On the left side, there is a large, semi-circular graphic element composed of two concentric, slightly offset red shapes, creating a ring-like effect. The word "Questions?" is centered in the middle of the slide in a white, bold, sans-serif font.

Questions?



Domestic Leisure

Media Offerings

A photograph of a man and a woman relaxing in a hot tub. They are both wearing sunglasses and smiling. The hot tub is surrounded by lush greenery and a building in the background.

Domestic Leisure Media Approach

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

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

Meet consumers where they engage with content.

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

Maintain tracking of all engagement, efficiency and production metrics.

Domestic Markets and Seasonality

MARKET	WINTER	SPRING	SUMMER	FALL
Travel Periods	Dec. 1–Mar. 14	Mar. 15–May 31	Jun. 1–Aug. 31	Sep. 1–Nov. 30
Media Flighting	Oct. 1–Dec. 31	Jan. 1–Mar. 31	Apr. 1–Jul. 4	Jul. 5–Sept. 30
MARKET-SPECIFIC TARGETING				
Utilized for brand and co-op messaging to generate awareness and consideration in key target markets				
In-State	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach	Atlanta, Jacksonville, Miami, Orlando, Tampa, West Palm Beach
OOS Tier 1	Boston, Chicago, Cincinnati, Cleveland, Columbus, Detroit, Grand Rapids, Indianapolis, Minneapolis, New York	Boston, Chicago, Cincinnati, Cleveland, Detroit, Grand Rapids, Indianapolis, Milwaukee, Minneapolis, New York	Chicago, Cincinnati, Cleveland, New York, Indianapolis	Chicago, Cleveland, Indianapolis, Minneapolis, New York
OOS Tier 2	Buffalo, Green Bay, Madison, Milwaukee, Peoria, Philadelphia, Pittsburgh, Rochester, St. Louis	Buffalo, Columbus, Green Bay, Madison, Pittsburgh, Philadelphia, Toledo	Columbus, Detroit, Peoria, Philadelphia, St. Louis	Boston, Cincinnati, Detroit, Grand Rapids, Milwaukee, Philadelphia
NATIONAL TARGETING				
Utilized for brand and co-op messaging to leverage intent and drive conversion				



SOCIAL SOPHISTICATES

FAMILY FUN-SEEKERS



SAVVY EXPLORERS

TIMELESS TRAVELERS

SOCIAL SOPHISTICATES

- Ages 45-64
- Active and affluent travelers
- Conscientious consumers who value quality over price
- Brand loyal with high expectations for service
- Rely on reviews before purchasing and expect brands to be socially responsible

FAMILY FUN-SEEKERS

- Ages 34-64
- Family-focused, sociable and spiritual
- Prioritize activities they can do together as a family
- Brand loyal and like to purchase brands that will impress others
- Busy lives make family time and memories important

SAVVY EXPLORERS

- Ages 25-54
- Interested in local exploration and diverse perspectives
- Highly value new experiences
- Will seek out recommendations from others online
- Especially enjoy new culinary experiences

TIMELESS TRAVELERS

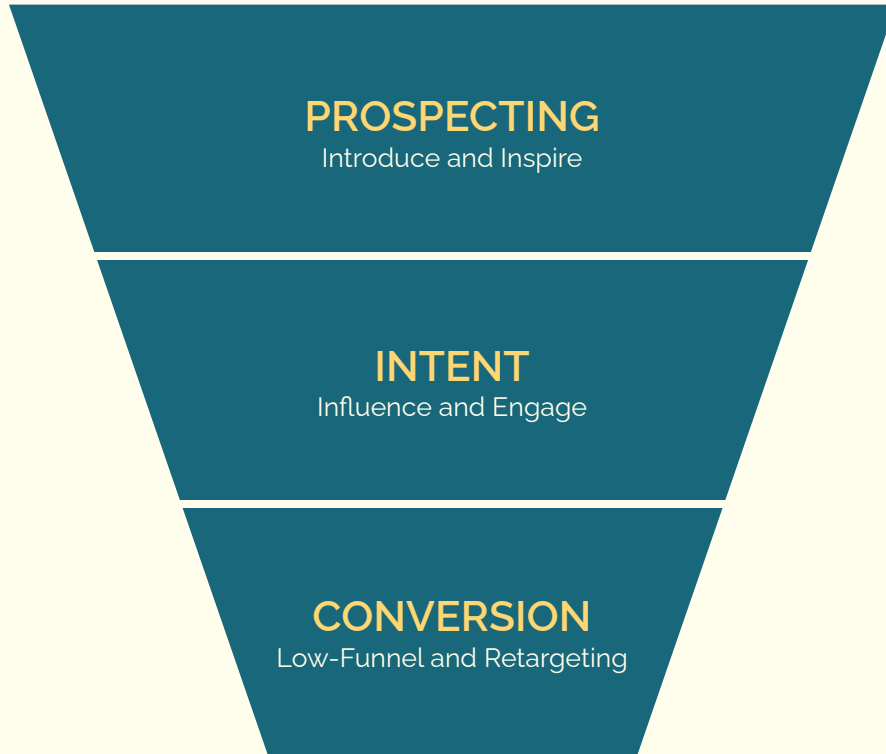
- Ages 55+
- Health-conscious, easygoing traditionalists
- Mostly retired and/or empty nesters
- Value spending time with friends and family and celebrating special occasions
- Enjoy a slower pace of life and plenty of leisure time



Full-Funnel Media Approach

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

Full-Funnel Approach



Purpose: See yourself in this place

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

Targeting: High-impact, premium and new customer prospects using addressable, premium publisher and demo tactics

Purpose: Connect audiences with the Fort Myers experience

Messaging: Emotional connections demonstrating the variety of experiences available seasonally

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

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

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

Targeting: Tactical site, social and search retargeting

Co-Op Programs

Prospecting

Prospecting Approach

Paid Media Audio

Strategy

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

Messaging

- Images/Banner Ad: 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

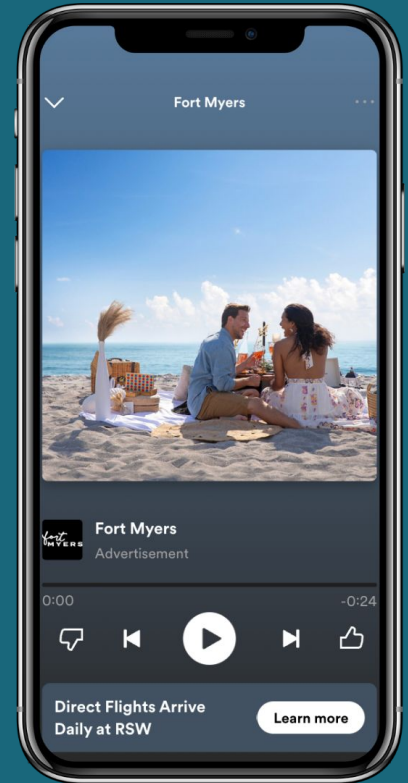
Spotify

Opportunity Overview

- Spotify is a music streaming platform that provides access to endless listening opportunities from music to news to podcasts.
- Audio spots will run to Spotify ad-supported users in the streaming audio space and the companion banner or image will drive to the partner website.
- Partner messaging will be included in both the audio spot and the mobile display units.

Opportunity Details

- Offering type: accommodation, attraction
- Placement: streaming audio spot and display
- Timing: summer 2025
- Distribution: 625K impressions
- Cost: \$750



Prospecting Approach

Social Media

Strategy

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

Messaging

- Content Calendar Inclusion/Instagram Collab
 - Images: sourced and selected by the VCB
 - *The VCB and MMGY reserve editorial and creative control 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

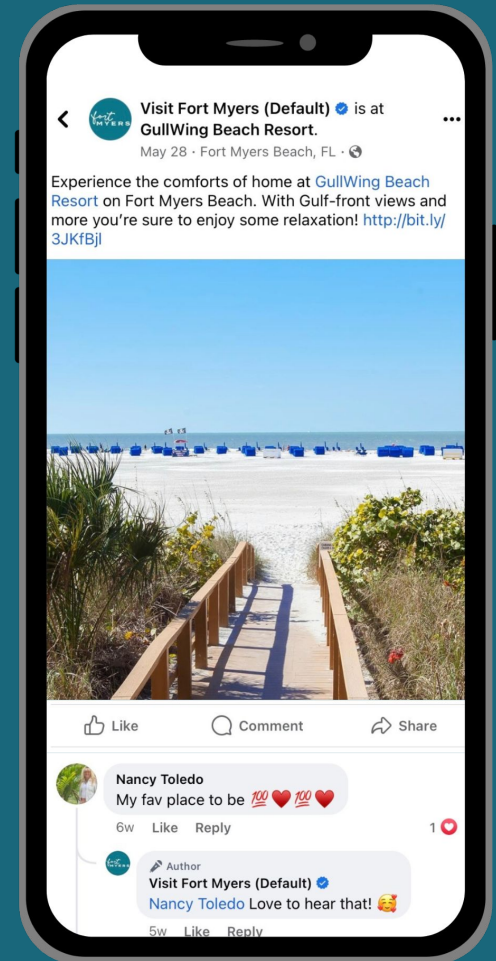
Current Programs

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.



Co-Op Programs

Intent

Intent Approach

Paid Media Display

Strategy

- Drive greater destination consideration among consumers showing travel intent behaviors

Messaging

- Images: property/location and experience views
- Copy: Users are shopping and looking for price points; offer-based copy is recommended

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

Current Programs

Paid Media Display

Premium Publishers

- Afar Digital
- Condé Nast Digital
- DotDash Meredith Digital
- The New York Times 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
- ShermansTravel Email

See Fort Myers in a whole new light.

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

SEE FOR YOURSELF



WONDERFUL WAYS TO ENJOY THE WATER

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

EXPLORE THE WATER



FIND ADVENTURE IN ESTERO

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

PLAN YOUR VISIT



TASTE FARM-FRESH FOOD

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

DIG IN

CHECK OUT OUR PARTNERS



FPO Partner Image

FPO PARTNER HEADLINE / FPO PARTNER OFFER

Partner Business Name — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.

PARTNER CTA



FPO PARTNER HEADLINE /

Intent Approach

VCB Email

Strategy

- As an intent tactic, these placements showcase unique offers, amenities and attractions by leveraging the extensive reach of the VCB's database of individuals who have opted in to receive information about the greater Fort Myers area.

Messaging


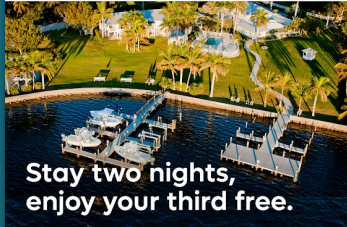
- Provide any special upcoming seasonal deals or offers. Include any unique amenities or complimentary services available.

Key Performance Indicators


- Open rate, clicks

Current Programs VCB Email

- Monthly e-Newsletter
 - Florida Residents Edition Apr.–Sept.
- Quarterly Partner Dedicated Email
- Quarterly Leisure Welcome Email
- Quarterly Partner-Focused Welcome Email

Stay two nights, enjoy your third free.




On Pine Island, a stay at a historic fishing lodge awaits. Take a step back in time and enjoy a connection to the greater Fort Myers area's history. Dive on the waterfront every night and watch as the sun sets over the water. Spend your days exploring nearby cultural sights, wandering through lush gardens and spotting abundant wildlife.


Tarpon Lodge & Restaurant offers a tranquil getaway steeped in Old Florida tradition. From July 15 to October 30, stay two nights and enjoy your third free. Named one of Coastal Living's "50 Secret Places," this historic inn is famous for its acclaimed dining, whispering Gulf breezes and spectacular sunsets. Experienced fishermen will enjoy inshore and coastal access to redfish, snook, tripitail, and the largest known concentration of tarpon in the world. Start planning your escape to natural settings.

[BOOK NOW](#)


There's a #MyFortMyers story for everyone.




PLAN YOUR TRIP



AMBASSADOR STORIES




THINGS TO DO




LOCAL CULTURE

Manage your Newsletter Subscriptions or Unsubscribe
 Lee County Visitor & Convention Bureau, 2051 Stinson Street, Suite 100, Fort Myers, FL 33901
 To view this email in your browser click here




'TIS THE SEASON FOR Sea Turtle Nesting!



From your swimming to beach relaxation preferences, the Florida coastline has a lot to offer. Spend the Gulf of Mexico's top beach time through October. The nesting season is well under way. Watch the nesting season for sea turtles. The nesting season is well under way. Watch the nesting season for sea turtles. The nesting season is well under way. Watch the nesting season for sea turtles.

[LEARN MORE](#)


WHERE TO DOCK AND DINE



Whether you prefer to dine in a beautiful setting or enjoy a quick bite with a view, waterfront dining is a wonderful way to spend your day.

[LEARN MORE](#)


SET YOUR INTERNAL CLOCK TO ISLAND TIME



With lush views of the island, enjoy a relaxing stay at the island. The island is a beautiful place to spend your vacation. The island is a beautiful place to spend your vacation. The island is a beautiful place to spend your vacation.

[LEARN MORE](#)

JOIN THE CALUSA BLUEWAY CHALLENGE



Calusa Blueway is a 100-mile waterway system that winds through the heart of the Calusa National Monument. It's a beautiful place to spend your vacation. It's a beautiful place to spend your vacation. It's a beautiful place to spend your vacation.

[LEARN MORE](#)

FORT MYERS IN REAL TIME

Our live webinars are in your hands. Take a peek at our trends, insights and opportunities to your small business. Take a peek at our trends, insights and opportunities to your small business. Take a peek at our trends, insights and opportunities to your small business.

[LEARN MORE](#)

JUNE EVENTS


Look ahead to special events coming up in June and start planning your visit.

JUNE 16
 Rattlesnake Park
 Concert Series
 Saturdays 6-7 pm

JUNE 15
 Free Family Art Labs


CHECK OUT OUR PARTNERS

YOUR OWN PLACE. YOUR OWN SPACE.




Book Your Stay

ESCAPE TO PARADISE & RECEIVE YOUR 4TH NIGHT FREE



Book Your Stay

FOLLOW US @VISITFORTMYERS



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New Program

VCB Email – Neighborhood Series

Opportunity Overview

- Partners have the opportunity to be included in an email specific to their community as part of a new series. The series will run throughout the year with roughly one email being deployed each month. The order in which the emails will be deployed is TBD.
- Why? Provide subscribers with more specific content for each neighborhood and allow partners to participate while providing a sense of location to those users who might not be familiar with the area.

Opportunity Details

- Offering type: Accommodations, Attractions
- Placement: Email
- Estimated sends: 150,000
- Timing: Monthly, beginning November 2024
- Cost: \$500

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



★ **Featured**

Bell Tower

📍 Fort Myers

i View Details



Sanibel Captiva Island Vacation Rentals

Access to 'Tween Waters Private Beach & More

View Deal

*All programs are offered quarterly: Oct.–Dec., Jan.–Mar., Apr.–Jun., Jul.–Sept.

New Program

VCB Website – Webcam Video Pre-Roll

Opportunity Overview

- Partners have an opportunity to align the VCB's library of [destination webcams](#) by placing a branded pre-roll video ad before camera feed displays. A pre-roll ad is a promotional video advertisement that plays before the desired content.

Opportunity Details

- Offering type: Accommodations, Attractions
- Placement: Video
- Timing: Monthly, beginning November 2024
- Pre-roll Views: Approx 35K/month
- Cost: \$500
- Additional considerations:
 - Partners are to submit 1 existing pre-roll video file for use that is between 10–30 seconds.
 - Users are limited to 1 video ad view per 24 hours.
 - VCB is not responsible for the creation of the video ad, rather partners are to submit their own video ad for this placement.

Co-Op Programs

Conversion

Conversion Approach

Paid Media Display

Strategy

- Programmatic placements will reach travel shoppers and drive urgency to book accommodations

Messaging

- Images: Property/location and experience views
- Copy: Users are ready to book and looking for price points; offer-based copy is required

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

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: accommodation, attraction
- Placement: display
- Timing: annual
- Distribution: 250K impressions
- Cost: \$750

Conversion Opportunity

Visitors – In-Market Mobile Geofencing

Opportunity Overview

- Partners have an opportunity to run display banners on mobile devices that will be targeted to users who are currently in Lee County.
- This campaign will only message visitors to encourage them to spend in-market by utilizing geofencing technology to distinguish between residents.
- Partners are only able to promote their restaurant or attraction. No accommodation promotion.

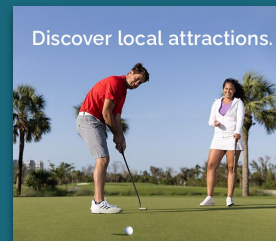
Opportunity Details

- Offering type: restaurant, attraction
- Placement: display
- Timing: summer 2025
- Distribution: 100K impressions
- Cost: \$400

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 and event responses from targeted dark ad placements 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

New Conversion Opportunity

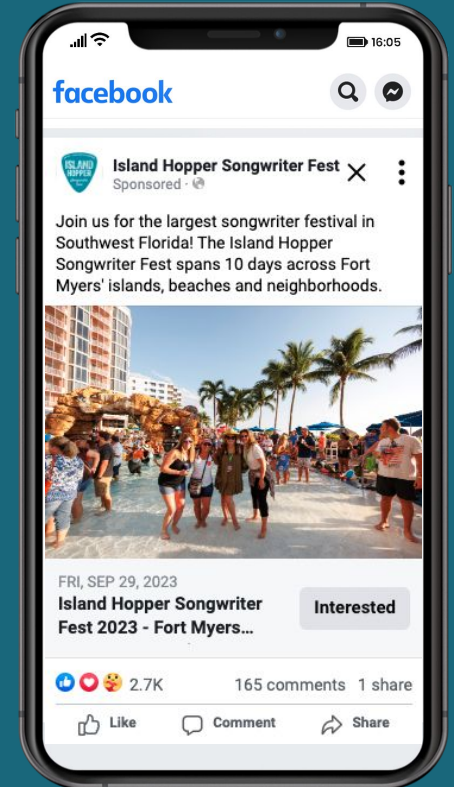
Social Media – Facebook Event Response

Opportunity Overview

- Support one event with paid spend, driving reach and responses on a Facebook event page created and published on the partner's profile.

Opportunity Details

- Offering type: accommodations, attractions
- Placement: Facebook event page ad
- Timing: quarterly beginning October 2024
- Duration: one month
 - *Flight dates are flexible, some events may require a shorter duration*
 - *Ads must run before the end date/time on the Facebook event – the ad turns off once the event end time is reached*
- Distribution: 100,000 impressions minimum
- Cost: \$500, 1:1 VCB match for \$1,000 total ad spend
- Components: Facebook event page, post copy
 - *A partner can sign up for one Facebook event feature per year*
 - *The VCB and MMGY reserve editorial/creative control and the right to decline content if deemed inappropriate.*

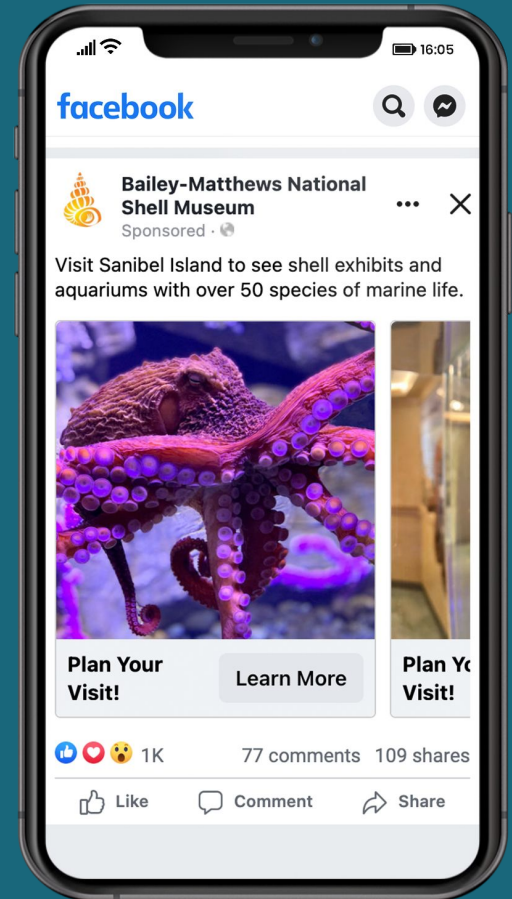


Current Programs

Social Media

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

The social programs above cost \$500. The VCB matches 1:1 to bring the total ad spend to \$1000/month per program.



The image features a solid red background. On the left side, there is a large, semi-circular graphic element composed of two concentric, lighter red shapes. The word "Questions?" is centered in the middle of the slide in a white, bold, sans-serif font.

Questions?



International Leisure

Media Offerings



International
Traveler Behavior

Interest continues
to tick up.

Source: Expedia

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

A person is riding a bicycle on a paved path that curves through a dense, green forest. The path is bordered by tall grasses and various plants. The trees are tall and thin, with light-colored bark. The overall scene is bright and natural.

International Leisure Media Approach

Where we stay the course,
and where we shift.

Continue established always-on brand approach with heightened co-op delivery during key travel-planning windows.

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

Continue presence with travel-dedicated and vacation rental vendors to drive bookings.

Maintain tracking of all engagement, efficiency and production metrics.

International Markets and Seasonality

		2024			2025												
		O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	
CA	Brand	High					Low	Low	Low	Low	Low	Low	High		Low	Low	Low
	Co-Op	Low	High			Low	Low	Low	Low	Low	Low	Low	High		Low	Low	Low
	Travel	High						Low	Low	Low	Low	Low	Low	High			
DE	Brand	High												Low	Low	Low	
	Co-Op	Low	High								Low	Low	Low	Low	Low	Low	Low
	Travel	Low	Low	High					Low	Low	Low	Low	High		Low	Low	Low
UK	Brand	High												Low	Low	Low	
	Co-Op	Low	Low	Low	High				Low	Low	Low	High		Low	Low	Low	
	Travel	Low	Low	Low	High					Low	Low	High			Low		

Co-Op Programs

Intent

Intent Approach

Paid Media Display

Strategy

- Drive greater destination consideration among consumers showing travel intent behaviors

Messaging

- Images: property/location and experience views
- Copy: Users are shopping and looking for price points; offer-based copy is recommended

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

Current Programs

Paid Media Display

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

Co-Op Programs

Conversion

Conversion Approach

Paid Media Display

Strategy

- Programmatic placements will reach travel shoppers and drive urgency to book

Messaging

- Images: property/location and experience views
- Copy: Users are ready to book and are looking for price points; offer-based copy is required

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

Current Programs

Paid Media Display

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

The image features a solid red background. On the left side, there is a large, semi-circular graphic element composed of two concentric arcs, creating a ring-like shape. The inner arc is a lighter shade of red, while the outer arc is a darker shade. The word "Questions?" is centered in the right half of the image in a white, bold, sans-serif font.

Questions?



Group Media Offerings

Group Media Approach

Where we stay the course,
and where we shift.

Continue 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.

Target markets with a history of and propensity to plan group events in Florida and the Southeast.

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 professional attire and appear to be in conversation. The background shows a clear blue sky and a glimpse of a building in the distance.

**Meeting
Planners**

An aerial view of a resort pool area. The pool is large and blue, surrounded by numerous palm trees. A blue water slide is visible on the left side of the pool. The area is landscaped with greenery and sandy paths.

**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 with a smile. The ocean waves are visible in the background under a clear blue sky.

Weddings

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 buildings.

Meeting Planner Behavior

Wellness is a hot topic for planning.

36% of meeting planners say that health and wellness will predominantly shape their planning priorities in 2023 and 2024.

Co-Op Programs

Prospecting

Prospecting Approach

Print

Strategy

- Stay top of mind with meeting planners in publications that highlight meeting destinations

Messaging

- Build awareness for the product and highlight components that stand out from competitors

Key Performance Indicators

- Impressions (circulation and readership)

Current Programs

Print

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

Nurture creativity.

Unearth fresh ideas.

MARRIOTT SANIBEL HARBOUR RESORT & SPA
Over 30,000 square feet of Gulf-inspired meeting space is available to customize, including our private yacht. SanibelMarriott.com
239-466-4000

HYATT REGENCY COCONUT POINT RESORT AND SPA
Our 82,500 square feet of unique and creative meeting and event spaces are the ideal backdrops for any occasion. HyattRegencyCoconutPoint.com
239-444-1234

THE WESTIN CAPE CORAL RESORT AT MARINA VILLAGE
Connect and collaborate at The Westin Cape Coral Resort, and let our waterfront resort set the stage for an energizing event. WestinCapeCoral.com
239-541-5940

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

Prospecting Approach

Social Media

Strategy

- Generate awareness among meeting planners through dark ads running under the partner's Facebook and Instagram. All ads will be live for one month.
 - Ads will target job titles, fields of study and employment industries related to meeting/event planning and management, as well as a look-alike of the VCB's trade CRM list, which delivers to users who behave similarly to those matched on the list.

Messaging

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

Key Performance Indicators

- Impressions, clicks

Prospecting Opportunity

Social Media – Meetings Single-Image Ad

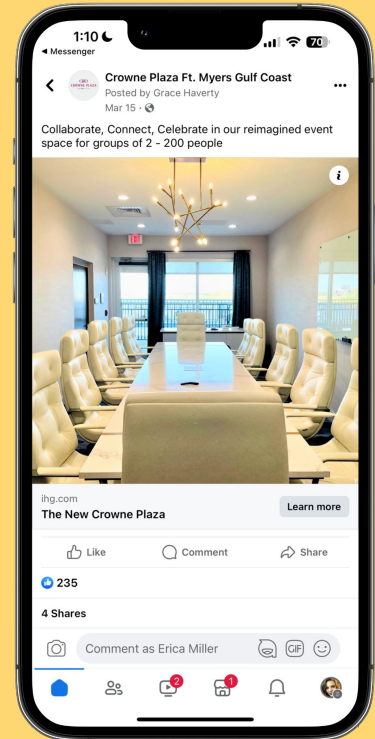
Opportunity Overview

- Reach new meeting planners by targeting job titles and, new this year, a look-alike of the VCB's trade CRM list
- Ads are displayed within the Facebook and Instagram newsfeed and are shared from the partner's social channels

Opportunity Details

- Offering type: accommodations
- Placement: Facebook and Instagram single-image placement
- Timing: Quarterly
- Distribution: 100,000 impressions
- Cost: \$500, 1:1 VCB match for \$1,000 total ad spend
- Messaging considerations: Ad messaging should be directed toward meeting planners and professionals

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



Co-Op Programs

Intent

Intent Approach

Paid Media Display

Strategy

- Drive greater destination consideration among meeting planners on relevant sites

Messaging

- Images: property/location, meeting experiences and meeting room views
- Copy: meeting planner offers or value adds

Key Performance Indicators

- Impressions, clicks

New Intent Opportunity

Meeting Planner Programmatic Native

Opportunity Overview

- Partners have the opportunity to increase overall reach and target meeting planners who have shown online behaviors indicating they plan Florida meetings through native ad units.
- Native units include an image and headline, mimicking the look of editorial content and giving partners 100% SOV.

Opportunity Details

- Offering type: accommodation, attraction
- Placement: native display
- Timing: winter 2024, spring, summer and fall 2025
- Distribution: 150K impressions
- Cost: \$475

Spielberg has issued an open casting call for the four lead roles: Bernardo, leader of the Sharks; Maria, his sister; Anita, his girlfriend, and Tony, a former member of rival gang the Jets and Maria's love interest.



ADVERTISEMENT BY FORT MYERS

Put in the work.
Tap into play.

[See more →](#)

This is in contrast to the original 1961 film adaption, where American-Greek George Chakiris played gang leader Bernardo, and Russian-Ukrainian Natalie Wood played Maria. Rita Moreno, who is Puerto Rican, won an Oscar for Best Supporting

Intent Opportunity

MobileFuse Conference Geofencing

Opportunity Overview

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

Opportunity Details

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

Current Programs

Paid Media Display

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

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Innovation thrives here.
Our surroundings inspire it.

360

Click and drag to look around

powered by
FRESHOLD 360

GET A 360° VIEW >

HYATT REGENCY
COCONUT POINT
RESORT & SPA

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

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ISLANDS, BEACHES & NEIGHBORHOODS

Innovation thrives here.
Our surroundings inspire it.

360

Click and drag to look around

powered by
FRESHOLD 360

GET A 360° VIEW >

SOUTH SEAS ISLAND RESORT
CAPTIVA ISLAND, FLORIDA

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

Intent Approach

Paid Media Email

Strategy

- Drive intent among meeting planners who have opted in for informative messaging. Planners want to learn about properties and unique offerings.

Messaging

- Messaging should build demand for your product while differentiating the offer from the competition.

Key Performance Indicators

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

Current Programs

Paid Media Email

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

Fort MYERS
A LEGENDARY RESORT IS FULLY RENOVATED AND READY FOR YOU

Find all you need for a rewarding meeting.
Start with an exceptional setting. On tennis, beaches and golf courses at Fort Myers. Then enjoy your group with 150+ dining venues and 100+ retail shops. There is something for your guests and group activities that bring your objectives together in a fun, fully engaging setting. The beautiful Florida weather? Aligned, your guests will be glad. Right to make travel as simple as possible.

[LEARN MORE](#)

EXCITING DINING OPTIONS
Make a meal out of essential meetings to set the right tone for your event. Whether you're looking for a formal dinner or a casual lunch, we have something for you. Fort Myers and surrounding area.

[VIEW RESTAURANTS](#)

LOCAL GOLF COURSES
Teams come together on the links. Discover what about our scenic golf courses. Get out there and enjoy the view.

[SEE OUR GOLF COURSES](#)

GET STARTED
Provide us with some information about your group and event, and the Conference Services team will help you get started.

[READ MORE](#)

ISLAND INCENTIVE OFFER
How many team members need to bring your group to Fort Myers. See how you can save up to \$10,000 when you stay over next meeting with us.

[READ MORE](#)

CHECK OUT THIS PARTNER
WHERE BUSINESS MEETS TRANQUILITY
The beauty can't come from a distant village. Connect and collaborate at The Beach House. Located on the coast, it's a perfect spot for your next meeting. Enjoy the view, the fresh seafood, and the relaxing atmosphere.

[BOOK NOW](#)

FOLLOW US @VISITFORTMYERS

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[I](#)
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Fort Myers, FL 33901
 888-486-4866
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Fort MYERS
A LEGENDARY RESORT IS FULLY RENOVATED AND READY FOR YOU

**Put in the work.
Tap into play.**

START DREAMING

Creative thinking doesn't only happen in a boardroom. Bring teams together with immersive activities throughout Fort Myers' islands, beaches and neighborhoods. Coworkers become friends and collaborators on white-sand beaches, paddling trails, golf courses, and more. Let the great outdoors become your team's personal meeting space.

VOLUNTEER AS A TEAM
It's no secret Fort Myers' islands, beaches and neighborhoods are naturally unique. Learn how teams can contribute to local sustainability efforts during their visit.

GIVE BACK

PLAN AN EPIC GOLF OUTING
Explore three renowned golf courses in the Fort Myers area plus nearby attractions, restaurants and more to add to your group's itinerary.

WATCH VIDEO

RESOURCES FOR MEETING PLANNERS
Ready to start planning? Our Conference Services team can help with tasks like site selection, attendance building, registration, and more.

GET IN TOUCH

CHECK OUT OUR PARTNERS
OUR LEGENDARY RESORT IS FULLY RENOVATED AND READY FOR YOU
Marriott Sanibel Harbour Resort & Spa – Over 20,000 square feet of fully-equipped meeting space is available for you to customize and make your own. We also offer our own private yacht, ideal for receptions and post-meeting events.

[LEARN MORE](#)

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 professional attire and appear to be in conversation. The background shows a clear blue sky and a glimpse of a building in the distance.

**Meeting
Planners**

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

**Travel
Advisors**

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

Weddings

An aerial photograph of a resort featuring several swimming pools, palm trees, and lounge umbrellas. The image is used as a background for the text on the left side of the slide.

Travel Advisor Behavior

Advisor sites are preferred for bookings

39% of advisors utilize advisor-specific sites like Vax VacationAccess to book hotels and **21% of advisors** use the same sites to book air travel.

Co-Op Programs

Prospecting

Prospecting Approach

Print

Strategy

- The placement should build awareness for your product while also driving consideration over competitors. Advisors are looking for a destination and accommodations to fit their clients' needs.

Messaging

- Travel advisor offers or value adds; product offerings to their clients

Key Performance Indicators

- Impressions (circulation and readership)

Current Programs

Print

- Northstar AGENTatHOME
- Travel Weekly
- Recommend

Fort Myers

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

 *Kara Matthews*
Kara Matthews, Repeat Visitor





fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

Send your clients to a place where they can explore waterfront dining, boutique shopping and more.

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

RESIDENCE INN FORT MYERS SANIBEL

Get discounted rates for group leaders and upgraded suites — including up to 25% off all group bookings!

marriott.com/rsws
239-415-4150

Co-Op Programs

Intent

Intent Approach

Paid Media Display

Strategy

- Increase overall reach and target travel advisors who have shown online behaviors indicating they plan leisure and corporate trips through banner ad units

Messaging

- Travel advisor offers or value adds

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

Current Programs

Paid Media Display

- Travel Advisor Programmatic Digital

Fort Myers

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

—Jen Whyte,
Fort Myers Brewing Co.

fort MYERS
ISLANDS, BEACHES & NEIGHBORHOODS

PLAN YOUR CLIENTS' GETAWAY >

#MyFortMyers

FPO Partner Image

FPO Partner Name
Resort & Marina

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

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 around every corner.

Fort Myers' beaches, beaches and neighborhoods are full of activities that are fun for kids – and adults. Plan quality time for your clients and their kids on an white-sand beaches, in parks and preserves, at kid-friendly museums, and more. Send them to a place where precious memories come naturally. Check out some of the top spots for families and start building their itinerary.

[EXPLORE FORT MYERS](#)

THINGS TO DO IN FORT MYERS

Get inspired to plan for your clients. Discover the top things, including the best beaches to visit, parks to explore, restaurants to try, and more.

[WATCH VIDEO](#)

BECOME A FORT MYERS SPECIALIST

Sign up for our Fort Myers Specialist Academy course and learn to craft fun itineraries that will get the most out of every major attraction in the Fort Myers area.

[ENROLL NOW](#)

RESOURCES FOR TRAVEL ADVISORS

If you're ready to go, contact our Travel Advisor Help Desk and an experienced staff member will make personalized recommendations for your clients.

[GET IN TOUCH](#)

2024 VISITOR GUIDE

Plan for your clients. Get the ultimate guide to the best attractions, family-friendly activities, romantic escapes, and more.


[VIEW GUIDE](#)

CHECK OUT THIS PARTNER


AWARD-WINNING GOLF-COURT RESORT WITH DAILY BREAKFAST INCLUDED

With 18-hole Florida's Finest Golf Course, 18-hole FPC course, where breakfast is included for you, and guests enjoy beautiful views, a private beach & lounge with Gulf views. Swimsuits & towels a 100% brand name! Complimentary.

[BOOK NOW](#)



Plan their escape to Southwest Florida.



Our islands, beaches and neighborhoods have a way of leaving a lasting impression. With scenic surroundings, soft sand beaches, vibrant water and panoramic views, our islands and neighborhoods are full of things to do and make lifelong memories here. Explore all that the greater Fort Myers area has to offer and start planning the trip of a lifetime for your clients.

[START PLANNING](#)

TOP ACTIVITIES FOR VISITORS

Start one today explore the Fort Myers area and get inspired and help you plan itineraries for your clients.

[WATCH VIDEO](#)

COLLECT COLORFUL TREASURES

Send them to the white sand beaches of Captiva and Sanibel – the "Treasure Coast" of the West – where they can pick up shell-bone combs, seashells, sea shells, beach toys, and more.

[DISCOVER THIS](#)

ACCOMMODATIONS FOR EVERY CLIENT

Whether they need a vacation home or a hotel, we have a variety of options in every price range.

[BROWSE PROPERTIES](#)

DEALS IN FORT MYERS

Browse offers from hotels and resorts plus packages that provide discounts at attractions and restaurants. It's a great deal!

[SEE DEALS](#)

CHECK OUT OUR PARTNERS

TROPICAL OASIS LOCATED IN SOUTHWEST FLORIDA

Myrtle Regency Coastal Point & Spa – This tropical paradise is located in beautiful Fort Myers and offers an endless dining experience at the Gulf Coast. Discover casual elegance and world-class amenities at Myrtle Regency Coastal Point.

[BOOK NOW](#)

EXPERIENCE THE ULTIMATE BEACH GETAWAY AT FINS LUPI BEACH CLUB

Margaritaville Beach Resort Fort Myers Beach – This island-style resort, overlooking the beach, has an expansive bar deck overlooking a large, heated lagoon pool with plenty of seating areas throughout.

[BOOK NOW](#)

SAVE ON YOUR NEXT STAY – FOURTH NIGHT FREE

Beach House – Get your guests the ultimate shopping and relaxation experience at our luxury beach house. Members are regular guests, and special rates are when available only. Call the travel agent for more details 10% commission when you book now.

[BOOK NOW](#)

KEEP A LOOKOUT

Beach view, active recreation, 50+ local events.

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 professional attire and appear to be in conversation. The background shows a clear blue sky and a glimpse of a building in the distance.

**Meeting
Planners**

An aerial view of a resort pool area. The pool is surrounded by numerous palm trees and several large, dark blue umbrellas. A blue water slide is visible on the left side of the pool. The overall scene is lush and tropical.

**Travel
Advisors**

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

Weddings



Wedding Planning Behavior

Social media usage

70% of brides are using social media to plan their big day with Instagram, Pinterest and Facebook being the top platforms

Co-Op Programs

Intent

Intent Approach

Paid Media Display

Strategy

- Drive intent among engaged couples who are planning destination weddings or honeymoons

Messaging

- Build demand for the destination while differentiating from the competition
- Awards, wedding offers or value adds

Key Performance Indicators

- Impressions, clicks
 - Evaluate clicks against VCB industry average

New Intent Opportunity

South Asian Weddings Programmatic Digital

Opportunity Overview

- Partners have the opportunity to target South Asian wedding brides and planners who have shown online behaviors indicating they are planning a beach and/or Florida wedding.
- Utilizes keyword targeting aligned with South Asian wedding searches and terms.
- The brand creative running will also align with this audience.

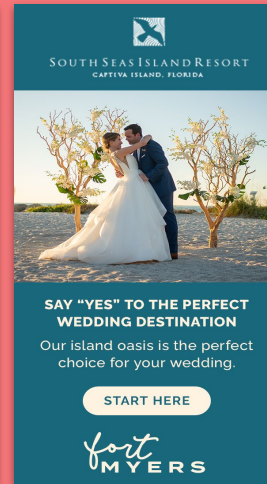
Opportunity Details

- Offering type: accommodation, attraction
- Placement: standard display
- Timing: winter 2024
- Distribution: 50K impressions
- Cost: \$300

Current Programs

Paid Media Display

- The Knot Digital
- Weddings Programmatic Digital
- Weddings Programmatic Digital With 360° Video



Intent Approach

Paid Media Email

Strategy

- Drive intent among engaged couples who have opted in for educational and informative messaging

Messaging

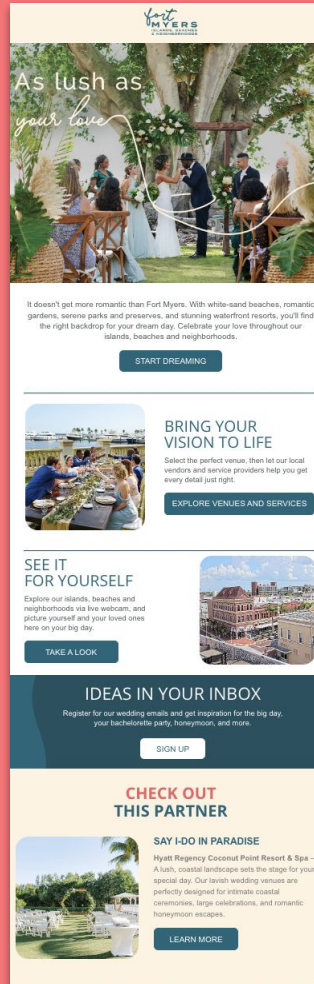
- Wedding offers, experiences and value adds for planners and brides and grooms

Key Performance Indicators

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


Current Programs Paid Media Email

- eTarget Weddings Email



Fort MYERS
FLORIDA PART OF YOUR DREAMS


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

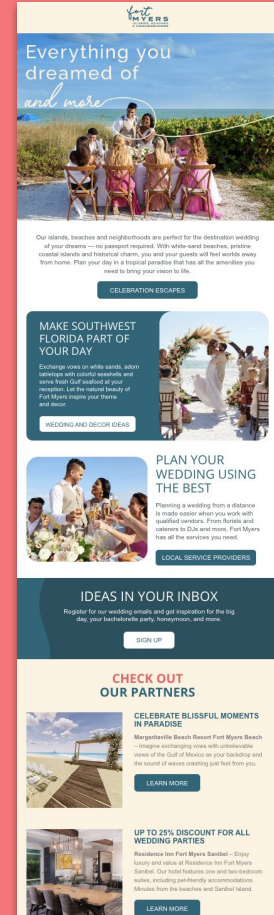
SAY I-DO IN PARADISE



Hyatt 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](#)

[i](#) [@](#) [v](#) [p](#) [x](#)



Fort MYERS
FLORIDA PART OF YOUR DREAMS


Everything you dreamed of
and more



Our islands, beaches and neighborhoods are perfect for the destination wedding of your dreams — no passport required. With white-sand beaches, pristine coastal islands and historical charms, you and your guests will feel worlds away from home. Plan your day in a tropical paradise that has all the amenities you need to bring your vision to life.

[CELEBRATION ESCAPES](#)


MAKE SOUTHWEST FLORIDA PART OF YOUR DAY



Escape to one of white sands, lobby balconies with tropical westfalls and serene beach golf courses at your reception. Let the natural beauty of Fort Myers inspire your theme, and decor.

[WEDDING AND DECOR IDEAS](#)

PLAN YOUR WEDDING USING THE BEST



Planning a wedding from a distance is much easier when you work with qualified vendors. From florists and caterers to DJs and more, Fort Myers has all the services you need.

[LOCAL SERVICE PROVIDERS](#)


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 OUR PARTNERS


CELEBRATE BLISSFUL MOMENTS IN PARADISE



Margaritaville Beach Resort Fort Myers Beach — Imagine exchanging vows with breathtaking views of the Gulf of Mexico as your backdrop and the sound of waves crashing just feet from you.

[LEARN MORE](#)

UP TO 25% DISCOUNT FOR ALL WEDDING PARTIES



Residence Inn Fort Myers Sanibel — Enjoy luxury and value at Residence Inn Fort Myers Sanibel. Our hotel features one and two-bedroom suites, including pet-friendly accommodations. Minutes from the beaches and Sanibel Island.

[LEARN MORE](#)

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



Plan your special day in Fort Myers and treat yourselves (and your guests!) to a warm and relaxing getaway. Say "I do" at dreamy venues that range from beachfront views to historic estates. Start exploring venue options throughout our islands, beaches and neighborhoods.

[SEE VENUES](#)



WEDDING PIN-SPARATION

Check out photos of real weddings in the Fort Myers area, then start pinning inspiration for your own dream day.

[EXPLORE PINS](#)



THE PERFECT WEDDING WEEKEND

Fort Myers has all the venues and services you need for pre-wedding pampering, a rehearsal dinner, the ceremony and reception, a morning-after brunch, and more.

[LET'S PLAN](#)

CHECK OUT OUR PARTNERS



WATERFRONT WEDDINGS IN PARADISE

Tarpon Lodge & Restaurant – Historical "Old Florida" lodge and restaurant offers Gulf views, romantic sunsets, swaying palm trees, and acclaimed cuisine. Mention this ad and get three nights FREE for wedding couples when you book by 12/31/24.

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

New Program

VCB Website – Premium Listing Feature

Opportunity Overview

- Wedding vendor partners have the opportunity to be highlighted as a featured listing on VisitFortMyers.com as well as appear to desktop users as a fly-in and to mobile users as a banner on specific wedding webpages.

Opportunity Details

- Offering type: Accommodations, Attractions, Restaurants
- Placement: Premium featured listing
- Timing: Quarterly
- Cost: \$200
- Estimated impressions: 1,000/quarter
- Additional considerations:
 - Premium fly-in and banner to appear on [VisitFortMyers.com/Weddings](https://www.visitfortmyers.com/Weddings) and [VisitFortMyers.com/Weddings/Wedding-venues-services](https://www.visitfortmyers.com/Weddings/Wedding-venues-services).
 - Partners must create a business listing specific to weddings.

The image features a solid red background. On the left side, there is a large, semi-transparent circular graphic that appears to be a stylized letter 'C' or a partial circle. The text 'Questions?' is centered in the middle of the frame in a white, bold, sans-serif font.

Questions?

Sales Show Programs

Domestic and International

Domestic Sales Shows

Leisure – Consumer

Travel & Adventure Show

- Atlanta, GA
- January 11-12, 2025

Travel & Adventure Show

- New York City, NY
- January 25–26, 2025

Travel & Adventure Show

- Chicago/Rosemont, IL
- February 1–2, 2025

Travel & Adventure Show

- Washington, D.C.
- March 29-30, 2025

Domestic Sales Shows

Meeting Planners

Meeting Today Live South

- Orlando, FL
- November 17-20, 2024

Association Forum Holiday Showcase

- Chicago, IL
- December 4-5, 2024

Smart Meetings Incentive Experience

- Phoenix, AZ
- December 8-10, 2024

RCMA Emerge

- Phoenix, AZ
- January 6-8, 2025

NYSAE Trade Show, Theatre Client Event & Expo

- New York City, NY
- February 2-3, 2025

Domestic Sales Shows

Meeting Planners

Florida Encounter

- Ocala, FL
- February 3–5, 2025

Destinations Celebration

- Kansas City, MO
- April 2025

Red Sox Fenway Client Event

- Boston, MA
- July 2025

Minnesota Twins Client Event

- Minneapolis, MN
- August/September 2025

Connect Corporate

- Miami, FL
- August 2025

Connect Association

- Miami, FL
- August 2025

Domestic Sales Shows

Meeting Planners

Destinations Celebration

- Milwaukee, WI
- September/October 2025

Tallahassee Meeting Planner Sales Calls & Client Event

- Tallahassee, FL
- September 23-26, 2025

Domestic Sales Shows

Travel Advisors

Northern Central Florida Travel Agency Sales Mission

- Greater Orlando, FL
- November 19-21, 2024

East Coast Florida Travel Agency Sales Mission & Client Event

- West Palm Beach to Miami Gardens, FL
- April 29–May 1, 2025

American Society of Travel Advisors (ASTA) Global Convention

- Salt Lake City, UT
- May 20–22, 2025

West Coast Florida Travel Agency Sales Mission & Client Event

- Punta Gorda to Spring Hill, FL
- June 10-12, 2025

International Sales Shows

Travel Trade

Florida Huddle

- Ocala, FL
- February 3–5, 2025

IPW

- Chicago, IL
- June 14-18, 2025



Questions?

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

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

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

Next Steps

FY24/25 Purchase Date

Thursday, Aug. 15, 2024
at exactly 10:30 a.m. EST

Reminders

- Save your orders and update all marketing and billing contacts ahead of purchase date
 - Many co-ops sell out within the first minute
 - Order submission confirmation email(s) may take up to 5 minutes to arrive
- Co-op portal link: coop.leevcb.com
- Mark emails from coop@mmgyglobal.com as safe/not spam

Presentation available on LeeVCB.com

Sales and Marketing > Co-Op Advertising Plan

Direct co-op inquiries to:

Josh Lambert at jlambert@mmgy.com

Partner Occupancy Survey Participation Credit

- Partners who have completed the last 4 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 8/1/2024-8/1/2025.



Thank you!