

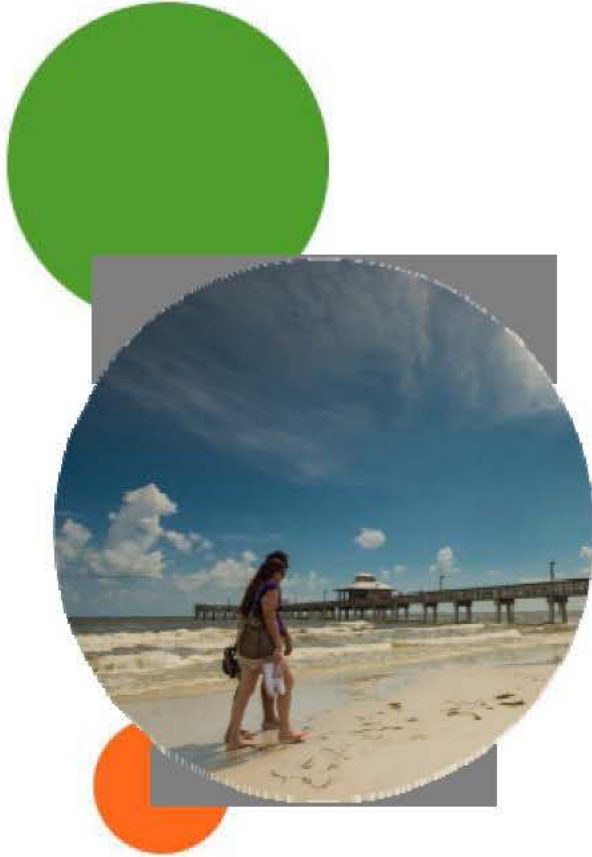


THE BEACHES OF
FORT MYERS
AND SANIBEL

FORTMYERS-SANIBEL.COM

TEAM TOURISM ANNUAL SUMMIT





STRATEGIC PLAN
VISITOR INSIGHTS
OUTREACH
PROGRESS



VISITOR INSIGHT



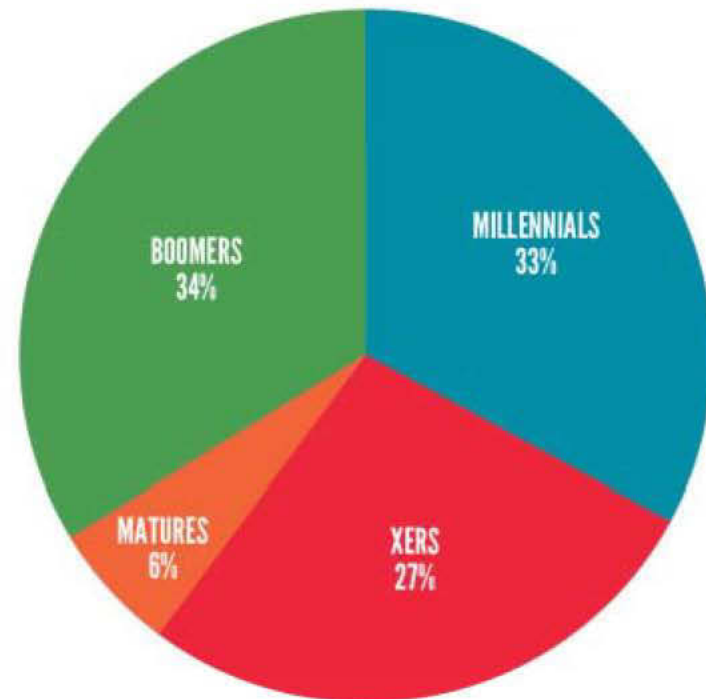
VISITOR AVERAGES

- 52 years of age
- \$107,100 household income
- 73% married
- 41% traveling as a couple
- 37% traveling as a family
- 12% traveling as a group
- 3 people in travel party
- \$122 spent per day per person
- 76% repeat visitor

2013 Annual Visitor Profile and Occupancy Analysis, Davidson-Peterson Associates.



FUTURE INTEREST



Derived from Subset Analysis from 2014 Portrait of American Travelers®, defined as those interested in visiting Fort Myers, Sanibel and Captiva in the next two years.

SOURCES FOR ADVICE



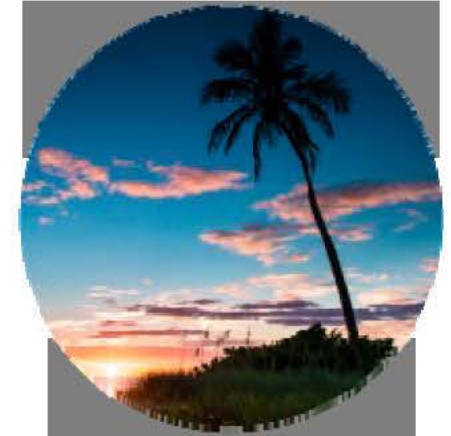
2014 Portrait of American Travelers®



RISING DMA'S



2013 TOP DMAS (PAID ACCOMMODATIONS)	
City	Rank
Chicago	1
New York	2
Indianapolis	3
Detroit	4
Boston	5
Minneapolis-Saint Paul	6
Philadelphia	7
Miami-Fort Lauderdale	8
Columbus, OH	9
Cleveland-Akron	10



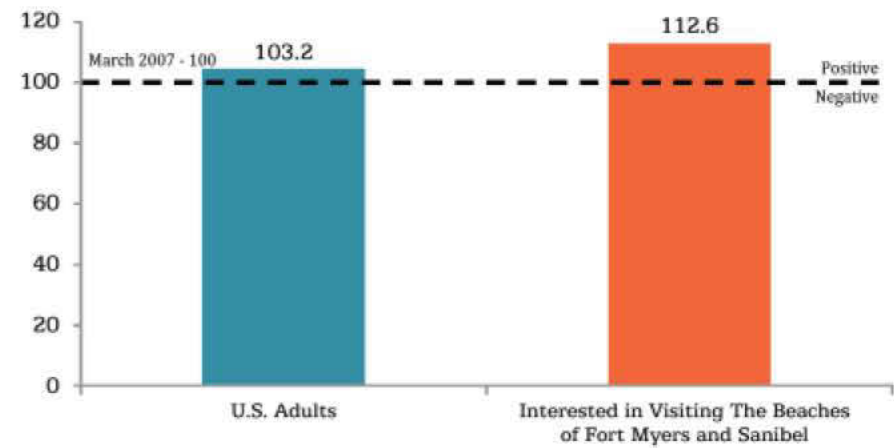
**PHILADELPHIA
GAINED 8 SPOTS
FROM 15TH IN 2012
TO 7TH IN 2013.**

**DETROIT
GAINED 2 SPOTS
FROM 6TH IN 2012
TO 4TH IN 2013.**

Source: 2013 Annual Visitor Profile and Occupancy Analysis, Davidson-Peterson Associates.



TRAVELER SENTIMENT



Source: August 2014 MMGY Global travelhorizonsTM

INTEGRATED APPROACH



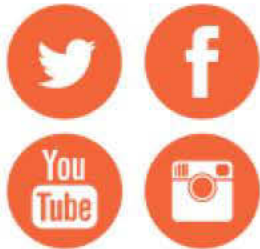


MEDIA

APPROXIMATELY 700M GROSS IMPRESSIONS

NEARLY \$1.2M IN ADDED-VALUE MEDIA

63M CO-OP MARKETING IMPRESSIONS



SOCIAL MEDIA

- 17,000+ Twitter Followers
Increased following on Twitter by more than 9,000, doubling our following
- 387,000+ Facebook Fans
Beat stated year-end goal by more than 40,000 fans





EMAIL MARKETING

- 590K Subscribers
- Over 125K opens per month



VISITOR SERVICES

- 229,605 Visitors assisted
- 118 volunteer Tourism Ambassadors
- Our Guests First program has achieved 100 CGSP's (Certified Guest Service Professional) graduates in FY 13-14.



SALES

Big Business Booked:

- American Sportfishing Association
- International Association of Clerks, Recorders, Election Officials and Treasurers
- Aircraft Rescue & Fire Fighting Working Group



PUBLIC RELATIONS

National and key market regional media attention on events in outlets such as USA Today , Miami Herald, Boston Globe and Chicago Tribune among others.



WEB : OVERALL SITE VISITATION UP BY 29%



501K+ REFERRALS TO INDUSTRY PARTNERS

53K+ SWEEPSTAKES ENTRIES

448K+ GUIDEBOOK REQUESTS

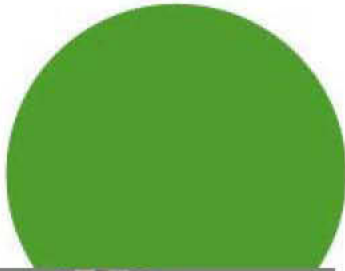
Source: Google Analytics

RESULTS

37% Growth in Inquiry

SEARCH

Generated 487K+ clicks to the website at a low cost of \$.43 per click.



HOW ARE WE DOING?





AWARDS

- Adrian Award
 - Platinum: U.S.S. Mohawk
 - Gold: Google Glass
 - Gold: Email Newsletter
 - Silver: Find Your Island Campaign
- Travel + Leisure Smitty
 - Google Glass Campaign

AWARDS

- Flagler Awards
 - Henry: My Island Radio Spot
 - Silver: U.S.S. Mohawk Gallery
 - Bronze: Find Your Island Newspaper Advertising
- Destiny Award
 - Awaken Video
- WEBBY Awards
 - Awaken Video



2013 SEASONAL GROWTH

Winter = 9.4% Growth

Fall = 10.3% Growth

Spring = 13.7% Growth

Summer = 14.1% Growth

Source: 2013 Annual Visitor Profile and Occupancy Analysis, Davidson-Peterson Associates.



INTERNATIONAL VISITATION



Source: 2013 Annual Visitor Profile and Occupancy Analysis, Davidson-Peterson Associates.

VISITOR EXPENDITURES BY CATEGORY OF EXPENSE

	2013 (MILLIONS)	YOY % CHANGE
FOOD AND BEVERAGES	\$720.6	+0.5%
SHOPPING	\$721.4	+1.9%
LODGING ACCOMMODATIONS	\$593.8	+6.6%
GROUND TRANSPORTATION	\$251.2	-0.2%
OTHER	\$481.1	-0.4%
TOTAL	\$2,768.1	+1.9%

Source: 2013 Annual Visitor Profile and Occupancy Analysis, Davidson-Peterson Associates.



FY 2013-14 GOAL:
INCREASE YEAR-OVER-YEAR BED-TAX REVENUE BY **3.5%**

FYTD
YEAR-OVER-YEAR
CHANGE
16.7%

Source: Lee County Clerk of Court





CONGRATULATIONS LEE COUNTY!

Best Year on Record!

