



2012-2013

SALES & MARKETING PLAN & COOPERATIVE
ADVERTISING PROGRAM

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1 – VCB MISSION

The Lee County Visitor & Convention Bureau (VCB) serves the broader interests of the economy of Lee County by acting as an industry leader to market the entire area globally, facilitate travel to the area, and preserve and protect the area's unique attributes for the continual benefit of its residents and the travel and tourism industry.

The Beaches of Fort Myers & Sanibel is a destination that goes beyond sun and sand. It inspires. It is a place to kick back and relax and a place to rejuvenate the mind and body whether it is biking or birding, shelling, or observing the bottlenose dolphin at play.

By identifying and showcasing what makes the destination special and different from all of the other sun-and-sand destinations, VCB sales, marketing, communications, and visitor services' efforts cut through the clutter and carve a true identity with distinct and meaningful messaging.

1.1 – VISION

To enhance our position as the premier tourism marketing organization by working with our partners to promote one of the world's best tourism destinations.

1.2 – ORGANIZATIONAL STRUCTURE

As the lead marketing and promotional agency for visitation to Lee County and its 10 geographic regions, the VCB brands the area as The Beaches of Fort Myers & Sanibel and is funded by the 5% tourist tax on short-term accommodations, commonly known as the bed tax.

The VCB employs: 26 full-time and three part-time staffers along with mentorship and management of more than 100 volunteers.

In addition, the VCB has representation in the Northeast, Midwest, Canada, United Kingdom and Germany.

The organization consists of five main departments – Administration, Marketing, Sales, Communications and Visitor Services.



1.2.1 – DEPARTMENTAL RESPONSIBILITIES

The VCB departments and staff focus on programs that are results-oriented, creative, reflective of superior customer service, and built on partnerships. Our culture embodies unity, shared vision, empowerment, teamwork, passion, appreciation, a positive work environment, results-oriented performance and drive.

ADMINISTRATION

The Administration Department includes the office of the Executive Director, the Deputy Director, Administration, and Finance. The Department is responsible for ensuring that VCB operations and programs are managed efficiently and effectively and that they support the organization's Vision and Mission. The Administration Team has the unique opportunity to serve as the point of first contact for thousands of potential visitors to The Beaches of Fort Myers & Sanibel. It is our pleasure and duty to provide exceptional customer service, positive energy, and destination product knowledge in order to facilitate an increase in tourism to our area.

MARKETING

The Marketing Department develops research-driven, integrated advertising programs to build awareness and drive visitation. This is accomplished through an experiential multimedia campaign that reinforces The Beaches of Fort Myers & Sanibel brand and differentiates the area from other warm weather destinations. In addition to planning and managing the advertising, the department also facilitates new product development efforts through promotions, financial grants and sponsorship.

SALES

The mission of the Sales Department is to position The Beaches of Fort Myers & Sanibel as a preferred destination for leisure travel, either group or transient meetings, and conventions of corporations, associations and specialty markets (including social, military, religious, educational, fraternal and government) in order to generate hotel room nights and revenue for Lee County-area hotels. Our domestic and international audiences include consumers, tour operators, travel agents, meeting and event professionals.

COMMUNICATIONS

The primary role of the Communications Department is to create and implement tourism publicity programs in state, national and international media, emphasizing off-season visitation to the Fort Myers & Sanibel area. The communications team also coordinates and facilitates media tours, drafts and distributes promotional assets and news releases, and manages the Film Office.

VISITOR SERVICES

Visitor Services encompasses community and volunteer relations' efforts to provide a positive tourism experience to visitors and local residents throughout the destination. Visitor Services volunteers assist travelers with tourism information and guidance, provide tourism education outreach to industry partners, and support Value of Tourism initiatives throughout the community.

2 – FY 2011-12 GENERAL OBSERVATIONS & INSIGHTS

2.1 – FY 2011-12 GOAL

We approach marketing and promotion of our destination very seriously because we know it is the industry that supports many of us and allows us the privilege of calling this great area our home. Our FY 2011-12 goal was simple:

Increase bed tax revenue by 2.5%

An increase in bed revenue means an increase in visitation and/or an increase in rates collected for rooms – both elements that indicate prosperity for the industry.

As of the time this report was drafted, our year-to-date bed tax gains have reached 9.7%

Such a successful year would not have been possible without the combined efforts of all VCB departments, the industry, and volunteers. This success not only propels us into next year with great momentum, but it also validates that the process and approach that has been taken was the right one.

To define more specifically how we achieved this milestone, additional observations and insights around market and audience segments are required.

2.2 – DOMESTIC MARKET PERFORMANCE

Inputs from Davidson Peterson Associates (DPA) Visitor Profile and Occupancy Analysis for calendar year-to-date show that The Beaches of Fort Myers & Sanibel has experienced substantial increases in visitation from domestic markets targeted with our marketing and sales efforts. Additional visitation from domestic markets like the Northeast and Midwest was key to achieving many of the VCB goals and objectives.

Overall visitation from the South is down, which is driven by a decline of in-state respondents.

BUSINESS GOAL:

2.5% INCREASE IN
BED TAX COLLECTION
OVER FY 2010-11

9.7%
YEAR-TO-DATE BED TAX GAINS

FYTD VISITORS STAYING IN PAID ACCOMMODATIONS (OCT. 11 - JUL. 12)					
	%		Visitor Estimates		% Change
U.S. Region of Origin	2011	2012	2011	2012	
Florida	10%	7%	181,251	119,276	-34.2%
South (including FL)	22%	21%	391,631	344,575	-12.0%
Midwest	47%	49%	844,758	818,733	-3.1%
Northeast	20%	23%	360,883	384,333	6.5%
West	2%	3%	42,076	51,539	22.5%
No Answer	8%	4%	145,648	70,682	-
Total (U.S.)	100%	100%	1,784,996	1,669,862	-6.5%



2.3 – INTERNATIONAL MARKET PERFORMANCE

Year-over-year, our results from international markets have fluctuated substantially. Though these markets do not represent a large portion of our total visitation (15 to 20%), they do represent substantial spending as international visitors tend to stay longer and spend more. Looking at our numbers:

FYTD VISITOR ORIGIN – VISITORS STAYING IN PAID ACCOMMODATIONS (OCT. 11 – JUL. 12)					
	%		Visitor Estimates		
Country of Origin	2011	2012	2011	2012	% Change
United States	82%	79%	1,784,996	1,669,862	-6.5%
Germany	3%	6%	72,824	117,803	61.8%
Canada	7%	4%	144,030	92,770	-35.6%
UK	3%	4%	64,732	80,990	25.1%
Other International	4%	7%	89,007	153,144	72.1%
No Answer	1%	0%	21,038	2,945	-
Total (All Countries)	100%	100%	2,176,627	2,117,514	-2.7%

DPA Visitor Profile and Occupancy Analysis

Advances from a core international market, Germany, were strong and the forecast going forward continues to look positive.

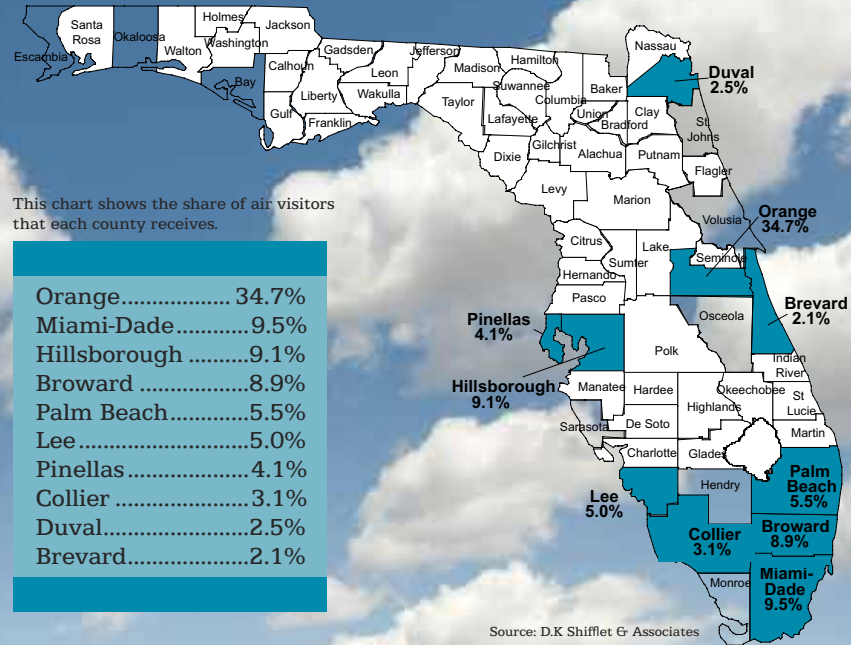
Looking at Florida's overall mix of international visitors, we see our leading market, Germany, ranks third overall. The percentage of this number that vacationed in Lee County is almost 20%. This is a strong testament to the value of efforts focused in that market.

FLORIDA INTERNATIONAL MARKETS		
	Volume	Market Percent
Core Markets	6,724,000	100%
Canada	3,298,000	49%
United Kingdom	1,286,000	19%
Germany	341,000	5%
France	307,000	5%
Other	1,493,000	22%

Visit Florida 2012 Sales and Marketing Plan

2.4 – FLORIDA VISITATION MARKET SHARE

Success is always best measured against opportunity. Looking into what Florida is reporting from its FY 2012-13 marketing plan, we see that our percentage of market share within AIR arrivals to Florida airports represents 5% of total arrivals and has increased .6% over last year.



Source: D.K Shifflet & Associates

Visit Florida 2012 Sales and Marketing Plan





DESTINATION COUNTIES OVER THREE YEARS

This graph shows the pattern of air visitor travel to different Florida counties over the last three years.

COUNTY	2008	2009	2010	PP* CHANGE 10/09
Orange	33.6%	34.4%	34.7%	+0.3 pp
Miami-Dade	10.2%	9.1%	9.5%	+0.4 pp
Hillsborough	9.0%	10.8%	9.1%	-1.7 pp
Broward	8.7%	8.4%	8.9%	+0.5 pp
Palm Beach	5.3%	6.0%	5.5%	-0.5 pp
Lee	4.7%	4.4%	5.0%	+0.6 pp
Pinellas	3.0%	3.5%	4.1%	+0.6 pp
Collier	1.6%	2.4%	3.1%	+0.7 pp
Duval	3.3%	2.1%	2.5%	+0.4 pp
Brevard	2.4%	2.0%	2.1%	+0.1 pp
Monroe	2.2%	3.1%	2.1%	-1.0 pp
Volusia	2.9%	2.2%	2.1%	-0.1 pp

*Percentage point

County names are determined based on the main destination city reported by the respondents.

Source: D.K. Shiffet & Associates, prepared by VISIT FLORIDA
Visit Florida 2012 Sales and Marketing Plan

2.5 – COMPETITIVE LANDSCAPE

Similar to recent years, The Beaches of Fort Myers & Sanibel's primary and secondary competitive sets combine both Florida beach and Gulf Coast destinations with non-Florida destinations well known for their natural and historic assets.

YEAR TO DATE - AUGUST 2012 vs. AUGUST 2011												
	Occ %		ADR		RevPAR		Percent Change from YTD 2011					
	2012	2011	2012	2011	2012	2011	Occ	ADR	RevPAR	Room Rev	Room Avail.	Room Sold
United States	63.0	61.3	105.74	101.39	66.63	62.10	2.9	4.3	7.3	7.7	0.4	3.3
Florida	68.0	65.7	116.37	111.30	79.15	73.18	3.5	4.6	8.2	8.1	-0.1	3.4
		4%										
Lee County, FL	61.1	58.6	133.10	130.08	81.35	76.28	4.2	2.3	6.6	5.4	-1.1	3.1
Pinellas County, FL	69.1	65.3	118.38	109.54	81.76	71.48	5.8	8.1	14.4	14.5	0.1	6.0
Manatee County, FL	63.9	57.7	108.09	104.42	69.11	60.27	10.8	3.5	14.7	13.3	-1.1	9.5
Collier County, FL	66.5	65.2	183.22	174.85	121.81	114.02	1.9	4.8	6.8	6.5	-0.3	1.6
Monroe County, FL	80.7	79.0	217.01	202.38	175.17	159.81	2.2	7.2	9.6	9.7	0.1	2.3
Miami Dade County, FL	77.7	76.9	167.02	155.99	129.79	119.90	1.1	7.1	8.2	9.8	1.4	2.5
Broward County, FL	74.6	72.4	118.39	114.65	88.29	83.04	3.0	3.3	6.3	5.4	-0.8	2.1
Palm Beach County, FL	70.0	68.3	147.91	140.61	103.60	95.97	2.6	5.2	7.9	6.9	-1.0	1.6
US Virgin Islands	73.0	64.6	316.48	298.76	230.91	192.92	13.0	5.9	19.7	13.0	-5.6	6.7
Bahamas	69.1	60.9	262.58	277.75	181.55	169.11	13.6	-5.5	7.4	4.7	-2.5	10.7
Bermuda+	59.5	61.8	331.59	331.86	197.35	204.93	-3.6	-0.1	-3.7	-6.5	-3.0	-6.5

YTD August 2012 vs. August 2011 Smith Travel Research

Results from the June 2012 Smith Travel Research report show an occupancy percentage change from 2011 at 4.1% for Lee County. This is .3% above the 3.8% average across competitive destinations in Florida.

Reviewing other indicators:

The variance in average occupancy between the competitive destination lodging and Lee County lodging has not changed significantly year-over-year, and overall gains are inline with domestic industry performance.

There does exist a variance ADR and RevPAR growth of \$5.36, though. (Competitive set average growth \$9.20 to Lee County growth of \$3.84.) This could be explained a number of ways. One, competing destination lodging suppliers cut their rates much deeper than Lee County providers, and are now getting closer to historical averages. Or, two, new product has entered these markets which is driving higher rates. Either way, the slight variance points to the industry having some room to push rates a few dollars higher and still stay inline with competing destinations.

	Occ %		YOY	ADR			RevPAR		
	2012	2011	Occ %	2012	2011	Variance	2012	2011	Variance
Comp Set	71.8	69.2	3.5%	\$151.43	\$143.21	\$8.23	\$109.93	\$100.64	\$9.29
Lee	61.1	58.6	4.1%	\$133.10	\$130.08	\$3.02	\$89.80	\$83.89	\$5.91

YTD June 2012 vs. June 2011 Smith Travel Research

NATIONAL		PRINT, DIGITAL RETARGETING	PRINT, DIGITAL RETARGETING	PRINT, DIGITAL RETARGETING
Regional (Midwest/Northwest/South)		Print	Print	Print
Out-of-State	Cincinnati	tv, radio :10/:15. digital		radio :10/:15. digital
	Cleveland	tv, radio :10/:15. digital		radio :10/:15. digital
	Columbus	tv, radio :10/:15. digital	tv, radio :60. digital	radio :10/:15. digital
	Indianapolis	tv, radio :10/:15. digital	tv, radio :60. digital	radio :10/:15. digital
	St. Louis	tv, radio :10/:15. digital	digital	radio :10/:15. digital
	Boston			radio :10/:15. digital
	Chicago	tv, radio :10/:15. digital	digital	radio :10/:15. digital
	Minneapolis			radio :10/:15. digital
	New York City	tv, radio :10/:15. digital	digital	radio :10/:15. digital

Excerpt from FY 2011-12 marketing plan

FYTD TOP DMAs (PAID ACCOMMODATIONS)		
Chicago	5.2%	86,880
Indianapolis	5.0%	83,935
New York	4.9%	80,990
Minneapolis-Saint Paul	4.5%	75,100
Detroit	3.8%	63,319
Boston	3.6%	60,374
Philadelphia	3.2%	53,012
Cleveland-Akron	2.7%	45,649
Columbus	2.7%	45,649
Cincinnati	2.6%	44,176
St. Louis	2.3%	38,286
Pittsburgh	2.1%	35,341
Kansas City	2.0%	33,868
Miami-Fort Lauderdale	2.0%	33,868
Hartford-New Haven	1.8%	29,451

Davidson Peterson Associates (DPA) Visitor Profile and Occupancy Analysis

2.6 – TARGET MARKET PERFORMANCE

Understanding the general source of our visitor is valuable, but understanding specifically their origin markets and matching performance against our marketing efforts is much more important. When comparing the media plan to the source market data collected by DPA we see the following:

As seen in the graphic, our most comprehensive market efforts were targeted at Cincinnati, Cleveland, Columbus, Indianapolis, St. Louis, Chicago, and New York. Boston and Minneapolis received seasonal support.

Looking into how these markets have performed from a visitation and paid accommodations standpoint the visitor survey reports these markets represent a little more than 23% of total visitation.

While actual reported visitation is the primary metric by which success is measured, it is also important to understand how efforts performed against building awareness and driving inquiry. The destination website provides the most comprehensive metrics by which year-over-year interest and inquiry can be measured. The following charts exhibit that activity and growth in interest from Cleveland, St. Louis, Chicago, and Boston grew by 30% and made up close to 10% of overall visitation. As well, New York grew close to 9% and represented 6% of total site visitation.

Markets with integrated advertising programs sorted by year-over-year traffic to the website and percentage of total website traffic:

In-state markets performed well year-over-year as well, representing 16% of total site visitation, a 41% average increase over last year.

Additionally, results from markets that were targeted exclusively with digital media promotions and programs showed some significant gains in interest with the Houston market leading the way at 121% growth.

Digital media-only market performance:

Market targeting and media weight have substantial impact on generating consumer awareness and inquiry to the destination website. Changes year-over-year offer encouraging indications that growth in visitation from these markets should continue.

2012 OUT-OF-STATE MARKETS

Target Market	Website Traffic Change YOY	% of Total
New York City	9.0%	6.0%
Chicago	25.7%	4.2%
Minneapolis	0.4%	2.8%
Boston	20.6%	2.7%
Cleveland	50.0%	1.7%
Indianapolis	-5.0%	1.3%
Columbus	6.1%	1.1%
Cincinnati	1.5%	1.0%
St. Louis	26.0%	1.0%

2012 IN-STATE MARKETS

Target Market	Website Traffic Change YOY	% of Total
Miami	42.0%	5%
Orlando	38.0%	4%
Tampa	36.0%	5%
West Palm Beach	49.6%	2%

2012 DIGITAL MARKETS

Target Market	Website Traffic Change YOY	% of Total
Albany	24.2%	0.4%
Atlanta	58.0%	2.7%
Philadelphia	39.5%	2.5%
Washington, D.C.	22.0%	1.9%
Houston	121.3%	1.0%
Baltimore	35.1%	0.8%
Nashville	86.5%	0.8%
Louisville	57.6%	0.5%



2.7 – VISITOR DEMOGRAPHICS

The demographic make-up of our customer is changing slightly year-over-year. In FY 2011-12 we are seeing an older, more affluent visitor. The instance of them being married has risen as well.

Consumer Demographics:

	2011	2012
Avg. Age	50.9	51.9
Income (Estimated Mean)	97,000	105,600
Married	73%	76%
Traveling as Couples	41%	42%
Traveling as Families	36%	37%
Traveling with Children	26%	27%
Party Size	3.2	3.2

DPA Visitor Profile and Occupancy Analysis

2.8 – BEHAVIOR

FIRST TIME VS. REPEAT

The incidence of repeat visitation to first-time is very slightly changed year-over-year. A core of 20 to 25% loyal and repeat visitors is a foundation on which any destination would take pride.

FIRST-TIME/REPEAT VISITORS TO LEE COUNTY		
	2011	2012
First Time	25%	24%
Repeat	74%	75%

DPA Visitor Profile and Occupancy Analysis

LENGTH OF STAY

Time spent by travelers in Lee County is showing improvement year-over-year with an incremental .7 days.

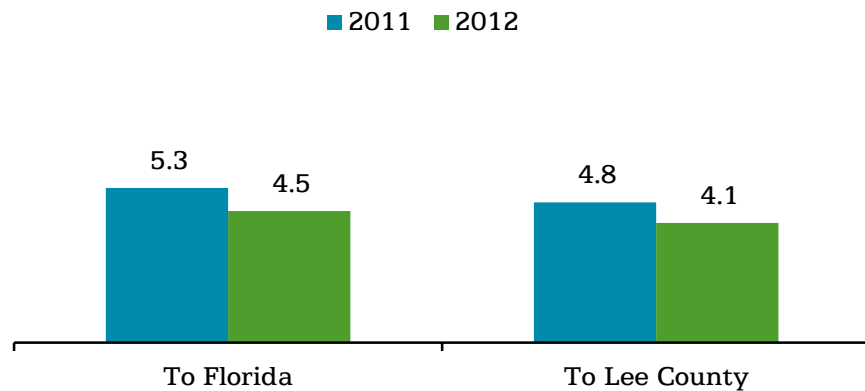
TRIP LENGTH MEAN # OF DAYS			
	2011	2012	% Change
	A	B	
Total Respondents	2,043	2,055	
Away from Home	10.6	10.9	+9.2%
In Florida	10.3	10.5	+10.7%
In Lee County	8.5	9.2	+16.4%

DPA Visitor Profile and Occupancy Analysis

FREQUENCY

While length of stay improves, frequency has declined. This trend is not isolated to our destination, though. Travel consumers are being much more decisive with how they vacation, and fewer but longer trips are returning to popularity.

Previous Visits in Five Years



DPA Visitor Profile and Occupancy Analysis



AVERAGE PER PERSON PER DAY EXPENDITURES

CY 2011	CYTD 2012	% Change
\$116.96	\$121.18	+3.6%

DPA Visitor Profile and Occupancy Analysis

TOTAL VISITOR EXPENDITURES

	FY 2010-11 YTD	FY 2011-12 YTD	
Visitation	October–July	October–July	% Change
Total Paid Accommodations	\$2,176,627	\$2,117,515	-2.7%
Visiting Friends/Relatives	\$1,951,034	\$2,058,025	5.5%
Total	\$4,127,661	\$4,175,540	1.2%

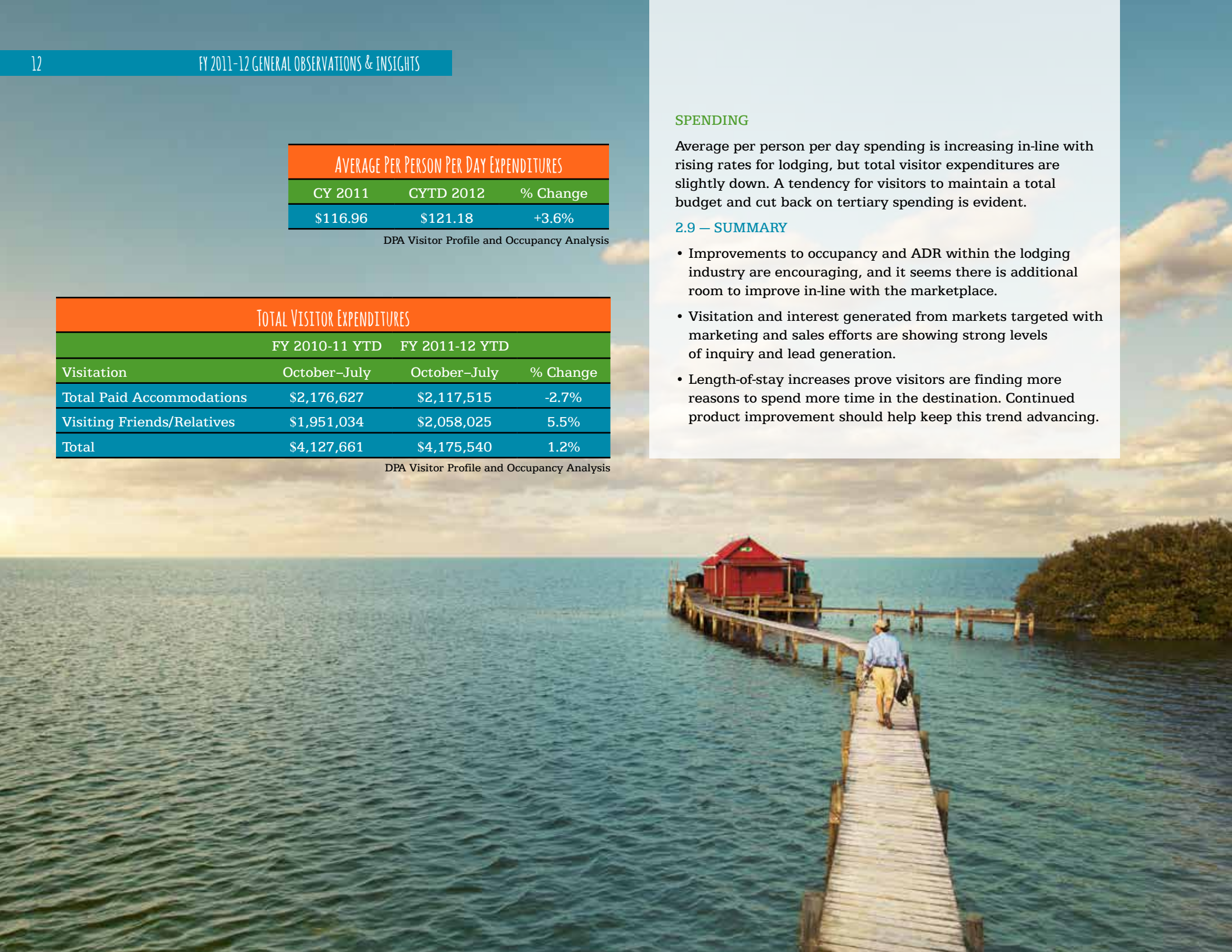
DPA Visitor Profile and Occupancy Analysis

SPENDING

Average per person per day spending is increasing in-line with rising rates for lodging, but total visitor expenditures are slightly down. A tendency for visitors to maintain a total budget and cut back on tertiary spending is evident.

2.9 – SUMMARY

- Improvements to occupancy and ADR within the lodging industry are encouraging, and it seems there is additional room to improve in-line with the marketplace.
- Visitation and interest generated from markets targeted with marketing and sales efforts are showing strong levels of inquiry and lead generation.
- Length-of-stay increases prove visitors are finding more reasons to spend more time in the destination. Continued product improvement should help keep this trend advancing.



3 – FY 2011-12 PERFORMANCE SUMMARY

Our FY 2011-12 can be defined by one word: **MOMENTUM**. Over the past 12 months, the destination and its partners have experienced some welcome relief from the struggles of the past few years. All indications point toward a strong recovery in all sectors of our tourism marketplace. Of course, this last year was far from perfect. There have been some dips in our path to recovery and some challenges that were harder to overcome, but overall the trend has been a good one and one we hope to continue into and beyond the 2012-13 fiscal year.

3.1 – FY 2011-12 PERFORMANCE TOWARD OBJECTIVES

Achievement of our annual goal does not happen without the integrated efforts of our internal and external teams. Individually, each group began the year with a number of defined objectives that when achieved, would directly or indirectly assist in accomplishing our overall goals. A summary of these objectives and corresponding actions and results is available on the next few pages.



VCB Goal		Metric	Fiscal Year to Date
Increase bed tax receipts by 2.5%		Audited returns	\$24,175,537
Increase visitation in paid accommodations by 1.5% over 2011 levels		Paid Visitation	2,117,515
Increase out-of-state domestic visitors in paid accommodations by 1.75%		Out-of-state domestic visitors	1,562,020
Increase in-state visitation in paid accommodations by 2.5%		In-state visitors	120,323
Maintain international visitation in paid accommodations		International visitors	435,172
Maintain length of stay at 2011 levels		Average length of stay	6.5
Department	Supporting Objective	Metric	Fiscal Year to Date
Marketing	Expand our social media reach and acquire new fans and followers to engage in conversations with our customers and, by extension, their friends	Facebook fans (consumers)	68,926
		Twitter followers	2,092
		YouTube video views; subscribers	12,585; 27
		Flickr group members; photos	59; 570+
	Increase website visitation	Visitation	845,538
		Events	10 Events
Oversee funding programs and provide infrastructure support	Applications	30 applications under review	
	Provide support and professional development opportunities to industry partners and VCB staff	Team Tourism program attendance	1,321
Guests First training sessions & attendance		39 Sessions	
		493 Attendees	
Provide training and rewards to ensure stellar customer service (Guest First, E-Awards and Chrysalis Awards)	E-Awards nominations	458	
	Chrysalis nominations	89	
	Generate positive publicity focused on The Beaches of Fort Myers & Sanibel	Circulation	67,945,016
Supplement VCB's core advertising and marketing campaign with global earned media		Column inches	10,838
Reach new audiences by garnering niche media editorial coverage		Advertising equivalency	\$2,891,696
Educate industry legislators, community leaders and residents on value of tourism		Events	5
Sales	Enhance exposure through domestic and international wholesale programs	Lead Generation, Booked Room Nights	101 Meetings; 32,000 potential room nights
	Secure new business by expanding reach into the national association and specialty markets		32 sales, 7500 room nights
	Increase production from Northeast and Midwest offices	Tradeshows and Fams	10 Planner Retreats
	Pursue additional Florida-based opportunities		40 Tradeshows

4 – 2012-13 SITUATIONAL ANALYSIS

4.1 – TRAVELER ECONOMICS

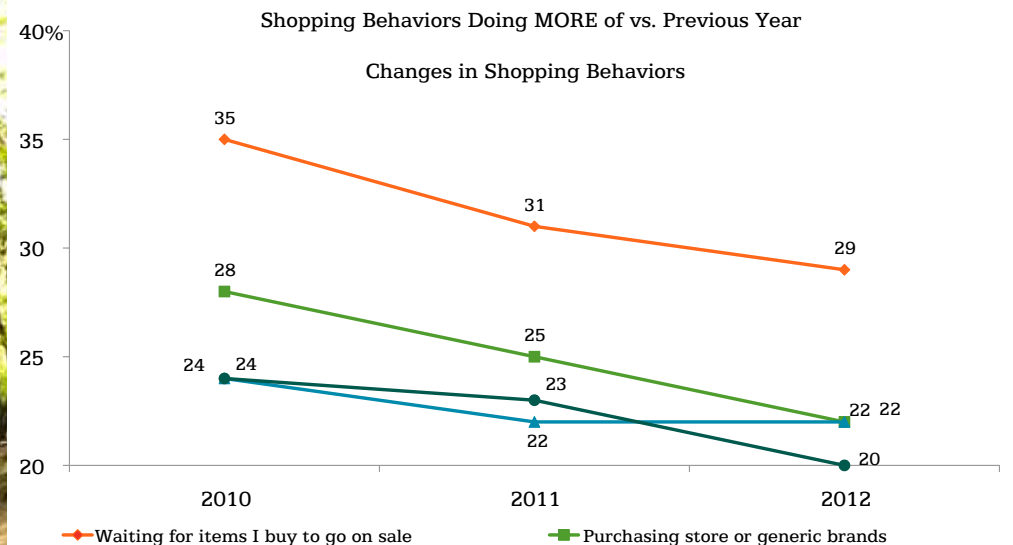
Proof that an improved economic mood exists going into our new fiscal year can be seen in the shift of Americans' purchase habits. Since 2010, we have seen a steady decline in consumers' shopping behavior that would typically indicate a tightening of budgets. But compared to the previous year, according to the *2012 Portrait of American Travelers*SM (POAT) study, the incidence of consumers "purchasing generic brands more often," "using coupons," and "waiting for items to go on sale" have all shown steady decreases, perhaps suggesting a real loosening of household budgets. Additionally, two-thirds of travelers now say they still use a monthly budget, down from more than seven in ten who stated they did so in 2010.

But, certainly, shifts in shopping behavior and budgeting do not necessarily negate the ethic of resourcefulness we have seen develop among travelers these past few years. Shopping for travel deals has become habitual as Americans continue to consult multiple sources of information at each phase of planning and buying processes. The difference now is that the desire for value and quality are beginning again to play a large role in final decision making.

The core tenet of resourcefulness is the search for value when purchasing. Nearly nine in ten (87%) American travelers are consistently trying to get the best prices on the items they purchase. Among affluent Americans, the search for value is nearly as strong with more than three-quarters stating they shop for deals.

This is not to say that consumers have abandoned the idea of paying full price altogether. In fact, over the past year, we have seen an increase in their willingness to pay full price if guaranteed the quality and service they deserve (up to 70% from 64% in 2011). It is not surprising that this desire for quality and service is strongest among the affluent (81%), considering the financial resources many have at their disposal. What is surprising is that households earning less than \$125,000 annually are driving this upward trend.

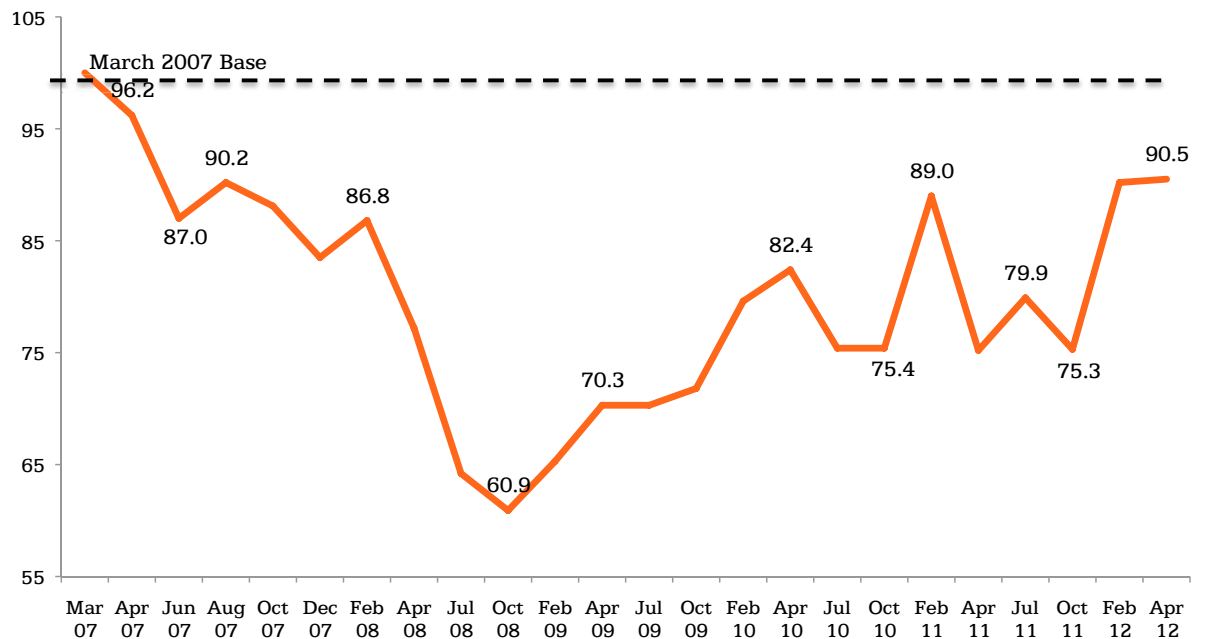
Signs of Easing in Budgeting



MMGY Global/Harrison Group 2012 Portrait of the American TravelersSM

To further support these observations, data from the latest *travelhorizons*™ report shows the upward trend continues for consumers being more comfortable with their finances and having funds available for travel.

Personal Finances Available for Travel Index – Highest since April, 2007



MMGY GLOBAL April 2012 *travelhorizons*™

IMPLICATIONS FOR THE YEAR AHEAD:

Our more confident consumer will not always equate a discount with value. Paying less money for a product or service is always desired, but not required, if the product or service can demonstrate that the experience with it will support the price. Opaque discounting and limited service deals have made consumers wary.

4.2 – TRAVEL INTENTIONS

Subtle shifts in the way Americans view travel, and are traveling, suggest real reasons for optimism for our industry and for The Beaches of Fort Myers & Sanibel in the months to come. And while Americans' concerns about the economy haven't completely subsided – and remain a potential inhibitor to travel – there are strong indications that travel habits are returning to pre-recession form.

This latest measure suggests increased demand and is comparable – within just a few percentage points – of travel intent scores posted in April 2007 and April 2009 when times were certainly better for the travel category.

IMPLICATIONS FOR THE YEAR AHEAD:

- Finances improve, intentions grow, and people travel.
- Initiate thoughtful, inspirational marketing to influence decision making.
- Embrace quality and promote value, not a discounted experience.
- Capture and keep the attention of travel intenders across channels.

4.3 – TRAVEL PLANNING & BUYING PROCESS

Vacation planning is by no means a simple process. From beginning to end, consumers must evaluate hundreds of potential destinations, hotels, resorts, flights, and activities. This ability to handle the vast amount of information comes from our ability to prioritize the decisions we perceive to be most important. When asked to rank five steps in the process, American travelers paint a clear picture of the architecture of vacation planning:

VACATION PLANNING STEPS (RANKED FIRST)

- STEP 1: Choose the destination (34%)
- STEP 2: Choose the type of trip (33%)
- STEP 3: Set a budget (18%)
- STEP 4: Search for deals (8%)
- STEP 5: Choose activities (6%)

2012 Portrait of American TravelersSM

56%
OF U.S. ADULTS PLAN TO TAKE AT LEAST
ONE LEISURE TRIP IN THE
SECOND HALF OF 2012.

travelhorizonsSM July, 2012



For the first time since the introduction of this series of questions, destination choice occupies the first step. The 'budget first' mentality declines. One in three travelers care more about where they go than why they are going there. Another third have their type of trip in mind already (visit friends, hit the beach, take a cruise) then they explore the options within those types of destinations.

Within the subset group, the top two steps are reversed with the type of trip taking top priority.

STEP 1: Choose the type of trip (36%)

STEP 2: Choose the destination (32%)

STEP 3: Set a budget (17%)

STEP 4: Search for deals (8%)

STEP 5: Choose activities (6%)

DECISION FUNNEL

Throughout the planning and buying process, consumers evaluate numerous sources of information as they journey through a series of stages where the information sources are vetted and options evaluated. As they move closer to making a decision, the number of sources used to make travel plans dwindles from the initial information-gathering stage to final purchase.

The key sources of information for each phase in the travel decision process are as follows:

- **Ideas and Inspiration:** The American traveler casts a wide net, looking to family, friends, social media, websites, television, and a variety of print media including magazines and guide books for ideas and inspiration when planning travel experiences.
- **Advice and Insight:** The range of sources narrows. Personal recommendations of family and friends still top the list, and the Internet grows in influence. The impact of brochures and television declines, revealing their roles primarily as awareness building, not advice-providing sources.
- **Pricing and Comparing:** The Internet comes to the forefront, as travelers explore a variety of online resources to shop for fares and rates.
- **Purchasing:** The funnel narrows to two main options – booking through an online travel agency or directly via a travel supplier's own website, followed distantly by the use of traditional travel agents.

Average # of Sources Used for Each Level

Ideas and Inspiration	7.5
Advice and Insight	6.0
Pricing	4.9
Comparing	4.2
Purchasing	2.4

MMGY Global/Harrison Group 2012 Portrait of American TravelersSM

Family and friends continue to be the most trusted source during travel planning, and, in fact, have increased significantly in the Ideas and Inspiration and Advice and Insight phases (56% vs. 52% and 61% vs. 54% respectively) over last year. It's important to remember the changing dynamics of consumers' social activity – in other words, it seems logical that social media, being such an integral part of how these conversations are now taking place, could be driving this increase.

IMPLICATIONS FOR THE YEAR AHEAD:

- Continue evolving brand position and use marketing and advertising mediums to communicate destination values and reasons to visit.
- Cross-channel marketing and messaging is more important than ever before. Each channel plays a role and reaches a segment of our audience at some point within their planning process.
- Our loyal past guests and “friends” of the destination are our most valuable marketing asset. The influence among social circles continues to grow in effectiveness as the noise in marketing and media grows.

SOURCES OF INFORMATION USED FOR TRAVEL DECISION-MAKING PROCESS (Top 5 per Category)

Ideas and Inspiration	Advice and Insights	Pricing	Comparing	Purchasing
Relationships & Media	Trusted Sources	Diligent Info Gathering from Multiple Sources	Impartial Aggregation	Best Deal
Family/Friends (56%)	Family/Friends (61%)	Online Travel Agency (58%)	Online Travel Agency (52%)	Online Travel Agency (43%)
Magazines (51%)	Travel Guide Books (45%)	Travel Service Suppliers' Own Website (4%)	Internet Search Websites (48%)	Travel Service Suppliers' Own Websites (40%)
Television (50%)	Internet Search Websites (43%)	Airline Promotions (50%)	Travel Service Suppliers' Own Websites (37%)	Traditional Travel Agents (22%)
Travel Guide Books (45%)	Destinations' Websites (41%)	Internet Search websites (46%)	Destinations' Website (27%)	Internet Search Websites (21%)
Internet Search Websites (45%)	Online Visitor Guides (41%)	Multi-Brand Website (33%)	Airline Promotions (26%)	Airline Promotions (21%)

	FY 2010-11 DPA	FY 2011-12 DPA	FY 2012 POAT
Avg. Age	50	55	43
Income	99,000	105,600	112,500
Married	74%	76%	63%
Couples	42%	42%	N/A
With Children	29%	27%	46%
Party Size	3	3.2	N/A

DPA Visitor Profile and Occupancy Analysis
MMGY Global/Harrison Group 2012 Portrait of the American TravelersSM

4.4 – 2012 GENERAL PROSPECT PROFILE

According to data gathered from DPA, The Beaches of Fort Myers & Sanibel visitors have not changed significantly year-to-year. Age and income are the only indicators that show much fluctuation.

While this information is very helpful for planning, it is also helpful to have an understanding of our prospects. As well, knowing the differences between actual visitors and prospective visitors is key to defining marketing programs that can build first-time visitation.

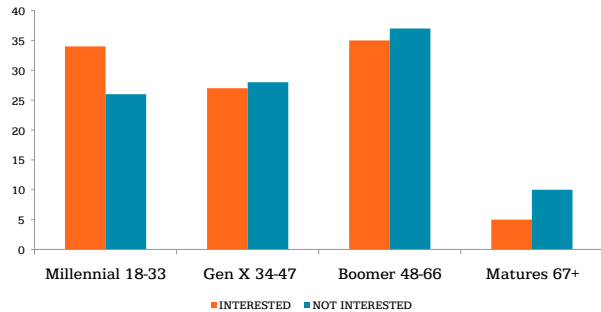
4.4.1 – DEMOGRAPHIC PROFILE OF INTERESTED TRAVELERS

To understand what a profile of our prospective visitors may look like, an analysis of subset data from the *2012 Portrait of American TravelersSM* (POAT) was conducted. From the 2517 sampled in the survey, 800 respondents expressed an interest in visiting The Beaches of Fort Myers & Sanibel.

- Median age: 43
- Median income: \$112,500
- Married: 22%
- Never Married: 63%
- Children in household: 46%

Defining the interested audience more broadly we see:
 34% Millennials, 26% Generation X, 35% Boomers and 5% Matures.

Prospective Visitor Profile
 Of those interested in Fort Myers, Sanibel, Captiva



MMGY Global/Harrison Group 2012 Portrait of the American TravelersSM (Subset)

With this view, it is understandable why the average prospective visitor skews younger. There is a balance across age ranges and the difference between interested and not-interested visitors is much more pronounced in the Millennial range.

4.4.2 - PSYCHOGRAPHIC PROFILE OF INTERESTED TRAVELERS

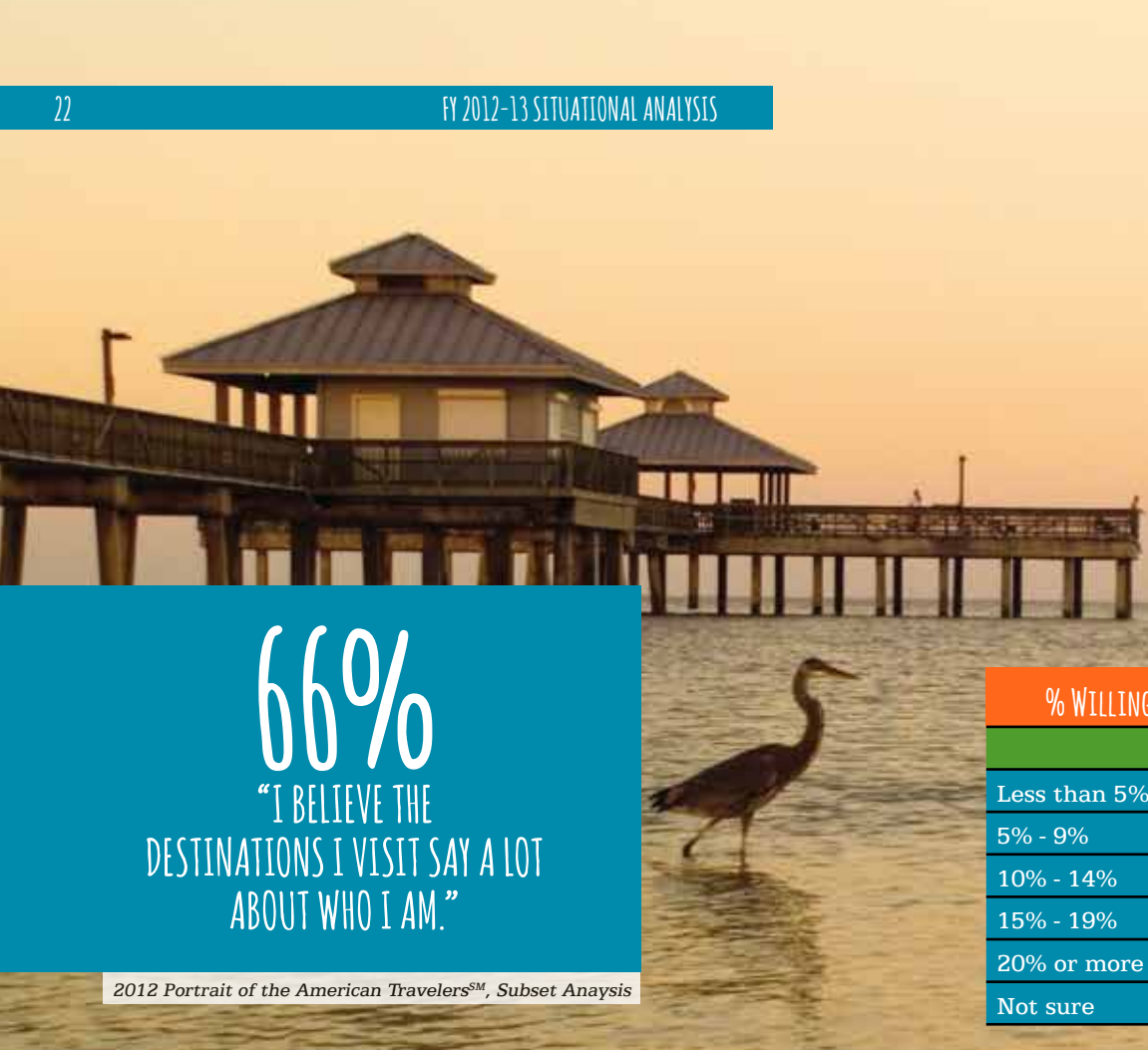
In addition to preceding demographic data gathered from the 2012 Portrait of The American TravelersSM subset analysis, there were also some interesting statistics that illustrate the psychological profile of prospective visitors to The Beaches of Fort Myers & Sanibel. These indicators show their values and self-perception.

The traveler interested in Fort Myers & Sanibel indexes higher than the overall respondent pool, and much higher than the not-interested respondents for many terms that speak to their confidence in themselves, their social strengths, and their enjoyment of nature and family time.

	OVERALL	INTERESTED	NON-INTERESTED
Nature Lover	35	41	33
Smart Shopper	45	49	41
Sociable	44	48	42
Family-focused	54	59	51
Leader	33	36	29
Fit	26	30	24
Sexy	16	20	14

MMGY Global/Harrison Group 2012 Portrait of the American TravelersSM (Subset)





66%
 “I BELIEVE THE
 DESTINATIONS I VISIT SAY A LOT
 ABOUT WHO I AM.”

2012 Portrait of the American TravelersSM, Subset Anaysis

22%
 WILLING TO PAY HIGHER RATES OR FARES
 TO PATRONIZE TRAVEL SERVICE SUPPLIERS
 WHO DEMONSTRATE ENVIRONMENTAL
 RESPONSIBILITY.

2012 Portrait of the American TravelersSM, Subset Anaysis

Moreover, the six out of ten from the subset group believe that “destinations I visit say a lot about who I am.”

This statement, when correlated with prospective visitor self-perception, is an important indicator to the types of messaging and imagery that will capture their attention.

The health of the natural environment and the assets it provides are important influences to prospective visitors when they are selecting a destination. It is so important that 22% express willingness to “pay higher rates or fares to patronize travel service suppliers who demonstrate environmental responsibility.” Of those 22%, five out of ten are willing to pay 10% or more for services that can demonstrate environmental responsibility.

% WILLING TO PAY MORE TO ENVIRONMENTALLY RESPONSIBLE TRAVEL SUPPLIERS			
	Overall	Interested	Non-Interested
Less than 5%	14	7	13
5% - 9%	43	34	54
10% - 14%	26	32	21
15% - 19%	8	11	6
20% or more	5	12	1
Not sure	4	3	5

2012 Portrait of the American TravelersSM, Subset Anaysis

The psychographics and demographics of the potential Fort Myers & Sanibel visitor show some interesting variances from those of the current visitor, as surveyed by DPA. Implications for messaging, imagery, and product development have been gleaned from this data and will be important components of how the brand positioning and marketing proceeds into the new year.

4.4.2 – PSYCHOGRAPHIC PROFILE OF INTERESTED TRAVELERS

MEDIA QUINTILE	INDEX
Internet II	157
Outdoor I	145
Newspaper I	135
Radio II	132
TV IV	132
Magazines II	129

- U.S. adults 35-65, HHI \$75K+, visited Florida in the last 12 months
- Heavy Internet usage
- An on-the-go audience – heavy exposure to out-of-home advertising
- Heavy print usage
- Strong radio
- Selective television

GfK MRI

Read: U.S. adults 35-64, with household income of \$75,000+, who have visited Florida in the last 12 months, are 57% more likely to be in the second-to-highest usage group of Internet media than average U.S. adults 18+. They are 45% more likely to be in the top usage group of outdoor media, 35% more likely to be in the top usage group of newspaper, 32% more likely to be in the second-to-highest usage group of radio, 32% more likely to be in the second-to-lowest usage group of television, and 29% more likely to be in the second-to-highest usage group of magazines, than average U.S. adults 18+.

4.5 – MEETINGS MARKET

Another travel segment that's becoming increasingly important to The Beaches of Fort Myers & Sanibel – the meetings market – is showing some renewed signs of life.

The percentage of adults traveling for business purposes broadly exhibited its first April increase in five years, rising from 24% in April 2011 to 26% in April 2012. Prior to April 2012, the percentage of U.S. adults who reported traveling for business purposes in the previous 12 months had plunged from 41% in April 2007 to 24% in April 2010 and 2011. (*travelhorizons*TM)

Helping to drive this overall increase in business travel was the percentage of adults who traveled to attend a conference or convention, which increased to 36% from 34% the year before, and, importantly reflected a reversal in the trend over the past three years.





In fact, after several years of steep decline and an all-out assault on corporate and incentive meetings, the industry is finally beginning to see the light at the end of the tunnel. The global economic crisis forced companies to drastically reduce their expenses and rethink meetings and travel policies, which sent planners scrambling to prove the value of face-to-face meetings, and suppliers conceding to do just about anything to keep the business. As a result, planners became more strategic and suppliers rediscovered the value of collaborative relationships. Despite a reduction in the booking lead-time due to economic uncertainty, meetings are back with a renewed sense of strategic value. We are seeing the following industry trends in 2012:

- Lengthening booking windows provide an opportunity for more lucrative business for suppliers.
- The pendulum is swinging back to a seller's market.
- Attrition is being more strictly enforced as supplier desperation continues to decline.
- Budgets are expected to increase to cover rising supplier costs.
- 60% of meeting planner respondents expect the number of meetings to rise in 2012.
- 40% expect the demand for mid-tier locations to increase.
- Small meetings are surging as large events are divided into smaller, smarter regional events to improve quality and reduce costs.
- Corporate Social Responsibility (CSR) has become the norm as companies replace traditional tours and team-building exercises with community service outings.

IMPLICATIONS

As an eco-friendly, small-meetings destination, The Beaches of Fort Myers & Sanibel is well positioned to capitalize on several of these trends including the resurgence of small regional meetings and focus on CSR initiatives. So there is real opportunity to shift market share from other major destinations. These trends and information will guide us in enhancing communication efforts with strategic messaging that educates planners on the unique key selling benefits and value of the destination, in an effort to position it within the consideration set.

4.5.1 – INTERNATIONAL

International economic and political turmoil has many travel marketers concerned that the previous growth in visitation from abroad will be slowing.

The United Nations World Tourism Organization (UNWTO) expects some 415 million tourists to travel internationally between May and August, the peak season in most of the world’s leading outbound markets and tourism destinations.

In past years, these four months represented 41% of the yearly total.

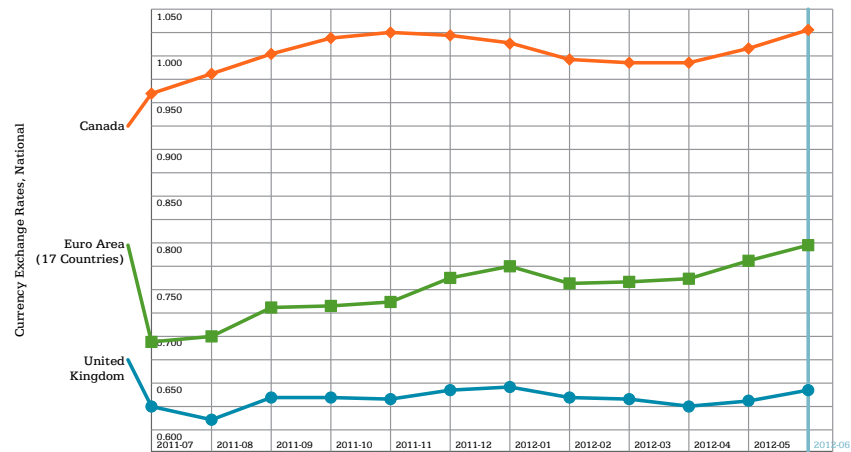
Featured for the first time in the UNWTO World Tourism Barometer, reservations for international air travel worldwide for the period May-August are 5% higher than in the same period last year. Reservations for air travel within the same region (+7%) are stronger than for air travel between regions (+4%).

In general terms, growth is somewhat more moderate than in the first four months of 2012 (+7% globally). Air transport is an important tourism indicator as it represents around half of all international travel worldwide according to UNWTO destinations data.

UNWTO forecasts international tourism to increase by 3% to 4% for the full year 2012. While the pace of growth is slowing somewhat, international overnight visitors remain firmly on track to hit the milestone of one billion arrivals expected this year.

Currency Exchange Rates

National Unit per US-Dollar (monthly average)



UNWTO (United Nations World Tourism Organization)

FORECAST OF INTERNATIONAL TRAVELERS TO THE UNITED STATES BY TOP ORIGIN COUNTRIES

Estimates in thousands

Rank Order 2011	Visitor Origin Country	Actual 2011	% Change 11/10	2012f	% Change 12/11	2012f	% Change 13/12	2012f	% Change 14/13	2012f	% Change 15/14	2012f	% Change 16/15	2012f	% Change 16/11
	Grand Total	62,328	4.2%	65,424	5.0%	68,298	4.4%	71,074	4.1%	73,847	3.9%	76,633	3.8%	14,305	23.0%
1	Canada	21,031	5%	22,083	5%	23,039	4%	23,961	4%	24,760	3%	25,503	3%	4,472	21%
2	Mexico	13,414	0%	13,772	3%	14,093	2%	14,375	2%	14,662	2%	14,956	2%	1,542	11%
	Overseas	27,883	6%	29,570	6%	31,166	5%	32,739	5%	34,424	5%	36,175	5%	8,291	30%
3	United Kingdom	3,835	0%	3,835	0%	3,886	1%	3,977	2%	4,070	2%	4,178	3%	343	9%
4	Japan	3,250	-4%	3,336	3%	3,403	2%	3,482	2%	3,564	2%	3,635	2%	385	12%
5	Germany	1,824	6%	1,903	4%	1,960	3%	1,999	2%	2,052	3%	2,100	2%	277	15%
6	Brazil	1,508	26%	1,785	18%	2,011	13%	2,212	10%	2,389	8%	2,564	7%	1,056	70%
7	France	1,504	12%	1,554	3%	1,596	3%	1,644	3%	1,704	4%	1,749	3%	245	16%
8	Korea	1,145	3%	1,233	8%	1,319	7%	1,394	6%	1,473	6%	1,552	5%	406	35%
9	China	1,089	36%	1,474	35%	1,853	26%	2,248	21%	2,713	21%	3,246	20%	2,157	198%
10	Australia	1,038	15%	1,131	9%	1,226	8%	1,319	8%	1,412	7%	1,501	6%	463	45%
11	Italy	892	6%	903	1%	916	1%	931	2%	956	3%	978	2%	86	10%
12	Spain	700	9%	721	3%	738	2%	750	2%	765	2%	781	2%	80	11%
13	India	663	2%	692	4%	734	6%	778	6%	827	6%	879	6%	216	33%
14	Netherlands	601	5%	619	3%	636	3%	650	2%	661	2%	672	2%	71	12%
15	Venezuela	561	14%	623	11%	671	8%	702	5%	730	4%	757	4%	196	35%
16	Argentina	512	17%	579	13%	629	9%	669	6%	709	6%	747	5%	235	46%
17	Colombia	497	0%	518	4%	541	4%	559	3%	583	4%	610	5%	113	23%
18	Switzerland	477	22%	524	10%	552	5%	572	4%	590	3%	605	3%	129	27%
19	Sweden	439	18%	471	7%	496	5%	518	4%	535	3%	551	3%	112	26%
20	Ireland	347	-4%	342	-1%	346	1%	349	1%	356	2%	362	2%	15	4%

f = forecast

Overseas includes all countries except Canada & Mexico

Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada; Banco de Mexico. April 2012

FORECAST OF INTERNATIONAL TRAVELERS TO THE UNITED STATES BY TOP ORIGIN COUNTRIES

Estimates in thousands

Rank Order 2011	Visitor Origin Country	Actual 2011	% Change 11/10	2012f	% Change 12/11	2012f	% Change 13/12	2012f	% Change 14/13	2012f	% Change 15/14	2012f	% Change 16/15	2012f	% Change 16/11
21	Israel	303	-1%	307	1%	310	1%	315	2%	321	2%	327	2%	24	8%
22	Taiwan POC	290	0%	313	8%	330	6%	345	4%	360	4%	378	5%	87	30%
23	Denmark	274	6%	289	5%	300	4%	307	2%	314	2%	320	2%	46	17%
24	Belgium	259	2%	262	1%	266	1%	271	2%	275	2%	281	2%	21	8%
25	Norway	249	13%	274	10%	292	7%	307	5%	318	4%	330	4%	81	32%
26	Dominican Rep.	230	-4%	226	-2%	228	1%	232	2%	237	2%	243	2%	12	5%
27	Bahamas, The	223	-8%	218	-2%	220	1%	223	1%	226	2%	229	1%	7	3%
28	Russia	222	27%	244	10%	266	9%	285	7%	305	7%	324	6%	102	46%
29	Ecuador	211	8%	224	6%	235	5%	243	4%	253	4%	263	4%	52	25%
30	New Zealand	189	8%	195	3%	200	3%	204	2%	208	2%	213	2%	24	13%
31	Guatemala	184	-2%	184	0%	186	1%	187	1%	189	1%	192	2%	9	5%
32	Austria	179	7%	191	6%	198	3%	204	3%	209	2%	214	2%	35	19%
33	Peru	172	-1%	181	5%	188	3%	192	2%	198	3%	204	3%	32	19%
34	Chile	171	17%	183	6%	195	7%	204	4%	214	5%	225	5%	54	31%
35	Costa Rica	169	2%	177	5%	182	2%	184	1%	190	3%	195	2%	26	15%
36	Philippines	167	-6%	171	3%	175	2%	178	2%	181	2%	185	2%	18	11%
37	Singapore	159	14%	176	11%	187	6%	198	5%	206	4%	214	4%	55	34%
38	Jamaica	159	-11%	150	-6%	147	-2%	148	0%	150	1%	152	2%	-7	-4%
39	Trinidad and Tob.	133	-3%	134	1%	136	1%	138	1%	140	1%	142	1%	9	7%
40	Saudi Arabia	133	49%	150	13%	159	6%	165	4%	171	3%	177	3%	44	33%

f = forecast

Overseas includes all countries except Canada & Mexico

Sources: U.S. Department of Commerce, ITA, Office of Travel & Tourism Industries; Statistics Canada; Banco de Mexico. April 2012



COUNTRY OF ORIGIN TRENDS

The data from UNWTO forecasts higher international growth trends for Asian, South American, and Oceanic countries into 2013 and beyond. While these markets experience new growth, the markets of Europe, the United Kingdom and Canada will grow slower.

Economic challenges will play a role in the trend. Even with slower growth, these markets still represent a high-percentage of visitation.

IMPLICATIONS

VCB's established relationships with airline and tour services should help keep the impact on tourism minimal.

German tourism is strong overall and should remain so.

COUNTRY OF RESIDENCE	MONTHLY % CHANGE MAY 2012 VS. 2011	YEAR TO DATE % CHANGE MAY 2012 VS. 2011
United Kingdom	-3	-2
Germany	15	12
France	4	5
Italy	-7	-1
Netherlands	1	3
Spain	-7	-5

U.S. Department of Commerce, May 2012

Visitation from the United Kingdom is declining slightly year-over-year and may continue to do so over the short-term as economic concerns continue in the region. Long-term projections remain positive, though. The VCB's efforts will remain focused on building relationships in these markets.

5 – FY 2012-13 STRATEGY

This annual Sales & Marketing Plan provides a road map for the VCB, the industry, and its partners. Its intention is to guide specific sales and marketing efforts aimed at increasing brand awareness, visitation, and destination revenues. Building on previous plans, the this fiscal year 2012-13 plan provides clear business goals along with the departmental objectives and actions to achieve them. The plan is also designed with flexibility in mind – flexibility for placement and targeting as well as flexibility for unforeseen opportunities.

5.1 – VCB GOAL

Realize a year-over-year increase in bed tax revenue of 2.5%

5.2 – VCB OBJECTIVE

Increase overnight visitation from leisure and group audiences in U.S. domestic and Florida markets by 1% and 2% respectively. And, maintain visitation levels from international (UK, Germany, Canada) markets.

5.3 – CORE STRATEGIES

BRAND POSITIONING

Increase brand recall among in-market visitors and prospects by deploying consistent brand message and positioning across touch-points (web, mobile, collateral) and media.

REPEAT & NEW VISITORS

Increase occupied room nights and visitor spending through targeted promotions to visitors and prospects that highlight the experiential opportunities available in the destination year round.

DOMESTIC MARKET DEVELOPMENT

Increase seasonal visitation through strategic deployment of media and marketing efforts in target markets.

CORE MARKET EXPANSION

Leverage the successes of the past year by converting interest (as defined by website inquiries) from target markets into incremental measurable visitation from these markets.





INTERNATIONAL MARKET DEVELOPMENT

The VCB is positioned to take advantage of international visitation. Typically, these visitors stay longer and spend more. The VCB will continue to partner with Visit Florida and the Florida Beaches Coalition on trade shows, VIP events, sales missions and familiarization tours. Additionally, representation in Canada and Europe will be leveraged to develop targeted promotions and draw business. Key markets include Canada, Germany, Austria, Switzerland, United Kingdom, Ireland, Scandinavia, France and The Netherlands. Emerging markets for Lee County include Brazil, Argentina and Chile.

NICHE MARKET DEVELOPMENT

Increase group business through increased exposure within niche market segments.

- Romance/Weddings
- Ecologically Friendly/Green
- Outdoor Recreation
- Medical Tourism

MARKET MIX

- 35% of media mix is national coverage, focus on Midwest and Northeast
- 13% of media mix is international coverage

SPOT MARKETS

Of remaining media mix, 42% is out-of-state and 10% is in-state spot market broadcast, newspaper and digital cover to influence travel seasonally.

Winter travel between December–Easter (March 31):
Boston, Chicago, Cincinnati, Cleveland, Columbus, Green Bay, Indianapolis, New York, Minneapolis, St. Louis

Spring-Summer travel between April–August:
Cincinnati, Columbus, Indianapolis, Miami, Orlando, Tampa, West Palm Beach

Fall travel between September–November:
Boston, Chicago, Cincinnati, Cleveland, Columbus, Indianapolis, New York, Minneapolis, St. Louis, Miami, Orlando, Tampa, West Palm Beach

Additional digital spot markets:

Albany, Atlanta, Baltimore, Greensboro, Houston, Louisville, Nashville, Philadelphia, San Antonio, Washington, D.C.

5.4 – PERFORMANCE OBJECTIVES

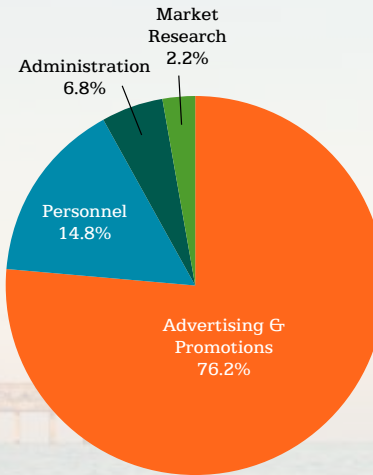
		VCB Goal	Metric/Source
12/13		Increase bed tax receipts by 2.5%	Audited returns
Department		Supporting Objective	
		Increase out-of-state domestic visitors in paid accommodations by 1%	Visitor Intercept Survey
		Increase in-state visitation in paid accommodations by 2%	
		Maintain international visitation in paid accommodations	
		Maintain length of stay at 6.5 days	
		Increase visitor recall of marketing campaign by 5%	
	Media	Deliver 600,000,000 impressions across media	Ad Services
		Deliver 409,000 inquiries (Site Visits)	Google Analytics
		Deliver 300,000 leads	Contracts
		Maintain an average CPM of \$7	
		Negotiate \$900,000 in added-value placements	
	Social Media	Increase inquiry to the destination website from targeted markets by 5% YOY	Google Analytics
		Increase fans / followers by 40% per channel	Facebook
			Twitter
			YouTube
			Flickr
	Increase referrals from Social Media channels to LCVCB website by 25%	Pinterest	
	Website	Increase average pages viewed per user to 3.25	Google Analytics
		Increase guidebook conversation to 4%	
		Capture 35,000 email opt-ins	
		Increase average time spent on site to 3:30	
		Increase outbound referrals to lodging partner websites to .30 per visit	
		Capture 25,000 email opt-ins	
	CRM	Increase open rate to 20%	ExactTarget / Google Analytics
Maintain click-to-open rate at 22% for active subscribers			
Send 20,000 direct referrals to co-op partner websites			
Product	Generate 4,000 guidebook requests		
	Increase new event development by 10%	Events	
Visitor Services	Industry Relations	Increase funding applicants by 20%	Applications
		Conduct 60 Guests First training sessions (20% increase), and 2 Team Tourism events with a total attendance of 1,650 (10% increase).	Team Tourism program attendance
		Guests First training sessions & attendance	
Public Relations	Media Relations	Secure 5% more nominations YOY for award and recognition programs	E-Awards nominations
		Chrysalis nominations	
	Communications	Increase Advertising Equivalency by 10%	Advertising Equivalency
		Maintain the number of group and individual media tours hosted (75 journalists)	VCB Count
Sales		Increase number of media events in target markets by 20% (8 events)	VCB Count
		Distribute 12 Email News Network Communications (monthly)	VCB Count
		*This number is based on securing more top-tier media coverage, including national print and broadcast as well as targeted niche media outlets, reaching a more qualified, targeted audience rather than growing sheer numbers.	
		Attend 110 tradeshows domestically and internationally (2% increase)	VCB Count
		Conduct 40 meeting planner tours site visits (2% increase)	VCB Count
Sales		Host 20 domestic and international tour & travel familiarization tours (2.5% increase)	VCB Count
		Generate and distribute 350 leads to industry partners (3% increase)	VCB Count
		Increase meetings and conference room nights by 3%	VCB Count

*All measurements will be based on an increase (or decrease) over final fiscal year 2011-2012 data.

6 – APPENDIX

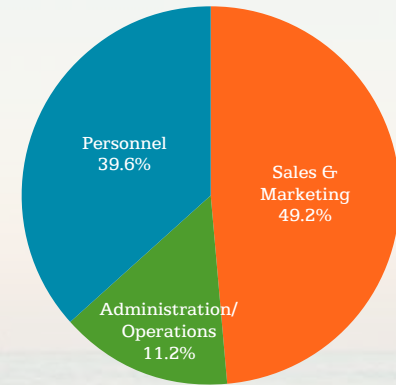
6.1 – STAFFING & BUDGET ALLOCATION

Allocation of Expenditures
by Category Fiscal Year 2012-2013



Source: VCB budget report

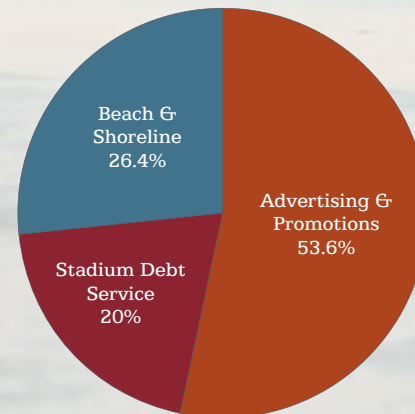
Comparative CVB Expenditures
Average of DMOs with Gross Revenue
Exceeding \$10 million/year



Source: Destination Marketing Association International, 2011

6.2 – REVENUE ALLOCATION

Allocation of Revenue by Category



Source: Lee County Ordinance 10-31

FY 2012-13 SALES TRADESHOW SCHEDULE

OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
CONSUMER											
Southern Women's Show October 11-14, 2012 Orlando, FL	The Villages Destination Day November 28, 2012 The Villages, FL		Chicago Boat Show January 9-13, 2013 Chicago, IL	St. Louis Boat & Sport Show February 6-10, 2013 St. Louis, MO	AAA Travel Marketplace March 1-3 2013 Milwaukee, WI	Southern Women's Show April 18-21, 2013 Nashville, TN	International Women's Show May 2-13, 2013 Novi, MI				MLT University September 23-25, 2013 Minneapolis, MN
Southern Women's Show October 18-21, 2012 Jacksonville, FL			Atlanta Boat Show January 10-13, 2013 Atlanta, GA	Boston Globe Travel Show February 8-10, 2013 Boston, MA	Milwaukee Journal Sentinel Show March 6-13, 2013 Milwaukee, WI		The Villages Tradeshow May 13, 2013 The Villages, FL				
ACS Home & Lifestyle Show October 18-21, 2012 West Palm Beach, FL			FL RV Supershow January 16-20, 2013 Tampa, FL	Indianapolis Boat Show February 15-24, 2013 Indianapolis, IN	Canoecopia March 8-10, 2013 Madison, WI						
			Cleveland Outdoor Adventure Show January 17-20 2013 Cleveland, OH	Los Angeles Times Travel Show February 19-24, 2013 Los Angeles, CA	Travel & Adventure Show March 9-10, 2013 Washington, DC						
			The Villages Trade Show January 18, 2013 The Villages, FL	Minneapolis Home & Garden Show February 27-March 3, 2013 Minneapolis, MN							
			New York Times Trade Show January 18-20, 2013 New York, NY								
			AAA Great Vacations Expo January 18-20, 2013 Columbus, OH								
			Cincinnati Travel, Sports, & Boat Show January 18-27, 2013 Cincinnati, OH								
			Philadelphia Inquirer Travel Show January 26-27, 2013 King of Prussia, PA								
			Snowbird Extravaganza January 29-30, 2013 Lakeland, FL								

* = Florida Beaches Coalition Partnership
BD = Brochure Distribution

FY 2012-13 SALES TRADESHOW SCHEDULE

OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
DOMESTIC TRAVEL AGENTS & WHOLESALE											
PTANA East Coast Trade Shows October 22-26, 2012 MA, PA, NJ, DE, DC, MD, VA areas	Eastern Travel Assn Trade Show November 12-14, 2012 Pennsylvania Region		Visit FL Trade Event - Philadelphia January 2012 Philadelphia, PA	Visit FL Trade Event - Atlanta February 2012 Atlanta, GA		FL East Coast Sales Calls April TBD Miami, Ft. Lauderdale, West Palm Beach	FL West Coast Sales Calls May 20-24, 2013 Bradenton, Tampa, Orlando				
Home Based Travel Agent Forum October 23-24, 2012 Atlantics City, NJ	Mark Travel Trainings November TBD Orlando, FL		Visit FL Trade Event - Chicago January 2012 Chicago, IL	Visit FL Trade Event - Boston February 2012 Boston, AM			Suncoast Travel Industry Assn (STIA) Tradeshow May 22, 2013 Tampa, FL				
AWTA Travel Trade Shows October 29, 2012 New Rochelle, NY											
MEETING PLANNERS											
SGMP Event October 16, 2012 Tallahassee, FL	PCMA Bowl-a-Thon & Sales Calls November 7-9, 2012 Chicago, IL	AENC Annual Trade Show December 13, 2012 Raleigh, NC	FSAE AAC Meeting January 1, 2013 Clearwater, FL	AMC Institute February 13-15, 2013 St. Petersburg, FL	ConferenceDirect Annual Partner Meeting March 17-21, 2013 Las Vegas, NV	GaMPI's Meeting Exploration Conference April 2013 Atlanta, GA	Meeting Spots May 1, 2013 Tallahassee, FL	Collaborate Marketplace June 13-15, 2013 Denver, CO	FSAE Annual Convention July 10-12, 2013 Tampa, FL	ASAE Annual Conference August 3-6, 2013 Atlanta, GA	MPI Carolinas Chapter Tradeshow & Meeting September 15, 2013 Myrtle Beach, SC
VCB Midwest Client Event October 15-17, 2012 Chicago, IL	South Florida Tailgate November 8, 2012 Tallahassee, FL	Holiday Showcase December 12-14, 2012 Chicago, IL	PCMA Annual Conference January 13-16, 2013 Orlando, FL	CESSE Conference February 24-27, 2013 Albuquerque, NM	TSAE Power Luncheon March 20, 2013 Tallahassee, FL	HelmsBriscoe Annual Event April 17-20, 2013 Orlando, FL	FSAE AAC Meeting May 1, 2013 Orlando, FL	Visit FL VIP NYC & Sales Calls June 2013 New York, NY	CESSE Annual Meeting July 16-19, 2013 Providence, RI	Connect Marketplace August 22-24, 2013 Milwaukee, WI	
TSAE Education Day October 17, 2012 Tallahassee, FL	St. Louis MPI/Educon/Client Event November 2012 Chicago, IL	SGMP FL Chapter Holiday Event December 18, 2012 Tallahassee, FL	SGMP Meeting January 15, 2012 Tallahassee, FL	Destinations Showcase February 2013 Washington, DC	Visit FL VIP Event March 2013 Chicago, IL		Springtime Expo (GWSAE) May 16, 2013 Washington, DC		Minnesota Twins VIP Client Event July 2013 Minneapolis, MN	Boston Red Sox VIP Client Event August 2013 Boston, MA	
		TSAE Holiday Luncheon & Sales Calls December 19, 2012 Tallahassee, FL	Meeting Planner Event & Sales Calls January 15-18, 2013 Indianapolis, IN				MPI Carolinas Chapter Annual Meeting May 19, 2012 Myrtle Beach, SC				
			Meeting Planner Event & Sales Calls January 30-31, 2013 Minneapolis, MN				Visit FL VIP Atlanta May 2013 Atlanta, GA				
							Visit FL VIP Boston May 2013 Boston, MA				

* = Florida Beaches Coalition Partnership
BD = Brochure Distribution

FY 2012-13 SALES TRADESHOW SCHEDULE

OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER
GROUP TOUR & SMERF											
Rejuvenate Marketplace October 22-24, 2012 Columbus, OH	Military Reunion Network Conference November 11-13, 2012 Daytona Beach, FL		ABA Marketplace January 5-9, 2013 Charlotte, NC	Student Youth Travel Assn. Summit February 7-10, 2013 Lee County, FL			Christian Meetings & Conventions Assn. (CMCA) May 8-10, 2013 TBD		FL Motorcoach Assn. (FMA) Conference July 2013 Location TBD	Student Youth Travel Assn. (SYTA) August 23-28, 2013 TBD	
			National Tour Assn January 19-23, 2013 Orlando, FL								
INTERNATIONAL											
Discover America Day October 2, 2012 Toronto, Ontario	World Travel Market November 5-8, 2012 London, England	Receptive Tour Operator Appreciation Luncheons December 3-4, 2012 Miami and Orlando, FL	Vakantiebeurs January 9-13, 2013 Utrecht, The Netherlands	Bon Voyage Consumer Event February 1, 2013 Southampton, England	Toronto Golf & Travel Show March 1-3, 2013 Toronto, Ontario	Visit FL Key Family Dinners April 4, 2013 London, England	Joint Agents Event May 15, 2013 Stockholm, Sweden	USTA International Pow Wow June 8-12, 2013 Las Vegas, NV	50+ Consumer Show July 1, 2013 London, England	VIP Summer Travel Agents Lunch August 4, 2012 London, England	VIP Travel Agents Dinner September 15, 2013 Jersey & Guernsey, England
TravXchange Eastern Canada Series October 2-4, 2012 Toronto, Ottawa, Montreal	Amerika Tage 2012/ American Journal November 9-11, 2012 Hamburg, Germany	Visit FL Marketing Retreat December 5-7, 2012 Location TBD	CMT Stuttgart January 12-20, 2013 Stuttgart, Germany	Reisen Hamburg February 6-10, 2013 Hamburg, Germany	Swanson's* March 2, 2013 Osby, Sweden	Funway Agent Event April 30, 2013 Bromley, England	Joint Agents Event May 25, 2013 Dublin, Ireland	Ignite Business Expo June 19-20, 2013 Toronto, Ontario	Jetset Golf Day July 4, 2013 Manchester, England	La Cumbre August 2013 TBD	TTW Geneva September 2013 Geneva Switzerland
VUSA Ireland Agents Event October 4, 2012 Dublin, Ireland	Discover America Malmo November 15, 2012 Malmo, Sweden		Matka* January 17-20, 2013 Helsinki, Finland	Icelandair Show February 7, 2013 Reykjavik, Iceland	ITB March 6-10, 2013 Berlin, Germany	Hotelbeds Workshop Americas April 2013 Playa del Carmen, Mexico			VUSA Independence Day Ball July 4, 2013 London, England		
Visit FL Tour Operator Lunch October 5, 2012 Dublin, Ireland	Viva Touristika & Caravaning November 16-18, 2012 Frankfurt, Germany		Holiday World Show January 20, 2013 Dublin, Ireland	Reiseliv* February 8-10, 2013 Oslo, Norway	Travel & Vacation Show March 9-10, 2013 Berlin, Germany				Formula 1 Grand Prix Hospitality Event July 12, 2013 London, England		
TTW Zurich October 17, 2012 Zurich, Switzerland	Touristik Aschaffenburg November 17-18, 2012 Aschaffenburg, Germany		Florida Huddle January 24-26, 2013 St. Augustine, FL	VUSA Workshop February 12, 2013 Paris, France	TUR* March 21-24, 2013 Gothenburg, Sweden				NATS Summer Event July 17, 2013 London, England		
SITV October 19-21, 2012 Montreal, Canada	TC Leipzig November 21-25, 2012 Leipzig, Germany		Travel Expo January 25-27, 2013 Lucerne, Switzerland	Ere.e München February 20-24, 2013 Munich, Germany					Receptive Sales Calls July 2013 Miami & Orlando, FL		
Travel Show for Quality Travel October 20, 2012 Copenhagen, Denmark	Visit USA Roadshow November 27, 2012 London, England		Destinations - London January 31, 2013 London, England	Ferie for Alle* February 22-24, 2013 Herning, Denmark							
ABAV October 24-26, 2012 Rio de Janeiro, Brazil	VUSA Networking Event November 2012 Munich/Hamburg, Germany			Discover America Copenhagen February 25, 2013 Copenhagen, Denmark							
Long Haul Workshop October 31, 2012 Billund, Denmark											

* = Florida Beaches Coalition Partnership
BD = Brochure Distribution

TRADITIONAL MEDIA

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Better Homes & Gardens and Ladies Home Journal - Florida editions	Participation in 2/3 page spread 4/c, includes reader service and online travel guide	BHG&G and LHJ are two of America's leading women's magazines. Ad will run in special Florida travel section. This is an opportunity for co-op participants to be seen in a high-profile print environment at sharply reduced costs.	25 words plus photo, reader service leads, inclusion in online travel guide	561,500	June 2013	1/8/2013	1/15/2013	\$685	6	25 words plus photo
Budget Travel	Participation in full page 4/c, includes in-book and online reader service	Budget Travel focuses on smart travel options for today's informed travelers. The Budget Travel co-op allows participants to reach this high-index travel audience at affordable Lee County co-op rates.	25 words plus photo, in-book and online reader service leads	675,000	Mar-Apr 2013	12/18/2012	1/3/2013	\$860	3	25 words plus photo
Coastal Living - Midwest and Northeast editions	Participation in two-page spread 4/c, includes reader service, online advertorial, and large destination sponsorship	Coastal Living is an upscale home service magazine that features food, design, travel, and seaside lifestyles. This Lee County co-op offers participants opportunities to reach an affluent target audience at an integrated and affordable package price.	25 words plus photo, reader service leads, inclusion in online advertorial and large destination sponsorship	230,100	May 2013	1/24/2013	1/31/2013	\$460	6	25 words plus photo
Coastal Living - Midwest and Northeast editions	Participation in two-page spread 4/c, includes reader service, online advertorial, and large destination sponsorship	Coastal Living is an upscale home service magazine that features food, design, travel, and seaside lifestyles. This Lee County co-op offers participants opportunities to reach an affluent target audience at an integrated and affordable package price.	25 words plus photo, reader service leads, inclusion in online advertorial and large destination sponsorship	230,100	Jul-Aug 2013	3/27/2013	4/3/2013	\$460	6	25 words plus photo
Endless Vacation - east of Mississippi edition	Participation in full page 4/c, includes in-book and online reader service	Endless Vacation is the magazine of the RCI Travel Club, offering reach of affluent travel enthusiasts. The magazine exhibits very high indices for Florida travel and frequent hotel stays. Co-op participants will reach one of America's most valuable travel audiences at substantially reduced costs.	25 words plus photo, in-book and online reader service leads	900,000	Fall 2013 issue (July-Sep)	4/19/2013	5/3/2013	\$695	3	25 words plus photo
Midwest Living	Participation in two-page spread 4/c, includes reader service, advertorial content, and additional online exposure	Midwest Living's "Warm Weather Getaways" section offers the opportunity to reach upscale Midwesterners via an integrated online/offline media package. Includes participation in a two-page magazine spread, with direct response features, advertorial content, and inclusion in an online slide show.	25 words plus photo, reader service leads, advertorial content, additional online exposure	989,424	Jan-Feb 2013	10/18/2012	10/25/2012	\$725	6	25 words plus photo
New York Times T: Travel	Participation in full page 4/c, includes reader service.	T: Travel is a quarterly travel magazine that runs in the Sunday edition of The New York Times. As one of America's top national newspapers, approximately 50% of the Times' circulation runs outside of the New York City DMA. Times readers exhibit some of the strongest travel demographics of all measured U.S. publications.	25 words plus photo, reader service leads	1,339,462	9/22/2013	7/10/2013	7/17/2013	\$995	3	25 words plus photo
Sierra Magazine	Participation in full page 4/c, includes reader service.	Sierra Magazine is the official publication of the Sierra Club. It is one of America's top magazines for reaching outdoor enthusiasts and ecologically responsible travelers. This advertising co-op emphasizes Lee County's commitment to green travel initiatives.	25 words plus photo, reader service leads	531,941	Mar-Apr 2013	11/28/2012	12/5/2012	\$495	3	25 words plus photo
Sierra Magazine	Participation in full page 4/c, includes reader service.	Sierra Magazine is the official publication of the Sierra Club. It is one of America's top magazines for reaching outdoor enthusiasts and ecologically responsible travelers. This advertising co-op emphasizes Lee County's commitment to green travel initiatives.	25 words plus photo, reader service leads	531,941	Jul-Aug 2013	3/28/2013	4/4/2013	\$495	3	25 words plus photo
Southern Living - Florida edition	Participation in two-page spread 4/c, includes reader service	Southern Living readers have a high propensity for vacationing in Florida. This co-op promotes in-state travel by reaching the magazine's substantial Florida circulation base. The March co-op promotes spring and summer visitation.	25 words plus photo, reader service leads	260,000	March 2013	11/13/2012	11/20/2013	\$525	6	25 words plus photo
Southern Living - Florida edition	Participation in two-page spread 4/c, includes reader service	Southern Living readers have a high propensity for vacationing in Florida. This co-op promotes in-state travel by reaching the magazine's substantial Florida circulation base. Placement in the May issue promotes late-summer and fall getaways to Lee County.	25 words plus photo, reader service leads	260,000	May 2013	1/15/2013	1/22/2013	\$525	6	25 words plus photo
Southern Living - Florida edition	Participation in two-page spread 4/c, includes reader service	Southern Living readers have a high propensity for vacationing in Florida. This co-op promotes in-state travel by reaching the magazine's substantial Florida circulation base. Placement in the August issue promotes late-summer and fall getaways to Lee County.	25 words plus photo, reader service leads	260,000	August 2013	4/9/2013	4/16/2013	\$525	6	25 words plus photo
Lee County In-State Newspaper Inserts: Ft. Lauderdale Sun Sentinel, Miami Herald, Orlando Sentinel, Tampa Bay Times	Participation in four-page 4/c newspaper insert	Advertising readership studies suggest that inserts are among the most highly read sections of Sunday newspapers. This co-op offers participation in a four-page insert exclusively highlighting Lee County. Placement is in four leading in-state newspapers, timed to promote summer and fall travel.	25 words plus photo, phone number, URL	200,000	5/5/2013	2/21/2013	2/28/2013	\$850	12	25 words plus photo, phone number, URL
Lee County In-State Newspaper Inserts: Ft. Lauderdale Sun Sentinel, Miami Herald, Orlando Sentinel, Tampa Bay Times	Participation in four-page 4/c newspaper insert	Advertising readership studies suggest that inserts are among the most highly read sections of Sunday newspapers. This co-op offers participation in a four-page insert exclusively highlighting Lee County. Placement is in four leading in-state newspapers, timed to promote summer and fall travel.	25 words plus photo, phone number, URL	200,000	6/9/2013	3/28/2013	4/11/2013	\$850	12	25 words plus photo, phone number, URL
Lee County In-State Newspaper Inserts: Ft. Lauderdale Sun Sentinel, Miami Herald, Orlando Sentinel, Tampa Bay Times	Participation in four-page 4/c newspaper insert	Advertising readership studies suggest that inserts are among the most highly read sections of Sunday newspapers. This co-op offers participation in a four-page insert exclusively highlighting Lee County. Placement is in four leading in-state newspapers, timed to promote summer and fall travel.	25 words plus photo, phone number, URL	200,000	8/25/2013	6/13/2013	6/27/2013	\$850	12	25 words plus photo, phone number, URL

DIGITAL MEDIA

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
NYTimes.com: Jan	Partners have the opportunity to be included as a featured property in the Great Getaways email dedicated to Lee County.	Great Getaways is an online newsletter distributed by the New York Times to their opt-in travel database. Database receives free email update with special offers from the world's finest travel and tourism providers. They are the first to enjoy special deals and promotions. Editorially the emails spotlight the perfect escape, last minute retreats, vacation packages and exclusive travel destinations. Below emails will focus on travel to Lee County exclusively.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	330,000	TBD	10/17/2012	11/5/2012	\$500	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
NYTimes.com: Feb	Partners have the opportunity to be included as a featured property in the Great Getaways email dedicated to Lee County.	Great Getaways is an online newsletter distributed by the New York Times to their opt-in travel database. Database receives free email update with special offers from the world's finest travel and tourism providers. They are the first to enjoy special deals and promotions. Editorially the emails spotlight the perfect escape, last minute retreats, vacation packages and exclusive travel destinations. Below emails will focus on travel to Lee County exclusively.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	330,000	TBD	10/17/2012	11/5/2012	\$500	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
NYTimes.com: Mar	Partners have the opportunity to be included as a featured property in the Great Getaways email dedicated to Lee County.	Great Getaways is an online newsletter distributed by the New York Times to their opt-in travel database. Database receives free email update with special offers from the world's finest travel and tourism providers. They are the first to enjoy special deals and promotions. Editorially the emails spotlight the perfect escape, last minute retreats, vacation packages and exclusive travel destinations. Below emails will focus on travel to Lee County exclusively.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	330,000	TBD	12/10/2012	1/23/2013	\$500	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Sherman's Travel: Feb	Partners have the opportunity to be included as a featured property in the Sherman's Travel email dedicated to Lee County.	Sherman's Travel emails are newsletter distributed to their opt-in database. The mission of Sherman's Travel is to provide readers with expert advice on great destinations. Sherman's advice simplifies your travel research, providing you with both the tools and inspiration to make your trip perfect. Below emails will focus on travel to Lee County exclusively.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	300,000	TBD	10/17/2012	11/5/2012	\$400	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Sherman's Travel: May	Partners have the opportunity to be included as a featured property in the Sherman's Travel email dedicated to Lee County.	Sherman's Travel emails are newsletter distributed to their opt-in database. The mission of Sherman's Travel is to provide readers with expert advice on great destinations. Sherman's advice simplifies your travel research, providing you with both the tools and inspiration to make your trip perfect. Below emails will focus on travel to Lee County exclusively.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	300,000	TBD	12/10/2012	1/23/2013	\$400	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Sherman's Travel: Sept	Partners have the opportunity to be included as a featured property in the Sherman's Travel email dedicated to Lee County.	Sherman's Travel emails are newsletter distributed to their opt-in database. The mission of Sherman's Travel is to provide readers with expert advice on great destinations. Sherman's advice simplifies your travel research, providing you with both the tools and inspiration to make your trip perfect. Below emails will focus on travel to Lee County exclusively.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	300,000	TBD	5/15/2013	6/5/2013	\$400	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.

DIGITAL MEDIA (CONTINUED)

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Travel Zoo	All Partners except attractions have the opportunity to be included as a featured property in the Travel Zoo's Destination of the Week Deals tab dedicated to Lee County	With more than 23 million subscribers, Travel Zoo is consistently among the top ten traffic sources for DMOs. The Destination of the Week product marries compelling destination content with irresistible deals. We are utilizing the Destination of the Week program in order to generate brand awareness for Lee County and drive traffic and incremental bookings to our partners' sites. This program is featured on the homepage for one week and then lives on Travel Zoo's site for another 4 weeks.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	20,000,000	6/4/13-7/3/13	12/10/2012	1/23/2013	\$1,000	7	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Travel Zoo: Attractions Only	Attraction Partners have the opportunity to be included as a featured attraction in the Travel Zoo's Destination of the Week Deals tab dedicated to Lee County	With more than 23 million subscribers, Travel Zoo is consistently among the top ten traffic sources for DMOs. The Destination of the Week product marries compelling destination content with irresistible deals. We are utilizing the Destination of the Week program in order to generate brand awareness for Lee County and drive traffic and incremental bookings to our partners' sites. This program is featured on the homepage for one week and then lives on Travel Zoo's site for another 4 weeks.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	20,000,000	6/4/13-7/3/13	12/10/2012	1/23/2013	\$500	2	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Rich Media: Winter	Partners have the opportunity to be included as a featured property in the geo-demographic targeted expandable rich media banners with video.	Rich Media Gallery offers expandable rich media banners developed to reach the VCB's customer through geographic, demographic, and behavioral targets with innovative, eye-catching, expandable ad units that include video. List of websites this campaign may appear on include TravelChannel.com, WomensDay.com, Weather.com, WashintonPost.com, Hotels.com, Hotwire.com, Boston.com, Priceline.com, Travelocity.com, Times Inc sites, USA Today.com, and Yahoo! Travel. Please note that website recommendations may change before campaign starts based on changing trends in consumer online usage.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	1,000,000	12/12/12-1/31/13	10/17/2012	11/5/2012	\$2,000	4	1-2 images (please specify favorites or which photos must be in ad): 400x400px (minimum) Video: 30 seconds max - AVI, MOV, QT or FLV formats preferred, 300 px wide x250 px tall (minimum) *video may be edited for use in ads (optimized, cropped or shortened) Name to be displayed for advertiser: 25 characters max Short tagline for advertiser: 30 characters max Short description for advertiser: 20 words max Target URL (for display and redirection): 30 characters max for display URL - actual URL can be any size *Please note: Not all materials may be used in the final ads
Rich Media: Spring/Summer	Partners have the opportunity to be included as a featured property in the geo-demographic targeted expandable rich media banners with video.	Rich Media Gallery offers expandable rich media banners developed to reach the VCB's customer through geographic, demographic, and behavioral targets with innovative, eye-catching, expandable ad units that include video. List of websites this campaign may appear on include TravelChannel.com, WomensDay.com, Weather.com, WashintonPost.com, Hotels.com, Hotwire.com, Boston.com, Priceline.com, Travelocity.com, Times Inc sites, USA Today.com, and Yahoo! Travel. Please note that website recommendations may change before campaign starts based on changing trends in consumer online usage.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	1,000,000	5/1/13-6/30/13	12/10/2012	1/23/2013	\$2,000	4	1-2 images (please specify favorites or which photos must be in ad): 400x400px (minimum) Video: 30 seconds max - AVI, MOV, QT or FLV formats preferred, 300 px wide x250 px tall (minimum) *video may be edited for use in ads (optimized, cropped or shortened) Name to be displayed for advertiser: 25 characters max Short tagline for advertiser: 30 characters max Short description for advertiser: 20 words max Target URL (for display and redirection): 30 characters max for display URL - actual URL can be any size *Please note: Not all materials may be used in the final ads

DIGITAL MEDIA (CONTINUED)

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Expedia: Spring/Summer	Partners have the opportunity to target specific Lee County destinations within Expedia through banner ad units as well as retarget consumers who have shown interests.	With the highest brand recognition of any online travel site, Expedia.com is a trusted resource for consumers. In turn, Expedia is an ideal place for advertisers to reach targeted shoppers who are researching or planning trips—from exploration all the way through to the final purchase click. Partners will have an opportunity to run banner units that will be targeted to users booking travel to Lee County destinations (i.e. Sanibel, Captiva, Fort Myers Beach). This targeting methodology is ideal in allowing Marketing Partners to target travel prospects when they are 'in the act' of planning their trip. All destination-targeted ads will link to the partner's page within Expedia.	A 100% SOV flash/static banner.	66,667	4/1/13-7/4/13	12/10/2012	1/23/2013	\$1,000	18	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Expedia: Fall	Partners have the opportunity to target specific Lee County destinations within Expedia through banner ad units as well as retarget consumers who have shown interests.	With the highest brand recognition of any online travel site, Expedia.com is a trusted resource for consumers. In turn, Expedia is an ideal place for advertisers to reach targeted shoppers who are researching or planning trips—from exploration all the way through to the final purchase click. Partners will have an opportunity to run banner units that will be targeted to users booking travel to Lee County destinations (i.e. Sanibel, Captiva, Fort Myers Beach). This targeting methodology is ideal in allowing Marketing Partners to target travel prospects when they are 'in the act' of planning their trip. All destination-targeted ads will link to the partner's page within Expedia.	A 100% SOV flash/static banner.	66,667	7/5/13-7/31/13	5/15/2013	6/5/2013	\$1,000	7	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Orbitz: Spring/Summer	Partners have the opportunity to target specific Lee County destinations within Orbitz through banner ad units.	Since launching its website to the general public in June 2001, Orbitz.com has become one of the largest online travel sites in the world and has led the industry with innovations including Flight Price Assurance, Hotel Price Assurance and Total Price hotel search results. Partners will have an opportunity to run banner units that will be targeted to users booking travel to Lee County destinations (i.e. Sanibel, Captiva, Fort Myers Beach). This targeting methodology is ideal in allowing Marketing Partners to target travel prospects when they are 'in the act' of planning their trip. All ads will be co-branded with Lee County Visitors & Convention Bureau and will link to the partner's page within Orbitz.	A 100% SOV flash/static banner.	133,333	4/1/13-7/4/13	12/10/2012	1/23/2013	\$2,000	5	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Orbitz: Fall	Partners have the opportunity to target specific Lee County destinations within Orbitz through banner ad units.	Since launching its website to the general public in June 2001, Orbitz.com has become one of the largest online travel sites in the world and has led the industry with innovations including Flight Price Assurance, Hotel Price Assurance and Total Price hotel search results. Partners will have an opportunity to run banner units that will be targeted to users booking travel to Lee County destinations (i.e. Sanibel, Captiva, Fort Myers Beach). This targeting methodology is ideal in allowing Marketing Partners to target travel prospects when they are 'in the act' of planning their trip. All ads will be co-branded with Lee County Visitors & Convention Bureau and will link to the partner's page within Orbitz.	A 100% SOV flash/static banner.	133,333	7/5/13-7/31/13	5/15/2013	6/5/2013	\$2,000	2	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Video Networks: Winter	Partners have the opportunity to be included as a featured property in the geo-demographic, behavioral, targeted pre-roll video.	Video Networks allow us to place a 15-second pre-roll video in front of video content that a consumer has selected to view. This pre-roll video unit can be interactive and drive viewers to partner websites. Partner can take advantage of the interactive unit that displays at the bottom of the pre-roll video. Units are also geographically, demographically, contextually, behaviorally targeted. List of websites this campaign may appear on include NYTimes.com, TravelChannel.com, iExplore.com, WeatherChannel.com, ABC.com, AOL, USA Today.com, and Yahoo! Travel. Please note that website recommendations may change before campaign starts based on changing trends in consumer online usage.	Photo, name of business in bold, price point, and a direct link to the partner website.	100,000	1/16/13-2/26/13	10/17/2012	11/5/2012	\$1,000	5	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Video Networks: Spring/Summer	Partners have the opportunity to be included as a featured property in the geo-demographic, behavioral, targeted pre-roll video.	Video Networks allow us to place a 15-second pre-roll video in front of video content that a consumer has selected to view. This pre-roll video unit can be interactive and drive viewers to partner websites. Partner can take advantage of the interactive unit that displays at the bottom of the pre-roll video. Units are also geographically, demographically, contextually, behaviorally targeted. List of websites this campaign may appear on include NYTimes.com, TravelChannel.com, iExplore.com, WeatherChannel.com, ABC.com, AOL, USA Today.com, and Yahoo! Travel. Please note that website recommendations may change before campaign starts based on changing trends in consumer online usage.	Photo, name of business in bold, price point, and a direct link to the partner website.	100,000	5/1/13-6/30/13	12/10/2012	1/23/2013	\$1,000	6	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.

DIGITAL MEDIA (CONTINUED)

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Trip Advisor.com: Winter	Partners have the opportunity to target specific destinations within Trip Advisor through banner ad units.	The monthly average for Lee County destinations within Trip Advisor is 100,000 uniques. Lee County will be sponsoring the Ft. Myers Beach, Sanibel, Fort Myers, and Captiva Island destination pages on Trip Advisor. With this we are able to place banner ads on all pages within a particular destination (see below). This is a high-performing target due to consumers already interested in the destination and looking for places to stay and things to do. Partners are able to choose which destination they would like to be featured.	A 100% SOV flash/static banner.	26,316	12/5/12-2/26/13	10/17/2012	11/5/2012	\$500	20	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Trip Advisor.com: Spring/Summer	Partners have the opportunity to target specific destinations within Trip Advisor through banner ad units.	The monthly average for Lee County destinations within Trip Advisor is 100,000 uniques. Lee County will be sponsoring the Ft. Myers Beach, Sanibel, Fort Myers, and Captiva Island destination pages on Trip Advisor. With this we are able to place banner ads on all pages within a particular destination (see below). This is a high-performing target due to consumers already interested in the destination and looking for places to stay and things to do. Partners are able to choose which destination they would like to be featured.	A 100% SOV flash/static banner.	26,316	2/27/13-7/4/13	12/10/2012	1/23/2013	\$500	20	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Trip Advisor.com: Fall	Partners have the opportunity to target specific destinations within Trip Advisor through banner ad units.	The monthly average for Lee County destinations within Trip Advisor is 100,000 uniques. Lee County will be sponsoring the Ft. Myers Beach, Sanibel, Fort Myers, and Captiva Island destination pages on Trip Advisor. With this we are able to place banner ads on all pages within a particular destination (see below). This is a high-performing target due to consumers already interested in the destination and looking for places to stay and things to do. Partners are able to choose which destination they would like to be featured.	A 100% SOV flash/static banner.	26,316	7/5/13-9/30/13	5/15/2013	6/5/2013	\$500	20	2-3 high-resolution images (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.
Trip Advisor.com: Text Link_Sanibel Island	Partners have the opportunity to be included as a featured deal in the promo module of the Trip Advisor Sanibel Island Destination homepage. http://www.tripadvisor.com/Tourism-g34616-Sanibel_Island_Florida-Vacations.html	Trip Advisor is the world's largest travel site with over 51 million unique monthly visitors. The monthly average for Lee County destinations is 100,000 uniques alone. Lee County will be sponsoring the Sanibel Island destination page on Trip Advisor. With this, we are able to promote 5 deals within the promo module on each destination page. Partner cost is \$100 per month with creative changes allowed on a monthly basis.	Offer, name of business in bold, price point, and a direct link to the partner website.	88,000	10/1/12-9/30/13	1 Month Prior to Start Date	1 Month Prior to Start Date	\$100	5/month	Copy/Offer (45 characters), click-through URL.
Trip Advisor.com: Text Link_Captiva Island	Partners have the opportunity to be included as a featured deal in the promo module of the Trip Advisor Captiva Destination homepage. http://www.tripadvisor.com/Tourism-g34481-Captiva_Island_Florida-Vacations.html	Trip Advisor is the world's largest travel site with over 51 million unique monthly visitors. The monthly average for Lee County destinations is 100,000 uniques alone. Lee County will be sponsoring the Captiva Island destination page on Trip Advisor. With this, we are able to promote 5 deals within the promo module on each destination page. Partner cost is \$100 per month with creative changes allowed on a monthly basis.	Offer, name of business in bold, price point, and a direct link to the partner website.	16,000	10/1/12-9/30/13	1 Month Prior to Start Date	1 Month Prior to Start Date	\$100	5/month	Copy/Offer (45 characters), click-through URL.
Trip Advisor.com: Text Link_Ft.Myers	Partners have the opportunity to be included as a featured deal in the promo module of the Trip Advisor Ft.Myers Destination homepage. http://www.tripadvisor.com/Tourism-g34230-Fort_Myers_Florida-Vacations.html	Trip Advisor is the world's largest travel site with over 51 million unique monthly visitors. The monthly average for Lee County destinations is 100,000 uniques alone. Lee County will be sponsoring the Ft. Myers Beach destination page on Trip Advisor. With this, we are able to promote 5 deals within the promo module on each destination page. Partner cost is \$100 per month with creative changes allowed on a monthly basis.	Offer, name of business in bold, price point, and a direct link to the partner website.	68,000	10/1/12-9/30/13	1 Month Prior to Start Date	1 Month Prior to Start Date	\$100	5/month	Copy/Offer (45 characters), click-through URL.
Trip Advisor.com: Text Link_Ft.Myers Beach	Partners have the opportunity to be included as a featured deal in the promo module of the Trip Advisor Ft.Myers Beach Destination homepage. http://www.tripadvisor.com/Tourism-g34231-Fort_Myers_Beach_Florida-Vacations.html	Trip Advisor is the world's largest travel site with over 51 million unique monthly visitors. The monthly average for Lee County destinations is 100,000 uniques alone. Lee County will be sponsoring the Ft. Myers Beach destination page on Trip Advisor. With this, we are able to promote 5 deals within the promo module on each destination page. Partner cost is \$100 per month with creative changes allowed on a monthly basis.	Offer, name of business in bold, price point, and a direct link to the partner website.	77,000	10/1/12-9/30/13	1 Month Prior to Start Date	1 Month Prior to Start Date	\$100	5/month	Copy/Offer (45 characters), click-through URL.

TRAVEL TRADE MEDIA – TRAVEL AGENT & LEISURE GROUPS

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Travel Weekly	Partners may participate in a 1/2 Tab page 4/c display ad	Travel Weekly is the leading national travel trade newspaper providing news and information regarding travel trends and destinations relevant for travel professionals. The Jan 30th issue will feature Florida, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	37,684	January 30	12/30/2012	1/5/2013	\$500	3	25 words plus photo, phone number, and URL
Travel Weekly	Partners may participate in a 1/2 Tab page 4/c display ad	Travel Weekly is the leading national travel trade newspaper providing news and information regarding travel trends and destinations relevant for travel professionals. The May 13th issue will include the Best of Weddings, Romance & Honeymoons annual guide supplement, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	37,684	May 13	3/1/2013	3/5/2013	\$500	3	25 words plus photo, phone number, and URL
Travel Agent Email Blast: Nov	Partners have the opportunity to be included as a featured property in a Travel Agent email dedicated to Lee County.	Distributed nationally to more than 90,000 front-line Travel Agents by a third party list provider, this email blast provides an opportunity for co-op partners to promote a special seasonal leisure offer (Winter travel) within a custom destination email blast.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	95,000	November 13	11/1/2012	11/5/2012	\$100	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Travel Agent Email Blast: Feb	Partners have the opportunity to be included as a featured property in a Travel Agent email dedicated to Lee County.	Distributed nationally to more than 90,000 front-line Travel Agents by a third party list provider, this email blast provides an opportunity for co-op partners to promote a special seasonal leisure offer (Spr Break/Summer travel) within a custom destination email blast.	Photo, name of business in bold, price point, room code, and a direct link to the partner website.	95,000	February 26	1/15/2013	2/10/2013	\$100	6	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Courier Magazine	Partners may participate in Full page, 4/c display ad	Courier magazine is the official trade magazine for the National Tour Association (NTA). Distributed monthly, the magazine provides current industry news and trends of interest to tour operators and trip planners and covers popular tour destinations across the country. The June issue will feature Gulf Coast Destinations, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	6,000	June 2013	3/25/2013	4/1/2013	\$500	3	25 words plus photo, phone number, and URL
Reunions Workbook	Partners may participate in Full page, 4/c display ad	Reunions magazine is the only periodical devoted to reunion organizers and individuals who are committed to their family, class or military group. The annual Workbook acts as a resource guide for reunion planners, travel agents and tour operators who service this type of niche travel. Co-op partners may participate to reach non-traditional planners who organize local, regional and national reunions.	25 words plus photo, phone number, URL	20,000	March 2013	1/5/2013	1/10/2013	\$500	3	25 words plus photo, phone number, and URL
InSite on Reunion Travel Enewsletter	Partners have the opportunity to be included in a digital advertorial article dedicated to Lee County	Produced by Leisure Travel Group, this 1,500-word feature article will focus on reunion travel opportunities in Lee County and will appear as the first article in the InSite for Reunion Travel enewsletter, as well as be featured article on their website. Co-op partners will receive editorial mention in the article and photo if possible (pending space availability).	Up to 75 words plus photo, phone number, URL	20,000	January 2013	11/1/2012	11/10/2012	\$100	3	75 words plus photo, phone number, and URL
Reunionsmag.com	Partners have the opportunity to participate in banner ad unit targeting reunion planners	Reunionsmag.com is the official website for Reunions Magazine and provides reunion planners supplier resources, tools and ideas for planning successful family, military and social reunions across the country. Co-op partners may share a Run of Site Skyscraper (160 x 600) banner ad.	Photo, name of business, offer/message, and URL link	10,000	January 2013	12/1/2012	12/5/2012	\$100	2	1 high-resolution image (GIF/JPG format), basic offer/message to convey, high-resolution logo in EPS format. Click-through URL.

TRAVEL TRADE MEDIA – MEETINGS & GROUPS

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Meetings & Conventions	Partners may participate in full page, 4/c display ad	Meetings & Conventions is a leading national trade magazine edited for corporate meeting managers, professional associations, incentive houses, travel agencies and independent meeting planning companies. MG&C reaches the corporate meetings market most effectively with 100% penetration of Fortune 500 companies. The December issue will feature Affordable Meeting Destinations, in which co-op partners may be featured in the Lee County destination ad as well as advertorial mention in print and online.	25 words plus photo, phone number, URL	50,000	December 2012	10/20/2012	10/30/2012	\$900	3	25 words plus photo, phone number, and URL
Meetings & Conventions	Partners may participate in two-page spread, 4/c display ad	Meetings & Conventions is a leading national trade magazine edited for corporate meeting managers, professional associations, incentive houses, travel agencies and independent meeting planning companies. MG&C reaches the corporate meetings market most effectively with 100% penetration of Fortune 500 companies. The June issue will feature a special Florida Meetings Guide supplement, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	50,000	June 2013	4/15/2013	4/25/2013	\$900	6	25 words plus photo, phone number, and URL
MCmag.com: Jan	Partners have the opportunity to be included as a featured property in the expandable rich media banners with video targeting regional meeting planners.	MCmag.com is the official website for Meetings & Conventions magazine and provides professional meeting planners supplier resources, tools, and ideas for planning successful meetings and events. Co-op partners may share a Run of Site leaderboard (728 x 90) expandable banner ad.	Photo, name of business, offer/ message, and URL link	10,000	January 2013	11/10/2012	12/1/2012	\$500	3	1-2 images (please specify favorites or which photos must be in ad): 400x400px (minimum) Video: 30 seconds max - AVI, MOV, QT or FLV formats preferred, 300 px wide x250 px tall (minimum) *video may be edited for use in ads (optimized, cropped or shortened) Name to be displayed for advertiser: 25 characters max Short tagline for advertiser: 30 characters max Short description for advertiser: 20 words max Target URL (for display and redirection): 30 characters max for display URL – actual URL can be any size *Please note: Not all materials may be used in the final ads
MCmag.com: June	Partners have the opportunity to be included as a featured property in the expandable rich media banners with video targeting regional meeting planners.	MCmag.com is the official website for Meetings & Conventions magazine and provides professional meeting planners supplier resources, tools, and ideas for planning successful meetings and events. Co-op partners may share a Run of Site leaderboard (728 x 90) expandable banner ad.	Photo, name of business, offer/ message, and URL link	10,000	June 2013	4/1/2013	4/30/2013	\$500	3	1-2 images (please specify favorites or which photos must be in ad): 400x400px (minimum) Video: 30 seconds max - AVI, MOV, QT or FLV formats preferred, 300 px wide x250 px tall (minimum) *video may be edited for use in ads (optimized, cropped or shortened) Name to be displayed for advertiser: 25 characters max Short tagline for advertiser: 30 characters max Short description for advertiser: 20 words max Target URL (for display and redirection): 30 characters max for display URL – actual URL can be any size *Please note: Not all materials may be used in the final ads
Smart Meetings	Partners may participate in full page, 4/c display ad	Smart Meetings is a new national meetings trade publication designed to be useful, easy to read, educational, and fun, providing expert industry perspective to give corporate and association meeting planners the information they need to be more effective. The June issue will feature SW Florida, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	30,000	June 2013	3/25/2013	4/1/2013	\$800	3	25 words plus photo, phone number, and URL
Prevue Magazine	Partners have the opportunity to be included in a four-page custom destination advertorial feature dedicated to Lee County, plus Featured Property in Lee County eblast targeting meeting planners.	Prevue magazine is the only meetings trade publication 100% focused on meeting destinations and experiences. Edited to provide meeting, incentive and group travel planners with insightful, experiential destination coverage to create high-impact group experiences at compelling hotels, resorts and destinations that empower and motivate attendees. The Mar/Apr issue will feature Florida, in which co-op partners may be featured in a center spread featured advertorial exclusively written about Lee County. In addition, co-op participants will receive Featured Property representation in value-added eblast targeting meeting planners nationwide.	Up to 75 words plus photo, phone number, URL	35,000	Mar-Apr 2013	1/5/2013	1/15/2013	\$1,000	6	25 words plus photo, phone number, and URL

TRAVEL TRADE MEDIA – MEETINGS & GROUPS (CONTINUED)

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Connect	Partners may participate in full page, 4/c display ad and receive qualified leads generated	Connect magazine reaches hard-to-find meeting planners in the SMERF segment who plan meetings and events for social, military, educational, religious, and fraternal groups. The Jan/Feb issue will feature Florida, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	8,500	Jan-Feb 2013	11/15/2012	11/20/2012	\$650	3	25 words plus photo, phone number, and URL
Connect	Partners may participate in full page, 4/c display ad and receive qualified leads generated	Connect magazine reaches hard-to-find meeting planners in the SMERF segment who plan meetings and events for social, military, educational, religious, and fraternal groups. The July/Aug issue will feature the Annual Destination Guide, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	8,500	July-Aug 2013	5/10/2013	5/15/2013	\$650	3	25 words plus photo, phone number, and URL
Rejuvenate	Partners may participate in full page, 4/c display ad and receive qualified leads generated	Rejuvenate magazine reaches faith-based meeting and event planners with insightful information and resources to plan inspirational meetings. The Feb/Mar issue will feature Florida, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	5,000	Feb-Mar 2013	11/15/2012	12/1/2012	\$650	3	25 words plus photo, phone number, and URL
Rejuvenate	Partners may participate in full page, 4/c display ad and receive qualified leads generated	Rejuvenate magazine reaches faith-based meeting and event planners with insightful information and resources to plan inspirational meetings. The Jun/July issue will feature the Annual Destination Guide, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	5,000	June-July 2013	3/15/2013	4/1/2013	\$650	3	25 words plus photo, phone number, and URL
Meeting Mentor	Partners may participate in full page, 4/c display ad	Meeting Mentor reaches third party professional meeting and event planners who belong to Conference Direct. Published quarterly, the trade magazine provides industry news and information relevant to the site selection process. The Spring issue will focus on meeting venues and destinations in The South, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	12,000	MarJun 2013	1/25/2013	2/1/2013	\$500	3	25 words plus photo, phone number, and URL
Meeting Planner Email: Nov	Partners have the opportunity to be included as a featured property in a Meetings email dedicated to Lee County.	Distributed nationally to more than 60,000 corporate, association and incentive meeting planners, this email blast provides an opportunity for co-op partners to promote their meetings venue within a custom destination email blast.	Photo, name of business in bold, meetings offer, and a direct link to the partner website.	60,000	November 6	10/20/2012	10/28/2012	\$240	4	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Meeting South	Partners may participate in full page, 4/c display ad	Meetings South is a regional magazine delivering news, features and destination information on the meeting market in the Southern United States. Articles cover properties, activities and attractions throughout the regions that are of interest to meeting planning professionals located in or planning a high concentration of meetings in the South. The Feb issue will feature Gulf Coast Meetings, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	25,100	February 2013	12/10/2012	12/20/2012	\$700	3	25 words plus photo, phone number, and URL
Meeting South	Partners may participate in two-page spread, 4/c display ad	Meetings South is a regional magazine delivering news, features and destination information on the meeting market in the Southern United States. Articles cover properties, activities and attractions throughout the regions that are of interest to meeting planning professionals located in or planning a high concentration of meetings in the South. The Apr issue will feature the annual Meetings Focus Florida guide, in which co-op partners may be featured in the Lee County destination ad. Participation may also include featured property in added-value email blast targeting meeting planners within the state.	25 words plus photo, phone number, URL	25,100	April 2013	2/1/2013	2/20/2013	\$650	6	25 words plus photo, phone number, and URL

TRAVEL TRADE MEDIA – MEETINGS & GROUPS (CONTINUED)

Publication	Opportunity	Overview	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
MeetingsFocus.com: Feb	Partners have the opportunity to be included as a featured property in the expandable rich media banners with video targeting regional meeting planners.	MeetingsFocus.com is the official website for Meetings South magazine and provides regional meeting planners supplier resources, tools, and ideas for planning successful meetings and events. Co-op partners may share a Run of Site leaderboard (728 x 90) expandable banner ad.	Photo, name of business, offer/ message, and URL link	10,000	February 2013	12/1/2012	12/30/2012	\$500	3	1-2 images (please specify favorites or which photos must be in ad): 400x400px (minimum) Video: 30 seconds max - AVI, MOV, QT or FLV formats preferred, 300 px wide x250 px tall (minimum) *video may be edited for use in ads (optimized, cropped or shortened) Name to be displayed for advertiser: 25 characters max Short tagline for advertiser: 30 characters max Short description for advertiser: 20 words max Target URL (for display and redirection): 30 characters max for display URL – actual URL can be any size *Please note: Not all materials may be used in the final ads
MeetingsFocus.com: April	Partners have the opportunity to be included as a featured property in the expandable rich media banners with video targeting regional meeting planners.	MeetingsFocus.com is the official website for Meetings South magazine and provides regional meeting planners supplier resources, tools and ideas for planning successful meetings and events. Co-op partners may share a Run of Site leaderboard (728 x 90) expandable banner ad.	Photo, name of business, offer/ message, and URL link	10,000	April 2013	2/1/2013	3/1/2013	\$500	3	1-2 images (please specify favorites or which photos must be in ad): 400x400px (minimum) Video: 30 seconds max - AVI, MOV, QT or FLV formats preferred, 300 px wide x250 px tall (minimum) *video may be edited for use in ads (optimized, cropped or shortened) Name to be displayed for advertiser: 25 characters max Short tagline for advertiser: 30 characters max Short description for advertiser: 20 words max Target URL (for display and redirection): 30 characters max for display URL – actual URL can be any size *Please note: Not all materials may be used in the final ads
FSAE Source	Partners may participate in Full page, 4/c display ad	This regional magazine is distributed to the members of the Florida Society of Association Executives with editorial covering news and events information relative to the association. The May/June issue will feature Beach Meetings, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	1,100	May-June 2013	3/20/2013	4/1/2013	\$250	3	25 words plus photo, phone number, and URL
FSAE.org Email	Partners have the opportunity to be included as a featured property in a Meetings email dedicated to Lee County.	FSAE.org targets association executives and meeting/event planners within the state of Florida. This email blast provides an opportunity for co-op partners to promote their meetings venue to association planners within a custom destination email blast.	Photo, name of business in bold, meetings offer, and a direct link to the partner website.	1,100	November 13	10/25/2012	11/1/2012	\$100	4	Logo: 157x30, 2k Photo: 244x144, 8k Headline: 85 characters (2 lines) Body: 205 characters (4 lines) Link language: 29 characters (1 line) And 1 URL to link creative Only gif or jpg files accepted. No HTML code, flash, or third party hosted images.
Convene	Partners may participate in Full page, 4/c display ad	Convene is the leading meetings industry trade publication for education content and timely, relevant information from the Professional Convention Management Association (PCMA). Convene magazine readers book more than 300,000 meetings annually. The March issue will feature the Visit Florida Destination Special section, in which co-op partners may be featured in the Lee County destination ad.	25 words plus photo, phone number, URL	32,935	March 2013	12/28/2012	1/15/2013	\$900	3	25 words plus photo, phone number, and URL

VCB WEBSITE ADVERTISING (CONTINUED)

Publication	Opportunity	Overview	Partners Receive	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
FortMyers-Sanibel.com	Featured Deals: Q1	Leverage the extensive reach of FortMyers-Sanibel.com by showcasing your promotion as a featured deal. This enhancement provides your special offer with premium exposure in the "deals" search results.	Featured deals will be displayed at the top of all "deals" search pages. Participating partners are rotated throughout run time to ensure equal exposure.	January 2013 - March 2013	11/1/2012	11/15/2012	195	25	To participate, industry partners must have an up-to-date business listing with a special deal loaded. Standard listings are free of charge.
FortMyers-Sanibel.com	Featured Deals: Q2	Leverage the extensive reach of FortMyers-Sanibel.com by showcasing your promotion as a featured deal. This enhancement provides your special offer with premium exposure in the "deals" search results.	Featured deals will be displayed at the top of all "deals" search pages. Participating partners are rotated throughout run time to ensure equal exposure.	April 2013 - June 2013	3/1/2013	3/15/2013	195	25	To participate, industry partners must have an up-to-date business listing with a special deal loaded. Standard listings are free of charge.
FortMyers-Sanibel.com	Featured Deals: Q3	Leverage the extensive reach of FortMyers-Sanibel.com by showcasing your promotion as a featured deal. This enhancement provides your special offer with premium exposure in the "deals" search results.	Featured deals will be displayed at the top of all "deals" search pages. Participating partners are rotated throughout run time to ensure equal exposure.	July 2013 - September 2013	6/1/2013	6/15/2013	195	25	To participate, industry partners must have an up-to-date business listing with a special deal loaded. Standard listings are free of charge.
FortMyers-Sanibel.com	Featured Deals: Q4	Leverage the extensive reach of FortMyers-Sanibel.com by showcasing your promotion as a featured deal. This enhancement provides your special offer with premium exposure in the "deals" search results.	Featured deals will be displayed at the top of all "deals" search pages. Participating partners are rotated throughout run time to ensure equal exposure.	October 2013 - December 2013	9/1/2013	9/15/2013	195	25	To participate, industry partners must have an up-to-date business listing with a special deal loaded. Standard listings are free of charge.
FortMyers-Sanibel.com	Summer Promotional Landing Page: Featured Hot Deals	Partners receive placement on a FortMyers-Sanibel.com landing page promoted and driven by eCRM efforts. These are specific discounts and deals offered by the partner for email subscribers both in-state and out of state that are aimed at potential summer or fall travelers to Fort Myers and Sanibel area.	Landing page includes partner image, name of business, deal or discount text, website link and will include 6 partners per each month available.	June 2013	4/20/2013	5/4/2013	2400	12	Image, name of business, text, website link
FortMyers-Sanibel.com	Summer Promotional Landing Page: Featured Hot Deals	Partners receive placement on a FortMyers-Sanibel.com landing page promoted and driven by eCRM efforts. These are specific discounts and deals offered by the partner for email subscribers both in-state and out of state that are aimed at potential summer or fall travelers to Fort Myers and Sanibel area.	Landing page includes partner image, name of business, deal or discount text, website link and will include 6 partners per each month available.	July 2013	5/21/2013	6/4/2013	2400	12	Image, name of business, text, website link
FortMyers-Sanibel.com	Fall Promotional Landing Page: Featured Hot Deals	Partners receive placement on a FortMyers-Sanibel.com landing page promoted and driven by eCRM efforts. These are specific discounts and deals offered by the partner for email subscribers both in-state and out of state that are aimed at potential summer or fall travelers to Fort Myers and Sanibel area.	Landing page includes partner image, name of business, deal or discount text, website link and will include 6 partners per each month available.	August 2013	6/20/2013	7/3/2013	2400	12	Image, name of business, text, website link
FortMyers-Sanibel.com	Fall Promotional Landing Page: Featured Hot Deals	Partners receive placement on a FortMyers-Sanibel.com landing page promoted and driven by eCRM efforts. These are specific discounts and deals offered by the partner for email subscribers both in-state and out of state that are aimed at potential summer or fall travelers to Fort Myers and Sanibel area.	Landing page includes partner image, name of business, deal or discount text, website link and will include 6 partners per each month available.	September 2013	8/17/2013	8/3/2013	2400	12	Image, name of business, text, website link

EMAIL MARKETING

Publication	Opportunity	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
Welcome Email - January - March 2013	Provides partners with the ability to showcase your business in the welcome email to new eNewsletter opt-ins. Ads are displayed within the body of the email.	130 characters, image and link to business website	Ad is deployed to approximately 20,000	January - March 2013	11/1/2012	12/1/2012	\$500	9	image, name of business, 130-character offer copy, URL of business website
Welcome Email - April - June 2013	Provides partners with the ability to showcase your business in the welcome email to new eNewsletter opt-ins. Ads are displayed within the body of the email.	130 characters, image and link to business website	Ad is deployed to approximately 25,000	April - June 2013	2/1/2012	3/1/2012	\$500	9	image, name of business, 130-character offer copy, URL of business website
Welcome Email - July - September 2013	Provides partners with the ability to showcase your business in the welcome email to new eNewsletter opt-ins. Ads are displayed within the body of the email.	130 characters, image and link to business website	Ad is deployed to approximately 28,000 over a 3 month period	July - September 2013	5/1/2012	6/1/2012	\$500	9	image, name of business, 130-character offer copy, URL of business website
Welcome Email - October - December 2013	Provides partners with the ability to showcase your business in the welcome email to new eNewsletter opt-ins. Ads are displayed within the body of the email.	130 characters, image and link to business website	Ad is deployed to approximately 20,000	October - December 2013	8/1/2012	9/1/2012	\$500	9	image, name of business, 130-character offer copy, URL of business website
January 2013: Shelling and Spring Training teaser	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 235,000	January 2013	11/1/2012	12/1/2012	\$700	6	image, name of business, 130-character offer copy, URL of business website
February 2013: Love on The Beaches of Fort Myers & Sanibel	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 240,000	February 2013	12/1/2012	1/3/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
March 2013: Family vacation and fun	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 250,000	March 2013	1/3/2013	2/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
April 2013: Summer Promo and Trip Giveaway	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 255,000	April 2013	2/1/2013	3/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
April 2013 - Florida Residents Edition: Family vacation and fun	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages to Florida residents. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 25,000	April 2013	2/1/2013	3/1/2013	\$500	6	image, name of business, 130-character offer copy, URL of business website
May 2013: Outdoor Recreation	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 265,000	May 2013	3/1/2013	4/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
May 2013 - Florida Residents Edition: Summer Promo	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages to Florida residents. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 28,000	May 2013	3/1/2013	4/1/2013	\$500	6	image, name of business, 130-character offer copy, URL of business website
June 2013: Arts & Culture	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 273,000	June 2013	4/1/2013	5/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
June 2013 - Florida Residents Edition: Arts & Culture	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages to Florida residents. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 32,000	June 2013	4/1/2013	5/1/2013	\$500	6	image, name of business, 130-character offer copy, URL of business website
July 2013: Nature, wildlife with focus on manatees	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 277,000	July 2013	5/1/2013	6/1/2013	\$500	6	image, name of business, 130-character offer copy, URL of business website
July 2013 - Florida Residents Edition: : Nature, wildlife with focus on birds	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages to Florida residents. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 33,000	July 2013	5/1/2013	6/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
August 2013: Fall Promo and events	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 281,000	August 2013	6/1/2013	7/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
August 2013 - Florida Residents Edition: Fall Promo and events	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages to Florida residents. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 34,000	August 2013	6/1/2013	7/1/2013	\$500	6	image, name of business, 130-character offer copy, URL of business website
September 2013: Fall Promo and events	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 285,000	September 2013	7/1/2013	8/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
September 2013 - Florida Residents Edition: Restaurant Week	Provides partners with the opportunity to showcase your business vacation offers and special deals/packages to Florida residents. Ads are displayed within the body of the email. Price point and promo codes are encouraged.	130 characters, image and link to business website	Ad is deployed to approximately 35,000	September 2013	7/1/2013	8/1/2013	\$500	6	image, name of business, 130-character offer copy, URL of business website

EMAIL MARKETING (CONTINUED)

Publication	Opportunity	Partners Receive	Estimated Distribution/ Impressions	Run Date(s)	Space Deadline	Material Deadline	Rate	Max. Participants Allowed	Partner Assets + Specs
October 2013: Family reconnection and creating memories	Provides partners with the ability to showcase your business in the welcome email to new eNewsletter opt-ins. Ads are displayed within the body of the email.	130 characters, image and link to business website	Ad is deployed to approximately 289,000	October 2013	8/1/2013	9/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
November 2013: Holiday Luminations and Festivities	Provides partners with the ability to showcase your business in the welcome email to new eNewsletter opt-ins. Ads are displayed within the body of the email.	130 characters, image and link to business website	Ad is deployed to approximately 296,000	November 2013	9/1/2013	10/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website
December 2013: What to expect in 2014/New Years	Provides partners with the ability to showcase your business in the welcome email to new eNewsletter opt-ins. Ads are displayed within the body of the email.	130 characters, image and link to business website	Ad is deployed to approximately 303,000	December 2013	10/1/2013	11/1/2013	\$700	6	image, name of business, 130-character offer copy, URL of business website

SOCIAL MEDIA

Building on the success of last year’s social program, this year’s opportunities will offer greater flexibility and exposure. The Lee County VCB Facebook page has grown to over 150,000 fans and has one of the highest engagement rates in the industry. Leveraging this social media reach will allow co-op partners the ability to increase engagement, generate leads and drive revenue to their business. More information coming soon!

PHOTO & VIDEO PRODUCTION

New to the Co-op program this year! Photography and Video continues to be one of the most influential forms of content and is consumed at a staggering rate. This Co-op program will offer industry partners the opportunity to participate in a professional photo/video shoot and acquire photography and HD video of their business. This footage will then be purposed for a variety of promotional formats including pre-roll video, social media and partner websites. More information coming soon!

DOMESTIC TRADESHOWS - CONSUMER

Opportunity	Location	Date(s)	Partner Openings	Participation Fee
NY Times Travel Show	New York, NY	January 18-20, 2013	1	\$1,200
Philadelphia Inquirer Travel Show	Philadelphia, PA	January 26-27, 2013	1	\$1,200
Boston Globe Show	Boston, MA	February 8-10, 2013	2	\$1,200

DOMESTIC & INTERNATIONAL RETAIL & WHOLESALE

Opportunity	Location	Date(s)	Partner Openings	Participation Fee
Mark Travel Res Training	Orlando, FL	November 2012	4	*must be part of Mark Travel program
Florida Huddle	St. Augustine, FL	January 24-26, 2013	Unlimited	\$0 - Partners purchase own booth thru show organizer
ITB	Berlin, Germany	March 6-10, 2013	3	\$1,500
Florida Sales Blitz (East Coast)	Miami, Fort Lauderdale, West Palm Beach	April 2013	7	Complimentary*
Travel Agent Sales Calls	Key Markets Midwest & Northeast US	May, June, July, August 2013	2 per city	Complimentary*
Florida Sales Blitz (West Coast)	Bradenton, Tampa, Orlando	May 20-24, 2013	7	Complimentary*
Pow Wow	Las Vegas, NV	June 8-12, 2013	Unlimited	\$1,500 - Booth décor & VIP party fee Partners purchase own booth thru USTA
World Travel Market 2013	London, England	November 4-7, 2013	3	\$1,500

MEETINGS TRADESHOWS

Opportunity	Location	Date(s)	Partner Openings	Participation Fee
Holiday Showcase	Chicago, IL	December 13, 2012	2	\$1,000
Destinations Showcase	Washington, D.C.	February 2013	2	\$1,000
TSAE Power Luncheon	Tallahassee, FL	March 20, 2013	Unlimited	TBD
Meeting Spots	Tallahassee, FL	May 1, 2013	2	TBD
Springtime (GWSAE)	Washington, D.C.	May 16, 2013	2	\$1,200
ASAE Annual Conference	Atlanta, GA	August 3-6, 2013	2	TBD
Collaborate Marketplace	Denver, CO	June 13-15, 2013	1	\$1,500
Meeting Planner Client Events	All Key Markets	Quarterly; contact VCB	4	TBD

CONSUMER TRADESHOWS - BROCHURE DISTRIBUTION

Opportunity	Location	Date(s)	Partner Openings	Participation Fee
Consumer Show Brochure Distribution	Chicago, Milwaukee, Nashville, Minneapolis	See tradeshow opportunities form for descriptions	8	\$500

LEE COUNTY VISITOR & CONVENTION BUREAU



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LEE COUNTY VISITOR & CONVENTION BUREAU (CONTINUED)



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LEE COUNTY VISITOR & CONVENTION BUREAU (CONTINUED)



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