

STRATEGIC PLAN FY 07



Strategic Objective # 1

- **Increase the awareness of the Naples, Marco Island, Everglades brand to drive inquiries resulting in visitation to Collier County**

What is a Brand?

- **The meaning of the product of service in the mind of the audience**
- **Describes the Experience the visitor will find in our area**

Why Is A Brand Important?

- **Consumers are looking for alternatives; something new and different.**
- **A well positioned brand increases the likelihood of success in our marketing**
- **Increases chances to stand for something, apart from our competition**
- **Our Competition Feels Branding is Necessary**

What Is Our Brand?

Naples, Marco Island and the Everglades
The Paradise Coast



What Does Our Brand Promise?

- Our visitors will find a coastal destination that fulfills the dreams and desires that have become elusive in other destinations
- A Florida vacation of sunshine, blue skies, calm waters, swaying palms, relaxation, great shopping, dining, golf, fishing -
All in one destination.
- In Short- Our destination promises - *Paradise*
- And we define this area
The Paradise Coast
- Positioned Against other “Paradises” as
Florida’s Last Paradise

Defining Usage of Our Brand

- **Specific Color Palette Designed**
- **Guidelines on Usage, Form and Design**
- **Registered as Service Mark with both Florida and U.S. Government**

How Did Our Brand Evolve?

- **Research, Research and More Research**
 - **Focus Groups**
 - **Past, Current & Potential Visitors**
 - **Advisory Roundtables**
 - **Competitive Destinations**
 - **Face to Face Discussions**
 - **TDC Members**
 - **County Commissioners**
 - **Tourism Industry**

How Was Our Brand Implemented

- **Discussed, massaged, presented to the Collier Tourism Industry**
- **Embraced by the tourism industry**
- **Discussed and explained to the media and to Editorial Boards**
- **Planned and Rolled out and Integrated, multi-media campaign**
 - **Advertising, Public Relations, Promotions, Sales Missions, Web Site, Film & Television, Sports**

Confirming Our Brand

- Annual testing with customers
- Periodic discussion with Collier Tourism Industry
- Annual Assessment with advertising agency, and other marketing partners
- Periodic tweaking and other refinements
- Discussion with TDC

Does Our Brand Work?

- **Consistently Tests Very Well**
- **Visitation and Revenue have increased every year since implementation in 2003**
- **New Markets have embraced the brand, resulting in increased visitation**

The Next Step

- **Discussion by TDC Members**
 - **Comments, Suggestions, Changes**
 - **Direction to Staff**
 - **Report Back at Future Meeting**