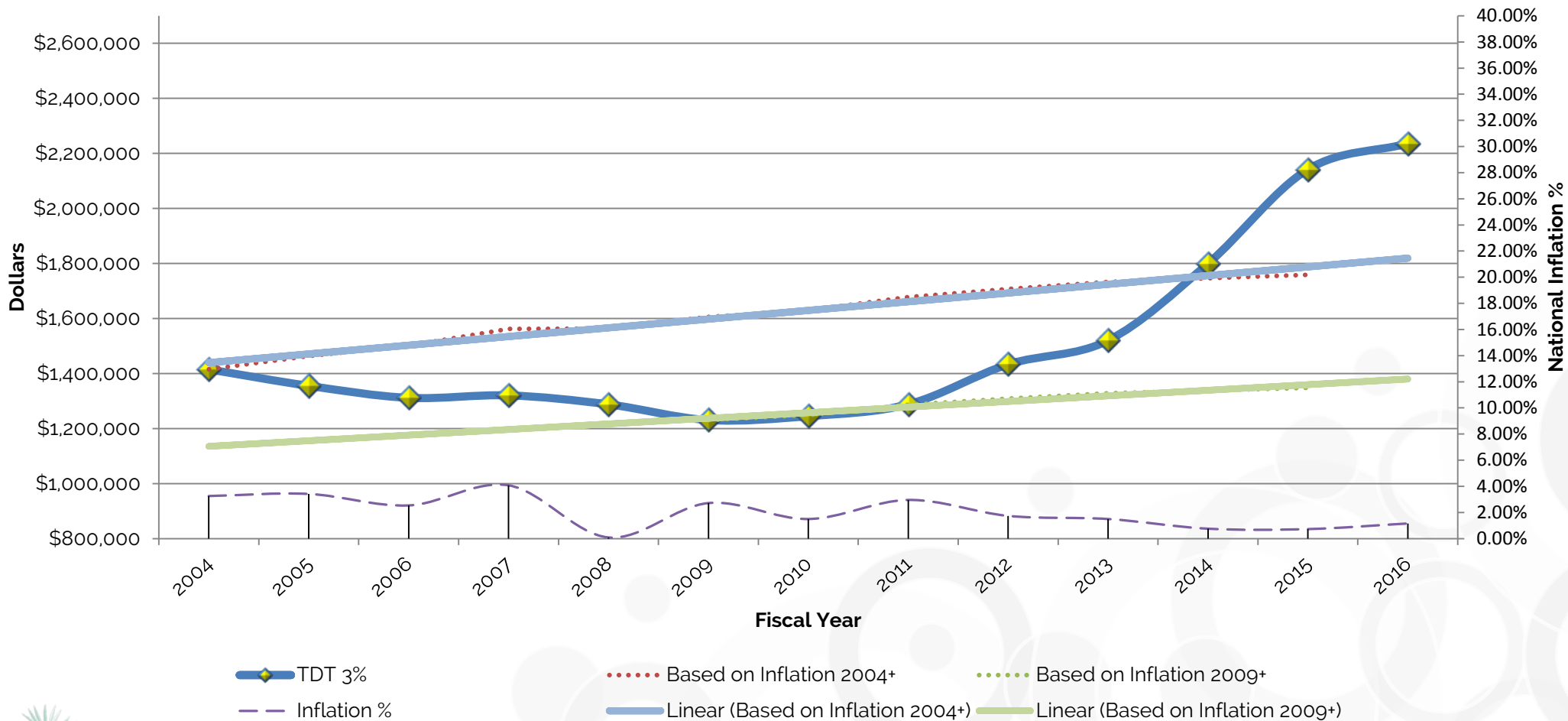


CHARLOTTE HARBOR VCB: Statistics

PERFORMANCE: HISTORICAL

YoY Growth, the Recession, and Inflation

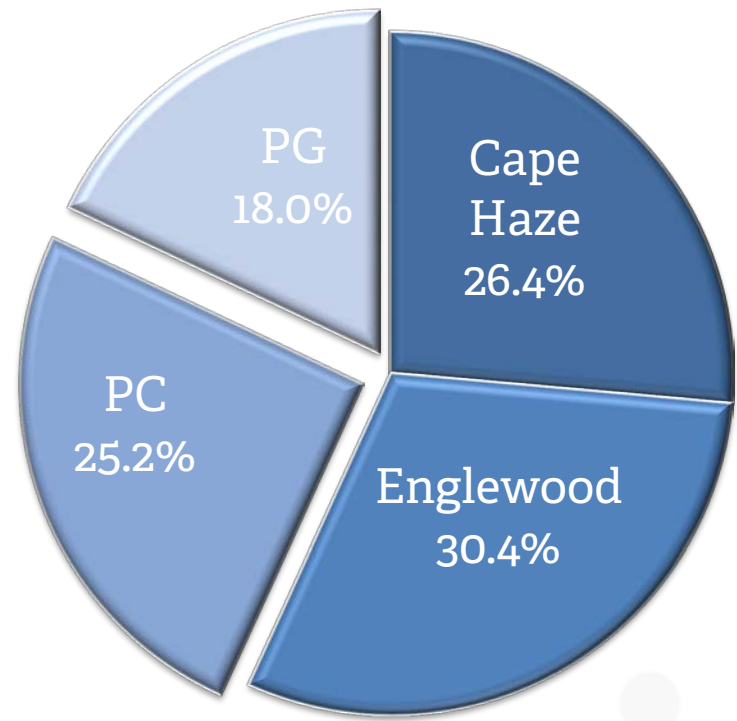
TDT 3% - 2015 (Final) 2016 (Projected Flat Model w/Actuals)
Inflation Mapped from 2004 Previous Record High & 2009 Recessionary Low



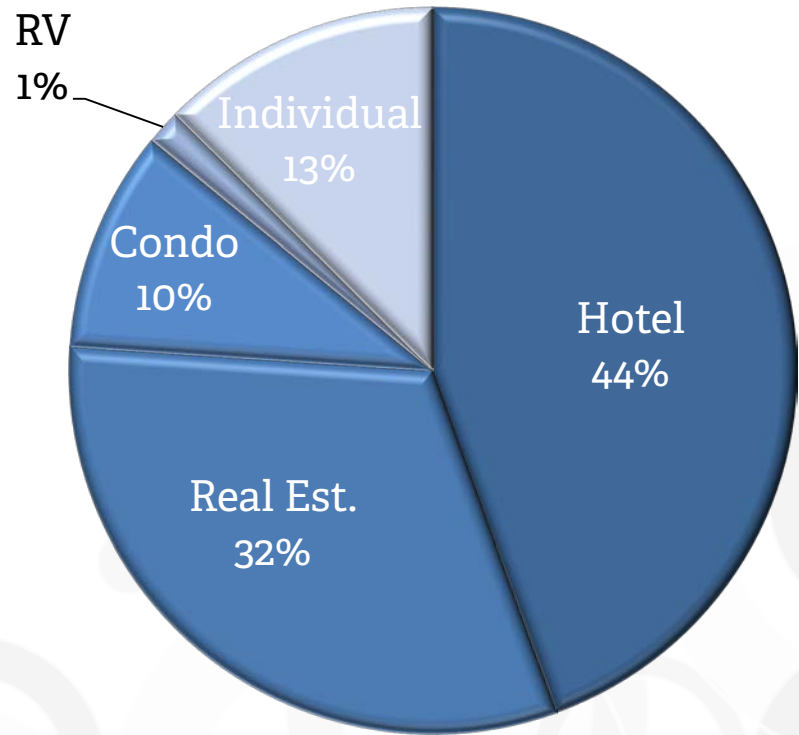
PERFORMANCE: HISTORICAL

Geographic

Percent of Revenue
By Region



Percent of Revenue
by Property Type



RESEARCH: CALENDAR 2015 & Q1 2016

RESEARCH: CALENDAR 2015 & Q1 2016

Research always available online at:

CharlotteHarborTravel.com/tdc/research



PERFORMANCE: VISITATION AND SPENDING '14 vs '15

YoY Growth Solid growth continues through '15, but travel across all sectors is slowing

Estimated Number
of Visitors

- 2014: 295,800 people
- 2015: **351,600** people

↑ **12.6%**

Estimated Direct
Expenditures

- 2014: \$296,016,500
- 2015: **\$395,067,400**

↑ **16.6%**

Total Economic
Impact

- 2014: \$451,425,100
- 2015: **\$526,227,800**

↑ **16.6%**

PERFORMANCE: VISITATION AND SPENDING Q1 2016

YoY Growth By quarter: Definite slowing trend, multiple factors: weather, rate threshold, currency

Estimated Number
of Visitors

- 2015: 125,700 people
- 2016: **127,300** people

↑ **1.3%**

Estimated Direct
Expenditures

- 2015: \$122,352,700
- 2016: **\$126,163,300**

↑ **3.1%**

Total Economic
Impact

- 2015: \$186,587,900
- 2016: **\$192,399,000**

↑ **3.1%**

PERFORMANCE: OCCUPANCY & ADR | Q1 2016


Slight Contraction:

	Occupancy		ADR	
	2015	2016	2015	2016
January	71.1%	72.0%	\$87.86	\$98.36
February	86.4%	85.7%	\$126.17	\$137.32
March	86.0%	82.1%	\$133.55	\$143.55
Q1 Average	81.2%	79.9%	\$115.86	\$126.41

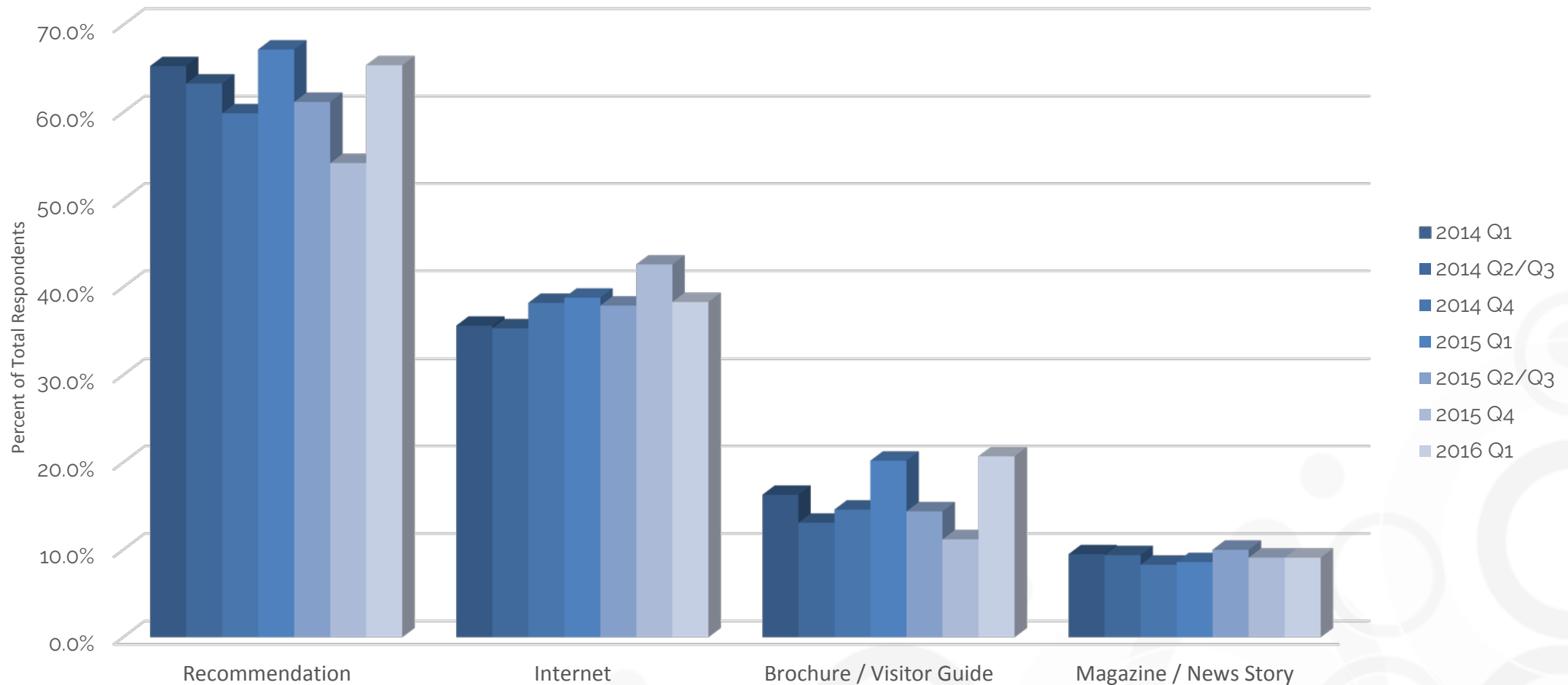
ROI: PERFORMANCE CALENDAR YEAR 2015

❖ 2015 Total Direct Expenditures: \$345,067,400
 ❖ 2015 Economic Impact: **\$526,227,800**

❖ Have Seen or Heard VCB Messaging: 42.9%
 ❖ Influenced by Messaging: 73.4%  31.4% 

Total TDT CY 2015 (5%):	\$3,634,339	 18%
Lodging Expend VCB Attributable: (TDT/Research)	\$22,951,068	 20%
Direct Expenditures VCB Attributable: (Research)	\$108,579,539	 21%
Economic Impact VCB Attributable: (Research)	\$165,583,802	 21%

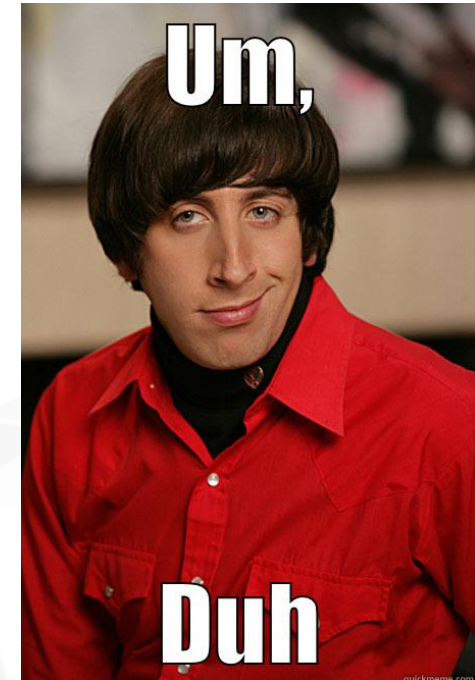
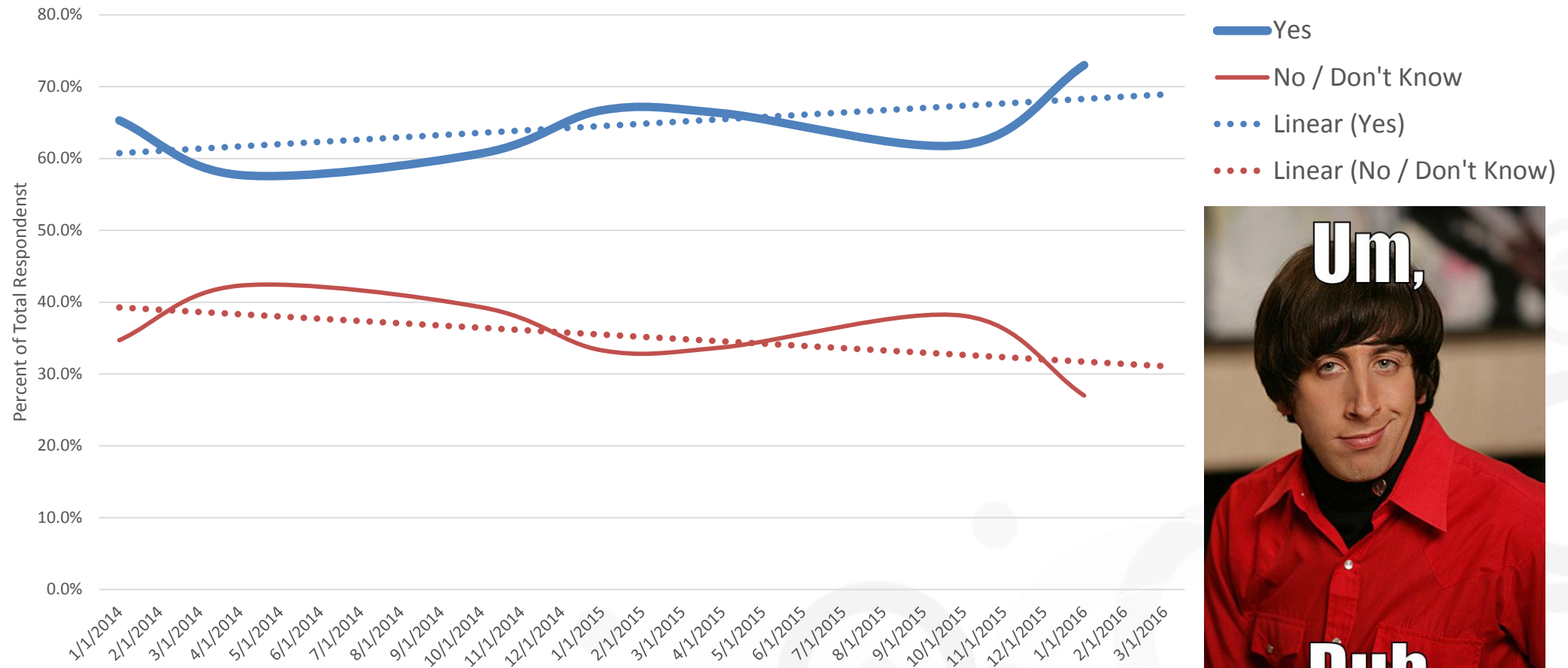
RESEARCH: FIRST LEARN ABOUT THE AREA



NOTE: This is the **INSPIRATION** Stage

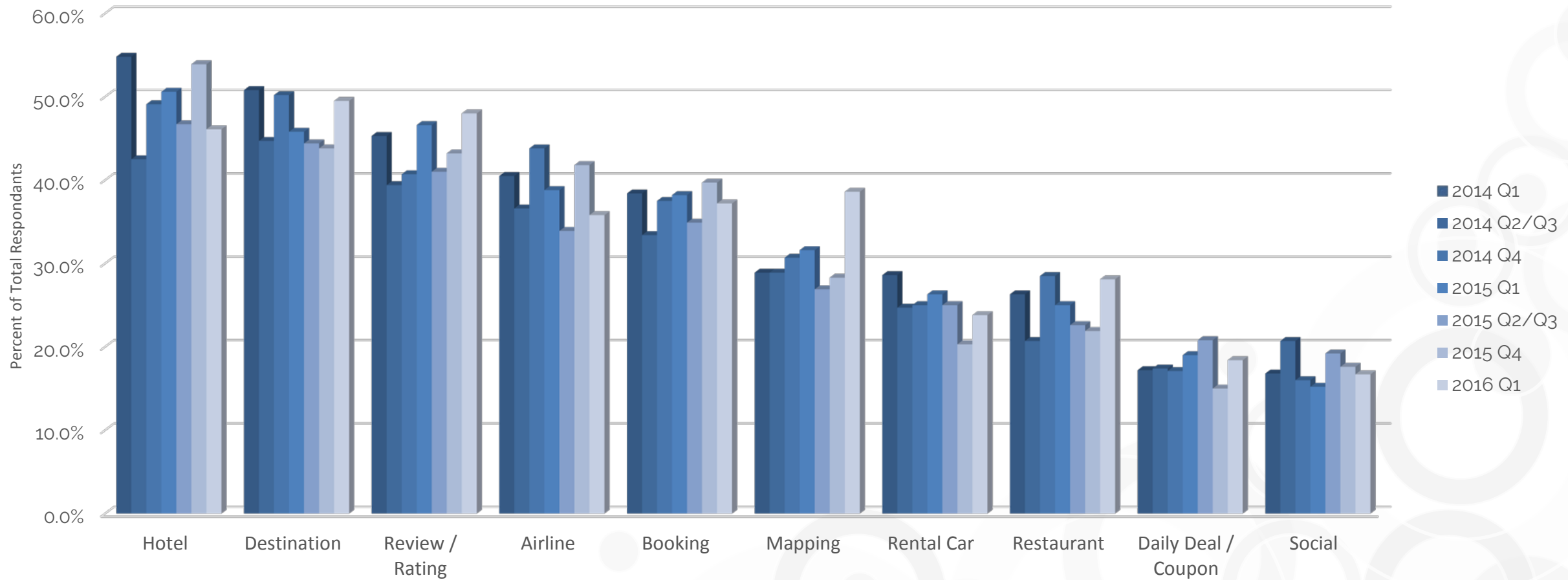
RESEARCH: USE OF INTERNET IN TRAVEL PLANNING

Used Internet To **Plan** Travel



RESEARCH: USE OF INTERNET IN TRAVEL PLANNING

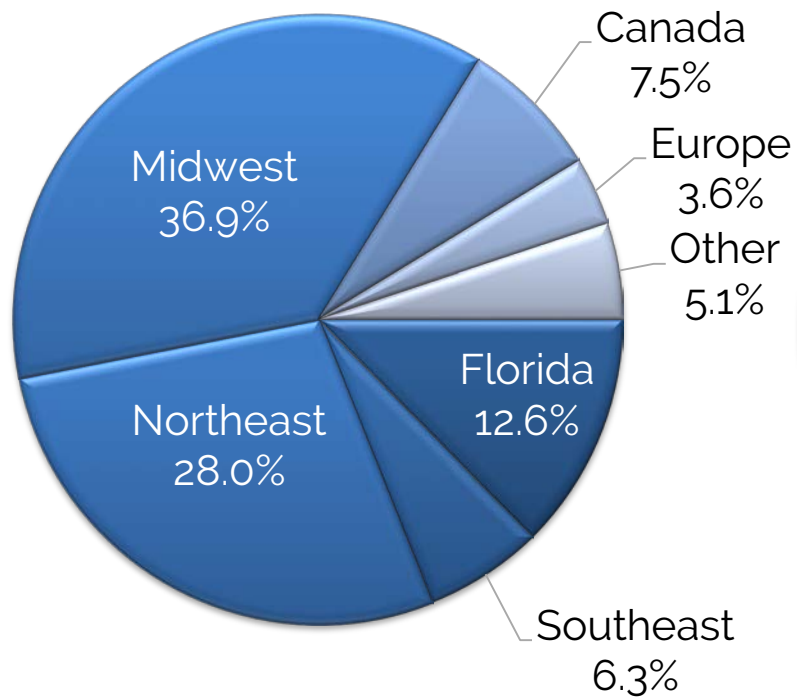
Sites Consulted To Make Travel Plans



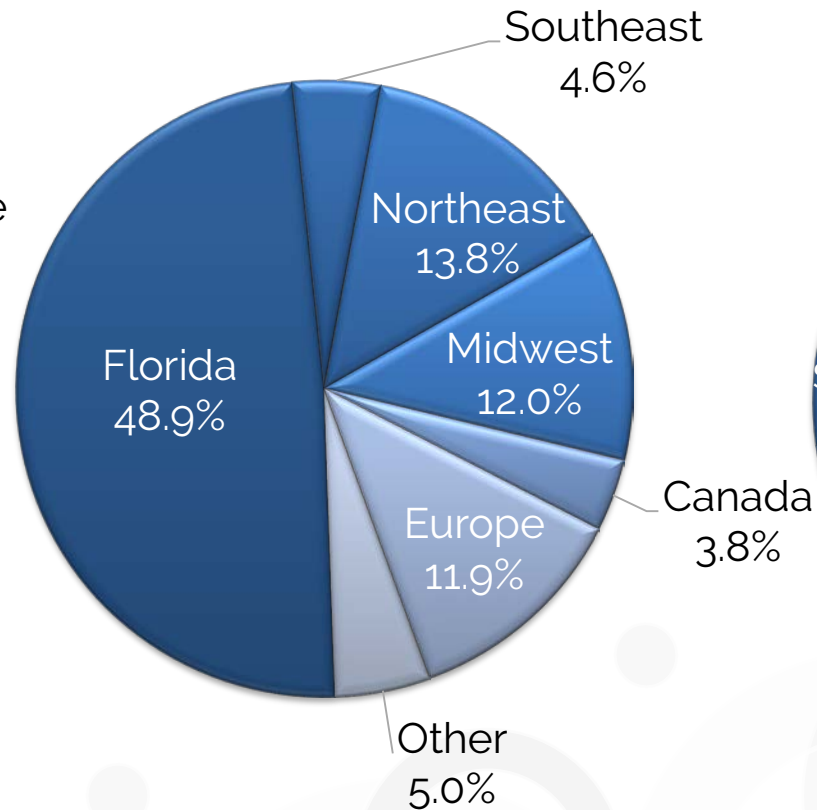
NOTE: This is the **PLANNING** stage, not the **INSPIRATION** stage.

RESEARCH: WHERE DO THEY COME FROM?

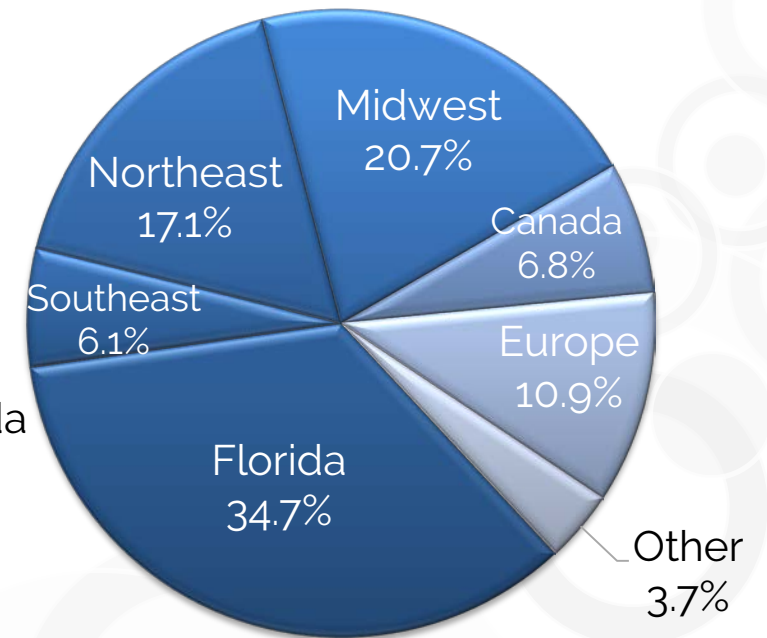
Q1 (WINTER) 2015



Q2/Q3 (SUMMER) 2015



Q4 (FALL) 2015



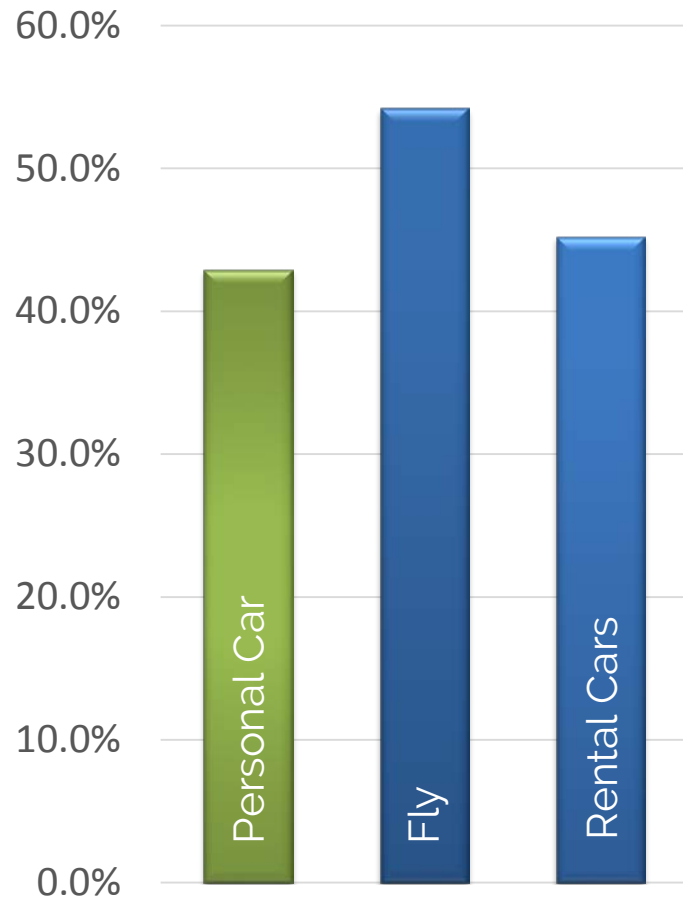
RESEARCH: WHERE DO THEY COME FROM?

TOP DOMESTIC DMAs in Q1 2016

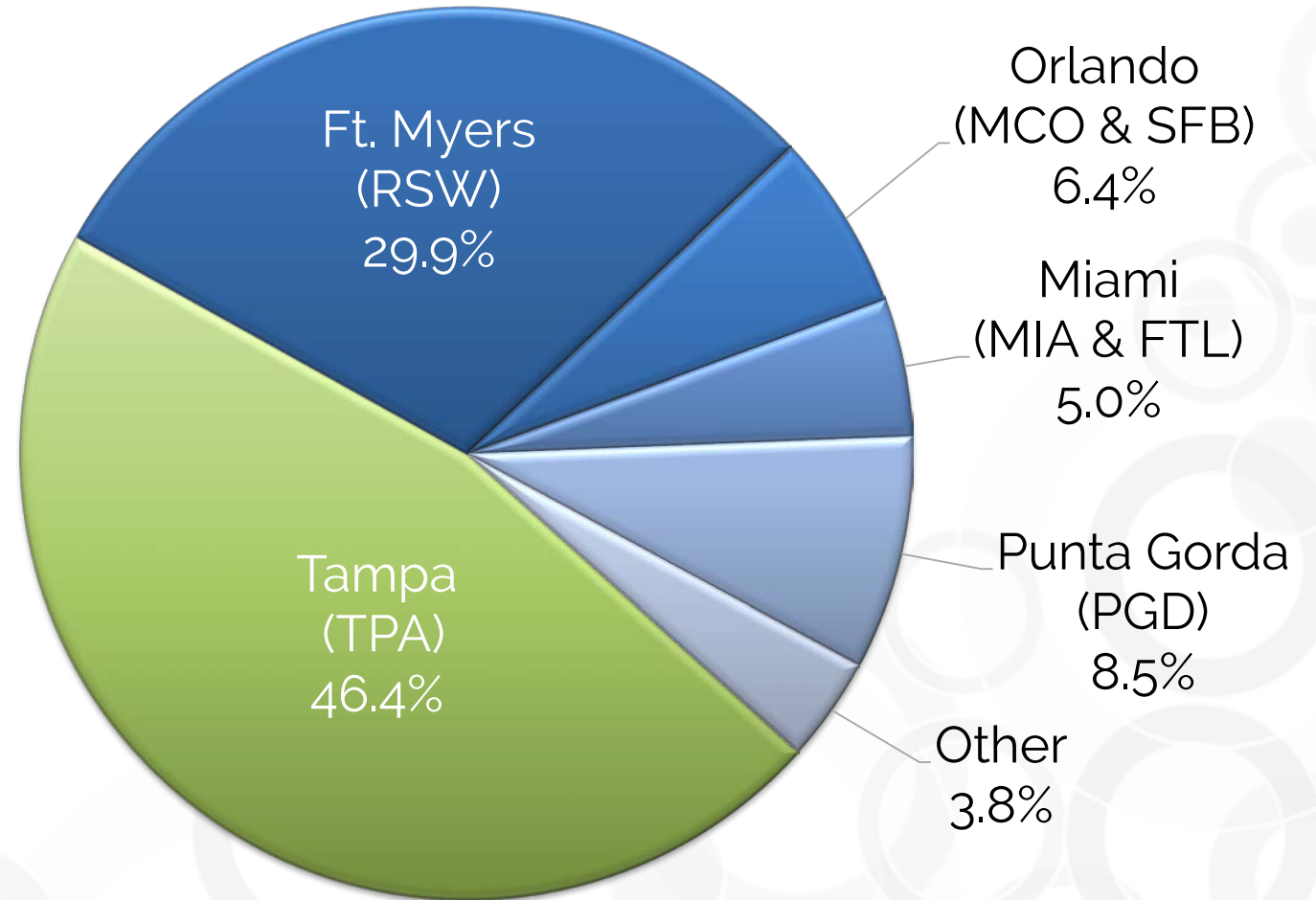
DMA	2015	2016	PGD?
Chicago	4	1	< 2 Hrs
Tampa/St Pete	1	2	<Drive Market>
New York	5	3	< 2 Hrs
Boston	2	4	< 2 Hrs
Philadelphia	8	5	< 2 Hrs
Hartford/New Haven	-	6	< 3 Hrs
Flint/Saginaw		7	< 2 Hrs
Grand Rapids/Kalamazoo		8	Yes
Orlando (Greater)	7	9	<Drive Market>
Cleveland	10	10	< 1 Hr
Providence/New Bedford		11	< 2 Hrs

RESEARCH: HOW DO THEY GET HERE?

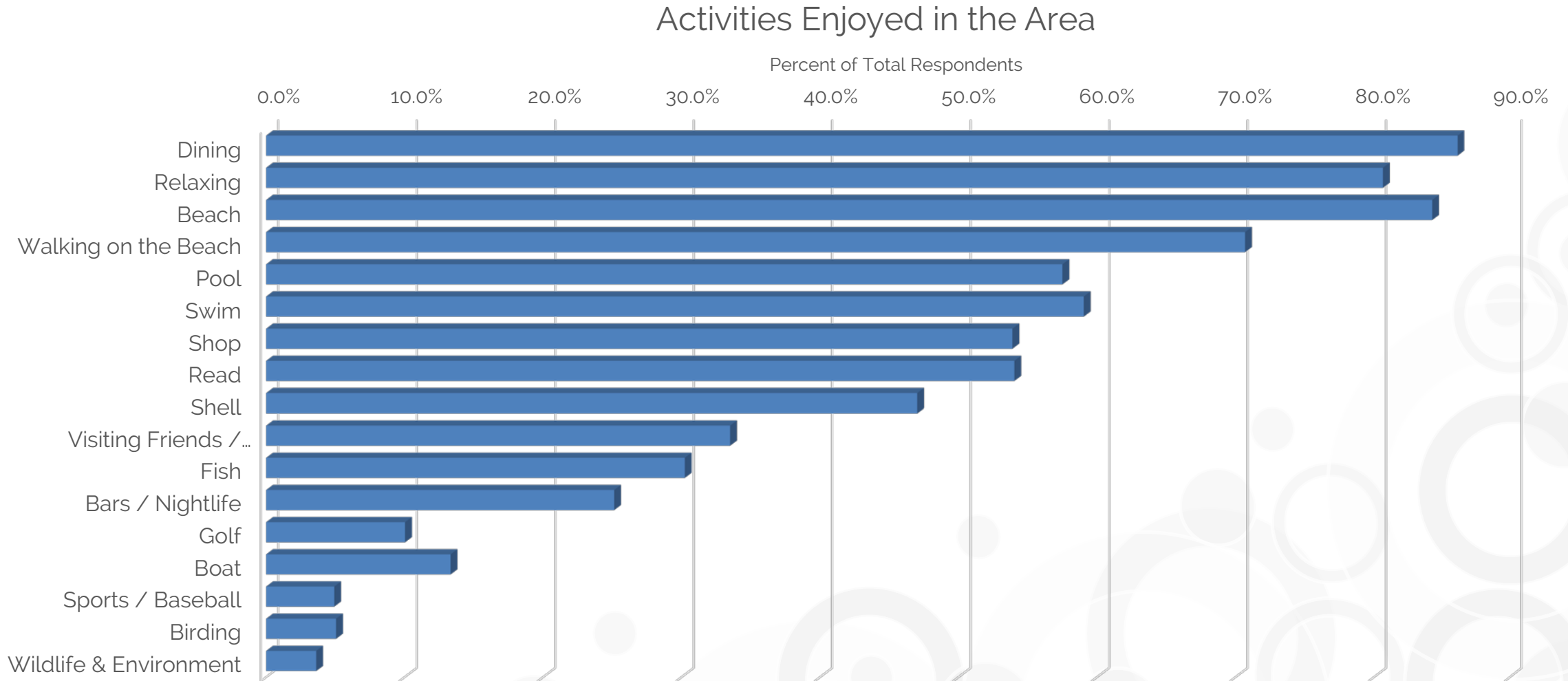
Q1 2016 Transportation



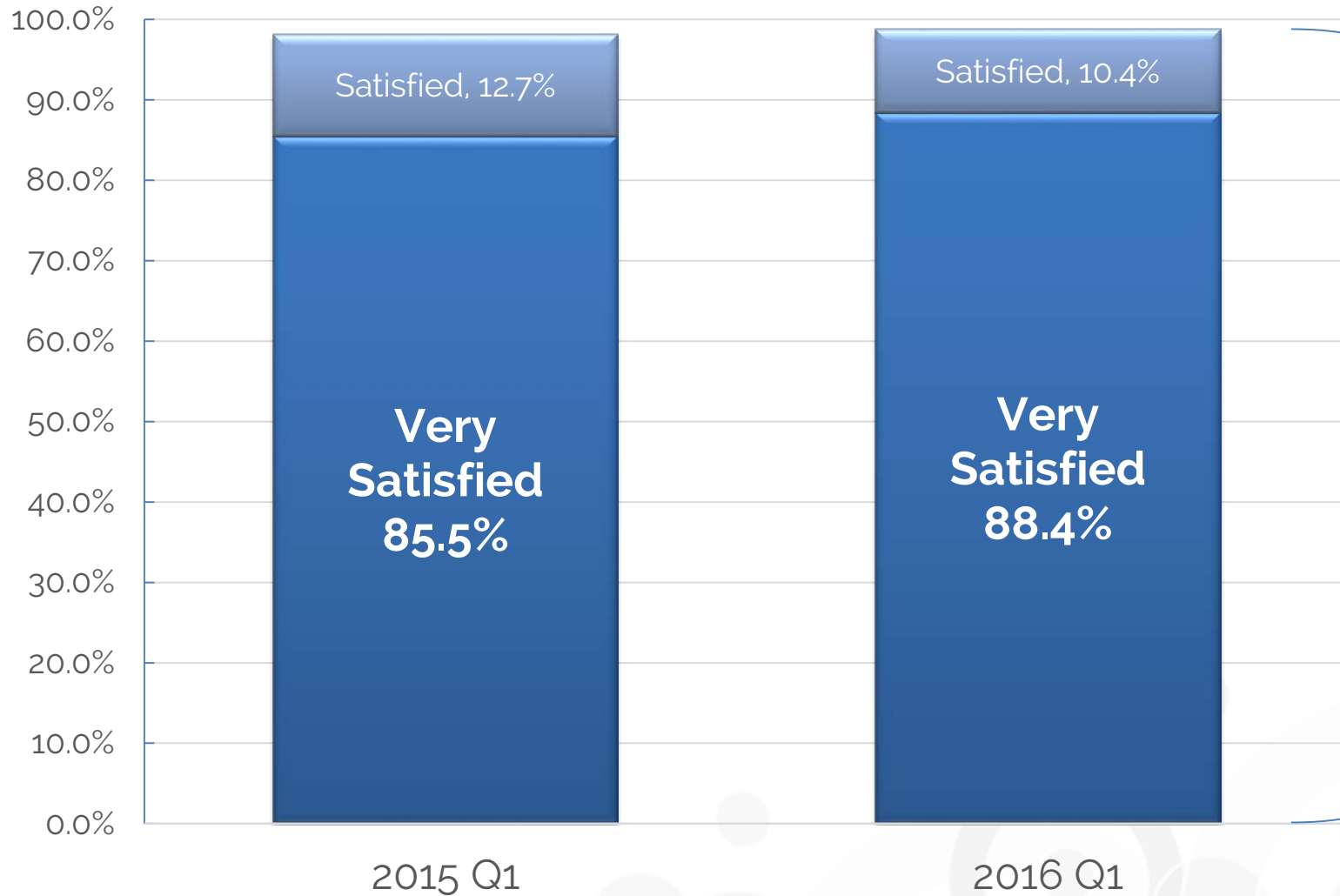
Q1 2016 Visitor Deplanements



RESEARCH: WHAT DO THEY DO?



RESEARCH: SATISFACTION



Total 98.8%
Goal: 100%

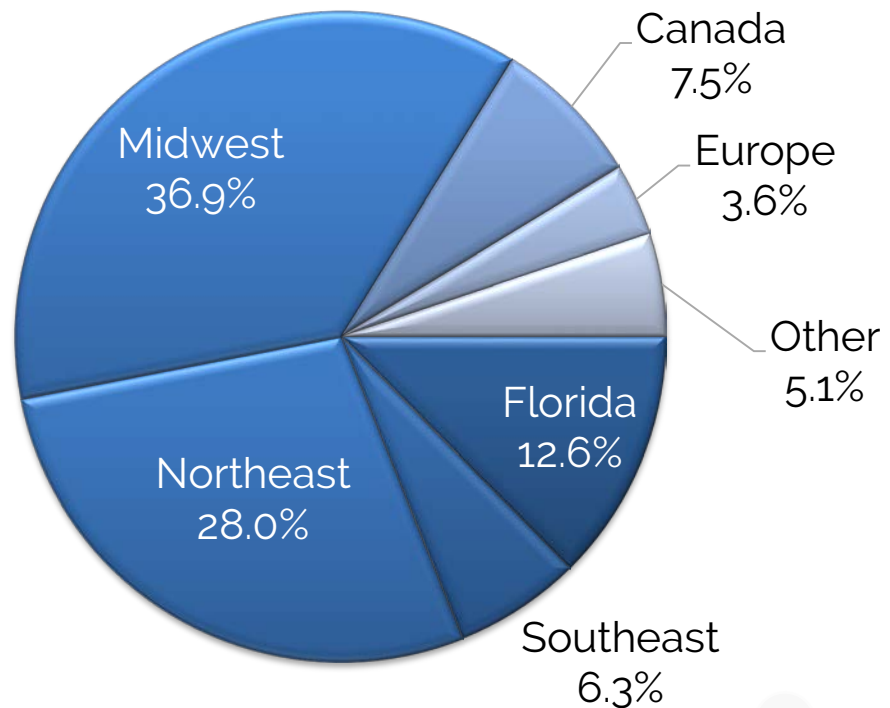
Plan to Return:

91.7%

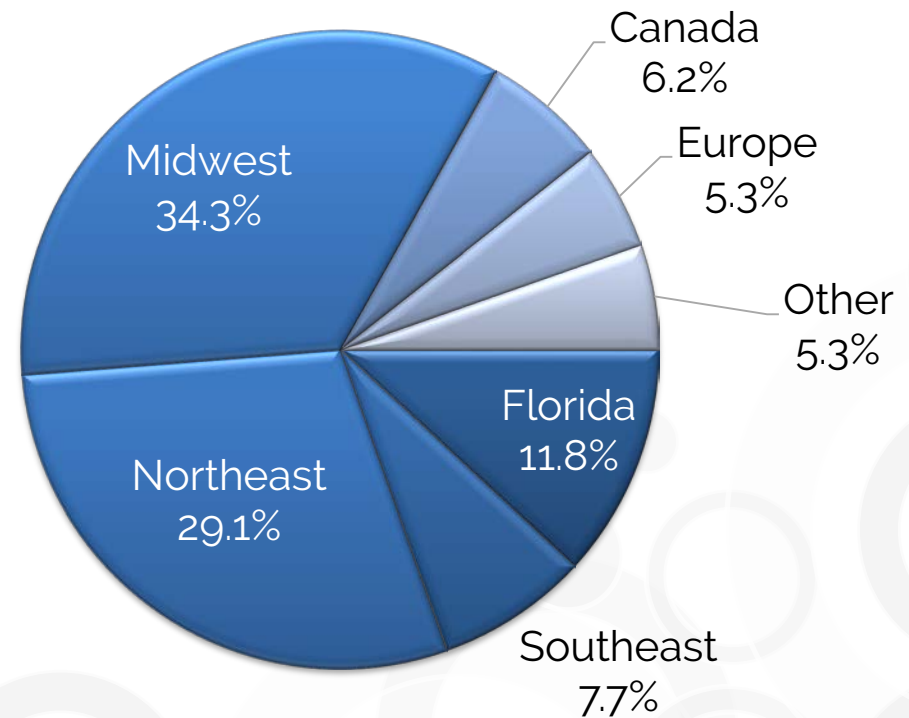
|| **TRENDS:** Q1 2016 SHIFTED TREND

TRENDS: Q1 2016 SHIFTED TREND

Q1 2015



Q1 2016



⋮ TRENDS: Q1 2016 SHIFTED TREND

Florida

• 2015: 15,838 2016: **15,021**

↓ 5.3%

Southeast

• 2015: 7,919 2016: **9,802**

↑ 23.8%

Northeast

• 2015: 35,196 2016: **37,044**

↑ 5.3%

Midwest

• 2015: 46,383 2016: **43,664**

↓ 5.9%

Canada

• 2015: 9,428 2016: **7,893**

↓ 16.3%

Europe

• 2015: 4,525 2016: **6,747**

↑ 49.1%

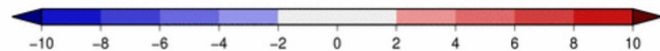
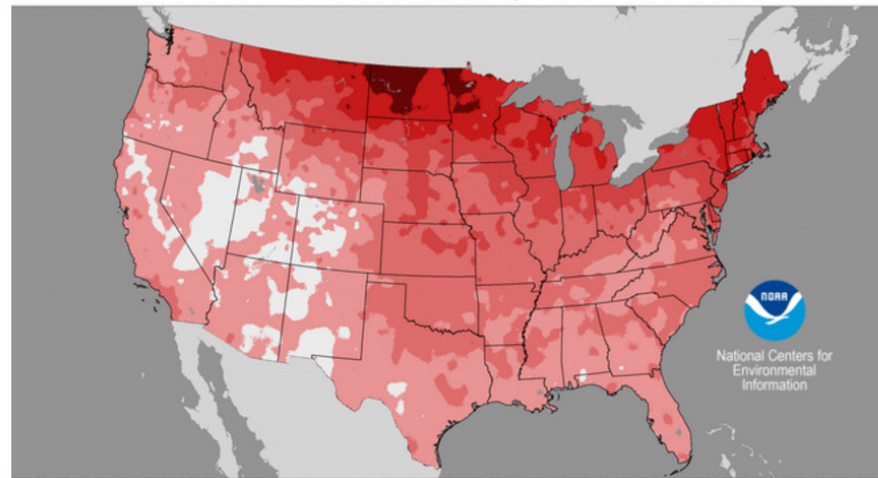
☰ TRENDS: WINTER VISITATION WAS GOOD, BUT...

The Washington Post

America's year without a winter: The 2015-2016 season was the warmest on record

By Jason Samenow March 6

Mean Temperature Departures from Average
December 2015 – February 2016
Base Period: 20th Century



Created: Fri Mar 04 2016

Degrees Fahrenheit

Data Source: 5km Gridded (nClimGrid)

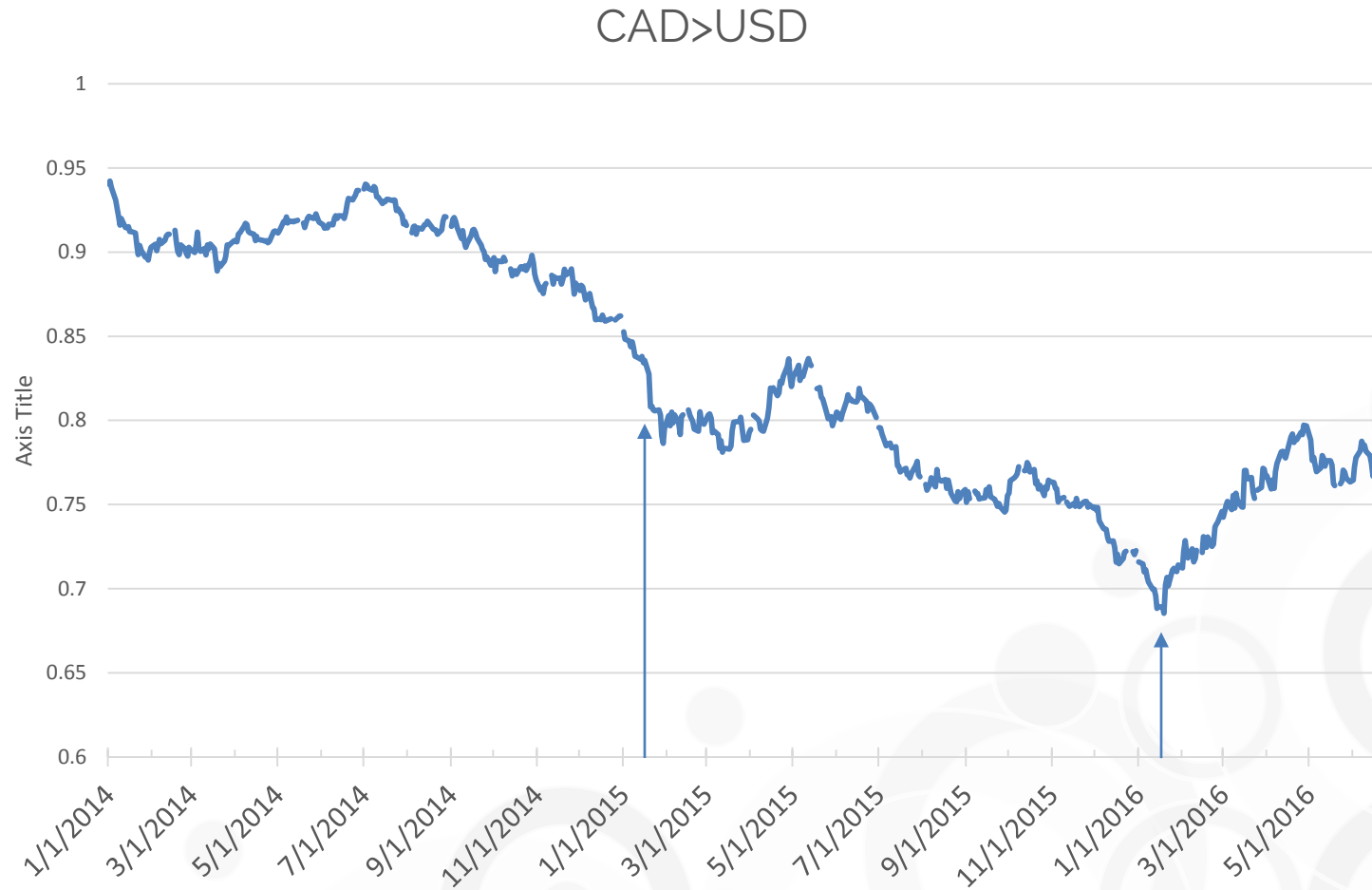
The temperature difference from normal from December 2015 through February 2016 over the Lower 48. (NOAA)

TRENDS: WINTER VISITATION WAS GOOD, BUT...

❖ **Weak/Late Winter**

❖ **Canadian Dollar**

- ❖ 2015: **0.83**
- ❖ 2016: **0.69**
- ❖ **20%** down



APRIL & EASTER: EARLY VS. LATE EASTER

Hypothesis/Assumption: Winter "Season" ends with (Gregorian) Easter, Spring break is over, snowbirds leave, etc.

Data: You're Right. It Does. Easter moves. Relax and ride the wave.

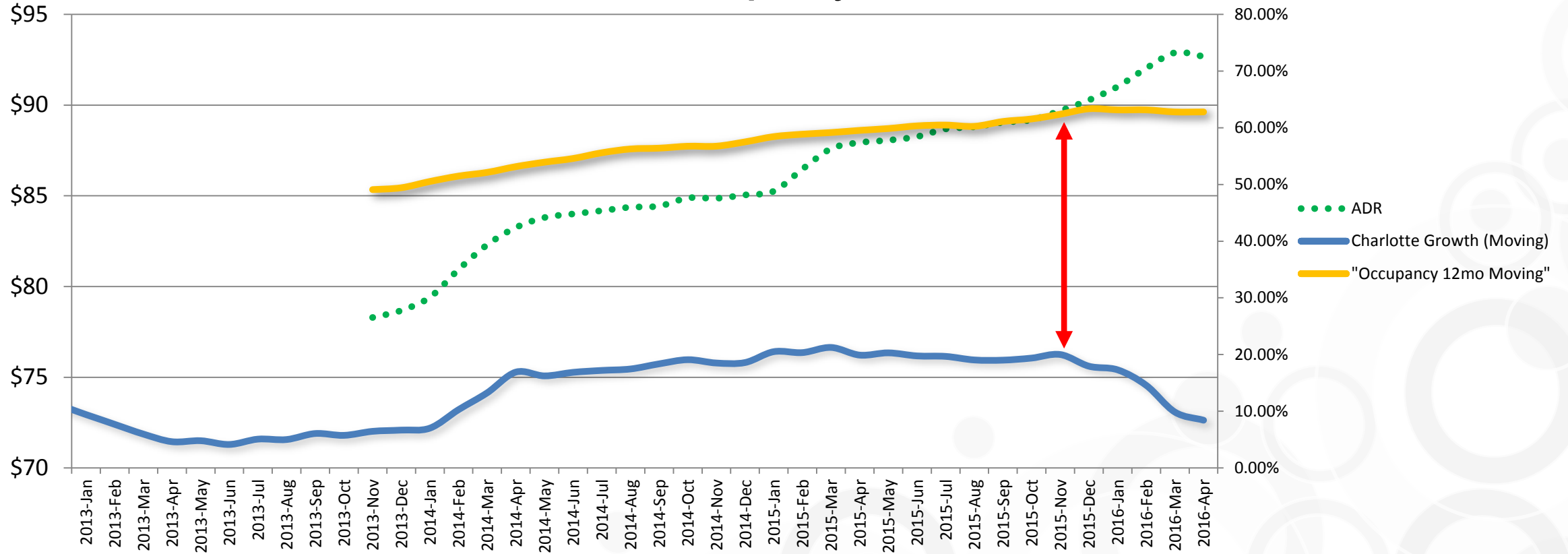
	Date of Easter	TDT Total	Lower (Earlier Easter) Higher (Later Easter)	Delta Over Previous	YtD Growth as of April
2009	Apr-12	\$183,953	22	--	--
2010	Apr-04	\$178,647	14	-2.9%	0.80%
2011	Apr-24	\$193,961	34	8.6%	-2.38%
2012	Apr-08	\$198,372	18	2.3%	4.62%
2013	Mar-31	\$171,511	10	-13.5%	4.62%
2014	Apr-20	\$230,798	30	34.6%	16.91%
2015	Apr-05	\$263,947	15	14.4%	19.91%
2016	Mar-27	\$251,057	6	-4.9%	8.42%
2017	Apr-16		26		
2018	Apr-01		11		

⋮ APRIL & EASTER: EARLY VS LATE EASTER



● RATE vs. OCCUPANCY: BE VIGILANT

TDT Growth vs. Occupancy and ADR



☰ **MONEY:** THE GOOD, THE BAD AND THE NEUTRAL

GOOD MONEY:

Cash from outside Charlotte County coming in

NEUTRAL MONEY:

Cash from Charlotte County that stays here that might otherwise leave

BAD MONEY:

Charlotte County cash going outside the market

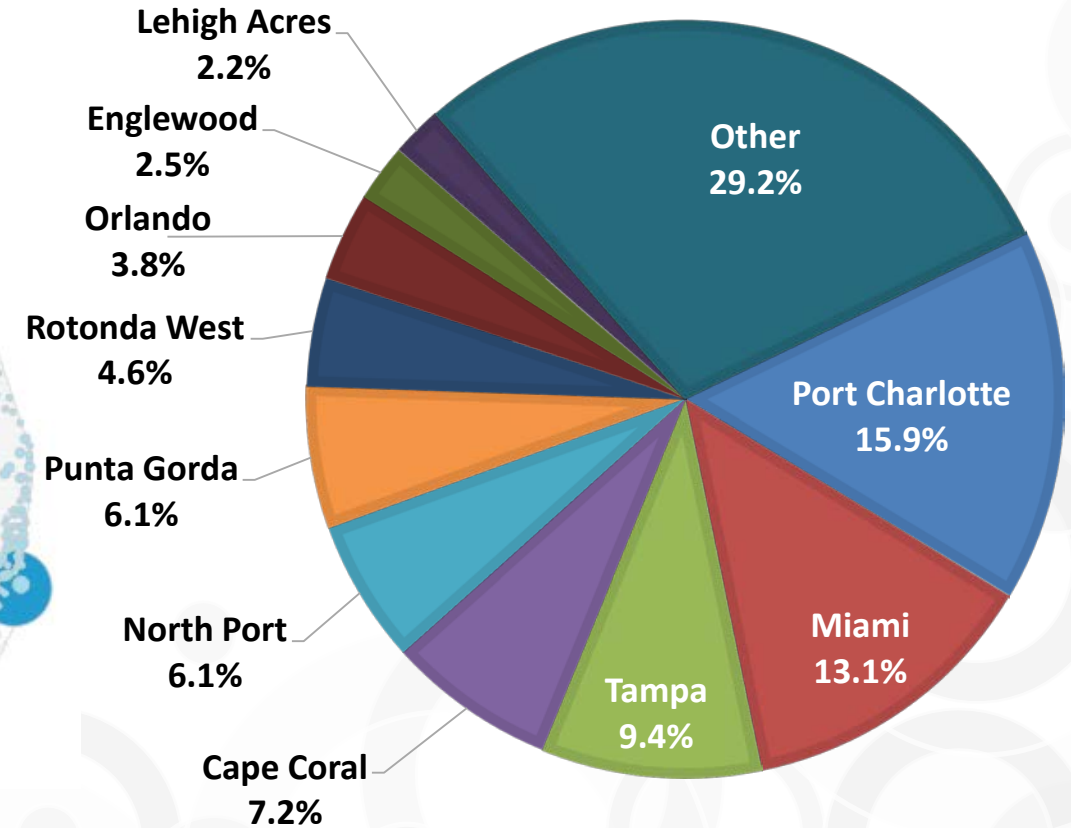
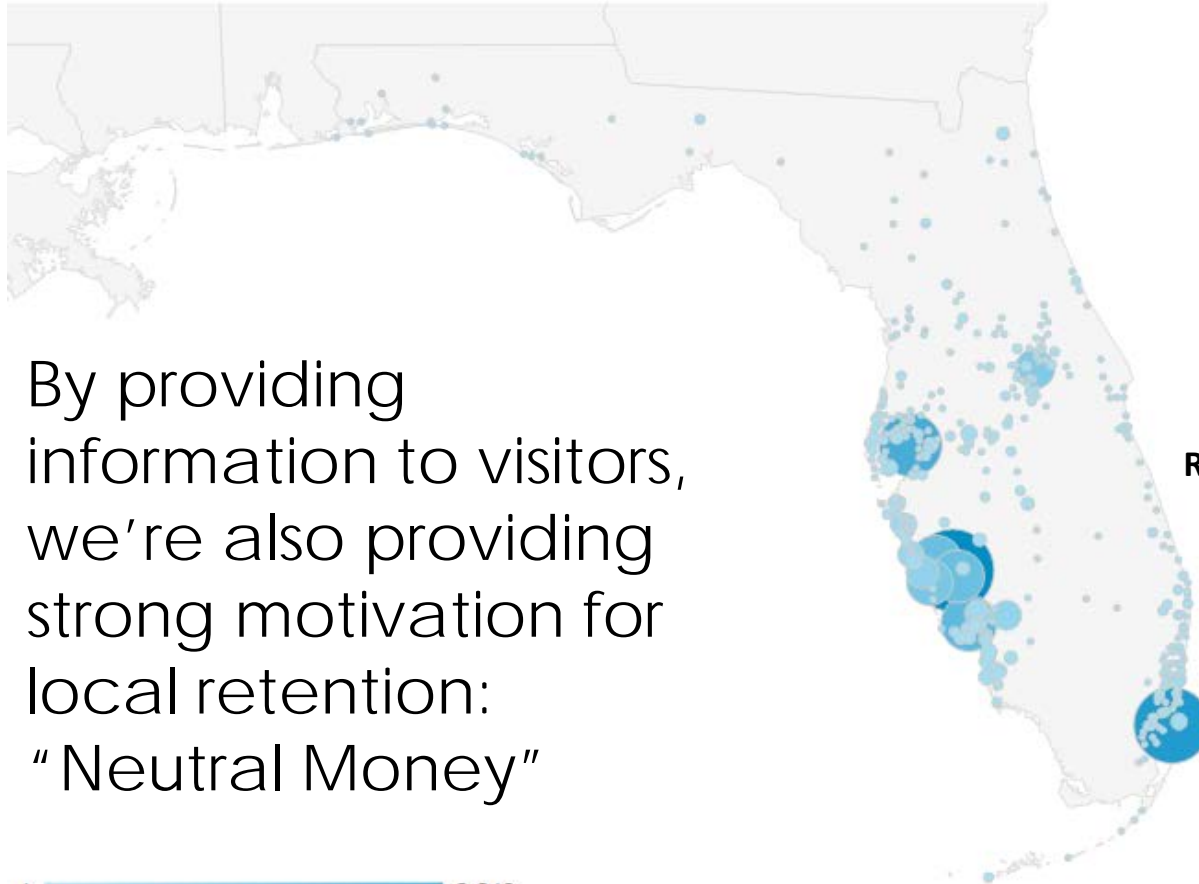
☸ **MONEY:** THE GOOD, THE BAD AND THE NEUTRAL

VCB Goal is economic development and bringing outside money in. (*good money*)

HOWEVER, *neutral money* should always be considered a secondary objective when marketing, marketing events, etc.

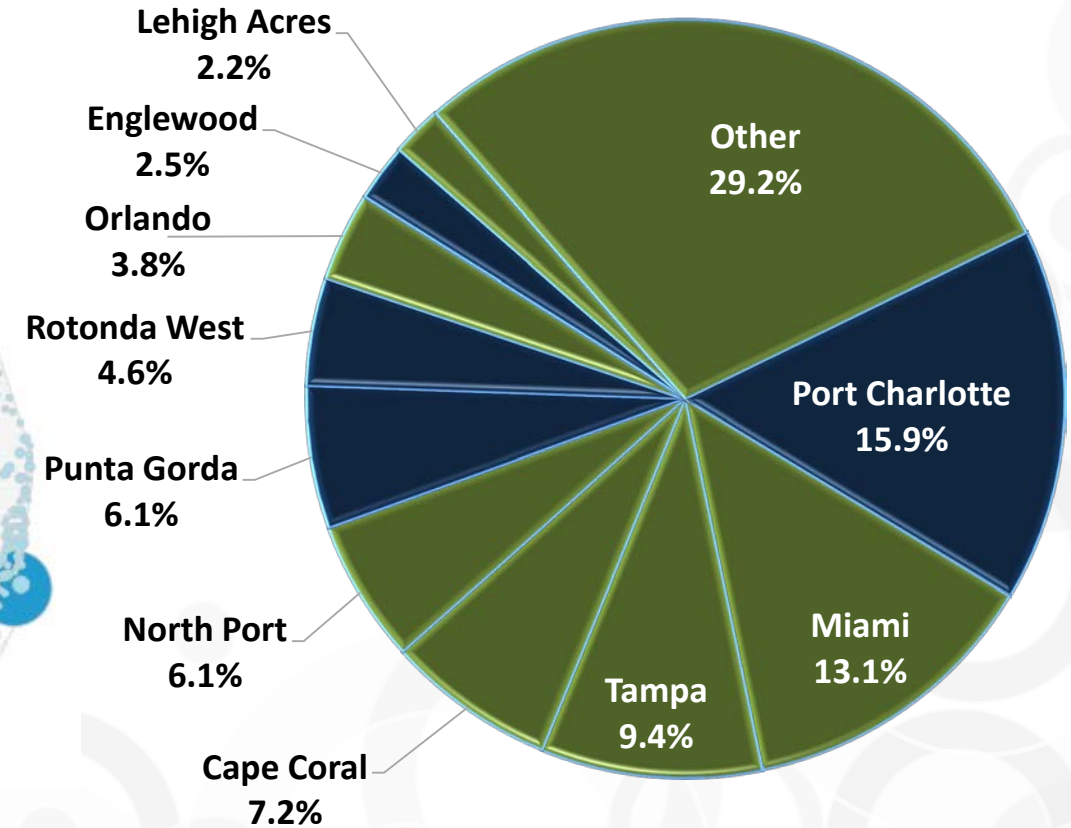
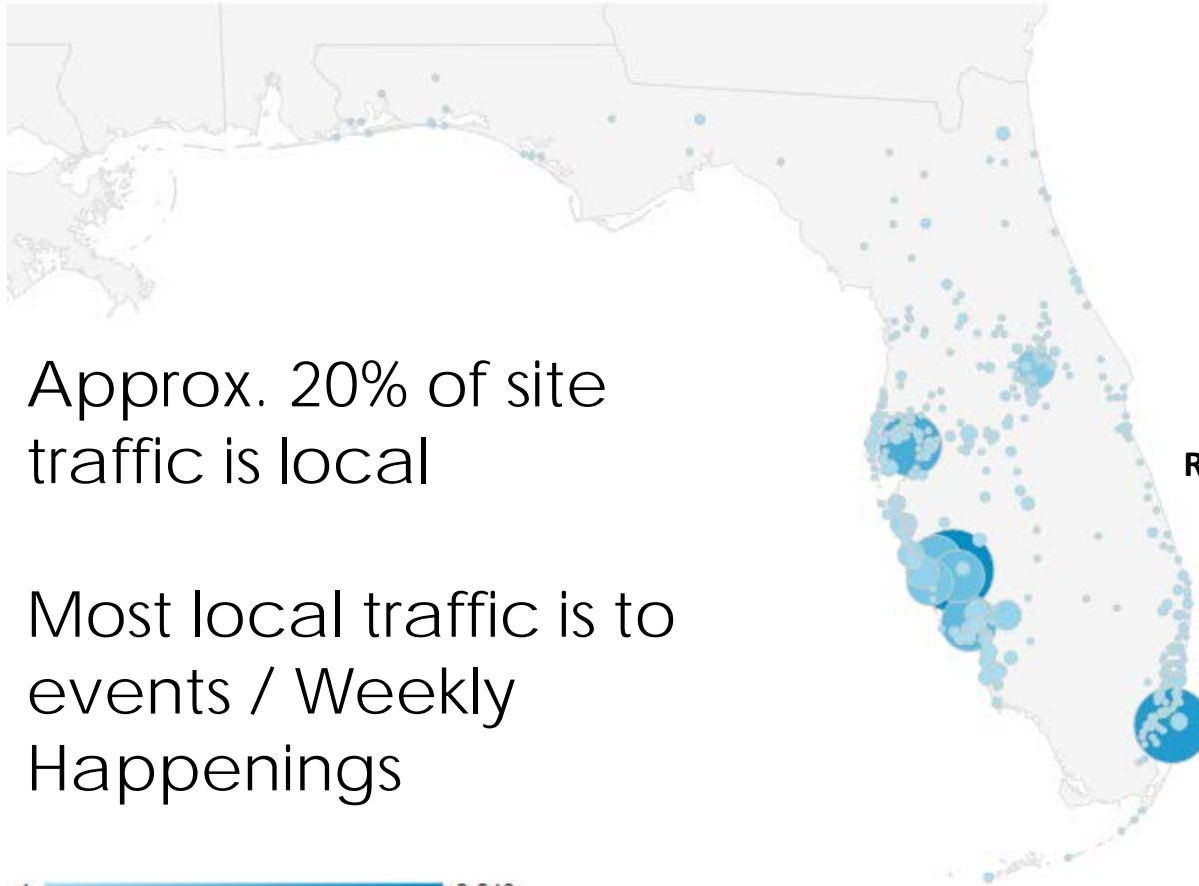
|| MONEY: THE GOOD, THE BAD AND THE NEUTRAL

IN STATE WEBSITE INQUIRY BY CITY/AREA



☰ MONEY: THE GOOD, THE BAD AND THE NEUTRAL

IN STATE WEBSITE INQUIRY BY CITY/AREA

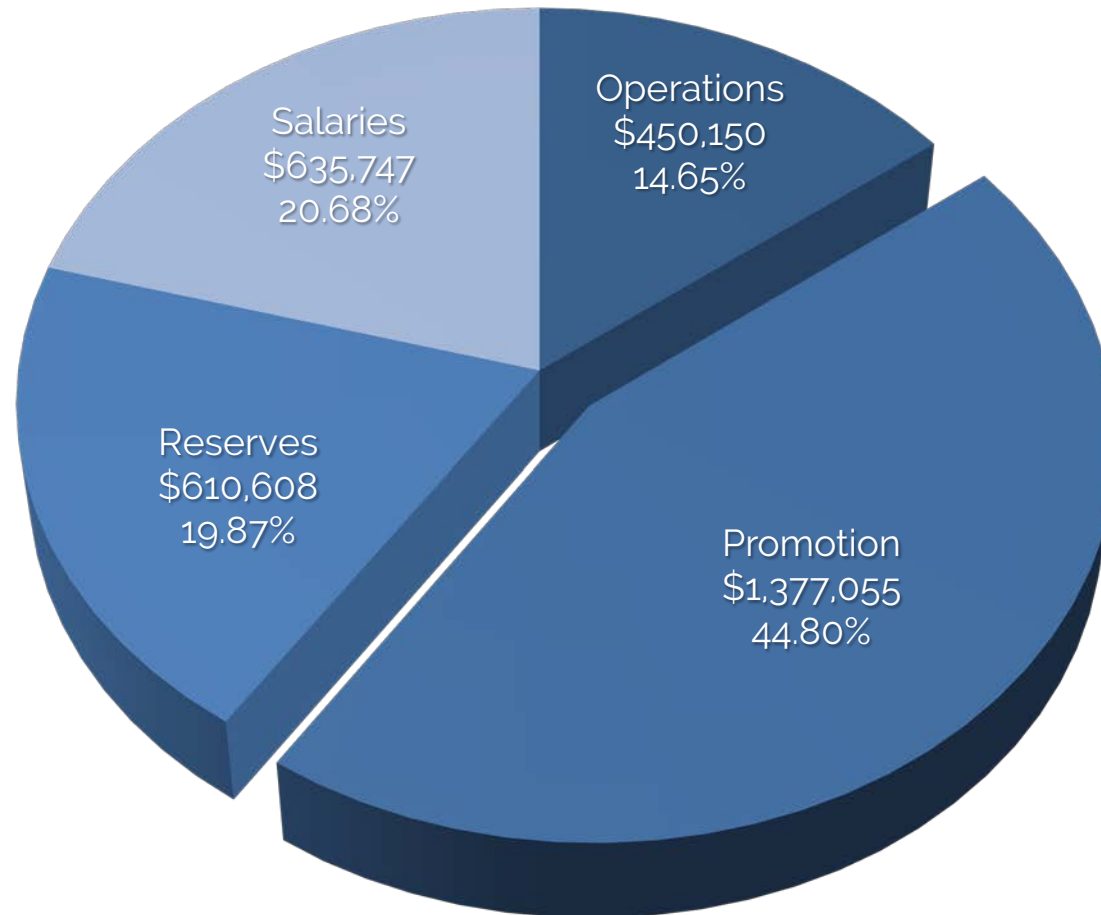


VISUAL: NEW PHOTO ASSETS



VCB PROGRAMS: Budget & Advertising Plan

FY2016 Budget Breakdown: Allocations



Subject to TDC/BoCC Approval

Budget Breakdown: Operations & Salaries/Benefits

Operations

.575.31.0001 - Professional Services	\$24,364.00
.575.31.0051 - Other Professional Services	\$0.00
.575.34.0050 - Temporary Services	\$3,000.00
.575.39.0003 - Central/Indirect Services	\$145,141.00
.575.41.0003 - Telephone	\$4,002.00
.575.42.0010 - Postage	\$13,450.00
.575.44.0002 - Rentals & Leasing -Equipment	\$3,200.00
.575.45.0015 - Self Insurance Costs	\$756.00
.575.46.0001 - R/M Bldgs-Gen	\$4,964.00
.575.46.0035 - R/M Vehicles	\$392.00
.575.49.0001 - Other Current Charges / Obligations	\$90,054.00
.575.51.0001 - Office Supplies	\$3,045.00
.575.51.0002 - Equipment-Under \$1000 Each	\$500.00
.575.52.0008 - Gas/Oil/Lubricants	\$886.00
.575.52.0017 - Misc Supplies	\$0.00
.575.52.0025 - Computer Software	\$3,500.00
.581.91.1038 - Interfund Trf-Vehicle Replacement	\$2,896.00
.581.91.1063 - Interfund Trf-Stump Pass	\$150,000.00

Salaries / Benefits

.575.12.0001 - Regular Salaries / Wages	\$359,980.00
.575.12.0002 - Salaries/Wages-Part Time	\$65,832.00
.575.12.0003 - Salaries Temp	\$557.00
.575.18.0001 - Accrued Comp Absenses	\$4,984.00
.575.21.0001 - FICA Taxes	\$34,054.00
.575.22.0001 - Retirement Contributions	\$32,053.00
.575.23.0001 - Life and Health Insurance	\$122,921.00
.575.24.0001 - Workers Comp	\$967.00

* data polled 4/1/2016 from budget

** allocation adjustment pending BoCC/TDC approval

Budget Breakdown: Promotion & Reserves

Promotion

.575.34.0001 - Other Contractual Services	\$480,000.00
.575.40.0001 - Travel (Hotel/Air/Meals)	\$30,000.00
.575.47.0001 - Printing and Binding	\$15,700.00
.575.48.0001 - Promo: General	\$100,000.00
.575.48.0002 - Promo: Advertising	\$726,105.00
.575.54.0001 - Books/Pubs/Subs	\$1,250.00
.575.54.0002 - Dues & Memberships	\$15,000.00
.575.55.0002 - Education(Registration)	\$9,000.00

Reserves

.599.98.0001 - Reserve-Contingency-General	\$184,927.00
.599.98.0008 - Reserve-Cash Carried Forward	\$184,927.00
.599.98.0023 - Reserve-Fiscal Stabilization	\$240,754.00

* data polled 4/1/2016 from budget

** allocation adjustment pending BoCC/TDC approval

Budget Breakdown: Promotion: Advertising

AGILITY: Remnants/Market Shifts	\$20,000
Best of American Travel	\$4,112
Boating and Fishing Campaign	\$7,500
Branded Tent for Tradeshows/Expos	\$1,200
Brazil Representation	\$4,995
Brew Trail - Multi-DMO (Guide Printing)	\$1,000
Brochure Distribution Ft. Myers	\$6,250
Brochure Distribution Other Florida Mkts	\$7,000
Brochure Distribution Tampa	\$6,500
Canada Calling	\$8,000
Chameleon Int'l Accom/Attract Booking	\$3,000
Cross County FAM PG <> ENG	\$3,000
Deskside Visits	\$5,000
Digital Signage	\$7,500
Discover America channel activation	\$14,000
Discover America Inspiration Guide	\$10,670
Electronic Kiosk Intercept	\$2,000
Florida Sports Facilities Guide	\$500
Funway Multichannel co-op (UK)	\$10,000
German Visitor Guide Distribution (DE)	\$20,000

Happenings SWFL	\$3,900
In-State Marketing	\$30,000
LGBT Travel Initiative	\$15,000
Lift Markets – Indiana Fall Break	\$5,000
Lift Markets - Marketing/Advertising	\$45,000
Lift Markets- Sunseeker In-Flight Magazine	\$12,000
Media Fam: Meeting Planner	\$5,000
Media FAMs: Agile+International	\$25,000
Media FAMs: Domestic	\$25,000
Media FAMs: Social Media "Blog House"	\$10,000
New Event Development	\$40,000
Photo/Video Shoot/Stock	\$15,000
Play Florida Fishing Guide	\$5,000
Play Florida Golf Guide	\$15,000
Restaurant Week (Englewood)	\$5,000
Restaurant Week (Punta Gorda)	\$5,000
Sales: Uncommitted Bid Fund	\$30,000
SEM/Awareness: Content Dev/Mktg.	\$30,000
SEM/Awareness: Co-Op Partner Content	\$10,800
SEM/Awareness: Social Media "Boost"	\$24,000

Social Media Event Aggrigator / ITI	\$12,000
SEM: Targeted: Multiple Outlets (Global)	\$25,000
SEM/Awareness: Video Content Distribution	\$12,000
Show Us Your Charlotte Awards	\$1,200
Small Event & Festival Promotion	\$30,000
Spring Training Press Conference / Tweetup	\$2,000
TLM Quarterly (UK)	\$2,800
Travel Rally Days	\$5,000
Travelhost Magazine SWFL	\$6,060
Travelhost Pocketsaver	\$1,700
Travelinformation.com (VG Lead Generator)	\$4,999
Tripadvisor DMO Sponsorship + Banners	\$33,000
Undiscovered Florida	\$10,000
Visit Florida Magazine (Guide)	\$12,295
Visit Florida Welcome Centers	\$4,500
VisitApps - Multi-DMO Brazil	\$3,750
Visitor Guide (Printing)	\$35,000
Web: Domain Control	\$650
Wild (Series name TBD) w/Shark Brothers	\$16,500

*data polled 4/1/2016 from budget

** allocation adjustment pending BoCC/TDC approval

Budget Breakdown: Promotion: General

Adobe Cloud License(s)	\$1,650.00
AGILITY: Additional Tradeshows	\$4,000.00
Capital Events Tradeshaw	\$1,200.00
Charlotte County Tourism Day Sponsorship	\$1,500.00
Connect Sports	\$3,750.00
Cvent	\$12,000.00
Florida Encounter	\$2,400.00
Florida Huddle	\$2,800.00
FloridaSEE	\$675.00
FOWA	\$175.00
FSAE Education Expo	\$700.00
Chamber Tourism Committees Support	\$2,000.00
ITB Berlin	\$7,000.00
Military Reunion Conf. JAX (Vietnam Wall)	\$1,300.00
NASC Symposium	\$1,300.00
OTA Reservation System	\$10,500.00

Partner Meetings	\$1,000.00
Promotional Items	\$10,000.00
SEOPA	\$325.33
Snowbird Baseball	\$5,000.00
STR Report	\$3,000.00
Tourism Conference Support (Local)	\$1,000.00
Tourism Luncheon (Annual)	\$3,000.00
Travel & Media Meetup	\$950.00
Travel and Adventure Show	\$3,500.00
Travel Expo - The Villages	\$1,400.00
Tropicana Sales Mission	\$1,200.00
Visit Florida Marketing Retreat	\$0.00
Visit Florida Media Reception	\$1,200.00
Volunteer Registration System	\$4,250.00
Xsite	\$1,250.00
Xsite (Naples)	\$1,250.00

* data polled 4/1/2016 from budget

** allocation adjustment pending BoCC/TDC approval

Budget Breakdown: Travel

Capital Events Tradeshow	\$192.00
Connect Sports	\$1,250.00
DMAI Convention	\$1,200.00
FADMO Marketing Summit	\$784.00
Florida Encounter	\$442.00
Florida Huddle	\$592.00
Florida Sports Summit	\$400.00
FloridaSEE	\$450.00
FOWA	\$450.00
FSAE Conference	\$1,150.00
FSAE Education Expo	\$175.00
ITB Berlin	\$6,000.00
Military Reunion Conf. JAX (Vietnam Wall)	\$500.00

NASC Symposium	\$1,250.00
SEOPA	\$2,150.00
Simpleview Summit	\$845.00
TEAMS	\$1,688.00
Travel & Media Meetup	\$850.00
Travel and Adventure Show	\$950.00
Travel Expo - The Villages	\$400.00
Visit Florida Governor's Conference	\$436.00
Visit Florida Marketing Retreat	\$442.00
Visit Florida Media Reception	\$1,100.00
Xsite	\$250.00
Xsite (Naples)	\$150.00

* data polled 4/1/2016 from budget

** allocation adjustment pending BoCC/TDC approval

Budget Breakdown: Other Contractual Services

		Contracted	Contract Extent
Agency: Advertising (New)	\$150,000.00	Aqua	'16,'17,'18 (3 year)
Agency: Mail/Brochure Fulfilment	\$55,000.00	Phase V	'16,'17,'18 (3 year)
Agency: PR (New)	\$75,000.00	Aqua	'16, '17, '18 (3 year)
Agency: Social Media	\$50,000.00	Navigant	'16, '17, '17 (3 year)
Reel Scout	\$11,800.00		Annual
Primary Market Research	\$50,000.00	Research Data Services	'14, '15, '16 (3 year)
Website & CRM	\$56,500.00	Simpleview	'15, '16, '17 (3 year)
Visitor Center – Jones Loop	\$22,800.00		

* data polled 4/1/2016 from budget

** allocation adjustment pending BoCC/TDC approval

MARKETING/ADVERTISING

❖ **Tripadvisor**

- ❖ Critical DMO Sponsorship
- ❖ SEM / Banner Ads

❖ **Visit Florida State Visitor Guide (500k+ Distribution)**

❖ **Discover America Int'l Visitor Guide (9 Languages)**

❖ **Facebook**

- ❖ Event Marketing (CRITICAL – more to come)
- ❖ Content Advertising
- ❖ Niche Marketing

MARKETING/ADVERTISING

❖ Video

- ❖ Google + Other Distribution Channels

❖ Content Campaigns

❖ UGC

- ❖ **Content:** Do we integrate curated UGC?
- ❖ **Events:** Curated aggregation by geolocation

<http://www.visitspartanburg.com/events/scvb-main-calendar.html>

MARKETING/ADVERTISING

❖ Chameleon Global

- ❖ Digital marketplace that is free to use for approved travel professionals across the globe. Connects to GTA, Hotelbeds, Travco, Tourico, Walker Travel Group Italy and France (WTG), and hundreds of local or regional receptive operators as well.

❖ Media FAMS

- ❖ Domestic and International
- ❖ Generated over 264,000,000 impressions in fiscal year 15

MARKETING/ADVERTISING: Domestic

- ❖ Allegiant In-Flight Editorial
- ❖ Digital guide distribution
- ❖ Brochure Distribution:
 - ❖ Ft Myers
 - ❖ Tampa
 - ❖ Expanded to Lakeland (I-4 Corridor) '16

Work with other VCBs

- ❖ **“The Gulf Toast” – Brew Trail**
 - ❖ (Manatee, Sarasota, Charlotte, Lee and Naples VCBs)
- ❖ **Fishing Guide (Manatee, Sarasota, Charlotte)**
- ❖ **Culinary Guide (BrandUSA/DiscoverAmerica.com)**
- ❖ **BrandUSA SWFL Gateway Page**

MARKETING/ADVERTISING: Co-Op Programs

- ❖ **Co-Op Programs**
 - ❖ Allegiant up to ½ page
 - ❖ Happenings SWFL
 - ❖ Content Co-Op
 - ❖ Visitor Guide
 - ❖ Travelhost Pocket-Saver

MARKETING/ADVERTISING: Co-Op Programs

❖ Co-Op Content Program

(Boost SEM in conjunction w/Partner)

- ❖ A/B Test to determine higher relevance score/reaction
- ❖ 2 Article option for partner use and VCB use
- ❖ VCB pushes (paid) content via Facebook & Instagram



A screenshot of a Facebook post from the page "Charlotte Harbor & the Gulf Islands, Florida". The post is dated May 5 and was written by Chip Futch. The text of the post reads: "Locals and families who've vacationed on Englewood Beach for generations would like to keep this Gulf beach a secret." Below the text is a large photograph of a coastal town with a sandy beach and turquoise water. Underneath the photo, the post has a headline "Say Ah to Authentic Florida in Englewood" and a paragraph: "Englewood Beach on Manasota Key is a slice of Old Florida. Weston's WannaB Inn epitomizes the Old Florida feel as a unique accommodation with unit options from studio to 3 bedrooms." At the bottom left of the post is the website "WWW.CHARLOTTEHARBORTRAVEL.COM" and at the bottom right is a "Learn More" button.

Charlotte Harbor & the Gulf Islands, Florida
Written by Chip Futch [?] · May 5 · 🌐

Locals and families who've vacationed on Englewood Beach for generations would like to keep this Gulf beach a secret.



Say Ah to Authentic Florida in Englewood
Englewood Beach on Manasota Key is a slice of Old Florida. Weston's WannaB Inn epitomizes the Old Florida feel as a unique accommodation with unit options from studio to 3 bedrooms.

WWW.CHARLOTTEHARBORTRAVEL.COM [Learn More](#)

MARKETING/ADVERTISING: Facebook Study

❖ Content

(Boost SEM/Generate Interest)

“Top 10 Local Foods”

- ❖ Reach: 28,128
- ❖ Actions: 1005
- ❖ Total cost: \$60 –less than 6 cents per action!



Charlotte Harbor & the Gulf Islands, Florida
Posted by Chip Futch [?] · May 5 at 11:26am · Edited ·

Top 10 Local Foods to Love in the Charlotte Harbor and the Gulf Islands, Florida area (Article by Nanci Theoret)
<http://charlotteharbortravel.com/top-10-local-foods-to-love>



Top 10 list of local foods to try in Charlotte Harbor and the Gulf Islands / Charlotte...

A Top 10 list of local foods to try while visiting the Charlotte County, Florida / Charlotte Harbor and the Gulf Island communities of Punta...

CHARLOTTEHARBORTRAVEL.COM

MARKETING/ADVERTISING: NOW PLAYING

❖ Cincinnati, Rockford & In-State

❖ Video pre-roll campaign for awareness and travel. 8 variants- 30s and 1m tests A/B test. Family and Fishing centric messaging. Mid-summer and end-of-summer travel versions. RUNNING NOW

❖ **Primary Goal: Awareness**

❖ **Secondary Goal: SEM / Action**

❖ CTA through offers / specific landing pages.

SUMMER MARKETING: VIDEO

❖ 72 Spots Total

- ❖ In-State, Cincinnati, Rockford versions
- ❖ Family & Fishing Target
- ❖ 30s and 1m versions
- ❖ Summer and End of Summer (Fall)
- ❖ 3 Networks (3 formats)

<https://www.youtube.com/playlist?list=PLXR8IHbxXTcNWQuVosb3PSXuQrzCr1xqn>

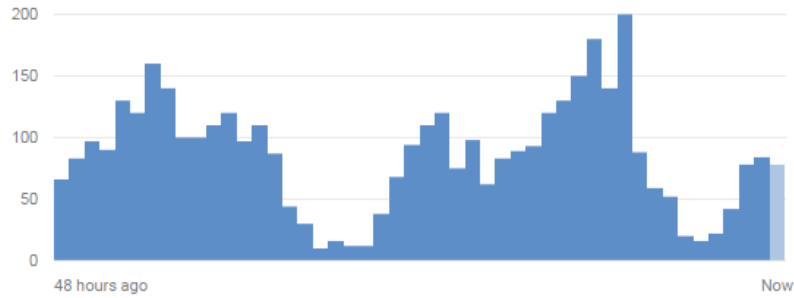
Example List: Single Network

Family	Summer	In-State	30 30s-SUM-FAM-FLA.mp4	https://youtu.be/uBEO9y1ZFTY
Family	Summer	Rockford	30 30s-SUM-FAM-ROC.mp4	https://youtu.be/xfeZ6BhBjHQ
Family	Summer	Cincinnati	30 30s-SUM-FAM-CIN.mp4	https://youtu.be/n4ccUyZ5Omw
Fishing	Summer	In-State	30 30s-SUM-FSH-FLA.mp4	https://youtu.be/TkQNrmecS_E
Fishing	Summer	Rockford	30 30s-SUM-FSH-ROC.mp4	https://youtu.be/6Xg08KM9egl
Fishing	Summer	Cincinnati	30 30s-SUM-FSH-CIN.mp4	https://youtu.be/TPTzFyFE-zo
Family	Late Summer	In-State	30 30s-EOS-FAM-FLA.mp4	https://youtu.be/ryu2o0AiKvo
Family	Late Summer	Rockford	30 30s-EOS-FAM-ROC.mp4	https://youtu.be/Dpf9jvKhouk
Family	Late Summer	Cincinnati	30 30s-EOS-FAM-CIN.mp4	https://youtu.be/sUpGhioqAPk
Fishing	Late Summer	In-State	30 30s-EOS-FSH-FLA.mp4	https://youtu.be/DOBksDzIEpA
Fishing	Late Summer	Rockford	30 30s-EOS-FSH-ROC.mp4	https://youtu.be/O0PQ3lqlsoE
Fishing	Late Summer	Cincinnati	30 30s-EOS-FSH-CIN.mp4	https://youtu.be/sA7kXYZ8eOc
Family	Summer	In-State	60 1m-SUM-FAM-FLA.mp4	https://youtu.be/dUwSNDL0fXk
Family	Summer	Rockford	60 1m-SUM-FAM-ROC.mp4	https://youtu.be/wTEol64jIDU
Family	Summer	Cincinnati	60 1m-SUM-FAM-CIN.mp4	https://youtu.be/6Bs-EDUnaEQ
Fishing	Summer	In-State	60 1m-SUM-FSH-FLA.mp4	https://youtu.be/svj83arK_rs
Fishing	Summer	Rockford	60 1m-SUM-FSH-ROC.mp4	https://youtu.be/8dgQKGDEe0A
Fishing	Summer	Cincinnati	60 1m-SUM-FSH-CIN.mp4	https://youtu.be/AqYUuwajCl4
Family	Late Summer	In-State	60 1m-EOS-FAM-FLA.mp4	https://youtu.be/GS50ZBoL6h8
Family	Late Summer	Rockford	60 1m-EOS-FAM-ROC.mp4	https://youtu.be/1Ou12JiFuJc
Family	Late Summer	Cincinnati	60 1m-EOS-FAM-CIN.mp4	https://youtu.be/SaWVmRsfOs
Fishing	Late Summer	In-State	60 1m-EOS-FSH-FLA.mp4	https://youtu.be/8uP_t3NN22E
Fishing	Late Summer	Rockford	60 1m-EOS-FSH-ROC.mp4	https://youtu.be/uqJf5TztcPk
Fishing	Late Summer	Cincinnati	60 1m-EOS-FSH-CIN.mp4	https://youtu.be/rgEm1cmfepo

SUMMER MARKETING: VIDEO

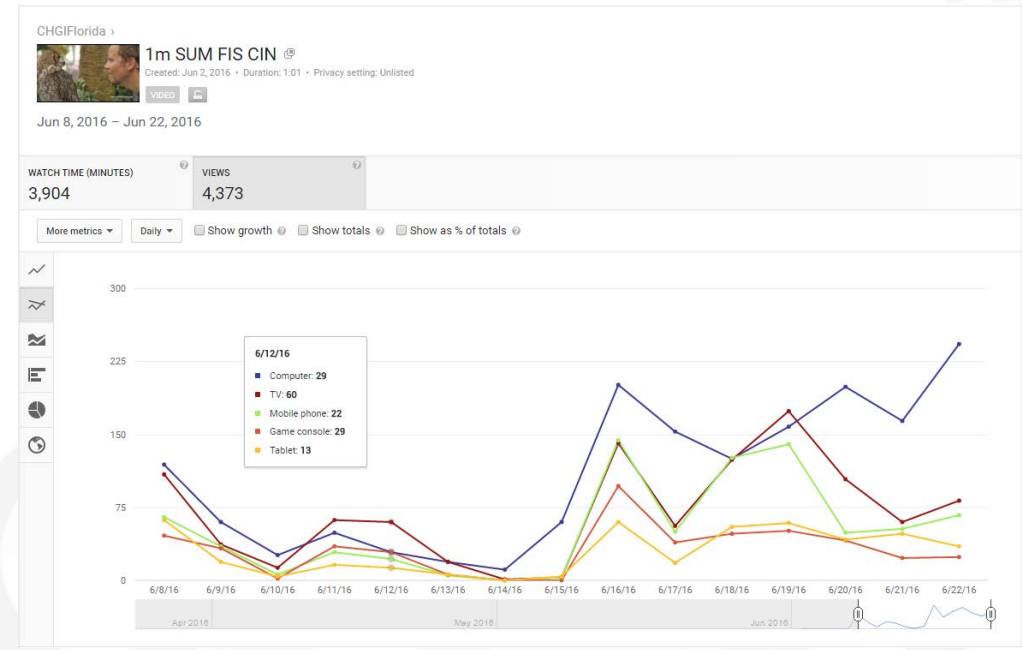
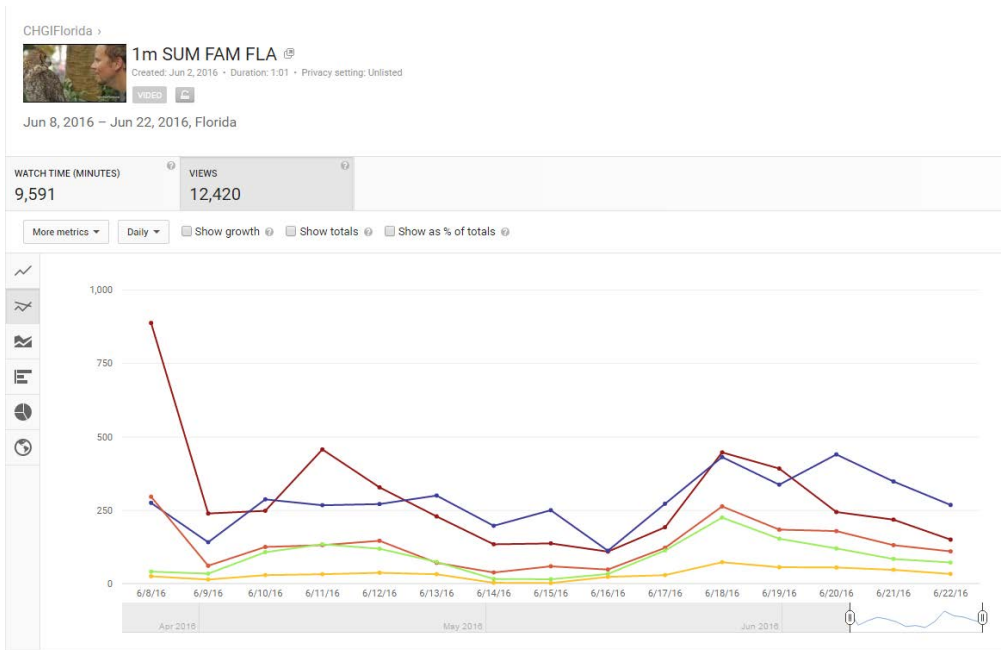
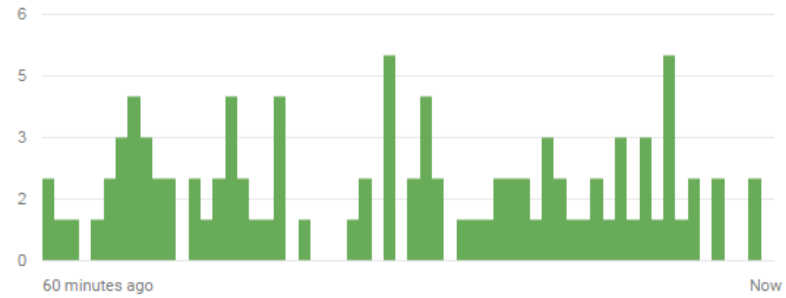
Last 48 hours

Estimated views: 4,100

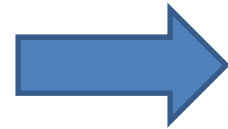
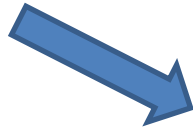
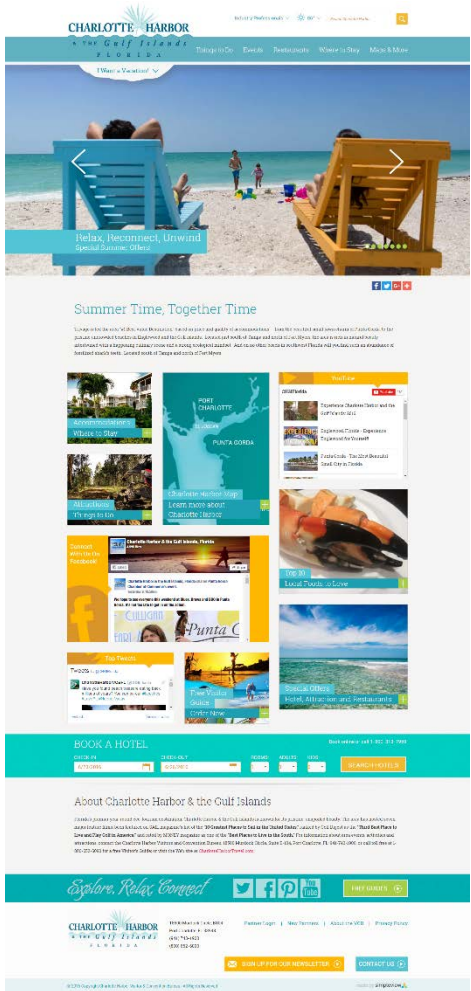


Last 60 minutes

Estimated views: 95



SUMMER MARKETING: LANDING PAGES



VCB WEBSITE: Offers and Promotions

www.charlotteharbortravel.com/special-offers/

CHARLOTTE HARBOR & THE Gulf Islands FLORIDA

Industry Professionals 86°

I Want a Vacation!

Special Fall Offers

Now's the perfect time to make that getaway to Southwest Florida a reality with offers like these.

Tripadvisor just ranked Port Charlotte #2 in "23 Affordable Fall Destinations." Couple that with even more incentives from those listed below, and you won't be able to put off that vacation any longer. You can utilize the search feature to narrow the results, or use one of these links:

[Accommodations Offers](#) · [Attraction/Activity Offers](#) · [Restaurant Offers](#)

From: 10/21/2015 To: 10/21/2016

Accommodations
Activities
Restaurants

Keyword... Search

VIEW MAP

Results: 10 | 20 Sort: Name

www.charlotteharbortravel.com/special-offers/

1 of 1

PUNTA GORDA

Learn more about Charlotte Harbor

Because You Deserve it!!!

Turtle Bay Condos - Manasota Key

October 1, 2015 - November 8, 2015
Accommodations

We still have a few openings in October. We'll offer a 15% discount to Florida residents for bookings of 3 days or longer and...[more](#)

Map It

Live Music Wednesday through...

UPCOMING EVENTS

Fall in Love with Kayaking

SUP Englewood

October 1, 2015 - October 31, 2015
Activities

Enjoy \$10 off any paddling trip with SUP Englewood. Offer valid on all tour locations. Offer may be applied to rentals at...[more](#)

Map It

Florida Resident Discount

Wyvern Hotel

April 7, 2015 - November 30, 2015
Accommodations

Wyvern Hotel is offering Florida Resident discount at 15% off each night, including weekends. Subject to availability through...[more](#)

Map It

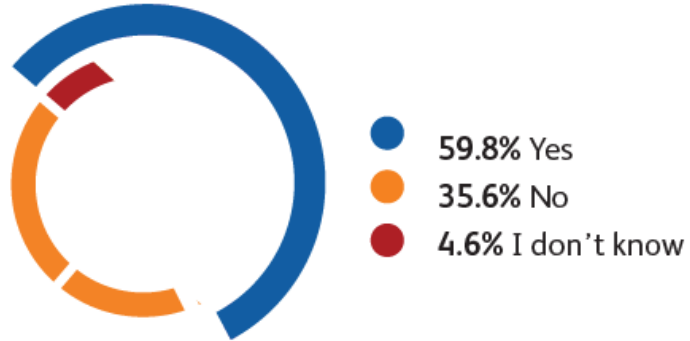
Florida Resident Staycation

Weston's wannaB inn

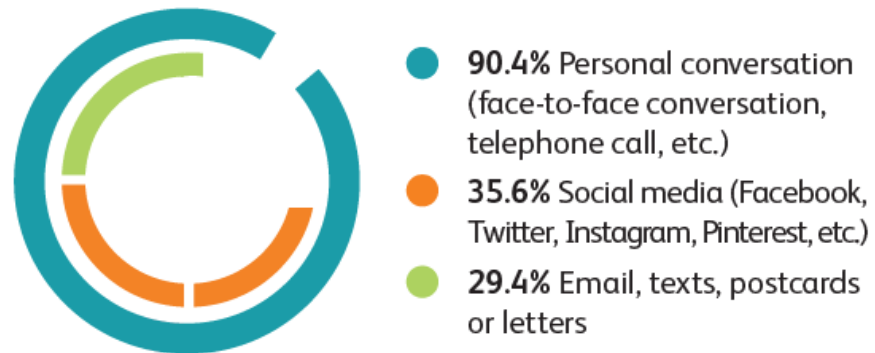
⋮ **FUTURE:** WHERE ARE THINGS GOING?

FUTURE: TREND

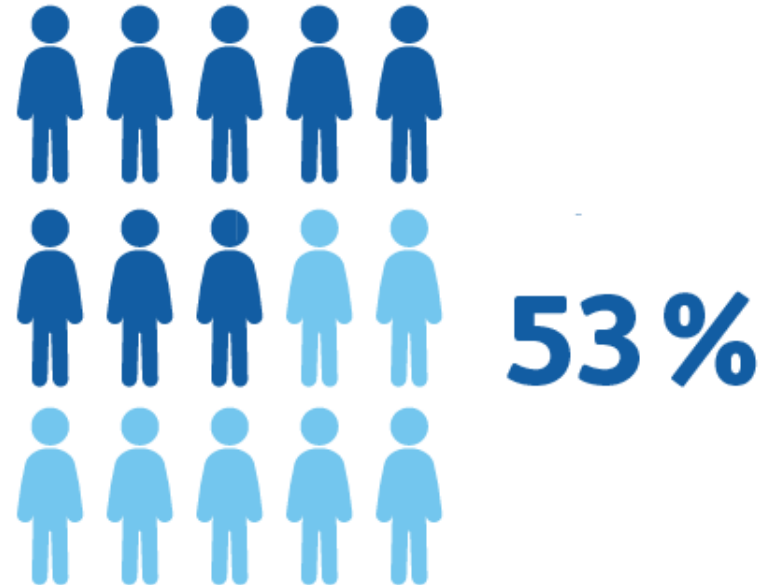
Destination Choice Influenced by Word-of-Mouth



How Word-of-Mouth Happens



% of Travelers' Destination Choices Significantly Influenced by Word-of-Mouth



Source: Destination Analytics "State of American Traveler: Technology Edition" - April 2016

|| FUTURE: DIGITAL TREND

From DestinationNEXT / DMAI:

Engagement:

- Travelers typically visit 22 websites in 9.5 sessions when researching a trip.
- 76% of consumers today feel ads are “very” or “somewhat” exaggerated.
- 92% of consumers trust peer recommendations more than advertisements.
- 85% of travelers use their smartphone while abroad.
- 74% of travelers use social media while on vacation.

⋮ **FUTURE:** WHERE ARE THINGS GOING?

Keep it Real

Visual navigation – “Visual neighborhoods”

F&B as the leading inspiration in travel

VR: The rise of the pre-experience.

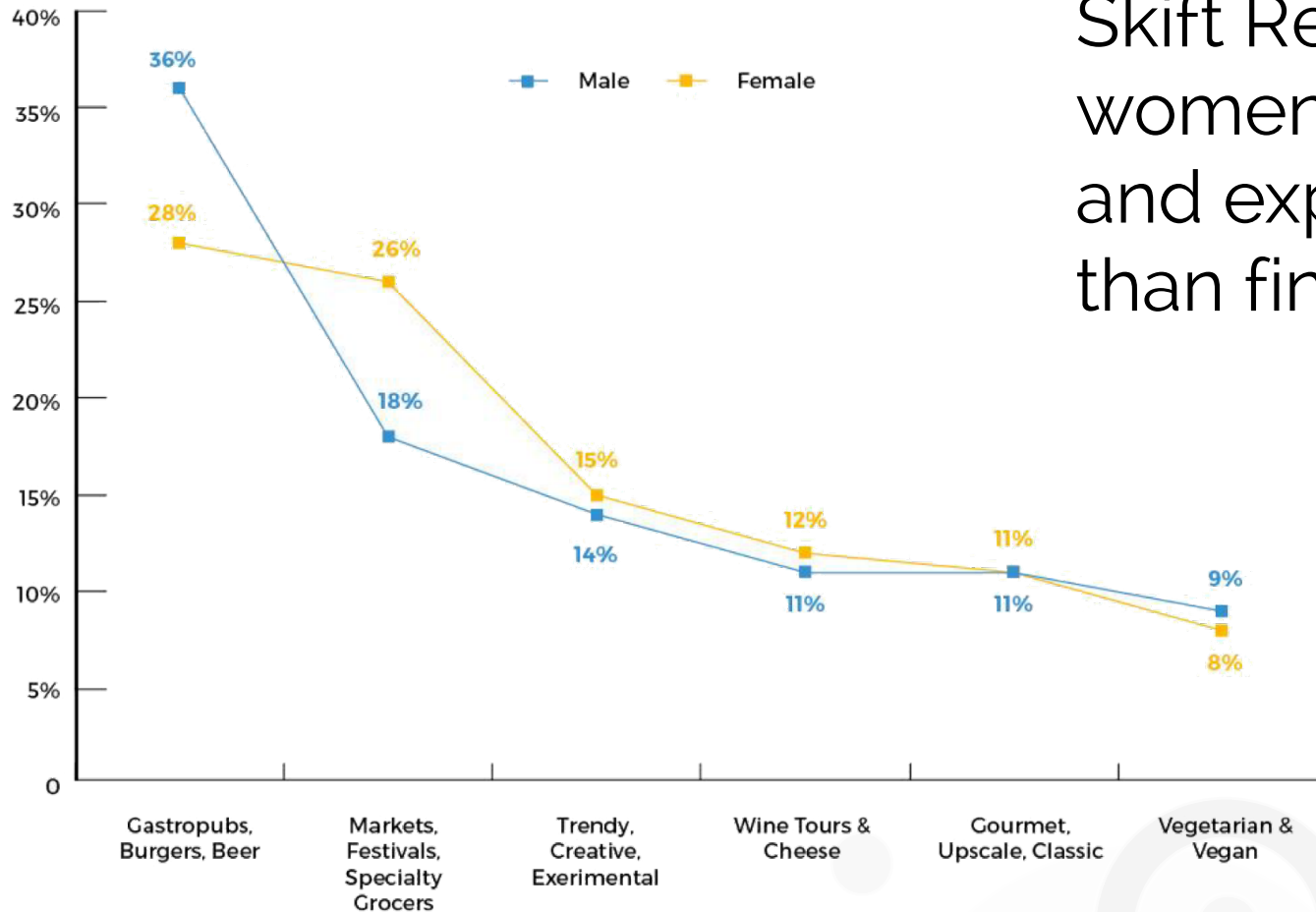
|| **TRENDS:** WHERE ARE THINGS GOING? UGC/REAL

Digital Digital Digital – But more Analog (Real)

- Social and UGC as travel inspiration
- EXPLORATION: Visually stylized, explorable maps instead of lists.
- REAL experiences sell. – (There's the analog)
- Drive people to REAL content, by REAL people.
 - It doesn't have to be fancy, just real

TRENDS: WHERE ARE THINGS GOING? F&B

Skift Research: Men and women both prefer casual food and experiential food events than fine food and wine.



||| TRENDS: WHERE ARE THINGS GOING?

- Virtual reality as a marketing and sales tool
 - 360 degree (monoscopic – pan-able or headset)
 - 3D (Oculus Rift, Samsung Gear, HTC Vive, etc.)
 - 360 degree 3D (Oculus Rift, Samsung Gear, HTC Vive, etc.)
 - 3D fully immersive (CGI– not applicable to most travel)



