



City of Marco Island  
City Council Meeting, August 19, 2024

Jay Tusa, CDME, CTIS, TMP, Tourism Director  
Naples, Marco Island, Everglades CVB

Sandra Rios, PR & Communications Manager  
Naples, Marco Island, Everglades CVB



# Agenda

- **Tourism Overview** | Jay Tusa

Market Research

Tax Collections

RSW Update

- **Marketing and Sales Update** | Sandra Rios

Group Meetings

International & Leisure Travel

Arts & Culture



# Fiscal Year 2023 Tourism Metrics



# FISCAL YEAR 2023 TOURISM METRICS

ECONOMIC IMPACT

**\$3,594,347,800**

DIRECT SPENDING

**\$2,534,605,700**

VISITORS

**2,631,200**

ROOM NIGHTS

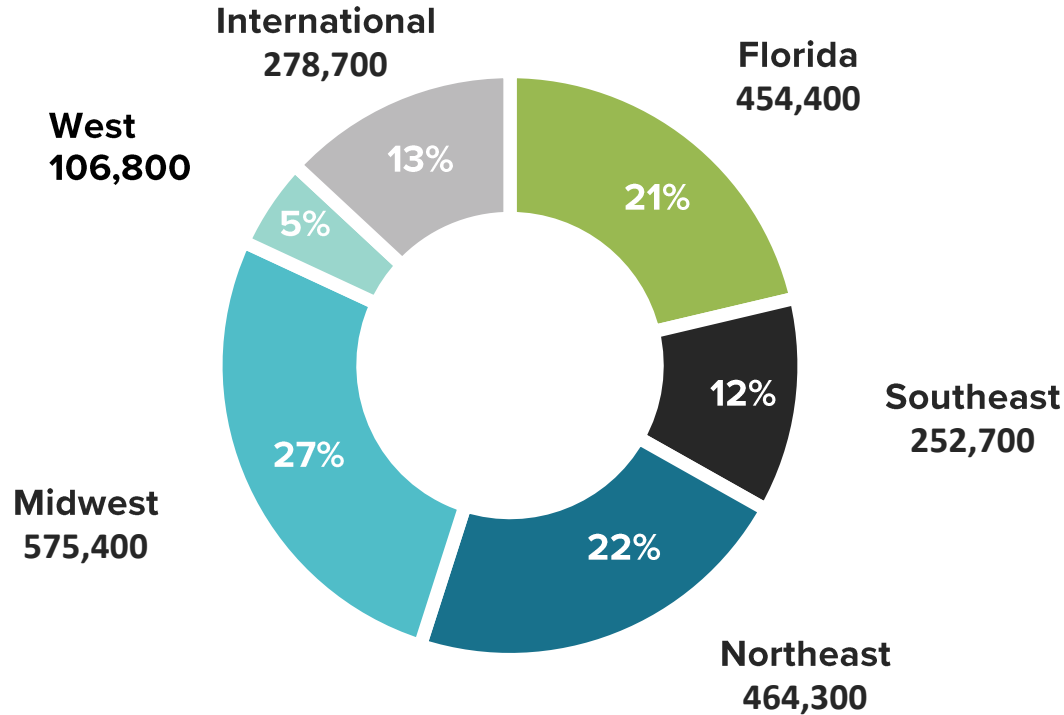
**2,474,000**

## JOBS SUPPORTED

28,870

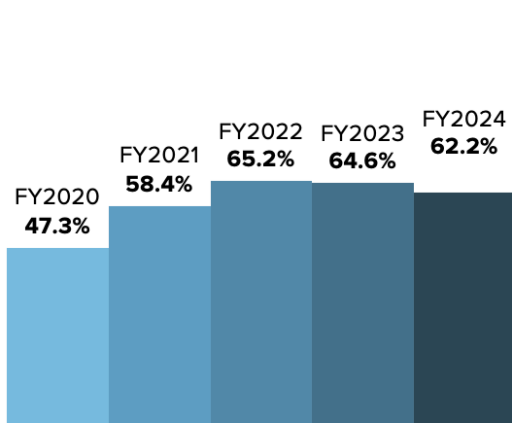
# Fiscal Year to Date Report

## Visitor Origin Markets

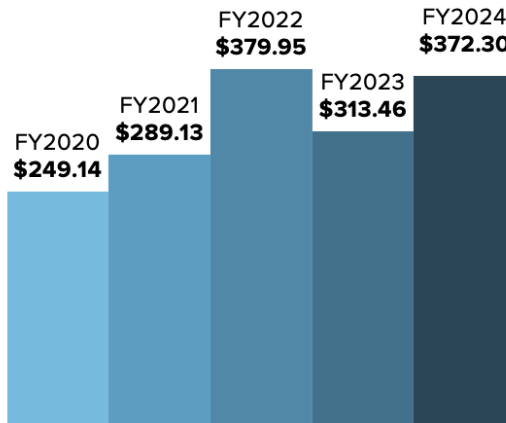


# 2020-2024 (YTD) Lodging Metrics

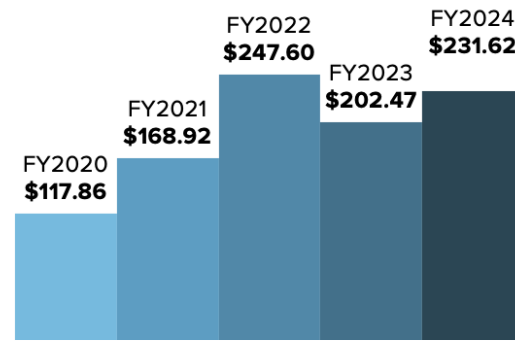
## Occupancy %



## Average Daily Rate



## RevPAR



<sup>1</sup>Sources: STR, AllTheRooms,  
and DSG Occupancy Study data





## **Tourism Tax Collections (TDT)**

# TOURIST DEVELOPMENT TAX | FUNDING AREAS



14.28%

PAYING DEBT SERVICE ON  
AND OPERATING CERTAIN  
FACILITIES, (CONVENTION  
CENTERS, SPORTS  
STADIUMS/ARENAS,  
COLISEUMS, OR  
AUDITORIUMS,  
AQUARIUMS/MUSEUMS)



9.59%

PROMOTE ZOOLOGICAL  
PARKS, MUSEUMS

7.68% COUNTY MUSEUMS  
1.91% NON-COUNTY  
MUSEUMS



33.57%

PROMOTE AND  
ADVERTISE TOURISM,  
CONVENTION BUREAUS



3.58%

FINANCE BEACH PARK  
FACILITIES



38.98%

BEACH MAINTENANCE,  
RENOURISHMENT,  
RESTORATION, AND  
EROSION CONTROL  
INCLUDING SHORELINE  
PROTECTION

Descriptions from [Fl. Statute Section 125.0104](#), Tourist Development Tax  
Percents from [Collier County Ordinance No. 2017-35](#)

# TOURIST DEVELOPMENT TAX | FY To Date Tax Collections

BREAKDOWN	FISCAL 2022-2023	FISCAL 2023-2024	DIFFERENCE	%
<b>OVERALL COLLECTIONS</b> (includes minor categories not shown below)				
Current Month	\$2,422,263	\$2,558,589	\$136,326	% 5.62
Year to Date	\$38,849,125	\$43,871,366	\$5,022,241	%12.92
<b>HOTEL / MOTEL</b>				
Current Month	\$1,400,613	\$1,618,412	\$217,799	% 15.55
Year to Date	\$21,660,441	\$25,805,003	\$ 4,144,562	% 19.13
<b>REALTORS</b>				
Current Month	\$131,135	\$94,792	- \$36,343	- % 27.71
Year to Date	\$4,647,640	\$4,087,429	-\$560,211	- % 12.05
<b>INDIVIDUALS (APTS/CONDOS S F HOMES)</b>				
Current Month	\$856,170	\$815,027	-\$41,143	\$ -4.80
Year to Date	\$12,002,980	\$13,480,079	\$1,477,099	% 12.30

## FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

**AUGUST 2024  
FOR THE MONTH OF JULY 2024**

## VENDOR TAX COLLECTIONS



**Southwest  
Florida  
International  
Airport**

**(RSW)**

# RSW Is On Pace For A Record Year!

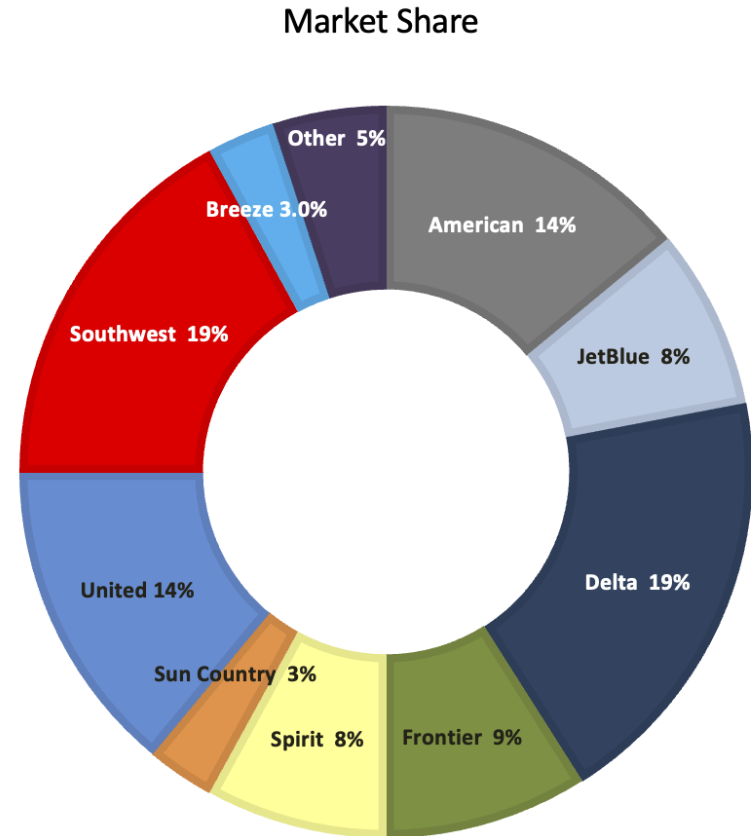
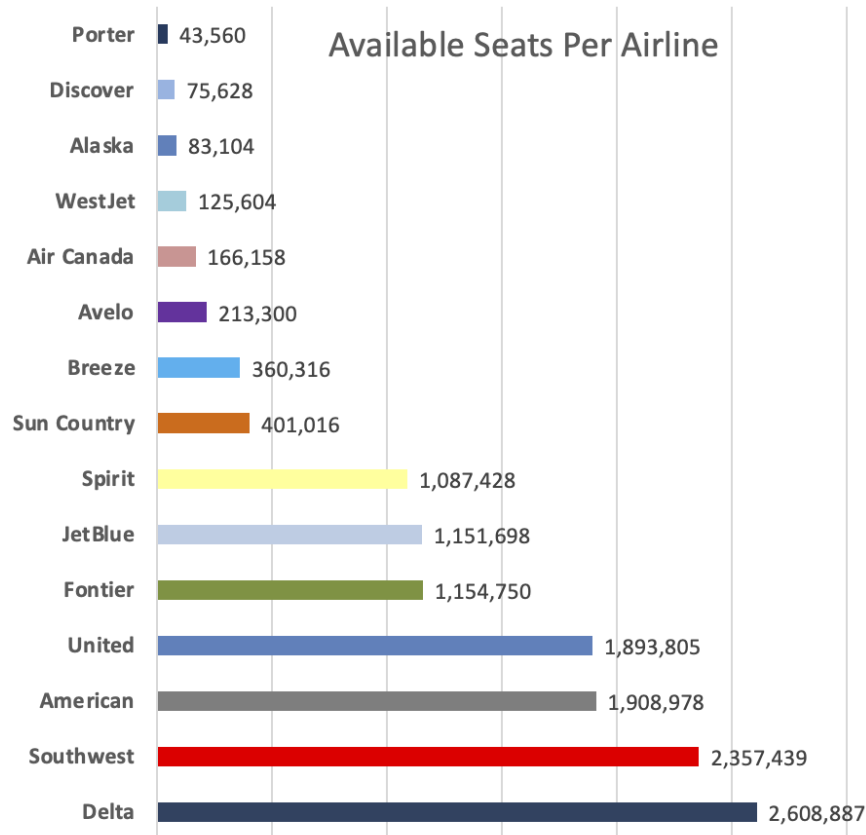


Source: Lee County Port Authority

\*Source: Diio

# RSW's Airlines

## YTD 2024





# RSW Top 30 Domestic Nonstop Markets

Rank	Destination	IATA Code	Year-Round	Seasonal
1	Chicago O'Hare	ORD	American, Spirit, United	Southwest
2	Boston	BOS	Delta, JetBlue	Spirit
3	New York-Newark	EWR	JetBlue, United	
4	Minneapolis	MSP	Delta, Sun Country	Frontier, Southwest
5	Detroit	DTW	Delta, Spirit	Frontier
6	Philadelphia	PHL	American, Frontier	Spirit
7	New York-LaGuardia	LGA	Delta	American
8	Cleveland	CLE	United, Frontier	
9	Chicago-Midway	MDW	Southwest	
10	New York-Kennedy	JFK	Delta, JetBlue	
11	Cincinnati	CVG	Delta, Frontier	
12	Atlanta	ATL	Delta	Spirit
13	Baltimore	BWI	Southwest	
14	Denver	DEN	United	Frontier, Southwest
15	Indianapolis	IND	Southwest	Spirit

Rank	Destination	IATA Code	Year-Round	Seasonal
16	Washington D.C.-National	DCA	American	JetBlue, Southwest
17	Pittsburgh	PIT	Southwest	Breeze, Spirit
18	Columbus	CMH	Southwest	Breeze, Spirit
19	St. Louis	STL	Southwest	
20	Dallas-Fort Worth	DFW	American	Frontier
21	Milwaukee	MKE	Southwest	Frontier, Sun Country
22	Nashville	BNA	Southwest	Spirit
23	Hartford	BDL	Breeze	JetBlue
24	White Plains	HPN	JetBlue	
25	New Haven	HNV	Avelo	
26	Washington D.C.-Dulles	IAD	United	
27	Charlotte	CLT	American	
28	Houston-Intercontinental	IAH	United	
29	Atlantic City	ACY	Spirit	
30	Las Vegas	LAS	Breeze	

# RSW Top International Markets

Europe				Canada				
Rank	Destination	IATA Code	Year-Round	Rank	Destination	IATA Code	Year-Round	Seasonal
1	Frankfurt, DE	FRA	Discover	1	Toronto, ON	YYZ	AC-Rouge, Westjet	Porter
2	London, UK	LHR		2	Ottawa, ON	YOW		Porter, Westjet
3	Munich, DE	MUC		3	Montreal, PQ	YUL		Porter
4	Paris, FR	CDG		4	Vancouver, BC	YVR		
5	Amsterdam, NL	AMS		5	Calgary, AB	YYC		
6	Rome, IT	FCO						
7	Dusseldorf, DE	DUS						
8	Dublin, EI	DUB						
9	Berlin, DE	BER						
10	Barcelona, ES	BCN						



**Marketing  
&  
Sales**

**Highlights**

## MARKETING | CVB Team and Agency Partners



**Sandra Rios**  
*Public Relations &  
Communications Manager*



### **Paradise Advertising & Marketing**

*Brand, Marketing Strategy, Advertising,  
Social Media*



**Maria Power**  
*Public Relations Assistant*



### **Lou Hammond Group**

*Public Relations*



**Buzzy Ford**  
*Digital & Social Media Coordinator*



### **Miles Media**

*Web Hosting and Support*

# SALES TEAM | Domestic and International Markets

## Domestic Markets



### Group Meetings

**Lisa Chamberlain, CMP**

Group Sales Manager



### Midwest Market

**Maura Dominquez-Zhang, CIS, CITP**

Managing Partner, Synergy-Connect



### Midwest Market

**Barb Quigley**

Director of Business Development, Synergy-Connect



### Small Meetings/Specialty Markets

**Michelle Pirre**

Specialty Markets & Support

## International Markets



### International and Leisure Sales

**Claudia Wood**

Global Sales Manager



### Annette Eckhardt-Diamonde

Germany      Austria  
Switzerland      BENELUX



### Oonagh MuCullagh-Boyle-OOMAC

UK & Ireland

## MARKETING | Stay Competitive - Maintain Market Share

- Our marketing team creates and implements strategic marketing campaigns using print, digital, online and social platforms. Campaigns are based on research and data with a commitment to achieving a strong ROI. Our goal is to grow market share and to **stay top of mind in a highly competitive market.**
- Our integrated campaigns **elevate and amplify the brand** through select visual assets and highly targeted placements **reflective of our luxurious and diverse destination** – 30 miles of white sand beaches, the authentic wide-open spaces of Everglades City and Everglades National Park, miles of waterways for boating, fishing and watersports, the quaint charm of Marco Island, the rural beauty of Immokalee, the family-friendly destination of Ave Maria, the luxury lifestyle of Naples - we are truly a destination where the high life meets the wildlife.





**NAPLES  
MARCO ISLAND  
EVERGLADES...**

[WWW.PARADISECOAST.COM](http://WWW.PARADISECOAST.COM)

FLORIDA'S PARADISE COAST

THE SUNSETS ARE

# ONLY

THE BEGINNING.

A couple is shown from behind, standing on paddleboards in the ocean. The sun is setting, creating a dramatic orange and yellow sky with scattered clouds. The water is calm, reflecting the light from the sky.

ONLY PARADISE WILL DO.  
PARADISECOAST.COM

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EVERGLADES.  
FLORIDA'S PARADISE COAST

A small square QR code located in the bottom left corner of the advertisement.

YOUR FAMILY DESERVES

# ONLY

THE BEST.

A family of six is gathered around a dining table. The table is set with plates of food, glasses, and lit candles. The family members are smiling and looking at each other. The background shows a sunset over the ocean.

ONLY PARADISE WILL DO.  
PARADISECOAST.COM

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THE BEACHES ARE

# ONLY

THE BEGINNING.

A family of four is walking on a sandy beach. A man is carrying a young child on his shoulders. A woman is walking next to him, and another child is walking slightly behind. They are all smiling and looking towards the camera. The sky is blue with some clouds.

ONLY PARADISE WILL DO.  
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IT'S  
HERE. STRESS IS.

# ONLY

A DISTANT MEMORY.

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EVERGLADES.**  
FLORIDA'S PARADISE COAST

THIS IS THE

# ONLY

WAY TO WORK.

[PARADISECOAST.COM](#)

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FLORIDA'S PARADISE COAST

THE

# ONLY

THING YOU'LL SAVOR MORE ARE THE MEMORIES.

[PARADISECOAST.COM/DINING](#)

[PARADISECOAST.COM](#)

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## Public Relations | Highlights



**Total reach:**  
1,787,898,890

**Ad value:**  
\$7,279,301.88



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# MARKETING | Campaigns

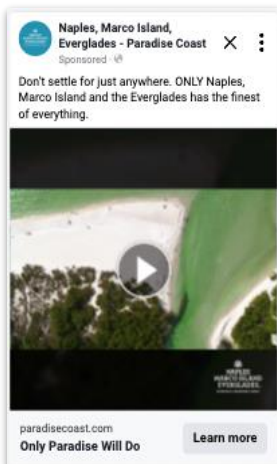


Facebook: 59,588 followers

Instagram: 21,422 followers

Consumer *E-Sca*pes: 53,869 recipients

Meetings *E-Sca*pes: 4,633 recipients



## June performance highlights

- Weddings Campaign
- Always On / Lead Me retargeting banners
- Spring/Summer Campaign
- Arts & Culture retargeting campaign
- International Campaigns - Canada, UK and Germany







## Group Meetings

## SALES PERFORMANCE | Activities

Successful in leveraging our relationships with planners by serving and being active in various industry organizations such as:

- FICP Financial Insurance Conference Professionals
- MPI Meeting Professionals International
- SITE Society of Incentive Travel Excellence
- FSAE Florida Society of Association Executives
- PCMA Professional Convention Management Association
- Destination Representatives Chicago

### Total YTD

#### **RFPs Received:**

537

#### **Meeting Planner Connections:**

4,347

#### **Industry Events Attended:**

36

# SALES STRATEGIES | Targeted Markets & Sales Missions

## TARGET MARKETS

- Incentive
- Financial
- Insurance
- Corporate
- Technology
- Medical
- Legal Associations
- State Associations
- Wellness Travel
- SMERF Planners

## Sales Missions

- Destinations Florida
- Destination Reps
- IMEX
- Meet Well
- Connect
- FSAE
- Global Meetings & Incentive
- PCMA
- Smart Meetings
- FICP
- IRF Global
- M&I
- Site
- MPI
- ASAE
- IPEC
- Incentive Live





**International  
&  
Leisure  
Sales**



# DOMESTIC Leisure Travel Sales



White sand beaches, endless outdoor adventures, award-winning dining, and vibrant arts & culture await. Naples, Marco Island and the Everglades is a coastal paradise that offers the perfect blend of luxury, relaxation and exploration, promising an unforgettable experience for every visitor. For clients who expect Florida's finest everything, **ONLY** Paradise will do.



## Beaches & Outdoors

### Explore Coastal Beauty

Invite your clients to immerse themselves in the unparalleled beauty of over 30 miles of soft white sand beaches and sparkling Gulf waters. From the serene shores of Kewawin Island to luxury beachfront resorts, each stretch of coastline holds its own unique charm waiting to be discovered.

### Experience Untouched Nature

Your clients will love exploring the untouched natural wonders of Florida's Paradise Coast. Embark on a journey through mangroves, estuaries, and marshes, where the vibrant ecosystem of the Ten Thousand Islands holds countless discoveries. Whether they choose to paddle through tranquil waters by kayak, birdwatch in their natural habitat, or embark on eco-tours to witness the untouched Florida wilderness, there's an adventure for every nature enthusiast.



## Dining in Paradise

Delight your clients' taste buds with the diverse culinary offerings of Naples, Marco Island, and the Everglades. With everything from freshly caught seafood to exotic international flavors, this coastal paradise is a haven for food enthusiasts. With world-renowned restaurants and award-winning chefs catering to every palate, their dining experience will be a highlight of their unforgettable journey.



## Arts & Culture

Invite your clients to immerse themselves in the vibrant arts scene of Florida's Paradise Coast. From music and theater to museum exhibits and galleries, this cultural coastal paradise offers endless opportunities to explore and be inspired. Here, they can discover unique events like ARTE VIVA!, a lively celebration of Hispanic arts and culture that adds an extra layer of richness to their experience. With each visit, they'll uncover new facets of the region's cultural heritage.



### Arts & Culture Attractions:

- Arts—Naples
- Arts—Naples, The Baker Museum
- Gulfshore Playhouse
- Marco Island Center for the Arts
- Naples Art Institute
- Naples Botanical Garden
- The Naples Players



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- Sales Missions
- Trade Shows
- FAM Trips
- Social Media Posts
- Webinars
- Travel Advisor Tools
- Travel Advisor Training

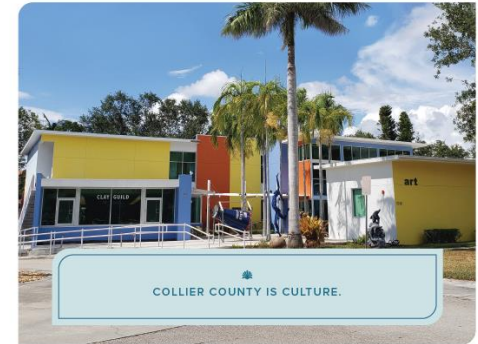
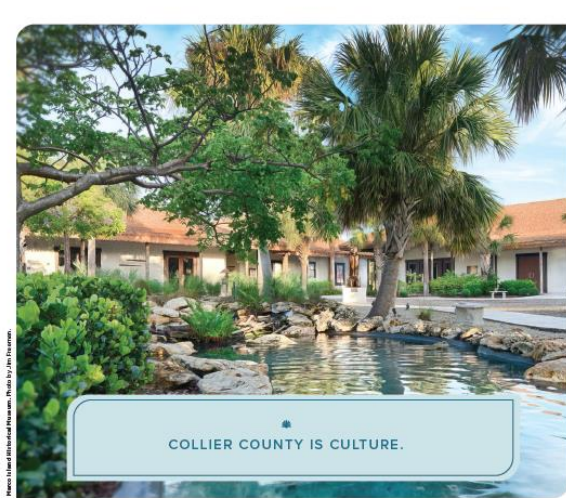


WELCOME TO  
FLORIDA'S PARADISE COAST

- ✓ Learn, Promote & Sell on the Go
- ✓ Multi-media Training Across Devices
- ✓ Certificate of Completion
- ✓ Ready-made Sales Presentations
- ✓ High-Impact Promotional Materials
- ✓ Insider Tips & Promotions
- ✓ Real-time Product Directory

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# ARTS AND CULTURE | Supporting Marco Island Organizations

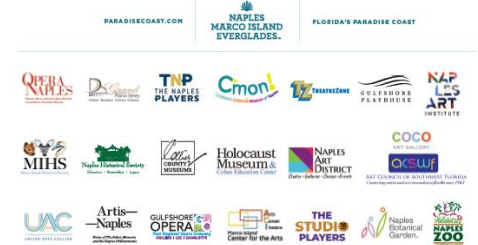


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- \$147,121,291 million in economic impact (AEP6 Study, completed 2023)
- 38% increase from the last study in 2017
- 20 organizations contributed to the 2023 AEP 6 study

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THANK YOU!



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