

AIRPORTS COUNCIL INTERNATIONAL – NORTH AMERICA DATA-DRIVEN TOURISM MARKETING



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

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LEE COUNTY VISITOR & CONVENTION BUREAU

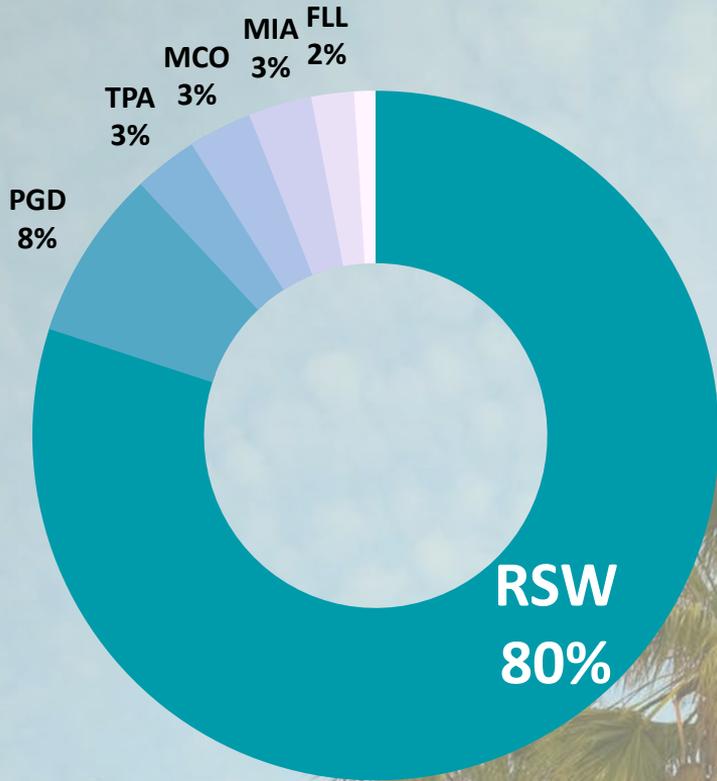
- Lead marketing and promotional agency for Lee County tourism
- Department of Lee County government funded by the 5% tourist development tax (bed tax) on short-term accommodations
- Brands the area as “The Beaches of Fort Myers & Sanibel”

75%



SHELL YEAH!

AIRPORT ARRIVALS



80% of visitors to Lee County fly into Southwest Florida International Airport (RSW) located in Fort Myers.



RSW ROUTE MAP



MARKET RESEARCH STRATEGY

In order to identify core and opportunity markets for advertising investment, we look to identify areas with a combination of:

1. Current high sentiment for travel to a destination
2. Opportunity for incremental visitation from those areas
3. High time in destination
4. High traveler spend from users in origin market
5. Low barrier to travel (low-hassle/cost flights or within driving distance)
6. High past advertising effectiveness in market



STRATEGY

MARKET RESEARCH STRATEGY SOURCES

HISTORIC VISITATION

Visitation data - known travel to destination

MEASURED VISITATION

Adara Impact, PlacelQ, and Arrivalist measured Hotel/Flight Searches + Bookings, Expedia Production Reports

DEMAND

Website Google Analytics, digital media performance, consumer travel planning + buying behaviors, Expedia

AUDIENCE LOCATION

Audience modeling by DMA

Arrivalist Tracks RSW Flyers Who Make a Trip To Lee County



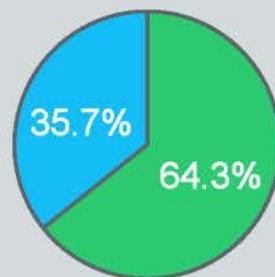
38,484



Total Observed RSW Airport Trips
in Arrivalist Panel that Involve a
Trip to Lee County



Trip Type



64.3% of observed trips involve Lee County as the primary destination, where most of the trip time is spent.

35.7% utilize RSW but “leak” to another destination.

■ Primary ■ Secondary

4 Days, 7 Hours



Primary trips to Lee County by Out of State Flyers last an average of 103 hours.

Avg. Length of Stay
In Lee Co.
Primary Trips

STRATEGY

MARKET RESEARCH STRATEGY SOURCES

VISITATION STUDIES

Visitor Profile Survey

AIRPORT ARRIVAL DATA

RSW passenger deplanement data, analysis between markets with and without direct flights

AD EFFECTIVENESS

Visitor Profile Survey

IN-MARKET SPEND

VisaVue Data



AUDIENCE MODELING

Williams R. Able

Active, Affluent Families



Cooperative Decision-Makers
Between 30 and 51
\$125+ HHI
16% Hispanic
50% Married
86% Full-Time Employed
52% Graduate School Degrees

Going for It

Active, No Kids



Primarily Male Decision-Makers
Average Age: 47
\$75+ HHI
28% Non-Caucasian
61% Unmarried
71% Full-Time Employed
33% Graduate School Degrees

Free Birds

Active, Empty Nesters

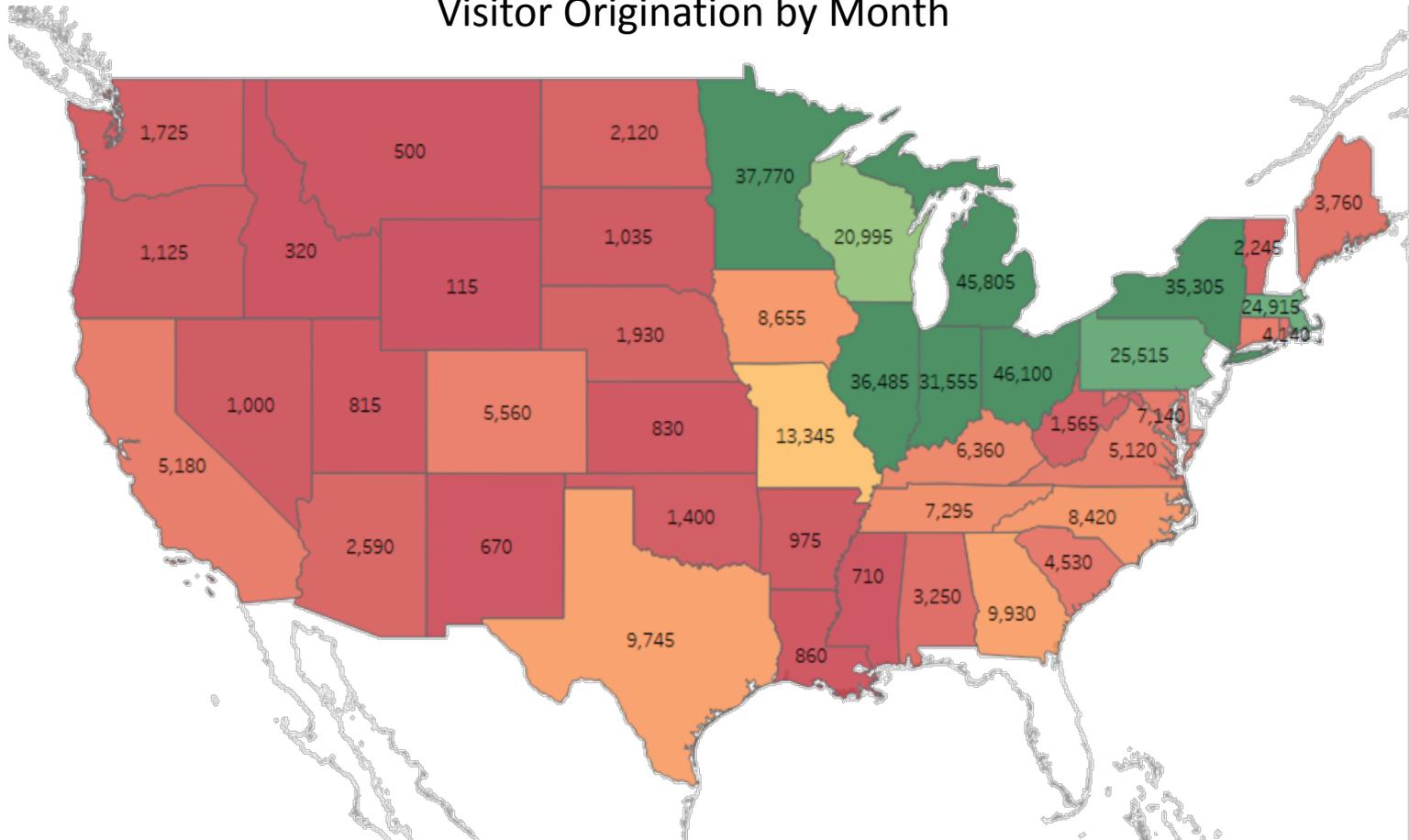


Primarily Female Decision-Makers
Between 55 and 65
\$100+ HHI
43% Grandparents
76% Married
41% Part-Time or Retired
42% Graduate School Degrees



SEASONALITY BY DMA (SAMPLE)

Visitor Origination by Month



MONTHLY SEASONALITY BY DMA

Jan



Feb



Mar



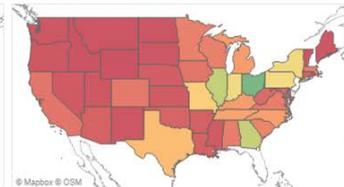
Apr



May



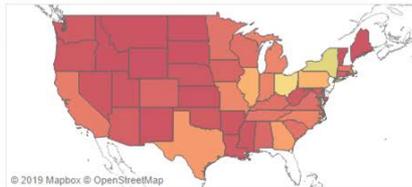
Jun



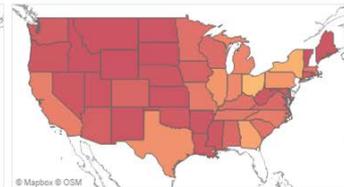
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Aug



Sep



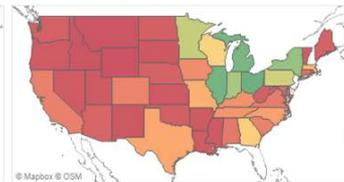
Oct



Nov



Dec





Advanced TV, Digital Display



Email, Digital Display



Digital Radio



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FORT MYERS
AND SANIBEL

THANK YOU!



LEE COUNTY
— VISITOR & —
CONVENTION BUREAU

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LeeVCB.com

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Executive Director



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