

MARKETING DURING A PANDEMIC

OCTOBER 14, 2020 | ASBPA COASTAL CONFERENCE



THE BEACHES OF
FORT MYERS
AND SANIBEL



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”



THE BEACHES OF
FORT MYERS
AND SANIBEL

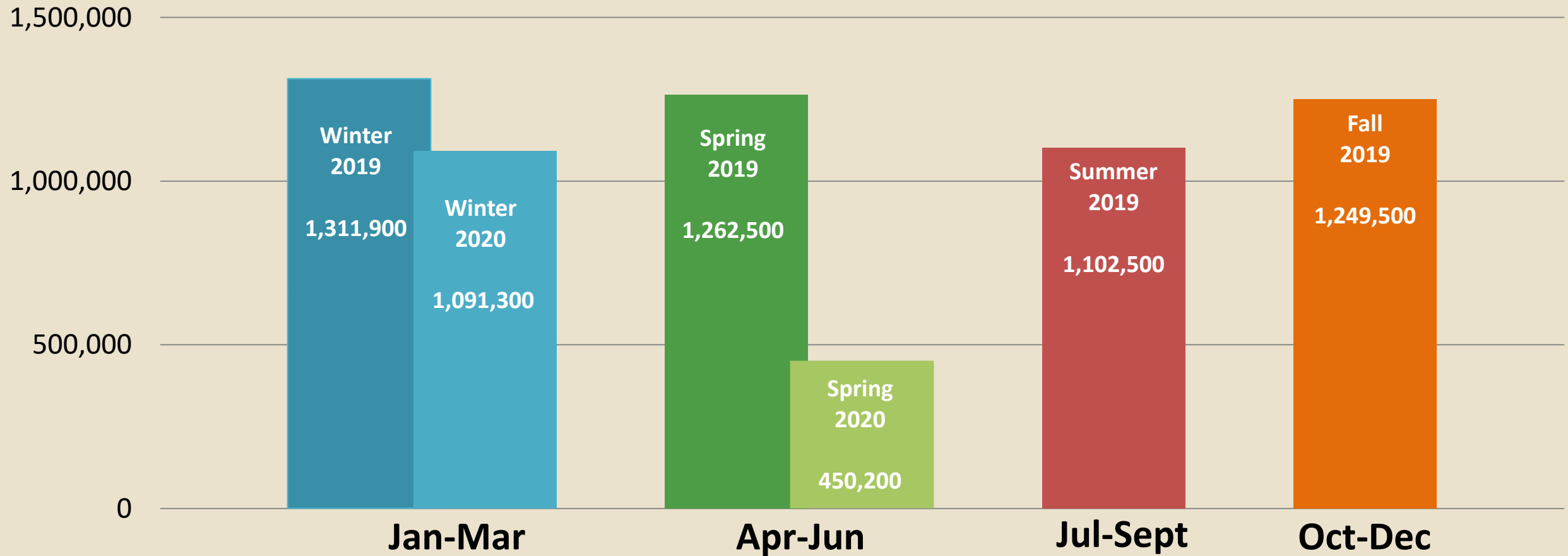
THE VALUE OF TOURISM



THE VALUE OF TOURISM

Visitation to Lee County 2019	4,926,400
Visitor Expenditures 2019	\$3.3 billion
Tourist Tax Revenue FISCAL YEAR 2018-19	\$42.7 million
Jobs County Residents Employed Directly or Indirectly by Tourism 2019	61,330

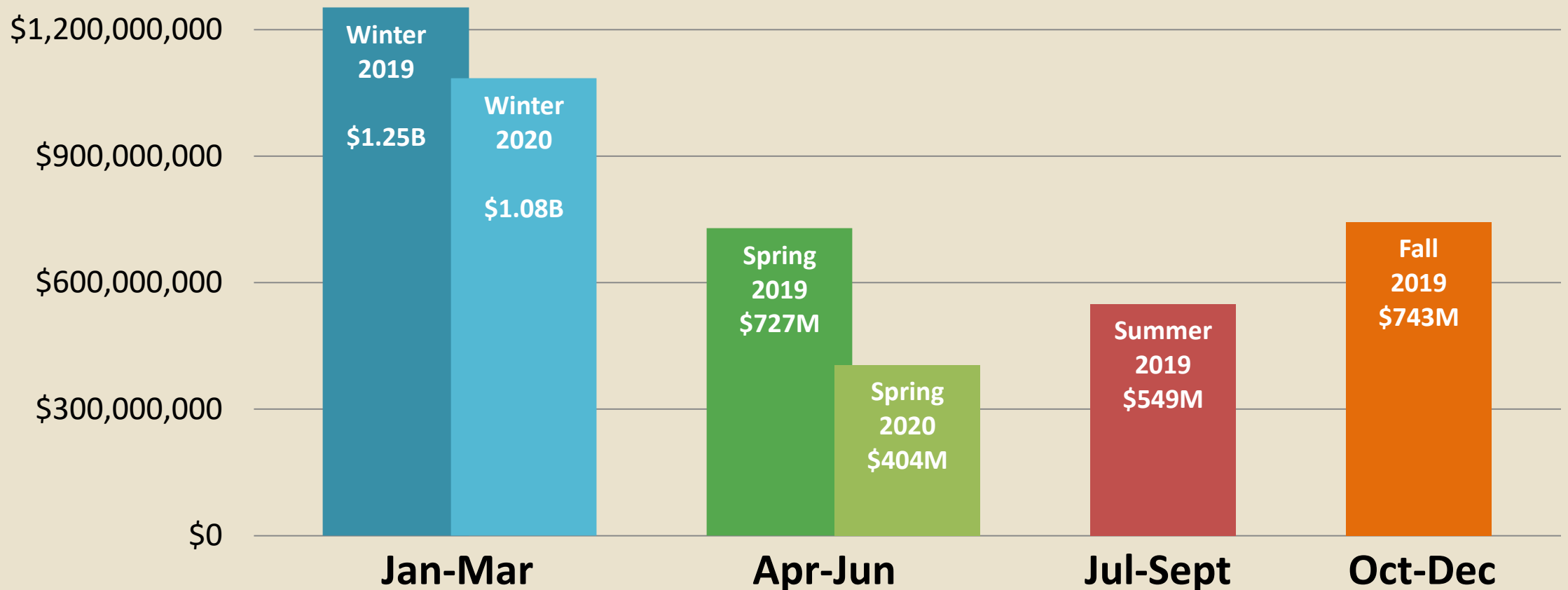
ESTIMATED VISITATION BY SEASON



Source: Visitor Profile and Occupancy Analysis (DSG)

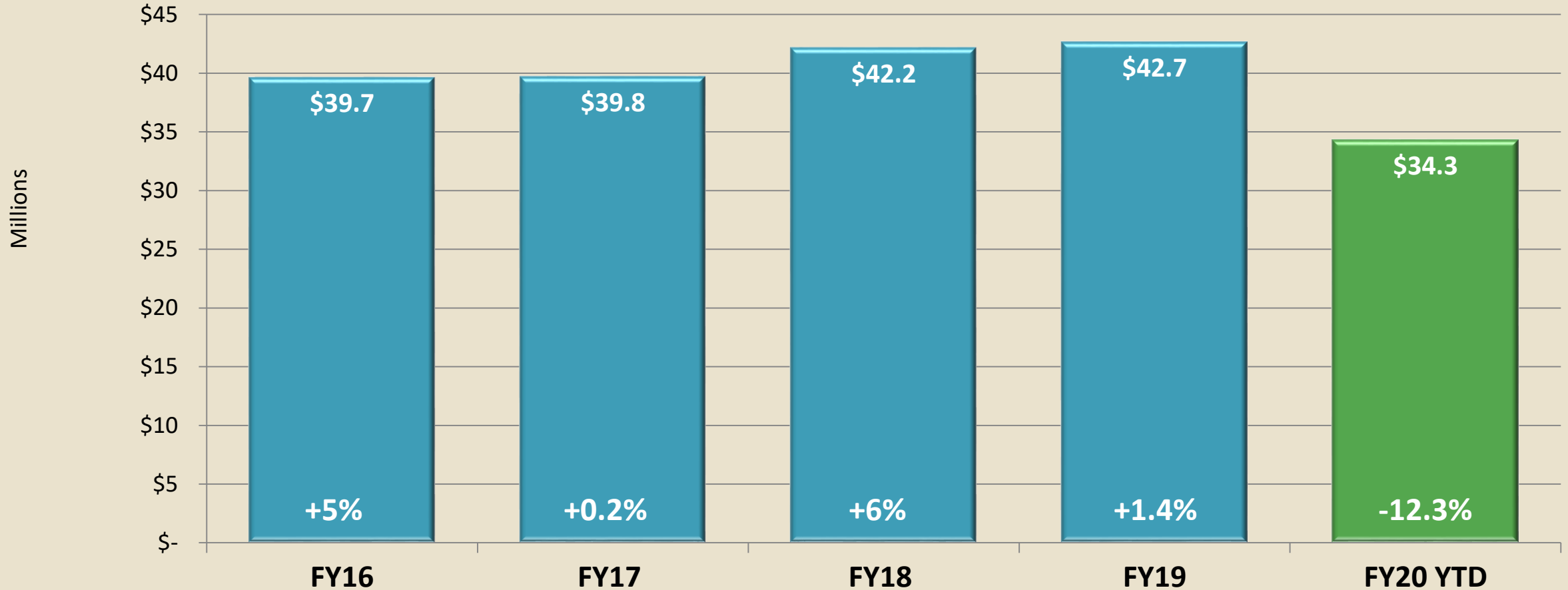
ESTIMATED VISITOR EXPENDITURES

BY SEASON



Source: Visitor Profile and Occupancy Analysis (DSG)

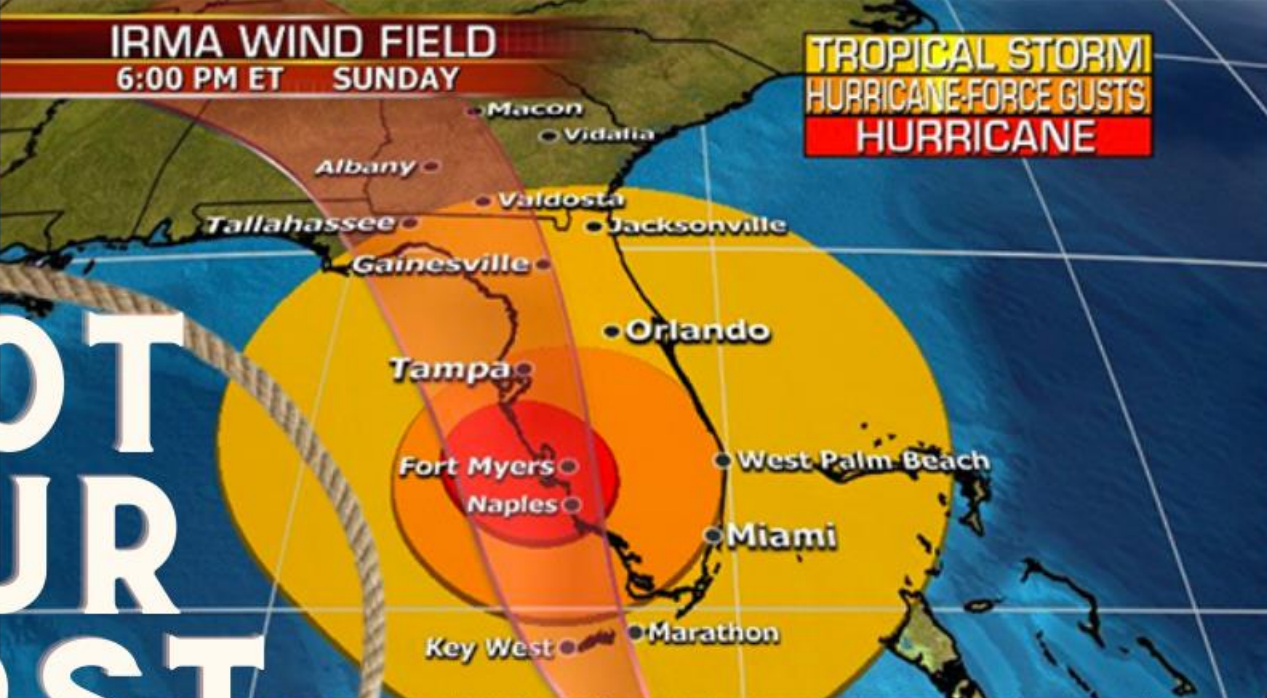
TOURIST TAX REVENUE



Source: Lee County Clerk of Courts



CRISIS & RECOVERY PLANNING



NOT OUR FIRST RODEO



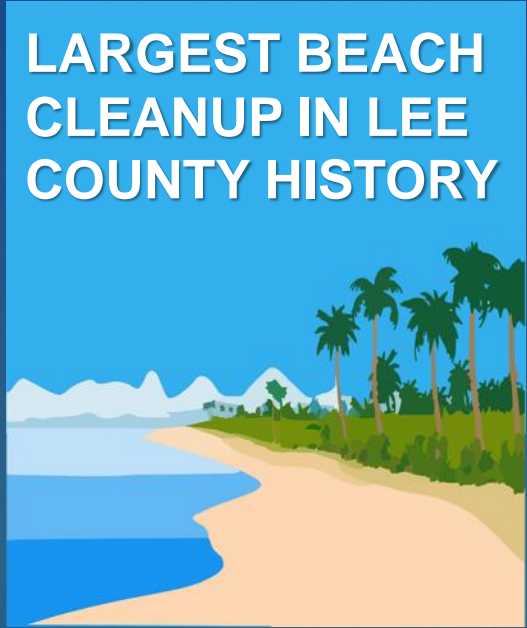
FOX 4 NEWS AT 6

IN YOUR CORNER **ALGAE BLOOM FILLS BEACHES WITH DEAD FISH** **BOCA GRANDE**

FOX 4
6:01 91°



RED TIDE



LARGEST BEACH
CLEANUP IN LEE
COUNTY HISTORY

>2,000 TONS

MATERIAL REMOVED
BEACH & SHORELINE

\$2.6 M

CLEANUP COST

39,125

LABOR HOURS

BLUE GREEN ALGAE



\$1.75M

CLEANUP COST

SLURRY REMOVED

400,000
GALLONS



WATER CRISIS ACTION PLAN

THREE-TIERED MARKETING AND PR APPROACH

**CRISIS
COMMUNICATIONS**

**PR
STRATEGIES**

**PAID
MEDIA**





A recipe for recovery.

It's been a tough summer for our beaches and businesses, but we'll get through this together. Go to OneLee.biz to find special discounts for restaurants, hotels and activities around town. Because when you eat, stay and play here, you're giving everyone a pick-me-up.

Find deals: **ONELEE.BIZ** Share your experiences: **#ONELEE**



At a time like this, we could all use a lift.

It's been a tough summer for our beaches and businesses, but we'll get through this together. Go to OneLee.biz to find special discounts for restaurants, hotels and activities around town. Because when you eat, stay, and play here, you're putting a spark back into our community.

Find deals: **ONELEE.BIZ** Share your experience: **#ONELEE**



Thanks for checking in.

It's been a tough summer for our beaches and businesses, but we'll get through this together. Go to OneLee.biz to find special discounts for restaurants, hotels and activities around town. Because when you eat, stay and play here, it makes a difference overnight.

Find deals: **ONELEE.BIZ** Share your experiences: **#ONELEE**



WELCOME

GUIDING THE PATH FORWARD

Phased COVID-19 Recovery Approach



MESSAGING STRATEGY

We have been between Wait and Ready since pausing media in early July, following Florida's spike in positive cases.



0
1

WAIT

Quarantined and social distancing

Create an escape
Stay relevant and connected
Be empathetic
Activate locals and past guests

0
2

READY

Reduction of distancing, assessing impact

Enter the conversation
Provide inspiration and relevant information
Begin incorporating CTAs in messaging

0
3

SET

Going back in public, trip planning

Begin to encourage people to explore
Give reasons to believe
Adjust CTAs to be action focused

0
4

GO

Free to travel

Open for business
Create value-based offers/packages
Create sense of belonging/community



WAIT: SOCIAL MEDIA

Shifted social media strategy to:

1. Inform and acknowledge the crisis
2. Provide inspirational and uplifting content for our audience to enjoy from the comfort of their homes.

Content Included:




- Inspiring and uplifting posts
- Virtual experiences
- At-home activities

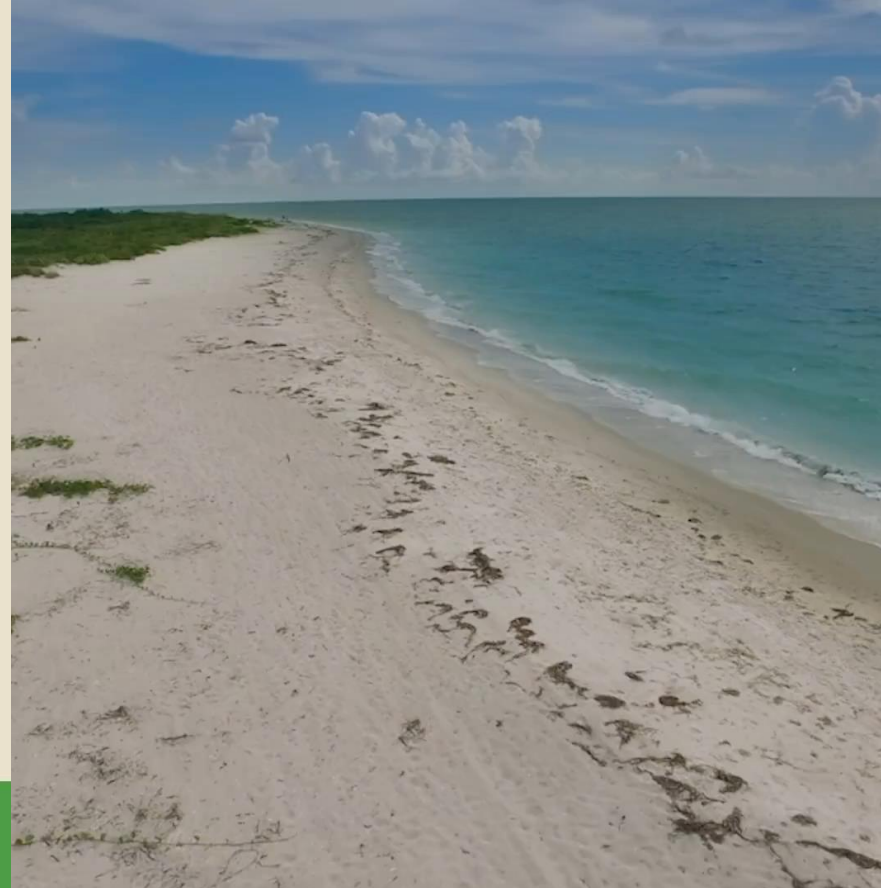



INSPIRE & UPLIFT

 The Beaches of Fort Myers & Sanibel (Default) 
 March 26 · 
 We understand you can't be here to enjoy our sunsets right now, but we hope this photo brings you a moment of peace. Share your favorite #FtMyersSanibel sunset photos in the comments below!
 Photo: <https://bit.ly/38L1s0I>



 The Beaches of Fort Myers & Sanibel (Default) 
 April 21 · 
 Right now we need to stay at home. But when it is time, we'll head back to the places that have always brought us closer together. 🌞



 The Beaches of Fort Myers & Sanibel (Default) 
 April 26 · 
 Raise your hand 🙋 if you can't wait to go shelling on Sanibel Island. We understand you are staying home right now, and we hope this inspires your future trip to our beaches. #StayHomeSWFL
 Photo: <https://bit.ly/2TYe5RU>



VIRTUAL EXPERIENCES



The Beaches of Fort Myers & Sanibel (Default) posted a video to playlist Island Show & Tell.

May 30 · 🌐

Summer is the peak season for mangoes in #FtMyersSanibel, so get the inside scoop from a local about this delicious fruit! 🍑 Tune in for the first of our Island Show & Tell series with [Captain Brian On The Water - Sanibel/Captiva Tours!](#)



The Beaches of Fort Myers & Sanibel (Default) 🌐

April 22 · 🌐

Happy Earth Day! 🌍 Feeling extra grateful for the natural beauty that surrounds us. Check out these live cams to experience our wildlife from your home: <https://bit.ly/2KcggeR> #StayHomeSWFL

Photo: <https://bit.ly/3bKthbm>

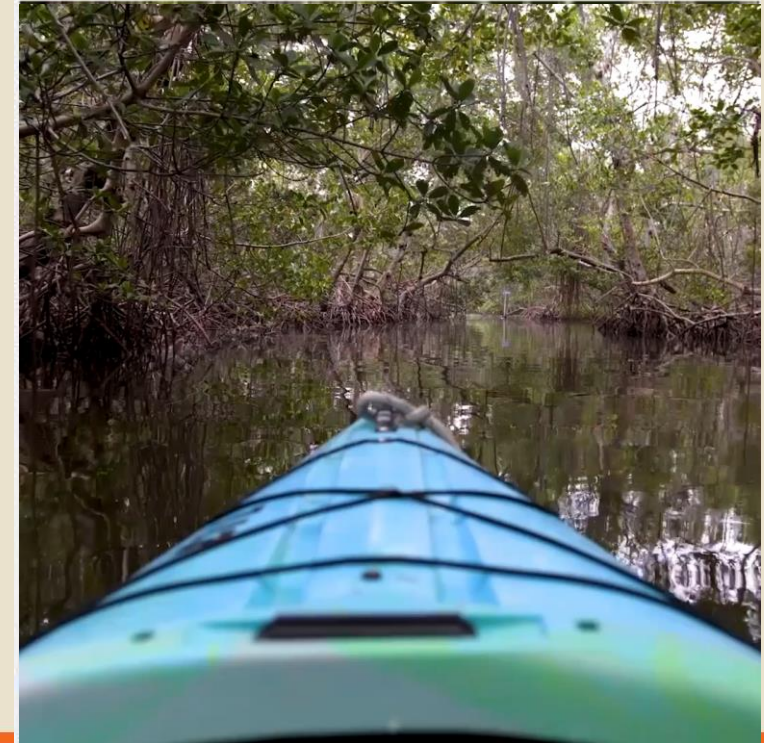


The Beaches of Fort Myers & Sanibel (Default) posted a video to playlist Meditation Moments.

April 8 · 🌐

It's important to stay at home right now. But when the time is right, we'll head back to the places we love. 💙 Until then, we hope you enjoy this short nature break. #StayHomeSWFL

📹: Filmed in 2018



THE BEACHES OF
FORT MYERS
AND SANIBEL

AT-HOME ACTIVITIES

 **The Beaches of Fort Myers & Sanibel (Default)** ✓
May 1 · 🌐

Bring the beach to your home with these coloring pages. 🎨 Check out the variety of activities you can enjoy here: <https://bit.ly/2KMhvS8>

👤: Hortoon!



 **The Beaches of Fort Myers & Sanibel (Default)** ✓
May 10 · 🌐

Happy Mother's Day! How are you celebrating? Try out *Sweet C's* pan seared scallop recipe to bring the flavors of our islands to your home. <https://bit.ly/3cbVSXJ> 🍷




THE BEST PAN SEARED SCALLOPS
WITH GARLIC AND LEMON

FOR: *Mom* FROM: *Me* DATE: *Mother's Day*


INGREDIENTS:

3 tbsp butter, grass-fed	2 tbsp garlic, diced
1 lb scallops, defrosted, patted dry	1/2 lemon, sliced into half-wedges
1 tsp salt, celtic sea salt	1/2 cup white wine
1 tsp pepper, freshly cracked	

#FTMyersSanibel

 **The Beaches of Fort Myers & Sanibel (Default)** posted a video to playlist DIY.
May 6 · 🌐

Bring the beach to your kitchen with this beach bread recipe! 😊 Let us know in the comments below if you have tried this Southwest Florida classic.



LET'S MAKE
Beach Bread!

INTENT-BASED RECOVERY EARLY READY PHASE

- Brand media paused since early July
- Restarting intent-based recovery efforts in top Florida drive markets, some national placements
- Utilizing creative selections from *Know The Feeling* recovery campaign
- Includes Paid Social, OTAs, Digital Display for those actively planning a Florida vacation or who have shown intent to travel



BRAND RECOVERY CAMPAIGN

READY / SET PHASES



Traveler Insight

Social distancing and stay-at-home orders forced us to adjust our daily norms. Interactions with people have been limited and mostly digitized, and travel has nearly halted.

People are looking forward to getting their lives back to normal and envisioning future travel plans – escaping to where they feel comfortable and fulfilled.

Ownable Insight

The Beaches of Fort Myers & Sanibel is an open island getaway that naturally fills people with hope and optimism.

Concept

Each of us is dealing with our own personal feelings, but we all share a longing to be more **hopeful and optimistic**.

With its natural setting and positive approach to life, The Beaches of Fort Myers and Sanibel **spirit** is all about sharing this feeling.

Though everyone experiences it differently, it's something past visitors know very well, and potential visitors need to know.

KNOW
THE
feeling.







OPTIMISTIC

Feel hopeful our time here is well spent and will leave an impact.



ENTHUSIASTIC

Feel excited about what you're doing and what's next.



CONNECTED

Feel a sense of belonging and togetherness with everything around you.



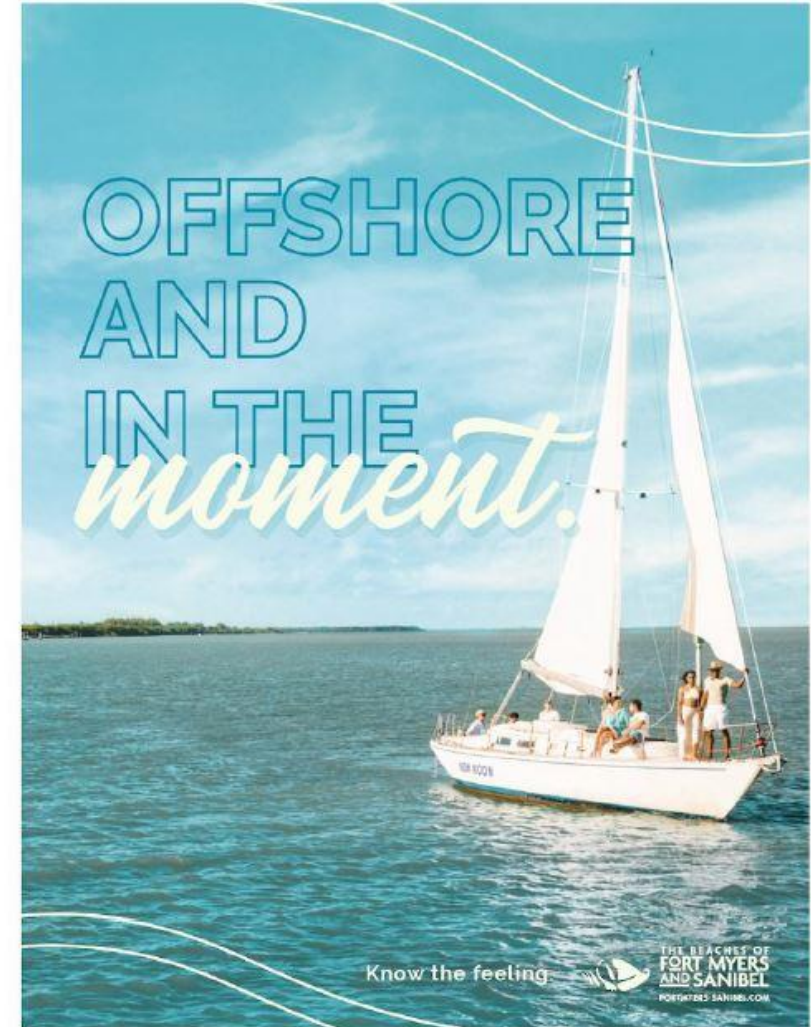
KICK
BACK
TO LET
Loose.

Know the feeling.  THE BEACHES OF
FORT MYERS
AND SANIBEL
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OUT
to sea
FOR
MYSELF.

Know the feeling.  THE BEACHES OF
FORT MYERS
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OFFSHORE
AND
IN THE
moment.

Know the feeling.  THE BEACHES OF
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Travel Disclaimer Copy

Integrated Package

We all have different feelings about traveling right now. When you're ready, we hope you feel safe, inspired and excited to join us on The Beaches of Fort Myers & Sanibel.

Social

We all have different feelings about traveling right now. But we hope this photo/video brings you comfort and inspiration. Join us when you feel ready!



leevcb.com/media/36164/partner-toolkit.pdf

THE BEACHES OF FORT MYERS & SANIBEL

COVID-19 RECOVERY – PARTNER TOOLKIT



THE BEACHES OF
**FORT MYERS
AND SANIBEL**

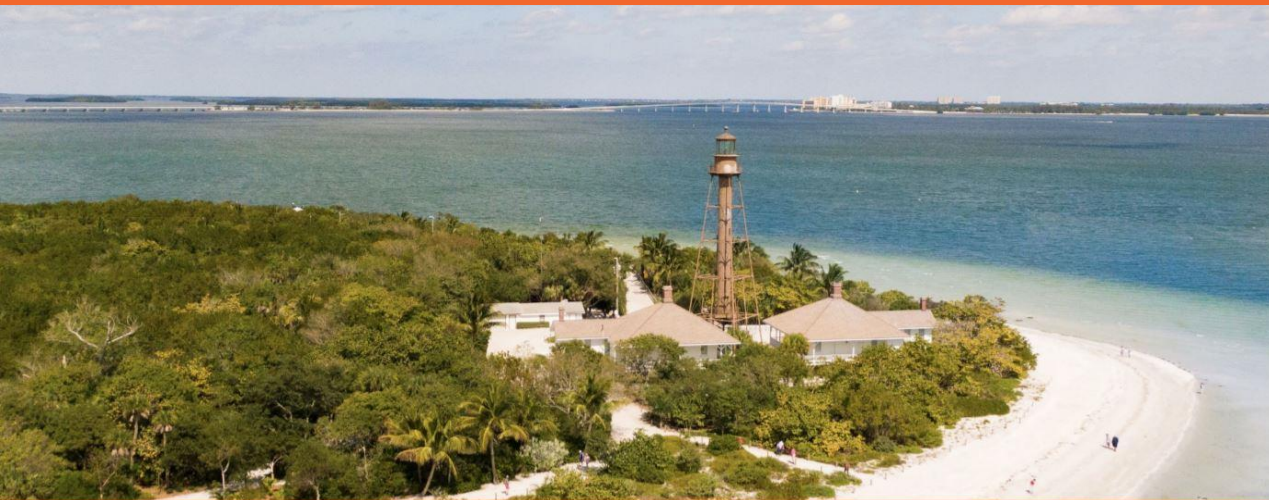
July 10, 2020



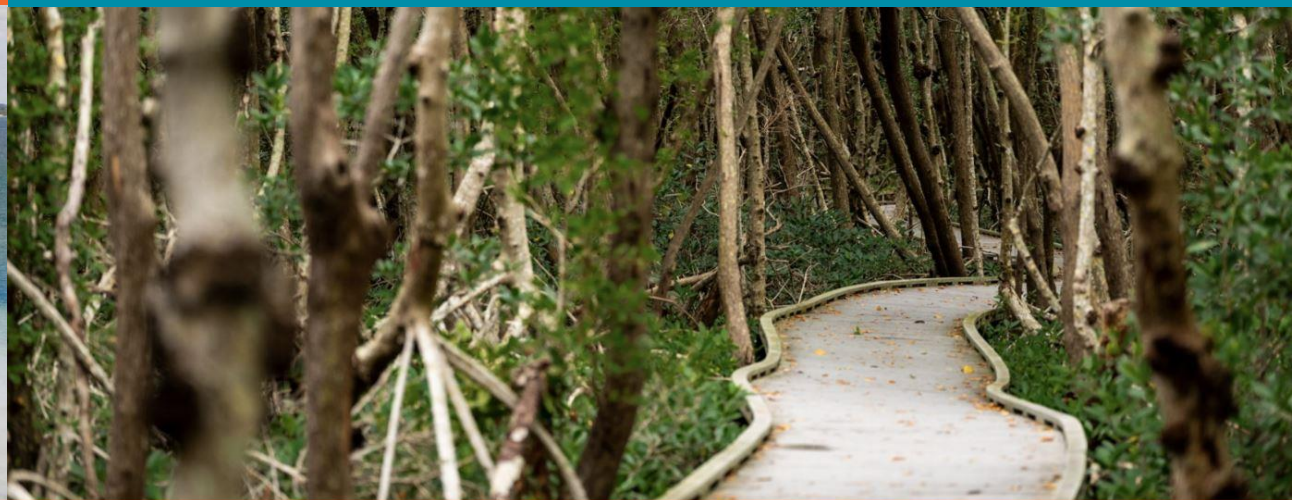
OPERATIONAL BEST PRACTICES



MARKETING BEST PRACTICES



PR BEST PRACTICES



PHASED APPROACH TO RECOVERY MARKETING



THANK YOU!

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Industry: www.leevcb.com



THE BEACHES OF
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