



**NAPLES • MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST**

**Welcome to
Florida's Paradise Coast**



**Jack Wert, Executive Director
Convention & Visitors Bureau**



Our Beaches, Shoreline and Inlets

**The Keys to Our Visitor Appeal
& Positive Economic Impact**

Tourism Drives Collier County's Economic Engine

- **1.8 Million Visitors**
- **\$1.9 Billion Tourism Economic Impact**
- **36,500 Hospitality & Tourism Jobs**
- **\$125.8 Million Sales & Gas Tax Revenue**
- **\$988 Tax Savings to Residents**

Source: Research Data Services, Inc. 2015

Beaches & The Gulf of Mexico- Our Biggest Attractions

- **Our Visitors Expect The Best**
 - **Clean, Safe Beaches**
 - **Excellent Water Quality**
 - **Adequate Beach Access & Facilities**
 - **Navigable Waterways & Inlets**
 - **Visitor Alert Information**
 - **Red Tide, Blue Green Algae, Rip Currents, Sting Rays, Toxic Waste**
 - **A Quality, Memorable Experience**

Features of That Quality Visitor Experience

- Beaches
 - Quiet, less crowded, relaxing
- Off Shore Activities
 - Fishing & Boating
 - Snorkeling/Scuba Diving
 - Paddle Boarding
- Ecotourism Experiences
 - Birding
 - Canoe/Kayak
 - Shelling
 - Eco Tours



Who is Responsible for that Quality Visitor Experience?

- **Everyone!**
 - Local, State & Federal Governments
 - Tourism Stakeholder Groups
 - Regulatory Agencies
 - Destination Marketing Organizations (CVB's)
 - Tourism Industry
 - Citizens
 - Visitors

Visitor Experience Custodians

- **Coastal Advisory Committee (CAC)**
- **City Beach Committees**
- **Tourist Development Council (TDC)**
- **Convention & Visitors Bureau (CVB)**
- **Parks & Recreation Advisory Board (PARAB)**
- **Environmental Services Division**
- **Health Department**
- **County Commission**

Challenges We Face

- Beach Erosion
- Erosion Control Structures
- Inlet Shoaling
- Beach Access
- Red Tide, Algae
- Nutrient Runoff
- Sea Turtle Nesting/Monitoring
- Shorebird and Endangered Species Regs
- Idle Speed Zones



Funding the Visitor Experience

- **Tourist Development Tax (TDT)**
- **Special Taxing Districts (MSTU)**
- **State and Federal Cost Sharing**
- **User Fees**
 - **Parking**
 - **Boat Launch**

Collier Authorized Uses of Tourist Tax

- **Beaches, Beach Park Facilities, Fishing Piers**
- **Destination Marketing & Grants**
- **County Museums & Museum Grants**

Florida's Paradise Coast Naples, Marco Island, Everglades



NAPLES

- **European Charm**
- **One-of-a-Kind Dining and Shopping**
- **Award Winning White Sand Beaches**
- **Warm, Calm Water**
- **Championship Golf**
- **Luxury Relaxation**



MARCO ISLAND



- **Caribbean-Style Island Paradise**
- **Wide-White Sand Beaches**
- **Water Sports**
- **Fishing & Boating**
- **Gateway to the Everglades**

THE EVERGLADES

- Home to Everglades National Park & Big Cypress
- The 10,000 Islands
- Eco- Adventure Tours
- Air Boat Rides
- Canoe & Kayak
- Fishing & Boating
- Native American Culture



Film & Entertainment

- Estée Lauder Inc. TV Spot on Naples Beach
 - La Mer Sun Collection



Attracting Visitors to Florida's Paradise Coast



Port Authority New York- Winter





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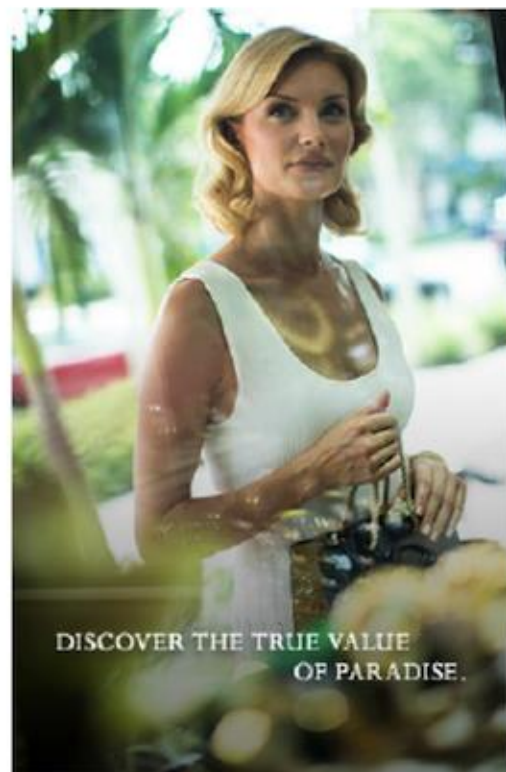
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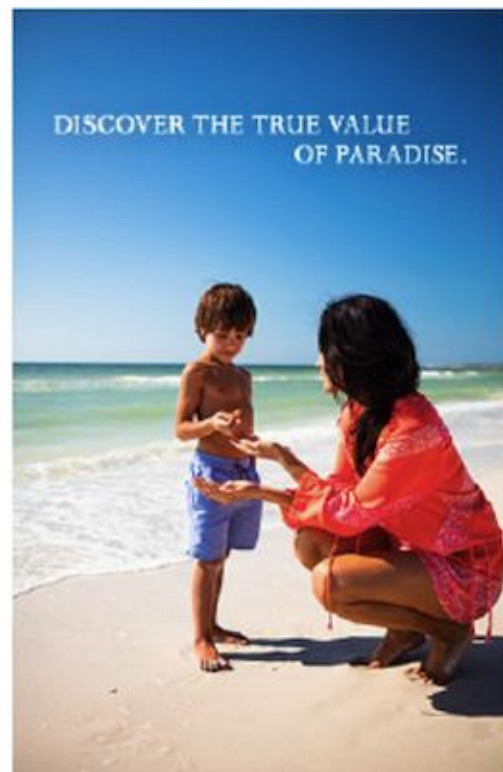
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Marco Island Marriott...

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sharealittlesunshine And that's a wrap, #Florida! Big, big thanks to all of our event leaders & hosts this weekend - you guys rocked it! We had a blast meeting new people & putting a face to an IG handle. We leave you with this beauty from @semkow116 taken at the @paradisecoast @marcomarriott meet yesterday, where we watched a fire dance performance & sunset celebration, as well as a rum mixology demo. Until next time, #LoveFL!



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We'll Help Preserve Our Beach, Shore & Inlet Assets

So Please Come Back Soon to Florida's Paradise Coast



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Convention & Visitors Bureau

