

The Palm Beaches

LAKE PARK

Partners in Tourism





OVERVIEW



WHO WE ARE



Discover The Palm Beaches

- **Official Tourism Marketing Corporation** contracted by Palm Beach County's Board of County Commissioners
- Private, **not-for-profit** organization accredited by Destination International
- Reports to 25 **Member Board** / 7 appointed by Palm Beach County Board of County Commissioners
- A **Tourism Development Council** organization that collaborates with sister agencies

- **MISSION:** Grow the Tourism Economy
- **VISION:** Position The Palm Beaches as Florida's Premier Tourism Destination

TOURISM PROMOTION FOR PALM BEACH COUNTY



DESTINATION TEAM



6% NIGHTLY TAX
ON STAYS IN
ACCOMMODATIONS

BED TAX INVESTMENT/GROWING THE TOURISM ECONOMY



ALLOCATION

- 30%** Discover The Palm Beaches
- 33%** Tourism Infrastructure
- 13%** Cultural Council
- 12%** ERM
- 5%** Sports Commission
- 3%** Film & TV Commission
- 3%** TDC / Special Projects
- 1%** Tax Collector

TOURISM PROVIDES BUSINESSES AND PEOPLE WITH OPPORTUNITIES

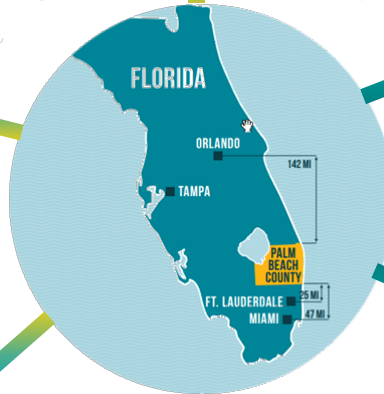
\$10B Total Economic
I M P A C T
12% of Palm Beach
County's economy


VISITORS GENERATE
\$6.9B
in direct spending


4 in 10
restaurants

1 in 10
retailers

60,000
households
ALL RELY ON TRAVEL




Supports the
livelihoods of
85,000
hardworking people




Tourists Generates
\$242
MILLION
in local taxes and fees

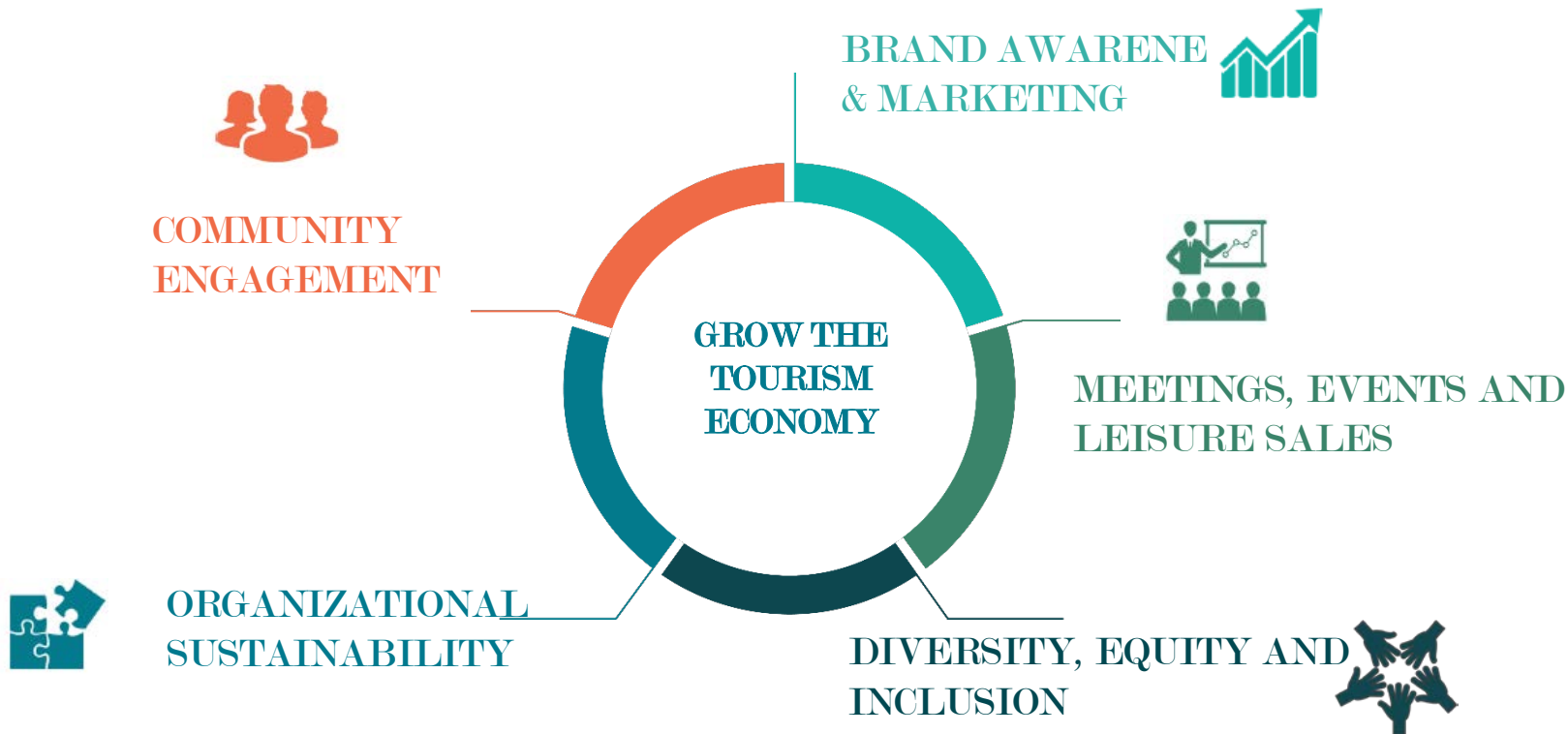
SHARED COMMUNITY VALUE

Working for Everyone in The Palm Beaches

Discover The Palm Beaches is Your Destination Organization



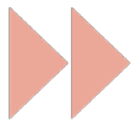
CAPITALIZING ON STRATEGIC PLAN



2023 – FINAL YEAR OF PLAN



2023 FOCUS



Evolve Destination Brand Presence And Architecture

- New creative agency impact
- Evolution of brand, tourism identity and logo
- Website redesign
- Segmentation strategy
- Summer season initiatives



Leverage Sales/ Service Integration

- Increased sales visibility and efficiencies
- Transformational events
- Reassess investments in key international markets



Accelerate Community Engagement And Sustainability Initiatives

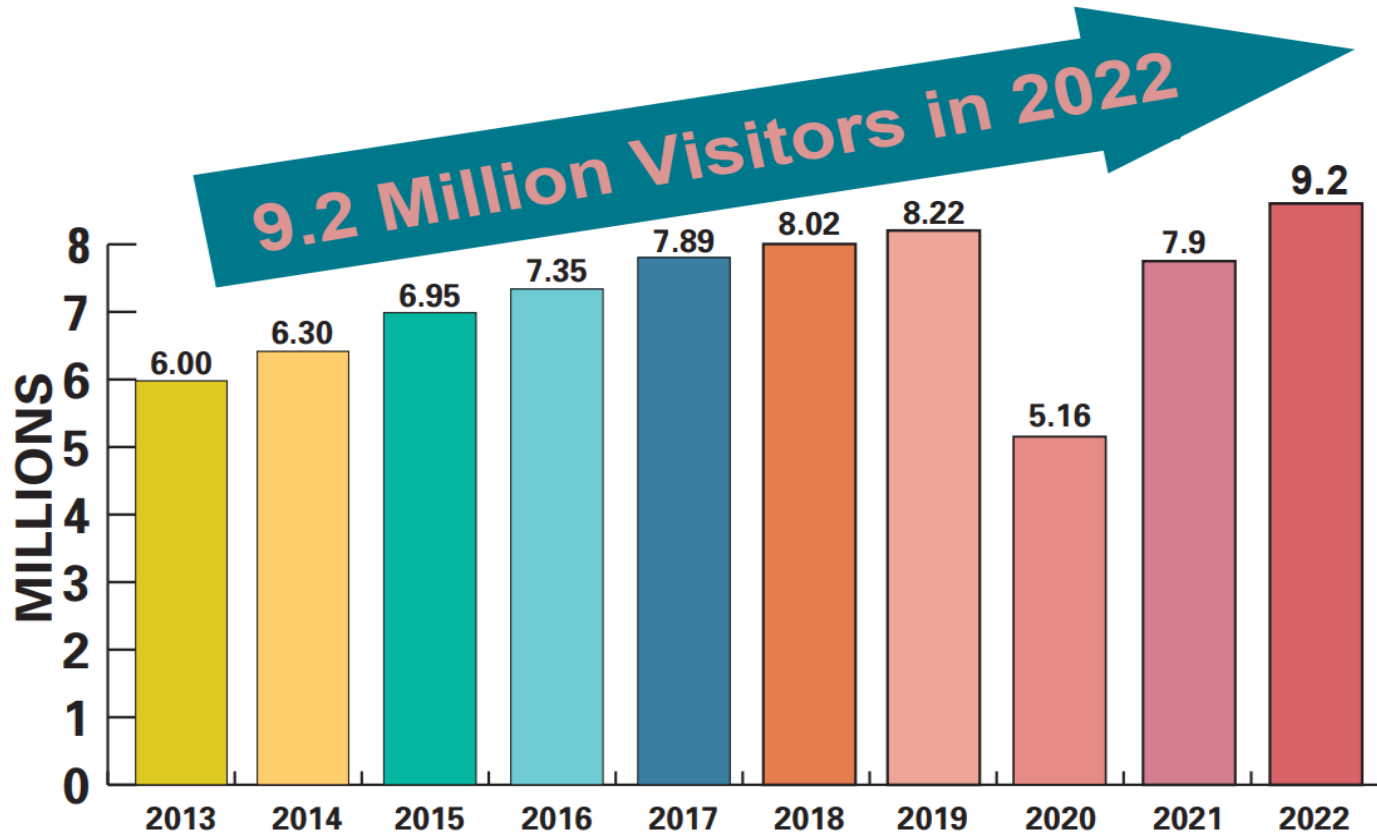
- Enhancement of business community partnerships
- Refinement of shared community value/sustainability message
- Increase city partnership initiatives in coop/product dev.
- Reaffirmation of Diversity, Equity, and Inclusion (DEI)



BUSINESS INTELLIGENCE



HISTORIC VISITATION





2022 RESULTS

Out-of-State Domestic

2022: 5.3M

2021: 4.7M

2019: 4.7M

Florida Resident

2022: 3.2M

2021: 2.9M

2019: 2.9M

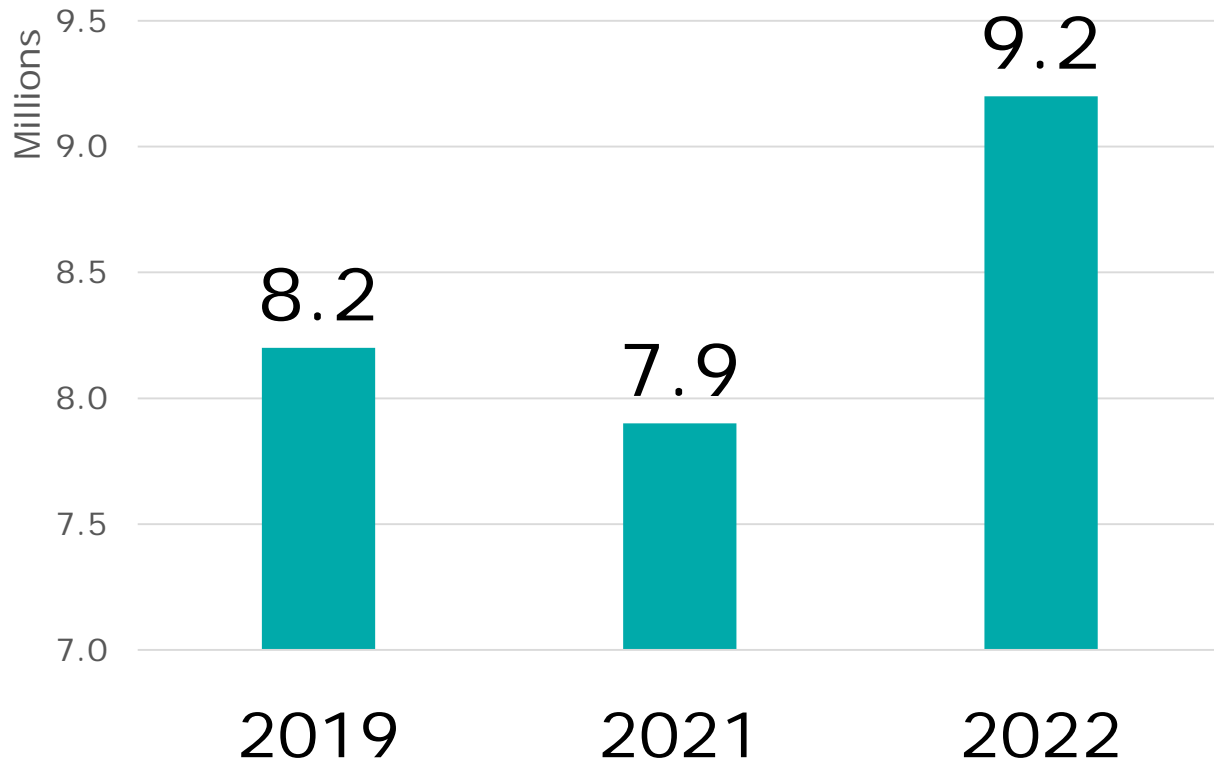
International

2022: 730,000

2021: 400,000

2019: 703,000

Visitation



*Source: DTPB estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from other independent research sources such as Florida Department of Revenue, STR, Euromonitor, TNS, Tourism Economics



2022 RESULTS

Total Spending

2022: 6.9B

2021: 5.5B

2019: 5.1B

F&B: +25%

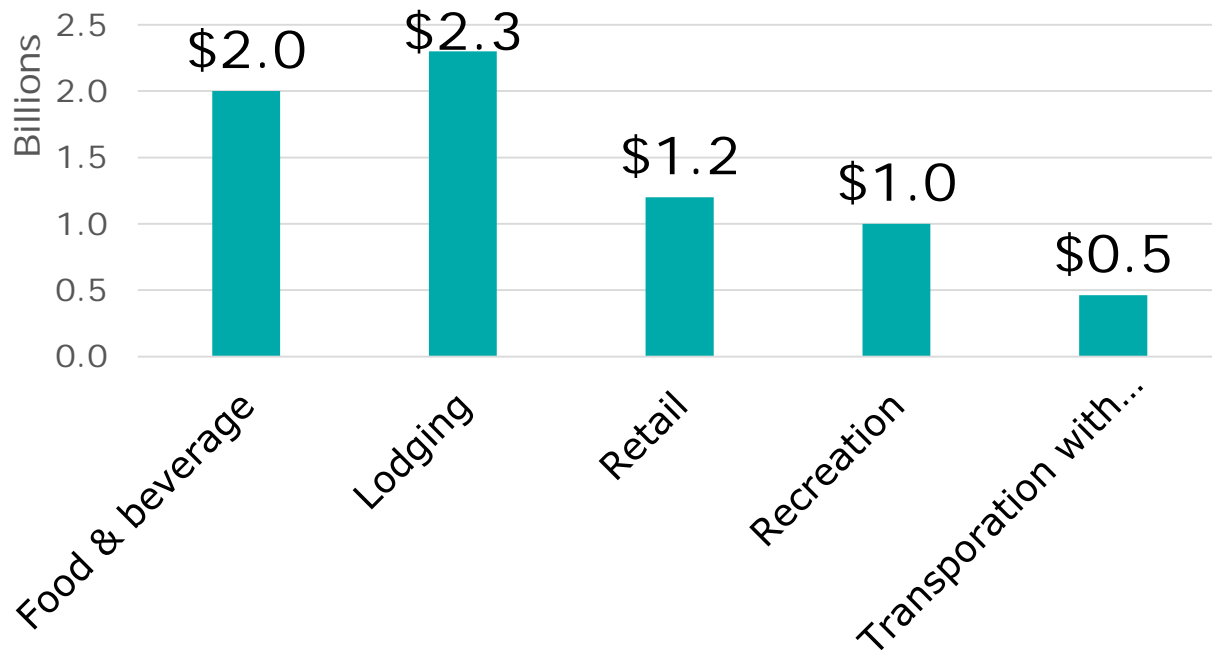
Lodging: +50%

Retail: +9%

Recreation: +11%

Transportation: +25%

Visitor Spending



*Source: DTPB estimates extrapolated from aggregate card usage data provided by VisaVue® Travel and data from other independent research sources such as Florida Department of Revenue, STR, Euromonitor, TNS, Tourism Economics

BRAND CAMPAIGN

Target Markets

Domestic Targets

Market	2019-Q1	2019-Q2	2019-Q3	2019-Q4	2021-Q1	2021-Q2	2021-Q3	2021-Q4
Atlanta--Athens-Clarke County--Sandy Springs, GA-AL	49,175	59,528	51,749	55,520	41,570	61,350	53,410	57,330
Boston-Worcester-Providence, MA-RI-NH-CT	102,193	63,362	34,988	67,351	60,690	64,570	37,920	63,780
Chicago-Naperville, IL-IN-WI	57,059	36,120	24,198	44,313	49,820	45,350	30,880	48,590
Houston-The Woodlands, TX	79,330	65,985	62,853	66,728	67,510	16,960	16,670	17,570
Miami-Fort Lauderdale	226,079	233,295	221,998	220,475	198,150	226,560	218,860	218,000
New York-Newark, NY-NJ-CT-PA	344,224	244,771	175,778	260,271	255,350	276,270	196,990	283,170
Orlando-Lakeland-Deltona, FL	118,717	130,087	111,595	114,395	104,030	129,670	129,180	132,510
Philadelphia-Reading-Camden, PA-NJ-DE-MD	62,282	41,670	29,436	47,114	45,300	69,620	56,030	63,530
Washington-Baltimore-Arlington, DC-MD-VA-WV-PA	89,086	70,828	57,929	75,964	61,660	70,740	64,190	84,870
Total	1,128,143	945,647	770,525	952,132	884,080	961,090	804,130	969,350

International Targets

Market	2019-Q1	2019-Q2	2019-Q3	2019-Q4	2021-Q1	2021-Q2	2021-Q3	2021-Q4
Argentina	6,268	6,122	5,578	4,455	2,300	2,600	3,400	3,900
Brazil	7,788	6,020	5,887	6,435	700	1,100	1,400	2,600
Canada	131,725	57,956	29,334	84,639	18,100	17,700	15,500	64,300
Colombia	4,179	4,490	4,338	4,653	3,600	10,000	8,000	6,600
Germany	4,179	4,592	3,615	5,148	300	400	400	2,200
Mexico	1,994	2,245	2,479	2,376	1,800	2,800	2,800	3,300
United Kingdom	10,162	8,877	7,024	10,097	3,100	3,100	2,300	7,100
Total	166,295	90,302	58,255	117,801	29,900	37,700	33,800	90,000



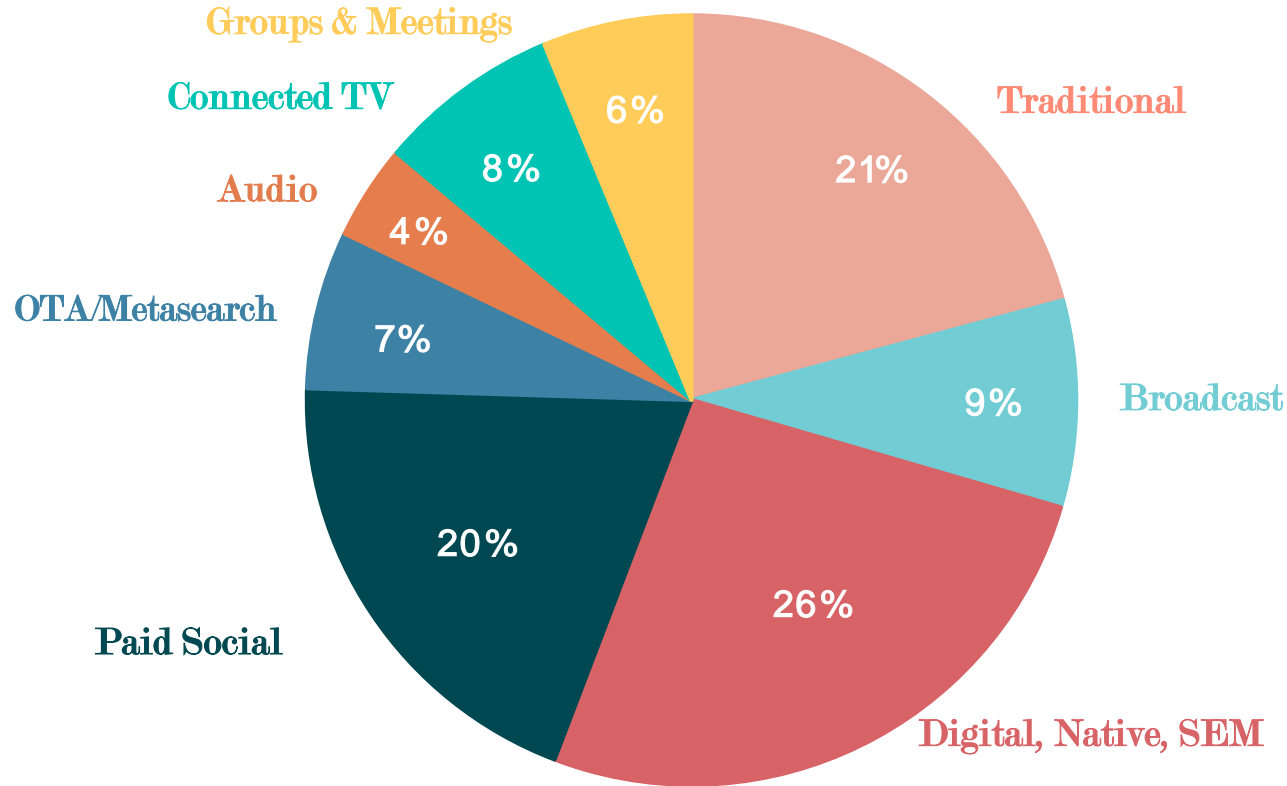
MARKETING





FY23 MEDIA PLAN

Always-On Brand Campaign Allocation by Channel



THE GOLDEN AGE OF TRAVEL



AUDIENCE SEGMENTATION

Targeting delivers the right marketing message at the right time



Exploring with
Friends & Relatives

Visiting or traveling
with friends & family



Bed, Beach &
Beyond

Seeking beach,
outdoors &
entertainment



Cultural Explorers

Seeking cultural
experiences & wellness
options



Rest & Resort

Resort guests seeking
beach-front stays



Groups & Meetings
Planners,
Business Travelers

Meetings, conventions,
expos, and their
organizers

BRAND MARKETING

FY23 CONTENT CALENDAR

October
Spatober:
Wellness Month

November
Outdoors:
Paddle/Hike

December
Holiday
Happenings
& Manatees

January
Resorts &
Beaches

February
Sports: Spring
Training, Golf,
Polo/Equestrian

March
Sea Turtles,
Manatees &
Sustainability

April
Family Fun
Getaways

May
Music, Arts &
Culture

June
Shop
The Palm
Beaches

July
Summer Savings:
Craft Pass &
Savings Pass

August
Restaurant
Month &
Nat'l Golf Month

September
Fishing, Diving,
Snorkeling,
Boating

DIVERSITY, EQUITY & INCLUSION

Prioritizing Multicultural Markets and Media Outlets



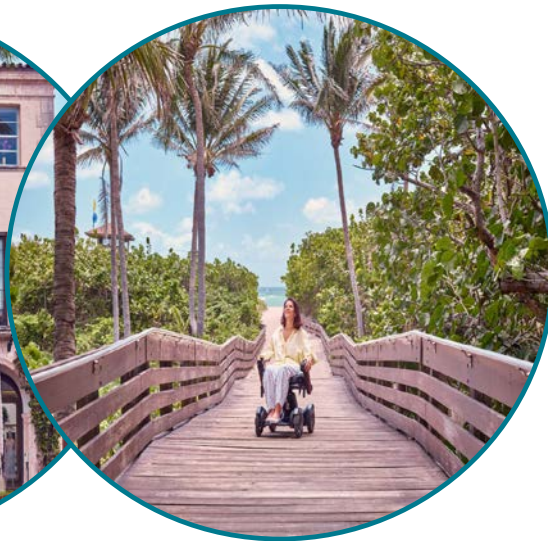
Black



Hispanic



LGBTQ+



Accessible Travel

Digital Center Of Excellence



- Pioneered building internal digital team: paid media, social media, content
- Generated significantly more brand awareness, engagement, and visitation

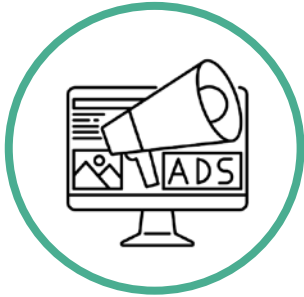
FLAT BUDGET 2022 OVER 2021:

2X
IMPRESSIONS

3X
CLICKS

2X
ENGAGEMENT

Digital Platform Evolution



AD
PLATFORMS



WEBSITE



MOBILE APP



PERSONALIZATION



DATA



METaverse



Continued Social Media Leadership

716K

Combined Following

Across 7 Platforms

7 Million

Engagements

In-House Content

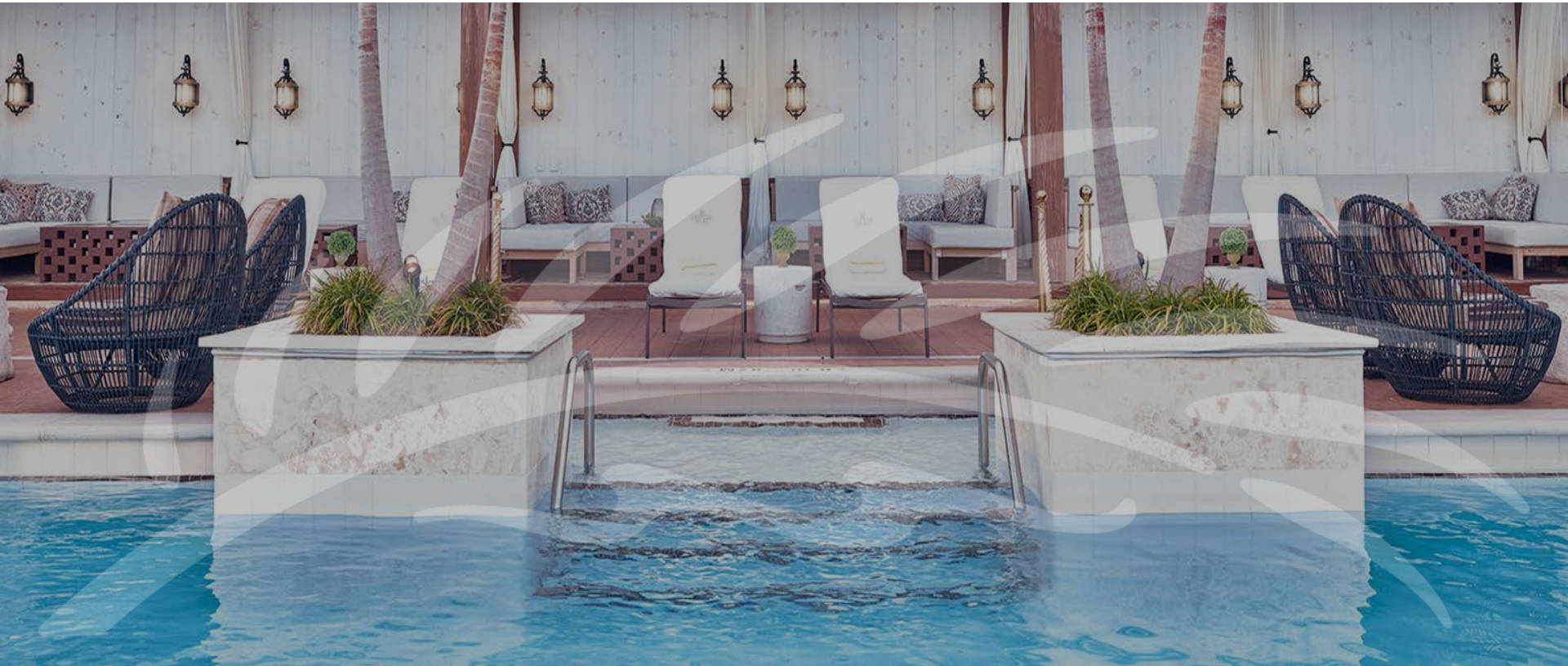
100

Influencers

40% Diversity Target



BUSINESS OPPORTUNITIES



BENEFITS OF PARTNERSHIP



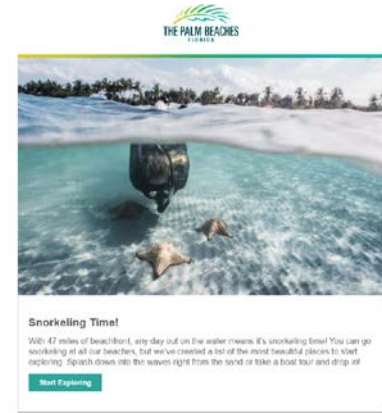
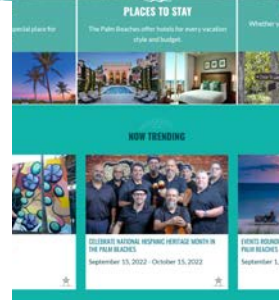
- Affordable marketing and advertising programs for all size businesses and budgets
- High ROI on The Palm Beaches Marketing Programs



THE PALM BEACHES

The Original. The One. The Only.

A gentler side of Florida awaits you—with cleaner sands, warmer waters and fewer crowds. Come see where America's First Resort Destination™ was built and genuine hospitality began. Come discover a place that surpasses all expectation, awaiting discerning travelers who won't settle for the ordinary. A place different from the rest, waiting just for you.



Snorkeling Time!

With 47 miles of beautiful, any day out on the water means it's snorkeling time! You can go snorkeling at all our beaches, but we've created a list of the most beautiful places to start exploring. Splash down into the waves right from the sand or take a boat tour and drop off

[Start Exploring](#)



Opal Grand Resort & Spa

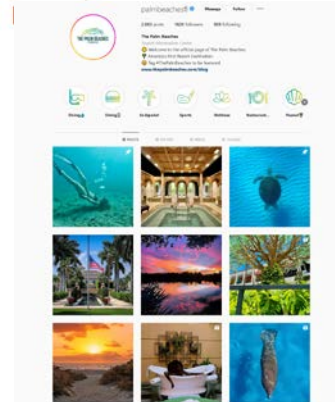
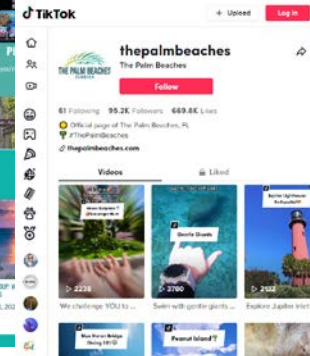
Experience luxury living in a beach town setting and discover a little reason to book an unforgettable getaway at the newly renovated Opal Grand.

[Plan Your Trip](#)



Top Scuba Diving Sites

Did you know that just beyond our 47 mile coastline lies part of the only living barrier coral reef system in the continental United States? You could spend more than a few vacations scuba diving offshore in the Palm Beaches. Let if you need suggestions on where to start, here are some of our top sites.



BUSINESS OPPORTUNITIES

Website Listing, Calendar of Events and Offers

Filter Places


Category

- ☐ Animal Encounters (9)
- ☐ Family Entertainment Center (9)
- ☐ Airboats (4)
- ☐ Waterparks (4)
- ☐ Escape Rooms (2)
- ☐ Gaming (1)
- ☐ Mini Golf (1)


City

Sort by


1 - 13 of 28 results




Loggerhead MarineLife Center
14200 U.S. Highway One, Juno Beach, FL 33406
[VISIT OUR WEBSITE](#) [READ MORE](#)




Rapids Water Park
6566 North Military Trail, Riviera Beach, FL 33407
[VISIT OUR WEBSITE](#) [READ MORE](#)




Airboat Rides West Palm Beach
20 Mile Bend Boat Ramp Rd, West Palm Beach, FL 33411
[VISIT OUR WEBSITE](#) [READ MORE](#)



Shark Wake Park
Located in Clinebell Park - 1440 E. 10th Ave, West Palm Beach, FL 33413
[VISIT OUR WEBSITE](#) [READ MORE](#)




Everglades Holiday Park
21940 Griffin Rd, Fort Lauderdale, FL 33331
[VISIT OUR WEBSITE](#) [READ MORE](#)




Palm Beach Zoo & Conservation Society
1301 Summit Boulevard, West Palm Beach, FL 33411
[VISIT OUR WEBSITE](#) [READ MORE](#)


March 28, 2023



Boat Cruises Aboard the Pontiki
1116 Love Street, Suite 21, Jupiter, FL 33477
[VISIT OUR WEBSITE](#) [READ MORE](#)



Sam Perry Retrospective
811 Park Place, West Palm Beach, FL 33401
[VISIT OUR WEBSITE](#) [READ MORE](#)



FERN STREET CHESS PARK
300 Clematis Street, Suite 200, West Palm Beach, FL 33401
[VISIT OUR WEBSITE](#) [READ MORE](#)

Driving conversions by promoting local businesses in prime locations on ThePalmBeaches.com. Gives the business the best opportunity to influence planning decisions.



Free Admission for Active Duty-US Military & Family
Jupiter Inlet Lighthouse & Museum
500 Captain Armour's Way, Jupiter, FL 33469
[VISIT OUR WEBSITE](#) [READ MORE](#)

Guide Opportunities

Official Collateral



Insiders Guide: Advertisement



ACTIVITIES & ATTRACTIONS

Boomer's Family Recreation Center
boomersfamily.com, 561.747.1888
Beach Wildlife Sanctuary
beachwildlife.org, 561.976.3399

F7 Cox Science Center and Aquarium
coxsciencecenter.org, 561.821.1988
The Cox Science Center features 100+ hands-on exhibits, a full-scale planetarium, 10,000-gallon aquarium and more for curious minds of all ages!

Drive Beach
drivebeach.com, 561.771.5384

Fun Depot
fundepot.com, 561.547.2817
F7 Grandview Public Market
grandviewpublicmarket.com, 561.323.4103
A hub for West Palm's artisan chefs to offer their creation of flavors and ideas to the community. Our spacious outdoor seating is home to the hottest live music, games, and events to entertain your visit.

F1 Jupiter Inlet Lighthouse & Museum
jupiterslighthouse.com, 561.747.2380
Climb the 1980 lighthouse for breathtaking views. Volunteer exhibits, tours and programs explore 1,000 years of outstanding history. National Register.



F7 Keys Ring Decorator Showcases
keyringdecoratorshowcases.org/palmbeach, 718.893.8800
A collection of over 100+ The Palm Beaches' best place in early

PLACES TO PLAY

Palm Beach

FIND A PRICE OF PARADISE IN AMERICA'S FIRST RESORT DESTINATION.

People have been escaping to the sunny shores of Palm Beach since the late 1800s for rest and relaxation, and modern-day travelers are still discovering the allure of this iconic vacation destination: stately hotels steeped in Old Age grandeur, exemplary shopping, scenic pathways framed by botanicals and airy estates overlooking the ocean.

Palm Beach Gardens

DISCOVER WORLD-CLASS GOLFING AND STYLISH SHOPPING.

Verdant golf courses, open-air retail districts, inventive dining options—a lifestyle of leisure beckons at this welcoming city that's home to annual PGA Tour stop, the Honda Classic. Play the courses where legends have won, relax with spa treatments and shop for the latest styles and home decor.

Riviera Beach & Singer Island

CRYSTAL-LIKE WATERS, GOLDEN BEACHES AND AQUATIC ADVENTURES SHINE HERE.

Boating, snorkeling, sunbathing on picture-perfect beaches—there's no shortage of aquatic fun in this gorgeous pocket of The Palm Beaches. From Riviera Beach, cross Blue Heron Bridge over Lake Worth Lagoon for access to Phil Foster Park and Singer Island.



PLACES TO STAY

AKA West Palm Beach
westpalm.com, 561.821.2252

Alibi Delray Beach
alibi.com, 561.486.8800

Ambassador Hotel
ambassadorhotel.com, 561.886.2611

F1 Ascent Ocean Resort & Residences
ascentoceanresort.com, 561.888.8800

Situated along 7 miles of ocean, Ascent Ocean Resort & Residences is the newest addition to the resort. Ascent's 100+ rooms offer modern amenities and a view of the ocean and a view of the ocean. Ascent's focus on the fine art of modern, combined with 100 luxuriously appointed guest rooms, a private beach and four healthy dining options.

F1 Banyan Cay Resort & Golf
banyancay.com, 772.221.4800

We ditch the traditional and embrace the modern. Soak up your view in our private Palm Beach Beach and discover exclusive life on the water.

F7 The Biltmore, an Autograph Collection Hotel
biltmore.com, 561.855.4000

West Palm Beach's historic Biltmore Hotel, a 1900s legacy property that marks the beginning of Florida's vacation history with today's modern amenities.

Best Western Palm Beach Lodge
bestwestern.com, 561.882.8810

F1 The Boca Raton
bocaraton.com, 561.993.7500

100 miles of ocean, 100 years of history. The Boca Raton is undergoing its most significant evolution to date—creating a new vision and setting the new bar.

Boca Raton Marriott at Boca Center
marriott.com, 561.365.4800

F7 The Breakers Court Hotel
breakers.com, 561.855.7500

A classic Palm Beach story, grandeur and elegance from Worth Avenue with stunning accommodations, impeccable service and award-winning cuisine by chef David Galt's Café Beach.

F7 The Breakers Palm Beach
breakers.com, 561.855.7500

At The Breakers, enjoy unparalleled service and everything under the sun—beach, golf, spa, dining, shopping, golf and more.

F2 Canopy by Hilton West Palm Beach Downtown
canopy.com, 561.855.4800

Real come easy in come and make at the Canopy. Check out the highest rooftop bar in town—Canopy Rooftop for delicious specialty cocktails and views.

F7 The Chancellery Palm Beach
chancellery.com, 561.888.8800

With a focus on the historic Chancellery Building, located on Palm Beach just steps from the Atlantic Ocean and Worth Avenue.

The Colony Palm Beach
thecolony.com, 561.855.5420

Compared by Marriott Bonvoy Best resort in America, 561.775.4800

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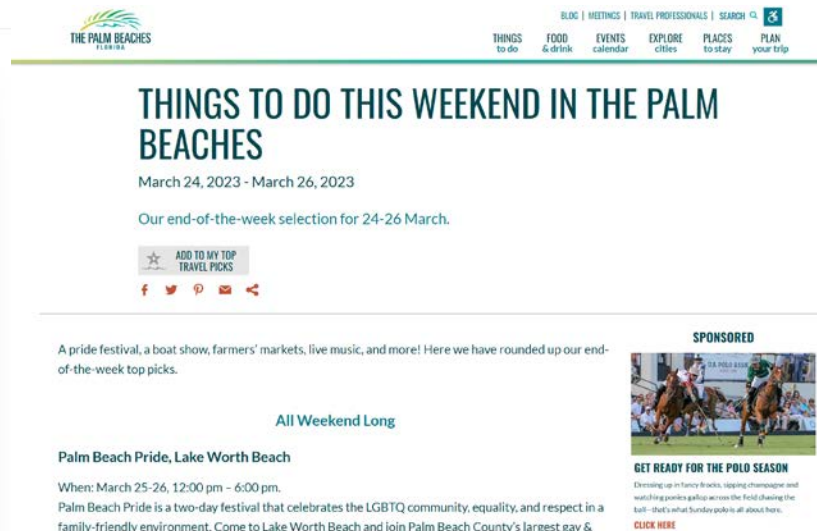
Compared by Marriott Bonvoy Best resort in America, 561.775.4800



- 430+ Distribution points
- 352 locations throughout Palm Beach, Broward, and Dade Counties
- 8 FL Turnpike locations/ 59 locations within Orlando/ 12 in county Visitor Information Centers

BUSINESS OPPORTUNITIES

PR, SOCIAL & CONTENT TIPS

This image shows a form titled "Tips for The Palm Beaches Team". At the top is the logo. The title is in bold. Below it is a paragraph: "This form is used to submit information that you want The Palm Beaches to review for potential coverage in our social media, website, and PR efforts." This is followed by another paragraph: "Examples of what we are looking for: new openings, renovations, new or updated products/services/amenities, upcoming events or any other noteworthy items you want to share with us." At the bottom is a label "Your Organization" with a red asterisk and an empty text input field.

ThePalmBeaches.com/Tips

THE PALM BEACHES PARTNERSHIP

Program	Pricing
Partner Participation	\$350 per location
Lake Park Businesses	\$0.00 Cost Covered by Lake Park



BRAND CAMPAIGN



Brand Campaign Concept

The Palm Beaches has launched a new brand campaign
The Original. The One. The Only.

Assets highlight the history of hospitality in the destination,
with campaign tagline **America's First Resort Destination**
a play on the legacy of Henry Flagler and Addison Mizner

Ads create a sense of nostalgia for an elevated travel
experience, conjuring images of **The Golden Age of Travel**
when Florida was the premier vacation destination

Campaign Concept included a new brand positioning
statement, brand promise and rebrand including a new logo



America's First Resort Destination® — The Palm Beaches are renowned as the warm weather getaway by discerning guests for over 125 years. Genuine hospitality is a way of life. Our vibrant blend of people, cultures and coastal towns welcomes everyone. Enjoy fewer crowds, a healthier beach experience, exceptional cultural offerings and the warm Atlantic Gulf stream water that creates the finest Florida vacation experience.

The original. The one. The only.

The Palm Beaches

CAMPAIGN CREATIVE

**THE
ORIGINAL**



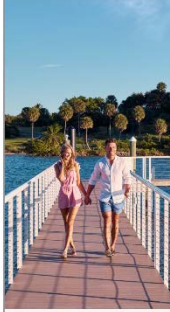
THE PALM BEACHES
FLORIDA

**THE
ONE**



THE PALM BEACHES
FLORIDA

**THE
ONLY**



THE PALM BEACHES
FLORIDA

**THE
PALM
BEACHES**



THE PALM BEACHES
FLORIDA

Digital Display

**THE ORIGINAL.
THE ONE.
THE ONLY.**

THE PALM BEACHES
FLORIDA



Out of Home

**THE GOLDEN
AGE OF TRAVEL
IS BACK.**

With breeze-filled days and elegant nights. We invite you: come explore the beach destination unrivaled by any – the ultimate getaway. The one favored by those in the know, who won't settle for anything less than The original. The one. The only.

THE PALM BEACHES
FLORIDA
thepalmbeaches.com



Print

LAKE PARK

THE
ORIGINAL.
ONE.
ONLY.



It's all about the water in Lake Park, whether gliding on the surface or discovering the depths. When you've had your fill of adventure for the day, Lake Park offers plenty of ways to relax and unwind. Sip a local brew while playing a board game or listening to some live music.



Print

Brand Campaign Extensions: Cities

The campaign lends itself to many future extensions, including a city-specific brand campaign

Opportunity for Lake Park to customize campaign with city tourism assets for use on owned and paid media channels:

- Advertising concepts including digital display, out of home and print templates
- Paid Media Co-Op Campaign Extension Opportunities

LAKE PARK

Brand Campaign Extensions

THE
ORIGINAL

THE
ONE

THE
ONLY

Lake
Park

THE ORIGINAL.
THE ONE.
THE ONLY.
Lake Park



Out of Home

Digital Display



ENHANCED TOURISM PARTNERSHIP





GOALS

- Drive awareness of Lake Park location and offerings
- Drive traffic to Lake Park's mix of restaurants, theaters, breweries and more
- Drive attendance at upcoming events
 - Art & Music Street Festival (Sep. 23)
 - Holiday Lights Showcase (December)



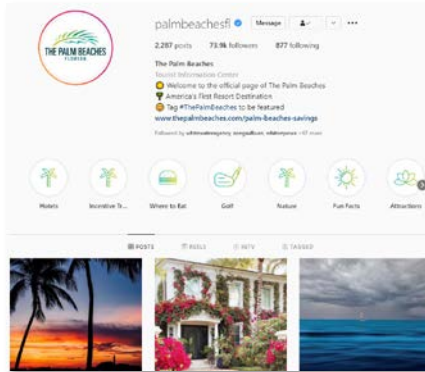
ENHANCED PARTNERSHIP

Paid Media Match Co-Op Campaign



- The Palm Beaches + Lake Park will collaborate on a custom media buy highlighting city tourism
- Media mix options: digital display, social media, out of home, print
- Creative would feature The Palm Beaches new brand campaign customized with Lake Park imagery/logo
- All digital ads drive to Lake Park city landing page on ThePalmBeaches.com with input from Lake Park team on content
- The Palm Beaches and Lake Park will collaborate on market tactics, goals and media mix

MEDIA CO-OP



Additional Co-Op Options Available for City-Specific Campaigns

Digital Display

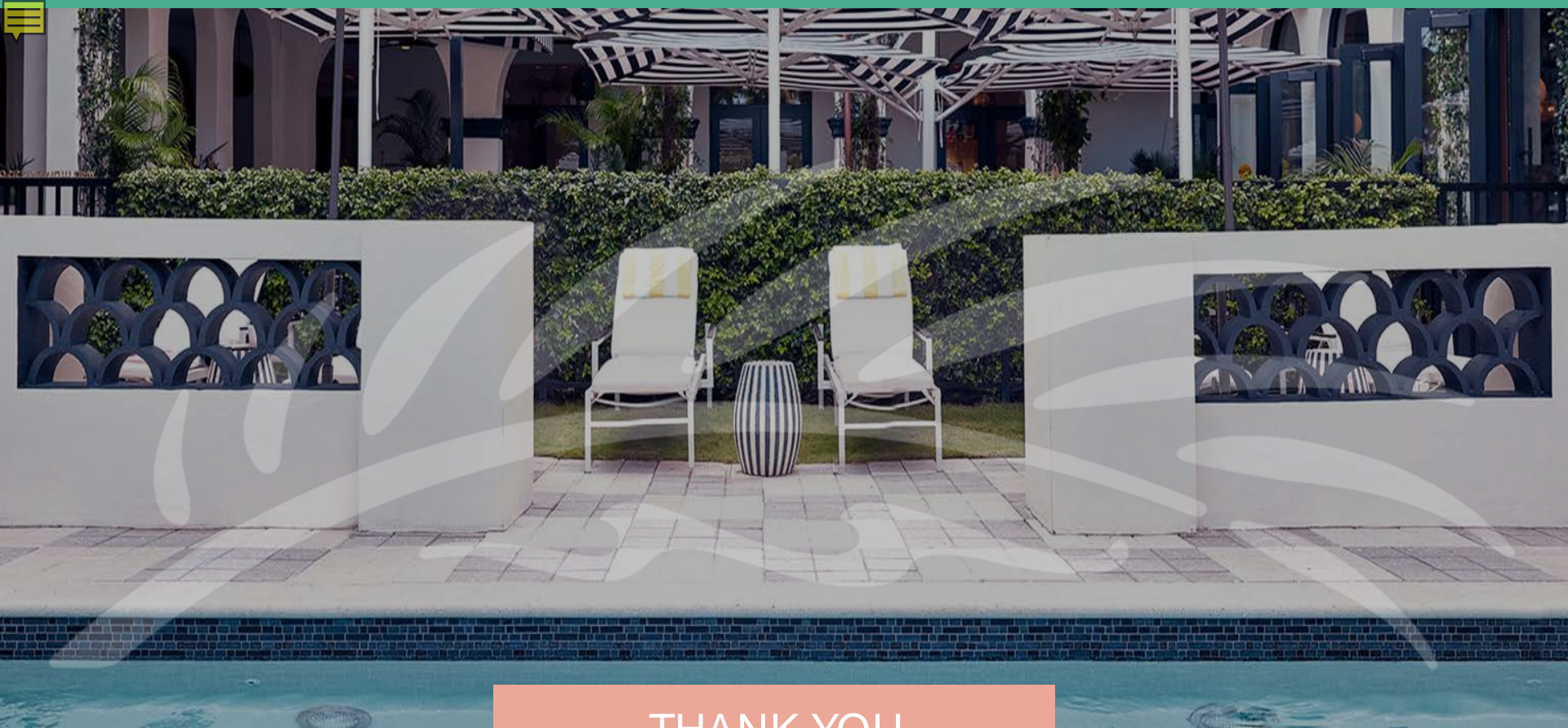
- Programmatic ad buying using The Palm Beaches proprietary audience data and DSP; can include display or pre-roll video

Paid Social Media

- Campaign on The Palm Beaches Facebook and Instagram channels with co-branded copy/content

Out of Home

- Print or digital billboard placements in high-impact highway locations in key target markets



THANK YOU