

Destination Stewardship



Caring for the place we call home



Sea Turtle Capital of Florida™



- WE BELIEVE IN PROTECTING ONE OF OUR MOST LOYAL VISITORS!
- LOCAL LEADERS PROMOTING THE CAMPAIGN: TEQUESTA, PALM BEACH NORTH, MACARTHUR BEACH, NORTH PALM BEACH, BOCA RATON
- SEA TURTLES AND NATURAL BEAUTY ARE GREAT FOR BUSINESS!

Public Sea Turtle Walks, Hatchling Releases and Nesting Surveys Promote Conservation

Lights Out. Leave No Trace. Give Turtles Space.

 **Andy Thompson, City of Boca Raton Mayor**
Sea turtles have excellent taste – they’ve been choosing Palm generations. In Boca Raton, the City’s Gumbo Limbo Nature Center provides beloved visitors through education, conservation, and research visitors a chance to learn about them up close. It’s one of our city’s top attractions and a must-visit destination for anyone who loves nature. If you’re planning a summer getaway or a winter escape, any time is a great time to visit Florida’s sea turtle capital.

March 1 - October 31 • SeaTurtleCapitalFL.com



The Palm Beaches are the Sea Turtle Capital™

Nesting Hotspot
Host 25% of Florida’s Sea Turtle Nests, Often Ranked #1 in Total Nests

Prime Location
Home to Florida’s Easternmost Beach, Closest to the Gulf Stream, for Easy Sea Turtle Access

Full-Life Habitat
47 Miles of Beaches and In-shore Lake Worth Lagoon Supports All Life Stages

Reef Refuge
47 Miles of Florida’s Coral Reef Create Vital Off-Shore Feeding Grounds

Lighting Leader
Top-Rated Statewide with 90%+ Compliance Preventing Sea Turtle Disorientations

Rescue & Research Hub
Renowned Rehab Centers and Leading Research Organizations

Unmatched Access & Education
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 **Noel Martinez, Palm Beach North Chamber of Commerce President & CEO**
Sea turtles are more than an iconic part of our coastline. They’re a reminder that protecting our natural environment and growing a strong economy go hand in hand. The healthy beaches and vibrant coastal communities that support sea turtles are the same assets that attract visitors, families, and businesses to Palm Beach County. As Florida’s Sea Turtle Capital, we’re proud to welcome people to experience a place where conservation, quality of life, and economic opportunity all thrive together.

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  **Veronica Frehm, Friends of MacArthur Beach State Park CEO**
On average, over 3,000 Green, Loggerhead and Leatherback sea turtles lay their eggs on our 1.6 miles of beach annually. The beach and dune at the park provide a pristine habitat for sea turtles, making our beach one of the most densely nested sea turtle beaches in the state. Friends of MacArthur Beach State Park supports ocean conservation research and education.

  **Molly Young, The Village of Tequesta Mayor**
Long before the incorporation of the Village of Tequesta, the Loxahatchee River supported settlements and, over time, became a focal point for transportation, commerce, and recreation along its waters. One of Florida’s most remarkable waterways, it encompasses three distinct ecosystems: a freshwater cypress swamp, a brackish estuary, and a marine habitat where sea turtles can be observed near the Jupiter Inlet and Atlantic Ocean. The Village of Tequesta offers abundant opportunities to experience this federally designated Wild and Scenic River, with each visit inspiring appreciation and a lasting commitment to protecting the Loxahatchee for future generations.

Tourism Shines!



- SUMMER CAMPAIGN DIRECTED TO LOCALS
- HOW TOURISM WORKS FOR EVERYONE
- LOCAL JOBS, SMALL BUSINESSES, BEACHES, QUALITY OF LIFE
- BILLBOARDS, TV/DIGITAL ADS, MAILERS





The image shows a top-down view of two white plates of food on a grey and white marble table. The plate on the left contains a salmon tartare with green garnishes and a yellow sauce. The plate on the right contains a dish with a yellow sauce, topped with a dark meat or fish, garnished with white onion rings and green herbs. The text 'TOURISM TRENDS' is overlaid in the center in a white serif font.

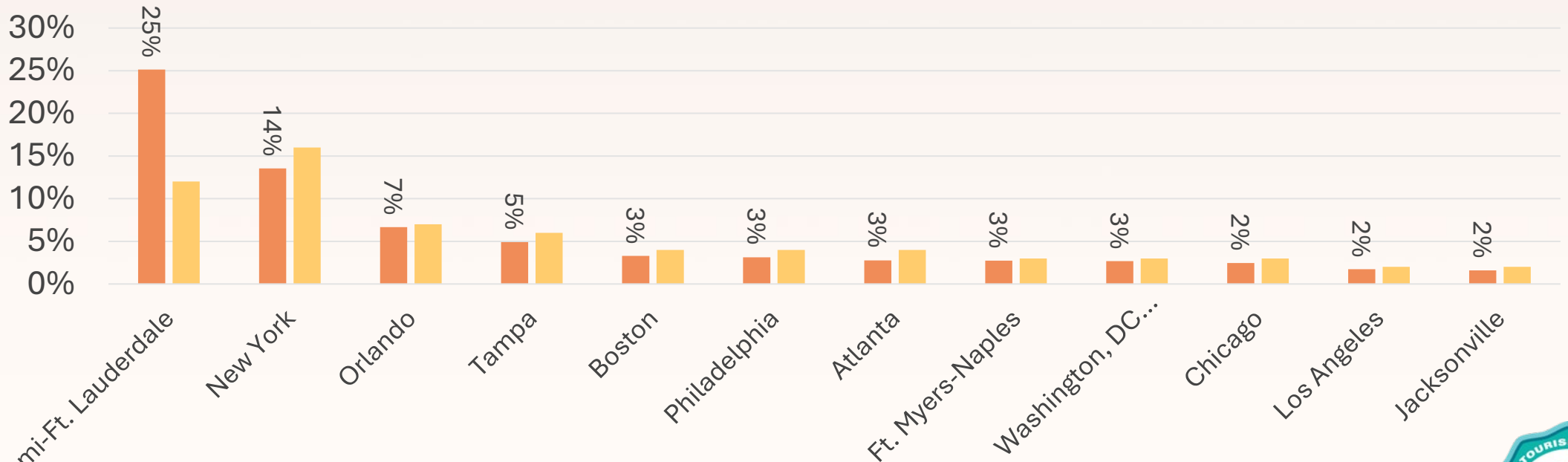
TOURISM TRENDS

Annual Visitation to Downtown WPB



Percent of Total (1.4M) & Overnight (513k) Visitation

■ All Visitors ■ Overnight



Source: PlaceIQ

13% of total PBC Visits

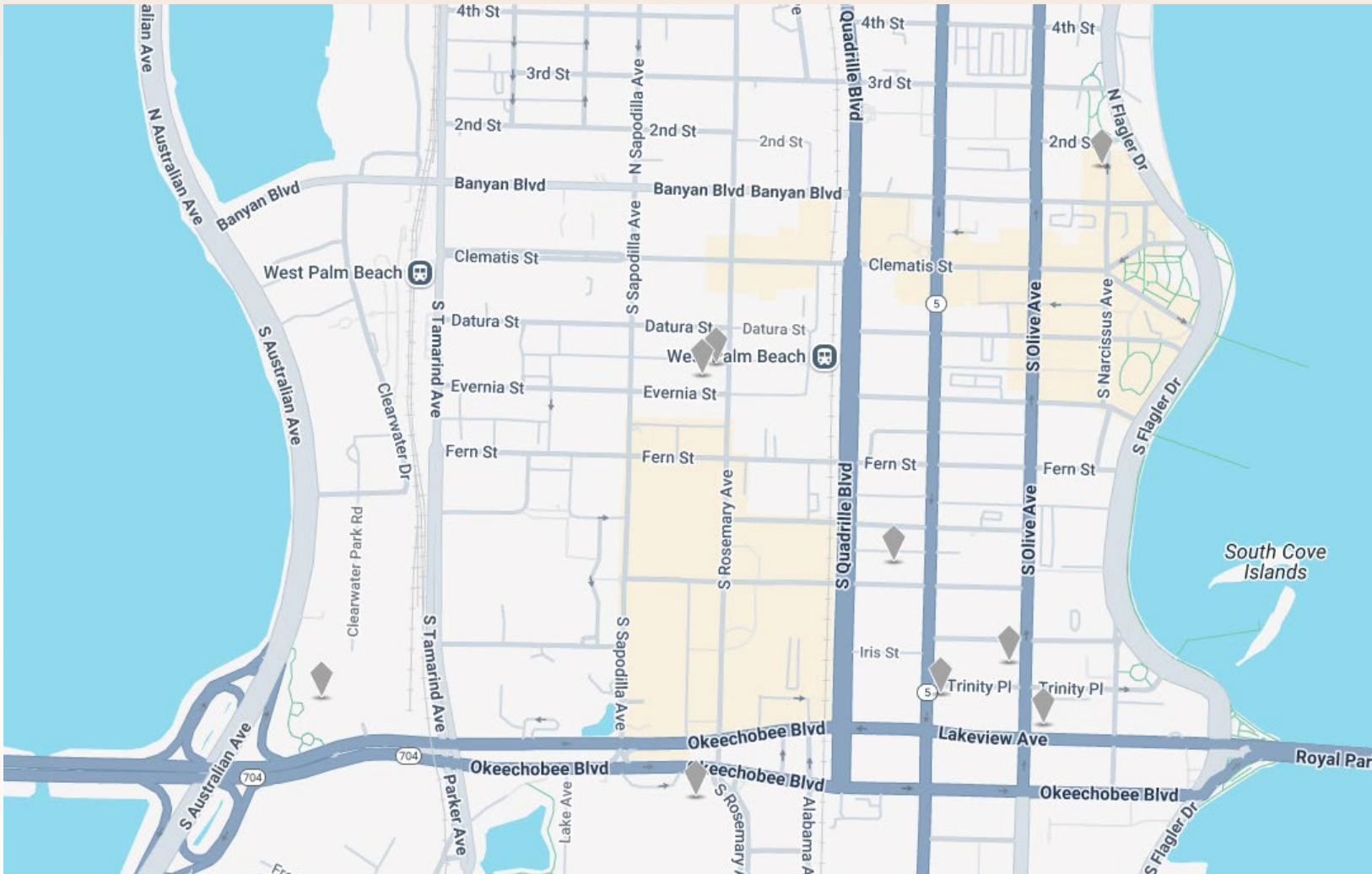


Downtown WPB Hotel Inventory (Current)



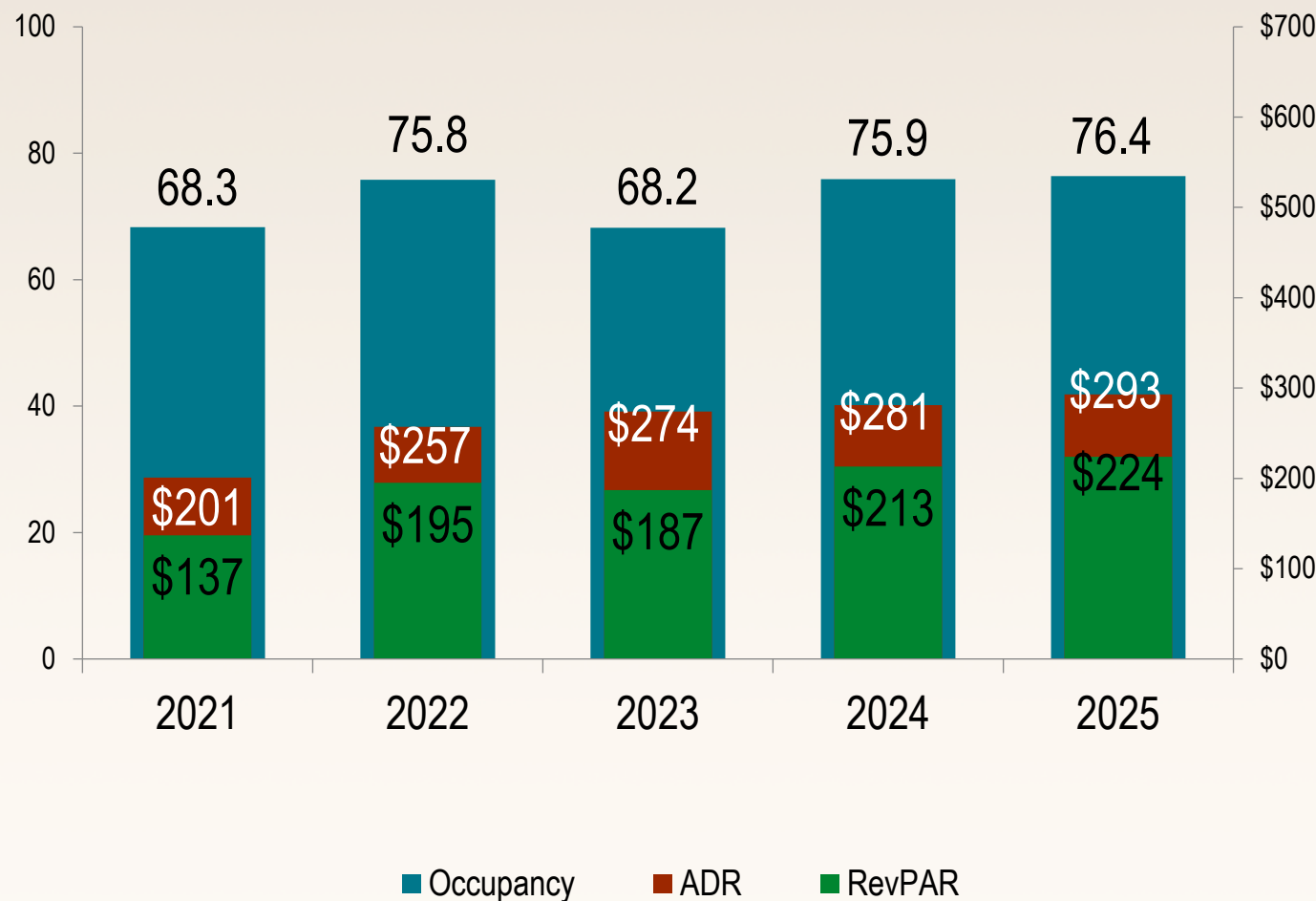
8 properties, 1,672 rooms

- Marriott - 352
- Hilton - 400
- AKA - 215
- Hyatt Place - 165
- Canopy - 150
- Residence Inn - 152
- The Ben - 208
- Hotel Evernia - 30





Downtown WPB Hotel Performance



Room Nights Sold

- 2025: 466k (0.7%)
- 2024: 465k
- 2023: 416k
- 2022: 453k

Revenue

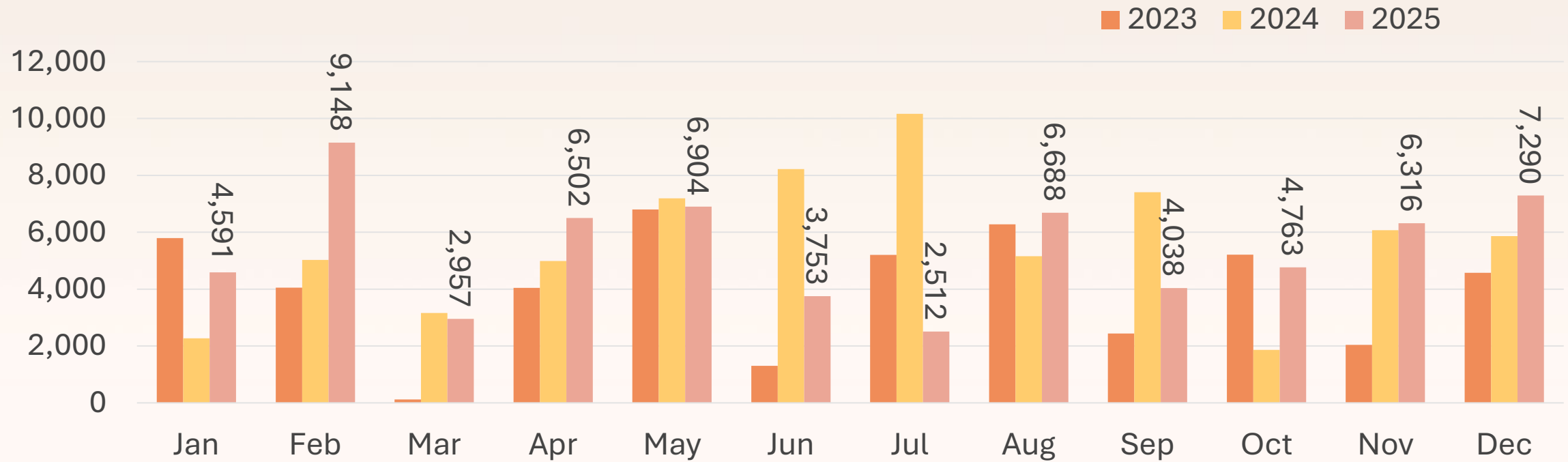
- 2025: \$137M (5%)
- 2024: \$131M
- 2023: \$114M
- 2022: \$106M



PBCCC Room Nights



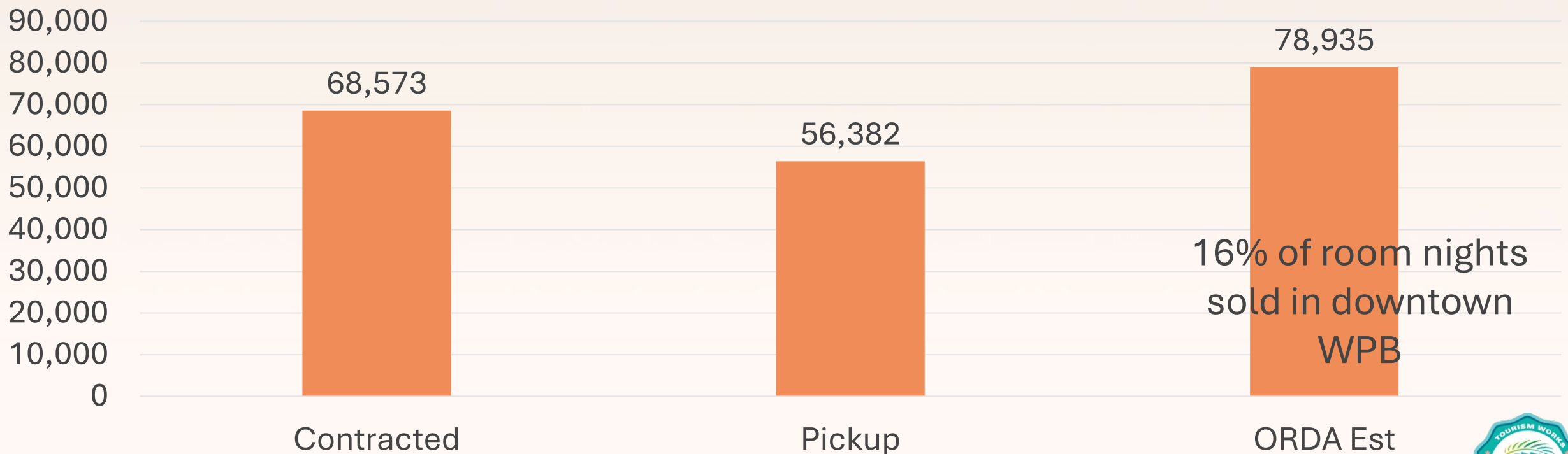
68k room nights in 2025, 15% of hotel room nights sold, \$60M in EI



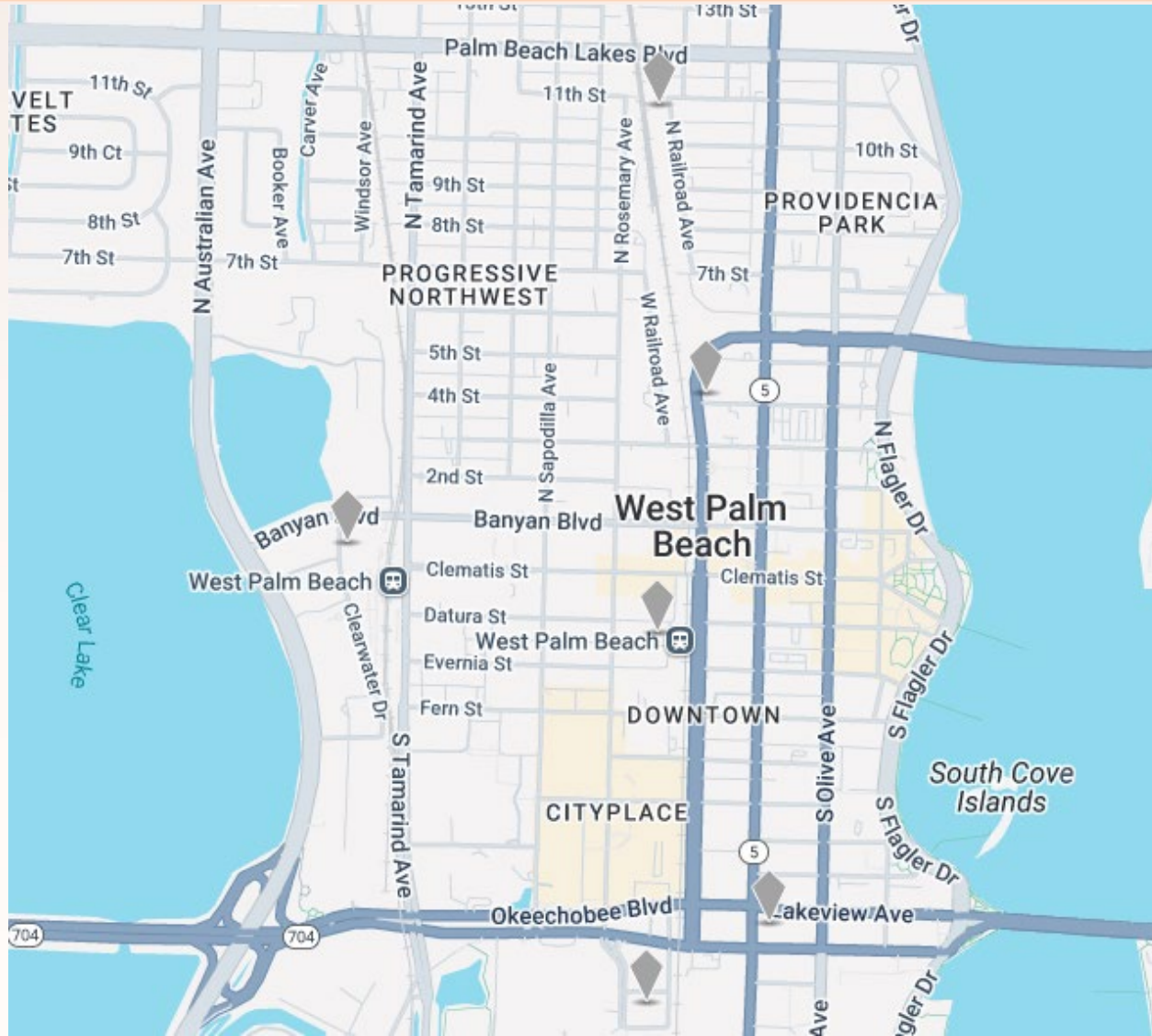
PBCCC 2024 Room Nights



52 groups at PBCCC contracted 68,573 room nights and based on attendee zip codes an estimated 16% more room nights occurred



Downtown WPB Hotel Inventory (Future)



6 new properties, 1,150 rooms (+68%)

- Tribute - 130
- Curio - 400
- Mr. C Hotel - 110
- Nora Hotel - 201
- One West Palm - 201 ?
- Transit Village - 108 ?



Downtown WPB Hotel Inventory (Current + Future)



12 properties, 2,513 rooms

- 50% increase in rooms to 900,00 available room nights
- 800 rooms at PBCCC with 600 committable
- 2.4M Sq Ft new office generates +140,000 BT room nights
- Vanderbilt Campus
- New Residential driving visiting friends/family



A romantic couple is seated at a dark, polished table in a restaurant at night. The woman, with long dark curly hair, is wearing a light blue patterned dress and is smiling while holding a fork over a plate of food. The man, with short dark hair, is wearing a blue button-down shirt and is smiling back at her. On the table are two plates of food, a glass of red cocktail with a lime wedge, a glass of water, and a small potted plant. In the background, other diners are visible at tables, and large windows show the city lights outside.

MARKETING MIX MODEL

Attribution Results

\$1 in Media Investment Delivers:

- ➡ \$3.55 in Bed Taxes
- ➡ \$133 in Visitor Spending
- ➡ \$9.31 in State & Local Sales Taxes
- ➡ \$193 in Total Economic Impact



A family of four is standing in a tropical landscape. From left to right: a young girl in a light pink shirt and denim shorts, a woman in a light blue dress, a man in a light pink shirt and white shorts, and a young girl in a green dress. They are all smiling and looking towards the right. The background features palm trees, dense green foliage, and a clear blue sky. The ocean is visible in the distance. The text "STRATEGIC PLAN" is overlaid in the center in a white, serif font.

STRATEGIC PLAN

DISCOVER THE PALM BEACHES

Strategic Plan

2027 to 2029

Customers

Community

Culture

Purpose Statement



Strengthening the visitor economy and elevating every community we serve through the stewardship and storytelling of The Palm Beaches brand.



Strategic Framework

Three integrated pillars. Fifteen initiatives. One focused direction.

CUSTOMERS - The audiences whose visitation and experiences drive economic impact and destination competitiveness.

5 Initiatives

Drive visitation growth and ROI through sharp brand positioning, target market focus, and high-performance sales strategy.

- Refine brand messaging
- Adapt sales strategies
- Group incentive programs
- Diversify customer base
- Align marketing ROI

COMMUNITY - The residents, businesses and partners whose support and participation sustain the destination's success.

5 Initiatives

Deepen community relevance through the destination master plan, resident engagement, and multi-jurisdictional advocacy.

- Countywide destination master plan
- Multi-jurisdictional advocacy
- Resident outreach strategy
- Infrastructure advocacy
- Underutilized destination development

CULTURE - The leadership, governance, technology, & organizational sustainability practices that determine the ability to execute strategy.

5 Initiatives

Build a sustainable, high-performing organization through diversified funding, a modernized contract, AI capabilities, and talent.

- Diversify revenue streams
- Renew DMO contract
- Align org structure and staffing
- Launch AI capabilities
- Talent development and excellence

A photograph of three women walking along a poolside at a resort. The woman on the left is wearing a bright pink jumpsuit and holding a drink. The woman in the middle is wearing a pink lace dress and holding a drink. The woman on the right is wearing a floral dress and holding a drink. In the background, there is a large swimming pool, lounge chairs, and other guests. The text "THE BRAND" is overlaid in the center of the image.

THE BRAND

We Are The Palm Beaches



Success Takes All of Us



MARRIOTT BONVOY™

Luxury



Premium



Select



Longer stays





The Palm Beaches

We have evolved from a tourism destination to a renowned world-class travel brand, laying the foundation for The Palm Beaches' growth as a premier hub for business, culture, education, lifestyle, and social and economic development.

Our collection of communities and experiences offer endless opportunities and a sense of balance, inspiring residents and visitors to pursue their aspirations while embracing the well-being and prosperity of The Palm Beaches.



You've Been a Great Audience!

