



FORT PIERCE AUTHENTIC TOURS

fortpiercetours.com



Smithsonian Marine Station



Fort Pierce Lady
Deep Sea Fishing



Florida Airboat Excursions

Established by Resolution #11-25 in May, 2011 – “FPAT”

Mission



- Help establish Fort Pierce as a pristine all-season tourism destination;
- Pursue relationships with organizations and tourism providers that foster mutual goals, provide cooperative marketing and funding mechanisms and increase tourism in Fort Pierce;
- Increase visitor numbers, trip duration, positive economic impact and create and sustain jobs in the City of Fort Pierce;
- Act as liaison between eco / nature / agri / aqua / cultural heritage-related tourism businesses and the community; and
- Protect our local environment and wildlife habitat.



**Indian River Lagoon
Boat Tours**



Motorized Kayak Adventures



Collaborations / Partnerships

- **SLC Tourism Development Council (TDC)**
- **SLC Chamber of Commerce / Seven Gables House Visitor Center**
- **“Visit Florida” (State of Florida Commission of Tourism)**

Results To Date:

- **Steady increase in Fort Pierce visitors. ‘Off Season’ tourism has increased by more than 30% since 2012;**
- **Creation of 25 NEW jobs within local tourism industry since 2012; and**
- **Increasingly positive feedback from tourists.**



Adams Ranch



Tours on Horseback



Dolphin Watch Boat Tours



Regional History Center

Moving Forward...



- Recently applied to Visit Florida for grant to help cover costs of brochures and display space in ALL Florida Welcome Centers;
- Decorative banners currently being designed; will be installed on light poles throughout the City;
- Billboard currently being designed; will be installed at I-95 Orange Avenue exit;
- Currently advertising in:
 - National Geographic - Travel Edition
 - Treasure Coast Almanac
 - St. Lucie County Travel Guide
 - Facebook



Heathcote Botanical Gardens



Al's Family Farms



**Last Mango
Sport Fishing Charters**



**Manatee Observation &
Education Center**

- **Moving Forward...**

- **Creating promotional posters to display at City Marina and in Parking Garage retail space windows;**
- **Incorporating all City tourism venues into FPAT (Sunrise Theatre, City Marina, Jetty Park, Hurston Trail, etc.;**
- **Encouraging more local tourism businesses to participate;**
- **Tourism business owners working FPAT booths at Saturday Markets, Friday Fests, other local festivals, etc. ; and**
- **Continually gauging results to get best 'bang for our buck' for advertising dollars.**



**The Highwaymen
Heritage Trail**



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