



Paradise

Naples, Marco Island, the Everglades TDC Meeting

April 23, 2007

Monthly Retrospective

Print Advertising

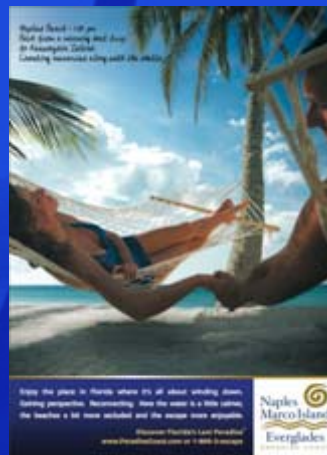
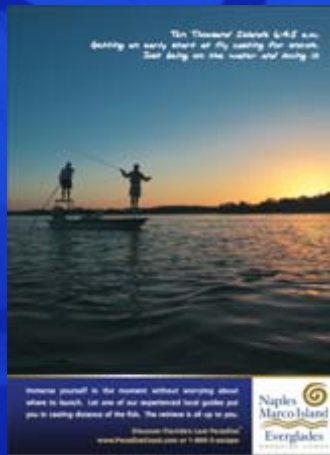
HIT Campaign

Sports Marketing

Tourism Week Materials

Print Advertising

- Gulfshore Business Boating & Fishing Guide
- Miami Herald - April
- Ft. Lauderdale Sentinel - April
- Film Production Guide Edits



HIT Campaign

Web Banners

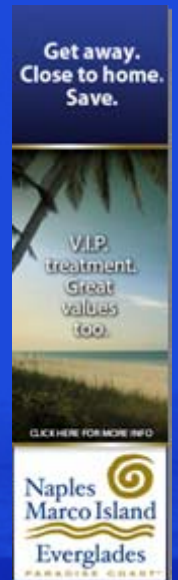
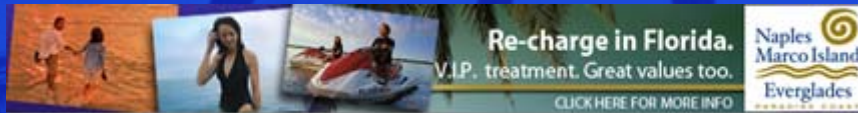
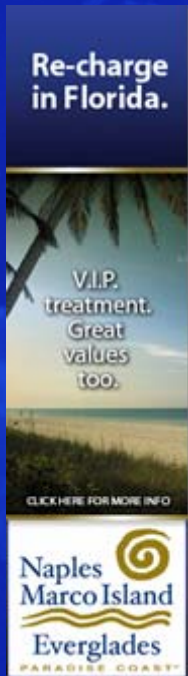
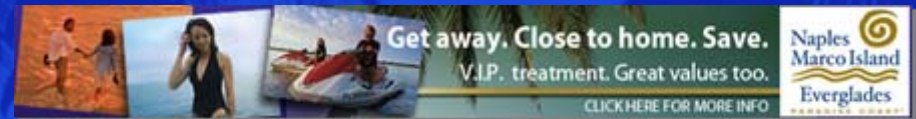
Web Landing Page

Television

American Express Direct Mail

HIT Campaign

Web Banners



HIT Campaign

Web Landing Page



STAY in Florida's Last Paradise™

SEARCH

There's still a part of Florida where you can find just what you're looking for in a vacation. And now when you book your vacation online to Naples, Marco Island and the Everglades, you'll get a coupon booklet worth up to \$2,000 in destination savings, upgrades and values.

A better Florida vacation, for less.

Book online with one of the hotels listed below and get the V.I.P. treatment.

Additionally, get the following offers with your stay from these participating hotels below.

Courtyard by Marriott Naples Butler for two	WINGS	BOOK IT
Charter Club Resort Free bicycles and fishing equipment	WINGS	BOOK IT
Double Tree Grand Naples Naples Redesigner for bed with Double Tree Club Chip Cookies	WINGS	BOOK IT
ResortBonn Suites Bottle of wine or fruit basket	WINGS	BOOK IT
Sea All Pelican Bay Self select center with logo and bottled water for 2	WINGS	BOOK IT
Marco Beach Ocean Resort Fruit & cheese plate	WINGS	BOOK IT
Residence Inn by Marriott In room bottle water free	WINGS	BOOK IT
The Naples Beach Hotel & Golf Club Two Beach Chairs daily	WINGS	BOOK IT
Sea on Fifts Suite de Sea 100	WINGS	BOOK IT
Hampton Inn I-75 Bottled water & snacks with seasonal coffee mug	WINGS	BOOK IT
Bayfront Inn on Fifts Continental breakfast for two	WINGS	BOOK IT

Want to learn more?
 Click here to learn more about Naples, Marco Island and the Everglades.

[Naples Hotels](#) | [Marco Island Hotels](#) | [Everglades Hotels](#) | [Self-Service](#) | [Naples](#) | [Everglades](#) | [Marco Island](#) | [Home](#) | [Site Search](#) | [Site Map](#) | [Privacy Policy](#)

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 A cooperative effort funded by the Tatter County Tourist Development Tax.

HIT Campaign

Television



Florida's Last Paradise

Naples
Marco Island
Everglades
PARADISE COAST

Up to \$2,000 in Vacation Savings

800-2-Escape paradisecoast.com

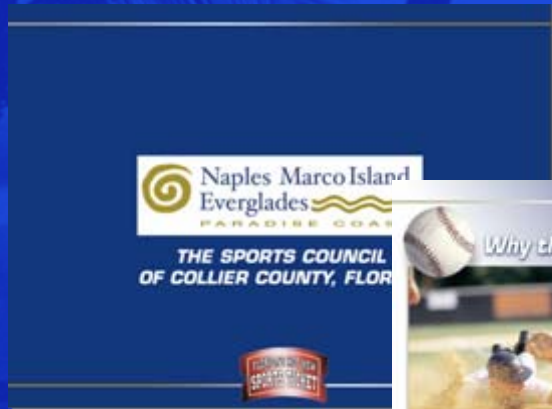
HIT Campaign

American Express Direct Mail

Sports Marketing

PowerPoint & Flipchart

Informational Sheets



Why the major leagues choose Florida!

- All-star quality
- Warm, pleasant atmosphere
- 5 pro-level fields to choose from
- All with lights and Bermuda turf
- 5 additional fields at the newly built North Collier Regional Park (intended for Little League play)

Facility	Fields
• Sevens Community Park 1
• Golden Gate Community Park 1
• Eagle Lakes Community Park 1
• Inwood Community Park 1
• Carlsbrook Community Park 1
• North Collier Regional Park 5
Total Fields 10

Naples Marco Island Everglades PARADISE COAST
 THE SPORTS COUNCIL OF COLLIER COUNTY
 www.OTLTCfromparadise.com

Facilities

About the Area

Event Planning Sheet

An area that's a proven winner.

140 acres, 1,200 pieces, 1,000 games, 1 great location.

Naples Marco Island Everglades Paradise Coast

For more information:


Tourism Week

Invitation


Program

PowerPower

Fact Card



Tourism Week 2007
2007 St. Augustine Drive
Suite 210 Naples, FL 34109



**Collier
Tourism**
It Shines On All of Us

5th Annual Collier County Tourism Week Celebration

The Director and Staff of the Naples, Marco Island, Everglades
Concessions & Visitors Bureau cordially invite you to attend the

**2007 Paradise Coast Tourism Star Awards and
5th Annual Collier County Tourism Week Celebration**

May 16, 2007 | 11:00 a.m. Tourism Industry Annual Update & Press Conference
11:30 a.m. Luncheon Registration & Networking
12:00 p.m. Luncheon & Awards Celebration

The Ritz-Carlton Golf Resort, Naples | 2600 Tiltwin Drive • Naples, FL 34109

Featured Speaker | Scott Ginsberg, "That Guy With the Name tag"
Author and Approachability Expert
www.thehoopystar.com

RSVP per person, credit card, cash or check payable to The Ritz-Carlton Golf Resort, Naples. Payment to alternate
method accepted. Please RSVP to Collier Kelly Green at 239-435-2818 or kellygreen@collier.org
by May 15th for best availability. Space is limited at our event. RSVP's must include full names of all
guests to your party. No walk-in seating available. No shows will be billed.



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