



Paradise

Monthly Review
Naples, Marco Island & the Everglades
TDC Meeting

January 28, 2008

HSMAI Adrian Awards

• Gold

- Florida's Last Paradise - Print Campaign

• Silver

- Florida's Last Paradise - Television (Swamp Walk)
- Florida's Last Paradise - Print (Beach Campaign)
- Florida's Last Paradise - Print (Swamp Walk)
- Florida's Last Paradise - Television Campaign

HSMAI Adrian Awards

•Bronze

- Florida's Last Paradise - Overall Campaign
- Florida's Last Paradise – Print (Hammocks)
- Florida's Last Paradise - Print (Couple Stone Crab)

New Creative

- Media Type
- Leisure Marketing
- Niche Media
- Group/Business Media
- International Media
- Promotion
- Display

Leisure Marketing

Consumer Magazines

- Ladies Home Journal
- Midwest Living



The Niche Media

Niche Markets

- Golf
- Play Florida Golf



Bring Your Game to Paradise

Just when you're craving a bit of Florida action, you'll find one of America's most relaxed, upscale resort areas tucked in tropical wilderness, one second from a world-class golf course and a relaxing view of the state's best and most scenic views to the green in the distance. With nearly 50 courses, Naples, Marco Island & the Everglades has courses for golfers of every skill level. The best of the Naples Coast/Paradise is a long and short course with a great golf location - you'll not only enjoy world-class golf but you'll enjoy the life here as well.

Great Steps and Fairways
 Here you'll find a world of golf courses that are renowned for their scenic beauty and quality. From the most scenic of the south to the most scenic of the north, these courses are the best. The many courses offer world-class golf courses.

Great Golf and Groups
 Long known for being a premier meeting and group event, it's no surprise the area continues to attract the world's top business and industry groups from around the world. Adding to the grand experience are a variety of great activities such as fishing, boating, Everglades activities, and more.

Learning to keep your head down
 Looking to take your game to the next level? The Paradise Coast is really getting its reputation for its many golf academies, accommodating all skill levels and ages. From instruction to training, the area has it all.

Making the Rounds after Your Rounds
 To make it all the more fun, Naples, Marco Island & the Everglades offers plenty to do after the round. From scenic dining, world-class shopping to entertainment, there's something for everyone in the area. The Paradise Coast is all you need to round out the perfect golf getaway.

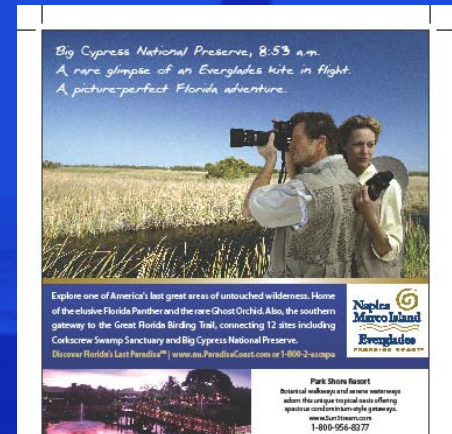
For your golf vacation, visit us at www.golfparadise.com or 1-800-2-FLORIDA.

Naples Marco Island Everglades

The Niche Media

Niche Markets

- ECO
 - Audubon Natural Wonders of Florida



Big Cypress National Preserve, 8-53 a.m.
A rare glimpse of an Everglades kite in flight.
A picture-perfect Florida adventure.

Explore one of America's last great areas of untouched wilderness. Home of the elusive Florida Panther and the rare Ghost Orchid. Also, the southern gateway to the Great Florida Birding Trail, connecting 12 sites including Corkscrew Swamp Sanctuary and Big Cypress National Preserve.
Discover Florida's Last Paradise! | www.auparadise.com or 1-800-2-ecopa

Naples Marco Island Everglades
nature. redefined.

Part Shore Resort
Historical railroads and scenic waterways
offer the unique tropical oasis offering
golfers and nature lovers alike.
www.partshore.com
1-800-956-6277

The Niche Media

Niche Markets

- Bridal/Honeymoon
 - Bride's Florida



*Naples 6:47 p.m.
A break on the beach
during the best honeymoon ever.
Two hearts, now beating as one.*

Give your "Happily ever after" a great place to start. Come discover a part of Florida basked by the sun and filled with romance. It's an enchanted location for a storybook wedding and perfect for your honeymoon.
Discover Florida's Last Paradise™ | www.bf.ParadiseCoast.com or 1-800-2-escape


Naples
Marco Island
Everglades
PARADISE COAST

Group/Business Media

Group Business Corporate

- Small Market Meetings



Group/Business Media

Group Business Association

- TSAE Capital Executive



International Media

International Co-op

- Visit USA Association



Where Florida holiday dreams come true.

The perfect Florida holiday is becoming more elusive each day – except along Florida's Paradise Coast™. From Naples' tropical flair to Marco Island's wide-white sand beaches to the adventure of Florida's Everglades, this is where holiday dreams become reality.

www.ParadiseCoast.com or 01732-875 900 For Free Visitors Guide

Naples
Marco Island
Everglades
PARADISE COAST™

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Promotion

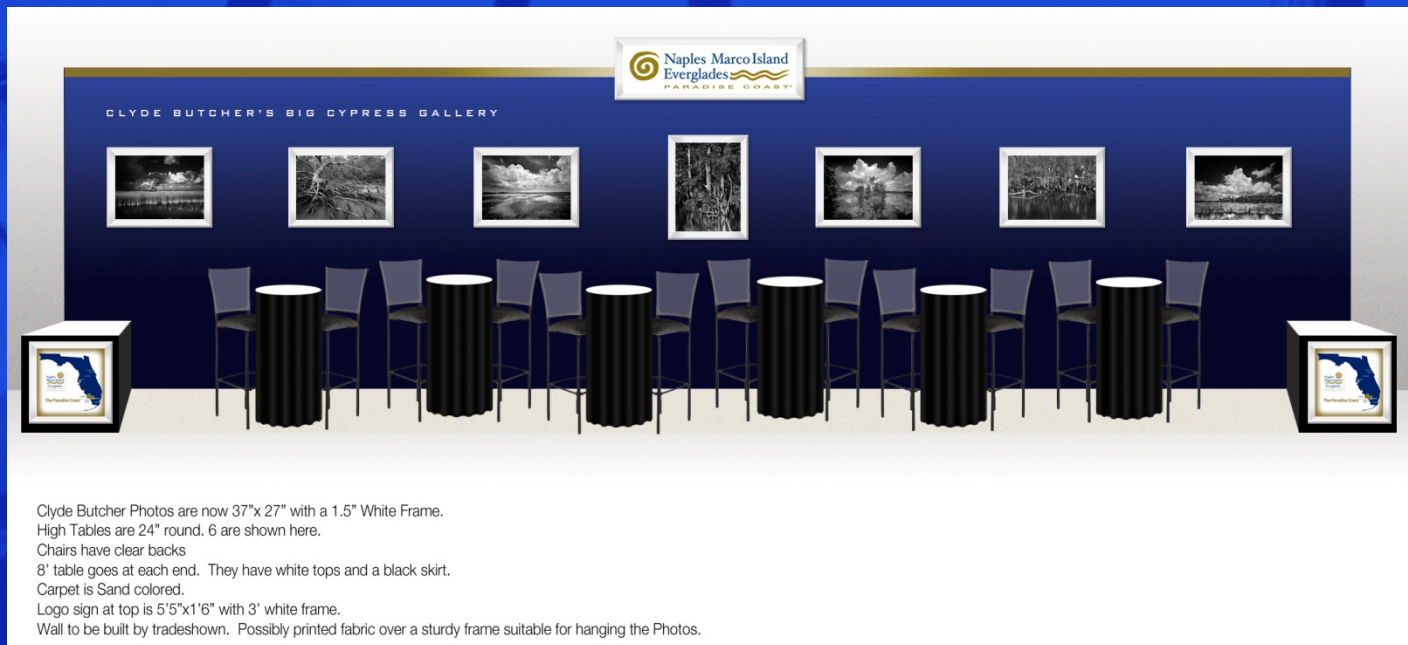
- Wedding E-Blast
- British In-Flight Ad
- Kid Friendly Web Banner



What **Kids** want in a Florida Vacation

Tradeshow Display

- Clyde Butcher Tradeshow Display





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