



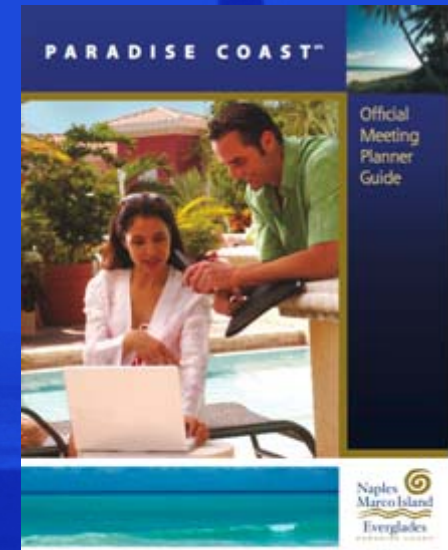
Paradise

**Monthly Review
Naples, Marco Island & the Everglades
TDC Meeting**

February 19, 2008

2008 Official Meeting Planner Guide

- Insert 16-page guide
- 42,000 in May issue of Successful Meetings
- 22,000 in June issue of Meetings News
- 10,000 Overrun for fulfillment to inquiries
- Free Listing for properties and support services



UK In-Flight Program

- 1,000,000 passengers on in-bound charter flights into Orlando and Sanford Airports
- :30 second video
- Ad in British Visitor Handbook
- Information handed out at welcome center desk
- Featured in car rental collateral



2008 V.I.P. Promotion

- 25,000 printed cards
- Over 70 participants
- Distributed through visitor centers
- Promoted through ads and website
- Offered between May 1 to October 15



New Creative

- Media Type
- Leisure Marketing
- Niche Media
- Promotion

Leisure Marketing

Consumer Magazines

- Chicago Tribune



*Mykonos Beach - 14.5 a.m.
Swaying gently with the breeze,
Kary's 20 spent more time just enjoying island.*

There's still a place in Florida where great vacations are about winding down, gaining perspective, reconnecting. Here the water is a little calmer, the beaches a bit more secluded, and the escape, way more enjoyable.

Discover Florida's Last Paradise™ | www.at.ParadiseCost.com or 1-800-2-escape

| | | |
|--|---|--|
| Community Resort & Conference Center A full-service resort with a 100,000 sq. ft. convention center, 180 guest rooms, and a 200-room hotel. Located on a 100-acre site with a beautiful view of the ocean. | Residence Resort A 100-unit resort with a full-service restaurant, a pool, and a fitness center. Located on a 100-acre site with a beautiful view of the ocean. | Classic Club Resort of Naples Bay A 100-unit resort with a full-service restaurant, a pool, and a fitness center. Located on a 100-acre site with a beautiful view of the ocean. |
|--|---|--|

The Niche Media Travel Agent Directories

- TIA Discover America



The Niche Media

Niche Markets

- ECO
 - Undiscovered Florida



By Cypress National Preserve 1:39 p.m.
Up to your knees in Florida adventure.
Next stop? The hotel spa.

VIP Plan your getaway online today and get over \$3000 in destination savings, including upgrades and extra values. For details and list of participants log on to www.ParadiseCoast.com/VIP

Discover Florida's Last Paradise™ | www.usl.ParadiseCoast.com or 1-800-3-escape

Naples Marco Island Everglades
PARADISE COAST

Sea at Pelican Key
Multiple home offering various accommodations at the edge of cypress wetlands just south from the beach. Making dinner for 10 people and more.
www.usl.paradise.com
1-239-587-8777

Leisure Marketing

Newspaper Domestic

- St. Petersburg Times
- TMG Out of State Insert
- Spring Instate Insert Collinson

10:00 Lakeside - 9:55 a.m.
 Hooking into a biggish school of snook.



Discover a place that delivers more thrills per angler than anywhere in the state - from freshwater to deepwater. Find great local guides, plus places to stay and launch. There's fun after your time in the sun too.

Discover Florida's Last Paradise!
www.up.ParadiseCase.com
 1-888-3-escape



Morco Lakeside 1:30 pm
 Tipping on your sand, as well as your heart.



Discover Florida's Last Paradise!
 Naples Marco Island
 Naples Marco Island Everglades
www.NaplesMarco.com | 1-888-3-escape

Naples Beach 1:45 pm
 Enjoying gently with the breeze. Monday 2:30 pm and 3:00 pm. Just being around.



There's still a place in Florida where great vacations are about enjoying them, getting perspective and enjoying your business. Here, the water is a little calmer, the beaches a lot more secluded, and the escapes, way more enjoyable.

Plan your getaway online today and get over 1,000 in destination savings, including upgrades and priority service. The details and list of participants. Log on to www.ParadiseCase.com VIP.

Call 1-888-3-escape for a Free Escape Guide or visit online at www.ParadiseCase.com



Promotion

- Wedding E-Blast Extension





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