



Collier County Commission & Tourist Development Council Joint Workshop

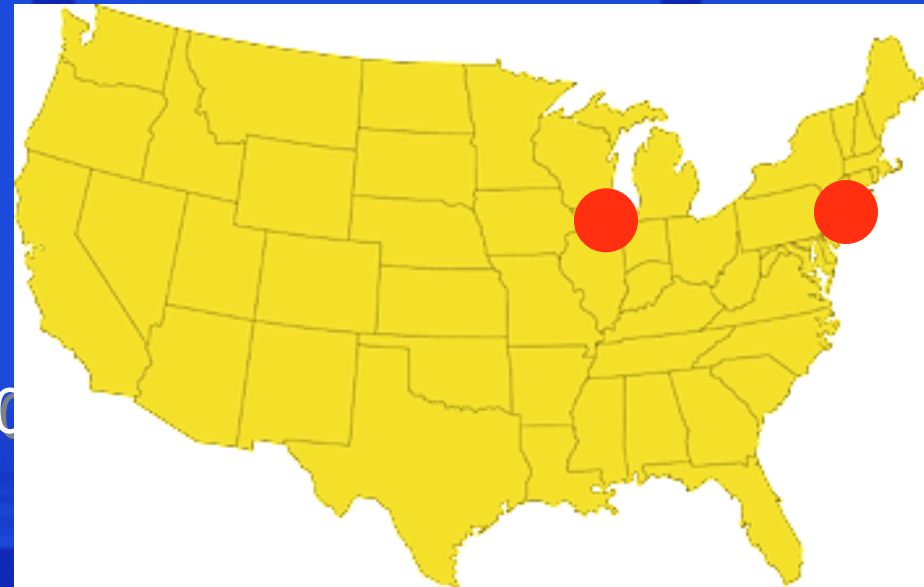


February 19, 2008

2007 Marketing Review

Promotional Opportunities

- High Season Campaign
 - Geographic: New York, Chicago
 - Timing: First and second week of January
 - Media:
 - Television
 - Online
 - E-blast
 - Direct Mail
 - Estimated Budget: \$150,000



2007 Marketing Review

- Integrate: Multimedia Campaign
 - Leisure
 - a) Television
 - b) E-Blasts
 - c) Online sites
 - d) Newspaper
 - e) Direct mail
 - f) Promotions
 - g) Public Relations
 - h) Sales Efforts
 - Meeting Planners/Group
 - a) Sales Blitz
 - b) E-Blasts
 - c) Direct Mail
 - d) Sports Marketing



2007 Marketing Review

Guerilla Marketing:

- Partner promotions:
 - Partners: Hotels, airlines, retail
 - Media: newspapers, consumer pubs, trade pubs, niche pubs, online

2007 Marketing Review

Brand presentation & refinement



2007 Marketing Review

Successful Results

Tax

- \$14,343,027 +3.6%

Spending

- \$791,161,855 +6.3%

2007 Marketing Review

HSMAI Adrian Award

Gold

- Print Campaign

• Silver

- Television (Swamp Walk)
- Print (Beach Campaign)
- Print (Swamp Walk)
- Television Campaign

Bronze

- Overall Campaign
- Print (Hammocks)
- Print (Couple Stone Crab)

2007 Marketing Review

The Flagler Awards

- Finalist – Destination Video
- Finalist – Times Square Super Sign
- Finalist – Television Branding Spot
- Finalist – Public Relations New York Times 36 Hours

2007 Marketing Review

The Telly Awards

- National Finalist – Television Complete Campaign
- National Finalist – Television Branding Spot
- National Finalist – Television Branding Spot
- National Finalist – Television Branding Spot

2007 Marketing Review

The Addy Awards

- Silver – Print Campaign
- Silver – Photography



Collier County Commission & Tourist Development Council Joint Workshop



February 19, 2008