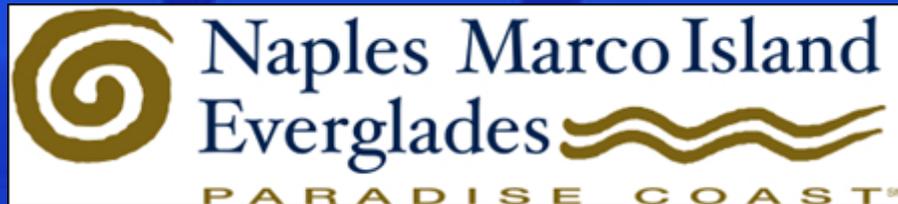




Collier County Commission & Tourist Development Council Joint Workshop



February 19, 2008

2008 Marketing

- Totally Integrated Marketing Plan
 - Co-op Ads
 - Public Relations
 - Sales & Tradeshow
 - Film Commission
 - Sports Marketing
 - Website
 - Emergency Campaign

2008 Creative & Production

2007 Brand presentation & refinement

Big Cayman Parasail - 10:30 pm
The air was thick in Paradise's adventurous heartland. The sun had set.



We chose the setting as there has been no marketing in the history of your brand and we were given the chance to create that one and create, create, create and put the customer and the experience into the brand and create something new. **Paradise Florida's Last Paradise** | www.paradiseflorida.com | 1-800-2-FLORIDA



Marco Island - 5:32 pm
Tugging you into sunny, as if it's your heart. So it's always in Paradise's girl.





Marco Island - 5:32 pm
The girl from the hotel's adventure - a girl who's been to the Everglades before.



The girl from the hotel's adventure - a girl who's been to the Everglades before. **Paradise Florida's Last Paradise** | www.paradiseflorida.com | 1-800-2-FLORIDA



Naples - 10:21 am
A piece from the best beach walking with you. So it's always in Paradise's girl.



A piece from the best beach walking with you. So it's always in Paradise's girl. **Paradise Florida's Last Paradise** | www.paradiseflorida.com | 1-800-2-FLORIDA



Naples - 10:21 am
Sitting gently under the breeze. Feeling so good, more like, just being here.



Sitting gently under the breeze. Feeling so good, more like, just being here. **Paradise Florida's Last Paradise** | www.paradiseflorida.com | 1-800-2-FLORIDA



Naples - 10:21 am
There's no need for what you've got when you're in the heart of the Everglades. Just what you need, when you're in the heart of the Everglades.



There's no need for what you've got when you're in the heart of the Everglades. Just what you need, when you're in the heart of the Everglades. **Paradise Florida's Last Paradise** | www.paradiseflorida.com | 1-800-2-FLORIDA



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Naples - 10:21 am
This is your treatment for you and the girl. Making sure the big day comes off without a hitch.



This is your treatment for you and the girl. Making sure the big day comes off without a hitch. **Paradise Florida's Last Paradise** | www.paradiseflorida.com | 1-800-2-FLORIDA



Marco Island - 5:32 pm
Another view of the Everglades. Considering the plan for the day's last time.

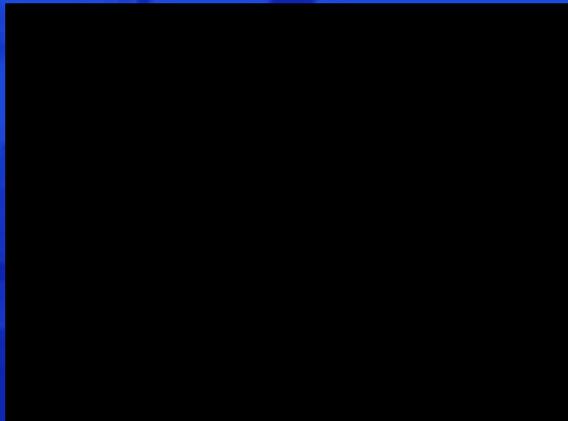
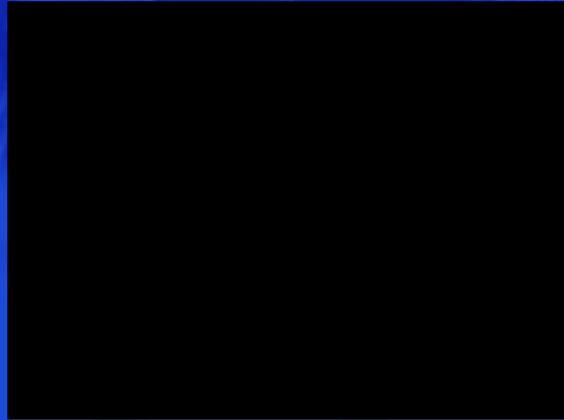


Another view of the Everglades. Considering the plan for the day's last time. **Paradise Florida's Last Paradise** | www.paradiseflorida.com | 1-800-2-FLORIDA



2008 Creative & Production

Television Commercials



2008 Marketing

- HIT Campaign
 - Television
 - Online
 - E-blast
 - Direct Mail
 - Newspaper

2008 Marketing

- Domestic US
 - Newspaper Co-op Partnerships
 - Consumer Magazine Co-op Partnerships
 - Consumer Directories
 - E-Marketing

2008 Marketing

- Niche Markets
 - Golf
 - Bride
 - Eco /Fishing
 - Senior
 - Shopping
 - Cultural
 - Hispanic



2008 Marketing

- Travel Agent Trade Pubs/Online
- Group Corporation/Associations
 - Directories
 - Trade Pubs
- Sports Marketing Trade Pubs

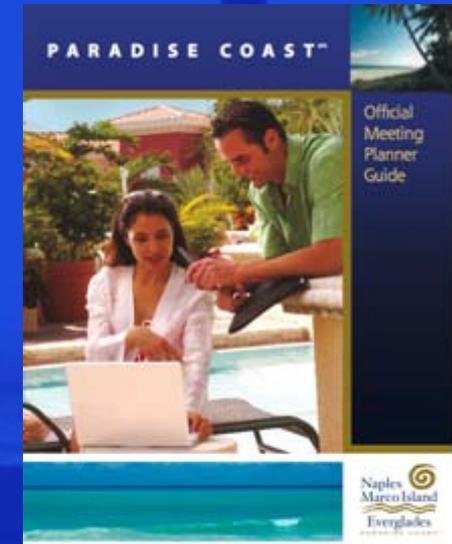


2008 Marketing

- International
 - Directories
 - Online
 - Travel Trade Pubs
 - Consumer Pubs

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



2008 Golf Guide

- 16-page stand alone piece
- Distributed to 5,000 golf show leads
- Database of northern market golfers

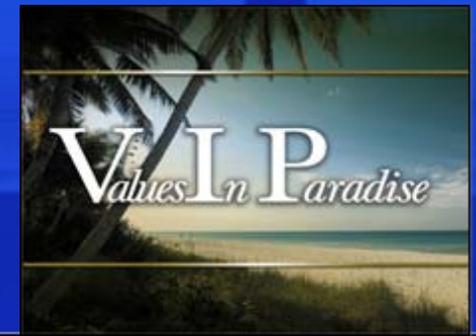
UK In-Flight Program

- 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





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