



Paradise

Monthly Review
Naples, Marco Island & the Everglades
TDC Meeting

March 24, 2008

New Creative

- Media Type
- Leisure Marketing
- Summer Geographic Hit Campaign
- Niche Media
- Website

Leisure Marketing

Newspaper Domestic

- St. Petersburg Times – Budget Travel
- Ft. Lauderdale Sun Sentinel
- Downtowns and Small Towns
- USA Today

Marco Island. 5:32 p.m.
*Tugging on your arm,
 as well as your heart.*



Show her where magic castles are made of sand, and princesses fly over golden beaches. Give her a vacation with memories she'll never forget.

VIP Plan your getaway online today and get over \$3000 in savings including upgrades and extra values. Log on to www.ParadiseCoast.com/VIP for details and list of participants. Discover Florida's Last Paradise™
www.sp.ParadiseCoast.com | 1-800-2-escape



Marco Island. 5:32 p.m.
*Tugging on your arm,
 as well as your heart.*



Show her where magic castles are made of sand, and princesses fly over golden beaches. Give her a vacation, filled with trips to the zoo, Everglades adventures, souvenirs, and memories she'll hold forever.

VIP Plan your getaway online today and get over \$3000 in 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.fl.ParadiseCoast.com | 1-800-2-escape




Naples Marco Island Everglades PARADISE COAST

Discover Florida's Last Paradise™
www.ds.ParadiseCoast.com

Naples Beach - 10:26 a.m.
*Swaying gently with the breeze.
 Vowing to spend more time
 just hanging around.*



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

Naples Marco Island Everglades PARADISE COAST

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

Leisure Marketing

Consumer Magazine

- Southern Living South Atlantic Region Travel



*Naples Beach - 10:26 a.m.
Perfecting the fine art
of just hanging around.*

VIP

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

Discover Florida's Last Paradise™
www.sl.ParadiseCoast.com | 1-800-2-escape

 **Naples Marco Island
Everglades
PARADISE COAST**

Leisure Marketing

Consumer Directory

- Great Florida Getaways
- VISIT FLORIDA Special Interest Publication “Beaches”



Naples Beach - 10:15 a.m.
Camping family style, 200.00 average. Young 20 spend more time. Just. Anying account.

Cherter Club Resort of Naples Bay
 Naples Bay Resort, Naples
 Naples Bay Resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool. The resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool. The resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool.

Doubletree Coast Salts, Naples
 Naples Bay Resort, Naples
 Naples Bay Resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool. The resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool.

In at Palm Bay
 Naples Bay Resort, Naples
 Naples Bay Resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool. The resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool.

There's still a place in Florida where great vacations are about relaxing, strolling, gaining perspective and recharging your batteries. Here, the water is a little calmer, the beaches a bit more secluded, and the excursions just a bit more enjoyable.

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

Naples Marco Island Everglades
 Naples Marco Island Everglades



Naples Beach - 10:15 a.m.
Camping family style, 200.00 average. Young 20 spend more time. Just. Anying account.

Cherter Club Resort of Naples Bay
 Naples Bay Resort, Naples
 Naples Bay Resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool. The resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool.

Doubletree Coast Salts, Naples
 Naples Bay Resort, Naples
 Naples Bay Resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool. The resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool.

In at Palm Bay
 Naples Bay Resort, Naples
 Naples Bay Resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool. The resort is a 400-room resort with a 100,000-sq-ft spa and 100,000-sq-ft pool.

There's still a place in Florida where great vacations are about relaxing, strolling, gaining perspective and recharging your batteries. Here, the water is a little calmer, the beaches a bit more secluded, and the excursions just a bit more enjoyable.

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

Naples Marco Island Everglades
 Naples Marco Island Everglades

Summer Geographic Hit Campaign

Television

- National Cable Networks
 - Travel Channel, Discovery Channel
- Local Markets
 - Atlanta, Miami / West Palm Beach, New York
 - Chicago, Orlando, Tampa / St. Petersburg

The Niche Media

Niche Market - Senior

- AARP Mid-Atlantic



*Keewayden Island - 1026 a.m.
A perfect beach. Perfect shells.
The perfect time with each other.*

VIP
Travel and more

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.aarp.ParadiseCoast.com or 1-800-2-escape

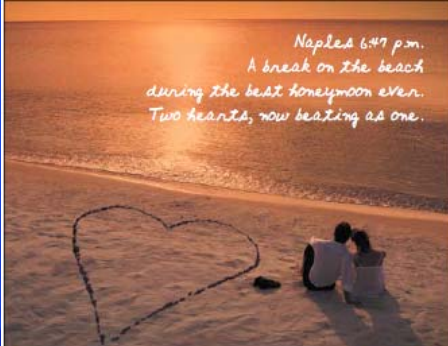
Naples Marco Island Everglades
PARTNER WITH US TODAY

Charter Club Resort of Naples Bay
Bayfront relaxation. Spacious condos with views of Naples Bay, Footside Tiki Bar & Grill. Close to shopping, dining and beaches. AAA 3-Diamond rated.
www.CharterClubResort.com
1-866-891-4696

The Niche Media

Niche Market - Bridal/Honeymoon


- Bridal Guide



*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.wed.ParadiseCoast.com or 1-800-2-escape

 Naples Marco Island Everglades

Website

- Branding



The screenshot shows the homepage of the Florida's Last Paradise website. At the top left is the logo for Naples, Marco Island, and Everglades, with the text "PARADISE COAST" below it. To the right of the logo is the heading "Welcome to Florida's Last Paradise™". Below this is a large banner image of a woman relaxing in a hammock on a beach. Underneath the banner is a navigation menu with links: "Things to Do | Where to Stay | About The Area | Calendar of Events | Travel Pros | Media Center | Meeting Planners | Contact Us". Below the navigation menu is a search bar with the text "83F / 17C" and "The Official Visitor Information Site for Naples, Marco Island & the Everglades". On the left side, there is a "Quick links" section with a list of links: "Book Your Hotel", "Vacation Packages", "Golf Packages", "Great offers", "Order a Guide", and "Travel Manager". Below the quick links is a map of Florida with a blue dot indicating the location of the Paradise Coast, and a link "Paradise Coast Click to enlarge". Below the map is a promotional banner that says "You could Win a Wedding in Paradise!". On the right side, there is a main content area with the text: "Florida's Paradise Coast brings together the natural wonder and wildlife of the Everglades with the spectacular white sand beaches of Naples and Marco Island at the southwestern tip of Florida's Gulf Coast. Whatever your vacation dreams may be, you'll find them fulfilled in Florida's Last Paradise of Naples, Marco Island and the Everglades." Below this text are four categories: "Beaches" with an image of a family on a beach, "Dinning" with an image of a couple dining, "Golf" with an image of a golf ball on a green, and "Shopping" with an image of a woman shopping. At the bottom of the page is a footer with links: "Naples Hotels | Marco Island Hotels | Everglades Hotels | Golf Courses | Naples/Everglades Guide | Site Search | Privacy Policy".



Paradise

Monthly Review
Naples, Marco Island & the Everglades
TDC Meeting

March 24, 2008