



Paradise

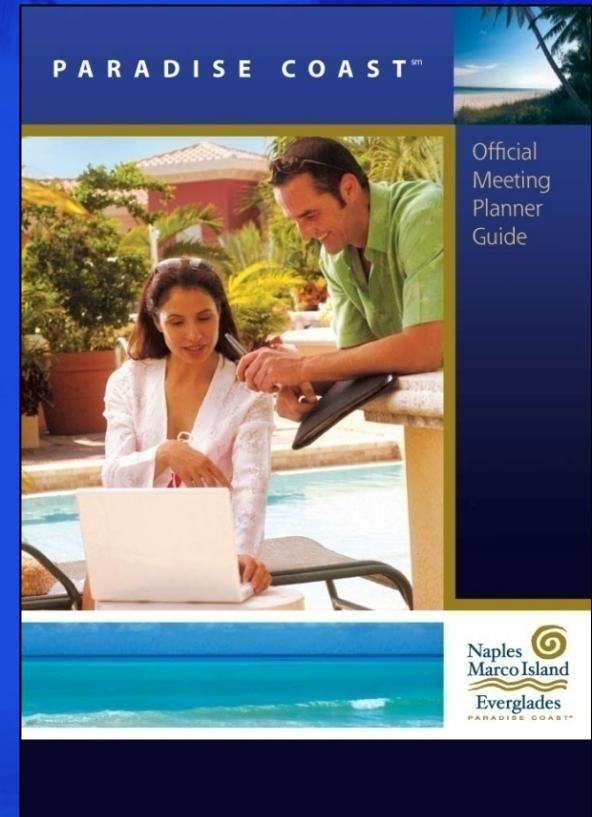
Monthly Review
Naples, Marco Island, Everglades CVB
TDC Meeting

April 28th, 2008

Meeting Planner Guide

16 Page 4-color Guides

- 64,000 Inserts
 - May issue of *Successful Meetings*
 - June 16th issue of *Meeting News*
- Additional 11,000 for fulfillment and trade shows



Meeting Planner Guide

Right This Way, Please

Waterfront cafes, lavish hotel dining rooms, romantic seaside restaurants, European-style bistros, elegant steakhouses, seafood grills, casual pubs, trendy trattorias... The list of The Paradise Coast's restaurants is a lengthy one giving groups a wealth of divergent dining experiences. Whether it's dining al fresco under the stars, sipping fine wines at a plush gourmet room or enjoying Florida stone crab claws and frozen margaritas on a veranda overlooking the bay, The Paradise Coast can accommodate a wide variety of discerning tastes and desires.

Enhancing the appeal is the buyout possibilities at many restaurants and the proximity of

Dining



several restaurants providing progressive dining and dine-around opportunities. The upscale restaurants on Fifth Avenue South and Third Street South offer planners an impressive line up of restaurants that tout creative chefs, innovative haute cuisine and impressive wine lists. In addition, several restaurants in the Naples area offer private rooms for meeting functions or dining. What truly sets The Paradise Coast's dining scene apart are the numerous independently owned restaurants, the eateries run the gamut from exquisite Italian, French, Greek and other ethnic restaurants and tearooms to wine, sushi and oyster bars as



Savor The Season

Stone Crab season runs mid-October to mid-May and the delicacy is featured at many restaurants on The Paradise Coast.

well as local, indigenous cuisine utilizing only the freshest ingredients. Naples Originals, an association of 45 independent restaurants, (www.naplesoriginals.com) introduces planners to the various options available with links to member restaurants' Web sites and menus, an events calendar and information on gift certifi-

cates for incentives. For the steak connoisseurs in your group, Shula's, one of America's top-five steak houses, is located on the lobby level of the Hilton Naples. Seafood devotees will love Truluck's Naples, where fresh favorites like crab, lobster, fish and shrimp are expertly prepared nightly.



Groups of up to 100 with a variety of indoor and outdoor spaces

Enjoy festive dining at the authentic McCabe's Irish Pub, right on site.

Put your group in the heart of Old Naples.

Directly on stylish Fifth Avenue, the Inn on Fifth puts your group right where it can feel every pulse of Naples' heart. Perfectly suited for groups up to 100, the Inn's Mediterranean



charm adds a feeling of elegance to every meeting and event. Indoor and outdoor settings, full catering, A/V and Wi-Fi capabilities, attentive service and professional group planners on site.

698 5th Avenue South, Naples | (239) 403-8777 or (888) 403-8778 | www.innOnFifth.com | Sales@innOnFifth.com

Meet The Neighbors

Part-time residents of The Paradise Coast include Mike Ditka, Larry Bird, Steven Spielberg, Bob Seger, Neal Boortz and Judge Judy Sheindlin.



Bellaser Hotel



This luxurious hotel in Naples features condominium suites with full home amenities, 4,000 square feet of meeting space, wireless internet and complete business services.

221 9th Street South • Naples, FL 34102
 Tel 239.280.1790 Toll-Free 800.548.5284
 Fax 239.649.6233
naplessales@sunsetstream.com
www.bellaserinaples.com

2008 Paradise Coast Meeting Guide

www.ParadiseCoast.com or 1-800-830-1760

6th Annual Collier County Tourism Week



Promotional/Event materials for May 14th Tourism Week
Celebration include...

- Invitation and 2 E-blasts
- Program and Fact Card
- PowerPoint Presentation template

6th Annual Collier County Tourism Week



Hughes on the Gulf

Collier County Tourism
 TAKING OUR PLACE IN HISTORY

🌀 **Save the date!** 🌀


Join us for the
**6th Annual Collier County Tourism Week
 & Tourism Star Awards**
May 14, 2008 | Marco Island Marriott Beach Resort

Join us as we recognize the local stars of tourism and
 celebrate the contribution the industry has made to

Impact of Tourism Press Conference 1
 Registration & Networking 1
 Luncheon & Awards 1

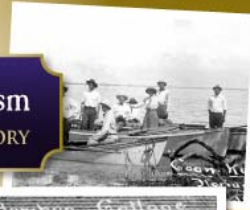




Keynote speaker: Doris Reynolds, City of Naples Hist
 Author of "When Peacocks Were Roasted and Mullet"
 \$30 per person at the door.
 RSVP: 239-252-2384 or KellyGreen@CollierC





Collier County Tourism
 TAKING OUR PLACE IN HISTORY

*6th Annual
 Collier County
 Tourism Week
 Celebration*

Spring/Summer Campaign

Top Markets

In State

- Miami/Ft. Lauderdale
- West Palm Beach
- Orlando
- Tampa/St. Petersburg

Out of State

- New York
- Chicago



*Vowing to spend more time
just hanging around.*

A Getaway, Not Faraway.
Paradise CoastSM

Naples
Marco Island
Everglades
PARADISE COAST



Click to Discover Florida's
Paradise CoastSM



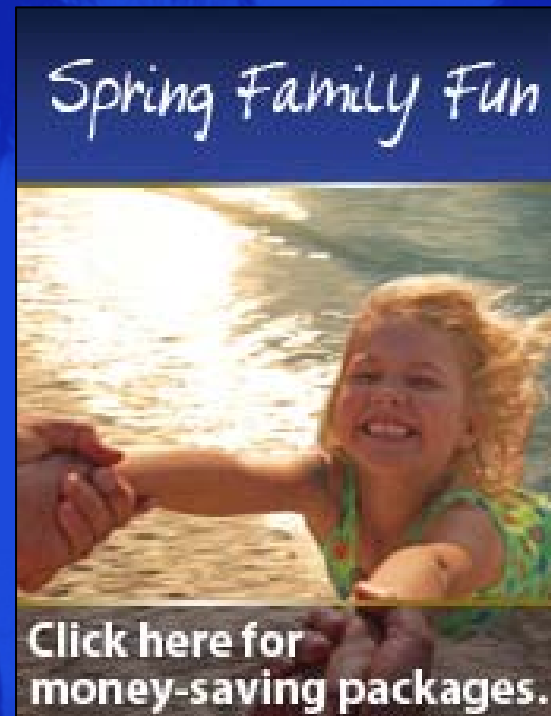
Spring/Summer Campaign

Timing

- April – September 2008

Media

- TV
- Online/CVB landing page
- Magazine/Newspaper
- E-blasts



V.I.P. Program



- Up to \$3000 in savings
- More than 75 promotional offers from local area businesses
- Distributed at area chamber visitor centers

V.I.P. Program



Components

- Card includes promotions and locations map
- Point-of-Sale
 - Table Topper display for visitor centers
 - Decal for participating businesses

V.I.P. Program

Online Components

- All media directs consumers to V.I.P. landing page
- Link to web pop-up map with visitor center locations



The screenshot shows the Florida's Paradise Coast website. The main heading is "WELCOME to Florida's Last Paradise" with the subtitle "The Official Visitor Information Site for Naples, Marco Island & the Everglades". A prominent banner features a woman in a black swimsuit in the water, with the text "Plan on the VIP treatment". Below this, it says "Make your trip to the Paradise Coast SM one to remember. Get over \$3,000 in destination savings with the Paradise Coast VIP card. Savings include upgrades and extra values."

Below the banner, there is a section titled "All you have to do is pick up your VIP card once you arrive. Cards are available at area Visitor Centers. Valid May 1st through October 15th 2008." followed by a link "For a map and directions to our Visitor Centers, [click here.](#)"

Further down, it states "You'll find great offers from fine establishments offering all you want to see and do in Naples, Marco Island and the Everglades. Below are examples of the special offers you can receive – just by coming here and being our guest!"

Sponsored by:

- The Greater Naples Chamber of Commerce
- Disruptive Hotels
- MARCO ISLAND CHAMBER OF COMMERCE
- Everglades Area Chamber of Commerce

Naples

- Accessories on 5th**
20% OFF all regular priced shoes
779 5th Ave S, Naples FL 34102
238-434-0700
- Adventure Training Concepts**
Save 10% on Teambuilding and Leadership programs on groups of 10 or more. Not valid for use with any other A.T.C. promotion.

On the right side of the page, there is a "Travel Manager" section with a "View Items" link and a "Login or Register" link. The top navigation bar includes links for "Getting Started", "Latest Headlines", "AMB Personal Banking", "Inn on Fifth Naples...", "Miles Media - Uploa...", and "Florida's Paradise Co...".

Media Recap

- Leisure Marketing
 - Niche Media
 - Geographic HIT

TOTAL: \$1,546,000

- Group/Business \$89,000
- International \$145,000

TOTAL BUDGET \$1.7 million



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