



Paradise

Monthly Review
Naples, Marco Island, Everglades CVB
TDC Meeting

May 19th, 2008

V.I.P. Program

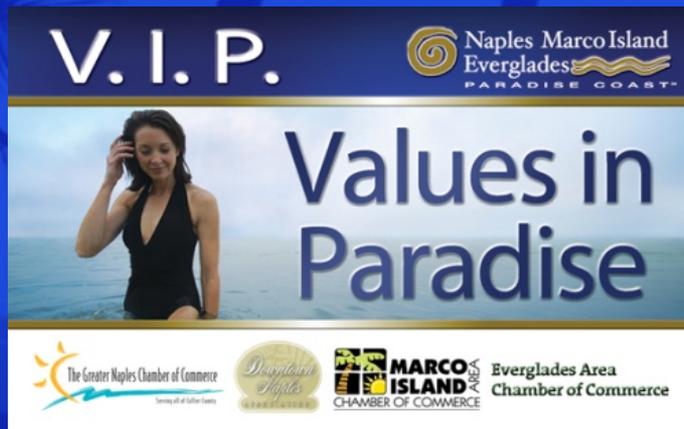


- Up to \$3000 in savings
- More than 75 promotional offers from local area businesses
- Distributed at area chamber visitor centers

V.I.P. Program

V.I.P. Card

Folds out to show promotions and locations map



V.I.P. Program

V.I.P. Card

Naples

Activities

1. A&B Charters Inc.
\$25.00 discount on 12 day charters and \$50.00 off full day trips for up to 10 passengers.
625 14th Ave Naples, FL 34102
www.aandbcharters.com
877.263.2320

2. Accessories on 5th
20% OFF all regular priced shoes.
729 5th Ave S, Naples, FL 34102
www.a34.com
239.434.7000

3. Adventure Training Concepts
Save 10% on Team Building and Leadership programs in groups of 10 or more. Not valid for use with any other A/C promotion.
PO Box 990733, Naples, FL 34116
www.adventuretrainingconcepts.com
239.537.0350

4. Barry University
We will waive Barry's \$30.00 Application Fee to those interested in enrolling with Barry University during Summer 2008 or Fall 2008 Semester.
7001 Lee Cultural Parkway Bldg A-147, Naples, FL 34113
www.Barry.edu
239.732.9310

5. BetterLife Respiratory & Medical Supply
15% discount off C/PAP service & accessories. Free in home consultation for women's Breast Care Products & 10% off purchases.
411 Enterprise Ave #213, Naples, FL 34104
www.betterlifemedical.com
239.398.0052

6. Big Cypress Market Place
Receive 10% OFF any bottle wine at the Big Cypress Winery.
220 Bayside Rd Naples, FL 34114
www.bigcypressmarketplace.com
239.741.1690

7. Conservancy of Southwest Florida
FREE Adm. admission 17 & under.
1450 Kenneth Dr. Naples, FL 34102
www.conservancy.org
239.262.0304

8. Florida Wilderness Expeditions, Inc.
Experience one of the largest tropical wildernesses in the continental U.S.
10% Discount during the Summer.
Port of the Island Marina, 522 Newport Dr, Naples, FL 34116 (Just off the Tamiami Trail)
Land: 239.289.9999 or Sea: 954.383.9963

9. Holocaust Museum of SW FL
FREE Admission to all conferences.
4765 Tamiami Trail NW #115, Naples, FL 34105
www.myswfl.com
239.263.9200

10. Look-A-Likes Quality Designer Replicas
50% OFF any item in store. Not to be combined with any other discount offer.
340 N Tamiami Trail, Naples, FL 34102
www.6495.1968

11. The Name Game
The Name Game is a unique and enjoyable gift program. Visit this Naples' FREE personalization! 20% OFF one regular price item.
729 5th Ave S, Naples, FL 34102
www.thenamegame.com
239.434.2562

12. Naples Air, Inc.
Barnstorm the Beach in a classic open cockpit biplane while enjoying popcorn and delightful Swiss S10 - \$15 OFF a flight.
200 Aviation Dr, Naples, FL 34104
www.naplesairinc.com
239.403.4838

13. Naples Historical Society
Tour Palm Cottage "House Museum and The Norm Gardens" for \$7, over 12 hrs in savings. Valid May 1, 2008 to October 15, 2008.
137 12th Ave S, Naples, FL 34102
www.napleshistoricalsociety.org
239.261.8164

14. Naples Princess
Buy 1 Get 1 1/2 price on any lunch or sightseeing cruise. Not valid on holidays or specialty cruises.
550 Tropic Of Capri Way, Naples, FL 34102
www.naplesprincesscruises.com
239.649.2275

15. Naples Transportation Shows & Event Planning
AAA approved occasions. Trolley tours of Naples are \$5.00 OFF per adult. Everglades tours are \$10.00 OFF per adult. 1/2 day or 3/4 day. Suggested tours of Naples are \$10.00 OFF per adult. Everglades and Segway tours require 24 hour advance reservation. Trolley tours are not done during times:
10:00-6:00 Ave S, Naples, FL 34102
www.naples.com
239.263.7300

16. Naples Zoo at Caribbean Gardens
\$1.00 Off Adults, \$1.00 Off Children, \$1.00 Off per adult. Not valid on holidays or special events.
1590 Goodlette-Frank Rd, Naples, FL 34102
www.napleszoo.com
239.263.5409

17. Rokeya Bay Environmental Learning Center
Enjoy exhibits, audio, programs, and shop. Buy 1 Get 1 FREE admission \$5.00.
300 Towhee Ln, Naples, FL 34113
www.rokeyabay.com
239.417.6310

18. Salon Soleil
20% OFF of any hair or spa services for new clients.
5200 Tamiami Trail N Suite 101, Naples, FL 34109
www.salonsoleil.com
239.261.3309

19. Weekends
20% OFF all regular priced merchandise.
647 5th Ave S, Naples, FL 34102
www.6495.1755

20. What a Girl Wants?
Bring this coupon in to receive a 20% discount on any purchase of \$40 or more. Excludes already discounted and/or sale items.
4254 Naples Blvd #14, Naples, FL 34109
www.239.593.1139

21. Bayfront Inn Fifth Avenue's Tropical Bamboo Grill
Get a 20% discount on all lunch and dinner entrees at the water side Tropical Bamboo Grill at the Bayfront Inn from May 1 to Oct 31. Cannot be combined with any other offer.
1202 5th Ave S, Naples, FL 34102
www.bayfrontinnnaples.com
800.382.7941

22. Bistrot 821
20% OFF check with purchase of at least 1 entrée (excluding Happy Hour, and any other special promotions).
821 5th Ave S, Naples, FL 34109
www.bistrot821.com
239.261.1221

23. Corks on 5th Steakhouse & Seafood Grill
FREE bottle of quality wine (up to a \$40 value) with purchase of 2 entrees.
862 5th Ave S, Naples, FL 34102
www.corkson5th.com
239.403.7770

24. The Dock at Crayton Cove
FREE appetizer with purchase of 2 entrees.
845 7th Ave S, Naples, FL 34102
www.dockcraytoncove.com
239.263.9940

25. Grouter & Chips - Downtown
20% OFF check with purchase of 2 or more items. Not to be combined with any other offer.
333 5th Ave S, Naples, FL 34102
www.grouterandchips.com
239.643.4577

26. Grouter & Chips - North Naples
20% OFF check with purchase of 2 or more items. Not to be combined with any other offer.
1171 Thonon Pl Blvd, Naples, FL 34110
www.239.594.0161

27. Olio on Naples Bay, Naples Bay Resort
Celebrate Foods of the Sun. Receive a complimentary appetizer with purchase of 2 dinner entrees.
1490 5th Ave S, Naples, FL 34102
www.olioonthebay.com
239.530.1199

28. Ristorante Ciao
FREE signature dessert with each entrée ordered.
855 4th Ave S, Naples, FL 34102
www.ristorantecliao.com
239.263.3889

29. Riverwalk at Tin City
FREE appetizer with purchase of 2 entrees.
1200 5th Ave S, Naples, FL 34102
www.riverwalktinacity.com
239.263.2734

30. Bellasera Hotel
20% OFF our best available rates from 5/1/08-10/15/08. Book online and use special rate VIP. This offer subject to availability.
221 9th St S, Naples, FL 34102
www.bellasera.com
239.649.7333 / 888.612.1115

31. Charter Club Resort Of Naples Bay
Starting 9/1/08, furnished two bedroom condos with kitchens just a people! (Book 3 or more nights, stay between May 1, 2008 thru October 31, 2008)
1000 10th Ave S, Naples, FL 34102
www.charterclubresort.com
1.866.491.4696

32. Courtney by Marriott Naples
Complimentary breakfast for adults, and up to 2 children. Rate per night \$95 from May to October.
239.525.4103
www.marriott.com
239.434.8700

33. Avant-Garde Images, Inc.
Receive a FREE 8x10 with your paid family portrait session. Beach sessions are available! Offer good June 1, 2008 until September 15, 2008 with the CRP VIP card. Based on photographer availability. Valid of the 8:10-5:20 300 5th Ave S #101-140, Naples, FL 34102
www.avantgardeimages.com
239.263.7001

34. Photo Photography
15% discount on services related to photography products and packages.
2280 Tropicana Dr W, Naples, FL 34102
www.bgorphotography.com
239.919.2290

35. Karen Walsh Haupt Custom Fine Art and Photo Artistry
FREE 10x10 print with standard photo shoot. \$150.00 value. FREE 16x20 print with any commissioned fine art portrait. \$375.00 value.
www.kwhfineart.com
800.743.1010

36. Bayfront Inn
\$350 "Make a Memory" package includes: 2 nights luxury bay view room, 560 food credit to Bamba, Choice of Sunset Cruise or Trolley tour. Additional discount available for Sunday/Monday arrivals. Package available from May 1-Oct 31.
1221 5th Ave S, Naples, FL 34102
www.bayfrontinnnaples.com
800.382.7941

37. Gondolier Apts & Inn
Pay for 3 nights and get the 4th night FREE. Also Pay for 5 nights and get 2 nights FREE. Based on a Studio Efficiency for party of 4. Queen bedded kitchen/bath with shower/3 blocks from beach and 5th Avenue South. January rates is \$139 per night. May rate is \$79 per night.
407 8th Ave S, Old Naples, FL 34102
www.gondolierinn.com
239.262.4858

38. GreenLinks Golf Resort & Conference Center
Complimentary upgrade from a standard two bedroom unit to a two bedroom plus unit with golf course view. Discounted Golf Fees. Based on availability.
7995 Mahogany Run Ln, Naples, FL 34113
www.greenlinksnaples.com
888.992.2999

39. Hawthorn Suites of Naples
15% OFF all Suites including Full Hot Breakfast Buffet Daily. FREE Internet. Newly Upgraded Property. Valid May 1 - Oct 31, 2008.
4057 Park Ridge Rd, Naples, FL 34109
www.hawthornnaples.com
239.593.1300

40. Hilton Naples
Complimentary upgrade to Executive Level on availability.
5111 Tamiami Trail N, Naples, FL 34103
www.hiltonnaples.com
239.430.4900

41. Inn at Pelican Bay
Stay three nights and get the fourth FREE. Restrictions may apply. Cannot be combined with any other promotion. Four night minimum stay required. Must be booked at prevailing rate.
900 Bay Ave S, Naples, FL 34105
www.239.262.7161 / 800.255.4365

42. Doubletree Guest Suites Naples
Stay 2 nights or more and receive a \$50 credit in Charles Chang's Asian Bistro.
12200 Tamiami Trail N, Naples, FL 34110
www.doubletreenaples.com
239.593.8733

43. Inn of Naples Mediterranean style inn, newly renovated!
Offering 4 nights at published rate, 5th night FREE. Based on availability.
4055 Tamiami Trail N, Naples, FL 34103
www.innnaples.com
239.649.5500 / 800.895.8858

44. Waterside Villas
Stay 3 nights and get the 3rd Night FREE. Not valid on holidays. No Cash Value.
3963 Waterside Dr, Naples, FL 34112
www.watersidevillas.com
239.732.2007

45. Fifth Avenue Beach Club
10% OFF all week long. 22 W. 5th Avenue Beach Club, Summer rates only. Subject to availability. Summer Rates include May through September. Virtual tour available on website. Listed on rental menu bar.
550 5th Ave S, Naples, FL 34102
www.naplesbeachclub.com
239.730.0574

46. Lemon Tree Inn
Best value and great location. \$60.00 + tax. Price reflects a 20% savings!
250 3rd St S, Naples, FL 34102
www.lemontreesinn.com
239.262.1414

47. The Naples Beach and Golf Club
Sip - \$20.00 coupon to be used for any facial, massage or body treatment.
Golf - \$40.00 (anytime during the period). 18.5 - FREE bottle of house wine with the purchase of two dinner entrees.
Nurs - Great Value (5/27/08 - 9/30/08). \$179 for standard room, includes:
1) Access to Spa & Fitness Center (525 value)
2) Tennis Fee 3) Golf Green Fee (request a \$25.00 cart fee) 4) 2 Beach Chair Daily
851 Gulf Shores Blvd N, Naples, FL 34102
www.naplesbeachclub.com
239.261.2222

48. Inn on Fifth
Stay 3 nights and the fourth night will be FREE. Subject to availability. Valid May 1, 2008-October 31, 2008. Valid for advance bookings only. Book directly with hotel or via phone or on the website.
699 5th Ave S, Naples, FL 34102
www.innonfifth.com
888.403.8778

49. Park Shore Hotel
20% OFF our best available rates from 5/1/08-10/15/08. Book online and use special rate VIP. This offer subject to availability.
600 Henderson Way, Naples, FL 34103
www.parkshore.com
239.263.2222 / 800.548.2077

50. ResortQuest Naples
Receive 20% OFF Homes and 15% OFF condominiums when you stay for a week or more. Book with any other discount offer. Offer cannot be combined with any other promotion. Book dates apply and include taxes. Minimum 7- or 30-night maximum stay required.
2000 Park Shore Blvd, Naples, FL 34108
www.resortquestnaples.com
800.820.1532

51. Trianon Old Naples Hotel
10% OFF hotel; published room rate. Offer good on availability. Reservations must be booked directly with hotel.
955 7th Ave S, Naples, FL 34102
www.trianon.com
239.435.9600

52. Waterside Villas
Stay 3 nights and get the 3rd Night FREE. Not valid on holidays. No Cash Value.
3963 Waterside Dr, Naples, FL 34112
www.watersidevillas.com
239.732.2007

48. Inn on Fifth
Stay 3 nights and the fourth night will be FREE. Subject to availability. Valid May 1, 2008-October 31, 2008. Valid for advance bookings only. Book directly with hotel or via phone or on the website.
699 5th Ave S, Naples, FL 34102
www.innonfifth.com
888.403.8778

49. Lemon Tree Inn
Best value and great location. \$60.00 + tax. Price reflects a 20% savings!
250 3rd St S, Naples, FL 34102
www.lemontreesinn.com
239.262.1414

50. The Naples Beach and Golf Club
Sip - \$20.00 coupon to be used for any facial, massage or body treatment.
Golf - \$40.00 (anytime during the period). 18.5 - FREE bottle of house wine with the purchase of two dinner entrees.
Nurs - Great Value (5/27/08 - 9/30/08). \$179 for standard room, includes:
1) Access to Spa & Fitness Center (525 value)
2) Tennis Fee 3) Golf Green Fee (request a \$25.00 cart fee) 4) 2 Beach Chair Daily
851 Gulf Shores Blvd N, Naples, FL 34102
www.naplesbeachclub.com
239.261.2222

51. Park Shore Hotel
20% OFF our best available rates from 5/1/08-10/15/08. Book online and use special rate VIP. This offer subject to availability.
600 Henderson Way, Naples, FL 34103
www.parkshore.com
239.263.2222 / 800.548.2077

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800.820.1532

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10% OFF hotel; published room rate. Offer good on availability. Reservations must be booked directly with hotel.
955 7th Ave S, Naples, FL 34102
www.trianon.com
239.435.9600

54. Waterside Villas
Stay 3 nights and get the 3rd Night FREE. Not valid on holidays. No Cash Value.
3963 Waterside Dr, Naples, FL 34112
www.watersidevillas.com
239.732.2007

Marco Island

Activities

55. The Dolphin Explorer, by Sea Excursions
\$5.00 Off Regular Ticket Price. Unique Dolphin Watch & Shelling Excursion. On-board Certified Naturalist.
Rose Marco River Marina
Bald Eagle Dr, Marco Island, FL 34145
www.dolphin-study.com
239.642.6899

56. China Rose Florist
20% discount on local delivery of flower order.
678 Bald Eagle Dr, Marco Island, FL 34145
www.chinacroseflorist.com
239.642.6663

57. Everglades, Billie Swamp Safari Big Cypress Seminole Reservation
2-4 Swamp Crier Show OR Snake & Alligator Show.
Take Alligator Alley (1-75) from either Ft. Lauderdale or Naples to exit 49 (Mobile Service Plaza) then go north 19 miles to the park entrance.
www.swampcrier.com
800.946.6101

58. Everglades Day Safari
Natureside-Ad Everglades Safari. 10% OFF of our standard rate.
www.escsafaris.com
800.472.3069

59. Look-A-Likes Quality Designer Replicas
50% OFF any item in store. Not to be combined with any other discount offer.
1000 N Collier Blvd, Marco Island, FL 34145
www.cafedemarco.com
239.394.6262

60. Marco Island Clothing Co.
15% OFF.
117 S Barbard Dr, Shops of Marco, Marco Island, FL 34145
www.marcoislandclothing.com
239.642.7277

61. Make A Memory, Inc.
10% OFF all merchandise and gift baskets.
27 N Collier Blvd, Marco Island, FL 34145
www.makememory.com
239.642.8000

62. Marco Island Princess
Buy 1 Get 1 1/2 price on any lunch or sightseeing cruise. Not valid on holidays or specialty cruises.
951 Bald Eagle Dr, Marco Island, FL 34145
www.marcoislandprincess.com
239.642.5415

63. Capt. Brian's Seafood & Raw Bar - Off The Hook Comedy Club
At 4 drinks for 7 seven days a week 2:30pm-5:30pm and anyone who signs up on our VIP list will receive FREE tickets to comedy Off The Hook on Sunday night. Please go to our website for sign up.
591 S Collier Blvd Unit 218, Marco Island, FL 34145
www.captbrians.com
239.388.6900

64. Cathy O' Clarke's Irish Pub & Grill
Marco Island Irish Pub. 10% OFF. Diners not valid with any other offer.
591 S Collier Blvd, Marco Island, FL 34145
www.irishpubmarcoisland.com
239.642.9709

65. House of Mozart Restaurant
FREE glass of house wine with purchase of any regular priced dinner. Not valid with any other coupon or discount.
151 S Barbard Dr, Marco Island, FL 34145
www.houseofmozart.com
239.642.3220

63. Stop's Marine Charters Calusa Marina
\$25 private charter discount. 15% shared charter discount. Prices vary depending on activity. CALL FOR RESERVATIONS - \$3.00 min to \$60.00 per Member HIP Card when reserving charter.
Calusa Marina, Anglers Box 515, Goodland, FL 34149
www.stopsmarinecharters.com
239.394.8000

64. Veronica McNally Independent Beauty Consultant
Ladies - Receive 1 FREE facial and makeover by appointment only. FREE eyelash/wax with any purchase.
1116 Shearwaterch, Marco Island, FL 34145
www.veronicamcnally.com
239.394.6555

65. Margaret's Authentic Mexican Food
FREE bottle of wine when you buy any two entrees. Not valid with any other offer.
10600 Collier Blvd #203, Marco Island, FL 34145
www.margaritasontheisland.com
239.394.6555

66. Veronica McNally Independent Beauty Consultant
Ladies - Receive 1 FREE facial and makeover by appointment only. FREE eyelash/wax with any purchase.
1116 Shearwaterch, Marco Island, FL 34145
www.veronicamcnally.com
239.394.6555

67. Margaret's Authentic Mexican Food
FREE bottle of wine when you buy any two entrees. Not valid with any other offer.
10600 Collier Blvd #203, Marco Island, FL 34145
www.margaritasontheisland.com
239.394.6555

68. Veronica McNally Independent Beauty Consultant
Ladies - Receive 1 FREE facial and makeover by appointment only. FREE eyelash/wax with any purchase.
1116 Shearwaterch, Marco Island, FL 34145
www.veronicamcnally.com
239.394.6555

69. Margaret's Authentic Mexican Food
FREE bottle of wine when you buy any two entrees. Not valid with any other offer.
10600 Collier Blvd #203, Marco Island, FL 34145
www.margaritasontheisland.com
239.394.6555

70. Lagrotta's Restaurant & Catering
Purchase of 2 glasses of wine with each dinner discount. Prices vary depending on activity. CALL FOR RESERVATIONS - \$3.00 min to \$60.00 per Member HIP Card when reserving charter.
Calusa Marina, Anglers Box 515, Goodland, FL 34149
www.stopsmarinecharters.com
239.394.8000

71. Veronica McNally Independent Beauty Consultant
Ladies - Receive 1 FREE facial and makeover by appointment only. FREE eyelash/wax with any purchase.
1116 Shearwaterch, Marco Island, FL 34145
www.veronicamcnally.com
239.394.6555

72. Margaret's Authentic Mexican Food
FREE bottle of wine when you buy any two entrees. Not valid with any other offer.
10600 Collier Blvd #203, Marco Island, FL 34145
www.margaritasontheisland.com
239.394.6555

73. Stop's Marine Charters Calusa Marina
\$25 private charter discount. 15% shared charter discount. Prices vary depending on activity. CALL FOR RESERVATIONS - \$3.00 min to \$60.00 per Member HIP Card when reserving charter.
Calusa Marina, Anglers Box 515, Goodland, FL 34149
www.stopsmarinecharters.com
239.394.8000

74. Veronica McNally Independent Beauty Consultant
Ladies - Receive 1 FREE facial and makeover by appointment only. FREE eyelash/wax with any purchase.
1116 Shearwaterch, Marco Island, FL 34145
www.veronicamcnally.com
239.394.6555

75. Margaret's Authentic Mexican Food
FREE bottle of wine when you buy any two entrees. Not valid with any other offer.
10600 Collier Blvd #203, Marco Island, FL 34145
www.margaritasontheisland.com
239.394.6555</

V.I.P. Program

Point-of-Sale

- Table topper display for area chamber visitor centers
- Decal for participating businesses



You're in the right place!

Ask for your V.I.P. Card worth \$3,000 in savings, upgrades and values.

V.I.P. Naples Marco Island Everglades Paradise Coast

Values in Paradise

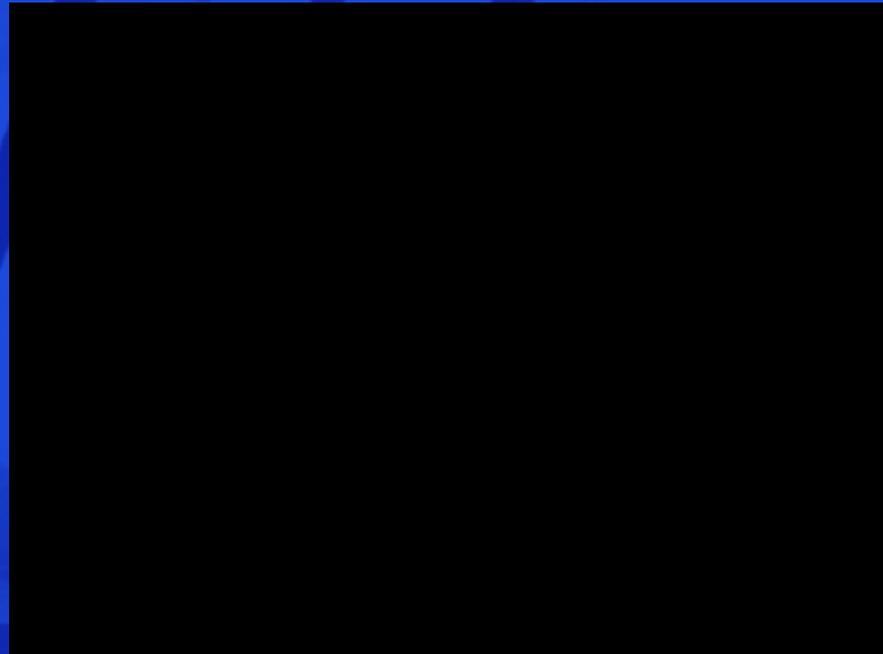
The Greater Naples Chamber of Commerce
MARCO ISLAND Chamber of Commerce
Everglades Area Chamber of Commerce

What could make your stay in paradise better than great offers on so much of what you'll see and do? Ask here for your V.I.P. card for great deals and a convenient area map. We're glad you're here!

V.I.P. Program

Television

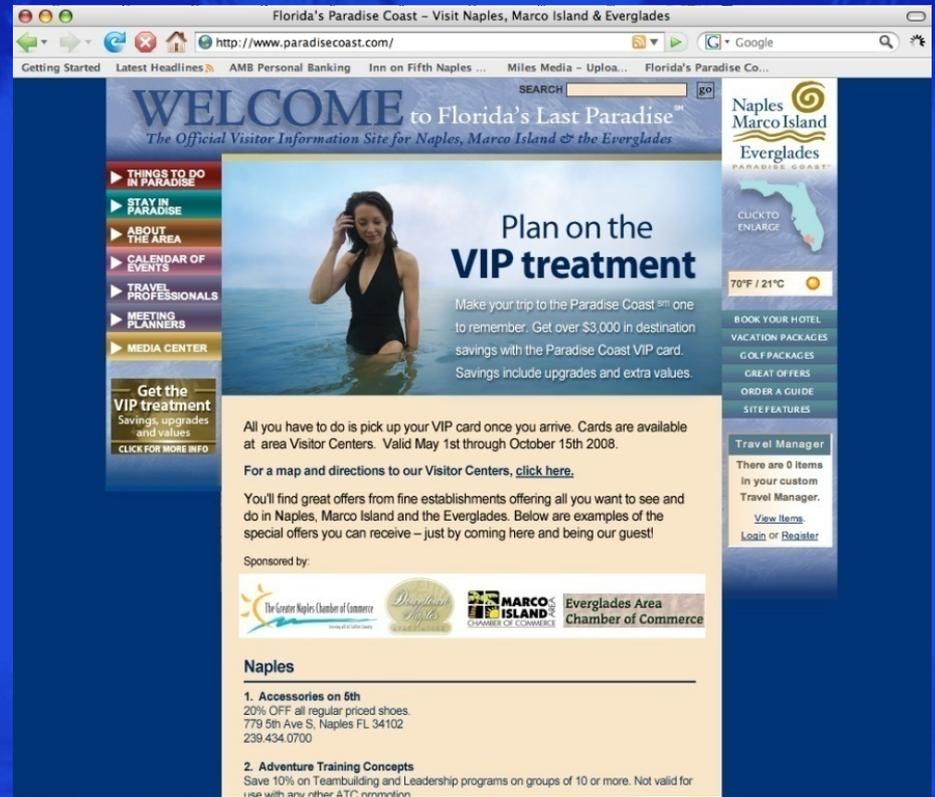
30 second spots with V.I.P. tag



V.I.P. Program

Online Components

All media directs consumers
to V.I.P. landing page



Florida's Paradise Coast - Visit Naples, Marco Island & Everglades

http://www.paradisecoast.com/

SEARCH [] GO

Getting Started Latest Headlines AMB Personal Banking Inn on Fifth Naples ... Miles Media - Uploa... Florida's Paradise Co...

WELCOME to Florida's Last Paradise™

The Official Visitor Information Site for Naples, Marco Island & the Everglades

THINGS TO DO IN PARADISE

STAY IN PARADISE

ABOUT THE AREA

CALENDAR OF EVENTS

TRAVEL PROFESSIONALS

MEETING PLANNERS

MEDIA CENTER

Get the VIP treatment
Savings, upgrades and values
CLICK FOR MORE INFO

Plan on the VIP treatment

Make your trip to the Paradise Coast™ one to remember. Get over \$3,000 in destination savings with the Paradise Coast VIP card. Savings include upgrades and extra values.

70°F / 21°C

BOOK YOUR HOTEL VACATION PACKAGES
GOLF PACKAGES
GREAT OFFERS
ORDER A GUIDE
SITE FEATURES

Travel Manager

There are 0 items in your custom Travel Manager.
[View Items](#)
[Login](#) or [Register](#)

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.

For a map and directions to our Visitor Centers, [click here](#).

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
Naples Chamber of Commerce
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
239.434.0700
- Adventure Training Concepts**
Save 10% on Teambuilding and Leadership programs on groups of 10 or more. Not valid for use with any other ATC promotion.

V.I.P. Program

Online Components

Web pop-up map with visitor center locations



Summer In-state Drive Initiatives

Targeted Markets

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



Summer In-state Drive Initiatives

Media

- Network and Cable Television
- Online
 - Top newspaper online components, including Yahoo.com
 - Banner ads, static buttons, leader boards and e-blasts



VIP
Values In Paradise

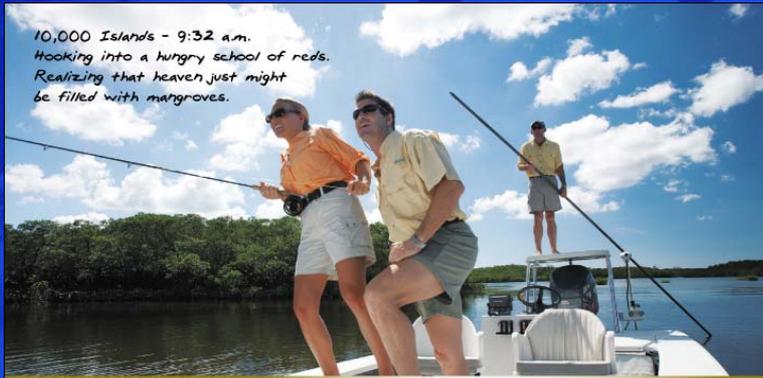
Get up to \$3000
in Destination
Savings, Deals & Offers.

Naples Marco Island Everglades PARADISE COAST

Summer In-state Drive Initiatives

Media

*10,000 Islands - 9:32 a.m.
Hooking into a hungry school of reds.
Realizing that heaven just might
be filled with mangroves.*



Year 'round, day in, day out—Naples, Marco Island, and the Everglades deliver more thrills per nautical mile than anywhere in the state. From backcountry to deep sea, the Paradise Coast™ has it covered. Great choice of local guides, places to stay, and fun back on land too. Discover Florida's Last Paradise™ | www.sfa.ParadiseCoast.com or 1-800-2-escape

 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.



- Newspaper & Regional publications
- Radio – VISIT FLORIDA 10 and 15 second traffic and weather sponsorships in May

International Initiatives

Orlando/Sanford International Airport

- A significant percentage of international travelers from the United Kingdom travel via this airport
- Many looking to visit a beach destination after vacationing in Orlando



International Initiatives

Orlando/Sanford International Airport

- 30 second in-flight video and ad in *British Visitors Handbook*
- Directs visitors to the airport information center where they can receive further information
- Additionally visitor information centers will distribute our V.I.P. promotional cards



International Initiatives

Orlando Sanford International Airport

30 second in-flight video and ad



International Initiatives

Faszination Golf – Golf Guide Journal

- 2-page editorial feature in November 2008 edition
- Naples, Marco Island and the Everglades to be the exclusive featured U.S. destination
- Distributed to more than 1,200 golf clubs and 250,000 readers throughout Europe



Paradise

Monthly Review
Naples, Marco Island, Everglades CVB
TDC Meeting

May 19th, 2008