



Paradise

Monthly Review
Tourist Development Council

June 23rd, 2008

Cooperative Marketing

2009 Event

Event Details:

- Wednesday, August 5th, 2008
- 4 – 7 pm
- GreenLinks Golf Resort & Conference Center



Cooperative Marketing

2009 Event

Partner Benefits:

- Learn about the 2009 Naples, Marco Island, Everglades CVB Marketing Plan
- Find out about marketing opportunities offered by the CVB
 - Print and Online Advertising
 - Trade Shows
 - Public Relation Missions

Cooperative Marketing

2009 Event

Partner Benefits:

- Meet representatives from various opportunities
- Network with industry peers

Cooperative Marketing

2009 Event

Event Promotion:

- Series of “Save the Date” and “Reminder” e-blasts to potential partners



SAVE THE DATE &
Save your dollars!

Naples
Marco Island
Everglades
PARADISE COAST™

Annual CVB Co-op Marketing Opportunities
Event Date: August 5th, 2008

Ready for the best promotional value of the year? The annual Naples, Marco Island, Everglades CVB Co-op Marketing Opportunities are your chance to leverage your share of over \$1.6 million in advertising buying firepower!

It's one of the CVB's most successful programs, and gets bigger every year.

- Get details on marketing and trade show opportunities
- Meet representatives from the many publications and online opportunities
- Network with your industry peers

Most programs only allow for a limited number of partners, so don't miss this event. RSVP by Friday, August 1st.

RSVP: Niccole Haschak Phone: 239 252 5380 Email: niccolehaschak@collierqov.net

UK Initiative

Orlando/Sanford Airport

Program Components:

- 30 second in-flight video and ad in *British Visitors Handbook*
- Directs visitors to the airport information center where they can receive further information



UK Initiative

Orlando/Sanford Airport

Program Components:

- Additionally visitor information centers will distribute our V.I.P. promotional cards
- Inclusion of 3 branding TV spots in certain tour operators' "Welcome Loop", which are played at customer service centers, welcome meetings, check-in areas, and on site at resorts

Emergency Planning

Emergency Marketing Plan

Plan Overview:

- Goal is to help minimize negative impact on tourism resulting from declared emergency situations
- Efforts, including Public Relations and Advertising, would target top feeder markets

Emergency Planning

Emergency Marketing Plan

Plan Overview:

- Public Relations campaign would take effect immediately
- Advertising would begin when appropriate and run for one week
- Current budget allows for coverage of 3 declared emergencies

2009 Planning

Marketing Retreat

Overview:

- Wednesday, July 16th
- CVB and Marketing Partners will discuss and brainstorm ideas for next fiscal's marketing plan
- Recommended plan will be presented for review at September TDC meeting, and in October for the County Commission



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