



Paradise

Monthly Review
Tourist Development Council

November 24th, 2008

Economic Emergency Campaign Results

- Visitors to the CVB website have increased dramatically for all markets receiving advertising

| Country | August '08 | September '08 | October '08 |
|---------|------------|---------------|-------------|
| UK | 116 | 5,220 | 21,533 |
| Canada | 35 | 3,139 | 1,277 |
| Germany | 8 | 1,689 | 2,132 |

Note: Canada has not received any advertising support in October.

Economic Emergency Campaign Results

- Many visitors from these markets are from targeted cities receiving advertising
 - England: London (76%) and Manchester (9%)
 - Germany: Frankfurt (29%), Hamburg (7%), Munich (5%) and Düsseldorf (4%)
 - Canada: Toronto (27%), Montreal (22%)

Economic Emergency Campaign Results

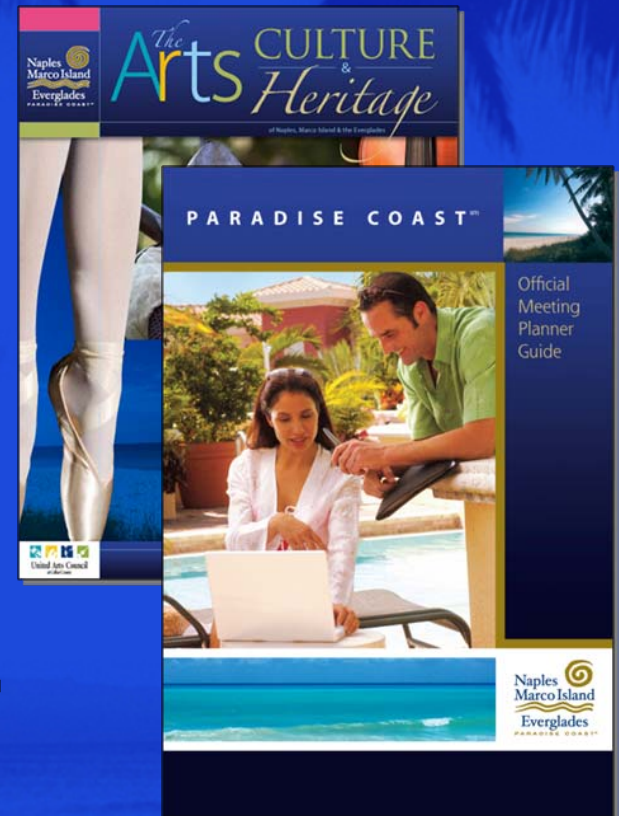
- Fulfillment center beginning to receive leads from recent advertising
 - *TIA Discover America Fall '08 GO GUIDE*: 1000+ consumer leads already
 - United Kingdom and Germany consumer online initiatives are delivering above planned
 - Between 5 - 8% incremental impressions to-date

Specialty Guide Webinar

- October 30th, 2008
- Hosted webinar for partners regarding new 2009 Specialty Guide advertising opportunities
- Sales representative was in market that week, and webinar was for those partners unable to meet with representative.

Specialty Guide Webinar

- Offering 4 Specialty Guides for 2009
 - Arts, Culture & Heritage Guide
 - Meeting Planner Guide
 - Bridal Guide
 - Eco-Tourism/Green Guide
- Inserted into appropriate publications, and overruns used as fulfillment



Specialty Guide Webinar

- Digital “flipbook” versions of guides
 - Posted on CVB website
 - Emailed to existing database of niche target and used as digital fulfillment

Seasonal Promotions


- Monthly seasonal banners featured on homepage
 - Example: November “Arts & Culture” banner



Seasonal Promotions

- Links to web page with partner packages relating to that month's seasonal theme

[Things to Do](#) | [Where to Stay](#) | [About The Area](#) | [Calendar of Events](#) | [Travel Pros](#) | [Media Center](#) | [Meeting Planners](#) | [Contact Us](#)

88°F / 31°C 
The Official Visitor Information Site for Naples, Marco Island & the Everglades
SEARCH

Quick links

- [Book Paradise Now](#)
- [Paradise Coast Blog](#)
- [Golf Packages](#)
- [Great Offers](#)
- [Paradise Coast Videos](#)
- [Weddings](#)
- [Travel Manager](#)
- [The Paradise Coast Blueway](#)

You are here: [Home](#) / [Great Offers](#) / [Hotel & Attraction Specials & Packages](#) / [Arts Month Packages](#)

Arts Month Packages

Naples, Marco Island and the Everglades boasts natural beauty and man-made beauty in the form of a variety of art, from paintings to theatrical performances. Indulge in the finer things in life here on the Paradise Coast while enjoying great deals on conveniently located Naples resorts.

| Naples Area | |
|---|----------------------|
| Bellasera Hotel BUY ONE NIGHT, GET THE SECOND NIGHT FREE! | MORE |
| Hilton Naples Hilton Naples Arts & Culture Package | MORE |
| Park Shore Resort BUY ONE NIGHT, RECEIVE THE SECOND NIGHT FREE! | MORE |

Seasonal Promotions

- Seasonal themes matched with other e-marketing efforts when possible
 - VISIT FLORIDA.com banners
 - VISIT FLORIDA e-magazines
 - “Postcards from Paradise” e-blasts sent to existing database

Destination DVD

- Key fulfillment piece used mainly for travel trade
- Recently updated with new video footage
- To view, visit ParadiseCoast.com/video

Recent Print Creative

- Consumer Leisure

- *Arthur Frommer's Budget Travel* 1/3 page ad in February issue



*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.

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


Naples
Marco Island
Everglades
PARADISE COAST™

Recent Print Creative

- Consumer Leisure

- 2009 Visit Florida Official Florida Vacation Guide 1 +1/2 page
 co-op ad



Charter Club Resort Of Naples Bay
 Enjoy the best of Naples Bay with our...
www.CharterClubResort.com
 800-484-5555

GreenLinks Golf Resort & Conference Center
 Naples only condominium resort on two championship golf courses...
www.GreenLinksNaples.com
 1-888-992-2099

Quality Inn & Suites Golf Resort
 Best kept secret in Naples...
www.QualityInnResort.com
 1-800-271-9077

Inn of Naples
 Classic Mediterranean style...
www.InnOfNaples.com
 1-800-855-8654

Cove Inn on Naples Bay
 A perfect Naples location...
www.CoveInnNaples.com
 1-888-20-4848

Older Marco Inn & Suites
 Experience a historic...
www.OlderMarco.com
 877-472-5666

Doubletree Guest Suites Naples
 Located in a premier...
www.DoubleTreeNaples.com

Hawthorn Suites of Naples
 A tropical oasis...
www.HawthornNaples.com
 1-800-557-3157

Naples Zoo at Caribbean Gardens
 Home to...
www.NaplesZoo.org
 239-262-5409

Naples Marco Island Everglades
 PARADISE COAST

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

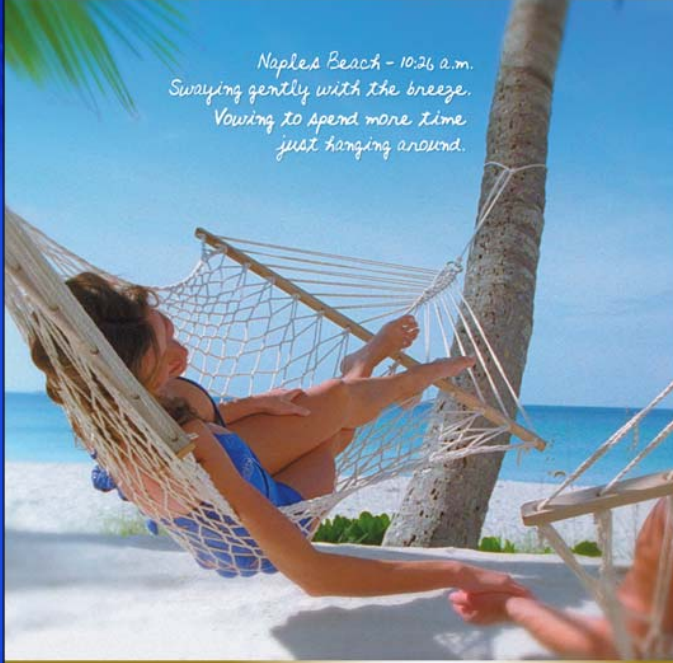
There's still a place in Florida where great vacations are about winding down, gaining perspective and recharging your batteries. Here, the water is a little calmer, the beaches a bit more secluded, and the escape way more enjoyable. From dining and shopping, to arts and culture, the Paradise Coast™ awaits.

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

Naples Marco Island Everglades
 PARADISE COAST

Recent Print Creative





- Consumer Leisure
 - 2009 Visit Florida's Beach Getaways full page co-op ad



*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. From dining and shopping, to arts and culture, the Paradise Coast™ awaits. Discover Florida's Last Paradise™ | www.ParadiseCoast.com or 1-800-2-escape

 Naples Marco Island
Everglades
PARADISE COAST™

| | | | |
|--|---|---|---|
|  <p>Charter Club Resort of Naples For two to billions, here both ends, living dining and relaxing. www.CharterClub.com 800-484-5559</p> |  <p>Hawthorn Suites of Naples A tropical oasis with the comforts of home. An elegant all suite hotel with full kitchen, complimentary daily hot breakfast and more. www.HawthornNaples.com 1-800-552-3387</p> |  <p>Doubletree Guest Suites Naples Award-winning all suite hotel with 2 suite restaurants, located 2 miles from the beach. 800-222-0881 • 239-951-8711 www.DoubletreeNaples.com</p> |  <p>Naples Zoo at Caribbean Gardens More than a Walk Thru Zoo! For those seeking island escape, escape garden. World's Finest of Biological. Nationally accredited. www.NaplesZoo.org 239-562-5400</p> |
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Recent Print Creative

- Consumer Leisure
 - 2009 Visit Florida's Beach Getaways full page co-op ad



*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. From dining and shopping, to arts and culture, the Paradise Coast™ awaits. Discover Florida's Last Paradise™ | www.ParadiseCoast.com or 1-800-2-escape

 Naples Marco Island
Everglades
PARADISE COAST™

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|---|--|--|---|
|  <p>Charter Club Resort Of Naples Bay Bay front two bedroom two bath condos, living/dining area w/kitchen www.CharterClubResort.com 888-686-2558</p> |  <p>Hawthorn Suites of Naples A tropical oasis with the comforts of home. An elegant all-suite hotel with full kitchens, complimentary daily hot breakfast and more. www.HawthornNaples.com 1-800-557-5197</p> |  <p>Doubletree Guest Suites Naples Award winning all suite hotel with 3 onsite restaurants, located 7 miles from the beach. 800-222-7862 • 239-593-8753 www.DoubletreeNaples.com</p> |  <p>Naples Zoo at Caribbean Gardens More than a zoo. The Zoo Fun shows, monkey stand crops, botanical gardens. New! Zoo of Madagascar. Nationally accredited. www.NaplesZoo.org 239-263-5489</p> |
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Recent Print Creative

- Consumer Leisure
 - *Virtuoso Life* full page ad in Nov/Dec issue



*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. From dining and shopping, to arts and culture, the Paradise Coast™ awaits. Discover Florida's Last Paradise™ | www.ParadiseCoast.com | Call your Virtuoso agent for more information

Naples Marco Island
Everglades
PARADISE COAST™

Recent Print Creative

- Consumer Leisure
 - Conde Nast Traveler 1/3 page co-op ad in January "Florida Escapes" issue




*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.

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



GreenLinks Golf Resort & Conference Center
Naples' only condominium resort on two championship golf courses. Located just minutes from Olde Naples.
www.GreenlinksNaples.com • 1-888-992-2099



Recent Print Creative

- Travel Trade

- *2009 Visit Florida Official Travel Industry Guide* half page co-op ad



*Naples Beach - 10:26 p.m.
Swaying gently with the breeze.
Thinking the travel agent is a genius.*


Show your clients a place in Florida where great vacations are still about winding down, gaining perspective and recharging the batteries. Here, the water is a little calmer, the beaches a bit more secluded, and the escape, way more enjoyable. Discover Florida's Last Paradise™ | www.ParadiseCoast.com or 1-800-2-escape

Naples Marco Island Everglades
PARADISE COAST™

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|  <p>Greenlinks Golf Resort & Conference Center Naples' only condominium resort on two championship golf courses. Located just minutes from Old Naples. www.GreenlinksNaples.com • 1-888-992-2099</p> |  <p>Doubletree Guest Suites Naples Award-winning, all-suite hotel with 2 onsite restaurants, located 2 miles from the beach. 800-222-TREE • 239-593-8733 www.DoubleTreeNaples.com</p> |
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Recent Print Creative

- Group Business: Association
 - Half page ad in Nov/Dec issue of *FSAE Association Source* & December issue of *TSAE Capital Executive*



Naples, 4:37 p.m.
A small gathering in a tropical setting.
A big impression.

You know your group is special. So here's your chance to bring them together in a place they'll remember for all the right reasons. It's home to Florida's best meeting properties and venues in a tropical setting. Discover Florida's Last Paradise™ | www.ParadiseCoast.com/Meetings or 1-239-252-2379 or 1-800-830-1760

 Naples Marco Island Everglades Paradise Coast

Recent Print Creative

- Group Business: Corporate
 - *Meetings South* half page co-op ad in December issue



Naples 10:30 a.m.
Getting some fresh air at the annual conference.
Feeling good about what's on the horizon.



GreenLinks Golf Resort & Conference Center
Naples' only condominium resort on two
championship golf courses. Located just
minutes from Old Naples.
www.GreenLinksNaples.com
1-888-992-2099

There's a part of Florida where meetings always feel like
retreats. Where the year's goals are set on golf greens,
presentations are made poolside, and great ideas flow as
naturally as a warm breeze. **Discover Florida's Last ParadiseSM**



**Naples
Marco Island
Everglades
PARADISE COASTSM**

www.ParadiseCoast.com/Meetings or call 1-239-252-2379 or 1-800-830-1760

Recent Print Creative

- Group Business: Sports
 - *Sports Events* half page co-op ad in December issue



*Everglades City, 7:37 p.m.
Gliding silently on a remote kayak trail.
Realizing keeping score isn't always necessary.*

**Florida's Hottest
SPORTS TICKET**


GreenLinks Golf Resort & Conference Center
Naples' only condominium resort on two championship golf courses. Located just minutes from Old Naples.
www.GreenLinksNaples.com
1-888-992-2099

There's nothing like playing in Paradise. You'll find all-star facilities in easy-to-get-to, family-friendly areas. Enjoy hotels ranging from budget to five-star and offering great deals for sports groups. Best of all, you'll be in a part of Florida that's more of a tropical escape, filled with limitless recreation for your team and fans.

Discover Florida's Last Paradise™ | www.AthletesInParadise.com or 1-800-342-3110


Naples Marco Island

Everglades
PARADISE COAST™
SPORTS COUNCIL
OF COLLIER COUNTY

Recent Print Creative

- International
 - *2009 International Travel Planner* half page co-op ad
 - Translated into French, Spanish, Portuguese & German



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

The best of Florida, all in one place. White sand beaches, colourful sunsets, gentle breezes and the warm waters of the Gulf of Mexico. Dining from casual to gourmet cuisine, featuring fresh local seafood. Add on shopping, miles of art galleries, and the outdoor exploration of the Everglades — and you've found Florida's best holiday destination.

Discover Florida's Last Paradise™ | www.ParadiseCoast.co.uk or +44 (0) 1732 875 900

Naples Marco Island Everglades
PARADISE COAST

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|---|--|
|  <p>GreenLinks Golf Resort & Conference Center Naples' only condominium resort on two championship golf courses. Located just minutes from Old Naples. www.GreenLinksNaples.com</p> |  <p>Doubletree Guest Suites Naples Nestled in a peninsula overlooking the Coohatchee River and Wildlife Preserve. 239-593-8733 www.doubletreenaples.com</p> |
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