



Paradise

Monthly Review Tourist Development Council

June 22nd, 2009

Northern Market Campaign

Overview

- New York and Chicago leisure campaign delivered strong value message and drove inquiry to website
- Media emphasis on highly targeted cable television, unique weather.com online creative and behavioral targeted online/e-blasts
- Campaign results measured for duration of campaign February 2nd through April 19th, 2009
 - 8 weeks of cable television
 - 12 weeks of online

Northern Market Campaign

Television Delivery

- Commercials placed in top performing networks including:
 - Weather Channel
 - Travel Channel
 - HGTV
 - Bravo
- Cross-promotional spots on other networks drove traffic to the Weather Channel, where our spots were airing
- Delivered over 18 million impressions, with approximately 721 commercial spots weekly

Northern Market Campaign

Online Delivery

- Website Visitors: 23,004 Total
 - Book Now Link: 1,688
 - Area Interest Link: 1,352
 - Partner Hotel Link: 1,247
- Traffic Source
 - Direct: 13,942
 - Referring Websites: 6,198
 - Referring Search Engine: 443



Northern Market Campaign

Online Delivery

- Weather.com & NYTimes.com accounted for majority of visits
- Top Areas of Interest
 - Beaches/Parks
 - Attractions
 - Dining
 - Family Fun



The screenshot shows a website interface for the Paradise Coast region. At the top left, there is a logo for Naples Marco Island Everglades Paradise Coast. Below the logo, the current weather is displayed as 65F / 18C. A map of Florida highlights the Paradise Coast area. A sidebar on the left lists 'Area Interests' including Arts & Culture, Attractions, Beaches & Parks, Dining, Family Fun, Golf, Shopping, and Spas. The main content area features a large banner with the text 'Paradise Priced Perfectly' and a sub-headline 'Warm up with hot hotel deals! You've found it! Some of the best deals ever in Florida. All in one place!'. Below the banner, there is a paragraph of text encouraging users to scroll down for more deals. Three specific offers are listed: Marco Island Marriott Resort & Spa Family Beach Portrait Package, Bellasera (receiving a \$100 VISA gift card), and Naples Beach Resort & Golf Club Family Beach Package.

Naples Marco Island
Everglades
PARADISE COAST™

65F / 18C

Paradise Coast

Area Interests

- Arts & Culture
- Attractions
- Beaches & Parks
- Dining
- Family Fun
- Golf
- Shopping
- Spas

A Glimpse of Paradise

Paradise Priced Perfectly

Warm up with hot hotel deals!
You've found it! Some of the best deals ever in Florida. All in one place!

Just scroll down to find the perfect price and package at the perfect property. Whether you're planning ahead or searching for savings on last minute travel, you've come to the right place. From some of the best Florida vacation packages to the latest travel deals, a Florida getaway has never been so affordable. And while you're here, take some time online to discover a little more about the Paradise Coast™: Naples, Marco Island and the Everglades. It's a winter getaway you're sure to warm up to.

Marco Island Marriott Resort & Spa
Family Beach Portrait Package - Capture the moment while enjoying your vacation at Marco Island Marriott Beach Resort with our Family Portrait Package.

Bellasera
Receive a \$100 VISA gift Card - Come escape to Naples and discover the art of pure relaxation.

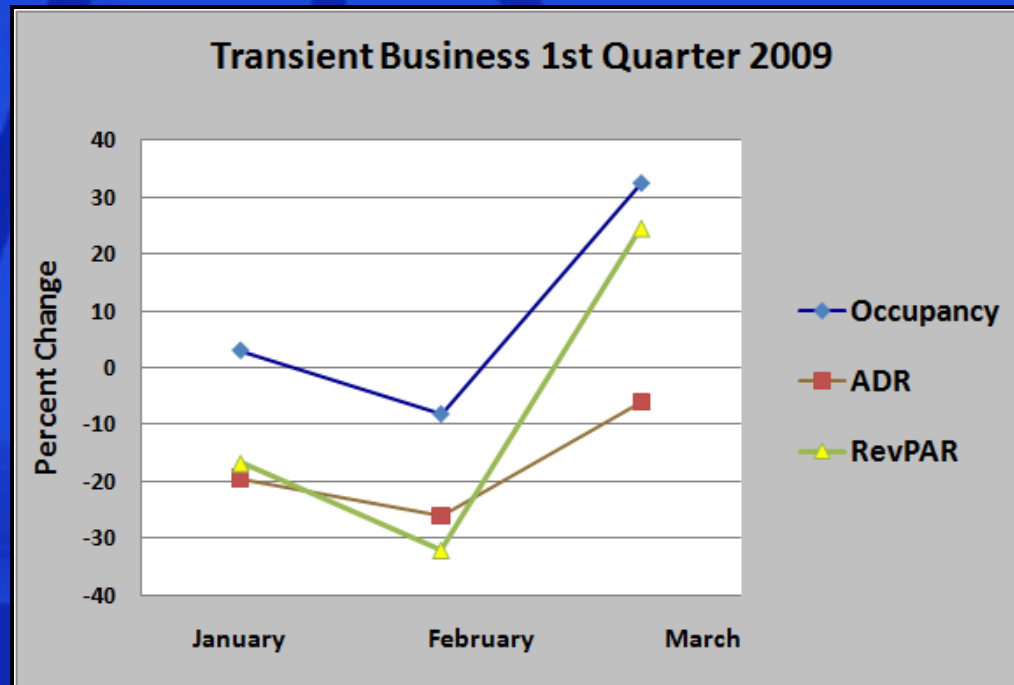
Naples Beach Resort & Golf Club
Family Beach Package - Capture the moment while enjoying your vacation at Naples Beach Resort & Golf Club with your Family.

Information Inquiries

- During February/March timeframe, overall requests for Visitor Guides increased 6% versus 2008
- From March – May, New York and Chicago stayed within the top 6 markets
 - Illinois ranked between 2nd and 4th place
 - New York ranked between 2nd and 6th place

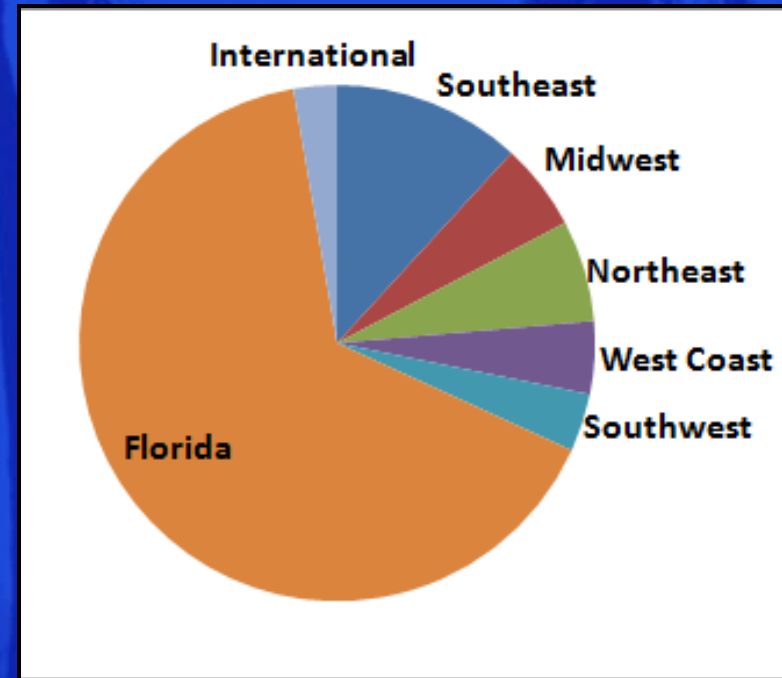
Northern Market Campaign Conclusion

- Occupancy, RevPAR and ADR trended upward following campaign launch in February 2009



Honeymoon/Getaway Promotion

- “Heart & Soul” Honeymoon/Getaway Contest ran this Spring
- Over 100 entries, with 65% from Florida
- Majority of referrals from ParadiseCoast.com
- Opportunity to garner press surrounding announcement of winners





Paradise

Discussion/Questions