



Tourist Development Council

October 24, 2005

PARADISE COAST

**Naples, Marco Island, Everglades
Convention and Visitors Bureau**



Paradise

NAPLES, MARCO ISLAND, & ■ EVERGLADES CVB
Marketing
2005-2006



STRATEGIES:

- Targets:
 - Geographic: Top 5 Markets
 - Miami/West Palm
 - Orlando
 - Tampa Bay
 - New York
 - Chicago



MEDIA TACTICS:

- Top 5 Markets:
 - Television/Cable
 - Newspaper
 - Direct Mail
 - E-blasts



MEDIA TACTICS:

- US Domestic:
 - Newspaper: State/Out of state
 - Consumer Magazines
 - Consumer Directories
 - Web Technology: Pre-qualified sites/database
 - Per Inquiry Television
 - Travel Agent Directories



MEDIA TACTICS:

- US Domestic:
 - Niche Markets

- Eco
- Fishing
- Golf
- Luxury
- Seniors

Vertical Publications/Web Technology/Cable TV



STRATEGIES:

- Fall Campaign:
 - Target traditional Florida drive markets
 - Use branding media
 - Blitz October aimed at all of fourth quarter and January business



TACTICS:

- Fall Campaign:
 - Television/Cable: Miami/West Palm
 - Cable TV: Florida Cable Association
 - Newspaper: Miami/Ft. Lauderdale/West Palm



STRATEGIES:

- Group Business:
 - Target Corporate and Association meeting professionals
 - Target domestic US feeder markets with emphasis on drive market
 - Target group leisure/tour operators
 - Target sports marketing



MEDIA TACTICS

- Group:
 - Trade Publications: Regional/National
 - Direct mail
 - E-blast



INTERNATIONAL STRATEGIES:

- Target U.K., German, Switzerland and Canada
- Work with co-op partners in targeted countries



CO-OP STRATEGIES:

- Work with Visit Florida, airlines and other “win/win” partners
- Develop cooperative programs for Collier County hoteliers



Recent Creative



▪ Group Travel Planet

Where groups discover what Florida was meant to be.



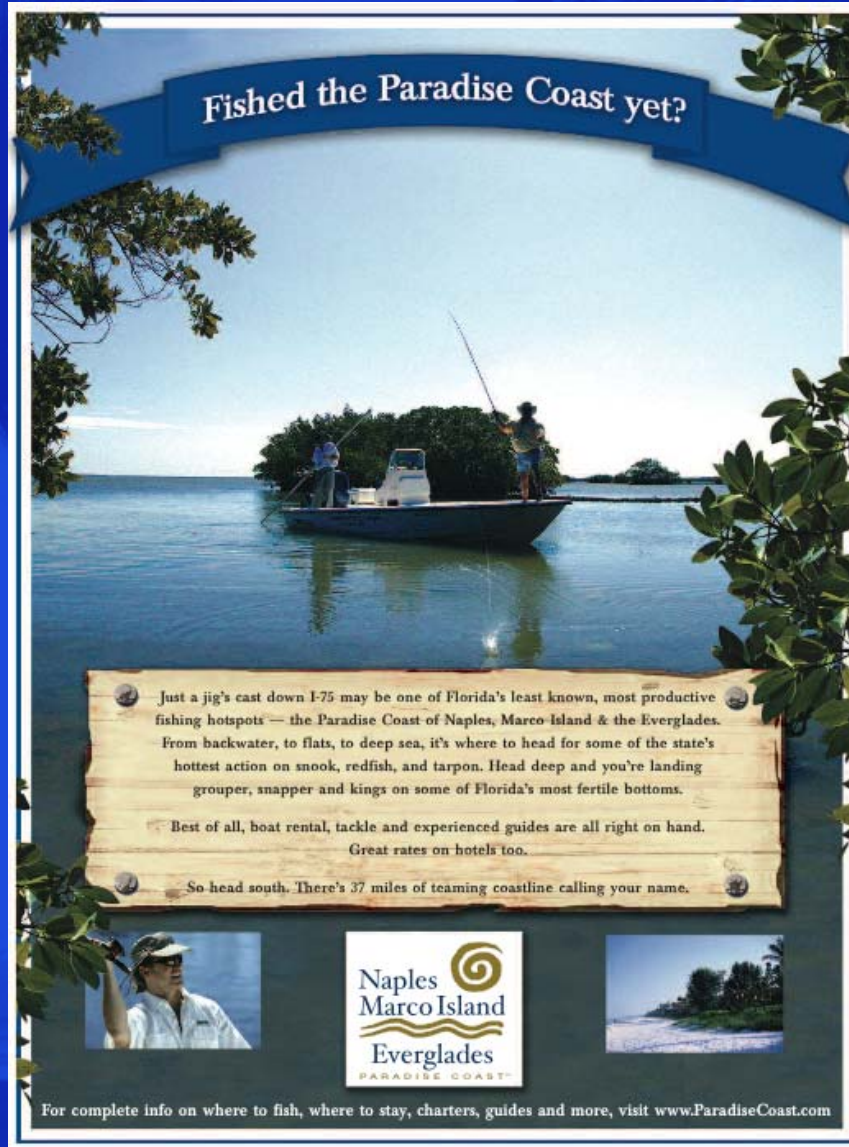
Florida's Last ParadiseSM makes the perfect setting for group tours, meetings or events. Hotels and resorts in Naples, Marco Island & the Everglades offer expert planning and superb service in a relaxing, Florida environment filled with great group options.



Learn more or plan now. Visit www.gtp.ParadiseCoast.com Or call 1-800-2-ESCAPE.



Waterline Magazine




Fished the Paradise Coast yet?

Just a jig's cast down I-75 may be one of Florida's least known, most productive fishing hotspots — the Paradise Coast of Naples, Marco Island & the Everglades. From backwater, to flats, to deep sea, it's where to head for some of the state's hottest action on snook, redfish, and tarpon. Head deep and you're landing grouper, snapper and kings on some of Florida's most fertile bottoms.

Best of all, boat rental, tackle and experienced guides are all right on hand. Great rates on hotels too.

So head south. There's 37 miles of teaming coastline calling your name.



For complete info on where to fish, where to stay, charters, guides and more, visit www.ParadiseCoast.com



▪ Bridal Guide

Let bliss begin in Paradise.



The perfect location for the wedding and honeymoon of your dreams is right here on The Paradise Coast™. Naples, Marco Island & the Everglades offers white-sand beaches, gorgeous sunsets over the Gulf, and a water-filled wonderland of recreation. Plus a wide range of accommodation options. Plan now online.



Call for a free Visitors Guide 1-800-2-ESCAPE or visit us online at www.wed.ParadiseCoast.com



▪ FLA USA.com banners

Looking for the perfect Florida vacation?



Looking for the perfect



Click for Paradise.





▪ **FLA USA.com**
banners

Dreaming of
escaping to Paradise?



Dreaming of



 **Naples Marco Island
Everglades**
PARADISE COAST™

Click for
Florida's Last Paradise.™

 **Naples Marco Island
Everglades**
PARADISE COAST™



▪ **Miami Herald
Travel Magazine**

Ready for Paradise?
Just head west.



It's the getaway that feels miles away,
without being far away. Many accommodations
with special getaway packages. Plan online now.

Free Visitors Guide 1-800-2-ESCAPE • www.mh.ParadiseCoast.com





Travel Host

Welcome to Florida's Last Paradise™

Get ready to discover one of Florida's best vacation destinations. From the intimate Mediterranean feel of Naples, to the island beach resort experience of Marco Island, to the wild adventure of the Everglades, all that makes the perfect Florida vacation is right here.

What's a vacation without a beach?

You'll find stunning sunsets off the Naples Pier and broad sweeping white-sand vistas on Marco Island. As a matter of fact, the entire Gulf coastline offers countless places to stretch out, relax and soak up the sun – each with their own special character and ambience.



A Purchase-Perfect Paradise

Some people come here just for the shopping. And whether it's strolling fashionable Fifth Avenue South or Third Street South, finding the perfect bargain at a nearby outlet mall or seriously considering original art, there's enough shopping to make the area a purchase-perfect paradise.



The Culinary Coast

Some of the best dining in all of Florida can be found right here. From the unique and exotic to the romantic and inviting, or the fun and casual, the Paradise Coast™ abounds in culinary delights.



Alive with culture and diversions

Whether it's a symphony, theatre, or a museum, the Paradise Coast™ provides a thriving cultural scene, offering to stir your soul and enrich your vacation experience.

Your gateway to wild adventure

This is your best access into one of America's last great wilderness areas – the Everglades. From thrilling swamp walks, to bird watching, to airboat tours and saltwater fishing, you'll find hundreds of ways to go where few have gone before.

You'll return again and again

Unlike other areas of the state, an amazing number of area visitors return again and again to the Paradise Coast™. So it's likely this visit won't be your last.

Welcome to Paradise.



1-800-2-ESCAPE www.ParadiseCoast.com



▪ Variety On line

You can shoot any place in Florida.



You can shoot any pla



Why not do it in Paradise?



SOUTHWEST FLORIDA'S NAPLES, MARCO ISLAND, EVERGLADES





Director's Report



Jack Wert



TOURIST TAX COLLECTIONS

- **September (August Occupancy)
Tourist Tax Collections -33%**
- **YTD (12 months) +8.4%**
- **YTD +5.3% Projected**

TOURIST TAX COLLECTIONS



	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
1999	\$784,828	\$488,060	\$364,769	\$433,174	\$345,034	\$308,085	\$429,607	\$512,722	\$8,252,180
2000	\$855,005	\$521,455	\$451,648	\$414,920	\$364,720	\$340,269	\$402,161	\$567,687	\$8,731,799
2001	\$889,288	\$553,759	\$410,521	\$484,722	\$361,650	\$217,367	\$318,386	\$453,326	\$8,856,028
2002	\$821,961	\$494,400	\$364,389	\$370,036	\$395,650	\$271,002	\$375,384	\$491,145	\$8,343,306
2003	\$873,340	\$553,456	\$398,901	\$426,851	\$408,007	\$340,101	\$377,056	\$585,332	\$8,535,397
2004	\$1,018,887	\$588,052	\$452,253	\$521,027	\$580,653	\$374,394	\$534,965	\$567,158	\$9,894,253
2005	\$997,580	\$661,153	\$507,831	\$542,394	\$385,377				\$9,007,926
Projected	\$1,100,000	\$600,000	\$500,000	\$450,000	\$450,000	\$400,000	\$500,000	\$600,000	\$10,000,000



RECENT ACTIVITIES

- **Attended Visit Florida's Downtown's & Small Towns Forum in Delray Beach**
- **Attended DMAI Executive Forum in Dallas & Strategic Planning Meeting in San Francisco**
- **Hosted Golf Journalists at Tiburon**
- **Hosted Convention Industries Council**



OTHER INITIATIVES



- **Sports Council Web Site**
- **TEAMS Conference**
- **Leadership Collier Class of 2006**



Sales Activity



- **Site Visit with Go Visit UK Shelly Burt –**
 - Sited 8 hotels
 - Will contract with 3 hotels bringing in 25,000 pax annually a new upscale airline out of UK – Premier
- **Presentation to Mark Travel**
 - 150 reservation agents
 - Contracts with several area hotels and Southwest Airlines
- **Florida Encounter Fam and show preparation committee**
- **CIC Prestigious Cup**
 - Excellent reviews from the Convention Industry Council Board Members hosted by CVB and Marco Island Hotels



Other Activity

- **Promotional Items secured for special uses include jotters, logo clothing, paperweights, beach balls**
- **West Jet Canada - Sent brochures**
- **AAA Annual conference sent brochures**
- **MLT University – Sent brochures**
- **Bids on MPI Winter and Summer retreats**
- **Packages for Gulf Aid participation with Visit Florida**
- ***Plan your Meetings* leads sent to partners**
- **IT&ME leads sent to partners**
- **Interviews for Sales Assistant**



Bookings

- **Promotional Stay 3 get the 4th night free:**
 - 1,059 room nights booked = \$90,000 in revenue
 - less than half the hotels reported
- **Seven Request for Proposals (RFP's)**
 - 2073 room nights
 - Another 7 RFP's from trade shows
- **64 room nights booked from past proposals**
- **YTD 24,536 room nights from 85 leads sent**
 - Compares to 61 RFP leads last year at this time.



Trade Shows

- **IT&ME Motivation show Chicago Sept. 27-30**
 - 10,000 attendees
 - One of Largest Meeting Planner Shows in the US
- **SGMP Society of Government Meeting Planners
Conference and Trade Show Oct. 20 Gainesville**



New Additions

- **Hired New Administrative Assistant to Sales & Marketing**
 - **Ms. Niccole Haschak**



PR Activities: Sept/Oct 05



- **Los Angeles Media Mission**
- **PR Assistant Job Candidate Search**
- **Photo Shoot Scouting, Pre-Production and Shoot**
- **CVB Media Mission to Chicago**
- **Directed Ad Agency Efforts to Begin Fishing Boating Niche Advertising**

JoNell Modys
Public Relations Manager



Top News Clip Moon Handbook:

Florida's Gulf Coast

- 39-Page Chapter Titled “The Paradise Coast.”
- Detailed info on lodging, activities
- Worked extensively with writer; arranged itinerary for March 04 visit, then extensive follow-ups.



JoNell Modys
Public Relations Manager



Coming Soon...



- **Chicago Daily Herald – Repeat of Peoria Journal Star destination story from FAM arranged one year ago.**
- **Southern Living – Working on food editor covering Naples Winter Wine Festival**
- **Several top UK and Germany stories in development**

**JoNell Modys
Public Relations Manager**



PR Accomplishments



- **Emergency communications - Katrina, Rita, Wilma**
- **Copy layout for customized intro page to Beyond the Blue Horizon book**
- **Washington Post shopping story has resulted in Elite Personal Shopping service expanding their business and spin off publicity.**

JoNell Modys
Public Relations Manager



Film Activity

PRODUCTIONS

- “Still Green” wrapped- indie
- Cineworks/ABC TV- 2nd unit, “Invasion”
- InfiLaw- educational video
- CVB – film and still photography campaign



Maggie McCarty
Film Liaison



Film Activity



OPERATIONS

- Participated in FL House of Representatives Tourism Committee Questionnaire
- Film FL Trade Show Committee



- CD Distribution – over 350

SCOUTS

CVB – film and still photography campaign



Film Activity



ADVERTISING

- *Variety.com* Banner Advertising



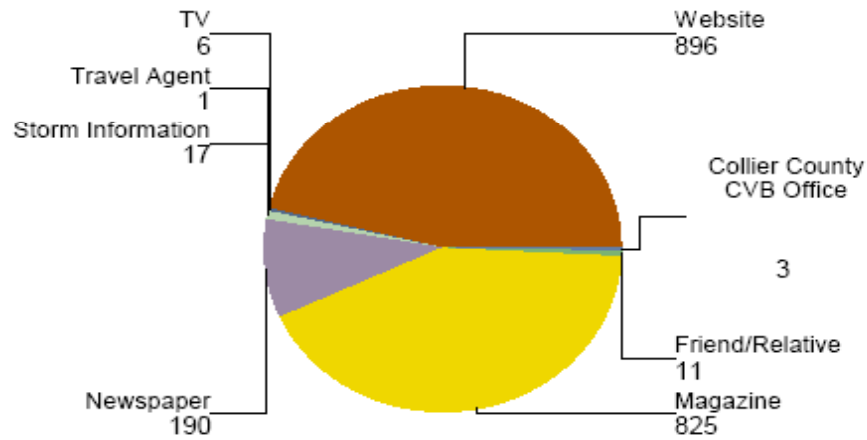


Inquiry Activity



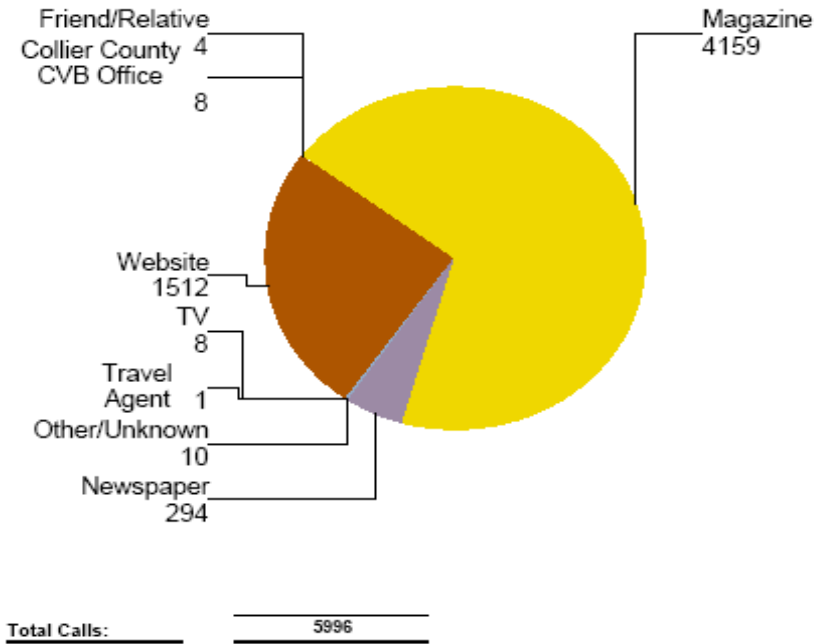
Ginny DeMas
Phase V

**Collier County CVB
Requests by Source**
For the Month of September 2004



Total Calls: 1949

Collier County CVB Requests by Source For the Month of September 2005





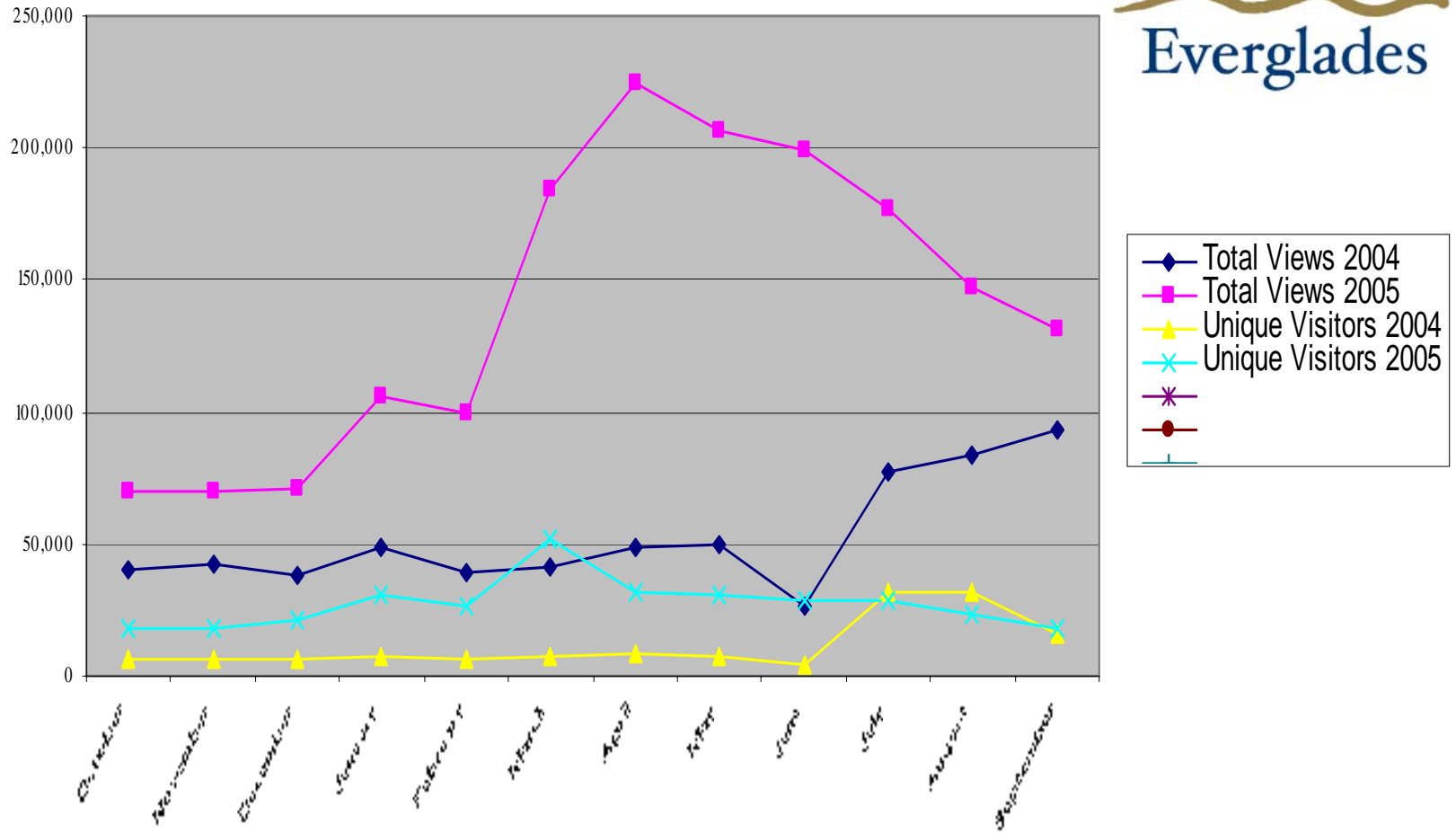
Inquiries - Leading 6 States

- **New York**
- **Florida**
- **Pennsylvania**
- **Illinois**
- **Texas**
- **Ohio**



Inquiries - Leading 4 Countries

- **USA**
- **Canada**
- **England**
- **Germany**





October 2005 CVB Statistics

Special Marketing Mailings = 380

Hotel Reservation Calls = 2

E-Blast = 0

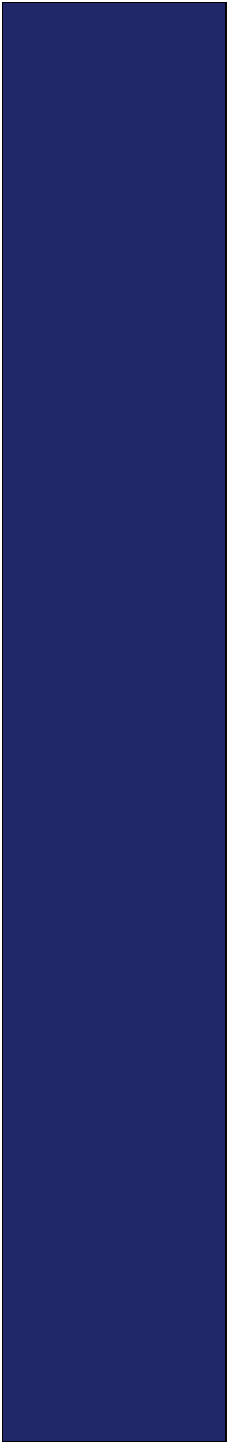


GolfPac Activity



SEARCH ENGINE MARKETING





Naples 
Marco Island

Everglades

