

P A R A D I S E  
*Advertising & Marketing, Inc.*

Executive Summary

Paradise Advertising & Marketing, Inc.

October 24, 2005

Presented by Cedar Hames & Dave DiMaggio

- I. Fall Media Strategy- This Fall we ran our branding campaign on Television and in newspaper in Florida drive markets to fill room nights through the end of the year and the first few weeks of January.
- II. Group Marketing-The CVB and our partners have some concerns about the effects the storm perceptions will have on bookings in future years. We currently have a strong group media plan in effect, however, based upon input we have recently received from all of our partners at two Roundtable meeting and input we will receive from meeting planners at two focus group sessions, we will be re-evaluating our plan. We'll have a complete group strategy to include media, sales, PR and incentives to present to you at our next meeting.
- III. New creative-
  - a. Group Travel Planet-this publication goes to tour meeting planners, and the social meeting planers; such as family reunions, fraternal organizations and church groups.
  - b. Waterline Magazine-this widely distributed magazine offers sought after information for fishermen. We are running in the November Tampa area edition which focuses on our area.
  - c. Bridal guide-this is a promising market segment we are targeting this year in an attempt to penetrate the destination weddings and honeymoon business.
  - d. VisitFlorida.com-these banners will appear of the state tourism site through the end of the year. The banners were a value-added benefit to an ad we purchased in the Visitor Guide.
  - e. Miami Herald Travel Magazine-this special section featured fall drive getaways and the message stresses the great value and short drive to the Paradise Coast.
  - f. TravelHost-this complimentary ad appears in the in room "to-do" guide in our area. The message is to welcome visitors and encourage them to return.
  - g. Variety.com-in an effort to promote our locations and the film commission, this banner on a new Variety site clicks through to

[www.shootinparadise.com](http://www.shootinparadise.com). Also featured on the site is a button where scouts can view a 2 minute video on the locations in our area.

- IV. 2006 Creative-A three day photography and film shoot was completed in October. As we go into year three of the new brand, the plan is to update and freshen the print and TV ads and collateral while maintaining the award-winning brand overwhelmingly favored in focus group studies. Today we will share a some of the new photography as well as show you the behind the scenes planning that goes into producing the final film and photos.



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**NAPLES, MARCO ISLAND  
& ☐ EVERGLADES CVB  
Fall Campaign**



## STRATEGIES:

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





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# TACTICS:

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

PALOS VERDES PENINSULA NEWS SATURDAY, MARCH 13, 2004

## Arts & Entertainment

**Local Irish Band Celebrates St. Patrick's Day with Military Men and Women Overseas**

Two years ago, U.S. Navy personnel and their families assigned to the Arangi Navy base, home of the U.S.S. Kittyhawk, were treated to a raw experience when Terry Fleming and his local Irish/American band, Landree, traveled to the base to entertain them on St. Patrick's Day. Fleming and the other five members of Landree were delighted and honored to be able to go to Japan and lift the spirits, if only for a few hours, of the Navy personnel and their families.

For the third year in a row, Fleming — a local insurance broker in Rolling Hills by day and an entertainer by night — and the band travel to entertain the Navy men, women and families at various bases throughout Japan.

Fleming, the leader of the band on accordion and harmonica, actually is the only member of the band from Ireland. Other members include lead singer Julie Doherty, a civil engineer in Newport Beach; Terry Doyle, guitarist, a news director with CBS news; Denis Doyle, Celtic harpist, a professor at Glendale College; Kevin Weed, keyboards and bagpipes, music teacher and assistant director of the Orange County Symphony; and Mike Tiffney, bass, a computer engineer.

The band has been playing and breath of California 25 years. They have wakes, weddings, he entertained the locals for a few fun-filled hours. It turned out that it was just one of many establishments

**Naples Marco Island Everglades PARADISE COAST™**

Florida's Last Paradise™

**Naples Marco Island Everglades PARADISE COAST™**

Florida's Last Paradise<sup>SM</sup>



## 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



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# Recent Creative



# □ Group Travel Planet

Where groups discover what Florida was meant to be.



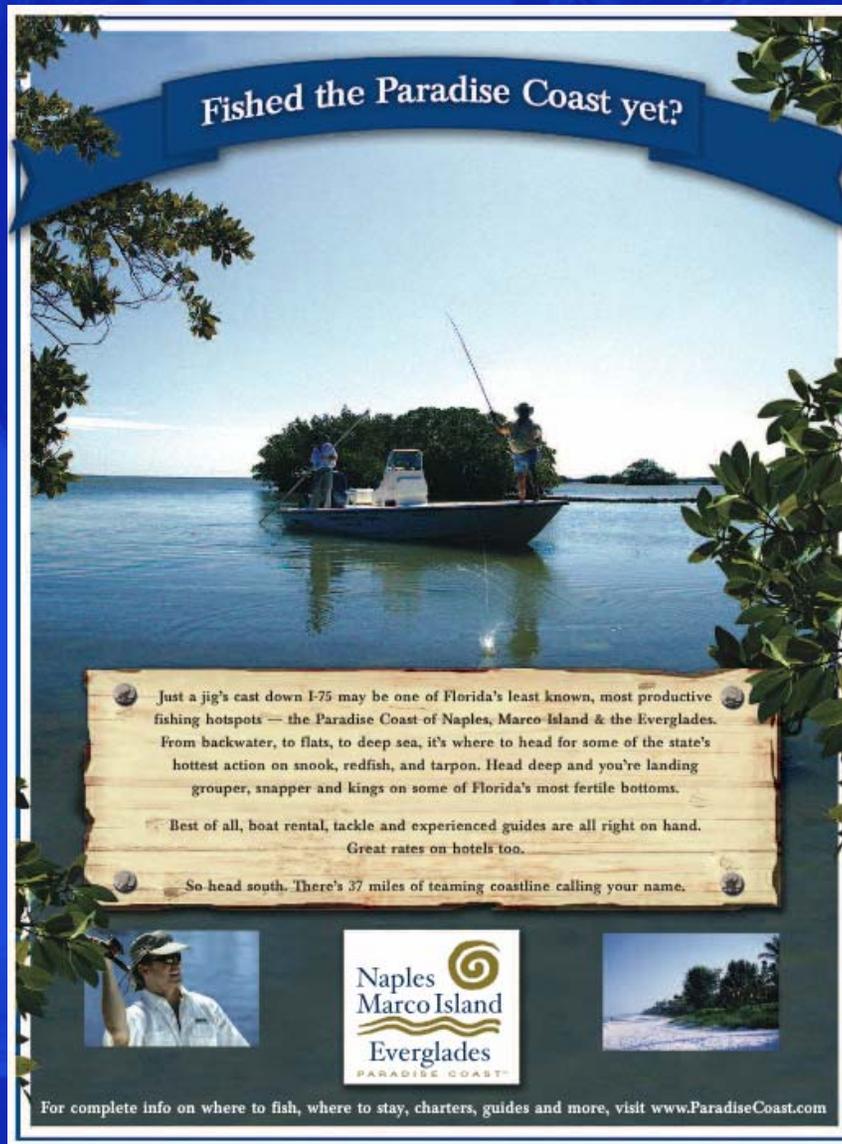
Florida's Last Paradise<sup>SM</sup> makes the perfect setting for group tours, meetings or events. Hotels and resorts in Naples, Marco Island & the Everglades offer expert planning and superb service in a relaxing, Florida environment filled with great group options.



Learn more or plan now. Visit [www.gtp.ParadiseCoast.com](http://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](http://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<sup>SM</sup>. 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](http://www.wed.ParadiseCoast.com)



# □ FLA USA.com banners

<p>Looking for the perfect Florida vacation?</p>	
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<p>Looking for the perfect</p>		
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	<p>Click for Paradise.</p>	
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# 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](http://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.

  
Naples  
Marco Island  
Everglades  
PARADISE COAST™

1-800-2-ESCAPE [www.ParadiseCoast.com](http://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





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# 2005 Photography







# 2005 Photography

Presenting the Brand

Current library

Needs/Plans

Competition

Visitors



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# 2005 Photography





# 2005 Photography

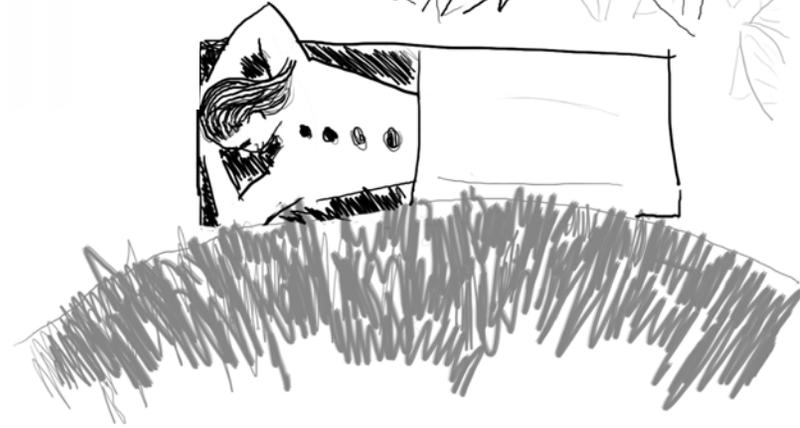
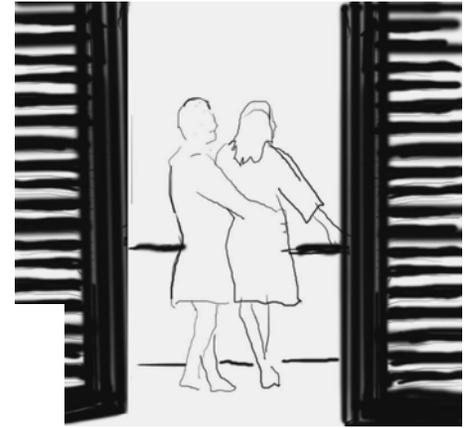
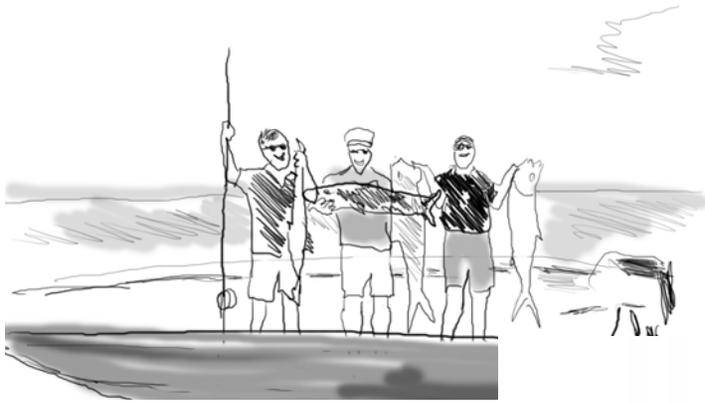
Presenting the Brand

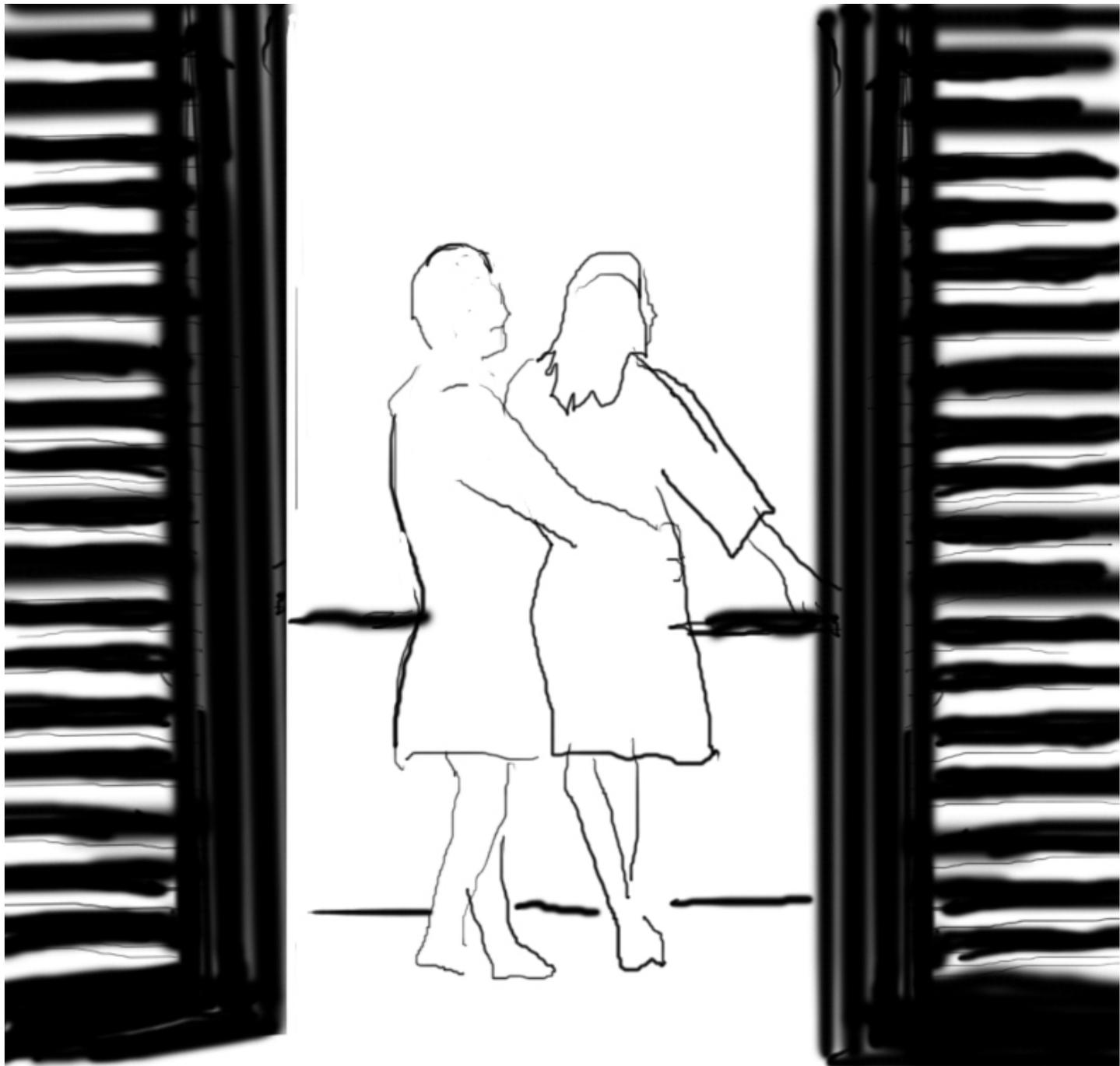
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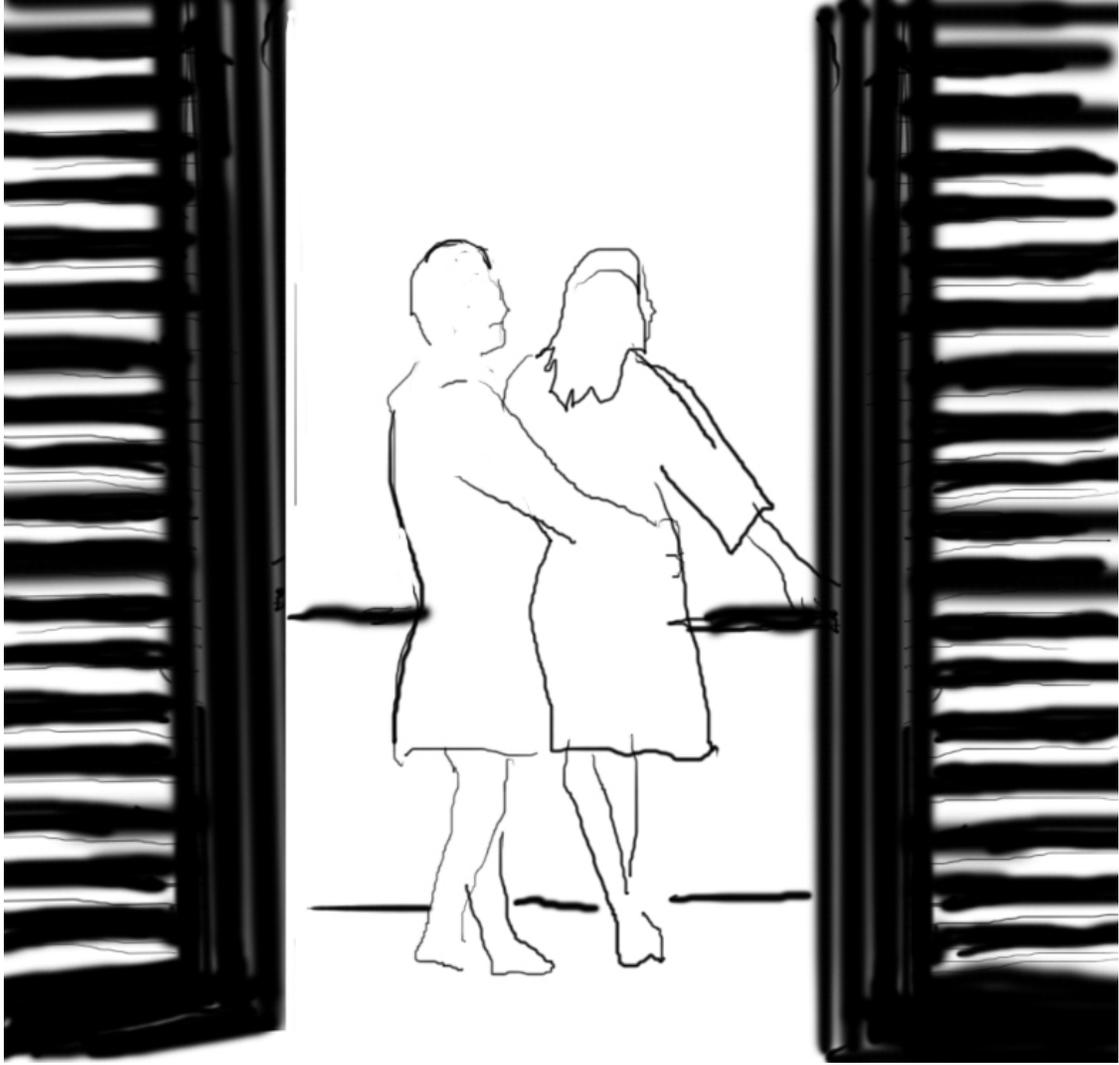








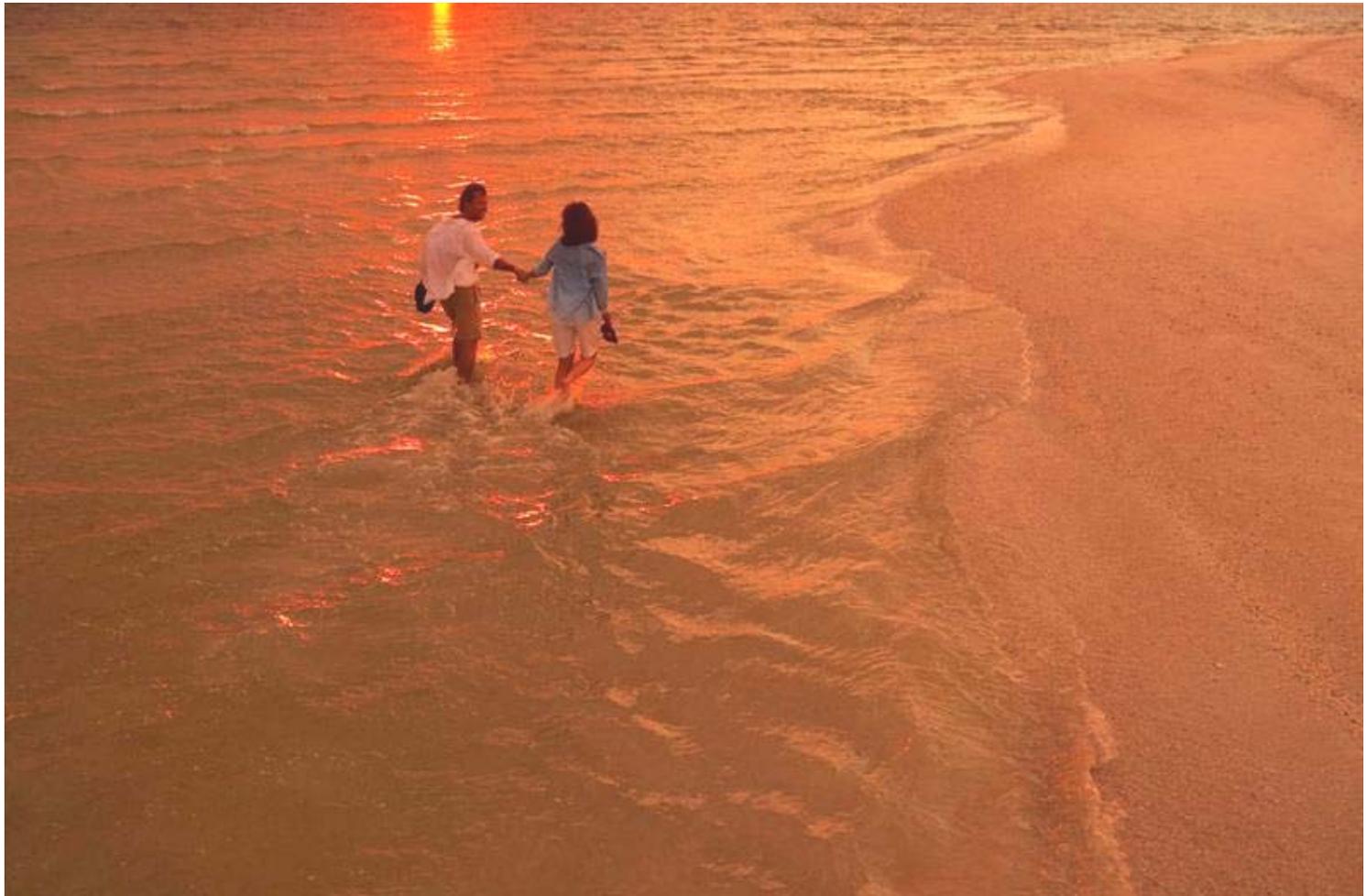










































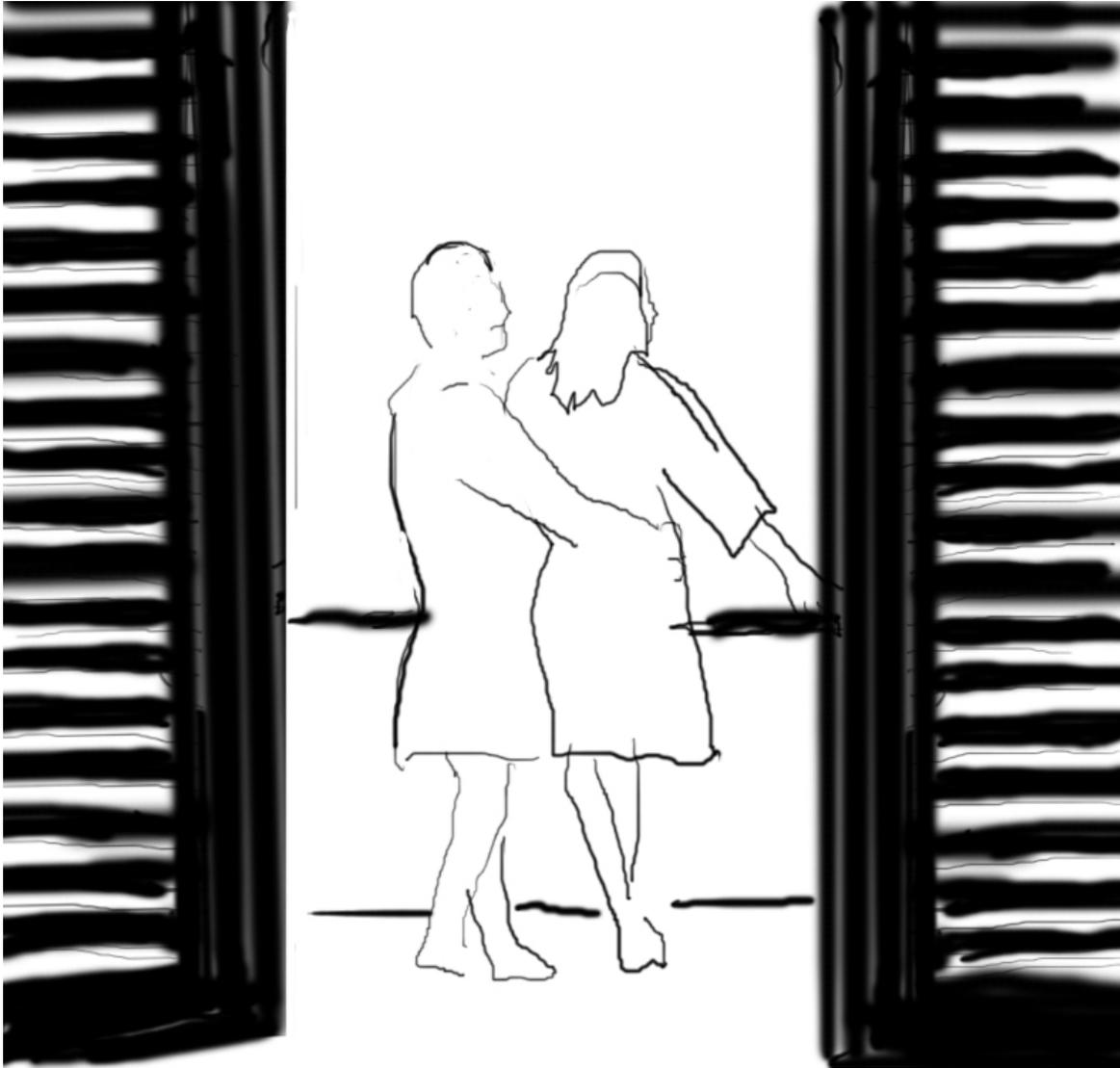


















WELCOME TO  
Florida's Last Paradise



OFFICIAL VISITORS GUIDE 2006

[www.ParadiseCoast.com](http://www.ParadiseCoast.com) | 1-800-2-escape





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# Television