


**NAPLES, MARCO ISLAND,  
EVERGLADES CVB  
4th Quarter Plan**



# Consumer Magazine

- Atlantic Southeast Airlines Magazine
  - November/December Issue Naples Editorial

Runway to getaway in no time flat.



Whether you're looking for the ultimate Florida meeting destination or a memorable tropical vacation, your trip to the Paradise Coast™ is even easier through ASA Delta Connection's direct service to Naples Municipal Airport (APF). It's the most convenient way to fly to Paradise, just blocks from downtown Naples and minutes to beautiful Marco Island. You'll find facilities and resorts offering expert planning and superb service - all in Florida's most relaxing, tropical destination, all in no time flat.



**Naples Marco Island Everglades**  
PARADISE COAST™

To begin planning your meeting or getaway, call 1-800-2-ESCAPE or visit us online at [www.ParadiseCoast.com](http://www.ParadiseCoast.com)



# Domestic Newspaper

- Madden Fall Out-of-State Insert
- 1,000,000 Targeted circulation:


*Atlanta Journal Constitution, Baltimore Sun, Bergen Record, Cleveland Plain Dealer, Greenville News, Memphis Commercial Appeal, Nashville Tennessean, New York Newsday, Savannah Morning News, Suburban Chicago Newspapers, Westchester Journal News*



- 2 Co-Op Partners

For your next vacation, consider the state of bliss.

Discover a side of Florida that's unspoiled, gentle and removed. Where white-sand beaches and calm Gulf of Mexico waters remind you of why you wanted to get away. This is the Florida of your vacation dreams: Superb shopping, extraordinary dining, plus exciting golf, fishing, wildlife adventure, and more. Plan online now.



 <p><b>Inn on Fifth, Naples</b> Puts you in the heart of Old Naples, amidst celebrated restaurants and art galleries, with graciousness and style. Blocks from the beach. <a href="http://www.InnOnFifth.com">www.InnOnFifth.com</a> 1-888-403-8778</p>	 <p><b>Charter Club Resort of Naples Bay</b> AAA 3 diamond rated. Furnished two bedroom/two bath condos with kitchen and private lanai. Naples, Florida <a href="http://www.CharterClubResort.com">www.CharterClubResort.com</a> 1-866-891-4696</p>
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Call us for a free Visitors Guide 1-800-2-ESCAPE or visit us online at [www.mpp.ParadiseCoast.com](http://www.mpp.ParadiseCoast.com)



# Domestic Newspaper

- Madden Fall Out-of-State Insert
- 1,000,000 Targeted circulation in:

*Daytona Beach News-Journal, Ft. Lauderdale Sun-Sentinel, Ft. Myers News Press, Gainesville Sun, Florida Times Union, Lakeland Ledger, Melbourne Florida Today, Miami Herald, Orlando Sentinel, St. Petersburg Times, Tallahassee Democrat, Tampa Tribune, Treasure Coast (Ft. Pierce, Stuart, Pt. St. Lucie, Vero Beach), Palm Beach County (ADVO), Daytona Beach News-Journal, Ft. Lauderdale Sun-Sentinel, Ft. Myers News Press, Gainesville Sun, Florida Times Union, Lakeland Ledger, Melbourne Florida Today, Miami Herald, Orlando Sentinel, St. Petersburg Times, Tallahassee Democrat, Tampa Tribune, Treasure Coast (Ft. Pierce, Stuart, Pt. St. Lucie, Vero Beach), Palm Beach County (ADVO).*

- 2 Co-Op Partners

# Target Markets

- H.I.T. (High Impact Targeting Campaign)
- Miami/Ft. Lauderdale/  
Palm Beach
  - Television
  - Online
  - E-Blast



Naples Marco Island Everglades  
September-October 2006

*Postcards from Paradise*

*Welcome*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie. [read more...](#)

*Send a postcard to a friend*

*Events*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Name of Event goes here  
Date of event  
Location of Event.

*Our Features*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. [read more...](#)

*Itinerary*  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam [read more...](#) nonummy nibh euismod.

Visit [www.ParadiseCoast.com](http://www.ParadiseCoast.com) for all of your vacation planning.

Watch the destination video *Enter here for your chance to win a Paradise Coast getaway!* Forward to a friend

If you do not wish to continue receiving communications from Naples, Marco Island and the Everglades, [click here.](#)

# Niche Markets Eco-Tourism

- Audubon Magazine - November/December Issue  
Great Florida  
Birding Trail



Turn your vacation into an adventure.

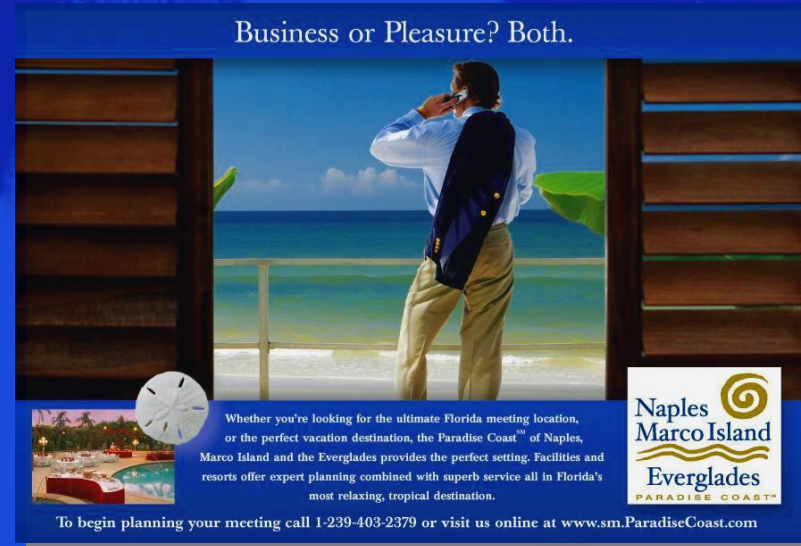
Explore one of America's last great areas of untouched wilderness. Home of the elusive Florida Panther and the rare Ghost Orchid, and also the southern gateway to the Great Florida Birding Trail, connecting 12 sites including the Corkscrew Swamp Sanctuary and Big Cypress National Preserve.

 Naples  
Marco Island  
Everglades  
PARADISE COAST™

Free Visitors Guide 1-800-2-Escape • [www.au.ParadiseCoast.com](http://www.au.ParadiseCoast.com)

# Group Business - Corporate

- Florida Trend - December  
Corporate Meetings  
& Travel
- Meetings South - November  
Southwest Florida



Business or Pleasure? Both.

Whether you're looking for the ultimate Florida meeting location, or the perfect vacation destination, the Paradise Coast™ of Naples, Marco Island and the Everglades provides the perfect setting. Facilities and resorts offer expert planning combined with superb service all in Florida's most relaxing, tropical destination.

To begin planning your meeting call 1-239-403-2379 or visit us online at [www.sm.ParadiseCoast.com](http://www.sm.ParadiseCoast.com)

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# Group Business - Association

- TSAE Capital Executive - December



# Group Business - Leisure

- Group Tour - December  
Corporate Meetings & Travel
- Group Travel Planet - November/December  
Florida



A tour stop that pulls  
out all the stops.

Give them all they're looking for  
from Florida. One complete  
destination that offers Florida in all  
its fun, excitement and splendor.

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# International

- Visit USA Travel Planner - November

Imaginez vous au paradis : Le dernier paradis en Floride



Tout le meilleur de la Floride est concentré au même endroit. La côte paradisiaque de Naples, Marco Island et des Everglades propose plages de sable blanc, couchers de soleil éclatants de couleurs, douces brises et eaux tempérées du Golfe du Mexique. Ajoutez-y ses diners typiques ou gastronomiques, offrant la fraîcheur des poissons et fruits de mer locaux, l'attrait de ses nombreuses boutiques et de la pléthore de galeries d'art, et les vastes possibilités d'exploration au cœur de la nature aux Everglades – vous avez trouvé la destination de vacances la plus fascinante de Floride.

Guide de visite gratuite, appelez le 1-239-225-1013 • [www.dpt.ParadiseCoast.com](http://www.dpt.ParadiseCoast.com)





# 2007 Creative Direction



Bill's Crab Shack, Everglades City  
7:37 pm  
Cracking open another round of stone crab.  
Reconsidering the plan for the new deck back home.

There's still one area of the state that knows what it takes to make a great Florida vacation. Here, the sunsets are just a little more golden, the pace just a little more relaxed, and the demands of life just a little further away. Great stone crab, too. **Discover Florida's last paradise.**

Naples Marco Island  
Everglades  
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[paradisecoast.com](http://paradisecoast.com) or 1-800-2-escape

Somewhere there are rollercoasters,  
characters posing for pictures,  
and long lines waiting to get in.

What a shame.

This is Florida's Last Paradise, the one place in the state that hasn't forgotten what you really want out of a Florida vacation.  
Plan online now. | [paradisecoast.com](http://paradisecoast.com) or 1-800-2-escape

Naples Marco Island  
Everglades  
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Take the mangrove trail less traveled.

There are still places in Florida where others haven't been, offering encounters yet to be experienced, memories yet to be made, and stories yet to be told. **Discover Florida's Last Paradise.** | [paradisecoast.com](http://paradisecoast.com) or 1-800-2-escape

Naples Marco Island  
Everglades  
PARADISE COAST

Get knee deep into your next vacation.

If you think you know all there is to know about what a Florida vacation has to offer, maybe it's time you explored the state in a new and different way.

The Paradise Coast™ sections with new adventures at every turn, offering a whole new way to get into Florida.

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



# 2006 Telly Award



# New Destination Video



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