

November 2006



# Media Update

## Fourth Quarter '06

- **Television**
- **Online**
- **E-Blasts**

The tropical escape you've been waiting for.



**Book a Paradise getaway now and save.**

Looking to get away? Now's the perfect time to experience the Paradise Coast. Enjoy the year's lowest rates, beautiful weather, and less crowds.

Escape to Naples, Marco Island and the Everglades and discover quiet, picturesque beaches, a kaleidoscope of boutiques and celebrated local restaurants, and miles of unspoiled wilderness, at a time of year with milder temperatures and a more laid-back pace. See for yourself why this is Florida's Last Paradise.

[Click here](#) to plan now.

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



# Research Highlights




Let your conscience be your guide

THE FLORIDA KEYS & KEY WEST  
HONOLULU COUNTY TOURISM DEVELOPMENT BOARD  
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What's right with the world.

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# Research Highlights

- **New direction overwhelmingly affirmed**
- **Less family concerns/More couples**
- **Drive/distance issue is positive**
- **Accurate and positive view of destination**
- **Logo did not conjure associations with Hurricanes**



# Monthly Retrospective

**Arthur Frommer's**  
**Bridal Guide**  
**Florida Trend**  
**Intl' Planner Online**  
**Sports Events South**

Rediscover the magic of sunsets.



It can be an intoxicating blend: golden light kissing the top of the waves. The gentle hush of a warm sand embracing the shoreline. A great getaway doesn't have to be far away. It just has to be perfect. And Florida's Paradise Coast™ is. Plus great shopping, superb dining, and places to stay where you can't get it.

**Naples Marco Island Everglades**  
www.paradisecoast.com

**Cherry Club Resort of Naples Bay**  
Before you relax, you'll enjoy a complimentary breakfast. After, you'll enjoy a complimentary lunch. AAA 3 Diamond rated. www.CherryClub.com 1-888-491-4096

**Park Shore Resort**  
The only tropical resort with a Naples neighborhood. Spectacular views, heated pool & spa, tennis. Free beach shuttle. Available on-site and for: www.parkshore.com 1-888-233-2249

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, program services over the Gulf, and a water-filled world of recreation. Plus a wide range of accommodation options. Plus now online.

**Naples Marco Island Everglades**  
www.paradisecoast.com

**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

**Isle on FDR, Naples**  
Romantic and stylish rooms and unique settings for your wedding and rehearsal. Experienced staff and superb catering. Thanks for the beach. www.isleonfdr.com 1-888-493-8278

A destination that earns returns.



Planning a meeting or recognition event? Mix business with pleasure on the Paradise Coast™. You'll find attractive, well-equipped hotels and meeting facilities, plus plenty of ways to break ground outside the boardroom - from exciting golf courses, to fishing and outdoor adventures, to unique restaurants.

**Naples Marco Island Everglades**  
www.paradisecoast.com

Call 239-463-2379 today or visit [www.paradisecoast.com](http://www.paradisecoast.com)



Call [www.bg.ParadiseCoast.com](http://www.bg.ParadiseCoast.com)

Florida's Hot New SPORTS TICKET



Looking for the perfect location for your next sports event, training or tournament? There's nothing like staying in Paradise. You'll find all-star facilities in scenic, quiet, friendly areas. Enjoy hotels ranging from budget to five-star and offering great deals for sports groups. Best of all, you'll be within a part of Florida that's more of a tropical escape, filled with endless recreation for your team and fans.

**Naples Marco Island Everglades**  
PARADISE COAST™  
SPORTS COUNCIL OF COLLIER COUNTY

Visit us online at [www.CollierSports.com](http://www.CollierSports.com) or call 239-254-4088 to learn more • [mlp@pryor@colliergov.net](mailto:mlp@pryor@colliergov.net)

Haga clic para el último paraíso de la Florida<sup>SM</sup>

**Naples Marco Island Everglades**  
PARADISE COAST™



# New Creative

Bill's Great Grand Everglades City  
9:37 pm  
Cracking open another round of stone wine.  
Reconsidering the plan for the new dock back home.

There's still one area of the state that hasn't what it takes to build a great Florida vacation home, the sunsets are just a little more golden, the air just a little more relaxed, and the serenity of life just a little further away. Good thing that too. Discover Florida's last paradise.

Naples Marco Island Everglades Everglades

paradise.com or 1-888-2-FLORIDA

Somewhere there are rollercoasters,  
climbers 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. Plus online now. | [paradise.com](http://paradise.com) or 1-888-2-FLORIDA

Naples Marco Island Everglades Everglades

paradise.com or 1-888-2-FLORIDA

Take the mangrove trail less traveled.

There are still places in Florida where others haven't been, offering experiences you can't be replicated, memories you can't be made, and areas yet to be told. Discover Florida's Last Paradise. | [paradise.com](http://paradise.com) or 1-888-2-FLORIDA

Naples Marco Island Everglades Everglades

paradise.com or 1-888-2-FLORIDA

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 rethink the idea in a new and different way.

The Paradise Club® features with one adventure at every turn, offering a whole new way to get your Florida.

Naples Marco Island Everglades Everglades

paradise.com or 1-888-2-FLORIDA



# New Creative

*Wishin' Pass State's Park - 10:15 a.m.  
Sitting peacefully with the breeze.  
Yearning to do more. Don't just hang around.*

There's still a place in Florida that remembers that great vacations are about winding down. Gaining perspective. Re-charging your batteries. Here the water is a little calmer, the beaches a lot more secluded, and the hammocks way more enjoyable. Discover Florida's Last Paradise | [paradisevac.com](http://paradisevac.com) or 1-800-2-escape

*Everglades City - 7:08 p.m.  
Another round of stone crab.  
Reconsidering the plan for the 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 | [paradisevac.com](http://paradisevac.com) or 1-800-2-escape

*Somehow off the Isle of Capri - 1:46 p.m.  
Contemplating a run to the horizon.  
Wondering how you can have so much water all to yourself.*

There's still a part of Florida far from the maddening crowds. Where a getaway actually gets you away. And where every breath of the breeze sends you deeper into the vacation of a lifetime. It's Florida the way you've always wanted it - all to yourself. Discover Florida's Last Paradise | [paradisevac.com](http://paradisevac.com) or 1-800-2-escape

*Marco Island, 5:32 p.m.  
Tugging on my arms, as well as my heart.  
She'll always be Daddy's girl.*

Show her a side of Florida where magic carries are made of sand, and princesses fly over golden beaches. Let her experience a true Florida vacation, filled with trips to the zoo, real Sernolese Indians, souvenors, and memories that she'll never let go of. Discover Florida's Last Paradise | [paradisevac.com](http://paradisevac.com) or 1-800-2-escape

*Just yards from the hotel's shoreline - 2:37 p.m.  
Couples' massage with a gentle breeze.  
Deep in conversation, without a single word.*

One area of the state remembers what makes a great Florida vacation. Here, coconut palms sway on calming winds. Powder-soft sands caress you feet. While the cars of life drift away across warm Gulf waters. The perfect Florida vacation, with all the right touches. Discover Florida's Last Paradise | [paradisevac.com](http://paradisevac.com) or 1-800-2-escape



# New Staff

*WELCOME*

**Clint Arlington**