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November 2006

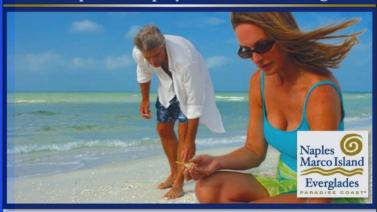


Media Update

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.

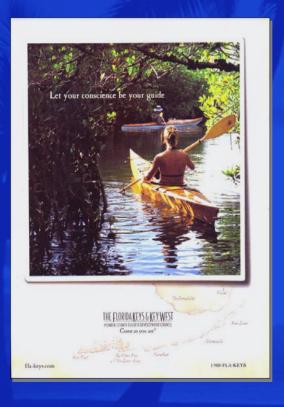
Escape to Naples, Marco Island and the Everglades and discover quiet, picturesque beaches, a kaleidoscope of boutiques and celebrated local restaurants, and miles of unspoiled wilderness, at a time of year with milder temperatures and a more laid-back pace. See for yourself why this is Florida's Last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

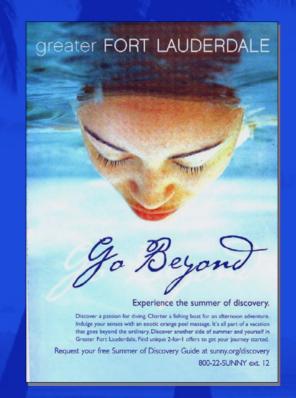
Click here to plan now.

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



Research Highlights









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





New Creative











New Creative













New Staff

WELCOME

Clint Arlington