



2006-2007
Marketing Plan

2006-2007 Marketing

- Stay the Course
- New programs
- Marketing Book
- New Creative



2006-2007 Marketing

Paradise HIT Campaign:
High Impact Targeting

Television

Magazine

Online

E-Blasts

2006-2007 Marketing

Integrated Multimedia Campaign

- Leisure

- a) Television
- b) E-Blasts
- c) Online sites
- d) Newspaper
- e) Direct mail
- f) Promotions
- g) Public Relations
- h) Sales Efforts

- Meeting

- Planners/Group
- a) Sales Blitz
- b) E-Blasts
- c) Direct Mail
- d) Sports Marketing

2006-2007 Marketing

- **Consolidate: Geographic/Timing**
 - **HIT Campaign of 3 day spikes**
 - **Run for 2 weeks (NY & Chicago)**
 - **Run for 4 weeks (Florida feeder markets)**
 - **Use integrated multimedia leisure and trade during spikes**

2006-2007 Marketing

- **Saturate: Reach and frequency**
 - Reach 100% of the prospects in targeted markets
 - Reach the prospects via multi media
 - Reach prospects a minimum of 3 -10 times

3 -10x



2006-2007 Marketing

- **Generate: Inquiry and bookings**
 - **Inquiry:**
 - a) Drive inquiry directly to hotels
 - b) Drive inquiry to phones
 - c) Drive inquiry to website
 - **Bookings:**
 - a) Drive business directly to hoteliers/partners

2006-2007 Marketing

Guerilla Marketing:

- Trade Show Advertising: 3-day blitz
 - TV
 - E-blasts
 - Print



2006-2007 Marketing

Guerilla Marketing:

-Collier County Online

- NaplesNews.com
- CollierCountyWeather.com
- Studio 55
- Reaches out of market prospects
- Generates local referrals

2006-2007 Marketing

Guerilla Marketing:

- **Wraps/Inserts:**

- **Four color, full page wraps of magazines**

- a) **Meeting planner trade**

- b) **Niche wraps: Echo, spa, luxury, etc.**

- **Inserts: Four page newsletter format**

- a) **Meeting Planner Trade pubs**



2006-2007 Marketing

Guerilla Marketing:

- Partner promotions:

- Partners: Hotels, airlines, retail manufacturers

- Media: newspapers, consumer pubs, television, radio, trade pubs, niche pubs, online



2006-2007 Marketing

Guerilla Marketing:

- Niche Marketing:
- Hispanic message in Spanish and reflects Hispanic lifestyle
- Test SW Florida Feeder Markets
- Media: TV, online, E-blast
- Collateral: Spanish speaking brochures
- Website



Paradise



Promotional Opportunities



Promotional Opportunities



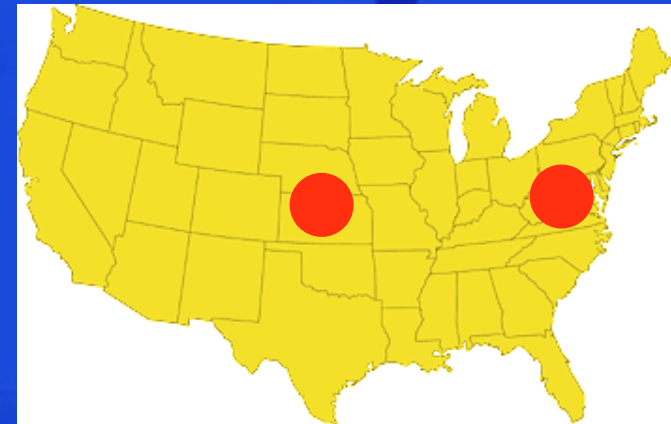
- **Winter Campaign - Northern markets**
 - **Geographic: New York, Chicago, MW and NE**
 - **Timing: Campaign coincides with first cold snap**
 - **Media:**
 - **Online: Weather.com, newspaper .coms**
 - **E-blast**
 - **Estimated Budget: \$100,000**





Promotional Opportunities

- **High Season Campaign**
 - **Geographic: New York, Chicago**
 - **Timing: First and second week of January**
 - **Media:**
 - **Television**
 - **Online**
 - **E-blast**
 - **Direct Mail**
 - **Estimated Budget: \$150,000**





Message Strategies

2007 Message Direction

One of the most successful campaigns
in the state

A Florida vacation as discriminating as you are.



So close, yet so far from the usual lies Florida's Last Paradise™. Naples Marco Island and the Everglades. It's the best of Florida's best shopping, dining and golfing. Contact us for a free Visitors Guide 1-800-688-3600 or visit us online at www.ParadiseCoast.com

Naples Marco Island Everglades
PARADISE COAST

Turn your vacation into an adventure.



You see an entire world in tracks in the sand, and hear a symphony in the call of a bird. You're at home in this land so yet to be discovered. The home of the elusive Florida panther. And the sanctuary of the rare Ghost Orchid. In one of America's last untouched wildernesses, you find the ultimate vacation.

Call us for a free Visitors Guide 1-800-688-3600 or visit us online at www.ParadiseCoast.com

Naples Marco Island Everglades
PARADISE COAST



So close, yet worlds away, Florida's Last Paradise™ awaits. Relax in the beauty of sparkling beaches, enchanting sunsets and visit untouched wilderness. Fabulous shopping, dining and golfing are here, too. With just as many great places to stay, it's time to plan your escape now. Contact us for a free Visitors Guide.

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Naples Marco Island Everglades
PARADISE COAST

2007 Message Direction

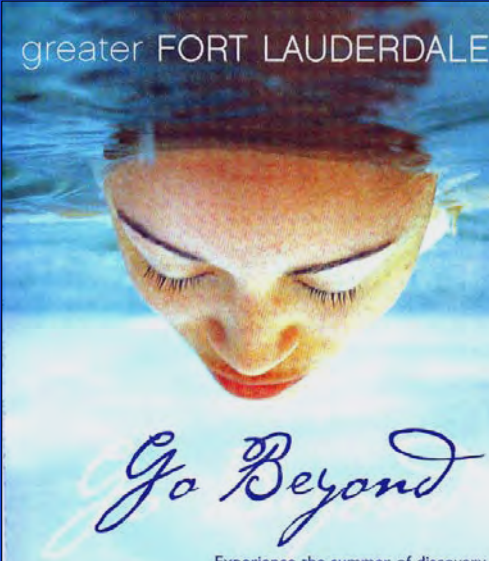


Let your conscience be your guide

THE FLORIDA KEYS & KEY WEST
HONORARY COUNTY BOARD OF DEVELOPMENT OFFICERS
Come as you are®

fla-keys.com 1-800-FLA-KEYS

greater FORT LAUDERDALE



Go Beyond

Experience the summer of discovery.

Discover a passion for diving. Charter a fishing boat for an afternoon adventure. Indulge your senses with an exotic orange peel massage. It's all part of a vacation that goes beyond the ordinary. Discover another side of summer and yourself in Greater Fort Lauderdale. Find unique 2-for-1 offers to get your journey started.

Request your free Summer of Discovery Guide at sunny.org/discovery
800-22-SUNNY ext. 12

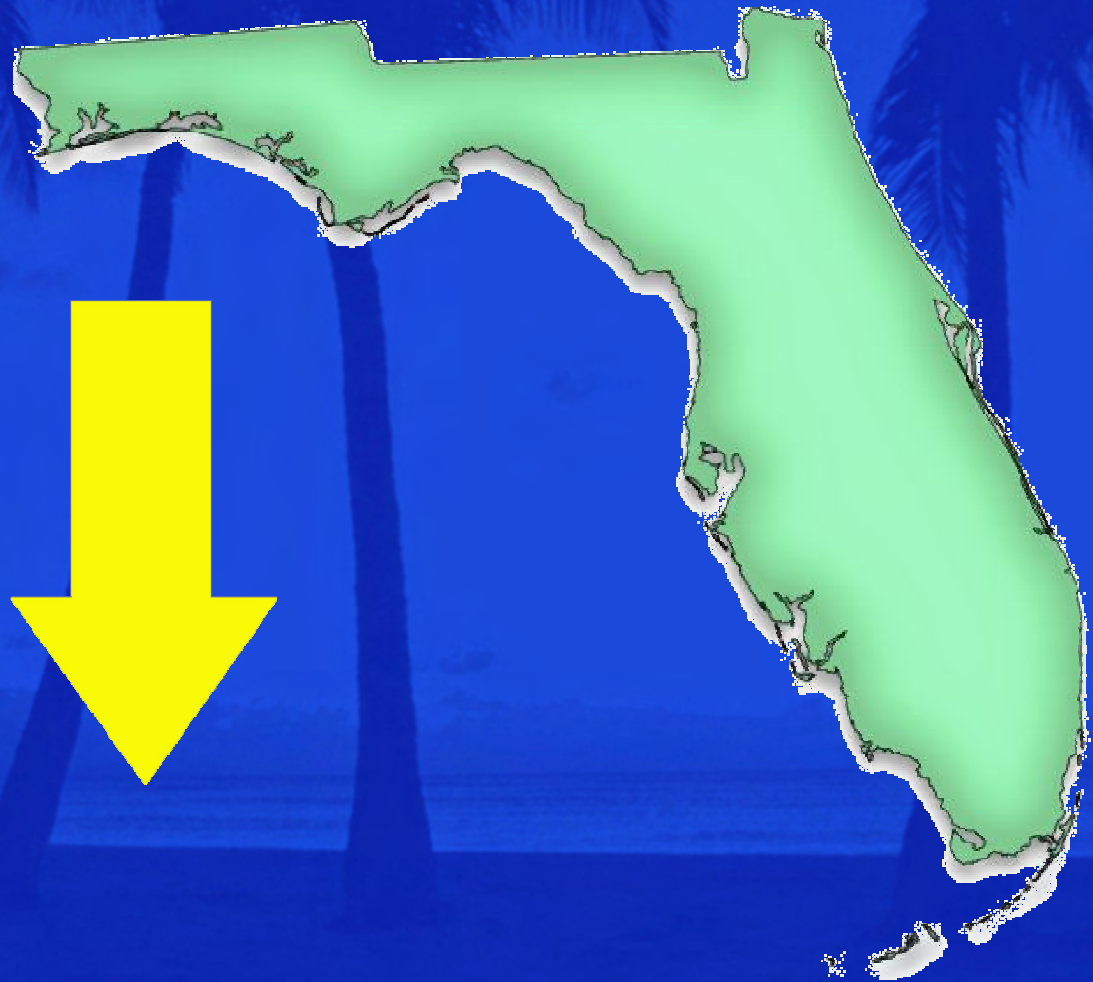


REMEMBER YOUR OTHER TITLE.

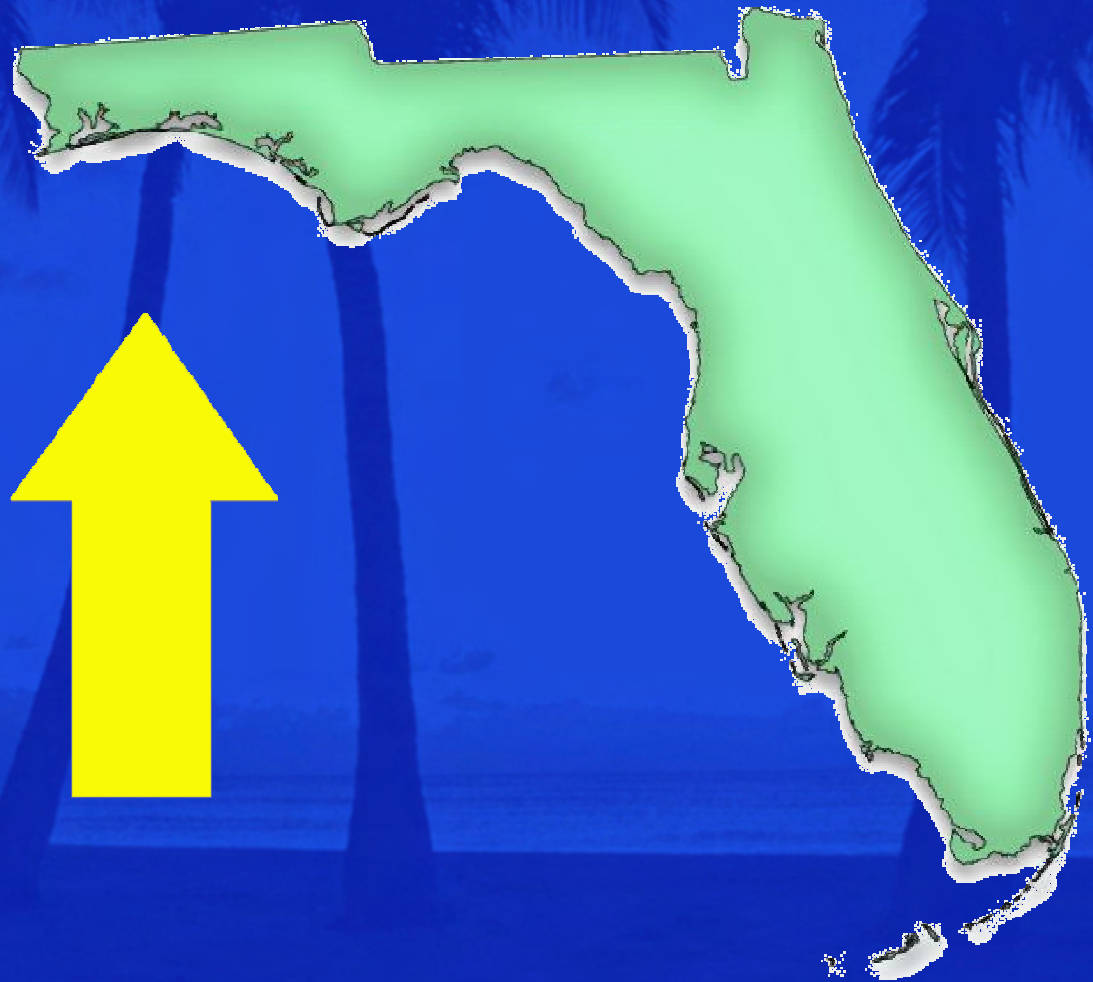
the beaches of FORT MYERS SANIBEL
What's right with the world.

Call 888.221.8318 or visit fortmyers.sanibel.com for more info and your free visitor guide.

2007 Message Direction



2007 Message Direction



2007 Message Direction

Need to re-freshen presentation

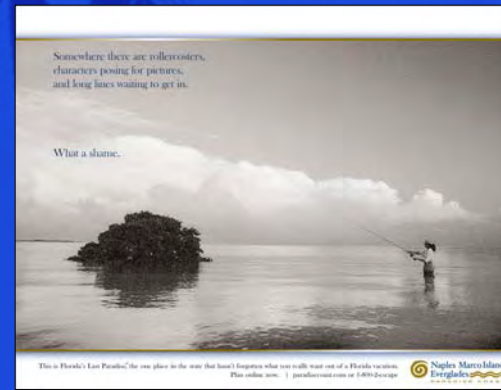


Florida's Last Paradise (SM)

Same presentation for 3 years

2007 Message Direction

A number of strategies considered



2007 Message Direction

Chosen Approach

- *Not only claim to be Florida's Last Paradise, but carefully define it.*
- *Highlight unique experiences destination offers.*
- *Moments that become memories.*



2007 Message Direction

*Wishin' Pass State's Park - 10:15 a.m.
Sitting peacefully with the breeze.
You're so close, more. I am just hanging 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 | paradisead.com or 1-800-2-escape



*Everglades City - 7:09 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 | paradisead.com or 1-800-2-escape



*Swimline 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 madling 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 | paradisead.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 castles are made of sand, and princesses fly over golden beaches. Let her experience a true Florida vacation, filled with tips to the zoo, real Sevenside Indians, souvenirs, and memories that she'll never let go of. Discover Florida's Last Paradise | paradisead.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 first. While the cares of life drift away across warm Gulf waters. The perfect Florida vacation, with all the right touches. Discover Florida's Last Paradise | paradisead.com or 1-800-2-escape





*Everglades City - 7:39 p.m.
Another round of stone crab.
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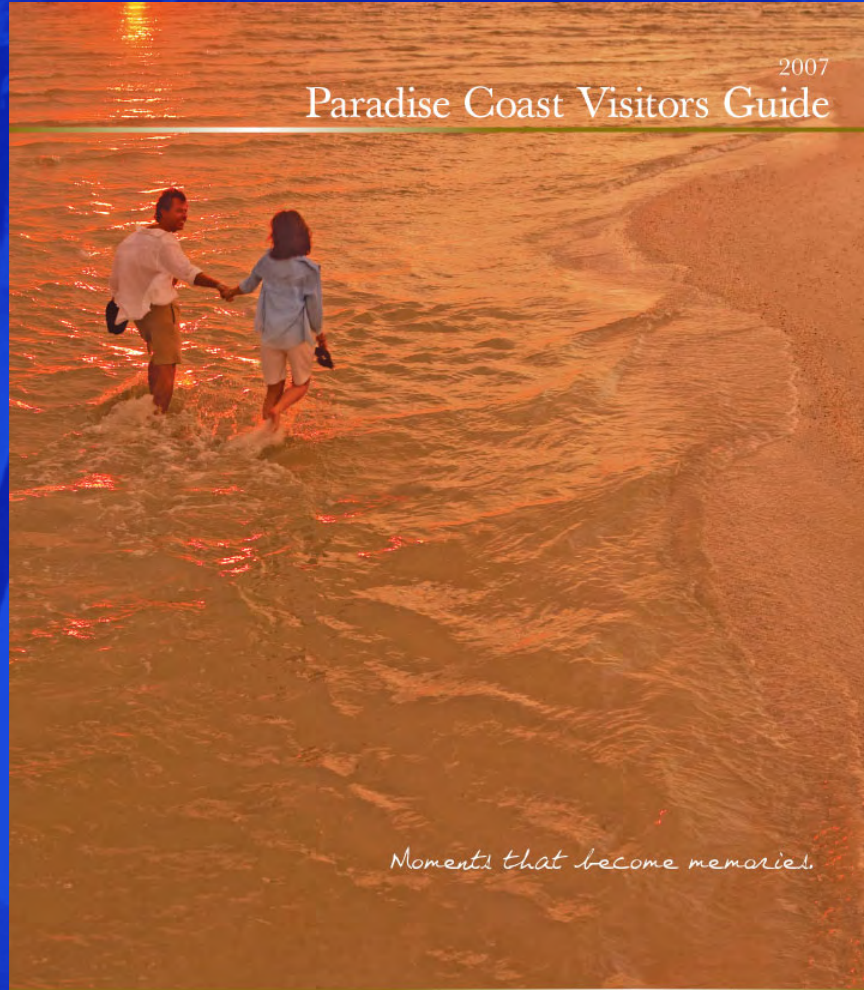


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Paradise
Advertising & Marketing, Inc.



paradisecoast.com | 1-800-2-escape



Research Highlights

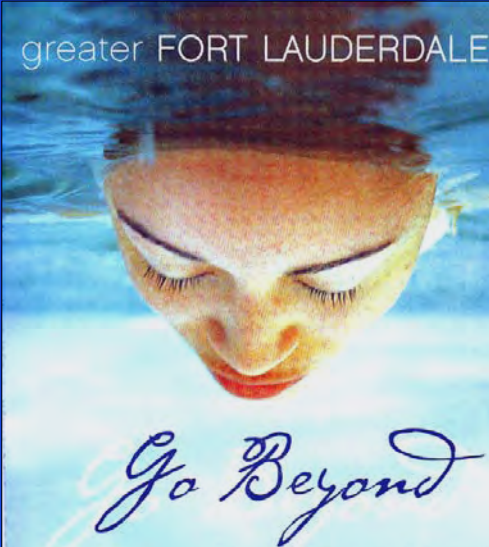


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*Wiggins Pass State Park - 10:26 a.m.
Swaying gently with the breeze.
Vowing to spend more time just hanging around.*

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 bit more secluded, and the hammocks way more enjoyable. **Discover Florida's Last Paradise** | paradisecoast.com or 1-800-2-escape





*The 10,000 Islands - 9:39 a.m.
Your very first mangrove safari.
Discovering you can still find uncharted courses.*

If you think you've seen all Florida has to offer, here's a vacation destination that opens whole new worlds. And somewhere between unexplored wilderness and the luxury of your hotel or resort, you'll also discover the vacation of a lifetime. **Discover Florida's Last Paradise™** | paradisecoast.com or 1-800-2-escape





2007 Message Direction



2007 Message Direction

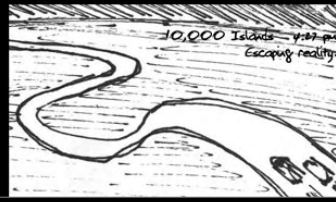
COLLIER COUNTY/Naples, Marco Island, the Everglades
Proposed Television Spot :30



VISUAL: Close up of couple in mangroves on jet skis.
SFX: Quiet, deep-throated rumble of jet skis. Water.



VO: The
(MUSIC



COLLIER COUNTY/Naples, Marco Island, the Everglades
Proposed Television Spot :30



VISUAL: Close up of woman in awe of Everglades canopy/wildlife



VO: There's a place in Florida, where you can get knee deep into



SUPER: (animates on)
October - 1:52 p.m.

COLLIER COUNTY/Naples, Marco Island, the Everglades
Proposed Television Spot :30



DISSOLVE TO:
VISUAL: Close-up of couples' hands digging into bucket of crab
SFX: Background of happy diners, laughter.



VO: And, where the demands of life... seem just a little further away...



SUPER: (animates on)
Isle of Capri - 7:26 p.m.
Vowing to return.



2007 Message Direction

QuickTime™ and a
H.264 decompressor
are needed to see this picture.



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2007 Message Direction

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Sitting peacefully with the breeze.
You're so close, more. I am just hanging around.*



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Another round of stone crab.
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Capturing messages with a gentle breeze.
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