

CELEBRATE THE

STARS

TOURISM WEEK 2011

OF OUR SUCCESS

The Best of Times and The Worst Of Times

Teamwork Sustained Us



Celebrate The Stars Of Our Success



Collier County Tourism Week 2011

Tourism Week 2011

- **Reasons for Celebration**
 - # 1 Industry In Collier County
 - 29,100 Hospitality/Tourism Employees
 - Provides a Positive Economic Impact
- **Teamwork Sustained Us**
 - Through the Gulf Oil Spill
 - Through the Economic Crisis
 - Record Cold Temperatures
 - Volcanic Ash Cloud

Responding to the Challenges

- **Continually changed message to overcome the oil spill misinformation**
- **BCC declared emergency to use reserve funds for advertising & PR**
- **Worked with hospitality industry to create the “Paradise Promise”**
 - **Oil free guarantees**

Consequences of Summer 2010

- Phone Calls Stopped
- Visitors shifted plans to east coast destinations
- Visitation & revenue dropped 4.7 pts - 49,474 room nights (June-Sept)
- TDT dropped \$281,706
- Responded to national media daily



2010 In Review

- 1.4 M Visitors
- \$782 M Spending
- \$1.2 Billion Impact
- 29,015 Tourism Jobs
 - 44 Visitors supports one tourism job
- Tourism Wages \$898 M
- Sales/Gas Tax \$74.6 M
- Tax Savings
 - \$631 Per Household
- Funded Beach & Inlet Management Projects
- Funded Museum Operations & Grants
- Supported our "Quality of Place"

The Good News in 2010


- Total visitation up 3.3% over 2009 (1.4 Million)
 - Additional 44,700 visitors to destination
- Additional \$38.2 million in visitor spending (+3.4%)
- Lodging Occupancy up 3.1%
- Tourist tax revenue increased \$709,249 (+5.8%)
- Web Site visitation increased 12%
- ROI of \$20.65 for each dollar invested in destination marketing and promotion- up from \$17.60 in FY 09

Sources: Research Data Services, Smith Travel Research, Collier Tax Collector

More Good News

- **PR Editorial value for 2010 exceeded \$3 million**
- **Oil Spill Communications Campaign won Silver HSMAI Adrian Award**
- **Launched “Adventures in Paradise” video series on website**

2011 Winter Campaign



Paradise Coast Preferred Pass

Sunshine and savings you'll really warm up to.


Escape the cold on our warm beaches and save on everything under the sun - hotels, spas, golf, eco-tours and more! All of the Preferred Pass deals are right here, offering incredible value for your getaway. Enjoying these deals is easy. [Here's how...](#)

Tell a friend and win a free getaway. [Enter now](#)

Hotels | Entertainment | Dining | Shopping | Spas | Golf | Events | Area Info

[Twitter](#) [Facebook](#)


Hotel Deals



Frostbite Relief at LaPlaya Beach & Golf Resort

It's back by popular demand! "Frostbite Relief," where you earn valuable credits the longer you stay, has become a favorite of our guests, so... [read more](#)

[Learn More!](#)



Save 25% on Monthly Stays!

Book any 28+ night stay and automatically receive a 25% discount off your rental rates! [read more](#)

[Learn More!](#)



Roll over for video



Warm Florida fun for less.

Paradise Priced Perfectly

Getaway Deals



Celebrate The Stars Of Our Success



Collier County Tourism Week 2011

33

Come play in our winter
wonderland and save.

Snag Up the Best Getaway Deals



Paradise Priced Perfectly Book now and save with Florida's best getaway deals.
www.ParadiseCoast.com/Deals



Winter 2011 Advertising Campaign

Custom Campaign across New York and Chicago utilizing multiple LOCAL touch points



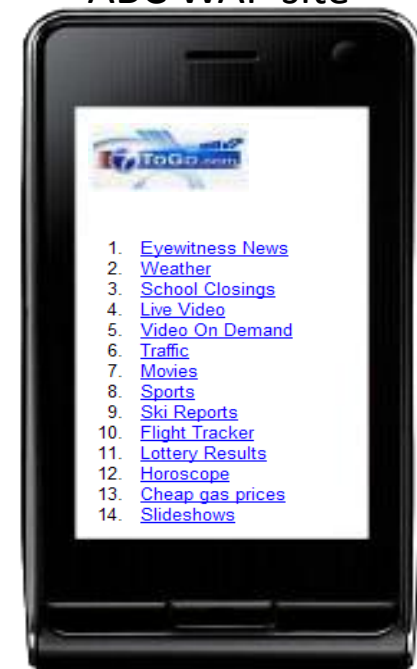
Broadcast Spots on local ABC
Station



Online Campaign on
ABC Station Websites



Mobile Sponsorship of
ABC WAP site



Winter 2011 Promotional Campaign

Jeopardy “Clue for You”

During Jeopardy commercial break in Chicago and New York, we sponsor a customized destination-specific Jeopardy “Clue”



Spring/Summer 2011 Campaign

Celebrate The Stars Of Our Success



Collier County Tourism Week 2011

Spring/Summer Campaign

ParadiseCoast.com/Deals Landing Page



Enjoy \$1,000s in Preferred Pass deals.

Shop the deals below for everywhere to stay, play and save. [Click here](#) for how to redeem Preferred Pass deals.

Win a free getaway to Hilton Marco Island Beach Resort and Spa.

[Enter Now](#)

Paradise Priced Perfectly



[Hotels](#) | [Entertainment](#) | [Dining](#) | [Shopping](#) | [Spas](#) | [Golf](#) | [Events](#) | [Area Info](#)



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Hotel Deals



Fall Special at the Inn of Naples!

Fall into Paradise! **FOURTH NIGHT FREE!** Enjoy a 4 night stay at the Inn of Naples and pay for only 3 nights! The Accommodations are for either... [read more](#)

[Book Now!](#)



Paradise Beach Package

Book your next beach getaway in Naples, Florida at the Doubletree Guest Suites Naples. The Paradise Beach Package includes just what you need... [read more](#)

[Book Now!](#)

Spring/Summer Campaign

Online Co-op



Paradise Priced Perfectly™

More Getaway Deals



Bellaser Hotel

NUntiunt, occuapatene nat ad min elit officia
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Marco Island Marriott Beach Resort

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Win A Free Beach Getaway

Enter to win a luxurious two-night getaway at
Hilton Marco Island Beach Resort and Spa.
Enjoy spa treatment for two and more.

Spring/Summer Campaign

Online Video Roll-over

Click for video

Nightly shows. Lifetime memories.



Paradise Priced Perfectly
Summer 's best Getaway Deals



Paradise Priced Perfectly



Naples Marco Island
Everglades
PARADISE COAST

www.ParadiseCoast.com/Deals
1-800-2-escape

Nightly shows. Lifetime memories.



Paradise Priced Perfectly
Summer 's best Getaway Deals



Spring/Summer Campaign

Online Pre-Roll Video

:15 Spots running on:

- OrlandoSentinel.com
- PalmBeachCoast.com
- SunSentinel.com

Showtime.



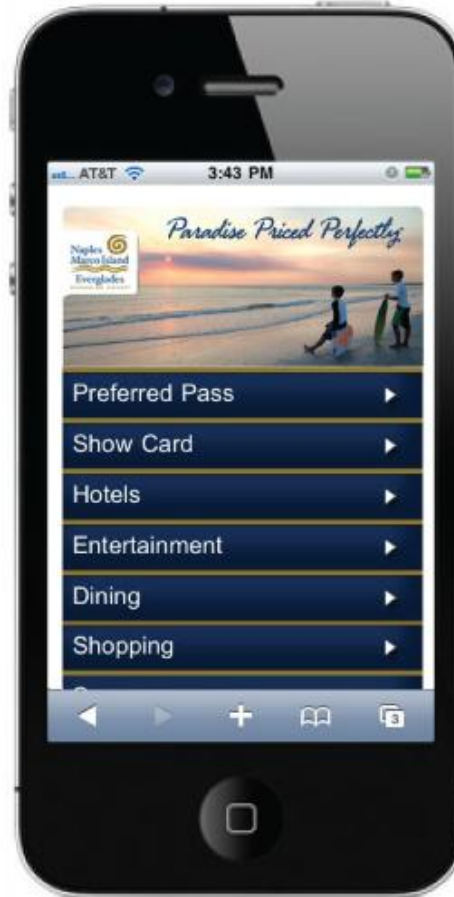
Spring/Summer TV

[Brand](#)

[Promo](#)

Spring/Summer Campaign

ParadiseCoast.com/Deals Mobile



2011 Group Market Initiatives



ACPE Annual Meeting
July 27 – 31, 2010
Marco Island Marroitt

Mark your calendars now for this year's big event. The ACPE Annual Meeting comes loaded with plenty of CME accredited courses, election of officers, and the fun and beauty of the Paradise Coast™.

The Paradise Coast provides the perfect environment for us to focus and relax. And after hours you'll enjoy the sights of downtown Naples, miles of beautiful white sand beaches, and thrilling nature adventures.

Make plans now to attend. Click here to [sign up now](#).

Learn more about [the Paradise Coast](#).



Group Attendance Push

Online “toolkit” fills gap between the meeting professional’s decision to book a meeting, and their ability to attract attendees

Promotional tools include:

- Web page, online, print and e-mail templates
- Downloadable logos, photos, video
- Easy-to-use collateral ordering form

Looking Ahead In 2011

- Improved 3rd and 4th quarter visitation
- International visitation will increase
- Lodging rates should slowly rise
- Corporate meetings return (+16% Q1)
 - Major group meeting push (\$500K)
- Launch of “Journey Through Paradise”
 - New website showcasing “Florida’s Official Fine Art Photographer” Alan Maltz
 - New “tabletop” book exclusively featuring Paradise Coast scenes

More 2011 Good News

- Visitor spending will slowly rise despite high gas prices
- More housing sales to visitors
- A better second half of 2011 for all businesses in Collier County
- Q 1 2011 Editorial value = \$ 1 million
- Sports room nights already over 2010
- Growing Interest in Reality/Niche/Intl. Film & TV Production

Questions & Discussion

Teamwork Sustained Us



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