



Florida's Paradise Coast


**NAPLES
MARCO ISLAND
EVERGLADESSM**
FLORIDA'S PARADISE COAST



PRESENTERS

Claudia Cianfero-Wood
US Office

Annette Eckhardt
German Office

Oonagh McCullagh-Boyle
UK Office


**NAPLES
MARCO ISLAND
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FLORIDA'S PARADISE COAST



Annette – Diamonde

Germany / Austria / BENELUX



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Luxury Fam Trip to Paradise Coast, Sep 5-8

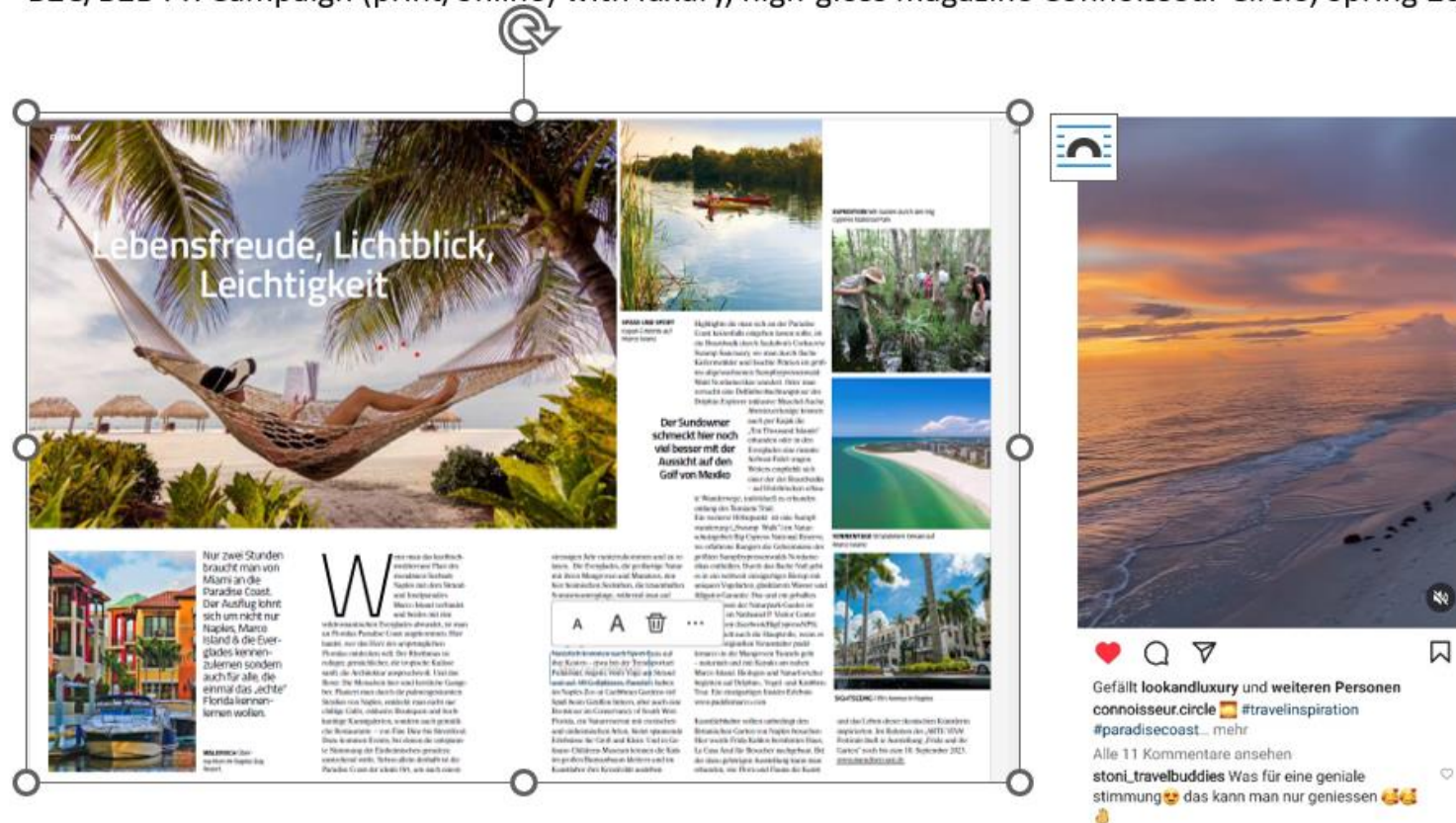


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B2C/B2B PR Campaign (print/online) with luxury, high-gloss magazine Connoisseur Circle, Spring 2023




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B2C Luxury Campaign with Secret Escapes, CRD and Visit Florida (Jan-Mar 2023)

CRD Touristik
Anzeige · 

Traumhafte Strände und so viel Meer



CRD Touristik
Der Spezialist für Nordamerikanerinnen

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FORMULAR AUF FACEBOOK
Traumurlaub in Florida
Jetzt Newsletter abonnieren!

☒ Abonnieren



Luxusurlaub in Florida
Mietwagenreise, 14 Tage inkl. Flug, ab 11.599,- Euro

Freuen Sie sich auf eine exklusive Rundreise mit Übernachtungen in luxuriösen Top-Unterkünften. Von den Florida Keys geht es über Naples und Sarasota bis nach The Palm Beaches. Die gesamte Reise verspricht neben tropischen Landschaften vor allem Luxus und Entspannung!

ZUM ANGEBOT

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B2B Training Workshop: DER Touristik Live Campus in Orlando, Dec 2022



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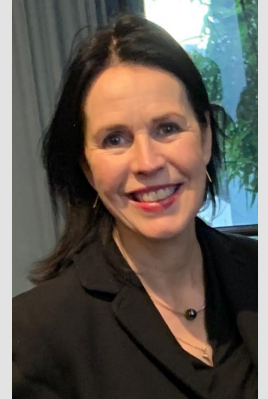
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British Airways Holidays Website CTA - high profile positioning

VIBRANT KISSIMMEE




[Kissimmee](#)

Kissimmee is perfect for families, off-the-beaten-track experiences, and it's within easy reach for more theme park extravaganzas. Explore Old Town Kissimmee and take a ride on the Old Town's iconic Ferris Wheel. Or touch the tip of the Everglades and immerse yourself in a landscape of mesmerising marshes.


 **Holidays from £569pp**
Flights + 7 nights hotel

WELCOME TO PARADISE




[Florida's Paradise Coast](#)

The Paradise Coast presents luxury resorts and pristine parks on Marco Island and a touch of glamour in the ritzy city of Naples. When you're ready to explore the rugged outdoors, glide through the swaying sawgrass of the Everglades.


 **Holidays from £799pp**
Flights + 7 nights hotel

GET YOUR FILL OF THRILLS




[Orlando](#)

Conquer a roller coaster and splash down a slide in the world's theme park capital. There are plenty of tame rides for little ones, too. You'll also find a surprisingly large variety of cuisine here and dinner shows.


 **Holidays from £459pp**
Flights + 7 nights hotel

BEACH BLISS IN FORT MYERS




[Fort Myers](#)

Fort Myers lets its natural allure speak for itself: coquina seashells blushing pastel, massive sunsets stopping traffic and sandy beaches stretching seaward. The beaches should be your top priority but make time to stop by Edison & Ford's Winter Estate celebrating two world-renowned innovators.


 **Holidays from £649pp**
Flights + 7 nights hotel

TAMPA BAY TREASURES



[Tampa](#)

You'll find Florida's usual suspects in Tampa Bay – sunshine and waterfront sunsets – plus pockets of culture. Join Tampa Bay's lively annual pirate-themed party and stroll the riverwalk. You can also watch Cuban artisans hand-roll cigars in Ybor.

 **Holidays from £939pp**
Flights + 7 nights hotel

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Consumer-facing media campaign - The Evening Standard

ADVERTISEMENT FEATURE

A holiday in Paradise is right here

Outstanding natural beauty meets luxe living in Florida's endlessly enticing Paradise Coast region

The different regions of the Sunshine State all provide unique attractions and compelling destinations. They include Florida's Paradise Coast – Naples, Marco Island and the Everglades, where the high life neighbours the wildlife.

This trio of outstanding destinations unite in one chic region to feature a bountiful outdoor playground, the likes of which you'll find nowhere else. It's easy to experience it for yourself with British Airways flights direct to Tampa.

UNDERSTATED ELEGANCE

Florida's Paradise Coast is the state's quietly elegant quarter, where the uber-sophisticated downtown area melds into an equally stylish beachfront vibe. Highlighted by a series of upscale resorts, all of which provide instant access to the magnificent white-sand beaches, the destination also affords

five-star amenities and service as well as family-friendly features.

Shop and dine along 5th Avenue South and Third Street South, filled with galleries, boutique shops and restaurants that provide some of the best tastes of the Sunshine State.

As befitting the only subtropical mangrove wilderness in America, nature is also at its finest here in a series of parks and preserves that serve up wildlife and scenic wonders aplenty.

There's Keewaydin Island, the largest unbridged barrier island in the area only accessible by boat, and the 170-acre Naples Botanical Garden, plus Corkscrew Swamp Sanctuary, with its 2.5-mile nature boardwalk trail.

You can take kayak tours around the mangrove swamps and tunnels, or just

Refined luxury on Marco Island: one of the many pristine beaches in Florida's Paradise Coast

sit back and soak up the dazzling sunsets that provide guaranteed brilliance each evening.

THE GREAT OUTDOORS

The largest of the famed Ten Thousand Islands, immediately to the south of Naples, Marco Island is another unique realm of beachy perfection and old-world charm. It has a refined, four-mile resort section that co-exists alongside a charming fishing village and more natural opportunities, including an eco-cruise with the Dolphin Explorer to discover the manatees and bottlenose dolphins that make their home here.

Tigertail Beach and Sand Dollar Spit feature two of the best beaches in the state, on the edge of a shallow lagoon

ideal for paddleboards and kayaks, with the addition of an eye-catching observation tower that attracts keen birdwatchers from all over the world.

NATIONAL TREASURE

There is nothing like the Everglades – and you're right at its gateway here. It encompasses 1.5 million acres of wetlands, and the variety of plant and animal species here can be found nowhere else in the US.

With boardwalks, trails and airboat rides, this is where you'll see alligators and crocodiles in the same ecosystem, along with bobcats, raccoons and white-tailed deer and even the occasional black bear, while the Everglades' reputation for birdlife is simply unparalleled.

To find out more and to book your perfect Paradise Coast holiday with British Airways visit ba.com/florida



Benefits of booking with British Airways

- British Airways has an extensive flight network to Florida, including regular direct flights to Orlando, Tampa and Miami
- British Airways offer a full service across Business Class, Premium Economy and Economy on all flights
- All British Airways Holidays are ATOL protected, keeping you and your money safe
- You can secure your package holiday with a low deposit from just £60 per person and pay off the rest in as many instalments as you like. Final payment is due seven weeks prior to travel on long haul
- With a dedicated 24-hour holiday helpline, British Airways Holidays have got you covered for any issues whilst you're away, if your plans change or the unexpected happens
- 23kg checked baggage allowance per person is included as standard on all British Airways Holidays bookings, not as an add on
- British Airways Holidays offers quality accommodation options to suit every budget, from 3* to 5* luxury
- Partnering with Avis, British Airways Holidays offers fly-drives across the state. When booking flights and car hire together, all mandatory charges are included, and you'll benefit from roadside assistance and 24-hour customer support



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Tour Operator Training Event with Virgin Atlantic Holidays – call Centre and Retail Agents



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Florida's Paradise Coast Branded Collateral



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LET'S CHAT ABOUT THE DIFFERENT MARKETS

Panelist Questions



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Traveller's Mindset

"This looks like an exciting/interesting trip/experience"

"I'd like to do it one day"

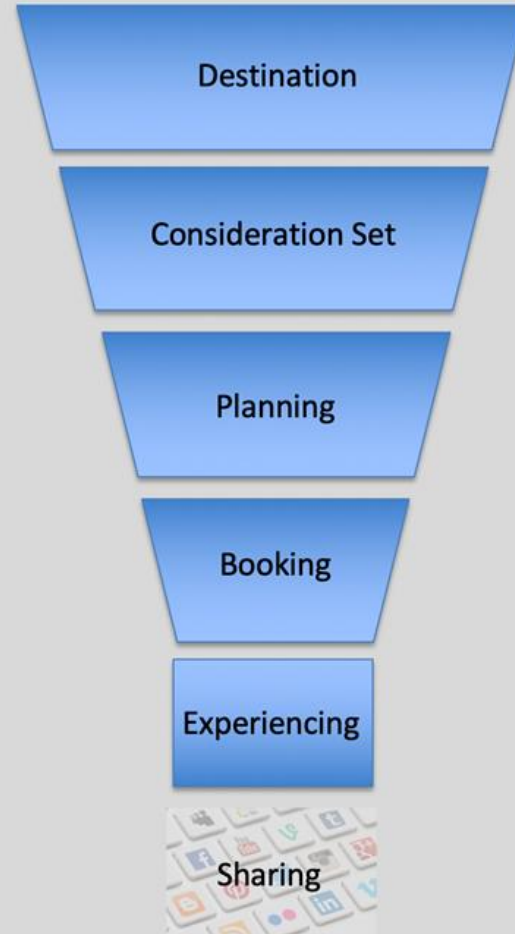
"I'm going to do it - what should I see during the trip/experience?"

"I need to make a reservation and book"

"This trip is incredible - what an amazing experience"

"I want to share my trip photos, videos, reviews, and stories"

Marketing/Sales Funnel



Call to Action

- Watch a video
- Visit our website
- Visit our social media platforms

- Subscribe to a newsletter
- Share with a Friend
- "Like"

- Ask a question
- Download an itinerary

- Sent an email to local operator
- Book online with OTA/other

- Download travel content to take with you

- Share your photos/videos
- Write a review

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Consumer Journey


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INTERNATIONAL MARKETING TEAM

Claudia Cianfero-Wood
USA Office
M: 239-821-4498
Claudia.Cianfero@CollierCountyFl
.Gov

Annette Eckhardt
German Office
M: +49 160 3638673
Annette@diamonde.de

Oonagh McCullagh-Boyle
UK & Ireland Office
M: +44 (0)7802 420 750
oonagh@ommac.co.uk

<https://www.paradisecoast.com/educational-content-resources>



Thank You


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