



Paradise

2008 International Marketing Highlights (Economic Emergency Plan)

January 20th, 2009

2008 International Marketing Highlights

- Implemented a Fall '08 media initiative to capitalize on favorable exchange rates in UK, Germany & Canada
- Geography:
 - United Kingdom: London
 - Germany: Munich, Düsseldorf, Frankfurt, Berlin and Hamburg
 - Canada: Toronto, Ontario

2008 International Marketing Highlights

- Media Emphasis:
 - Targeted travel trade and consumer utilizing online and print in UK and Germany
 - Targeted consumers utilizing weather related online and television media outlets in Canada

2008 International Marketing Highlights

- Visitors to the CVB website increased dramatically for international markets receiving advertising during our September/October effort

Country	Aug '08	Sept '08	Oct '08	Nov '08
UK	116	5,220	21,533	524
Canada	35	3,139	1,277	882
Germany	8	1,689	2,132	440

Note: Canada has not received any advertising support in October.

2008 International Promotions

- *Faszination Golf* - Germany
- *Golf Punk* - UK
- Negotiated promotion with UK based *Travel Trade Gazette* publication for early 2009
- Laid groundwork for 2009 UK promotions with travel trade, consumer and retail

QUESTIONS?