



Free CVB Partner Opportunities Overview

Numerous opportunities exist for partners to receive free exposure through CVB marketing efforts. For details please visit our **Partner Web page** at www.paradisecoast.com/coop

CVB WEBSITE – PARADISECOAST.COM

- Partner Profile – Upload property/attraction description, contact information, website hyperlink, photos and current offers.
- Event Listings – Submit area event information geared toward tourists.
- Offer listings – Upload offers for a specific campaign, season or niche. Examples include offers related to: Southwest Florida Summer “Escape Right Here” Campaign, New Year’s Specials, Golf, etc.
*To learn how to enhance your current listings or set up a listings profile visit our [Partner Web page](#).
- BookDirect- Free online reservation engine. Visit our Partner Web page to learn how to set-up your Reservations Web page. Or contact Terri Wainscott (Terri.Wainscott@MilesMedia.com)

PROMOTIONS

- CVB promotions offered throughout the year. Examples include: Heart & Soul Honeymoon Getaway, WeJustGotBack.com scavenger hunt, *Cougar Town* ABC “Girlfriends Getaway.” CVB will alert Partners when relevant opportunities are available.

OFFICIAL CVB VISITOR GUIDE LISTING - Basic listing provided at no cost for all partners in printed and digital version. Additional exposure available through paid advertising opportunities - contact John Criswell with Miles Media for more information (john.criswell@milesmedia.com).

VISITOR MAP LISTING - Basic listing provided at no cost for most accommodation and major attractions. Additional exposure on map available through paid advertising opportunities – contact Mike Brown with Northwood Maps for more information (northwoodmap@earthlink.net).

SPECIALTY GUIDE LISTINGS – Relevant partners will receive basic listing at no charge for specialty digital guides, such as Meeting Professional Guide, and Arts/Culture/Heritage Guide.

PUBLIC RELATIONS

All partners are encouraged to send information directly to JoNell Modys (JonellModys@colliergov.net) for possible inclusion in: “What’s New” Media Releases or feature in Travel Media and/or Travel Industry-targeted e-newsletters.

FAMILIARIZATION TOURS

The CVB hosts various Sales and Journalist targeted FAMs throughout the year.

- For participation information on Sales FAMs, please contact Debi DeBenedetto (Debide@colliergov.net, 239-252-2379)
- For participation information on Journalist FAMs, please contact JoNell Modys (JoNellModys@colliergov.net, 239-252-2435).

CBV SERVICES - Destination collateral, destination letter/in-person welcome, site set-up and accompaniment services.

For information regarding paid advertising opportunities and trade show sign up please visit www.paradisecoast.com/coop

FLORIDA'S™
LAST PARADISE

Convention &
Visitors Bureau
2800 N. Horseshoe Drive
Naples, FL 34104
Phone: 239-252-2384
Fax: 239-252-2404
www.ParadiseCoast.com