



## DIRECTOR'S REPORT

### Recent Activity- January 2013

Sports Council of Collier County Board Meetings

RESTORE Act Meetings

Sun Country Airline meeting with RSW Marketing Staff

FGCU Resort & Hospitality Management Advisory Board Meeting

DMAI Education Committee Conference Call

Andy Marquart, Children's Museum's new Director Meeting

Naples Depot Photography Exhibit Opening

Harmon-Meeks Gallery 50<sup>th</sup> Anniversary Celebration

Naples Backyard History Program by Peter Thomas

Medical Tourism Committee Meeting

Leadership Collier Presentation on Tourism

VISIT FLORIDA Board of Directors Meeting- Daytona Beach

Florida Huddle Trade Show- St. Augustine

US Chambers Annual Meeting Welcome Message- Waldorf Astoria Naples

HSMIAI Adrian Awards Dinner- New York City

Grater Naples Leadership Commerce Day Presentation



## SALES DEPARTMENT - Debi DeBenedetto and Jennifer Leslie

### Industry Relations – Sales

- Medical Tourism meeting Scheduled Jan. 23rd
- Medical Global Conference registration for Philadelphia
- 5 requests from planners for CVB assistance for Medical meetings already booked in destination various hotels
- Graduated Leadership Marco

### New Product Development

- Sales Mission Status – Boston cancelled – no partners
- Philadelphia Sales mission planned and in motion
- HelmsBriscoe Annual ABC conference registered
- Conservancy Naples tour and Restaurant openings updates

### Familiarization Trips

- HelmsBriscoe Familiarization trip planned and marketed – ties to annual HelmsBriscoe Annual ABC in Orlando April 2013
- Sites: 3 –Rock solid Granite, Council of State Chambers, Visit Florida German Representative to visit

### Trade Shows

- Florida Huddle St. Augustine Jan. 24-26
- New York Times show Jan. 18-21 – CVB representative attending

### RFP's and Booked Business

- Current report dates - sent out 9 RFP's
- Booked 1 group for a total of \$128,240.00 in Room/F&B sales.
- We still have a lot of tentative group bookings due to lack of reporting from planners and partner hotels.

### Sponsorships RFP Enhancements

No new current requests or commitments for this period.

3 Booked Enhancements with \$ 288,585 potential ROI



## PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

### **Top Local Tourism- Related Publicity**

#### **Naples Daily News – January 14, 2013**

Runner's magazine puts Daily News Half Marathon at top of world's best list

<http://www.naplesnews.com/news/2013/jan/14/runners-magazine-puts-ndn-half-marathon-at-the-Runner's-World-magazine-ranks-Naples-Daily-New's-Half-Marathon-as-the-#1-Half-Marathon-for-2013>. Tourism related quotes from John Sorey and Jack Wert.

#### **Marco Eagle – January 10, 2013**

Blue skies ahead? Island hotels, merchants see positive signs for 2013

<http://www.marconews.com/news/2013/jan/10/blue-skies-ahead-island-hotels-merchants-see-for/?partner=RSS>

Story includes CVB quotes and background visitation, occupancy and ADR data provided to writer.

#### **Naples Daily News – January 8, 2013**

Arthrex conference hosting two hundred surgeons, boosts medical tourism in Collier

[http://www.naplesnews.com/news/2013/jan/08/arthrex-conference-hosting-200-surgeons-boosts/?\\_sm\\_au=iVVH540632wsDj7H](http://www.naplesnews.com/news/2013/jan/08/arthrex-conference-hosting-200-surgeons-boosts/?_sm_au=iVVH540632wsDj7H)

Quotes from Jack Wert on impact of medical conferences on area tourism.

#### **Naples Daily News – Jan. 1, 2013**

Top 5 Business Stories of 2012

<http://www.naplesnews.com/news/2013/jan/01/top-5-business-stories-southwest-florida-year/>

Tourism growth and the record setting FY 11-12 tourist tax collections ranked as one of the NDN's Top 5 Business Stories of 2102. From CVB news release about tourist tax record and visitation.

#### **Business Currents – January 2013**

Transitions – Business pros on the move and accomplishing things

Chris O'Brien has been named the new Sports Marketing manager for Collier County...

Announcement picked up from CVB news release

#### **Florida Sports Commission – FlaSports.com**

Collier County Sports Council information updated to include Chris O'Brien

Announcement picked up from CVB news release

#### **Gulfshore Business – December 2013**

A Look Ahead – Guarded Optimism: Tourism and housing will continue to improve, while our other economic drivers still face challenges

Positive outlook for early to mid 2013 provided through a quote from Dr. Walter Klages.



### **Naples Florida Weekly – December 20, 2012**

Business On The Move - Tourism Marketing - Chris O'Brien has been named sports marketing manager for Collier County...

[http://naples.floridaweekly.com/news/2012-12-20/On\\_the\\_Move/Tourism\\_Marketing.html](http://naples.floridaweekly.com/news/2012-12-20/On_the_Move/Tourism_Marketing.html)

Announcement picked up from CVB news release

### **Naples Daily News – December 13, 2012**

It's Your Business

O'Brien new sports marketing manager- Announcement picked up from CVB news release

### **National Publicity Highlights**

#### **Associated Press and hundreds of print, online and broadcast outlets – January 13, 2013 and ongoing**

Fla. Python Challenge draws about 800 hunter

Dateline: Big Cypress National Preserve

[http://hosted.ap.org/dynamic/stories/U/US\\_ODD\\_PYTHON\\_CHALLENGE?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT](http://hosted.ap.org/dynamic/stories/U/US_ODD_PYTHON_CHALLENGE?SITE=AP&SECTION=HOME&TEMPLATE=DEFAULT)

CNN and multiple news media sites as well as broadcast stations – January 18, 2013

Escaped Grizzly Cub Seen Near Naples, Florida

<http://fox2now.com/2013/01/17/escaped-grizzly-cub-seen-near-naples-florida/>

News of escaped grizzly bear cub named 'Boo Boo' making the rounds of national outlets.

DCist.com – January 16, 2013

Ridiculous Inauguration Deal of the Day: Inauguration Sucks so Let's Get Out of Town Edition

[http://dcist.com/2013/01/ridiculous\\_inauguration\\_deal\\_of\\_the\\_7.php](http://dcist.com/2013/01/ridiculous_inauguration_deal_of_the_7.php)

Lemon Tree Inn created an Inauguration Package for D.C. residents to escape the presidential inauguration madness and put it out to Washington, D.C. press. It generated a light-hearted and positive story on DCist.com.

#### **HuffpostTV and many other print, online and broadcast outlets – January 18, 2013**

'American Idol': Lazaro Arbos Stutters When He Talks, Soars When He Sings

[http://www.huffingtonpost.com/2013/01/18/american-idol-lazaro-arbo-stutter-video\\_n\\_2501225.html?utm\\_hp\\_ref=reality-tv](http://www.huffingtonpost.com/2013/01/18/american-idol-lazaro-arbo-stutter-video_n_2501225.html?utm_hp_ref=reality-tv)

Contestant from Naples, FL advances on American Idol, overcomes stutter with singing

#### **JetSetExtra.com – January 8, 2013**

Everglades, FL USA: Journey to the Center of the Everglades

<http://www.jetsetextra.com/insiders/barbarabeckley/2013/01/09/everglades-fl-usa-journey-to-the-center-of-the-everglades/>

Journalist Barbara Beckley's firsthand account of a swamp walk in Fakahatchee Strand on one of her numerous visits over the last several years.



### **Lakeland Boating – December 26, 2012**

Extensive destination feature from Chicago-Area boating magazine about visiting the area while cruising.

### **Top International Publicity**

#### **The Daily Mail (UK) – January 17, 2013**

'Speaking is a roller coaster': Ice cream man overcomes paralyzing stutter to wow American Idol judges

<http://www.dailymail.co.uk/tvshowbiz/article-2264309/American-Idol-hopeful-Lazaro-Arbos-overcomes-stutter-beautiful-rendition-Bridge-Over-Troubled-Water.html>

Lead entertainment story profiles young American Idol contestant from Naples, FL who overcame his severe stutter to sing his way into the competition. Read more:

<http://www.dailymail.co.uk/tvshowbiz/article-2264309/American-Idol-hopeful-Lazaro-Arbos-overcomes-stutter-beautiful-rendition-Bridge-Over-Troubled-Water.html#ixzz2IL1IV3ww>

#### **Toronto Sun – January 2013**

Top Ten Resort in Florida

<http://www.torontosun.com/2013/01/15/top-10-resorts-in-florida>

Canadian newspaper puts The Ritz-Carlton, Naples and Marco Island Marriott Beach Resort, Golf Club & Spa on its list and slide show of top ten resorts in the state of Florida.

#### **The Province (Canada) (UMV: 350,000; Circ: 144,537)**

Dreaming of an Island Beach Getaway

Round up of island beach vacation spots includes Marco Island. Result of CVB/LHA FAM visit by journalist Debbie Olsen.

<http://www.theprovince.com/travel/Dreaming+island+beach+getaway/7715556/story.html>

#### **The Calgary Herald (Canada) – December 14, 2012 (UMV:510,000 Circ: 118,568)**

Dreaming of an Island Beach Getaway

Round up of island beach vacation spots includes Marco Island. Result of CVB/LHA FAM visit by journalist Debbie Olsen.

<http://www.calgaryherald.com/travel/dreaming+island+beach+getaway+perfect+family+memories+await+just+south+border/7700772/story.html>



## Media Assistance

### Local

- Laura Ruane – Ft. Myers News-Press – Jack Wert interview re: Canadian market as part of story tied to Lee County VCB's Canadian market report. JNM followed up with latest (November) tourist tax and visitation data.
- Lance Shearer – For Marco Eagle, provided year to date research and other requested info for story looking at tourism year end and outlook for 2013
- Business Currents – wrote 2013 season preview article for February 2013 issue

### National

- Convention South – provided meeting planning information, full press kit and photos for SW FL destination feature.
- Boston Globe – sourced Old Florida Festival photos for Boston Globe – info provided to writer via VISIT FLORIDA about Viva Florida 500 events will be included in upcoming story.
- Sandra Friend – provided photos from the 30<sup>th</sup> anniversary unveiling of the new Southern Terminus Plaque at Big Cypress National Preserve Oasis Visitor Center for the Florida National Scenic Trail for use in blogs, website, upcoming publications, etc.
- Barbara Beckley – provided photos for use in her upcoming story about hiking in the Fakahatchee for JetSetExtra.com
- VISIT FLORIDA – Travel deals for northern markets, compilation to be released by VF. Passed lead along to LHA for fulfillment.
- VISIT FLORIDA – Valentine's Day features, compilation to be released by VF. Passed lead along to LHA for fulfillment.
- 10Best.com – photo request fulfilled for use in upcoming story about Florida's 500<sup>th</sup> celebration.

### International

Sarah Howden – Doing articles about a Fly/Drive vacation from the UK to Ft. Lauderdale and Naples, with emphasis on a romantic getaway in Naples for the *i-On Edinburgh* glossy magazine and for Edinburgh Evening News.

- George Bailey – travel feature writer for a network of 41 Canadian newspapers. Provided itinerary assistance, lunch and tour during recent visit. Will cover Naples and the Everglades in two separate stories.
- Bev Fearis – TravelMole.com and other UK outlets. CVB team arranged a trip with See Manatees Guaranteed for her on her tour of southern Florida.



## Photo Requests Fulfilled

MEDIA	SUBJECT	PUB. DATE
10Best.com	Slide show on Florida's 500 th birthday	
Undiscovered Florida	VISIT FLORIDA insert for National Geographic Traveler, other distribution	
JetSetExtra.com	Fakahatchee Strand/Everglades hiking	January 8, 2013
NaplesChamber.org	Photos for use on newly designed Chamber website's Visitor Section	
Southwest Florida Guestbook	For use in annual book placed in thousands of area hotel rooms	January 2013



## FILM OFFICE – Maggie McCarty

### PRODUCTION NOTES

- Blair – print catalogue
  - Scout with location manager and Production Company.
    - resulted in 10-day shoot Crew of 10, 130 room nights,
    - \$50K spend
- Kanaka/Peking Express – TV series (Europe)
  - Now shooting in the Ten Thousand Islands
- Soft Surroundings – print catalogue
  - St. Louis-based women's lifestyle catalog shot in private Naples residence that was selected through several location scouts

### WORKING LEADS

- “The Shallows” – indie film  
The OFE has had no re-application for tax incentive
- AT Films – TV commercial
- Pacific Productions – still photo  
Los Angeles based agency is planning to shoot on various area beaches in mid-Feb.
- Fit for USA – on-line learning program (Germany)
  - Coming from the CVB relationship with Diamonde, fulfilled a request for the history of films produced in our area which will be considered for their new on-line learning classes for travel industry professionals.
- Picture Frame Entertainment – TV series
- TLC –TV series
- First Shot Productions – print ad  
Commercial production agency considering local locations. Permits pending
- Peter Anthony Group – indie film





- PBS – TV series
- The Amazing Race/France – TV series
- AIU – student film
- ALL CURRENT PRODUCTION

## OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
  - Followed-up with activity worksheets to clients
  - Recorded data
- Client Management
- -Opened a production file for each inquiry
- Create content for social media (Twitter, FaceBook, LinkedIn)
- Continued work on Florida Film Commissioners Handbook for Film Florida- To be presented at the Annual Board meeting – June ‘13
- Conference Call/Film FL Legislative Committee
  - Motion to “Increase the **Under-utilized Regions\*** bonus from 5% to 10% and to lower the qualifying threshold from 67% to 25%” passed unanimously \*which Collier County is designated
- Coordinating Manchester Sales Mission to coincide with BVE London Production Show
  - Film Florida launching its first trade mission to Manchester, UK, which has become a major media center and has created an industry cluster designated as “Media City” for such businesses including the international headquarters for the BBC. A Media City Reception is planned as well as individual meetings.



## MEETINGS / CONFERENCES

- National Association of Television Production Executives Conference and Tradeshow- Miami Beach  
Film Florida official sponsor *see invite below*

The only U.S. market serving the worldwide television community, this three-day market and conference is recognized as a key media event. “If you buy, sell, develop, finance, advertise market or license content; implement technology; exploit rights; or leverage media assets, the annual Conference & Exhibition is the best place to be for success today and growth tomorrow.”

## MISCELLANEOUS ACTIVITIES.

- Participated in interview and survey conducted by MNP, an advisory firm for the Motion Picture Association of America, studying the relationship between tourism and the film and television industries



**SPORTS COUNCIL – Chris O’Brien**

**Calendar Year: 2012 Results**

<b>Events</b>	
Number of Events	24
<b>Total Visitors</b>	
	17,589
<b>Event Participants</b>	
Estimated Number of Participants	7,036
<b>Spectators</b>	
Estimated Number of Spectators	10,553
<b>Room Nights Generated</b>	
Total Room Nights	9,351
<b>Direct Spending</b>	\$ 5,563,142

**Event Highlights**

Kelme Cup Soccer Events in January 2013 brought an estimated combined 7,400 visitors for two weekends in January and generated over 3,000 room nights.

Corrigan Sports DeBeer / Intercollegiate Women’s Lacrosse Coaches Association in November 2012 brought 400+ college coaches, and 3,200 student athletes from 160 lacrosse teams for the Presidents Cup event.

The HITS Triathlon event was first hosted in 2012 and included five distances for Triathlon including a full Iron Man distance. This event was repeated in January 2013 and is destined to grow in future years.



**OMMAC- UK REPRESENTATIVES**

**Race to Paradise Coast VIP Fam Visit: Paradise Coast 2-6 December, 2012**

The destination hosted this very successful VIP UK group – a total of 12 senior decision maker guests plus two hosts experienced all segments of the Naples, Marco Island & Everglades destination. The focus of the trip was to showcase golf & the diversity of the destination including a boat trip into the Ten thousand islands.

The host properties included the Waldorf Astoria Naples, Marco Island Marriott Resort with three golf courses experienced and the Inn on 5<sup>th</sup> for final dinner – including showcase of the new Club Suites. The group was impressed with the caliber of the accommodations & golf. The destination itself was also commended – many visiting for the first time and the group enjoyed meeting the property contacts and sponsors of the trip. Many said it was the best golfing trip they had ever experienced.

Social Media efforts were introduced & expanded during the trip - many present were avid users but we encouraged further participation.

Video footage was created throughout the trip, with interviews conducted with key personalities from the properties and golf courses. These are currently in editing and will be hosted on Travelmole over the coming months. Additional photo images were taken & again will be used during the coming year & to assist with social media updates as we move forward through 2013.

<b>MARKETING/SALES/PROJECTS &amp; ACTIVITIES</b>		
<b>Activity including Trade Marketing Campaigns &amp; Advertising /Consumer Promotions /Ongoing Activity (all activity on co-op basis with partners)</b>		
<b>PARTNER/PROJECT</b>	<b>ACTIVITY</b>	<b>RESULT</b>
<b>Travel Mole</b> <b>The "Race to Paradise Coast"</b>	Group trip with VIPs, accommodation at Marco Island Marriott & Waldorf Astoria	Trip completed.  Following up on additional coverage due and progressing



<p><b>Trade golf promotion &amp; VIP Fam trip in Dec' 12</b></p>		<p>video edits</p>
<p><b>PR exposure in trade and consumer titles</b></p>	<p>Following the Race to Paradise trip, OMMAC is working on including the hotels in all relevant editorial opportunities – focusing on the accommodation, cuisine and spa features</p> <p>OMMAC is also looking at all destination, wildlife and Florida opportunities with media to drive exposure for Paradise Coast</p>	<p>Ongoing</p>
<p><b>Brand USA</b>  The Corporation for Travel Promotion</p>	<p>Ongoing communication to seek opportunities for Paradise Coast participation.</p>	<p>OMMAC following up.  Results of the co-op BA campaign due in January</p>
<p><b>Visit USA Road show</b></p>	<p>Completed this event &amp; will follow up with the delegates – estimated attendance 300 Agents</p>	<p>Follow up planned for January</p>
<p><b>Waitrose Consumer Promotion with: NATS &amp; Naples Bay Resort.</b>  <b>In-kind with Brand USA</b></p>	<p>Successful promotion now complete. We received a total of 16,126 consumer entries in total which is an excellent result – with even more viewing the page.</p> <p>Total of 3,104 opt-ins for more information &amp; the follow up offer.</p>	<p>OMMAC to liaise on best date for 2013 follow up offer with NATS &amp; Naples Bay Resort</p>



<p><b>Virgin Holidays</b> <b>Co-op campaign</b></p>	<p>Participated in additional opportunity within the Florida focused mini brochure distributed across 100 retail stores (1000 copies per store)</p>	<p>OMMAC follow up on results – due in Jan / Feb</p>
---	---	--

**Meetings/Sales Calls**

1	2-6 Dec - Attending Race to Paradise Coast VIP fam in Naples Marco Island Everglades
2	2-6 December – able to hold additional meetings with a number of industry partners during the Fam time frame, including Marco Island Marriott, Waldorf Astoria, Inn on 5 <sup>th</sup> , LaPlaya.
3	Attended the Shark shoot out
4	Participated with Wave Runner experience with Marco Island Water sports
5	Attended Virgin Atlantic event for Head of Sales, UK, Paul Wait – approximately 60 guests & Virgin Atlantic team in attendance
6	Attended the Visit Florida partners meeting – update on plans for 2013 & recap on recent V FI retreat held in Florida
7	Co-hosted tour operator suppliers at V Florida Christmas luncheon

**Public Relations & Media Correspondence**

- **General media liaison to promote Paradise Coast**
- **Social Media – FaceBook and Twitter**

CONTACT	ACTIVITY	RESULT
<p><b>Visit Florida UK</b></p>	<p>Attended Partners meeting with update on PR focus &amp; activity for 2013</p>	<p>Ongoing follow up</p>



<p><b>Social Media:</b> <b>FaceBook and Twitter</b></p>	<p>Ongoing - continue to develop the Paradise Coast UK FaceBook page and Twitter account.</p>	<p>Currently reviewing for new highlights in new budget year to engage more followers</p> <p>OMMAC is capturing the social networks' reach following Race to Paradise Coast trip.</p> <p>2013 campaign in draft plans</p>
---	---	---





## DIAMONDE- EUROPEAN REPRESENTATIVES

### ❖ **Tour Operators**

- Thomas Cook: Confirmed participation in the Neckermann Truck promotion that will take place in March 2013. A fleet of trucks will be branded with the different Florida areas (participating CVBs) and the trucks will be on the road for 4 weeks. The usage area will be all over Germany. Cost for one truck which we confirmed is 1,600€. Other participating FL partners are so far: St. Pete/Clearwater, Orlando, Miami and Ft. Myers.
- TUI: Secured inclusion of NAP in their Florida fam trip with a group of 17 persons that took place in November 2012. Accommodation and transfer was covered by TUI; daily activities and one dinner was organized and hosted by CVB.
- Dertour: Held a personal meeting with Katja Wagner in the Dertour head office on November 15 in order to discuss numbers and marketing activities. Booking numbers: Numbers for summer 2012 have been satisfying: increase of over 30%.
- Meiers Weltreisen: Held personal meeting with Heike Pleuter in their head office on November 7. They are very satisfied with the booking numbers for summer 2012: Naples is up by 25% which is more than the US in general.
- Canusa: Received first results from the "Florida Insider Community" campaign: 98.000 clicks have been counted on the website overall (under consideration of all promotions done, i.e. ads, newsletters etc). 4 2% of these clicks have been new contacts for Canusa. Also on FaceBook they saw lots of activities with 2.400 fans communicating about the community. And 400 Insider Tipps have been placed by interested consumers about places they have been to in Florida. Beyond this image effect Canusa noticed an increase in requests for the destination of Florida by 27% and in bookings by 18%. Under consideration of average prices for the trips and average stays, Canusa reports an additional value for them of 680.000 Euros and expectations are even higher as they see this as a long term marketing tool. At the end of the campaign we will receive more detailed results for our region.
- Explorer Fernreisen, Kathrin Ben Mansour: Secured a marketing package including production of a flyer (5000 pieces) with offers for a South Florida Fly Drive and Naples hotels for distribution at all upcoming consumer shows and a newsletter sent to 35.000 contacts, date tbd.





Also the new layout of the catalogue looks very fresh. They replaced 2 hotels by new ones: Ivey House is now featured for the Everglades and Boathouse Motel for Marco Island.

- Flextravel: Received good results on the joint marketing campaign we realized in summer: The newsletter was sent to a total of 90,000 consumers, 19,000 opened the newsletter and 11,000 opened the NAP landing page whereby 1,700 persons clicked on the offers and finally 3 concrete direct bookings resulted. All in all the result was good in terms of image building, looking at a newsletter opening rate of more than 21% and a click through rate of more than 12% and considering that the majority of the bookings are still made through travel agencies in Switzerland.
- Jan Doets: Secured further inclusion of the English Visitor Guides into the traveler's documentation of their clients. Shipped 200 copies through Phase V.

#### ✧ **Travel Agents**

- Sales calls: Total of **26** personal visits to travel agents in Germany, Switzerland, Austria, Netherlands
- Dinner Event in Cologne on November 22, 2012: **28** agents
- Dinner Event in Stuttgart on December 11, 2012: **21** agents

#### ✧ **EVENTS**

- Fam Trips
  - Willy Scharnow fam trip: A total of 12 travel agents and travel agency owners plus one tour guide from the Willy Scharnow Foundation visited the area on October 20-23, 2012 after beginning the fam in St. Petersburg / Clearwater on October 17, 2012. The fam was escorted by Ramona Oehler on behalf of NAP CVB. Received great feedback and all of the participants have stated that the trip was very useful for them to enhance their ability to sell the region to their customers. We have included the participants into the NAP newsletter mailing list. Following the fam trip, Willy Scharnow has published a press release called "Let's go west in Florida!" The press summarized the trip and finished with details about the Everglades, which was a highlight for the participants.
  - TUI fam trip: Organized the TUI fam trip together with Angela and Jennifer from NAP CVB. We have received very positive feedback, with the Dinner Cruise being the highlight for the participants. They have summarized their trip in a video that



- was published on FaceBook: [http://youtu.be/2eKENQw3\\_D4](http://youtu.be/2eKENQw3_D4)
- Personal visit: Ramona Oehler visited the area on October 17-20, 2012 prior to the Willy Scharnow fam to familiarize herself with and gain knowledge about the area. She has visited 7 hotels for a detailed side inspection.
  - AER fam: Realization of the fam trip in cooperation with Delta Air Lines and Florida Keys CVB on November 28 – December 4, 2012, with the target to promote South Florida. A total of 9 travel agents, mainly Owners, attended the fam trip which had a very good outcome. Except 1 attendee, all of them were Florida first timers and NAP was the first impression they got. We received an outstanding feedback from the travel agents.
  - Exhibitions
    - Ferienmesse Basel, Switzerland: Secured participation with brochure distribution via a Swiss travel agency for the consumer show which takes place February 22-24, 2013. The travel agency will act as USA specialist. In 2011, the show counted almost 21,000 visitors. Brochures have been ordered through Phase V.
    - Ferienmesse Lucerne, Switzerland: Secured participation with brochure distribution at the consumer show in Lucerne, which takes place January 25-27, 2013
    - Consumer shows Austria: Secured participation in 3 consumer shows in Austria in early 2013. Negotiated a rate of 200€ total for brochure distribution at all 3 shows through Visit USA Austria. The consumer shows will be in Vienna, Linz and Velden and brochures have been ordered through Phase V.
  - Travel Agent Functions
    - Visit USA Halloween Event: Participated in a 2 days weekend event that took place at Frankfurt Airport on October 27-28, 2012 and presented NAP to a total of 138 travel agents from all over Germany within 11 seminars in total, 15 minutes each.
    - Travel Agent USA Evening Event in Cooperation with DERTOUR: Secured the inclusion of the Paradise Coast at the Atlasreisen travel agency B2C evening event in Castrop-Rauxel (Cologne area). 30 chosen customers were invited to a North America evening function, which they have arranged in cooperation with DERTOUR, introducing California, New York and Québec. The agency manager, who participated in the Willy Scharnow fam, introduced the Paradise Coast to the guests, handing out maps and information material, which was provided by us.



Please find pictures attached.

#### ✧ Marketing

- Mailings:
  - Quarterly NAP Newsletter: Sent out quarterly NAP newsletter to 1992 travel agents in Germany, Austria and Switzerland on October 29, 2012. Please find a copy attached.
  - Christmas Newsletter: Sent out Christmas NAP newsletter to 2062 travel agents in Germany, Austria and Switzerland on December 14, 2012 featuring a 4 pages travel report about one of our NAP trips. Please find a copy attached.
- Online Activities
  - Fvw e-learning: Launch of e-learning campaign on October 3, 2012.
  - Visit Florida: Secured and published a blog entry for the German Visit Florida Website, highlighting one day in the Everglades. The blog entry was jointly promoted on our as well as Visit Florida's FaceBook page.
  - ASNM Media: Provided input with text and images for the newsletter layout. The final layout has been approved and sent out on November 29, 2012. The second newsletter will be sent out in January 2013 to a total of 740,000 consumers.
  - Fly.com: Secured the presence of the Paradise Coast on the website [www.usa-reiseland.de](http://www.usa-reiseland.de), which is a USA specialist. We have delivered writing and images and the area is now featured with approx. 500 words, highlighting the area.
  - Visit USA Austria: Secured the presence on the Austrian Visit USA Website. We will get an own subpage featuring the Paradise Coast. We have delivered the input in writing and images and Visit USA is currently working on including the input into the website
  - Funtravel: Secured the linkage of paradisecoast.de on the online travel agency Funtravel. They have started a photo competition for consumers and we have sponsored a beach bag.
  - SunshineState Network: Initiated cooperation with SunshineState Network, which is an online provider for general information as well as vacation homes in Florida. We have requested an appearance of the Paradise Coast on their website and have offered to provide information. We will have a meeting during the CMT consumer show in January



and discuss possibilities of cooperation.

❖ **MEDIA**

- Press features:
  - Diner's Club Austria: Secured no cost feature in the September issue of the Diners Club magazine Austria. The feature included a description of "the perfect day" in the travel news section of the magazine. Please find a copy of the feature attached.

❖ **ADMINISTRATIVE/OTHER**

- Brochure fulfillment: 242 in total
- **German travel industry focuses on sustainability** *source: fw, 11, 23, 2012*
  - The German travel industry will focus more strongly on sustainability issues in future under new initiatives.
  - The German Travel Association (DRV) and various tour operators have signed an important international code committing them to ethical behavior as organizations and in destinations.
  - DRV president Jürgen Büchy signed the UNWTO Global Code of Ethics on behalf of the German tourism industry at an official ceremony at the DRV's annual conference in Budva, Montenegro, last week. The other signatories were Aida Cruises, FTI Group, Gebeco, Phoenix Reisen, Rewe Touristik, Schauinsland-Reisen, SKR Reisen, Studiosus Reisen, Thomas Cook, TUI Germany and Windrose Finest Travel and the airlines Air Berlin and TUI fly.
  - The ethics code consists of 10 principles that tourism companies should observe in terms of how they treat their own staff, people in destinations, nature and cultures. In particular, the principles are designed to minimize the negative impacts of tourism on the environment and on cultural heritage.
  - In another move, the DRV and the sustainable tourism association Futouris have launched the 'Green Counter' training program for travel agents in cooperation with fw. According to a survey by the organizers, 80% of German travel agents want more information about sustainability issues.
  - The program is designed to provide travel agents with more information about environmental and social issues, enable agents to participate in several projects and qualification as a "sustainable tourism expert".
  - Sustainability was the central theme of the DRV conference with diverse speeches, presentations and discussions. The DRV awarded its EcoTrophea award for sustainable tourism this year to the bio-reservation Huilo Huilo in southern Chile, where some 40,000 annual tourists stay in eco-hotels, lodges or tree-houses and can undertake excursions, tours and sporting activities.



## VISITOR CENTER VISITATION- Nancy Kerns

### YTD Visitor Center Statistics

	Jan-12	Jan-11	Feb-12	Feb-11	Mar-12	Mar-11	April-12	April-11
Big Cypress	6,401	5,034	7,943	6,986	7,226	5,984	4,308	3,297
Oasis	13,601	12,055	17,595	15,564	16,638	15,101	9,603	8,810
Everglades	11,000	2,220	12,840	2,881	18,300	3,100	10,810	2,575
Immokalee	198	125	227	194	361	195	367	189
Marco	1,033	1,007	1,465	1,546	1,011	1,376	482	520
Naples VIC	4,397	2,765	5,399	3,505	4,383	3,536	2,685	2,114
<b>TOTAL</b>	<b>36,630</b>	<b>23,206</b>	<b>45,469</b>	<b>30,676</b>	<b>47,919</b>	<b>29,292</b>	<b>28,255</b>	<b>17,505</b>
	June-12	June-11	Jul-12	Jul-11	Aug-12	Aug-11	Sept-12	Sept-11
Big Cypress	1,972	1,881	2,417	2,182	1,658	1,895	1,191	1,268
Oasis	4,185	4,796	5,609	6,024	3,991	3,999	3,029	3,881
Everglades	4,250	2,235	5,893	5,189	6,549	4,577	3,893	3,196
Immokalee	210	155	250	185	345	207	200	220
Marco	303	445	340	573	390	463	268	279
Naples VIC	1,435	1,412	1,761	1,664	1,344	1,760	1,284	1,211
<b>TOTAL</b>	<b>12,355</b>	<b>10,924</b>	<b>16,270</b>	<b>15,817</b>	<b>14,277</b>	<b>12,901</b>	<b>9,865</b>	<b>10,055</b>
	Nov-12	Nov-11	Dec-12	Dec-11				
Big Cypress	3,024	2,743	3,925	5,739				
Oasis	7,669	7,734	11,193	13,851				
Everglades	6,818	6,200	7,984	7,962				
Immokalee	170	357	180	327				
Marco	530	647	540	682				
Naples VIC	2,973	2,438	2,545	2,669				
<b>TOTAL</b>	<b>21,184</b>	<b>20,119</b>	<b>26,367</b>	<b>31,230</b>				
<b>FY 12 YTD</b>			<b>289,369</b>					
<b>FY 11 YTD</b>					<b>227,592</b>			