

Naples Marco Island Everglades CVB  
 Task Report  
 Closed - Between 8/26/2011 - 10/10/2011

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	10/10/2011	8/27/2011	Debi DeBenedetto
	<i>Attended Connect Chicago 2days appt. show report was great! 13 rfps and 26 leads.</i>					
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	10/10/2011	8/29/2011	Debi DeBenedetto
	<i>Meeting Focus event held at Naples Beach Hotel CVB co-sponsor and brought event to destination. Great show 30 planners here. Rfps and 26 leads.</i>					
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - FAM	Closed	10/10/2011	8/31/2011	Debi DeBenedetto
	<i>Meeting Focus post Fam 19 attendees great opportunity. Saw Naples during events so took to Marco Island for sites and events at all 3 hotels. Rfp's and loyalty built. follow up completed.</i>					
9/2/2011	Lee Salberg International Group Lee Salberg	Sales - RFP follow up	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>Sent Meeting focus fam follow up letter</i>					
9/2/2011	ConferencePro	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>sent post fam letter to client</i>					
9/2/2011	WelKep Meeting	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>sent post MF live follow letter</i>					
9/2/2011	Meeting Connections Inc. Barry Zidel		Closed	9/2/2011	9/2/2011	Note
	<i>Country/State Mismatch, Supplied Country: State:</i>					
9/2/2011	Meeting Connections Inc.	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>sent letter after MFL</i>					
9/2/2011	Acxiom Corporation	Sales - sent rfp to partner	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>Sent out 2 Rfp's from recent MFL event and fam. Sent follow up letter</i>					
9/2/2011	Branch/ HelmsBriscoe	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>send post event MFL letter</i>					
9/2/2011	Military Reunion Planners	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>Sent post fam MFL letter</i>					
9/2/2011	Hidden Champions	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	<i>Sent post MFL event letter</i>					
9/2/2011	Luxco	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto

\* Task is assigned to multiple people

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*She has lots of potential, sent follow up letter.*

9/2/2011	McKesson	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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*sent follow up MFL letter*

9/2/2011	Faith Chapel Christian Center	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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*Thank you for taking the time out of your busy schedule to attend the Meeting Focus Live event and stay for our Fam in the Paradise Coast. I hope you are home safe now and all is well. I enjoyed meeting you and all of my new friends who stayed for the Fam and I hope you enjoyed it as much as I did. The gators and Spoonbills were a special treat!  
 It seems like you have the potential for much future business that you would like to consider this destination to host so please send me your Rfp and hotels of interest, I can also match the Rfp to the best fit of hotels in our area for you; I'll get it out and get you rates and availability. This area is perfect for your groups and we have some unique offsite venues as well and boutique and five star hotels for your groups.  
 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,  
 Debi*

9/2/2011	Bechtel	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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*Thank you for taking the time out of your busy schedule to attend the Meeting Focus Live event and stay for our Fam in the Paradise Coast. I hope you are home safe now and all is well. I enjoyed meeting you and all of my new friends who stayed for the Fam and I hope you enjoyed it as much as I did. The gators and Spoonbills were a special treat!  
 It seems like you have the potential for much future business that you would like to consider this destination to host so please send me your Rfp and hotels of interest, I can also match the Rfp to the best fit of hotels in our area for you; I'll get it out and get you rates and availability. This area is perfect for your groups and we have some unique offsite venues as well and boutique and five star hotels for your groups.  
 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,  
 Debi*

9/2/2011	Lantheus Medical Imaging	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,  
 Debi*

9/2/2011	Intel Corporation Angeline Duncan		Closed	9/2/2011	9/2/2011	Note
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*Country/State Mismatch, Supplied Country: State:*

9/2/2011	Intel Corporation	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,*

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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9/2/2011	Fiona Knight	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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 It seems like you have the potential for much future business that you would like to consider this destination to host so please send me your Rfp and hotels of interest, I can also match the Rfp to the best fit of hotels in our area for you; I'll get it out and get you rates and availability. This area is perfect for your groups and we have some unique offsite venues as well and boutique and five star hotels for your groups.  
 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,  
 Debi*

9/2/2011	Seminole Traibe of Florida	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,  
 Debi*

9/2/2011	Marr/Conference Direct	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,  
 Debi*

9/2/2011	GOJ Event Planning	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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 It seems like you have the potential for much future business that you would like to consider this destination to host so please send me your Rfp and hotels of interest, I can also match the Rfp to the best fit of hotels in our area for you; I'll get it out and get you rates and availability. This area is perfect for your groups and we have some unique offsite venues as well and boutique and five star hotels for your groups.  
 We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.*

*Best Regards,  
 Debi*

9/2/2011	Maxvantage Meetings	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
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*Thank you for taking the time out of your busy schedule to attend the Meeting Focus Live event and stay for our Fam in the Paradise Coast. I hope you are home safe now and all is well. I enjoyed meeting you and all of my new friends who stayed for the Fam and I hope you enjoyed it as much as I did. The gators and Spoonbills were a special treat!*

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<i>It seems like you have the potential for much future business that you would like to consider this destination to host so please send me your Rfp and hotels of interest, I can also match the Rfp to the best fit of hotels in our area for you; I'll get it out and get you rates and availability. This area is perfect for your groups and we have some unique offsite venues as well and boutique and five star hotels for your groups. We appreciate your business and would be happy to host your future groups in Paradise I hope you will keep me in mind.</i>  <i>Best Regards,            Debi</i>					
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	Online Media Interview	Closed	10/10/2011	9/5/2011	Debi DeBenedetto
	<i>hour long phone interview with Steve Winston Smart Meetings article du out in December 2011 - forward also info and references and to PR for assist.            Meeting with attraction partner NGALA</i>					
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - CVB event	Closed	10/10/2011	9/14/2011	Debi DeBenedetto
	<i>Held CVB roundtable -presented plans to partners 9-12            4 meeting Marriott MI</i>					
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	General - TDC Meeting / reports	Closed	10/10/2011	9/16/2011	Debi DeBenedetto
	<i>Working on spreadsheet and tracking for 500 K funding and marketing plan rollover.</i>					
10/10/2011	IAGTO	Sales - RFP follow up	Closed	10/10/2011	9/16/2011	Debi DeBenedetto
	<i>IAGTO opportunity to host - Marriott bid, Ritz declined, NBH may assist event 2013 - Rfp out and updated            CVB will assist Marriott who is major bid to host this International golf event            Onagh assist UK side with conference call ad opportunity sponsors</i>					
3/28/2011	Conference Direct / L. Shapiro	Event Sales Task	Closed	7/12/2011	9/16/2011	Debi DeBenedetto
	<i>No. 2</i>					
6/16/2011	State Farm / Jack Wallace	Sales - sent rfp to partner	Closed	7/16/2011	9/16/2011	Debi DeBenedetto
	<i>Contact with polanners- - sent Rfp to hotels - contact to see if booked</i>					
10/28/2010	Meetings South	Event Sales Task	Closed	8/18/2011	9/16/2011	Debi DeBenedetto
	<i>No. 2</i>					
12/13/2010	Grueinger Travel Group	Event Sales Task	Closed	7/25/2011	9/16/2011	Debi DeBenedetto
	<i>No. 1</i>					
2/7/2011	Site Search, Incorporated	Event Sales Task	Closed	8/9/2011	9/16/2011	Debi DeBenedetto
	<i>No. 2</i>					
8/2/2011	Meeting Resources, Inc Andre' Kelly	Sales - sent rfp to partner	Closed	8/2/2011	9/16/2011	Debi DeBenedetto
	<i>sent rfp contacted planner</i>					
8/24/2011	Debi's Activity Tracking Account	Sales - Fam Itinerary	Closed	8/24/2011	9/16/2011	Debi DeBenedetto
	<i>TUI Fam for November complete</i>					
2/2/2011	Association Lufthansa Retirees of North America	Event Sales Task	Closed	8/31/2011	9/16/2011	Debi DeBenedetto

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>No. 2</i>						
3/15/2011	Debi's Itineraries	Event Sales Task	Closed	9/7/2011	9/16/2011	Debi DeBenedetto
<i>No. 1</i>						
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto <i>idss meeting Am 2 Gordon I-75 welcome center Inn on Fifth event evening</i>	Sales - Partner Contact	Closed	10/10/2011	9/20/2011	Debi DeBenedetto
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto <i>updates to Cvent and listings task update pop up request fun fact for fam follow up with 3 planner request, Natalie, offsite Ritz-Golf, Peggy Brogan, State Assn, Klevin beach party 400 pp</i>	General - Proofing Marketing materials	Closed	10/10/2011	9/20/2011	Debi DeBenedetto
9/20/2011	Conference Direct / B.Prom		Closed	9/20/2011	9/20/2011	Note
<i>The status changed on this event today.</i>						
9/21/2011	Select Meeting Sites, Incorporated		Closed	9/21/2011	9/21/2011	Note
<i>The status changed on this event today.</i>						
9/21/2011	Select Meeting Sites, Incorporated	Event Sales Task	Closed	1/17/2012	9/21/2011	Debi DeBenedetto
<i>No. 1</i>						
9/21/2011	Select Meeting Sites, Incorporated	Event Sales Task	Closed	2/26/2012	9/21/2011	Debi DeBenedetto
<i>No. 2</i>						
9/21/2011	Select Meeting Sites, Incorporated Maureen Beck <i>sent rfp out</i>	Sales - sent rfp to partner	Closed	9/21/2011	9/21/2011	Debi DeBenedetto
9/21/2011	Select Meeting Sites, Incorporated		Closed	9/21/2011	9/21/2011	Note
<i>The status changed on this event today.</i>						
9/21/2011	Select Meeting Sites, Incorporated	Sales - sent rfp to partner	Closed	9/21/2011	9/21/2011	Debi DeBenedetto
<i>sent rfp</i>						
10/10/2011	Debi's Activity Tracking Account	Sales - Register Trade show / event	Closed	10/10/2011	9/22/2011	Debi DeBenedetto
<i>Follow up on Charlotte US Airways partner event Meeting with Noelle DMC Lunch to meet new HB rep Naples Nansi Prado Bridal Fulfillment review secured pied piper for fam</i>						
10/10/2011	Debi's Activity Tracking Account	General - FAM	Closed	10/10/2011	9/23/2011	Debi DeBenedetto

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<i>ASTA Orlando Fam hosted this weekend. Cmon Museum tour 9 am conf call USTOA signs done Chesney list out to hotels remind track ROI</i>					
9/23/2011	Overseas Brats		Closed	9/23/2011	9/23/2011	Note
	<i>The status changed on this event today.</i>					
9/23/2011	Overseas Brats		Closed	9/23/2011	9/23/2011	Note
	<i>The status changed on this event today.</i>					
10/10/2011	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	10/10/2011	9/26/2011	Debi DeBenedetto
	<i>assisted planner with transportation info 350 pp assisted TMJ surgeons Cathy with info for 80 assisted unifrst corp lead follow up on collateral send and got it out</i>					
10/10/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/10/2011	9/27/2011	Debi DeBenedetto
	Debi DeBenedetto <i>Attended Smart Meetings Orlando 3 days - excellent show with 27 appts. and several leads and Rfp's. 6 repeat meetings.</i>					
10/10/2011	Debi's Activity Tracking Account	Sales - RFP follow up	Closed	10/10/2011	9/28/2011	Debi DeBenedetto
	Debi DeBenedetto <i>Smart Meetings follow up personal emails to all finish Stuart fam details and changes MPI rfp out IAGTO letter and conf call - details</i>					
9/28/2011	Superior Media Meetings & Management, Inc. Jeanne Torbett		Closed	9/28/2011	9/28/2011	Note
	<i>Smart meetings 2011</i>					
9/29/2011	Superior Media Meetings & Management, Inc.		Closed	9/29/2011	9/29/2011	Note
	<i>The status changed on this event today.</i>					
9/29/2011	Superior Media Meetings & Management, Inc.		Closed	9/29/2011	9/29/2011	Note
	<i>The status changed on this event today.</i>					
9/29/2011	Superior Media Meetings & Management, Inc.	Event Sales Task	Closed	9/29/2011	9/29/2011	Debi DeBenedetto
	<i>Sent Rfp to Partner</i>					
9/29/2011	Superior Media Meetings & Management, Inc.	Event Sales Task	Closed	9/29/2011	9/29/2011	Debi DeBenedetto
	<i>Sent Rfp to Partner</i>					
10/10/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/10/2011	9/30/2011	Debi DeBenedetto

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<i>Appointments selected and profile review for Rejuvenate show - set partner meet on strategy for this event            Worded on Oct. Fam and sent memo to hotels</i>					
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	10/10/2011	9/30/2011	Debi DeBenedetto
	<i>Printed and sent to all partners booking and sales reports individual hotels. Set up idss training meeting for ROI reporting            Update sponsor policies for new 2012 plans for Tallahassee sales mission            Booked to attend FACVB            assisted Travalco with Boasting events in area</i>					
10/4/2011	International Centre for Diffraction Data		Closed	10/4/2011	10/4/2011	Note
	<i>The status changed on this event today.</i>					
10/4/2011	Meeting Professionals International South Florida Chapter		Closed	10/4/2011	10/4/2011	Note
	<i>The status changed on this event today.</i>					
10/4/2011	Select Meeting Sites, Incorporated		Closed	10/4/2011	10/4/2011	Note
	<i>The status changed on this event today.</i>					
1/18/2011	Professional Meetings	Event Sales Task	Closed	7/21/2011	10/5/2011	Debi DeBenedetto
	<i>No. 1</i>					
12/2/2010	Performance Marketing Group	Event Sales Task	Closed	8/24/2011	10/5/2011	Debi DeBenedetto
	<i>No. 1</i>					
1/11/2011	HelmsBriscoe / D. Bequette	Event Sales Task	Closed	7/29/2011	10/5/2011	Debi DeBenedetto
	<i>No. 1</i>					
1/18/2011	Professional Meetings	Event Sales Task	Closed	8/30/2011	10/5/2011	Debi DeBenedetto
	<i>No. 2</i>					
6/30/2011	CGA Shows	Event Sales Task	Closed	8/29/2011	10/5/2011	Debi DeBenedetto
	<i>No. 2</i>					
12/2/2010	Performance Marketing Group	Event Sales Task	Closed	10/3/2011	10/5/2011	Debi DeBenedetto
	<i>No. 2</i>					
1/11/2011	HelmsBriscoe / D. Bequette	Event Sales Task	Closed	9/7/2011	10/5/2011	Debi DeBenedetto
	<i>No. 2</i>					
12/13/2010	Grueinger Travel Group	Event Sales Task	Closed	9/3/2011	10/5/2011	Debi DeBenedetto
	<i>No. 2</i>					
1/26/2011	Kenwood Travel Andrea Lovering	General - FAM	Closed	9/26/2011	10/5/2011	Debi DeBenedetto
	<i>Huddle follow up want Oct Fam</i>					

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
9/28/2011	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	9/28/2011	10/5/2011	Debi DeBenedetto
<i>follow up with mtg planner from Connect show. Her next meeting is in Naples and needed some info.</i>						
11/24/2010	American Express / M. Rooksby	Event Sales Task	Closed	10/5/2011	10/5/2011	Debi DeBenedetto
<i>No. 2</i>						
10/5/2011	HelmsBriscoe / J. Gachui Lowenthal		Closed	10/5/2011	10/5/2011	Note
<i>The status changed on this event today.</i>						
10/5/2011	HelmsBriscoe / J. Gachui Lowenthal		Closed	10/5/2011	10/5/2011	Note
<i>The status changed on this event today.</i>						
8/3/2011	Travel and Transport Vacations	Sales - RFP follow up	Closed	9/3/2011	10/5/2011	Debi DeBenedetto
<i>check to see if booked Marco Island only</i>						
10/4/2011	Select Meeting Sites, Incorporated	Event Sales Task	Closed	10/4/2011	10/5/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
9/16/2011	HelmsBriscoe / J. Gachui Lowenthal	Event Sales Task	Closed	9/10/2011	10/5/2011	Debi DeBenedetto
<i>No. 1</i>						
10/5/2011	University Of Iowa		Closed	10/5/2011	10/5/2011	Note
<i>The status changed on this event today.</i>						
10/5/2011	University Of Iowa	Event Sales Task	Closed	10/5/2011	10/5/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
10/10/2011	Debi's Activity Tracking Account	General - TDC Meeting / reports	Closed	10/10/2011	10/6/2011	Debi DeBenedetto
Debi DeBenedetto <i>All day on TDC report for month and Ytd reports</i>						
10/10/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/10/2011	10/7/2011	Debi DeBenedetto
<i>sent out booked business reports to DMC and offsite Registered for Pow Wow memo out on upcoming 3 Important CVB meetings with group hotels Idss training meeting 10/11 Sales mission committee meeting 10/13 2012 Fam committee meeting and marketing plan 10/25</i>						
6/21/2011	National Onion Association	Event Sales Task	Closed	10/10/2011	10/10/2011	Debi DeBenedetto
<i>No. 1 sent message on gap and offered assistance in welcome bags.</i>						
6/21/2011	National Onion Association	Event Sales Task	Closed	11/19/2011	10/10/2011	Debi DeBenedetto

\* Task is assigned to multiple people



Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name <i>No. 2</i>	Task Type	Status	Due Date	Closed Date	Closed by User
3/31/2011	Shannon Dennison  <i>No. 1</i>	Event Sales Task	Closed	9/3/2011	10/10/2011	Debi DeBenedetto
5/12/2011	Capario  <i>No. 2</i>	Event Sales Task	Closed	9/10/2011	10/10/2011	Debi DeBenedetto
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto  <i>Site with Diane for Marriott incentive group and restaurant dine around. Show area and took to see restaruant and offsite activity options. American Airboat tours, MI Princess, Snook and Esplanade.</i>	Sales - site with client	Closed	10/10/2011	10/10/2011	Debi DeBenedetto

Total Tasks: 88



## September 2011 Social Media Report



**Presented by:**



## Paradise Coast Twitter Update September 2011

For the month of September, the Paradise Coast Twitter page gained nearly 200 new followers. Even more encouraging, the amount of follower feedback also increased, with the number of retweets nearly doubling from August as well as a sizable increase in @ParadiseCoast mentions. After posting Capt. Rob Modys' blog entry about the Florida Outdoors Writers Association and the Naples Botanical Garden, follower GabyDescalzi said "@ParadiseCoast The Naples Botanical Garden , really amazing . Thanks for the article." Also, when asked how they spent the weekend, follower ndn\_bwolford replied: "@ParadiseCoast I went sunburning on Barefoot Beach."

### Website visits from Twitter

Aug: 6  
Sept: 5



16%

### Retweets from followers

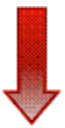
Aug: 11  
Sept: 20



81%

### Direct Messages

Aug: 1  
Sept: 0



100 %

### Paradise Coast Mentions

Aug: 15  
Sept: 22



46%

### Total Tweets

Aug: 67  
Sept: 72



7%

### Total Followers

Aug: 1,157  
Sept: 1,353



196  
Followers

### Recommendations for October/November:

- Continue to post fall story ideas and images to Twitter for journalists.
- Promote major festivals and events, such as the Florida Panther Festival (include facts about Florida panthers as posts leading up to the festival) the Stone Crab Festival and the Marco Island Music Festival.

## Paradise Coast Facebook Update September 2011

The month of September saw consistent and clear growth in every category. Specifically, the amount of wall posts and comments were up more than a quarter of where they were last month. In addition, the destination gained 79 new fans of the page. This growth can be easily maintained and expanded upon in October as the Florida Panther Festival, Marco Island Music Festival and Swamp Buggy Races will be promoted. For September, uploaded dolphin pictures were very popular among the fans. A picture of a mother and baby dolphin elicited fan Robin Emerick to comment, "We took the Calusa Spirit Dolphin and Shelling Cruise. It was wonderful. They were so nice to my 3 year old grandson. The crew on the boat said that the one baby dolphin was the smallest that they ever saw."

### Wall Posts/Comments

Aug:	170
Sept:	215



26%

### Total Likes

Aug:	2,252
Sept:	2,331



79 fans

### ParadiseCoast.com Visits from FB

Aug:	86
Sept:	126



47%

### Referring Site to ParadiseCoast

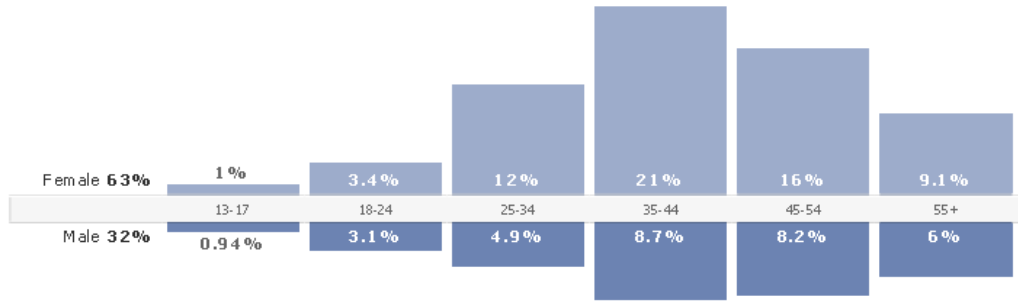
Aug:	22nd
Sept:	5th



17 spots

## Facebook Demographics

### Gender and Age<sup>1</sup>



### Countries<sup>2</sup>

1,937	United States
94	Germany
37	Canada
29	United Kingdom
23	Italy
14	France
10	Austria
10	Switzerland
8	Brazil
7	Turkey
6	India
6	Norway
5	Argentina
5	Sweden
4	Portugal
4	Hungary
4	Vietnam
4	Venezuela
3	Costa Rica
	Less

### Cities<sup>2</sup>

159	Naples
85	Tampa
71	Miami
70	Atlanta
54	Livingston
44	Ocala
42	Marco Island
40	Cape Coral
37	Bonita Springs
32	Chicago
24	New York
24	Philadelphia
22	Doylestown
21	Dallas
18	Issaquah
18	Plano
15	Columbus
15	Waterloo
14	Orlando
	Less

### Language<sup>2</sup>

1,961	English (US)
105	German
84	English (UK)
25	Spanish
21	Italian
20	French (France)
10	Spanish (Spain)
9	Turkish
7	Portuguese (Brazil)
6	Norwegian (bokmal)
4	Hungarian
3	Czech
3	Danish
3	Greek
2	Dutch
2	Indonesian
2	Swedish
2	Slovak
2	Bulgarian
	Less

**Standing Facebook Recommendations:**

- Users come to expect regular posting, so it is recommended that posting frequency remain consistent. One to two postings daily is the recommended frequency. Continue with:
  - o Post 1-2 times daily
  - o If more than 2 posts are relevant, save them for the following day
  - o Space posts out by several hours to avoid over-saturation
  
- Photos help fans connect with the Paradise Coast and the events that take place here. Posts with photos receive the highest feedback rates of all posts.
  - o Post photos weekly, if possible with images provided by the Client that capture daily activity, events, etc.
  - o Encourage fans to post their vacation and local event pictures
  
- Engaging with fans is the best way to encourage their interaction with the page. Posts with open-ended questions often promote user feedback.
  - o Ask questions at the end of posts
  - o Respond to questions fans pose
  - o Prompt followers to use Facebook mobile while going to regional events
  
- For October/November:
  - o Post pictures of the Stone Crab Festival, the Florida Panther festival and Marco Island Music Festival and encourage fans to share their favorite memories from the events. Specifically asking for their submissions as well as posting staff's content.
  - o With autumn in full swing, ask followers to post the best picture that sums up Autumn in Paradise Coast. The best picture could be a winner of a small prize – art museum passes, dolphin watching tour, etc.
  - o Start promoting "What Are You Thankful For", which will ask followers to post why they are thankful for living in the Paradise Coast.
  - o Continue to leverage VisitFlorida's fan base and participate in initiatives such as Florida Fan Game, Share a Little Sunshine Photo Friday contest and others

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
SunSentinel.com	South Florida outdoors notebook	9/1/2011	Internet		\$381.02
marconews.com Stories	People, Places and Things for Lee and Collier Counties	9/1/2011	Internet		\$18.72
marconews.com	People, Places and Things for Lee and Collier Counties	9/1/2011	Internet		\$18.88
Naples Daily News	TELLING MARCO'S TALES	9/1/2011	Print	85,376	\$1,762.87
news-press.com	Clyde Butcher invites fans to Labor Day swamp walk	9/1/2011	Internet		\$111.49
naplesnews.com	People, Places and Things for Lee and Collier Counties	9/1/2011	Internet		\$129.44
Mediterranean Cruises	caribbean cruises 2011	9/1/2011	Internet		\$700.56
examiner.com	Part 1 of 3: Family friendly Everglades's hikes - Big Cypress Bend Boardwalk	9/1/2011	Internet		\$2,765.10
examiner.com	Part 2 of 3: Family friendly Everglades's hikes - Kirby Storter Boardwalk	9/1/2011	Internet		\$2,401.12
Jetsettersblog	Jetsettersblog & Spa Resorts	9/1/2011	Internet		\$14.00
gonaples.com Stories	Zoo Offers Kids Free Coupon for Labor Day Weekend	9/2/2011	Internet		\$164.78
Marriott News Center	Deals of the Week	9/2/2011	Internet		\$291.25
FIUSM	Labor Day swamp walk is a lesson in conservation	9/2/2011	Internet		\$179.42
Naples Best	Visit Naples Zoo Labor Day Weekend in Naples	9/2/2011	Internet		\$15.89
FIUSM	Labor Day swamp walk, a lesson in conservation	9/2/2011	Internet		\$178.80
Quiet Places- The Nature Photography of Cameron Gillie	Western Everglades Photography Workshop Feb 28th-29th, 2012	9/2/2011	Internet		\$169.14
Naples Daily News	Featured photo galleries	9/2/2011	Print	72,080	\$100.47
marconews.com Stories	Nate Augustus plumbs the Everglades for his growling, mystic music	9/2/2011	Internet		\$41.85
AAA Going Places	August	9/3/2011	Print	2,354,779	\$20,494.65
Duane's Proposterous	Time For A Road Trip! Where is Chevy Chase?	9/3/2011	Internet		\$299.04
Posterous	Naples Treviso Bay – Brought to you by Premier Properties	9/3/2011	Internet		\$159.80
Fishing Lovers	Time to get swamped	9/3/2011	Internet		\$88.80
news-press.com	A Handy Guide For Travelers To Fort Myers Beach, Florida	9/4/2011	Internet		\$154.82

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
The Miami Herald	NOTEBOOK	9/5/2011	Print	217,163	\$1,759.83
The Arizona Republic	TRAVEL	9/5/2011	Print	511,764	\$2,363.91
Naples Daily News Stories	Florida Wildlife Commission coming to Naples to talk panthers, I-75, hunting	9/5/2011	Internet		\$260.41
The Happy Lemon Blog	Adventure Sunday!	9/5/2011	Internet		\$20.56
Quinn & Co   NYC Travel, Real Estate & Food, Wine + Spirits PR Firm » Blog	NN: "Wolfgang Puck, Tony Mantuano coming to 2012 Naples Winter Wine Festival"	9/7/2011	Internet		\$279.73
AssociatedContent	Exploring Barefoot Beach	9/7/2011	Internet		\$1,946.92
The Palm Beach Blog Post	Second annual Stone Crab Festival set Oct. 29-30 in Naples	9/8/2011	Internet		
SunSentinel.com	South Florida outdoors notebook	9/8/2011	Internet		\$386.16
Marco Eagle	Movies, meals and other Marco fun	9/8/2011	Print	10,000	\$142.95
Florida Travel & Life	Fifth Avenue	9/8/2011	Print	103,389	\$472.54
Florida Travel & Life	Extra cheesy	9/8/2011	Print	103,389	\$387.08
Florida Travel & Life	Resorts You can't Resist	9/8/2011	Print	103,389	\$8,618.01
Accent on Tampa Bay Magazine	Naples 2nd Annual Stone Crab Festival	9/8/2011	Print		
marconews.com Stories	WATCH THE VIDEO: Randall releases Crazy Honey Badger video taped at Naples Zoo	9/9/2011	Internet		\$14.00
Paddling Down East	kayaking the 10,000 islands	9/9/2011	Internet		\$183.47
Paddling Down East	Paddling down Joe River				
	February 3, 2011 in Florida...	9/9/2011	Internet		\$356.67
govpulse Latest Entries	2011-2012 Refuge-Specific Hunting and Sport Fishing Regulations	9/9/2011	Internet		\$2,653.05
TMCnet.com	South Florida outdoors notebook	9/9/2011	Internet		\$82.21
Business Mobility	South Florida outdoors notebook	9/9/2011	Internet		\$14.00
Courant.com	Web Deals: Seven Days At Sea On Queen Mary	9/9/2011	Internet		\$230.97
gonaples.com Stories	WATCH THE VIDEO: Randall releases Crazy Honey Badger video taped at Naples Zoo	9/10/2011	Internet		\$75.07
plutis.com	Destino: Naples, joya del sudoeste de la Florida	9/11/2011	Internet		
travmedia.com	Florida's Paradise Coast Celebrates Stone Crab Season	9/11/2011	Internet		
Scripts Treasure Coast Newspaper	Naples: A touch of graciousness on Florida's west coast	9/11/2011	Print		
Peru, Magia y Encanto	Destino: Naples, joya del sudoeste de la Florida	9/11/2011	Internet		
El Nuevo Herald	Naples, joya del sudoeste de la Florida	9/12/2011	Print	72,504	\$1,193.91



Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Hernando Today	Take advantage of the deals during National Golf Month	9/12/2011	Print	16,103	\$88.21
Eagle News RSS	Service Learning opportunities, September 12	9/12/2011	Internet		\$199.98
CompetitionPlus	SUMMIT PRO-AM CHAMPIONS PREPARE FOR TOURNAMENT OF CHAMPIONS	9/12/2011	Internet		\$20.37
South Florida Daily Blog	The Cooler	9/12/2011	Internet		\$148.59
examiner.com	Fallen Heroes USA & Poker Gives to Host the 9-11 for the Families Charity Event	9/12/2011	Internet		\$7,209.23
marconews.com Stories	Coastal Cleanup planned for more than a dozen Collier beaches, waterways on Saturday	9/13/2011	Internet		\$14.00
Naples Daily News Stories	The wet season at Corkscrew Swamp means it's a time for new life	9/13/2011	Internet		\$148.90
Gulf & Main	FAMILY FUN	9/13/2011	Print	30,000	\$55.43
listindiario.com	Naples, un abrazo caluroso para el viajero	9/14/2011	Internet		
Kentucky Story	Useful Advice For Travelers To Naples, Florida	9/14/2011	Internet		\$212.75
Naples Daily News	DINING ENTERTAINMETN	9/14/2011	Print	72,080	\$676.41
Naples Daily News	NIGHT AT THE DEPOT	9/14/2011	Print	72,080	\$1,012.86
Naples Daily News	Dining Entertainment	9/14/2011	Print	72,080	\$3,463.82
Naples Daily News	Featured photo galleries	9/14/2011	Print	72,080	\$110.98
NBC Miami	Historic Everglades Trading Post Fights...	9/14/2011	Internet		\$68.59
Coastal Florida Guide	Coastal Cleanup planned for more than a dozen Collier beaches, waterways on Saturday	9/14/2011	Internet		\$21.49
listindiario.com	Naples, un abrazo caluroso para el viajero	9/14/2011	Internet		\$14.00
SunSentinel.com	South Florida outdoors notebook	9/15/2011	Internet		\$564.86
The Huffington Post	BREAKING: Honey Badger Narrator 'Randall' Lands Book Deal	9/15/2011	Internet		\$5,665.94
Naples Daily News	Local briefs	9/15/2011	Print	73,941	\$636.35
Fort Myers Beach Bulletin, Fort Myers Beach Observer	Doc Ford's Fort Myers Beach hosts book signing	9/15/2011	Internet		\$190.33
NBC Miami	Historic Everglades Trading Post Fights Developer	9/15/2011	Internet		\$68.59
msnbc.com	Historic Everglades Store Fights Developer	9/15/2011	Internet		\$9,406.40
huffingtonpost.com	BREAKING: Honey Badger Narrator 'Randall' Lands Book Deal	9/15/2011	Internet		\$5,665.94
Lynn's little bit of trivia--					
Lake Worth	Big Cypress	9/16/2011	Internet		\$83.48
Venice Gondolier Sun	The fine art of shooting and printing	9/16/2011	Print	31,000	\$602.42

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Charlotte Sun	Fishing the Ten Thousand Islands	9/16/2011	Print	44,345	\$569.95
Metro Weekly	Classical Music: Falls Arts Preview 2011	9/16/2011	Internet		\$166.76
Stay In Touch With Collier County's Sea Grant Extension Program	Are You Smarter Than A Stone Crab Tour	9/16/2011	Internet		\$33.64
The Miami Herald	THINGS TO DO	9/16/2011	Print	173,555	\$14,728.31
news-press.com	Southwest Florida s favorite buildings stand tall	9/17/2011	Internet		\$76.14
Jetsettersblog	Jetsettersblog » Golf Resorts	9/17/2011	Internet		\$14.00
Metro Weekly	Classical Music: Fall Arts Preview 2011	9/17/2011	Internet		\$166.76
The Huffington Post	A Honey Badger Of A Book Deal	9/17/2011	Internet		\$6,145.79
ALLVOICES	Southwest Florida's favorite buildings stand tall	9/17/2011	Internet		\$15.69
Vino Con Vista Italy Travel Guides and Events	Chicago's 2011 Octoberfest at St. Alphonsus in Lakeview	9/17/2011	Internet		\$114.63
Park Ridge Journal	Here we go!	9/18/2011	Print	3,998	\$66.29
Park Ridge Journal	Only in FLA	9/18/2011	Print	3,998	\$63.57
Mount Prospect Journal	Here we go !	9/18/2011	Print	5,106	\$83.91
Mount Prospect Journal	Only in FLA	9/18/2011	Print	5,106	\$82.18
Niles Journal	Only in FLA	9/18/2011	Print	5,497	\$88.11
Prospect Heights Journal	Here we go!	9/18/2011	Print	1,421	\$23.45
Prospect Heights Journal	Only in FLA	9/18/2011	Print	1,421	\$23.00
Niles Journal	Here we go!	9/18/2011	Print	5,497	\$90.34
Des Plaines Journal	Only in FLA	9/18/2011	Print	10,816	\$172.50
Des Plaines Journal	here we go!	9/18/2011	Print	10,816	\$179.68
Coastal Florida Guide	Coastal cleanup busy day at the beach for volunteers	9/18/2011	Internet		\$14.02
elNuevoHerald.com	Everglades City y Chokoloskee Bay, la última frontera	9/18/2011	Internet		\$70.75
Miami Herald-Broward Edition	NEIGHBORS CALENDAR	9/18/2011	Print	214,891	\$8,581.73
marconews.com Stories	Coastal cleanup busy day at the beach for volunteers	9/18/2011	Internet		\$21.20
WineFoot.com	2012 Naples Winter Wine Festival	9/19/2011	Internet		\$125.85
Highly Recommended	The Orchid Thief by Susan Orlean	9/19/2011	Internet		\$121.80
Golf Mill Journal	Here are the latest seasonal happenings compiled by VisitFlorida. There's plenty to see and do if you're planning a fall/winter	9/19/2011	Print	2,987	\$49.04
The Sun Chronicle	Marco Island worth a visit	9/19/2011	Print	14,890	\$107.39

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Golf Mill Journal	Only in FLA	9/19/2011	Print	2,987	\$48.61
Florahome USA	Things to do in Florida September 23, 24, 25, 2011	9/19/2011	Internet		\$370.69
Charlotte Sun	Naples Zoo's newest member, a black vulture, premieres Sunday	9/19/2011	Print	44,345	\$667.69
Viajes	Naples joya del sudoeste de la Florida	9/20/2011	Internet		
Cork Screw	Boardwalk Passing through a Forest, Corkscrew Swamp Sanctuary, Naples, Florida, USA Stretched Canvas Poster Print by Panoramic Images , 12x36	9/20/2011	Internet		\$26.17
Rosemont Journal	Only IN FLA	9/20/2011	Print	2,717	\$42.71
Rosemont Journal	HERE WE GO!	9/20/2011	Print	2,717	\$44.34
Gulfshore Life	CHARITY REGISTER	9/20/2011	Print	29,890	\$340.56
El Nuevo Herald	Everglades City y Chokoloskee Bay, la &uacute;ltime frontera	9/20/2011	Print	72,504	\$1,110.48
American Profile	Photographer captures the Everglades	9/20/2011	Internet		\$52.98
Life In Florida	Find Florida Vacation Rentals	9/20/2011	Internet		\$340.78
Go Articles	Vacation rentals in naples	9/20/2011	Internet		\$89.70
examiner.com	Tracking the endangered Florida Panther	9/21/2011	Internet		\$2,477.44
Marco Eagle	THE Q WHAT LOCAL BEACH DO YOU VISIT THE MOST OFTEN WITH YOUR FAMILY?	9/21/2011	Print	10,000	\$36.95
Marco Eagle	3 THINGS YOU NEED TO KNOW THIS WEEK	9/21/2011	Print	10,000	\$43.11
gonaples.com Stories	29 vintners on tap for January event	9/21/2011	Internet		\$171.95
Life's a Beach!	Finally, My Turn!	9/21/2011	Internet		\$180.98
Periodico el Expresso de Peurto Rico	756-edicion 15 al 22 de septiembre	9/21/2011	Internet		
hottravelworld.com	10 Reasons Why People Move to Naples	9/22/2011	Internet		\$151.70
Naples Daily News	OUT	9/22/2011	Print	73,941	\$134.22
gonaples.com Stories	Museum Day offers a Florida spree for free	9/22/2011	Internet		\$254.81
Naples Daily News Stories	Museum Day offers a Florida spree for free	9/22/2011	Internet		\$249.82
Marco Eagle	Rare African Badgers at Naples Zoo	9/22/2011	Print	10,000	\$59.00
flyfish10k.com	Fishing Report- September 22,2011	9/22/2011	Internet		
SunSentinel.com	Free fun on Saturday at national parks and South Florida museums	9/23/2011	Internet		\$399.51
Naples Daily News Stories	Letters to the Editor: Sept. 24, 2011	9/23/2011	Internet		\$569.42
The News-Press	go looking ahead	9/23/2011	Print	73,375	\$780.13
Shop-O-Matic	Shop-O-Matic	9/23/2011	Internet		\$135.81

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Naples Daily News	Naples Zoo at Caribbean Gardens	9/23/2011	Print	72,080	\$136.68
gonaples.com Stories	Something for the kids: Fall festivals sure to keep your little ones entertained	9/23/2011	Internet		\$325.21
Shop-O-Matic	Free fun on Saturday at national parks and South Florida museums	9/23/2011	Internet		\$126.78
SunSentinel.com	Shop-O-Matic	9/23/2011	Internet		\$447.78
Naples Daily News Stories	Something for the kids: Fall festivals sure to keep your little ones entertained	9/23/2011	Internet		\$308.70
Elizabeth's Secret Garden	Exotic Animals at the Naples Zoo	9/24/2011	Internet		\$143.29
SunSentinel.com	Free entrance to Everglades National Park and 15 South Florida museums on Saturday	9/24/2011	Internet		\$396.43
SunSentinel.com	Shop-O-Matic	9/24/2011	Internet		\$445.73
Shop-O-Matic	Free entrance to Everglades National Park and 15 South Florida museums on Saturday	9/24/2011	Internet		\$126.78
Shop-O-Matic	Free entrance to Everglades National Park and 15 South Florida museums on Saturday	9/24/2011	Internet		\$126.78
Hobbies & Crafts	Birding -	9/24/2011	Internet		\$278.79
Spy Golfer	Tiburon – Greg Norman's 36 Hole Naples, Florida Masterpiece	9/24/2011	Internet		\$173.82
seminolewar	Building our characters, or just bad reenacting?	9/24/2011	Internet		\$238.30
marconews.com Stories	Letters to the Editor: Sept. 24, 2011	9/24/2011	Internet		\$76.88
The Miami Herald	Fulfill your wish list with these no-fuss native plants	9/25/2011	Print	217,163	\$4,142.65
The News-Press	SW Florida gets used to idea of regionalism	9/25/2011	Print	73,375	\$1,038.19
Jetsettersblog	Florida's Paradise Coast Celebrates Stone Crab Season	9/26/2011	Internet		\$210.89
TCPalm.com	Florida Oceanographic announces photography contest winners	9/26/2011	Internet		\$97.71
Elk Grove Journal	Here we go!	9/26/2011	Print	4,217	\$69.65
Elk Grove Journal	Only in FLA	9/26/2011	Print	4,217	\$67.73
The Northwest Journal & Topics	Here we go!	9/26/2011	Print	4,716	\$76.89
The Northwest Journal & Topics	Only in FLA	9/26/2011	Print	4,716	\$44.79
Glenview Journal	Here we go!	9/26/2011	Print	10,000	\$164.51
Arlington Heights Journal & Topics	FLA	9/26/2011	Print	3,098	\$48.45

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Buffalo Grove Journal & Topics	here we go	9/26/2011	Print	2,883	\$47.57
Buffalo Grove Journal & Topics	Only FLA	9/26/2011	Print	2,883	\$45.23
Arlington Heights Journal & Topics	Here are the latest seasonal happenings compiled by VisitFlorida. There's plenty to see and do if you're planning a fall/winter	9/26/2011	Print	3,098	\$51.42
Wheeling Journal & Topics	Here are the latest seasonal happenings compiled by VisitFlorida. There's plenty to see and do if you're planning a fall/winter	9/26/2011	Print	2,984	\$48.60
Wheeling Journal & Topics	Only FLA	9/26/2011	Print	2,984	\$46.62
Palatine Journal & Topics	here we go	9/26/2011	Print	2,814	\$46.43
Palatine Journal & Topics	Only in FLA	9/26/2011	Print	2,814	\$43.97
Naples Daily News	FORK READY	9/26/2011	Print	72,080	\$1,790.91
ConventionSouth	Naples/ Marco Island	9/26/2011	Print	18,162	\$27.67
Naples Daily News	Also Coming	9/26/2011	Print	72,080	\$481.31
Rolling Meadows Journal & Topics	Here We Go!	9/26/2011	Print	2,683	\$44.96
Income Tax Help- Help With Your Income Taxes	Everything You Wanted To Know About Marco Island Florida	9/26/2011	Internet		\$105.29
The Ethan Blog	Labor Day weekend in Florida!	9/26/2011	Internet		\$48.91
Audubon of Florida News	Corkscrew Swamp Sanctuary Critter of the Week: Black Racer Snake (Coluber constrictor)	9/27/2011	Internet		\$157.62
101 top guides to Health	[WATCH]: RELAX. TRAVEL to FLORIDA KEYS BEACHES #5 + ocean sounds Key West, Florida	9/27/2011	Internet		\$77.88
Jetsettersblog	Keys+ Naples Pier Beach HD	9/27/2011	Internet		\$14.00
Naples Daily News	Jetsettersblog » Dine Drink	9/27/2011	Internet		\$14.00
Naples Daily News	in Everglades City set for this weekend	9/27/2011	Print	72,080	\$413.56
Naples Daily News	Letters to the Editor	9/27/2011	Print	72,080	\$1,303.75
Glenview Journal	Only in FLA	9/27/2011	Print	10,000	\$160.94
Naples Daily News	Arts	9/28/2011	Print	72,080	\$509.35
Corporate & Incentive Travel	Florida	9/28/2011	Print	40,014	\$2,040.91
Not a Clue Adventures - Blog	More Everglades...	9/28/2011	Internet		\$186.90
The Florida Times-Union	Everglades: Our grade is incomplete	9/28/2011	Print	107,921	\$946.28
Jetsettersblog	Jetsettersblog » Dine Drink	9/28/2011	Internet		\$14.00

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Not a Clue Adventures - Blog	Not a Traditional Labor Day	9/28/2011	Internet		\$260.41
Oceanic Wilderness	Our Work in Print   Wildscape Photo	9/28/2011	Internet		\$101.55
Krystal's Kitsch	Fall Travel {Fabulous Fall Blog Challenge}	9/28/2011	Internet		\$27.72
examiner.com	Kayaking the Ten Thousand Islands requires a visit to Smallwood s Store	9/28/2011	Internet		\$2,958.84
PRLog	Famous Author Carl Hiaasen to Headline Audubon Feathers and Friends Gala	9/29/2011	Internet		\$356.94
marconews.com Stories	Naples wine festival fundraising arm names acting executive director	9/29/2011	Internet		\$14.00
The News-Press	Collier questions project	9/29/2011	Print	73,375	\$572.02
Jetsettersblog	Jetsettersblog » Dine Drink	9/29/2011	Internet		\$14.00
BellaOnline	Experiencing the Everglades National Park	9/29/2011	Internet		\$337.91
news-press.com	Prime rib with a side of nostalgia at St. George	9/30/2011	Internet		\$195.27
winknews.com	Meet Omen at the Naples Zoo	9/30/2011	Internet		\$14.00
Jetsettersblog	Jetsettersblog » Dine Drink	9/30/2011	Internet		\$14.00
Paddling.net	Canoe/Kayak Outfitter - Trips - Everglades Area Tours   Paddling.net	9/30/2011	Internet		\$88.71
Sanibel-captiva-islander.com	Living Sanibel: Painted Bunting	9/30/2011	Internet		\$14.00
Coastal Breeze News	Our own backyard	10/2/2011	Internet		\$14.00
Cougar News	First-Ever Florida Panther Festival, Saturday Oct. 29th in Naples, Florida	10/3/2011	Internet		\$14.00
My Mobile Adventures *~*~*	Upcoming Adventures: Food, Family, Fun, and More!	10/3/2011	Internet		\$358.23
Gulfshore Life Magazine	October Calendar	10/3/2011	Internet		\$305.58
Audubon of Florida News	Carl Hiaasen Headlines Corkscrew Swamp Sanctuary's Feathers & Friends Gala 2012	10/3/2011	Internet		\$109.96
Fast Company	In Florida, Ranchers Make Room For The Big Cats Who Want To Eat Their Cattle   Fast Company	10/3/2011	Internet		\$269.64
Marco Eagle	3 Things You Need to do This Week	10/4/2011	Print	10,000	\$67.10
Naples Daily News	Upcoming group events	10/4/2011	Print	85,376	\$4,253.59
Cape Coral Breeze	Naples Zoo now features species rarely seen in U.S.	10/4/2011	Print	2,500	\$29.46
Cape Coral Breeze	Those lazy, hazy, crazy days of summer	10/4/2011	Print	2,500	\$40.28
BellaOnline	Nature Girl by Carl Hiaasen - A Review	10/4/2011	Internet		\$321.87

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
National Parks Traveler	Birding in the National Parks: Spotting Egrets, Herons, and More In Big Cypress National Preserve	10/4/2011	Internet		\$14.00
Naples Daily News	Naples Zoo at Caribbean Gardens	10/5/2011	Print	72,080	\$137.85
Naples Daily News	Featured photo galleries	10/5/2011	Print	72,080	\$87.62
Inflatable Air Mattress Bed	Pinnacle Backpacking Pack	10/5/2011	Internet		\$357.29
Disney-ABC Domestic Television	Live With Regis and Kelly (1/2)	10/5/2011	Broadcast		\$400,000.00
Disney-ABC Domestic Television	Live With Regis and Kelly (1/2)	10/5/2011	Broadcast		\$400,000.00
examiner.com	Fall is finally arriving in southwest Florida	10/5/2011	Internet	4,350,000	\$1,661.41
KOOLBOY.COM	Birders Enjoy Southern State and the Everglades' Remarkable Birds and Untamed Wilderness	10/5/2011	Internet		\$203.10
marconews.com	Marco Island has been selected by Where to Retire, the only magazine in America geared toward helping people with retirement relocation decisions, as a top retirement	10/6/2011	Internet	17,150	\$14.00
marconews.com	Marco Island featured in where to retire magazine	10/6/2011	Internet	17,150	\$14.00
Naples Daily News	Visual arts	10/6/2011	Print	72,080	\$759.35
gonaples.com Stories	Backstage pass: Behind-the-scenes news of the arts in Collier County	10/6/2011	Internet	6,500	\$224.90
Grand Rapids Press	Tips for exploring the Everglades	10/6/2011	Print	151,697	\$1,231.77
FavoriteRoad.com	Two-Wheel Touring;7 Routes to See	10/6/2011	Internet		\$297.79
Mediterranean Cruises	caribbean cruises from florida	10/7/2011	Internet		\$653.84
Beautiful Flower Pictures Blog: Floral Photography by Patty Hankins	Links – October 7, 2011	10/7/2011	Internet		\$106.22
Disney-ABC Domestic Television	Live With Regis and Kelly (1/2)	10/7/2011	Broadcast		\$208,348.36
The Weather Channel	Weather Center (2/2)	10/7/2011	Broadcast	20,100,000	\$36,063.26
StarTribune.com	Wading into the swamp	10/8/2011	Internet		\$1,000.64
Fire Pages: Where Romance Happens!	Ghost Orchid by D.K. Christi	10/8/2011	Internet		\$281.28
naplesnews.com	Editorial: Stars and spurs, dollars and coconuts	10/8/2011	Internet	186,750	\$148.58
gonaples.com Stories	Wild animals ""carve"" pumpkins during BOO at The ZOO	10/8/2011	Internet	6,500	\$184.41

Outlet	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Kayak Fish and Explore The Everglades with Rich Star Tribune	Everglades, Big Cypress and the Blackwaters	10/9/2011	Internet		\$110.27
Barbara Anne's Myspace Blog	Wading into the swamp	10/9/2011	Print	516,134	\$7,696.02
The Suburban Journal & Topics	Vision Quest '11: Miles and Moments	10/9/2011	Internet		\$1,070.31
The Suburban Journal & Topics	Here are the latest seasonal happenings compiled by Visitflorida. There's plenty to see and de if you're planning a fall/winter	10/9/2011	Print	4,229	\$70.60
The Suburban Journal & Topics	Only in FLA	10/9/2011	Print	4,229	\$67.24
Hobbies & Crafts russlings	Birding -	10/9/2011	Internet		\$145.47
Angela Schulz - World Travel Promotion	Guardian of the grapes	10/9/2011	Internet		\$20.87
Angela Schulz - World Travel Promotion	USA, Florida: The Beaches of Ft. Myers & Sanibel   Lee County	10/10/2011	Internet		\$404.95
Angela Schulz - World Travel Promotion	Everglades City, FL: The Ivey House	10/10/2011	Internet		\$120.55
THE BLUE LANTERN	USA, Florida: Paradise Coast	10/10/2011	Internet		\$280.04
The Adventures of RandoBoy	Veduta: The Bay Of Naples	10/10/2011	Internet		\$116.50
gonaples.com Stories	Gator Country	10/11/2011	Internet		\$396.23
Naples Daily News Stories	FYI-Food: Wine tasting, stone crabs and an author luncheon	10/12/2011	Internet	6,500	\$355.11
	FYI-Food: Wine tasting, stone crabs and an author luncheon	10/12/2011	Internet	186,750	\$350.13
				31806819	\$1,220,923.85



# Naples, Marco Island, Everglades CVB

## Call Summary by Toll Free Number

For the month of September 2011

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	45	100.67
PR-Editorial (800-688-3600)	57	175.75
Film Commission (800-349-5770)	2	0.80
International (239-225-1013)	7	9.87
Storm Information (800-785-8252)	2	0.45
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	3	2.48
Travel Agent (888-409-1403)	1	1.68
<b><u>Grand Total:</u></b>	<b><u>117</u></b>	<b><u>291.70</u></b>

# Naples, Marco Island, Everglades CVB

## Inquiry Summary by Purpose

For the month of September 2011

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Expedia Reservations	0	0.00
Live Information	27	93.27
Special Fulfillment	7	12.28
Sports Council of Collier County Information	0	0.00
Visitors Guide	2,706	223.35
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	2	5.08
Hang up	23	10.53
Wrong Number	24	17.47
Meeting Planner	0	0.00
Storm Accommodations Info	0	0.00
Update Accommodations Info	0	0.00
<b><u>Grand Total:</u></b>	<b><u>2,789</u></b>	<b><u>361.98</u></b>

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Source

For the month of September 2011

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Leisure Markets	2,051	27,184	52.93%	449	18,674	29.69%
Fall In-State Campaign	0	0	0.00%	0	5	0.01%
Winter Northern Campaign	0	175	0.34%	0	74	0.12%
Spring/Summer In-State Campaign	1	226	0.44%	5	2,260	3.59%
Niche Markets	628	22,868	44.53%	742	27,085	43.06%
Group Markets	0	1	0.00%	0	1	0.00%
International Markets	0	4	0.01%	0	14,509	23.07%
Miscellaneous	26	899	1.75%	16	292	0.46%
Meeting Planners	0	1	0.00%	0	0	0.00%
<b><u>Grand Total:</u></b>	<b><u>2,706</u></b>	<b><u>51,358</u></b>		<b><u>1,212</u></b>	<b><u>62,900</u></b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Leisure Markets

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Magazines</b>			
AAA Florida TourBook 2009 Edition	0	6	0%
Arthur Frommer's Budget Travel February 2009	1	3	0%
Arthur Frommer's Budget Travel June 2011	22	792	3%
Coastal Living May 2010	0	3	0%
Conde Nast Traveler February 2011	0	900	3%
Florida Travel & Life May/June 2011	7	250	1%
Midwest Living January/February 2010	0	1	0%
Other/Unknown	4	63	0%
Redbook Midwest October 2011	1,529	1,529	6%
Sherman's Travel April/May 2011	0	38	0%
Southern Living Travel Florida March 2010	0	72	0%
Woman's World November 15 2010	0	2	0%
<b>Consumer Magazines</b>	<b>1,563</b>	<b>3,659</b>	

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Leisure Markets

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Directories</b>			
2009 Official Florida Vacation Guide	0	7	0%
2010 Florida Insider Guide - Quick Check	5	376	1%
2010 Florida Insider Guide - Specific Target	3	168	1%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	4	0%
2010 Visit Florida Magazine	1	16	0%
2010 Visit Florida Magazine - Quick Check	12	1,403	5%
2010 Visit Florida Magazine - Specific Target	2	510	2%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	1	0%
2011 Visit Florida Magazine - Quick Check	101	780	3%
2011 Visit Florida Magazine - Specific Target	49	410	2%
Visit Florida Magazine January - September 2011	0	5	0%
<b>Consumer Directories</b>	<b>173</b>	<b>3,680</b>	
<b>Consumer E-Marketing</b>			
DestinationBrochures.com	6	86	0%
Other/Unknown	4	46	0%
<b>ParadiseCoast.com</b>	<b>257</b>	<b>4,225</b>	<b>16%</b>
Miles Media Imports	251	4,132	
Phone	5	64	
info@paradisecoast.com	0	4	
Interactive Text Chat	1	25	
ParadiseCoast.com/Getaway Summer TAF	41	2,207	8%
ParadiseCoast.de	0	1	0%
Visit USA - UK	4	31	0%
VisitFlorida.com	1	6	0%
<b>Consumer E-Marketing</b>	<b>313</b>	<b>6,602</b>	

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Leisure Markets

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Newspaper</b>			
America's Best Vacations In-State Insert October 2009	0	2	0%
Fall In-State Insert Collinson October 17 2010	0	2,331	9%
Fall Out-of-State Insert (ABV) Collinson October 10 2010	0	2,150	8%
Other/Unknown	2	18	0%
Visit Florida In-State Insert June 2011	0	3,055	11%
Visit Florida In-State Insert May 2011	0	3,089	11%
Winter Out-of-State Insert February 27 2011	0	2,598	10%
<b>Consumer Newspaper</b>	<b>2</b>	<b>13,243</b>	
<b>Grand Total:</b>	<b>2,051</b>	<b>27,184</b>	

\* YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Fall In-State Campaign

For the month of September 2011

Media

Month

YTD

% YTD

Grand Total:

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\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Winter Northern Campaign

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Chicago</b>			
Chicago Television Campaign January - March 2011	0	35	20%
<b>Chicago</b>	<b>0</b>	<b>35</b>	
<b>National</b>			
National Weather Channel December 2010 - March 2011	0	96	55%
<b>National</b>	<b>0</b>	<b>96</b>	
<b>New York</b>			
New York Television Campaign January - March 2011	0	44	25%
<b>New York</b>	<b>0</b>	<b>44</b>	
<b>Grand Total:</b>	<b>0</b>	<b>175</b>	

\* YTD = Fiscal Year to Date



## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Spring/Summer In-State Campaign

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>All Florida Markets</b>			
FCTA Florida Cable April - August 2011	0	5	2%
Florida Cable Partnership (Florida) Spring/Summer 2010	0	4	2%
Florida PBS (Florida) Spring/Summer 2010	0	3	1%
<b>All Florida Markets</b>	<b>0</b>	<b>12</b>	
<b>Geo-Targeted In-State Online</b>			
FCTA Florida Cable April - August 2011	0	7	3%
TripAdvisor.com (Geo-Targeted In-State) Spring/Summer 2010	0	2	1%
TripAdvisor.com (Online Geo-Targeted) April - August 2011	0	1	0%
<b>Geo-Targeted In-State Online</b>	<b>0</b>	<b>10</b>	
<b>Miami/Ft. Lauderdale &amp; West Palm Beach</b>			
Miami/Ft. Lauderdale Television Campaign April - August 2011	0	13	6%
West Palm Beach Television Campaign April - August 2011	0	2	1%
West Palm Beach Television Campaign Spring/Summer 2010	0	1	0%
<b>Miami/Ft. Lauderdale &amp; West Palm Beach</b>	<b>0</b>	<b>16</b>	
<b>Orlando</b>			
Orlando Television Campaign April - August 2011	0	15	7%
<b>Orlando</b>	<b>0</b>	<b>15</b>	
<b>Other/Unknown TV Campaign</b>			
Other/Unknown	1	162	72%
<b>Other/Unknown TV Campaign</b>	<b>1</b>	<b>162</b>	
<b>Tampa/St. Petersburg</b>			
Tampa/St. Petersburg Television Campaign April - August 2011	0	11	5%
<b>Tampa/St. Petersburg</b>	<b>0</b>	<b>11</b>	
<b>Grand Total:</b>	<b>1</b>	<b>226</b>	

\* YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Niche Markets

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
Bridal Guide Added Value RSL July/August 2010	1	195	1%
Bridal Guide Added Value RSL October/November 2010	2	622	3%
Bridal Guide Added Value RSL September 2010	1	125	1%
Bridal Guide January/February 2010	0	52	0%
Bridal Guide January/February 2011	58	1,923	8%
Bridal Guide July/August 2011	292	929	4%
Bridal Guide March 2011	12	1,274	6%
Bridal Guide May/June 2010	0	39	0%
Brides Florida April - September 2011	19	673	3%
Destination Weddings & Honeymoons January/February 2011	0	23	0%
Wedding Guide #38	0	1	0%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>385</b>	<b>5,856</b>	
<b>Niche Markets (ECO)</b>			
Audubon (Great Florida Birding Trail) November/December 2010	0	263	1%
Audubon (Natural Wonders of Florida) March/April 2010	0	150	1%
Audubon (Natural Wonders of Florida) March/April 2011	173	1,065	5%
Audubon Added Value RSL January/February 2011	0	338	1%
National Geographic Traveler January/February 2011	0	622	3%
Undiscovered Florida VF Insert (NGT) May - September 2011	0	1,114	5%
<b>Niche Markets (ECO)</b>	<b>173</b>	<b>3,552</b>	
<b>Niche Markets (Golf)</b>			
Naples Shark Shootout December 2010	0	10	0%
Play Florida Golf 2010	0	6,644	29%
Play Florida Golf 2011	0	665	3%
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>7,319</b>	

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Niche Markets

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Senior)</b>			
AAA Going Places South May/June 2010	0	7	0%
AAA Going Places South May/June 2011	70	695	3%
AARP - Southeast Region March/April 2011	0	5,439	24%
<b>Niche Markets (Senior)</b>	<b>70</b>	<b>6,141</b>	
<b>Grand Total:</b>	<b>628</b>	<b>22,868</b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Group Markets

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Group Business (Association)</b>			
FSAE Association January/February 2011	0	1	100%
<b>Group Business (Association)</b>	<b>0</b>	<b>1</b>	
<b>Grand Total:</b>	<b>0</b>	<b>1</b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by International Markets

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>United Kingdom</b>			
Travel Trade Gazette February 2011	0	1	25%
<b>United Kingdom</b>	<b>0</b>	<b>1</b>	
<b>Germany</b>			
FVW February 2011	0	1	25%
<b>Germany</b>	<b>0</b>	<b>1</b>	
<b>International Markets - Additional Market Penetration</b>			
USA Travel Guide January - September 2010	0	2	50%
<b>International Markets - Additional Market Penetration</b>	<b>0</b>	<b>2</b>	
<b>Grand Total:</b>	<b>0</b>	<b>4</b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Miscellaneous

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Boston Globe Travel Show March 2011	0	558	62%
CVB Office	1	23	3%
Friend/Relative	5	101	11%
Other/Unknown	17	189	21%
Travel Agent	3	28	3%
<b><u>Grand Total:</u></b>	<b><u>26</u></b>	<b><u>899</u></b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Visitor Guide Request Summary by State**

For the month of September 2011

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Florida	123	9,804	20.67%	119	12,868	28.11%
Georgia	38	3,971	8.37%	43	1,171	2.56%
New York	93	2,895	6.10%	71	2,960	6.47%
Illinois	346	2,712	5.72%	66	2,132	4.66%
Pennsylvania	52	2,402	5.06%	62	2,144	4.68%
Michigan	322	2,318	4.89%	50	1,908	4.17%
Ohio	440	2,239	4.72%	75	2,114	4.62%
New Jersey	32	1,795	3.79%	32	1,533	3.35%
Texas	27	1,761	3.71%	53	1,703	3.72%
Massachusetts	32	1,679	3.54%	22	935	2.04%
Missouri	18	1,287	2.71%	30	872	1.90%
Indiana	227	1,236	2.61%	42	1,061	2.32%
California	39	1,219	2.57%	48	1,572	3.43%
Minnesota	116	1,099	2.32%	26	872	1.90%
Wisconsin	175	1,053	2.22%	25	931	2.03%
Virginia	24	811	1.71%	21	848	1.85%
North Carolina	27	808	1.70%	33	989	2.16%
Maryland	17	749	1.58%	19	661	1.44%
Tennessee	33	700	1.48%	18	779	1.70%
Kentucky	14	497	1.05%	15	616	1.35%
Iowa	107	491	1.04%	13	372	0.81%
Connecticut	10	463	0.98%	17	450	0.98%
South Carolina	16	463	0.98%	26	534	1.17%
Alabama	20	461	0.97%	16	543	1.19%
Louisiana	17	407	0.86%	17	486	1.06%
Colorado	10	348	0.73%	21	391	0.85%
Washington	18	330	0.70%	19	372	0.81%
Arizona	3	301	0.63%	19	384	0.84%
Oklahoma	9	286	0.60%	12	328	0.72%
Arkansas	10	255	0.54%	14	325	0.71%

**Naples, Marco Island, Everglades CVB****Visitor Guide Request Summary by State**

For the month of September 2011

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Kansas	11	237	0.50%	14	297	0.65%
West Virginia	7	235	0.50%	8	236	0.52%
Mississippi	14	232	0.49%	7	299	0.65%
New Hampshire	8	225	0.47%	1	187	0.41%
Oregon	7	200	0.42%	10	233	0.51%
Nebraska	51	198	0.42%	4	212	0.46%
Maine	7	163	0.34%	6	192	0.42%
Rhode Island	3	119	0.25%	6	116	0.25%
Nevada	3	114	0.24%	5	176	0.38%
Delaware	2	113	0.24%	1	158	0.35%
New Mexico	2	95	0.20%	1	121	0.26%
Utah	5	89	0.19%	4	109	0.24%
North Dakota	21	78	0.16%	1	47	0.10%
Idaho	2	69	0.15%	2	94	0.21%
Vermont	3	68	0.14%	5	91	0.20%
South Dakota	11	62	0.13%	1	58	0.13%
Puerto Rico	0	60	0.13%	3	70	0.15%
Montana	2	59	0.12%	0	52	0.11%
District of Columbia	3	55	0.12%	0	38	0.08%
Wyoming	1	38	0.08%	1	43	0.09%
Alaska	3	33	0.07%	1	34	0.07%
Hawaii	0	32	0.07%	1	50	0.11%
Armed Forces	1	6	0.01%	0	4	0.01%
Virgin Island	1	3	0.01%	0	5	0.01%
Northern Mariana Islands	0	1	0.00%	0	0	0.00%
Guam	0	0	0.00%	0	2	0.00%
<b>Grand Total:</b>	<b>2,583</b>	<b>47,424</b>		<b>1,126</b>	<b>45,778</b>	

\* YTD = Fiscal Year to Date



## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Country

For the month of September 2011

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	2,583	47,424	92.34%	1,126	45,778	72.78%
No Address Given	50	2,869	5.59%	14	4,723	7.51%
Canada	19	406	0.79%	20	1,019	1.62%
United Kingdom	18	176	0.34%	9	10,382	16.51%
Brazil	9	164	0.32%	13	391	0.62%
Portugal	5	32	0.06%	13	35	0.06%
Netherlands	2	28	0.05%	0	55	0.09%
Russia	2	25	0.05%	1	17	0.03%
Germany	0	21	0.04%	1	118	0.19%
Italy	4	21	0.04%	4	19	0.03%
France	2	19	0.04%	0	23	0.04%
India	1	19	0.04%	2	28	0.04%
Belgium	3	12	0.02%	2	17	0.03%
Australia	2	10	0.02%	0	20	0.03%
Ukraine	0	10	0.02%	0	13	0.02%
Argentina	0	8	0.02%	0	12	0.02%
Mexico	0	8	0.02%	0	5	0.01%
Denmark	0	7	0.01%	1	19	0.03%
Norway	1	7	0.01%	0	4	0.01%
Pakistan	1	7	0.01%	0	2	0.00%
Philippines	0	6	0.01%	0	3	0.00%
Sweden	0	6	0.01%	0	8	0.01%
Indonesia	1	5	0.01%	1	1	0.00%
Iran	0	5	0.01%	0	13	0.02%
Spain	0	5	0.01%	1	16	0.03%
Turkey	0	5	0.01%	0	1	0.00%
Poland	0	4	0.01%	0	1	0.00%
China	0	3	0.01%	0	0	0.00%
Czech Republic	0	3	0.01%	0	2	0.00%
Ireland	1	3	0.01%	1	60	0.10%
Switzerland	0	3	0.01%	0	8	0.01%

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Country

For the month of September 2011

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Austria	0	2	0.00%	0	8	0.01%
Cuba	0	2	0.00%	0	1	0.00%
Finland	0	2	0.00%	0	4	0.01%
Macedonia	0	2	0.00%	1	1	0.00%
Malta	0	2	0.00%	0	0	0.00%
Saudi Arabia	0	2	0.00%	0	2	0.00%
Uzbekistan	0	2	0.00%	0	0	0.00%
Africa	0	1	0.00%	0	0	0.00%
Antiqua	0	1	0.00%	0	0	0.00%
Belarus	0	1	0.00%	0	1	0.00%
Bermuda	0	1	0.00%	0	1	0.00%
Chile	0	1	0.00%	0	1	0.00%
Costa Rica	0	1	0.00%	0	0	0.00%
Ghana	0	1	0.00%	0	0	0.00%
Greece	0	1	0.00%	0	6	0.01%
Hungary	0	1	0.00%	0	2	0.00%
Latvia	0	1	0.00%	0	2	0.00%
Lithuania	0	1	0.00%	0	9	0.01%
Luxembourg	0	1	0.00%	1	3	0.00%
Malaysia	0	1	0.00%	0	0	0.00%
Moldova	0	1	0.00%	0	0	0.00%
North Africa	1	1	0.00%	0	0	0.00%
Peru	0	1	0.00%	0	2	0.00%
Romania	0	1	0.00%	0	0	0.00%
Saudia Arabia	0	1	0.00%	0	0	0.00%
Singapore	0	1	0.00%	0	0	0.00%
Sri Lanka	0	1	0.00%	0	2	0.00%
Switzerland	0	1	0.00%	0	0	0.00%
Vietnam	0	1	0.00%	0	0	0.00%
Yugoslavia	1	1	0.00%	0	0	0.00%
Andorra	0	0	0.00%	0	2	0.00%

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Country

For the month of September 2011

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Bangladesh	0	0	0.00%	0	21	0.03%
Bosnia And Herzegovina	0	0	0.00%	0	1	0.00%
Bulgaria	0	0	0.00%	0	1	0.00%
Croatia	0	0	0.00%	0	2	0.00%
Egypt	0	0	0.00%	0	2	0.00%
Estonia	0	0	0.00%	0	1	0.00%
Guernsey	0	0	0.00%	0	2	0.00%
Isle Of Man	0	0	0.00%	0	1	0.00%
Israel	0	0	0.00%	0	4	0.01%
Jamaica	0	0	0.00%	0	1	0.00%
Japan	0	0	0.00%	0	2	0.00%
Kazakstan	0	0	0.00%	0	1	0.00%
Morocco	0	0	0.00%	1	2	0.00%
Nepal	0	0	0.00%	0	1	0.00%
New Zealand	0	0	0.00%	0	3	0.00%
Nigeria	0	0	0.00%	0	2	0.00%
Papua New Guinea	0	0	0.00%	0	1	0.00%
Qatar	0	0	0.00%	0	2	0.00%
Serbia	0	0	0.00%	0	2	0.00%
South Africa	0	0	0.00%	0	3	0.00%
Thailand	0	0	0.00%	0	1	0.00%
Uruguay	0	0	0.00%	0	3	0.00%
Venezuela	0	0	0.00%	0	1	0.00%
<b>Grand Total:</b>	<b>2,706</b>	<b>51,358</b>		<b>1,212</b>	<b>62,900</b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Special Fulfillment Requests by Category**

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Film Commission</b>			
PPD 2011	0	1	0%
<b>Film Commission</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Mailings to Partners</b>	<b>0</b>	<b>2</b>	<b>0%</b>
<b>Meeting Planners</b>			
Market Group Fulfillment	1	8	0%
Boston Sales Calls 2010	0	16	1%
Destination Showcase Chicago June 2011	0	5	0%
GAP	0	6	0%
Meeting Planner Kit Fulfillment	3	60	4%
Meeting Planner Non-Kit Fulfillment	1	6	0%
Other/Unknown	0	30	2%
<b>Post Show Followup</b>			
Destination Showcase Chicago June 2011	0	423	26%
Destination Showcase Washington DC 2011	0	36	2%
Houston (Music in Paradise) May 2011	0	186	11%
Houston May 2011	0	38	2%
Planning Connection Expo 2011	0	114	7%
SW Florida Bridal Show 2011	0	167	10%
TSAE Power Luncheon 2011	0	29	2%
<b>Pre-Show Post Card</b>			
Destination Showcase Chicago June 2011	0	93	6%
<b>Meeting Planners</b>	<b>5</b>	<b>1,217</b>	<b>74%</b>

## Naples, Marco Island, Everglades CVB

### Special Fulfillment Requests by Category

For the month of September 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Promotions</b>			
PPD 2011	1	32	2%
PPG 2011	0	7	0%
PPP 2011	0	27	2%
Summer VIP 2010	0	13	1%
<b>Promotions</b>	<b>1</b>	<b>79</b>	<b>5%</b>
<b>Tour Operators</b>			
Other/Unknown	1	4	0%
South America 2011	0	223	14%
<b>Tour Operators</b>	<b>1</b>	<b>227</b>	<b>14%</b>
<b>Travel Agents</b>			
Boston Sales Calls 2010	0	16	1%
Other/Unknown	0	20	1%
Peninsula Travel Attendance 2010	0	75	5%
<b>Travel Agents</b>	<b>0</b>	<b>111</b>	<b>7%</b>
<b>Grand Total:</b>	<b>7</b>	<b>1,637</b>	

\* YTD = Fiscal Year to Date

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2009	2010	2009	2010	2009	2010	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2009/2010	2010/2011	
<b>Visitors Guide</b>																												
<b>Leisure Markets</b>																												
Consumer Magazines																												
AAA Florida TourBook 2009 Edition	Consumer Magazines	8	0	3	2	0	2	8	0	1	0	1	0	0	1	1	0	0	1	1	0	1	2	0	1	2	0	6
Arthur Frommer's Budget Travel February 2009	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0	3
Arthur Frommer's Budget Travel June 2010	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	531	0	132	0	37	0	22	0	723	0	
Arthur Frommer's Budget Travel June 2011	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	391	0	297	0	57	0	22	0	792	
Coastal Living June 2009	Consumer Magazines	24	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	31	0	
Coastal Living May 2010	Consumer Magazines	0	3	0	0	0	0	0	0	0	1	0	0	0	0	0	0	262	0	51	0	38	0	9	0	361	3	
Conde Nast Traveler February 2011	Consumer Magazines	0	0	0	0	0	0	0	0	0	609	0	209	0	67	0	15	0	0	0	0	0	0	0	0	0	900	0
Conde Nast Traveler May 2010	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	66	0	394	0	148	0	32	0	30	0	0	0	0	670	0	
Cooking Light September 2009	Consumer Magazines	164	0	27	0	18	0	11	0	6	4	0	7	0	2	0	0	0	0	2	0	1	0	3	0	245	0	
Florida Travel & Life May/June 2011	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	102	0	91	0	36	0	14	0	7	0	250	
Midwest Living January/February 2010	Consumer Magazines	0	0	0	1	0	0	245	0	212	0	156	0	33	0	1	0	1	0	0	0	1	0	0	0	649	1	
Midwest Living March/April 2009	Consumer Magazines	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Other/Unknown	Consumer Magazines	0	5	0	14	0	5	0	11	0	4	2	8	5	0	4	2	3	2	2	3	1	5	6	4	23	63	
Redbook Midwest October 2011	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,529	0	1,529
Sherman's Travel April/May 2011	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	38	0	0	0	0	0	38	0
Southern Living Travel Florida February 2009	Consumer Magazines	11	0	12	0	8	0	2	0	13	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52	0
Southern Living Travel Florida March 2010	Consumer Magazines	0	21	0	7	0	9	0	5	9	9	1,054	10	369	10	109	0	60	0	42	0	16	1	23	0	1,682	72	
Southern Living Travel June 2008	Consumer Magazines	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Woman's World November 15 2010	Consumer Magazines	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Women's World Magazine Story January 26 2009	Consumer Magazines	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
<b>Sub Total for Consumer Magazines</b>		<b>209</b>	<b>29</b>	<b>50</b>	<b>26</b>	<b>26</b>	<b>16</b>	<b>267</b>	<b>16</b>	<b>242</b>	<b>622</b>	<b>1,224</b>	<b>227</b>	<b>481</b>	<b>78</b>	<b>511</b>	<b>145</b>	<b>1,005</b>	<b>485</b>	<b>263</b>	<b>374</b>	<b>125</b>	<b>78</b>	<b>65</b>	<b>1,563</b>	<b>4,468</b>	<b>3,659</b>	
<b>Consumer Directories</b>																												
2009 Great Florida Getaways	Consumer Directories	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
2009 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	
2009 Official Florida Vacation Guide	Consumer Directories	0	0	0	2	3	0	1	1	1	3	1	0	0	0	0	0	0	0	0	1	0	0	0	0	6	7	
2009 Official Florida Vacation Guide - Quick Check	Consumer Directories	169	0	135	0	142	0	203	0	200	0	102	0	70	0	13	0	21	0	9	0	0	0	0	0	1,064	0	
2009 Official Florida Vacation Guide - Specific Target	Consumer Directories	57	0	33	0	54	0	77	0	26	0	17	0	4	0	7	0	3	0	4	0	0	0	0	0	282	0	
2009 Visit Florida SIP - Beach Getaway	Consumer Directories	2	0	0	0	1	0	2	0	1	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	9	0	
2010 Florida Insider Guide - Quick Check	Consumer Directories	0	7	0	1	0	18	0	18	0	8	0	3	0	10	0	210	13	40	14	33	9	23	5	5	41	376	
2010 Florida Insider Guide - Specific Target	Consumer Directories	0	4	0	0	0	4	0	4	0	4	0	0	0	0	0	105	4	18	10	12	2	12	2	3	18	168	
2010 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	4	
2010 Visit Florida Magazine	Consumer Directories	0	6	0	1	0	0	0	3	0	0	1	0	3	0	1	2	1	2	0	2	0	1	1	1	11	16	
2010 Visit Florida Magazine - Quick Check	Consumer Directories	0	65	0	63	0	49	0	116	0	118	0	206	0	513	27	226	185	1	158	25	182	9	88	12	640	1,403	
2010 Visit Florida Magazine - Specific Target	Consumer Directories	0	34	0	28	0	15	0	29	0	36	0	87	0	158	15	105	97	0	98	15	111	1	41	2	362	510	
2011 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1
2011 Visit Florida Magazine - Quick Check	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	105	0	185	0	191	0	198	0	101	0	780	
2011 Visit Florida Magazine - Specific Target	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	41	0	113	0	115	0	92	0	49	0	410	
Florida Getaways Floridians 2-2008 - Quick Check	Consumer Directories	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Visit Florida Magazine January - September 2011	Consumer Directories	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	0	0	0	0	0	0	5	
<b>Sub Total for Consumer Directories</b>		<b>232</b>	<b>116</b>	<b>169</b>	<b>96</b>	<b>200</b>	<b>86</b>	<b>284</b>	<b>173</b>	<b>228</b>	<b>169</b>	<b>125</b>	<b>300</b>	<b>77</b>	<b>682</b>	<b>64</b>	<b>797</b>	<b>325</b>	<b>358</b>	<b>297</b>	<b>393</b>	<b>304</b>	<b>337</b>	<b>137</b>	<b>173</b>	<b>2,442</b>	<b>3,680</b>	
<b>Consumer E-Marketing</b>																												
DestinationBrochures.com	Consumer E-Marketing	4	6	3	5	5	2	10	8	6	7	8	14	2	9	11	9	7	10	2	5	7	5	3	6	68	86	
Other/Unknown	Consumer E-Marketing	4	1	5	4	10	4	41	5	79	6	16	3	2	6	2	3	2	3	4	2	2	5	7	4	171	46	
ParadiseCoast.com	Consumer E-Marketing	190	256	185	322	382	236	557	533	564	517	448	436	338	312	285	270	257	416	231	337	265	333	235	257	3,936	4,225	
ParadiseCoast.com/Getaway Summer TAF	Consumer E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	907	0	541	0	659	0	59	0	41	0	2,207	
ParadiseCoast.de	Consumer E-Marketing	1	0	0	0	1	0	1	0	1	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	6	1	
Visit USA - UK	Consumer E-Marketing	0	1	1	2	0	0	4	2	2	3	3	2	0	2	3	5	0	5	2	4	3	1	1	4	19	31	
VisitFlorida.com	Consumer E-Marketing	0	0	0	0	1	1	1	2	1	1	0	2	0	2	0	1	0	0	2	0	1	0	1	1	8	6	
<b>Sub Total for Consumer E-Marketing</b>		<b>199</b>	<b>264</b>	<b>194</b>	<b>333</b>	<b>399</b>	<b>243</b>	<b>614</b>	<b>551</b>	<b>652</b>	<b>534</b>	<b>475</b>	<b>455</b>	<b>347</b>	<b>329</b>	<b>301</b>	<b>1,195</b>	<b>266</b>	<b>975</b>	<b>241</b>	<b>1,007</b>	<b>278</b>	<b>403</b>	<b>246</b>	<b>313</b>	<b>4,208</b>	<b>6,602</b>	
<b>Consumer Newspaper</b>																												
America's Best Vacations Festivals & Events October 2009	Consumer Newspaper	0	0	0	0	0	0	500	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	500	0
America's Best Vacations In-State Insert October 2009	Consumer Newspaper	67	2	873	0	260	0	14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,214	2	
Fall In-State Insert Collinson October 17 2010	Consumer Newspaper	0	0	0	2,250	0	81	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,331	
Fall Out-of-State Insert (ABV) Collinson October 10 2010	Consumer Newspaper	0	0	0	2,150	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,150	
Other/Unknown	Consumer Newspaper	0	3	0	2	0	1	0	2	0	0	0	2	3	1	10	3	2	1	1	0	0	2	1	2	17	18	
Spring In-State Insert Collinson April 18 2010	Consumer Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2,167	0	65	0	0	0	0	0	2,353	0	
Summer In-State Insert Collinson June 6 2010	Consumer Newspaper																											

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2009	2010	2009	2010	2009	2010	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2009/2010	2010/2011		
<b>New York</b>																													
New York Television Campaign January - March 2011	New York	0	0	0	0	0	0	1	0	29	0	11	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	44	
New York Television Campaign Winter 2010	New York	0	0	0	0	0	0	0	13	0	27	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	42	0	
Weather.com & Weather Travel (New York) Winter 2010	New York	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
<b>Sub Total for New York</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>14</b>	<b>29</b>	<b>27</b>	<b>11</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>43</b>	<b>44</b>		
<b>Philadelphia</b>																													
Philadelphia Television Campaign Winter 2010	Philadelphia	0	0	0	0	0	0	0	0	3	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	
<b>Sub Total for Philadelphia</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>8</b>	<b>0</b>		
<b>Winter Northern Campaign</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>19</b>	<b>61</b>	<b>47</b>	<b>61</b>	<b>9</b>	<b>52</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>74</b>	<b>175</b>		
<b>Spring/Summer In-State Campaign</b>																													
<b>All Florida Markets</b>																													
FCTA Florida Cable April - August 2011	All Florida Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	5	
Florida Cable Partnership (Florida) Spring/Summer 2010	All Florida Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	1	5	1	2	1	1	1	1	0	0	0	12	4	
Florida PBS (Florida) Spring/Summer 2010	All Florida Markets	0	0	0	0	0	0	0	0	0	0	1	0	5	0	3	1	0	0	1	2	0	2	0	0	0	12	3	
<b>Sub Total for All Florida Markets</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>4</b>	<b>7</b>	<b>5</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>12</b>		
<b>Fort Myers/Naples</b>																													
Fort Myers/Naples PBS Spring/Summer 2010	Fort Myers/Naples	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	
Fort Myers/Naples Television Campaign Spring/Summer 2010	Fort Myers/Naples	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	1	0	0	0	0	0	0	4	0	
Weather.com (Fort Myers/Naples) Spring/Summer 2010	Fort Myers/Naples	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	1	0	
<b>Sub Total for Fort Myers/Naples</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>0</b>		
<b>Geo-Targeted In-State Online</b>																													
FCTA Florida Cable April - August 2011	Geo-Targeted In-State Online	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	2	0	1	0	1	0	0	0	0	0	7	
TripAdvisor.com (Geo-Targeted In-State) Spring/Summer 2010	Geo-Targeted In-State Online	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
TripAdvisor.com (Online Geo-Targeted) April - August 2011	Geo-Targeted In-State Online	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	
<b>Sub Total for Geo-Targeted In-State Online</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>10</b>		
<b>Miami/Ft. Lauderdale &amp; West Palm Beach</b>																													
Miami/Ft. Lauderdale Television Campaign April - August 2011	Miami/Ft. Lauderdale & West Palm Beach	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	5	0	3	0	0	0	0	0	0	0	13	
Miami/Ft. Lauderdale Television Campaign Spring/Summer 2010	Miami/Ft. Lauderdale & West Palm Beach	0	0	0	0	0	0	0	0	0	0	0	5	0	4	0	6	0	1	0	2	0	2	0	0	0	18	0	
West Palm Beach Television Campaign April - August 2011	Miami/Ft. Lauderdale & West Palm Beach	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
West Palm Beach Television Campaign Spring/Summer 2010	Miami/Ft. Lauderdale & West Palm Beach	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	1	0	0	0	1	1	0	0	0	0	5	1	
<b>Sub Total for Miami/Ft. Lauderdale &amp; West Palm Beach</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>8</b>	<b>0</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>5</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>23</b>	<b>16</b>		
<b>Online Geo-Targeted In-State</b>																													
TripAdvisor.com (Online Geo-Targeted) Spring/Summer 2010	Online Geo-Targeted In-State	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	
Visit Florida Backyard Getaways Co-op CEO May 2010	Online Geo-Targeted In-State	0	0	0	0	0	0	0	0	0	0	0	0	0	0	374	0	1,455	0	268	0	0	0	0	0	0	2,097	0	
<b>Sub Total for Online Geo-Targeted In-State</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>374</b>	<b>0</b>	<b>1,455</b>	<b>0</b>	<b>268</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2,098</b>	<b>0</b>
<b>Orlando</b>																													
Orlando Television Campaign April - August 2011	Orlando	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	4	0	8	0	1	0	0	0	0	15	
Orlando Television Campaign Spring/Summer 2010	Orlando	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	2	0	2	0	2	0	0	0	0	9	0	
<b>Sub Total for Orlando</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>4</b>	<b>2</b>	<b>8</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>9</b>	<b>15</b>		
<b>Other/Unknown TV Campaign</b>																													
Other/Unknown	Other/Unknown TV Campaign	0	0	0	0	0	5	0	29	0	51	0	23	21	9	14	13	18	15	21	10	8	6	0	1	82	162		
<b>Sub Total for Other/Unknown TV Campaign</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>29</b>	<b>0</b>	<b>51</b>	<b>0</b>	<b>23</b>	<b>21</b>	<b>9</b>	<b>14</b>	<b>13</b>	<b>18</b>	<b>15</b>	<b>21</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>0</b>	<b>1</b>	<b>82</b>	<b>162</b>		
<b>Tampa/St. Petersburg</b>																													
Tampa/St. Petersburg Television Campaign April - August 2011	Tampa/St. Petersburg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	1	0	1	0	4	0	0	0	0	0	11	
Tampa/St. Petersburg Television Campaign Spring/Summer 2010	Tampa/St. Petersburg	0	0	0	0	0	0	0	0	0	0	0	7	0	6	0	3	0	0	0	0	0	0	0	1	0	0	17	0
TBO.com/Yahoo.com Spring/Summer 2010	Tampa/St. Petersburg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	0
<b>Sub Total for Tampa/St. Petersburg</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>7</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>3</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>18</b>	<b>11</b>		
<b>Spring/Summer In-State Campaign</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>53</b>	<b>0</b>	<b>24</b>	<b>46</b>	<b>10</b>	<b>404</b>	<b>34</b>	<b>1,492</b>	<b>28</b>	<b>297</b>	<b>27</b>	<b>17</b>	<b>13</b>	<b>5</b>	<b>1</b>	<b>2,260</b>	<b>226</b>		
<b>Niche Markets</b>																													
<b>Niche Markets (Bridal/Honeymoon)</b>																													
Bridal Guide Added Value RSL July/August 2010	Niche Markets (Bridal/Honeymoon)	0	86	0	32	0	10	0	15	0	10	0	9	0	8	0	7	0	15	357	1	525	1	237	1	1,119	195		
Bridal Guide Added Value RSL October/November 2010	Niche Markets (Bridal/Honeymoon)	0	304	0	226	0	33	0	14	0	17	0	10	0	2	0	3	0	7	0	1	0	3	83	2	83	622		
Bridal Guide Added Value RSL September 2010	Niche Markets (Bridal/Honeymoon)	0	57	0	28	0	2	0	8	0	13	0	5	0	1	0	0	0	5	0	0	141	5	202	1	343	125		
Bridal Guide January/February 2008	Niche Markets (Bridal/Honeymoon)	13	0	45	0	14	0	3	0	6	0	1	0	2	0	1	0	0	0	0	0	0	0	0	0	0	85	0	
Bridal Guide January/February 2009	Niche Markets (Bridal/Honeymoon)	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Bridal Guide January/February 2010	Niche Markets (Bridal/Honeymoon)	0	16	0	14	222	7	301	4	779	6	649	4	311	1	83	0	58	0	31	0	21	0	19	0	2,474	52		
Bridal Guide January/February 2011	Niche Markets (Bridal/Honeymoon)	0	0	0	74	0	201	0	170	0	115	0	15																







Publication	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2009	2010	2009	2010	2009	2010	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2009/2010	2010/2011	
<b>Paradise Coast Website Leads</b>																											
paradisecoastgerman.milesmediagroup.com	0	0	0	0	0	0	0	0	13	0	15	0	13	0	8	0	1	0	0	0	0	0	0	0	0	0	50
floridaslastparadise.com	0	73	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	73	12
www.athletesinparadise.com	0	5	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	12
www.myparadisefans.com	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7
shootingparadise.com	0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
www.floridaslastparadise.com	0	116	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	116	6
myparadisefans.com	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
www.paradisemarcoisland.com	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
paradisecove.com	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
ParadiseCoast.com	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
WWW.PARADISECOAST.COM	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
paradisecoastuk.milesmediagroup.com	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	5	0	0	0	0	0	9
data.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1
www.paradiseadnews.com	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
paradisecarclubhome.info	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
www.paradisecoastgroup.com	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
paradisebusinesspromotions.blogspot.com	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
www.marcoislandparadiseproperties.com	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
www.paradisecoasttv.com	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
aaa.paradisecoast.com	71	16	45	11	30	0	77	0	24	0	25	0	22	0	36	0	16	0	24	0	16	0	34	0	27	420	
af.paradisecoast.com	4	63	0	28	0	0	0	0	1	0	0	0	0	0	1	0	13	0	96	0	99	0	26	0	91	240	
au.paradisecoast.com	1	6	1	4	2	0	0	0	0	0	0	0	0	0	0	0	9	0	46	0	4	0	4	0	10	67	
cl.paradisecoast.com	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
echo.paradisecoast.com	6	51	0	22	1	0	3	0	1	0	0	0	1	0	3	0	9	0	173	0	29	0	49	0	73	275	
fly.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	
fy.paradisecoast.com	11	124	9	162	6	0	69	0	3	0	1	0	11	0	5	0	2	0	94	0	27	0	161	0	286	399	
german.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
gg.paradisecoast.com	4	4	0	12	3	0	2	0	1	0	1	0	12	0	3	0	1	0	6	0	1	0	1	0	16	35	
go.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
golf.paradisecoast.com	515	117	348	62	272	0	135	0	163	0	48	0	74	0	93	0	64	0	150	0	72	0	109	0	179	2043	
golf.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
gtl.paradisecoast.com	0	0	0	0	0	0	0	0	1	0	0	0	3	0	2	0	2	0	29	0	3	0	0	0	0	40	
jp.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
is.paradisecoast.com	6	25	0	77	0	0	0	0	0	0	0	0	0	0	0	4	0	42	0	14	0	53	0	102	119		
m.paradisecoast.com	0	21	0	12	0	0	7	0	22	0	10	0	3	0	2	0	30	0	36	0	33	0	17	0	33	160	
mail.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
mh.paradisecoast.com	496	243	441	159	512	0	379	0	81	0	226	0	206	0	204	0	164	0	312	0	87	0	224	0	402	3332	
ml.paradisecoast.com	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
mpp.paradisecoast.com	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	7	1	
newsletter.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
os.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
paradisecoast.co.uk	189	285	354	336	159	0	410	0	108	0	85	0	176	0	560	0	177	0	235	0	302	0	308	0	621	3063	
paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
paradisecoast.com	0	0	0	3	51	0	1	0	0	0	0	0	0	0	1	0	2	0	3	0	1	0	0	0	0	3	59
paradisecoast.de	198	142	101	146	84	0	111	0	201	0	175	0	88	0	116	0	79	0	113	0	136	0	108	0	288	1510	
paradisecoast.milesmediagroup.com	0	26	22	24	3	0	104	0	74	0	104	0	157	0	61	0	103	0	155	0	114	0	19	0	50	916	
paradisecoastblueway.com	32	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34	
paradisecoastrental.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
sl.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
sun.paradisecoast.com	6	31	49	127	2	0	1	0	0	0	1	0	1	0	0	0	3	0	66	0	81	0	22	0	158	232	
ta.paradisecoast.com	504	93	438	177	500	0	350	0	55	0	190	0	121	0	169	0	146	0	86	0	54	0	87	0	270	2700	
uf.paradisecoast.com	4	0	2	6	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	12
wed.paradisecoast.com	461	115	395	115	450	0	299	0	76	0	156	0	219	0	162	0	185	0	128	0	40	0	79	0	230	2850	
www.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
www.Paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
www.Paradisecoast.com	1	5	2	1	2	0	3	0	7	0	4	0	2	0	2	0	3	0	1	0	4	0	2	0	6	33	
www.PARADISECOAST.COM	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
www.paradisecoast.com.de	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	0	31	0	0	0	0	0	0	74	
www.paradisecoast.de	0	27	36	32	37	0	66	0	237	0	96	0	56	0	84	0	0	0	0	0	41	0	74	0	59	727	
www.paradisecoastblueway.com	1	2	3	2	1	0	1	0	2	0	0	0	1	0	0	0	1	0	0	0	3	0	3	0	4	16	
www.shootingparadise.com	0	78	0	0	0	0	0	0	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	78	28
<b>Paradise Coast Website Leads</b>	<b>2,528</b>	<b>1,674</b>	<b>2,246</b>	<b>1,526</b>	<b>2,116</b>	<b>0</b>	<b>2,020</b>	<b>0</b>	<b>1,147</b>	<b>0</b>	<b>1,139</b>	<b>0</b>	<b>1,171</b>	<b>0</b>	<b>1,139</b>	<b>0</b>	<b>1,043</b>	<b>0</b>	<b>1,827</b>	<b>0</b>	<b>1,167</b>	<b>0</b>	<b>1,383</b>	<b>0</b>	<b>19,299</b>		