Task Report

Closed - Between 8/26/2011 - 10/10/2011

Task Assig	ned 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	Sales - Meeting / Show / Conference	Closed	10/10/2011	8/27/2011	Debi DeBenedetto
	Debi DeBenedetto					
	Attended Connect Chicago 2days appt.	show report was great! 13 rfps	and 26 leads.			
10/10/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/10/2011	8/29/2011	Debi DeBenedetto
	Debi DeBenedetto					
	Meeting Focus event held at Naples Be leads.	each Hotel CVB co-sponsor and	d brought event to a	lestination. Gr	reat show 30 planners	here. Rfps and 26
10/10/2011	Debi's Activity Tracking Account	General - FAM	Closed	10/10/2011	8/31/2011	Debi DeBenedetto
	Debi DeBenedetto					
	Meeting Focus post Fam 19 attendees Rfp's and loyalty built. follow up complete		during events so to	ook to Marco Is	sland for sites and eve	ents at all 3 hotels.
9/2/2011	Lee Salberg International Group	Sales - RFP follow up	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	Lee Salberg					
	Sent Meeting focus fam follow up letter					
9/2/2011	ConferencePro	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	sent post fam letter to client					
9/2/2011	WelKep Meeting	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	sent post MF live follow letter					
9/2/2011	Meeting Connections Inc.		Closed	9/2/2011	9/2/2011	Note
	Barry Zidel					
	Country/State Mismatch, Supplied Country	ntry: State:				
9/2/2011	Meeting Connections Inc.	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	sent letter after MFL					
9/2/2011	Acxiom Corporation	Sales - sent rfp to partner	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	Sent out 2 Rfp's from recent MFL event	t and fam. Sent follow up letter				
9/2/2011	Branch/ HelmsBriscoe	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	send post event MFL letter					
9/2/2011	Military Reunion Planners	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
			000	5 0		_ 52. 2 520.1000110
	Sent post fam MFL letter					
9/2/2011	Hidden Champions	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto
	Sent post MFL event letter					
9/2/2011	Luxco	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto

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Task Assigned User: Debi DeBenedetto

Create Account Name
Date Contact Name

Task Type

Status

Due Date Closed Date

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Closed by User

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

sent follow up MFL letter

9/2/2011 Faith Chapel Christian Center General - Followup Call Closed 9/2/2011 9/2/2011 Debi DeBenedetto

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

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!

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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 Lantheus Medical Imaging

General - Followup Call

Closed

9/2/2011

9/2/2011

Debi DeBenedetto

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!

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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		Closed	9/2/2011	9/2/2011	Note
	Angeline Duncan					
	Country/State Mismatch, Supplied (Country: State:				
9/2/2011	Intel Corporation	General - Followup Call	Closed	9/2/2011	9/2/2011	Debi DeBenedetto

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!

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Best Regards,

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Task Assigned User: Debi DeBenedetto

Create Date

Account Name

Contact Name

Task Type

Status

Due Date Closed Date

Closed by User

9/2/2011 Fiona Knight

Dehi

General - Followup Call

Closed

9/2/2011

9/2/2011

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Debi DeBenedetto

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!

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Best Regards, Debi

9/2/2011 Seminole Traibe of Florida

General - Followup Call

Closed

9/2/2011

9/2/2011

Debi DeBenedetto

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!

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Best Regards, Dehi

9/2/2011 Marr/Conference Direct General - Followup Call

Closed

9/2/2011

9/2/2011

Debi DeBenedetto

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!

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Best Regards, Dehi

9/2/2011 GOJ Event Planning General - Followup Call

Closed

9/2/2011

9/2/2011

Debi DeBenedetto

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!

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Best Regards, Dehi

9/2/2011 Maxvantage Meetings General - Followup Call

Closed

9/2/2011

9/2/2011

Debi DeBenedetto

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!

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4 of 50 Task Assigned User: Debi DeBenedetto Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name 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

10/10/2011 Debi's Activity Tracking Account 10/10/2011 9/5/2011 Debi DeBenedetto Online Media Interview Closed Debi DeBenedetto 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

10/10/2011 Debi's Activity Tracking Account General - CVB event Closed 10/10/2011 9/14/2011 Debi DeBenedetto Debi DeBenedetto Held CVB roundtable -presented plans to partners 9-12

4 meeting Marriott MI

10/10/2011 Debi's Activity Tracking Account General - TDC Meeting / Closed 10/10/2011 9/16/2011 Debi DeBenedetto reports

Debi DeBenedetto

State Farm / Jack Wallace

Working on spreadsheet and tracking for 500 K funding and marketing plan rollover.

10/10/2011 IAGTO Sales - RFP follow up Closed 10/10/2011 9/16/2011 Debi DeBenedetto

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 Oonagh asssit UK side with conference call ad opportunity sponsors

Event Sales Task

Event Sales Task

Conference Direct / L. Shapiro 3/28/2011 **Event Sales Task** Closed 7/12/2011 9/16/2011 Debi DeBenedetto

6/16/2011

2/7/2011

Contact with polanners- - sent Rfp to hotels - contact to see if booked

7/16/2011

7/25/2011

8/9/2011

9/16/2011

9/16/2011

9/16/2011

Sales - sent rfp to partner Closed

10/28/2010 Meetings South **Event Sales Task** Closed 8/18/2011 9/16/2011 Debi DeBenedetto

No. 2 12/13/2010 Grueinger Travel Group

No. 1

Closed

Closed

No. 2

8/2/2011 9/16/2011 Debi DeBenedetto Meeting Resources, Inc Sales - sent rfp to partner Closed 8/2/2011 Andre' Kelly

sent rfp contacted planner

Site Search, Incorporated

8/24/2011 Sales - Fam Itinerary 8/24/2011 9/16/2011 Debi DeBenedetto Debi's Activity Tracking Account Closed

TUI Fam for November complete

2/2/2011 **Event Sales Task** Closed 8/31/2011 9/16/2011 Debi DeBenedetto Association Lufthansa Retirees of North America

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Debi DeBenedetto

Debi DeBenedetto

Debi DeBenedetto

Task Assigned User: 5 of 50 Debi DeBenedetto Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name No. 2 3/15/2011 **Event Sales Task** Debi's Itineraries Closed 9/7/2011 9/16/2011 Debi DeBenedetto No. 1 10/10/2011 Debi's Activity Tracking Account Sales - Partner Contact Closed 10/10/2011 9/20/2011 Debi DeBenedetto Debi DeBenedetto idss meeting Am 2 Gordon I-75 welcome center Inn on Fifth event evening 10/10/2011 Debi's Activity Tracking Account General - Proofing Closed 10/10/2011 9/20/2011 Debi DeBenedetto Marketing materials Debi DeBenedetto 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 9/20/2011 Conference Direct / B.Prom 9/20/2011 9/20/2011 Closed Note The status changed on this event today. 9/21/2011 Closed 9/21/2011 Select Meeting Sites, Incorporated 9/21/2011 Note The status changed on this event today. 9/21/2011 Debi DeBenedetto Select Meeting Sites, Incorporated Event Sales Task Closed 1/17/2012 9/21/2011 9/21/2011 Select Meeting Sites, Incorporated Event Sales Task Closed 2/26/2012 9/21/2011 Debi DeBenedetto No. 2 9/21/2011 Select Meeting Sites, Incorporated Sales - sent rfp to partner 9/21/2011 9/21/2011 Debi DeBenedetto Maureen Beck sent rfp out 9/21/2011 Closed 9/21/2011 9/21/2011 Select Meeting Sites, Incorporated Note The status changed on this event today. 9/21/2011 Select Meeting Sites, Incorporated Sales - sent rfp to partner Closed 9/21/2011 9/21/2011 Debi DeBenedetto sent rfp 10/10/2011 Debi's Activity Tracking Account Sales - Register Trade Closed 10/10/2011 9/22/2011 Debi DeBenedetto show / event 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 10/10/2011 9/23/2011 Debi DeBenedetto 10/10/2011 Debi's Activity Tracking Account General - FAM Closed

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Task Assigi	ned User: Debi DeBenedetto				Detailed Staff 6 of 50	- керон н
rask Assigi Create	Account Name	Task Type	Status	Due Date	Closed Date	Closed by User
Date	Contact Name ASTA Orlando Fam hosted this weeken Cmon Museum tour 9 am conf call		Ciaias	Due Duie	Ologod Bulo	0.0000 27 000.
	USTOA signs done Chesney list out to hotels remind track I	₹ <i>01</i>				
9/23/2011	Overseas Brats		Closed	9/23/2011	9/23/2011	Note
	The status changed on this event today	:				
9/23/2011	Overseas Brats		Closed	9/23/2011	9/23/2011	Note
	The status changed on this event today	:				
10/10/2011	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	10/10/2011	9/26/2011	Debi DeBenedetto
	assisted planner with transportation info assisted TMJ surgeons Cathy with info assisted unifrst corp lead follow up on collateral send and got it ou	for 80				
10/10/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/10/2011	9/27/2011	Debi DeBenedetto
	Debi DeBenedetto	11. 07 a.s.		landa ad Britani	0	
10/10/0011	Attended Smart Meetings Orlando 3 day	· ·		•	, ,	D 1: D D 1 ::
10/10/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - RFP follow up	Closed	10/10/2011	9/28/2011	Debi DeBenedetto
	Smart Meetings follow up personal ema finish Stuart fam details and changes MPI rfp out IAGTO letter and conf call - details	ils to all				
9/28/2011	Superior Media Meetings & Management, Inc.		Closed	9/28/2011	9/28/2011	Note
	Jeanne Torbett					
	Smart meetings 2011					
9/29/2011	Superior Media Meetings & Management, Inc.		Closed	9/29/2011	9/29/2011	Note
	The status changed on this event today					
9/29/2011	Superior Media Meetings & Management, Inc.		Closed	9/29/2011	9/29/2011	Note
	The status changed on this event today					
9/29/2011	Superior Media Meetings & Management, Inc.	Event Sales Task	Closed	9/29/2011	9/29/2011	Debi DeBenedetto
	Sent Rfp to Partner					
9/29/2011	Superior Media Meetings & Management, Inc.	Event Sales Task	Closed	9/29/2011	9/29/2011	Debi DeBenedetto
	Sent Rfp to Partner					
10/10/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/10/2011	9/30/2011	Debi DeBenedetto

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Task Assigned User: 7 of 50 Debi DeBenedetto Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name Appointments selected and profile review for Rejuvinate show - set partner meet on strategy for this event Worded on Oct. Fam and sent memo to hotels 10/10/2011 Debi's Activity Tracking Account Sales - Partner Contact Closed 10/10/2011 9/30/2011 Debi DeBenedetto Debi DeBenedetto 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 10/4/2011 International Centre for Diffraction Closed 10/4/2011 10/4/2011 Note Data The status changed on this event today. 10/4/2011 Meeting Professionals International Closed 10/4/2011 10/4/2011 Note South Florida Chapter The status changed on this event today. 10/4/2011 Select Meeting Sites, Incorporated Closed 10/4/2011 10/4/2011 Note The status changed on this event today. 1/18/2011 **Professional Meetings Event Sales Task** Closed 7/21/2011 10/5/2011 Debi DeBenedetto No. 1 12/2/2010 Performance Marketing Group **Event Sales Task** Closed 8/24/2011 10/5/2011 Debi DeBenedetto No. 1 1/11/2011 HelmsBriscoe / D. Bequette **Event Sales Task** Closed 7/29/2011 10/5/2011 Debi DeBenedetto No. 1 **Event Sales Task** 1/18/2011 Professional Meetings Closed 8/30/2011 10/5/2011 Debi DeBenedetto No 2 6/30/2011 **Event Sales Task** Closed 8/29/2011 10/5/2011 Debi DeBenedetto **CGA Shows** 12/2/2010 Performance Marketing Group **Event Sales Task** Closed 10/3/2011 10/5/2011 Debi DeBenedetto No. 2 1/11/2011 **Event Sales Task** Closed 9/7/2011 Debi DeBenedetto HelmsBriscoe / D. Bequette 10/5/2011 No. 2 12/13/2010 Grueinger Travel Group **Event Sales Task** Closed 9/3/2011 10/5/2011 Debi DeBenedetto No. 2 1/26/2011 Kenwood Travel General - FAM Closed 9/26/2011 10/5/2011 Debi DeBenedetto Andrea Lovering Huddle follow up want Oct Fam

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					Detailed Staf	
Task Assig	ned User: Debi DeBenedetto				8 of 50	•
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
	follow up with mtg planner from Connec	ct show. Her next meeting is ir	n Naples and ne	eeded some info.		
11/24/2010	American Express / M. Rooksby	Event Sales Task	Closed	10/5/2011	10/5/2011	Debi DeBenedetto
	No. 2					
10/5/2011	HelmsBriscoe / J. Gachui Lowenthal		Closed	10/5/2011	10/5/2011	Note
	The status changed on this event today	<i>y.</i>				
10/5/2011	HelmsBriscoe / J. Gachui Lowenthal		Closed	10/5/2011	10/5/2011	Note
	The status changed on this event today	<i>y.</i>				
8/3/2011	Travel and Transport Vacations	Sales - RFP follow up	Closed	9/3/2011	10/5/2011	Debi DeBenedetto
10/4/0011	check to see if booked Marco Island or	·	01 1	10/1/0011	40/5/0044	D 1: D D 1 "
10/4/2011	Select Meeting Sites, Incorporated	Event Sales Task	Closed	10/4/2011	10/5/2011	Debi DeBenedetto
	Sent Rfp to Partner					
9/16/2011	HelmsBriscoe / J. Gachui Lowenthal	Event Sales Task	Closed	9/10/2011	10/5/2011	Debi DeBenedetto
	No. 1					
10/5/2011	University Of Iowa		Closed	10/5/2011	10/5/2011	Note
	The status changed on this event today	/ .				
10/5/2011	University Of Iowa	Event Sales Task	Closed	10/5/2011	10/5/2011	Debi DeBenedetto
	Sent Rfp to Partner					
10/10/2011	Debi's Activity Tracking Account	General - TDC Meeting / reports	Closed	10/10/2011	10/6/2011	Debi DeBenedetto
	Debi DeBenedetto					
	All day on TDC report for month and Yu	td reports				
10/10/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/10/2011	10/7/2011	Debi DeBenedetto
	sent out booked business reports to DI Registered for Pow Wow memo out on upcoming 3 Important CV Idss training meeting 10/11 Sales mission committee meeting 10/1 2012 Fam committee meeting and man	/B meetings with group hotels				
6/21/2011	National Onion Association	Event Sales Task	Closed	10/10/2011	10/10/2011	Debi DeBenedetto
	No. 1 sent message on gap and offered	d assistance in welcome bags.				
6/21/2011	National Onion Association	Event Sales Task	Closed	11/19/2011	10/10/2011	Debi DeBenedetto

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October 24, 2011

October 24, 2011 Detailed Staff Report 11 Task Assigned User: Debi DeBenedetto 9 of 50 Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name No. 2 3/31/2011 Shannon Dennison **Event Sales Task** Closed 9/3/2011 10/10/2011 Debi DeBenedetto No. 1 **Event Sales Task** 5/12/2011 Capario Closed 9/10/2011 10/10/2011 Debi DeBenedetto No. 2 10/10/2011 Debi's Activity Tracking Account Sales - site with client Closed 10/10/2011 10/10/2011 Debi DeBenedetto Debi DeBenedetto 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.

Total Tasks:

Printed: 10/10/2011

88

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September 2011 Social Media Report



Presented by:

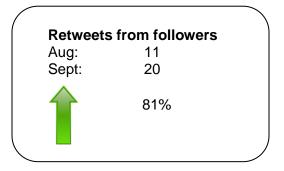


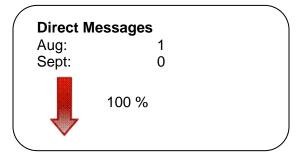
Paradise Coast Twitter Update

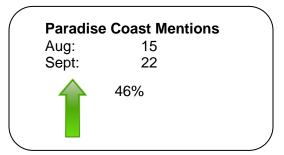
September 2011

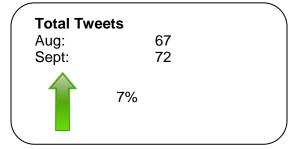
For the month of September, the Paradise Coast Twitter page gained nearly 200 new followers. Even more encouraging, the amount of follower feedback also increased, with the number of retweets nearly doubling from August as well as a sizable increase in @ParadiseCoast mentions. After posting Capt. Rob 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."

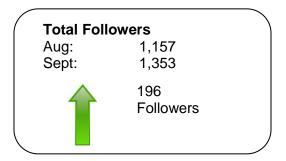
Website visits from Twitter Aug: 6 Sept: 5 16%











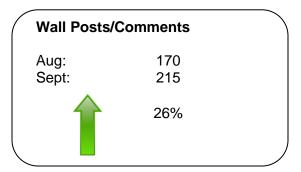
Recommendations for October/November:

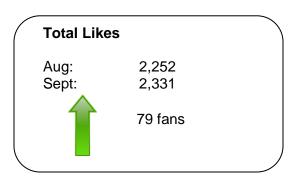
- Continue to post fall story ideas and images to Twitter for journalists.
- Promote major festivals and events, such as the Florida Panther Festival (include facts about Florida panthers as posts leading up to the festival) the Stone Crab Festival and the Marco Island Music Festival.

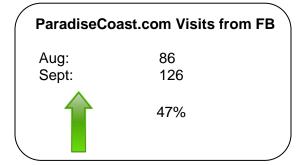
Paradise Coast Facebook Update

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."

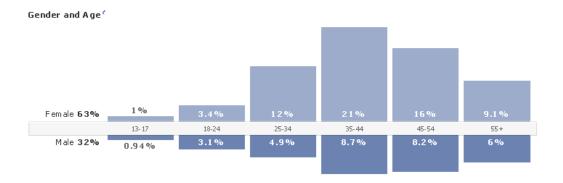








Facebook Demographics



Countries?	Citie	es?	L angu	age?
1,937 United States	159	Naples	1,961	English (US)
94 Germany	85	Tampa	105	German
37 Canada	71	Miami	84	English (UK)
29 United Kingdom	70	Atlanta	25	S panish
23 Italy	54	Liv ingston	21	Italian
14 France	44	O cala	20	French (France)
10 Austria	42	Marco Island	10	Spanish (Spain)
10 Switzerland	40	Cape Coral	9	T urkish
8 Brazil	37	Bonita Springs	7	Portuguese (Brazil)
7 Turkey	32	Chicago	6	Norwegian (bokmal)
6 India	24	New York	4	Hungarian
6 Norway	24	Philadelphia	3	C zech
5 Argentina	22	Doylestown	3	D anish
5 Sweden	21	Dallas	3	Greek
4 Portugal	18	Issaquah	2	D utch
4 Hungary	18	Plano	2	Indonesian
4 Vietnam	15	Columbus	2	S w edish
4 Vienezuela	15	Waterloo	2	S lov ak
3 Costa Rica	14	Orlando	2	B ulgarian
Less		Less		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
 - 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.
 - Ask questions at the end of posts
 - Respond to questions fans pose
 - o Prompt followers to use Facebook mobile while going to regional events
- For October/November:
 - 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.
 - 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.
 - Start promoting "What Are You Thankful For", which will ask followers to post why they are thankful for living in the Paradise Coast.
 - 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 People, Places and Things for Lee and Collier	9/1/2011	Internet		\$381.02
marconews.com Stories	Counties	9/1/2011	Internet		\$18.72
	People, Places and Things for Lee and Collier				
marconews.com	Counties	9/1/2011			\$18.88
Naples Daily News	TELLING MARCO'S TALES	9/1/2011	Print	85,376	\$1,762.87
	Clyde Butcher invites fans to Labor Day swamp	0/4/0044	lata was a t		0444 40
news-press.com	walk People, Places and Things for Lee and Collier	9/1/2011	Internet		\$111.49
naplesnews.com	Counties	9/1/2011	Internet		\$129.44
Mediteranean Cruises	caribbean cruises 2011	9/1/2011			\$700.56
Modification Ordinos	Part 1 of 3: Family friendly Everglades's hikes - Big	0/1/2011	internet		Ψ700.00
examiner.com	Cypress Bend Boardwalk	9/1/2011	Internet		\$2,765.10
	Part 2 of 3: Family friendly Everglades's hikes -				. ,
examiner.com	Kirby Storter Boardwalk	9/1/2011	Internet		\$2,401.12
Jetsettersblog	Jetsettersblog » Spa Resorts	9/1/2011	Internet		\$14.00
	Zoo Offers Kids Free Coupon for Labor Day				
gonaples.com Stories	Weekend	9/2/2011			\$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	Western Everglades Photography Workshop Feb				•
Gillie	28th-29th, 2012	9/2/2011		70.000	\$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	0/2/2011	Internet		¢11 05
AAA Going Places	August	9/2/2011 9/3/2011		2,354,779	\$41.85 \$20,494.65
Duane's Proposterous	August	9/3/2011	FIIII	2,334,779	φ20,494.03
Posterous	Time For A Road Trip! Where is Chevy Chase?	9/3/2011	Internet		\$299.04
	Naples Treviso Bay – Brought to you by Premier	0,0,2011	intornot		Ψ200.01
Fishing Lovers	Properties	9/3/2011	Internet		\$159.80
news-press.com	Time to get swamped	9/3/2011	Internet		\$88.80
	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		217,163	\$1,759.83
The Arizona Republic	TRAVEL	9/5/2011	Print	511,764	\$2,363.91
N 1 B 1 N 0: 1	Florida Wildlife Commission coming to Naples to	0/5/0044			DODO 44
Naples Daily News Stories	talk panthers, I-75, hunting	9/5/2011			\$260.41
The Happy Lemon Blog Quinn & Co NYC Travel,	Adventure Sunday!	9/5/2011	memei		\$20.56
•	NN: "Wolfgang Puck, Tony Mantuano coming to				
Spirits PR Firm » Blog	2012 Naples Winter Wine Festival"	9/7/2011	Internet		\$279.73
AssociatedContent	Exploring Barefoot Beach	9/7/2011			\$1,946.92
	Second annual Stone Crab Festival set Oct. 29-30				. ,
The Palm Beach Blog Post	in Naples	9/8/2011	Internet		
SunSentinel.com	South Florida outdoors notebook	9/8/2011			\$386.16
Marco Eagle	Movies, meals and other Marco fun	9/8/2011		10,000	\$142.95
Florida Travel & Life	Fifth Avenue	9/8/2011		103,389	\$472.54
Florida Travel & Life	Extra cheesy Resorts You can't Resist	9/8/2011		103,389	\$387.08
Florida Travel & Life Accent on Tampa Bay	Resorts You can't Resist	9/8/2011	Print	103,389	\$8,618.01
Magazine	Naples 2nd Annual Stone Crab Festival	9/8/2011	Print		
Wagazine	WATCH THE VIDEO: Randall releases Crazy	3/0/2011	1 11110		
marconews.com Stories	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 Joe River				
Paddling Down East	February 3, 2011 in Florida	9/9/2011	Internet		\$356.67
	2011-2012 Refuge-Specific Hunting and Sport				• • • • •
govpulse Latest Entries	Fishing Regulations	9/9/2011			\$2,653.05
TMCnet.com	South Florida outdoors notebook South Florida outdoors notebook	9/9/2011			\$82.21 \$14.00
Business Mobility Courant.com	Web Deals: Seven Days At Sea On Queen Mary	9/9/2011 9/9/2011			\$14.00 \$230.97
Codiani.com	WATCH THE VIDEO: Randall releases Crazy	9/9/2011	memer		φ230.97
gonaples.com Stories	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			Ψ. σ.σ.
•	Florida's Paradise Coast Celebrates Stone Crab				
travmedia.com	Season	9/11/2011	Internet		
Scripts Treasure Coast	Naples: A touch of graciousness on Florida's west				
Newspaper	coast	9/11/2011			
Peru, Magia y Encanto	Destino: Naples, joya del sudoeste de la Florida	9/11/2011		70.504	M4.400.04
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
	Take advantage of the deals during National Golf				
Hernando Today	Month	9/12/2011		16,103	\$88.21
Eagle News RSS	Service Learning opportunities, September 12	9/12/2011	Internet		\$199.98
0 (:: 5)	SUMMIT PRO-AM CHAMPIONS PREPARE FOR	0/40/0044			***
CompetitionPlus	TOURNAMENT OF CHAMPIONS	9/12/2011			\$20.37
South Florida Daily Blog	The Cooler Fallen Heroes USA & Poker Gives to Host the 9-11	9/12/2011	Internet		\$148.59
examiner.com	for the Families Charity Event	9/12/2011	Internet		\$7,209.23
examiner.com	Coastal Cleanup planned for more than a dozen	9/12/2011	memet		\$1,209.23
marconews.com Stories	Collier beaches, waterways on Saturday	9/13/2011	Internet		\$14.00
marconews.com otones	The wet season at Corkscrew Swamp means it's a	3/13/2011	internet		Ψ14.00
Naples Daily News Stories	time for new life	9/13/2011	Internet		\$148.90
Gulf & Main	FAMILY FUN	9/13/2011		30,000	\$55.43
listindiario.com	Naples, un abrazo caluroso para el viajero	9/14/2011		33,333	φοσ. 10
Kentucky Story	Useful Advice For Travelers To Naples, Florida	9/14/2011			\$212.75
Naples Daily News	DINING ENTERTAINMETN	9/14/2011		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 Cleanup planned for more than a dozen				
Coastal Florida Guide	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
	BREAKING: Honey Badger Narrator 'Randall'				
The Huffington Post	Lands Book Deal	9/15/2011			\$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			\$68.59
msnbc.com	Historic Everglades Store Fights Developer	9/15/2011			\$9,406.40
	BREAKING: Honey Badger Narrator 'Randall'	5, 15, 25 1			40,100110
huffingtonpost.com	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		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	And Mark Consistent Theory A Ottoma Const. Town	0/40/0044			000.04
Extension Program	Are You Smarter Than A Stone Crab Tour	9/16/2011		470 555	\$33.64
The Miami Herald	THINGS TO DO	9/16/2011		173,555	\$14,728.31
news-press.com	Southwest Florida s favorite buildings stand tall	9/17/2011			\$76.14
Jetsettersblog	Jetsettersblog » Golf Resorts	9/17/2011			\$14.00
Metro Weekly	Classical Music: Fall Arts Preview 2011	9/17/2011			\$166.76
The Huffington Post	A Honey Badger Of A Book Deal	9/17/2011			\$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	Intornat		6444 62
		9/17/2011		2 000	\$114.63 \$66.29
Park Ridge Journal	Here we go! Only in FLA	9/18/2011		3,998 3,998	\$63.57
Park Ridge Journal Mount Prospect Journal	•			•	·
•	Here we go!	9/18/2011		5,106	\$83.91
Mount Prospect Journal Niles Journal	Only in FLA Only in FLA	9/18/2011		5,106 5,407	\$82.18 \$88.11
	•	9/18/2011		5,497	\$23.45
Prospect Heights Journal	Here we go!	9/18/2011		1,421	\$23.45 \$23.00
Prospect Heights Journal Niles Journal	Only in FLA Here we go!	9/18/2011 9/18/2011		1,421	\$23.00 \$90.34
Des Plaines Journal	•	9/18/2011		5,497	\$90.34 \$172.50
Des Plaines Journal	Only in FLA			10,816	\$172.50 \$179.68
Des Plaines Journal	here we go! Coastal cleanup busy day at the beach for	9/18/2011	Print	10,816	\$179.08
Coastal Florida Guide	volunteers	9/18/2011	Internet		\$14.02
Coastal Florida Guide	Everglades City y Chokoloskee Bay, la última	9/10/2011	memet		Φ14.02
elNuevoHerald.com	frontera	9/18/2011	Internet		\$70.75
Miami Herald-Broward	nontera	9/10/2011	memet		\$70.75
Edition	NEIGHBORS CALENDAR	9/18/2011	Drint	214,891	\$8,581.73
Edition	Coastal cleanup busy day at the beach for	9/10/2011	PIIII	214,091	φο,301.73
marconews.com Stories	volunteers	9/18/2011	Internet		\$21.20
WineFoot.com	2012 Naples Winter Wine Festival	9/19/2011			\$125.85
Highly Recommended	The Orchid Thief by Susan Orlean	9/19/2011			\$123.83 \$121.80
riigiliy ixecommended	Here are the latest seasonal happenings compiled	9/19/2011	memer		φ121.00
	by VisitFlorida. There's plenty to see and do if				
Golf Mill Journal	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		14,890	\$107.39
The Guil Official	Maroo Island Worth a Visit	3/13/2011	1 11111	14,030	φ107.39

Outlet Golf Mill Journal	Title/Program Only in FLA	Date Received Media Group 9/19/2011 Print	Circulation 2,987	Publicity Value \$48.61
Florahome USA	Things to do in Florida September 23, 24, 25, 2011 Naples Zoo's newest member, a black vulture,	9/19/2011 Internet		\$370.69
Charlotte Sun Viajes	premieres Sunday Naples joya del sudoeste de la Florida	9/19/2011 Print 9/20/2011 Internet	44,345	\$667.69
·	Boardwalk Passing through a Forest, Corkscrew Swamp Sanctuary, Naples, Florida, USA Stretched			
Cork Screw	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 Everglades City y Chokoloskee Bay, la	9/20/2011 Print	29,890	\$340.56
El Nuevo Herald	úItima frontera	9/20/2011 Print	72,504	\$1,110.48
American Profile	Photographer captures the Everglades	9/20/2011 Internet	72,004	\$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
OXAITIII OT. COTT	THE Q WHAT LOCAL BEACH DO YOU VISIT THE	3/21/2011 Internet		Ψ2, 477.44
Marco Eagle	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		
	Free fun on Saturday at national parks and South			
SunSentinel.com	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 Something for the kids: Fall festivals sure to keep	9/23/2011	Print	72,080	\$136.68
gonaples.com Stories	your little ones entertained	9/23/2011	Internet		\$325.21
	Free fun on Saturday at national parks and South				
Shop-O-Matic	Florida museums	9/23/2011			\$126.78
SunSentinel.com	Shop-O-Matic	9/23/2011	Internet		\$447.78
Names Daily Navya Ctarias	Something for the kids: Fall festivals sure to keep	0/00/0044	lata ana at		#000.70
Naples Daily News Stories	your little ones entertained	9/23/2011			\$308.70
Elizabeth's Secret Garden	Exotic Animals at the Naples Zoo Free entrance to Everglades National Park and 15	9/24/2011	internet		\$143.29
SunSentinel.com	South Florida museums on Saturday	9/24/2011	Internet		\$396.43
SunSentinel.com	Shop-O-Matic	9/24/2011			\$445.73
Gario en antendo m	Free entrance to Everglades National Park and 15	3/24/2011	intomet		Ψ++0.73
Shop-O-Matic	South Florida museums on Saturday	9/24/2011	Internet		\$126.78
•	Free entrance to Everglades Nationla Park and 15				•
Shop-O-Matic	South Florida museums on Saturday	9/24/2011	Internet		\$126.78
Hobbies & Crafts	Birding -	9/24/2011	Internet		\$278.79
	Tiburon – Greg Norman's 36 Hole Naples, Florida				
Spy Golfer	Masterpiece	9/24/2011			\$173.82
seminolewar	Building our characters, or just bad reenacting?	9/24/2011			\$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
	Florida's Paradise Coast Celebrates Stone Crab				
Jetsettersblog	Season	9/26/2011	Internet		\$210.89
	Florida Oceanographic announces photography	- / /			.
TCPalm.com	contest winners	9/26/2011		4.047	\$97.71
Elk Grove Journal	Here we go!	9/26/2011		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	Drint	4,716	\$76.89
The Northwest Journal &	Here we go:	9/20/2011	PIIII	4,710	Φ/0.09
Topics	Omly in FLA	9/26/2011	Print	4,716	\$44.79
Glenview Journal	Here we go!	9/26/2011		10,000	\$164.51
Arlington Heights Journal &		5, 25, 2011	•	. 5,550	ψ.σ.ιστ
Topics	FLA	9/26/2011	Print	3,098	\$48.45

Outlet Buffalo Grove Journal &	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Topics	here we go	9/26/2011	Drint	2,883	\$47.57
Buffalo Grove Journal &	nere we go	9/20/2011	FIIII	2,003	φ47.57
Topics	Only FLA	9/26/2011	Print	2,883	\$45.23
Торіоз	Here are the latest seasonal happenings compiled	3/20/2011	1 Tillic	2,000	ψ+3.23
Arlington Heights Journal &	by VisitFlorida. There's plenty to see and do if				
Topics	you're planning a fall/winter	9/26/2011	Print	3,098	\$51.42
. opioo	Here are the latest seasonal happenings compiled	0/20/2011	1 11110	0,000	φο 1.12
	by VisitFlorida. There's plenty to see and do if				
Wheeling Journal & Topics	you're planning a fall/winter	9/26/2011	Print	2,984	\$48.60
Wheeling Journal & Topics	Only FLA	9/26/2011		2,984	\$46.62
Palatine Journal & Topics	here we go	9/26/2011		2,814	\$46.43
Palatine Journal & Topics	Only in FLA	9/26/2011		2,814	\$43.97
Naples Daily News	FORK READY	9/26/2011		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	Everything You Wanted To Know About Marco				
Your Income Taxes	Island Florida	9/26/2011	Internet		\$105.29
The Ethan Blog	Labor Day weekend in Florida!	9/26/2011	Internet		\$48.91
	Corkscrew Swamp Sanctuary Critter of the Week:				
Audubon of Florida News	Black Racer Snake (Coluber constrictor)	9/27/2011	Internet		\$157.62
	[WATCH]: RELAX. TRAVEL to FLORIDA KEYS				
	BEACHES #5 + ocean sounds Key West, Florida				
101 top guides to Health	Keys+ Naples Pier Beach HD	9/27/2011			\$77.88
Jetsettersblog	Jetsettersblog » Dine Drink	9/27/2011			\$14.00
Naples Daily News	in Everglades City set for this weekend	9/27/2011		72,080	\$413.56
Naples Daily News	Letters to the Editor	9/27/2011		72,080	\$1,303.75
Glenview Journal	Only in FLA	9/27/2011		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 -	M = 11	0/00/0044			*
Blog	More Everglades	9/28/2011		407.004	\$186.90
The Florida Times-Union	Everglades: Our grade is incomplete	9/28/2011		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			\$260.41
Oceanic Wilderness	Our Work in Print Wildscape Photo	9/28/2011			\$101.55
Krystal's Kitsch	Fall Travel {Fabulous Fall Blog Challenge} Kayaking the Ten Thousand Islands requires a visit	9/28/2011	Internet		\$27.72
examiner.com	to Smallwood s Store	9/28/2011	Internet		\$2,958.84
DDI an	Famous Author Carl Hiaasen to Headline Audubon	0/00/0044	lata and at		COTO 04
PRLog	Feathers and Friends Gala Naples wine festival fundraising arm names acting	9/29/2011	Internet		\$356.94
marconews.com Stories	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
	Canoe/Kayak Outfitter - Trips - Everglades Area				
Paddling.net	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
	First-Ever Florida Panther Festival, Saturday Oct.				
Cougar News	29th in Naples, Florida	10/3/2011	Internet		\$14.00
	Upcoming Adventures: Food, Family, Fun, and				
My Mobile Adventures *~*~*	More!	10/3/2011	Internet		\$358.23
Gulfshore Life Magazine	October Calendar	10/3/2011	Internet		\$305.58
	Carl Hiaasen Headlines Corkscrew Swamp				
Audubon of Florida News	Sanctuary's Feathers & Friends Gala 2012	10/3/2011	Internet		\$109.96
	In Florida, Ranchers Make Room For The Big Cats				
Fast Company	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
	Naples Zoo now features species rarely seen in			,	
Cape Coral Breeze	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
	Birding in the National Parks: Spotting Egrets, Herons, and More In Big Cypress National				
National Parks Traveler	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
	Birders Enjoy Southern State and the Everglades'				
KOOLBOY.COM	Remarkable Birds and Untamed Wilderness	10/5/2011	Internet		\$203.10
	Marco Island has been selected by Where to				
	Retire, the only magazine in America geared				
	toward helping people with retirement relocation				
marconews.com	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
	Backstage pass: Behind-the-scenes news of the				
gonaples.com Stories	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			\$297.79
Mediteranean 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)		Broadcast		\$208,348.36
The Weather Channel	Weather Center (2/2)		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			\$281.28
naplesnews.com	Editorial: Stars and spurs, dollars and coconuts	10/8/2011	Internet	186,750	\$148.58
	Wild animals ""carve"" pumpkins during BOO at	40/0/00		0.500	*
gonaples.com Stories	The ZOO	10/8/2011	internet	6,500	\$184.41

Outlet Kayak Fish and Explore The	Title/Program	Date Received	Media Group	Circulation	Publicity Value
Everglades with Rich	Everglades, Big Cypress and the Blackwaters	10/9/2011	Internet		\$110.27
Star Tribune Barbara Anne's Myspace	Wading into the swamp	10/9/2011	Print	516,134	\$7,696.02
Blog	Vision Quest '11: Miles and Moments	10/9/2011	Internet		\$1,070.31
The Suburban Journal &	Here are the latest seasonal happenings compiled by Visitflorida. There's plenty to see and de if you're				
Topics	planning a fall/winter	10/9/2011	Print	4,229	\$70.60
The Suburban Journal &					
Topics	Only in FLA	10/9/2011		4,229	\$67.24
Hobbies & Crafts	Birding -	10/9/2011	Internet		\$145.47
russlings	Guardian of the grapes	10/9/2011	Internet		\$20.87
Angela Schulz - World	USA, Florida: The Beaches of Ft. Myers & Sanibel				
Travel Promotion	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
Angela Schulz - World Travel Promotion	USA, Florida: Paradise Coast	10/10/2011	Internet		\$200 O4
THE BLUE LANTERN	•				\$280.04
The Adventures of	Veduta: The Bay Of Naples	10/10/2011	miemei		\$116.50
RandoBoy	Gator Country	10/11/2011	Internet		\$396.23
Hamaebey	FYI-Food: Wine tasting, stone crabs and an author	10/11/2011	momot		φοσο.20
gonaples.com Stories	luncheon	10/12/2011	Internet	6,500	\$355.11
•	FYI-Food: Wine tasting, stone crabs and an author				
Naples Daily News Stories	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

Toll Free Number	# of Calls	<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
Grand Total:	117	291.70

Naples, Marco Island, Everglades CVB Inquiry Summary by Purpose

<u>Purpose</u>	Calls/Request	<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
Grand Total:	2,789	361.98

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Source

		Current Year			Last Year	
Source	Month	YTD	% YTD	<u>Month</u>	YTD	% YTD
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%
Grand Total:	2,706	51,358		1,212	62,900	

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Leisure Markets

Media Consumer Magazines	<u>Month</u>	YTD	% YTD
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%
Consumer Magazines	1,563	3,659	

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Leisure Markets

<u>Media</u>	<u>Month</u>	YTD	<u>% YTD</u>
Consumer Directories			
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%
Consumer Directories	173	3,680	
Consumer E-Marketing			
DestinationBrochures.com	6	86	0%
Other/Unknown	4	46	0%
ParadiseCoast.com	257	4,225	16%
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%
Consumer E-Marketing	313	6,602	

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Leisure Markets

Media	<u>Month</u>	YTD	<u>% YTD</u>
Consumer Newspaper 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%
Consumer Newspaper	2	13,243	
Grand Total:	2,051	27,184	

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Fall In-State Campaign

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
One of Tabels			
Grand Total:			

^{*} YTD = Fiscal Year to Date

Visitor Guide Request Summary by Winter Northern Campaign

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

^{*} YTD = Fiscal Year to Date

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

Media All Florida Markets	<u>Month</u>	YTD	<u>% YTD</u>
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%
All Florida Markets	0	12	
Geo-Targeted In-State Online			
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%
Geo-Targeted In-State Online	0	10	
Miami/Ft. Lauderdale & West Palm Beach			
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%
Miami/Ft. Lauderdale & West Palm Beach	0	16	
Orlando			
Orlando Television Campaign April - August 2011	0	15	7%
Orlando	0	15	
Other/Unknown TV Campaign			
Other/Unknown	1	162	72%
Other/Unknown TV Campaign	1	162	
Tampa/St. Petersburg			
Tampa/St. Petersburg Television Campaign April - August 2011	0	11	5%
Tampa/St. Petersburg	0	11	
Grand Total:	1	226	

^{*} YTD = Fiscal Year to Date

Visitor Guide Request Summary by Niche Markets

Media Niche Markets (Bridal/Honeymoon)	<u>Month</u>	YTD	<u>% YTD</u>
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%
Niche Markets (Bridal/Honeymoon)	385	5,856	
Niche Markets (ECO)			
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%
Niche Markets (ECO)	173	3,552	
Niche Markets (Golf)			
Naples Shark Shootout December 2010	0	10	0%
Play Florida Golf 2010	0	6,644	29%
Play Florida Golf 2011	0	665	3%
Niche Markets (Golf)	0	7,319	

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Niche Markets

<u>Media</u>	<u>Month</u>	YTD	% YTD
Niche Markets (Senior)			
AAA Going Places South May/June 2010 AAA Going Places South May/June 2011	0 70	7 695	0% 3%
Niche Markets (Senior)	70	6,141	
Grand Total:	628	22,868	

^{*} YTD = Fiscal Year to Date

Visitor Guide Request Summary by Group Markets

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

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Markets

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

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

<u>Media</u>	<u>Month</u>	YTD	<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%
Grand Total:	26	899	

^{*} YTD = Fiscal Year to Date

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

For the month of September 2011

		Current Year			Last Year	
<u>State</u>	<u>Month</u>	YTD	% YTD	<u>Month</u>	<u>YTD</u>	% YTD
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%
lowa	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%

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

		Current Year			Last Year	
<u>State</u> Kansas	<u>Month</u> 11	<u>YTD</u> 237	<u>% YTD</u> 0.50%	<u>Month</u> 14	<u>YTD</u> 297	<u>% YTD</u> 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%
Grand Total:	2,583	47,424		1,126	45,778	

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

		Current Year			Last Year	
<u>Country</u> USA	Month 2,583	<u>YTD</u> 47,424	<u>% YTD</u> 92.34%	<u>Month</u> 1,126	<u>YTD</u> 45,778	<u>% YTD</u> 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

<u>Country</u> Austria	Month 0	Current Year YTD 2	<u>% YTD</u> 0.00%	Month 0	<u>Last Year</u> <u>YTD</u> 8	<u>% YTD</u> 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%
Switerland	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

		Current Year			Last Year	
<u>Country</u> Bangladesh	Month 0	YTD 0	<u>% YTD</u> 0.00%	Month 0	<u>YTD</u> 21	<u>% YTD</u> 0.03%
-	-	0	0.00%			0.00%
Bosnia And Herzegovina	0			0	1	
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%
Grand Total:	2,706	51,358		1,212	62,900	

^{*} YTD = Fiscal Year to Date

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

Media ilm Commission	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
PPD 2011	0	1	0%
ilm Commission	0	1	0%
lailings to Partners	0	2	0%
leeting Planners			
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%
Post Show Followup			
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%
Pre-Show Post Card			
Destination Showcase Chicago June 2011	0	93	6%
leeting Planners	5	1,217	74%

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

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

^{*} YTD = Fiscal Year to Date

		1 (October	N	lovember	l D	ecember	Ι.	January	Feb	ruary	м	arch	April		May	June		July	August	September	Т.	otal
Publication		2009			2010	2009	2010	2010	2011 2	2010 20	011 20	010 2		2011	2010		2011	2010	2011 2	010 2011	2010 2011		2010/2011
Visitors Guide																							
Leisure Markets																							
Consumer Magazines																							
AAA Florida TourBook 2009 Edition	Consumer Magazines	8	() 3	2	0	2	2 8	0	1	0	1	0	0	1 1	0	0	1	0	1	1 2	0 26	6
Arthur Frommer's Budget Travel February 2009	Consumer Magazines	0	(0	0	0	(0	0	0	0	0	0	0	0 0	1 () 1	0	0	0	0 0	1 (3
Arthur Frommer's Budget Travel June 2010	Consumer Magazines	0	(0	0	0	(0	0	0	0	0	0	1	0 0	0 53			0	37	0 22	0 723	3 0
Arthur Frommer's Budget Travel June 2011	Consumer Magazines	0	(0	0	0	(0	0	0	0	0	0	0	0 0	25	391		297	0	57 0	22 (792
Coastal Living June 2009	Consumer Magazines	24) 6	0	0	(0	0	0	0	0	0	0	0 0	0 (0		0	0	0 0	0 31	
Coastal Living May 2010	Consumer Magazines	0	3	3 0	0	0	(0	0	0	0	1	0	0	0 0	0 26			0	38	0 9	0 361	1 3
Conde Nast Traveler February 2011	Consumer Magazines	0	(0	0	0	(0	0	0	609	0	209	0 6		15	0	·	0	0	0 0	0 0	900
Conde Nast Traveler May 2010	Consumer Magazines	0	(0	0	0	(0	0	0	0	0	0 (66	0 394	0 14		32	0	30	0 0	0 670	
Cooking Light September 2009	Consumer Magazines	164		27	0	18	9	11	0	6	0	4	0	7	0 2	0 (0		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	102	91		36	0	14 0	7 (250
Midwest Living January/February 2010	Consumer Magazines	0	9	0	1	0	9	245	0	212	0	156	0 ;	33	0 1	0	0		0	1	0 0	0 649	1
Midwest Living March/April 2009	Consumer Magazines	1	-	0	0	0	9) 1	0	0	0	0	0	0	0 0	0	0	0	0	0	0 0	0 2	2 0
Other/Unknown	Consumer Magazines	0		0	14	0		0	11	0	4	2	8	5	0 4	2	3 2	2	3	1	5 6	4 23	
Redbook Midwest October 2011	Consumer Magazines	0	9	0	0	0	9	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0 0 1,5	29 (1,529
Sherman's Travel April/May 2011	Consumer Magazines	0	9	0	0	0	9	0	0	0	0	0	0	0	0 0	0	0	0	38	0	0 0	0 0	38
Southern Living Travel Florida February 2009	Consumer Magazines	11		12	. 0	8	9) 2	0	13	0	6	0	0	0 0	0 (0	0	0	0	0 0	0 52	
Southern Living Travel Florida March 2010	Consumer Magazines	0	21	0	/	0	1	0	5	9	9 .	1,054	10 30	69 1	0 109	0 6			0	16	1 23	0 1,682	72
Southern Living Travel June 2008	Consumer Magazines	- 0	1 9	1 1	. 0	1 0	1 9	1 0	0	1	0	U	0	U	0 0	0 0	0	0	0	0	0 0	0 2	4 0
Woman's World November 15 2010	Consumer Magazines	- 0	4 9	1 0	2	1 0	1 9	1 0	0	U	0	U	0	U	0 0	0 0	1 0	0	0	0	0 0	0 0	2
Women's World Magazine Story January 26 2009	Consumer Magazines	1		1 1	. 0	1 0		1 0	0	0	0	4 204	0	04 -	0 511	0 0	0		0	405	70 05 :-	U 2	0
Sub Total for Consumer Magazines		209	29	50	26	26	16	267	16	242	622	1,224	227 4	81 7	8 511	145 1,00	485	263	374	125	78 65 1,5	3 4,468	3,659
Consumer Directories	Communication Discontinuo	+ -		+ -		 _			1				0				+						+ -
2009 Great Florida Getaways	Consumer Directories	1 0	+ 5	1 0	1 0	1 0	1	1 0	1 0	0	0	1	0	U	0 0	0 0	1 0	0	0	U	0 0	0 1	0
2009 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	2	1	1 0	1 0	1 0	1	1 1	0	0	0	1	0	U	0 0	0	1 0	0	0	U	0 0	0 4	+ 0
2009 Official Florida Vacation Guide	Consumer Directories	100		0 405		3	1	1 22	1	1	3	100	0	70	0 0	0	0	0	0	U	1 0	0 10-	7
2009 Official Florida Vacation Guide - Quick Check	Consumer Directories	169 57		135	1 0	142	1	203	1 0	200	0	102	0	/0	U 13	0 2		9	0	U	U U	0 1,064	+ 0
2009 Official Florida Vacation Guide - Specific Target	Consumer Directories			33	0	54	+	77	1 0	26	0	17	0	4	0 /	0	0	4	0	U	U U	0 282	- 0
2009 Visit Florida SIP - Beach Getaway	Consumer Directories	2	9	0	0	1	() 2	0	1	0	2	0	0	0 0	0 0	0	1	0	0	0 0	0 9	9 0
2010 Florida Insider Guide - Quick Check	Consumer Directories	0	-	0	1	0	18		18	0	8	0	3	0 1	0 0	210 1:			33	9	23 5	5 41	
2010 Florida Insider Guide - Specific Target	Consumer Directories	0	4	1 0	0	0	4	0	4	0	2	0	4	0	0 0	105	1 18	10	12	2	12 2	3 18	168
2010 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	9	0	0	0	9	0	2	0	2	0	0	0	0 0	0	0	-	0	0	0 0	0 1	1 4
2010 Visit Florida Magazine	Consumer Directories	0		5 0	1	0		0	3	0	0	1	0		1 2	1	2 0		2	0	1 1	1 11	
2010 Visit Florida Magazine - Quick Check	Consumer Directories	0	65	0	63		49		116	0	118	0	206	0 51		226 18			25 15	182	9 88	12 640	
2010 Visit Florida Magazine - Specific Target	Consumer Directories	0	34	0	28	0	15	0	29	0	36	0	87	0 15	8 15	105 9	7 0	98	15	111	1 41	2 362	2 510
2011 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	9	0	0	0	9	0	0	0	0	0	0	0	0 0	1 (0	0	0	0	0 0	0 0) 1
2011 Visit Florida Magazine - Quick Check	Consumer Directories	0	9	0	0	0	9	0	0	0	0	0	0	0	0 0	105	185	0	191			01 (780
2011 Visit Florida Magazine - Specific Target	Consumer Directories	0	9	0	0	0	9	0	0	0	0	0	0	0	0 0	41	113		115	0	92 0	19 (410
Florida Getaways Floridians 2-2008 - Quick Check	Consumer Directories	2	9	1	0	0	9	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0 0	0 3	3 0
Visit Florida Magazine January - September 2011	Consumer Directories	0	(0	1	0		0	470	0	100	105	0	0	0 0	3 0	1 250	0	0	0	0 0	0 (5
Sub Total for Consumer Directories		232	116	169	96	200	86	284	173	228	169	125	300	77 68	2 64	797 32	358	297	393	304 3	37 137 1	73 2,442	3,680
Consumer E-Marketing	0 511 1 5	4			_	<u> </u>	<u> </u>	10				-		0					_	_	-	6 68	
DestinationBrochures.com	Consumer E-Marketing	4		3	5	5	2	1 41	8	- 6	/	16	14	2	9 11	9	7 10		5	/	5 3	0	,
Other/Unknown	Consumer E-Marketing			1 405	9 4	10			5	79 564	517	448	3 436 33	20 24	0 2	070 05	2 3		207	2005	5 /	4 171	
ParadiseCoast.com	Consumer E-Marketing	190		185	322	382		557	533	204	517	448	436 3		2 285	270 25 907	7 416 541		337 659			3,936	4,225
ParadiseCoast.com/Getaway Summer TAF ParadiseCoast.de	Consumer E-Marketing	0	,	0	0	0	,	0	0	0	0	0	0	0	0 0	907	0 541		659	0	0 0	+11 (2,207
	Consumer E-Marketing	1		0	0			1 1	1	0	0	0	0	3	0 0	- 0			0	0	0 0	4 46) 1
Visit USA - UK	Consumer E-Marketing	0		1	2	0		4	2	- 4	3	3	2	0	2 3	5	5	2	4	3	0 0	4 18	31
VisitFlorida.com	Consumer E-Marketing	199	200	194	333	399	041	614		652	534	475	455 34	47 20	9 301	1,195 26	075	241	1,007	270 4	03 246 3	13 4,208	6,602
Sub Total for Consumer E-Marketing		199	264	194	333	399	243	014	331	652	534	4/5	400 34	4/ 32	9 301	1,195 20	9/3	241	1,007	2/8 4	03 246 3	13 4,208	0,002
Consumer Newspaper	Consumer Newspaper	-						500	0	0	0	0	0	0	0 0	0		0	0	0	0 0	0 500	
America's Best Vacations Festivals & Events October 2009	Consumer Newspaper	67	1	070		260	1	500	0	0	U	U	0	0	0 0	0	0 0		0	0	0 0	0 500	
America's Best Vacations In-State Insert October 2009	Consumer Newspaper	67		873	2,250	260	81		0	0	U	0	0	0	0 0	0	0 0		0	0	0 0	0 1,214	2.331
Fall In-State Insert Collinson October 17 2010	Consumer Newspaper	- 0	1	1 0	2,250		81	1 0	0	0	U	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 Other/Unknown	Consumer Newspaper	0	1	1 0	2,150	1 0	1	1 0	0	0	0	0	2	3	0 10	3	1	1	0	0	2 1	2 47	7 40
	Consumer Newspaper	0	1 2	1 ^	1 2	1 ^		1 0	2	0	0	0	0	1	0 120	0 2.16	7 0	65	0	0	0 0	0 3353	18
Spring In-State Insert Collinson April 18 2010 Summer In-State Insert Collinson, June 6 2010	Consumer Newspaper	0		1 ^	. 0	1 ^	,	1 ^	0	0	0	0	0	o l	0 120	0 2,16		645	0	0	0 0	0 2,353 0 3,470	
Summer In-State Insert Collinson June 6 2010 Visit Florida In-State Insert June 2011	Consumer Newspaper	1 0	1	1 ^	. 0	1 ^	,	1 ^	0	0	0	0	0	0	0 0	0 2,82			1 006	0	0 0	0 3,4/0	3 055
Visit Florida In-State Insert June 2011 Visit Florida In-State Insert May 2011	Consumer Newspaper	1 0	1	1 ^		1 ^		1 ^	0	0	0	0	0	0	0 0	0	1,059	0	1,996 3,089	0	0 0	0 0	3,055
	Consumer Newspaper	0		1 2	. 0	1 0		1 0	0	0	0	0	0	0	0 0	0	0	0	3,089	0	0 0	0 0	3,089
Visit Florida In-State Insert Spring 2009 Winter Out-of-State Insert February 27 2011	Consumer Newspaper Consumer Newspaper	0		1 5	1 0	1 ^	-	1 ^	0	0	0	0	2,494	0 10	4 0	0	1 0	0	0	0	0 0	<u> </u>	2.598
Winter Out-of-State Insert February 27 2011	Consumer Newspaper	67		075	4 400	360	1	, U	0	0	0	0			4 130	3 400	1 4000	711	E 00E	0	2 1	2 7550	
Sub Total for Consumer Newspaper	+	707		875 1,288	4,402	260 885	82	514 7 1,679	740	1,122	1,325	1 924	2,496 3,478 9		4 130 3 1,006	3 4,99 2,140 6,59	1,060	1,512	5,085 6,859	707 8	2 1 20 449 2,0	2 7,556 51 18,674	13,243 27,184
Leisure Markets	+	/0/	414	1,288	4,85/	885	421	1,679	142	1,122	1,325	1,024	3,4/8 9	1,19	3 1,006	2,140 0,59	2,8/8	1,512	6,63	101 8	2,0	18,0/4	21,184
Fall In-State Campaign				1		 	†	1			-	-			+		+			-		+	1
Miami/Ft. Lauderdale & West Palm Beach		_		1	1			1	 	— 	-				+ +		1		+			+	1
Florida PBS (Miami/Ft. Ldale & WPB) Fall 2009	Miami/Ft. Lauderdale & West Palm Beach	0) ^	1	n) ^	0	n	0	n	n	2	0 1	0) 0	0	0	0	0 0	0 3	3 0
Miami/Ft. Lauderdale Television Campaign Fall 2009	Miami/Ft. Lauderdale & West Palm Beach	0	,	1 0	1 0	1 0	,	1	0	0	0	n	0	0	0 0	0	0	0	0	0	0 0	ň i	í
PalmBeachPost.com (Miami/Ft. Ldale & WPB) Fall 2009	Miami/Ft. Lauderdale & West Palm Beach	n	,	1	. 0	1 0	,) ^	0	0	0	n	0	0	0 0	0	0 0	-	0	0	0 0	ň 1	1 0
Sub Total for Miami/Ft. Lauderdale & West Palm Beach	THE LEAGUE GOVE OF THE DEAGN	1 0	1	1	0	Ö	1	1 1	0	0	- 0	0	0	2	0 1	0	0		0	ŏ	ň ň	ň	<u> </u>
Fall In-State Campaign		0	,	1	0	, ,	,	1	0	0	0	0	0	2	0 1	n) 0		0	0	0 0	0 5	<u> </u>
i an in-otate oampaign			'	Ή	- 0	1	'	' '	"	v	J	-		1	'	'	1	, u	"	-	<u> </u>	-	<u> </u>
Winter Northern Campaign		_	1	1	1	I	<u> </u>	1	+ +						+ +		1		+		+ + -	1	+
Winter Northern Campaign Chicago				1		 		1				-			+ +							+	
	Chicago	_	,	1 ^	1 ^	1	,	1 ^	17	0	10	0	0	0	0 0	0	1 0	_	0	0	0 0	0 /) 25
Chicago Television Campaign January - March 2011	Chicago	0		1 0	. 0	1 0		1 -	17	17	10	1	0	0	0 0	0	0	0	U O	0	0 0	0 23	35
Chicago Television Campaign Winter 2010 Sub Total for Chicago	Chicago	0	1	1 0		1 0	,) =	17	17	18	4	0	ŏ	0 0	0		0	0	ŏ	0 0	0 23	
Sub Total for Chicago		- U	1	<u> </u>		1 0	1	' 3	17	- 17	10	-+	U	~	- J	- '	1	٦	U	<u> </u>	<u> </u>	- 23	, 35
National National Weather Channel December 2010 - March 2011	National	_	-	1 ^			-	1 ^	15	0	22	0	49		0 0	0	1 -	_		0	0 0	0 -) 00
National Weather Channel December 2010 - March 2011 Sub Total for National	ivauUlidi	1 0	1	1 2		1 0	1	1 0	15	0	32	0	49 49	0	0 0	0	1 2	0	0	0	0 0	0 0	96
	1	1 0		, 0	. 0	. 0		, 0	15	U	321	U	49	U	U U	UI (, 0	. 01	. 0	UI	UI UI	U (<u>, y</u> 61

		October		November	December		January		ebruary	Mar		April	May	June		July	August S	September	Total
Publication		2009 2010	2009	2010 20	9 2010	2010	2011	2010	2011	2010 201	1 :	2010 2011	2010 2011	2010 2011	2010	2011 2010	2011 2010	2011	2009/2010 2010/2
New York New York Tolovision Campaign, January - March 2011	New York	0	0	0	0	1 (20	0	11	0	2	0 0	0	0 0	0	0 0	1 0		0 0
New York Television Campaign January - March 2011 New York Television Campaign Winter 2010	New York	0	0	0 0	0	0 13	3 (27	0	3	0	0 0	0	0 0	0	0 0	0 0	á	0 42
Weather.com & Weather Travel (New York) Winter 2010	New York	0	0	0 0	0	0 1	1 0	0 0	0	0	0	0 0	0	0 0	0	0 0	0 0	á i	0 1
Sub Total for New York		0	0	0 0	0	1 14	4 29	27	11	3	3	0 0	0	0 0	0	0 0	0 0	3 /	0 43
Philadelphia																			
Philadephia Television Campaign Winter 2010	Philadelphia	0	0	0 0	0	0 0	0 0	3	0	5	0	0 0	0	0 0	0	0 0 0	0 0	2) 8
Sub Total for Philadelphia		0	0	0 0	0	1 19	9 61) <u>3</u>	61		52	0 0	0	0 0	0	0 0	0 0	 '	0 8
Winter Northern Campaign			- 4	0	U	1 18	9 61	4/	61	9	52	0 0		0 0		0 0	U '	+	74
Spring/Summer In-State Campaign																		+	1
All Florida Markets																			
FCTA Florida Cable April - August 2011	All Florida Markets	0	0	0 0	0	0 (0 0	0 0	0	0	0	0 0	0	5 0	0	0 0 (0 0) (υ 0
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	1 5	1	2 1	1 1 () (0 12
Florida PBS (Florida) Spring/Summer 2010	All Florida Markets	0	0	0 0	0	0 0	0 0	0	1	0	0	5 0	3	1 0	0	0 1 2	2 0 2	<u>-</u>	0 12
Sub Total for All Florida Markets		0	0	0 0	0	0 0	0	0	1	0	0	8 0	4	7 5	1	2 2 3	3 1 2	4	0 24
Fort Myers/Naples Fort Myers/Naples PBS Spring/Summer 2010	Fort Myers/Naples	0	0	0	0	0 (1 0) 0	0		0	0 0	0	0 0	0	1 0 1	1 0		0 1
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	0 0	1	0 2	0	1 0	0 0	á	0 4
Weather.com (Fort Myers/Naples) Spring/Summer 2010	Fort Myers/Naples	0	0	0 0	0	0 0	0 0	0 0	0	Ö	0	0 0	Ö	0 0	0	1 0	1 0 0	o -	ó 1
Sub Total for Fort Myers/Naples		0	0	0 0	0	0 (0	0 0	0	0	0	0 0	1	0 2	0	3 0	1 0 (s /	0 6
Geo-Targeted In-State Online																			
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	0	3 0	2	0 1 (1 () () O
TripAdvisor.com (Geo-Targeted In-State) Spring/Summer 2010	Geo-Targeted In-State Online	0	0	0 1	0	0 (0 1	1 0	0	0	0	0 0	0	0 0	0	0 0 0	0 0	4 (0 0
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	U	0 0	0	0 1 0	0 0	4	0 0
Sub Total for Geo-Targeted In-State Online Miami/Ft Lauderdale & West Palm Reach		U	U	1	U	<u> </u>	υ 1	·	- 0	U	U	<u> </u>	U	3 0	2	v 2 (1 1	4	'
Miami/Ft. Lauderdale & West Palm Beach Miami/Ft. Lauderdale Television Campaign April - August 2011	Miami/Ft. Lauderdale & West Palm Beach	0	0	0 0	0	0 (0 0) 0	n	n	n	0 0	0	5 0	5	0 3	0 0	0	0 0
Miami/Ft. Lauderdale Television Campaign Spring/Summer 2010	Miami/Ft. Lauderdale & West Palm Beach	ő	ő	0 0	ő	0 (0 0	0 0	0	ő	0	5 0	4	0 6	0	1 0	2 0 0	ه ا	0 18
West Palm Beach Television Campaign April - August 2011	Miami/Ft. Lauderdale & West Palm Beach	0	0	0 0	0	0 0	0 0	0 0	1	Ö	1	0 0	0	0 0	0	0 0	0 0	J	٥ 0
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	0	0	3 0	0	0 1	0	0 1	1 0 (<u>)</u>	J 5
Sub Total for Miami/Ft. Lauderdale & West Palm Beach		0	0	0 0	0	0 (0	0	1	0	1	8 0	4	5 7	5	1 4 ;	3 0 0	<u> </u>	0 23
Online Geo-Targeted In-State	O.F. O. T. H. C.																		+ + +
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 0	1 0	J 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 2		0 0	4	0 2,097
Sub Total for Online Geo-Targeted In-State Orlando		- 0		0	U	0 0		, ,	U	-	U	0 0	374	0 1,455	0 2	08 0 1	0 '	4	0 2,098
Orlando Orlando Television Campaign April - August 2011	Orlando	0	0	0 0	0	0 () () 0	0	0	0	0 1	0	1 0	4	0 8 (1 1	0	0 0
Orlando Television Campaign Spring/Summer 2010	Orlando	0	0	0 0	0	0 0	0 0) 0	0	0	0	2 0	1	0 2	0	2 0	2 0	ó – – – – – – – – – – – – – – – – – – –	0 9
Sub Total for Orlando		0	0	0 0	0	0 (0	0 0	0	Ö	0	2 1	1	1 2	4	2 8	2 1 (o /	0 9
Other/Unknown TV Campaign																			
Other/Unknown	Other/Unknown TV Campaign	0	0	0 0	0	5 (0 29		51	0	23	21 9	14	13 18	15	21 10	8 6 (<u>)</u>	1 82
Sub Total for Other/Unknown TV Campaign		0	0	0 0	0	5 (0 29	9 0	51	0	23	21 9	14	13 18	15	21 10	8 6 (1 1	1 82
Tampa/St. Petersburg	T(Ct D-tb	0	-	0	0	0 (0					0 0		-		0 4			0 0
Tampa/St. Petersburg Television Campaign April - August 2011	Tampa/St. Petersburg	0	0	0 0	0	0 0) (0	0	0	0	7 0	0	5 0	1	0 1 0	0 4	4	0 17
Tampa/St. Petersburg Television Campaign Spring/Summer 2010 TBO.com/Yahoo.com Spring/Summer 2010	Tampa/St. Petersburg Tampa/St. Petersburg	0	0	0 0	0	0 0) () 0	0	0	0	0 0	0	0 0	0	0 0) 0	1	0 1
Sub Total for Tampa/St. Petersburg	Tamparot. 1 ctorsburg	ő	ő	0 0	Ö	0 0	0 0	o o	ő	ŏ	0	7 0	6	5 3	1	0 1	0 4 2	2	0 18
Spring/Summer In-State Campaign		0	0	0 1	0	5 (0 30) 0	53	0	24	46 10	404	34 1,492	28 2	97 27 1	7 13	5	1 2,260
Niche Markets																			
Niche Markets (Bridal/Honeymoon)																			
Bridal Guide Added Value RSL July/August 2010	Niche Markets (Bridal/Honeymoon)	0	86	0 32	0 1	10 (0 15		10	0	9	0 8	0	7 0	15 3	57 1 529			1 1,119
Bridal Guide Added Value RSL October/November 2010 Bridal Guide Added Value RSL September 2010	Niche Markets (Bridal/Honeymoon)	0	304 57	0 226	0 3	2 7	D 14	9 0	17	Ŭ	10	0 2	0	0 0	- /	0 1 0	0 3 8: 1 5 20:		2 83 1 343
Bridal Guide Added Value RSL September 2010 Bridal Guide January/February 2008	Niche Markets (Bridal/Honeymoon) Niche Markets (Bridal/Honeymoon)	13	0 4	5 0	14	0 3	3 6) 6	13	1	0	2 0	1	0 0	0	0 0 14	0 0 0	al l	0 85
Bridal Guide January/February 2009	Niche Markets (Bridal/Honeymoon)	2	ől	0 0	0	0 0	0 0	0 0	n	Ö	0	0 0	Ö	0 0	ő	0 0	ol öl ö	ه ا	0 2
Bridal Guide January/February 2010	Niche Markets (Bridal/Honeymoon)	0	16	0 14	222	7 301	1 4	1 779	6	649	4	311 1	83	0 58	0	31 0 2	1 0 19	9 /	0 2,474
Bridal Guide January/February 2011	Niche Markets (Bridal/Honeymoon)	0	0	0 74		01 (170	0 0	115	0	150	0 234	0	195 0	335	0 302 (0 89 (J 5'	8 0 1
Bridal Guide July/August 2011	Niche Markets (Bridal/Honeymoon)	0	0	0 0	0	0 (0 0	0	0	0	0	0 0	0	0 0	0	0 55 (582	0 292	
Bridal Guide March 2011	Niche Markets (Bridal/Honeymoon)	0	0	0 0	0	U C	0 40	1 0	465	0	477	0 119	0	75 0	47	0 18 (21 (0 12	2 0 1
Bridal Guide May/June 2009	Niche Markets (Bridal/Honeymoon)	9	5	0 6	0	0 6	0	2 2	0	2	0	305 3	237		1	0 0	1 0 1		0 43
Bridal Guide May/June 2010 Brides Florida April - September 2011	Niche Markets (Bridal/Honeymoon) Niche Markets (Bridal/Honeymoon)	0	0	0 0	0	0 (n 2	0 0	3	n	364	0 69	0	10 457 53 0	104	0 56 0	1 8 4	át 1	0 1,122
Brides Florida April - September 2011 Brides Florida March - September 2009	Niche Markets (Bridal/Honeymoon)	58	0 40	3 0	20	0 25	5 .	135	0	54	0	4 0	3	0 1	0	0 0		o l '	0 703
Destination Weddings & Honeymoons January/February 2011	Niche Markets (Bridal/Honeymoon)	0	0	o ŏ	0	2 (0 4		10	0	4	0 2	0	1 0	ő	0 0	ol ől	J	0 0
Destination Weddings & Honeymoons October - December 2009	Niche Markets (Bridal/Honeymoon)	8	0 2	2 0	11	0 0	0 0	0 0	0	0	0	0 0	0	0 0	0	0 0	0 0	ا ر	0 41
Wedding Guide #38	Niche Markets (Bridal/Honeymoon)	0	0	0 0	0	0 0	0 1	1 0	0	0	0	0 0	0	0 0	0	0 0	0 0) (0 0
Sub Total for Niche Markets (Bridal/Honeymoon)		90	468 47	4 380	275 26	335	5 258	922	639	706	1,024	625 439	331	344 518	514 4	72 433 71 ⁻	1 709 550	6 385	5 6,015 5
Niche Markets (ECO)	Nieka Madata (ECO)			1			-		_			0 -					1	+	+ +
Audubon (Eco-Tourism Guide) May/June 2009	Niche Markets (ECO)	1	0	0 0	0	0 0	DI C	0	0	0	0	0 0	0	0 0	0	0 0	0 0	#	1 1
Audubon (Great Florida Birding Trail) November/December 2008 Audubon (Great Florida Birding Trail) November/December 2009	Niche Markets (ECO) Niche Markets (ECO)	1	0 21	0 0	110	0 36	6 7) 36	0	22	0	11 0	9	0 0	0	0 0		á l '	0 435
Addubor (Great Florida Birding Trail) November/December 2010	Niche Markets (ECO)	0		0 117		73 (0 29	9 0	23	0	14	0 6	ő	1 0	ő	0 0		هٔ ا	0 0
Audubon (Natural Wonders of Florida) March/April 2010	Niche Markets (ECO)	0		0 34	-	22 (0 11		12		11	61 2	223	0 76	0	81 0 7	7 0 18	à l	0 899
Audubon (Natural Wonders of Florida) March/April 2011	Niche Markets (ECO)	0	0	0 0	0	0 0	0 0	0	0	0	133		0	213 0	104	0 230	0 80 (0 173	
Audubon Added Value RSL January/February 2011	Niche Markets (ECO)	0	0	0 0	0	0 (147		110		40	0 23	0	8 0	9	0 1 (0 0) (0 0
National Geographic Traveler January/February 2010	Niche Markets (ECO)	0	0	0 0	446	0 342				100	0	2 0	1	0 0	0	0 0	1 0 () (0 1,219
National Geographic Traveler January/February 2011	Niche Markets (ECO)	0	0	0 0	0 23	31 (148	3 0	149	0	94	0 0	0	0 0	0	0 0 (0 0	1	0 0
Undiscovered Florida VF Insert (NGT) May - September 2010	Niche Markets (ECO)	0	0	0 0	0	0 0	0	0	0	0	0	15 0	1,031	0 333	0 1		1 0 (4	0 1,529
Undiscovered Florida VF Insert (NGT) May - September 2011	Niche Markets (ECO)	0	U 50 04	0 151	U SEE	U (0 005	0	0	405	202	0 405	1 264	677 0	287	0 118 (30 (<u></u>	0 0 1
		3	58 21	0 151	556 32	26 378	335	275	294	405	292	89 165	1,264	899 409	400 2	00 349 109	9 110 180	6 173	3 4,084 3
Sub Total for Niche Markets (ECO)																			
Niche Markets (Culture/Heritage)	Niche Markets (Culture/Heritage)	0	0	0 0	0	0 () () 0	0	n	0	0 0	0	0 4934	0	0 0	0 0	1	1 4 934
Niche Markets (Culture/Heritage) Visit Florida Reflections April 19 2010	Niche Markets (Culture/Heritage)	0	0	0 0	0	0 0	0 0	0 0	0	0	0	0 0	U	0 4,934 0 4.934	0	0 0 0	0 0) (0 4,934 0 4,934
Niche Markets (Culture/Heritage)	Niche Markets (Culture/Heritage)	U	0	0 0	0	0 0	0 0	0 0	0	0	0 0	0 0	U	0 4,934 0 4,934	0	0 0 0	0 0 0	0	0 4,934 0 4,934

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Publication			October 2010	2009	ovember 2010	2009	ecember 2010	2010	January 2011 20	1010		March 2010	April 2011 2010	May 2011	June 2010 2011	2010	July 2011	August 2010 2011	Septem 2010 2011		Tota 09/2010 2	
Play Florida Golf 2009	Niche Markets (Golf)	0	0	245		0	2010	0 0	0	150	0 0	0 (0 0	0	0 0	0	0	0 0	0 0	0	395	0
Play Florida Golf 2010	Niche Markets (Golf)	0	631	0	0	0	354	4 0	98	0	386 0	0 4,24	1 0 3	350	5,175 947	0 3	75	0 296	0 0	0	6,209	6,644
Play Florida Golf 2011	Niche Markets (Golf)	0	0	0	0	0	(0 0	0	0	0 0	0 (0	0 0	0	0	0 0	553 0	0	0	665
Sub Total for Niche Markets (Golf)		0	631	245	0	0	364	4 0	98	150	386 0	0 4,24	1 112 3	350	5,175 947	0 3	75	0 296	553 0	0	6,604	7,319
Niche Markets (Senior)	N: 1 M 1 4 (0 :)	005				000							4			_					000	
AAA Going Places South May/June 2009 AAA Going Places South May/June 2010	Niche Markets (Senior) Niche Markets (Senior)	285		9	0	328		0 10	0	0	0 0	0 3	2 4 1	26	0 64	0 2	24	1 0	0 0	0	633 246	- 0
AAA Going Places South May/June 2011	Niche Markets (Senior)	0		0	0	0		0 0) 1	0	3 0	0 3	0 8	0	294 0	118		59 0	42 0	70	0	695
AARP - Southeast Region March/April 2010	Niche Markets (Senior)	ő	0	Ö	0	0		0 0	0 0	1	0 3,114	0 1,089	9 0 2	74	0 89	0	0	0 0	0 0	0	4,567	000
AARP - Southeast Region March/April 2011	Niche Markets (Senior)	0	0	0	0	0	(0 0	0	0	2 0	3,527	0 1,551	0	322 0	37	0	0 0	0 0	0	0	5,439
Sub Total for Niche Markets (Senior)		285	2	9	0	328		0 10	1	1	5 3,114	3,527 1,122	2 1,563 4	100	616 153	155	24 16	0 0	42 0	70	5,446	6,141
Travel Agent Directories																						
FL Official Travel Industry Guide January - September 2010	Travel Agent Directories	0	0	0	0	0	-	0 0	0	0	0 1	0 '	1 0	0	0 0	0	0	0 0	0 0	0	2	0
Sub Total for Travel Agent Directories		270	4.450	0	524	0		0 700	0 0	4 240	0 1	0	1 0	0	7 024 0 004	0 4.0	74 04	0 0	0 0	0	27.005	0 000
Niche Markets		378	1,159	938	531	1,159	95.	723	092	1,348	1,324 4,226	4,843 6,078	8 2,279 2,3	145	7,034 6,961	1,069 1,0	71 94	12 1,116	,414 742	628	27,085	22,868
Group Markets																						
Group Business (Association)																						
ASAE E-Newsletters (Meetings & Expositions) May 2010	Group Business (Association)	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
FSAE Association January/February 2011	Group Business (Association)	0	0	0	0	0	-	0 0	0	0	0 0	1 (0 0	0	0 0	0	0	0 0	0 0	0	0	1
Sub Total for Group Business (Association)		0	0	0	0	0	- (0 0	0	0	0 0	1 (0 0	0	0 1	0	0	0 0	0 0	0	1	1
Group Markets		0	0	0	0	0		0 0	0	0	0 0	1 (0 0	0	0 1	0	0	0 0	0 0	0	1	1
International Markets	+	-	 	<u> </u>	 			+	+ +				+ +	-				+ + -				$\overline{}$
International Markets United Kingdom			 	!	 			+	+ +	-		 	+ +	-	- 		+	+ + -				
Travel Trade Gazette February 2011	United Kingdom	0	n	0	n	n		0 0	0	0	0 0	0 0	0 0	0	1 0	0	0	0 0	0 0	0	0	1
UK Go America Digital RS Spring 2010	United Kingdom	0	0	0	0	0		0 0	0	0	0 0	0 0	o o	Ö	o o	0	0	0 11	0 0	0	11	0
UK Go America eCampaign Fall 2009	United Kingdom	Ö	0	Ö	0	0		0 2,669	0	0	0 0	0 0	0 0	0	0 0	0	0	0 0	0 0	0	2,669	0
UK Go America Fall 2009	United Kingdom	0	U	0	-	16		0 0	0	1		0 (0 0	0	0 0	0	0	0 0	0 0	0	17	0
UK Go America ReasonsToGo.com Fall 2009	United Kingdom	0	U	0	U	0	- (0 0	0	26	0 0	0 (0 0	0	0 0	0	0	0 0	0 0	0	26	0
UK Go America Spring 2010	United Kingdom	0	0	0	U	0	(0 0	0	0	0 0	0 (0 0	0	0 0	0 3,0	19	0 0	0 0	0	3,019	0
UK Go America Travel Agent eCampaign Fall 2009	United Kingdom	0	0	0	U	0	- (0 105	5 0	0	0 0	0 (0 0	0	0 0	0	0	0 0	0 0	0	105	0
UK Go America Travel Agent eCampaign Spring 2010	United Kingdom	0	U	0		0		0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 141	0 0	0	141	0
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	United Kingdom	0	U	0	U	0		0 0	0	4,964	0 0	0 (0 0	0	0 0	0	0	0 0	0 0	0	4,964	0
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Spg 2010	United Kingdom	0	0	0	U	21		0 0	0	0	0 0	0 0	0 0	0	0 0	0	0	0 3,425	0 0	0	3,425	0
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	United Kingdom	0	U	0	U	37		0 2774	0	4 006	0 0	0 0	0 0	0	1 0	0	10	0 3 577	0 0	0		- 0
Sub Total for United Kingdom North America (Canada)		- 0	- 0	-	U	31		0 2,774	•	4,996	0 0	'	0	<u> </u>	1 0	0 3,0	19	0 3,577	0 0		14,403	
North America (Canada) Canadian Television (Weather Channel)	North America (Canada)	0	0	0	0	0		0 2		0	0 0	0 (0	0	0 0	0	0	0 0	0 0	0	2	0
Sub Total for North America (Canada)	Testa varionea (editada)	ő	Ö	ŏ	Ö	ŏ		0 2	2 0	Ö	0 0	0 0	0 0	Ö	0 0	Ö	0	0 0	0 0	Ö	2	0
Germany																			1			
Florida Sun Magazine	Germany	13	0	13	0	0	(0 11	1 0	19	0 15	0 (0 0	0	0 0	0	0	0 0	0 0	0	71	0
Florida Sun Magazine April - June 2010	Germany	0	0	0	0	0		0 0	0	0	0 0	0 18	8 0	0	0 13	0	0	0 0	0 0	0	31	0
FVW February 2011	Germany	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
Sub Total for Germany		13	0	13	0	0		0 11	1	19	0 15	0 18	8 0	0	0 13	0	0	0 0	0 0	0	102	1
International Markets - Additional Market Penetration		_				_				_				_		_	_					
USA Travel Guide January - September 2010	International Markets - Additional Market Penetration	0	0	0	1	0		0 0) 1	0	0 0	0 0	0 0	2	0 0	0	0	0 0	0 0	0	2	2
Sub Total for International Markets - Additional Market Penetration		13	0	13		37		0 2797	7 2	-	0 0	0 0	0 0	2	1 13		10	0 2 577	0 0	0	14 500	
International Markets		13	- 0	13		31	· '	0 2,787	-	5,015	0 13	0 10	0	-	1 13	0 3,0	19	0 3,577	0 0	- 0	14,509	
Miscellaneous																						
Other/Unknown	Consumer Magazines	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
Other/Unknown	Consumer Newspaper	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
Other/Unknown	North America (Canada)	0		0		0		0 0	0	0	0 0	0 (0 0	0	1 0	0	0	0 0	0 0	0	0	1
Friend/Relative	Friend/Relative	8		4		3		9 7	7 11	8	16 2	13 9	9 7	7	8 4	7	6	8 5	8 7	5	69	101
CVB Office	Naples, Marco Island, Everglades CVB	1		2		4		0 4	1 1	3	0 3	0 '	1 0	0	1 0	0	1	1 1	0 1	1	21	23
Other/Unknown	Other/Unknown	7		18	14	7	10	0 23	3 27	27	16 10	18 20	0 11	10	20 9	17	18 1	15 10	10 5	17	164	186
Boston Globe Travel Show March 2011	Travel Agent	2		0	0	0	-	υ <u>ι 0</u>	7 10	7	0 0	0 0	0 558	0	1 2	0	1	1 0	0 0	0	38	558
Travel Agent Miscellaneous	Travel Agent	18				14	21	0 41		45		-		20	31 16		26 2	25 16	19 16	26	292	899
		.0	30	1 -0	24	. -			73	70	3, 19	J- J-	- 575		- 10						-72	- 555
Meeting Planners																						
Meeting Planners																						
GAP	Meeting Planners	0	0	0	0	0	-	0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 0	1 0	0	0	1
Sub Total for Meeting Planners		0	0	0	0	0		0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 0	1 0	0	0	1
Meeting Planners		0	0	0	0	0		0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 0	1 0	0	0	1
Table 1 to 1 t						0					0.000				0.040 45.5=			5 405	1 2 2 2	0.755	00.0	
Total Visitors Guide Requests:		1,116	1,603	2,268	5,414	2,095	1,40	6 5,250	1,576	7,577	2,800 6,093	8,432 7,087	7 4,060 3,7	18	9,240 15,073 4	1,001 5,92	25 7,85	53 5,433	2,267 1,212	2,706	62,900	51,358
Arts Culture & Heritage Guide			 	t	 			1	+ +	-				1			_	+ + + -	- - -		+	-
Leisure Markets			1		1			1	 									1 1				
Consumer Magazines																						
Other/Unknown	Consumer Magazines	0	0	0	0	0	(0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 1	0 0	0	1	- 0
Sub Total for Consumer Magazines		0	0	0	0	0		0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 1	0 0	0	1	0
Consumer E-Marketing							1	1					1									
ParadiseCoast.com	Consumer E-Marketing	0	Ü	0	0	0	-	0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 0	1 0	0	0	1
Sub Total for Consumer E-Marketing		0		0	0	0	-	0 0	0	0	0 0	0 (0 0	0	0 0	0	0	0 0	1 0	0	0	1
Leisure Markets		0	- 0	0	- 0	0	 	<u> </u>	0	0	0 0	0 (0 0	0	0 0	0	V .	U 1	1 0	0	1	1
Miscollanoous		-	+	1	+	-	1	+	+ +								+	+ + -				$\overline{}$
Miscellaneous CVB Office	Naples, Marco Island, Everglades CVB	_	_		_	_		n _ n	1	0	0 0			0	0 0	0	1			0	- 1	
Other/Unknown	Other/Unknown	0	0	0	0	0	1	0 0) 1	0	0 0	0 0		0	0 0	0	o l	0 0	0 0	0	0	1
Miscellaneous	Sale, Silkiowii	0		i 0	0	n		Ď n	1	0	0 0	0 0	o o	ŏ	0 0	0	ĭ	0 0	0 0	n	1	
		T .	<u> </u>	Τ,	,		1	1 0	+ +			j ,	1 1	Ť	<u> </u>	_	1	- - 	<u> </u>			—
Total Arts Culture & Heritage Guide Requests:		0	0	0	0	0		0 0	1	0	0 0	0 (0 0	0	0 0	0	1	0 1	1 0	0	2	2
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September 1 19 19 19 19 19 19 19 19 19 19 19 19 1			Octobe	er Noven	nher	December	January	February	Ma	rch	April		May	June		July	Δ	luquet	Senter	her	Total
September 1	blication							2010 2011	2010 20	111 2	2010 2011	2010	2011	2010 2011	2010	2011	2010	2011	2010 2011		9/2010 2010/2011
Series of the se																					
Selection (1988)																					
Semination of the seminate of		Film Commission	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 '
Part		T IIII COMMISSION	0	0 0	Ö	ő	0 0	1 0	0 0	Ö	0	0 0	Ö	Ö	Ö	0	0 0	0	ő	Ö	0 1
Part																					
Seminolity of the control of the con	nsumer Shows	Deat Cham Fallenn Lla			0	0	0 0	0 0		0	600	0 0	0		0		0 0	0			600
Property column Property c		Post Snow Follow Up		0 0	0	0	0 0	0	0 0			0 0	0	0	0	0	0 0	0	0	0	
See Note 1	isumer onows			<u> </u>				* *	<u> </u>		020	-				1		•			
Section 1.	ilings to Partners		0	0 0	0	0	0 1	0 0	0 0	0	0	0 0	0	0	0	0	2 1	0	0	0	2 2
See	esting Planners															-					
Series Se		Market Group Fulfillment	89	3 0	0	0	0 3	0 0	1 2	0	2	0 3	0	0	0	2	1 0	2	0	1	101 8
Series Series Series (1964) Series Series Se				16 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	0	0	0 16
Section (Section Control Contr	stination Showcase Chicago June 2011	Meeting Planners		- V	0	0	0 0	-	0 0	0	0	0 0	0	0	5	0	0 0	0	0	0	0 Ę
Section Sect		Meeting Planners		- V	0	0	0 0	-	0 0	0	38	0 0	0	0	0	0	0 0	0	0	0	38 0
Mathematic Mat	w .	Meeting Planners Meeting Planners		0 0	0	0	0 0	0 0	0 0	0	0	0 0	2	0	0	0	0 96	0	0	- 0	96 (
Seem Provide Service		Meeting Planners		0 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	129	0	129 (
Series March	eeting Planner Kit Fulfillment	Meeting Planners		10 3	8	1	5 3	0 7	8 19	4	3	1 7	4	8	4	11	7 9	6		3	130 60
Charles Char		Meeting Planners		1 0	1	1	0 2	0 0	0 0	1	0	0 1	0	0	0	0	0 2	2	0	1	6 F
Control Cont				0 0	0	0	0 0	-	0 0	0	0	0 0	0	0	0	0	0 0	0		0	39 0
Marche Property 100		Meeting Planners Meeting Planners		- V	0	0 2	0 0	-	0 0	0	235	0 0	0	1	0	0	0 0	0	0	0	230 30
## 15 Sept Property of the control o		Meeting Planners		- V	0	0	0 0	-	0 0	0	0	0 0	0	Ö	0	ŏ	0 126	0	0	0	126 (
September September 1		Post Show Follow Up	0	0 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	284	0	
Part August Configuration	10 Destination Showcase	Post Show Followup		0 0		0	0 0		0 0	0	28	0 0	0	0	0	0	0 0	0	0	0	28 0
Secretary Secret		Post Show Followup		- V	0	0	0 0			0	0	0 0	0	0	0	0	0 0	0	0	0	
Secretary Secr				0 0	0	0	0 0	-	0 40	0	0	0 0	0	0	0 4	47	0 0	0	0	0	.0
Destroate Membrane De Primer (1988) - 1				0 0	0	0	0 0	-	0 0	0	0	0 0	0	0		0	0 0	0	0	0	0 423
Field Employment System Part Date Actions Part Date Actions Part Date Action Part	stination Showcase Washington DC 2011	Post Show Followup	0	0 0	0	0	0 0	0 0	0 0	0	0	36 0	0	0		0	0 0	0	0	0	0 36
Search May 2011 - March Search Searc	AE Executives 2010	Post Show Followup		0 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 152	0	0	0	152 (
Chapter Chap				, , , , , , , , , , , , , , , , , , ,	0	0	0 0	0 0	0 0	0	0	0 0		0	0	0	0 0	0	0	0	0 186
Figure (2000000000000000000000000000000000000		Post Show Followup				0	0 0			0	0	0 0	38	0	0	0	0 0	0	0	- 0	47 (
Person Expendence Applications (Sept. 1988) Personal Content of Management (Sept. 1988) Personal Content of Ma		Post Show Followup		- V	0	0	0 0	0 0		0	0	0 0	0	0	0	0	0 0	0	ő	0	.,
The Name of Part States of Control of the Control o			0	0 0	0	0	0 0	0 0	0 0	0	0 1	114 0	0	0	0	0	0 0	0	0	0	0 114
Society Memory (America) Provide Marketing (America) Provide Search (Am	w Wow 2010	Post Show Followup			•	0	0 0	-	0 0	0	0	0 0	0	9	0	0	0 0	0	0	0	9 (
Supposed Leftware University Number-Anthrophesis (200) Charles Supposed Leftware		Post Show Followup		0 185	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	0	0	237 0
Part	cossful Meetings University (Attendees) 2010			0 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0		0	0	- 0	23 (
Fig.	V Florida Bridal Show 2011			- V	0	0	0 0	0 0	0 0	0	0 1	167 0	0	0	0	0	0 0	0	0	0	0 167
TAGE Perf Indexes		Post Show Followup	0	0 0	0	0	0 0	0 0	0 0	0	53	0 0	0	0	0	0	0 0	0	0	0	53 (
Desirents Chicago June 2011 Person Proceded Person Place (Filed of June 2011 Person Place (Filed of June 2011) Person Place (Filed of Jule 201		Post Show Followup		0 0	0	0	0 0	0 0	0 0	0	0	29 0	0	0	0	0	0 0	0	0	0	0 29
Meeting Planners Meeting Planners Promotions Planners Pl				- V	0	0	0 0	<u> </u>	0 0	0	0	0 0	0		0	0	0 0	0	0	0	295 0
Personal Promotions		Pre-Snow Post Card			9	2 .	32 8			5	359 3					60	9 434	10		- 5	2,807 1,217
POR 2011 Promotions Pr	Anig Fiamore						~	•	- 200				020	- 0.0			- 101				2,001
PRODUCTION PROMOTIONS																					
Page 2011 Parameters 0 0 0 0 0 0 0 0 0		Promotions		0 0	0	0	0 0		0 0		0	2 0	1	0	4	0	1 0	2	0	1	0 32
Summer VM 2009 Primordors 0 0 2 0 0 0 0 0 0 0	ن 2011 الا 2014	Promotions			0	0	0 0		0 0	0	0	1 0	4	0	0	0	1 0	0	0	- 0	0 /
Summer Wighting Promotions 0 1 0 12 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	0	2 (
Promotions 0 1 2 12 0 0 0 6 0 3 0 25 90 0 4 10 1 5 2 3 5 4 11 1 115 SMEEF Group Leaders 0 0 1 0 0 0 0 0 0 0			-	1 0	12	0	0 0	0 0	0 0	0	90	0 4	0	1	0	2	0 5	0	11	0	113 18
SMERF Group Leaders SMERF Group Leaders O O I O O O O O O O			0	1 2	12	0	0 0	6 0	3 0	25	90	9 4	10	1	5	2	3 5	4	11	1	115 79
SMERF Group Leaders 0 0 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0																_					-
SMERF Group Leaders	ERF Group Leaders	SMERE Group Leaders		0 1	0	0	0 0	0 0	0 0	0	0	0 0	_	0	0	0	0 0	0	0		1 /
Tour Operators Tour Operators	ERF Group Leaders	GWILINI GIOUP LEAUEIS		0 1	0	0	ŏ ŏ	ŏ ŏ	o o	0	ŏ	0 n	n	ő	Ö	ŏ	0 0	n	0	0	1 7
Huddle 2010										,					-		-				
Other/Unknown Tour Operators 1 1 1 0 0 1 1 0 0 0 1 0 0 0 1 0 0 0 0	ur Operators																				
South America 2011		Tour Operators	0	0 0	0	0	0 0	0 21	0 0	0	0	0 0	0	0	0	0	0 0	0	0	0	21 0
Tavel Agents		Tour Operators	0		0	0	0 0	0 0	0 0	0	0	0 0	0	0	223	0	0 0	1 0	0	- 1	0 223
Tavel Agents		- I an operatore		1 0	Ö	1	0 0		o o	0	1	0 0	Ŏ	2	223	1	1 0	1	ŏ	1	
Boston Sales Calls 2010													Ĭ					·			
Just Number																					
Luxuv Travel Agents Travel Agents Travel Agents O O O 125 O O O O O O O O O		Travel Agents	0	16 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	0	0	0 16
MLT 2009 Travel Agents 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	SILLE AILWAYS 2010		0	0 0	0	125	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	0	0	125
MLT 2010			0	0 0	0	0	0 0	0 55	0 0	0	0	0 0	0	ő	Ö	ŏ	0 0	0	0	0	55 (
Other/Unknown	T 2010	Travel Agents	0	0 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	125	0	
Virtuoso Membership 2010 Travel Agents 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	her/Unknown	Travel Agents	3	6 0	3	0	0 6	0 0	0 0	1	1	0 2	7	0	1	0	2 1	0	2	0	15 20
Virtuoso Top Travel Agents 2010 Travel Agents 2011 Travel Agents 2	Insula Travel Attendance 2010			0 0	75	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0	0 0	0	0	0	0 75
Travel Agents				0 0	0	0	0 0	0 0	0 0	0	0	0 0	0	0	0	0		0	92	0	
Total Special Fulfillment Requests: 200 54 191 99 128 32 15 10 196 12 260 31 1,072 357 18 340 316 663 463 17 972 15 686 7 4,517		Travel Agento		22 0		125	0 6		0 0	1	2	0 2		•	1	ŏ		0		0	
Grand Total: 1,316 1,657 2,459 5,513 2,223 1,438 5,265 1,587 7,773 2,812 6,353 8,463 8,159 4417 3,796 9,580 15,389 4,664 6,389 7,870 6,406 2,283 1,898 2,713 67,419										· ·			·								
October November December January February March April May June Jule August September 2010 Year to Date 2011 Year to Date 2	al Special Fulfillment Requests:		200	54 191	99	128	32 15 1	10 196	12 260	31	1,072 3	357 18	340	316	663 4	63	17 972	15	686	7	4,517 1,637
October November December January February March April Vear to Date 2011 Vear to Dat	and Tatali		1 216	1 657 2 450	E E40	2 222 4 4	20 5 265 4 56	97 7779 ^	942 6 252	0.460	9.150	147 2 700	0.500	15 200	4 664 C 2	90 7	270 6 400	2 202	1 000	2.742	27 440 E2 00'
2010 Year to Date 2010 Year to Date 2010 Year to Date 2010 Year to Date 2011 Year to	inu rotai.		1,316	1,007 2,459	5,513	2,223 1,43	00 0,∠00 1,58	01 1,113 2	,012 0,353	6,463	0,109 44	+1/ 3,/96	9,580	13,389	4,004 6,3	7,	0,406	2,283	1,096	2,713 6	52,997
2010 Year to Date 2010 Year to Date 2010 Year to Date 2010 Year to Date 2011 Year to			Octobe	er Noven	mber	December	January	February	Ma	rch	April		May	June		July	A	lugust	Septem	ber	
Internet Text Chat 23 23 26 49 16 65 34 99 27 126 37 163 15 178 18 196 16 212 20 232 19 251 18 269	<u></u>		2010 Year	to Date 2010 Yea	ar to Date	2010 Year to Da	te 2011 Year to Da	te 2011 Year to I	Date 2011 Ye	ear to Date	2011 Year to Da	ate 2011	Year to Date	2011 Year to	Date 201	1 Year to D	ate 2011	Year to Date	2011 Yea	r to Date	
	ernet Text Chat		23	23 26	49	16 65	34 99	27 126	37	163	15 178	18	196	16 212	2 20	232	19	251	18	269	

	Octol	ber Nove	mber December	er January	February	March	h April	May	June		July August	September	Total
Publication	2009 201				2010 2011	2010 2011		2010 2011	2010 2011	2010		2010 2011	2009/2010 2010/201
Paradise Coast Website Leads													
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 5
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 73 1
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 5 1
www.myparadisesavings.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
shootinparadise.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
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	0 116
myparadisesavings.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
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
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
ParadiseCoast.com 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
paradisecoastuk.milesmediagroup.com	0	0 0	0 0	0 0	0 0	0 1	0 4	0 0	0 0	0 0	0 5	0 0	0 0
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
www.paradiseadvnews.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
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 1
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 1
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 1
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 1
www.paradisecoastrv.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 1
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 42
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 24
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 6
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
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 27
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
fv.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 39
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
gg.paradisecoast.com	4	0 0	12 3	0 2	0 1	0 1	0 12	0 3	0 1	0 6	0 1	0 1	0 16 3
go.paradisecoast.com	0	0 0	0 0	0 135	0 0	0 48	0 0	0 93	0 64	0 0	0 0	0 0	0 179 204
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	0 179 204
golf.paradiseCoast.com	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 1	0 0	0 3	0 0	0 0
gtl.paradisecoast.com	0	0 0	0 0	0 0	0 0	0 0	0 3	0 2	0 2	0 29	0 3	0 0	0 0 4
jp.paradisecoast.com is.paradisecoast.com	6	25 0	77 0	0 0	0 0	0 0	0 0	0 0	0 0	0 42	0 14	0 53	0 102 11
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 16
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 17	0 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	0 402 333
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
mpp.paradisecoast.com	Ö	0 0	7 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 1	0 7
newsletter.pardisecoast.com	Ö	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
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	0 621 306
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
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 3 5
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	0 288 151
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 91
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 3
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
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
sun.paradisecoast.com	6	31 49	127 2	0 1	0 0	0 100	0 1	0 400	0 3	0 66	0 81	0 22	0 158 23
ta.paradisecoast.com	504	93 438	177 500 6 1	0 350	0 55	0 190	0 121	0 169	0 146	0 86	0 54	0 87	0 270 270
uf.paradisecoast.com		115 395		0 200	0 1	0 156	0 0	0 160	0 105	0 100	0 0	0 70	0 220 200
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	0 230 265
www.paradisecoast.com 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
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 3
www.PARADISECOAST.COM	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 7	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 7
www.paradisecoast.com.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 72
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 1
www.shootinparadise.com	0	78 0	0 0	0 0	0 28	ő ől	0 0	0 0	0 0	0 0	ŏ ŏ	0 0	0 78 2
Paradise Coast Website Leads	2,528	1,674 2,246	1,526 2,116	0 2,020	0 1,147	0 1,139	0 1,171	0 1,139	0 1,043	0 1,827	0 1,167	0 1,383	0 19,299 3,20
	2,520	.,	.,	-,-,	-,	.,	-,,,,,	-,	-,,,,,,,	,027	- ','	-,,	,200 0,20
Total Views	531265	495578 517722	483340 501845	0 553766	0 499616	0 482597	0 504826	0 627377	0 529906	0 637180	0 406040	0 356150	0 978918 614829
Unique Monthly Visitors	111735	95282 108426	106267 108127	0 128871	0 129458	0 122447	0 131167	0 141832	0 136712	0 118713	0 105880	0 77701	0 201549 142106