Naples Marco Island Everglades CVB Task Report Created - Between 7/1/2013 - 8/31/2013

Task Assig		Toole Turne	Ototuo	Due Dete	Olasad Data	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
//3/2013	Naples Transportation, Tours and Event Planning	Site with client	Closed	7/3/2013	7/3/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/2/2013	NGALA	Sales Event	Closed	8/8/2013	9/6/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/17/2013	Paradise Advertising & Marketing	Ad Agency communication	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/19/2013	Paradise Advertising & Marketing	Proof /review/edit copy	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/23/2013	Paradise Advertising & Marketing	Proofing Marketing materials	Closed	7/23/2013	7/23/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/26/2013	Sourcing Solutions	Assist Meeting planner -sales kit email photos or video	Closed	7/26/2013	7/26/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/17/2013	Successful Meetings	Attend Meeting / Show / Conference	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
8/29/2013	The Global Group Inc.	RFP sent to partner	Closed	8/29/2013	8/29/2013	Debi DeBenedetto
3/29/2013	The Global Group Inc.	RFP sent to partner	Closed	8/29/2013	9/6/2013	Debi DeBenedetto
7/15/2013	The Ritz-Carlton Golf Resort, Naples	Rfp enhancement granted	Open	11/15/2014		
	From: DeBenedettoDebi					
7/15/2013	Waldorf Astoria Naples	Rfp enhancement granted	Open	11/12/2014		
	From: DeBenedettoDebi					
7/30/2013	American Express Meetings & Events	Assist Meeting planner -sales kit email photos or video	Closed	7/31/2013	8/28/2013	Debi DeBenedetto
	She wants 10 beach baos. oators. towe	els. flash drives and VG by Frida	av. For board prese	entation.		
7/30/2013	Artis-Naples	Communicate-Other CVB	Closed	7/30/2013	7/30/2013	Debi DeBenedetto
Task is ass	signed to multiple people					Printed: 9/6/20
	2004 2012 iDSS All Bights Becorved					1 111100. 5/0/20

Task Assig Create Date	ned User: Debi DeBenedetto Account Name Contact Name	Task Type	Status	Due Date	September 23, Detailed Staff R ClôsetGDate	
	From: Kristen Carlson					
7/3/2013	Automotive Parts Associates Caprice Caster	Site itinerary planning	Closed	8/8/2013	9/6/2013	Debi DeBenedetto
7/17/2013	Bayfront Inn 5th Ave	Web Data Engine - Listing update	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/25/2013	Bayfront Inn 5th Ave	Web Data Engine - Listing update	Closed	7/25/2013	7/25/2013	Debi DeBenedetto
	From: Jovce Bennett					
7/29/2013	Classic Transportation	Communicate-Other CVB	Closed	7/29/2013	7/29/2013	Debi DeBenedetto
	From: DeBenedettoDebi		•	0.0000.00		
8/19/2013	Debi's Activity Tracking Account Debi DeBenedetto	Advisory Meeting	Open	9/6/2013		
	3 hour meeting with Phase V on proceed		2	0/05/0010		
3/29/2013	Debi's Activity Tracking Account	CVB event	Open	9/25/2013		
	worked on Fam and invites and comm	inication 2 davs will be nov. 1-4	4 15-20 planner:	s here all aualifv v	vith Rfp	
3/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	RFP follow up	Closed	6/7/2013	6/26/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/15/2013	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	7/15/2013	7/15/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/17/2013	Debi's Activity Tracking Account	RFP sent to partner	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/22/2013	Debi's Activity Tracking Account	Rfp enhancement - PO	Closed	7/22/2013	7/22/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/22/2013	Debi's Activity Tracking Account	Assisted Mtg Planner	Closed	7/22/2013	7/22/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/29/2013	Debi's Activity Tracking Account	Proof /review/edit copy	Closed	7/29/2013	7/29/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
//17/2013	Debi's Activity Tracking Account	Event Sales Task	Closed	7/26/2013	7/29/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/29/2013	Debi's Activity Tracking Account	Event Sales Task	Closed	7/29/2013	7/30/2013	Debi DeBenedetto
3/26/2013	From: DeBenedettoDebi	Assisted Mtg Planner	Closed	8/26/2013	8/26/2013	Debi DeBenedetto
	Debi's Activity Tracking Account Debi DeBenedetto	Assisted with Fidliner	CIUSEU	0/20/2013	0/20/2013	
	igned to multiple people 2004 - 2013 iDSS All Rights Reserved					Printed: 9/6/201

Fask Assig	ned User: Debi DeBenedetto				September 23, Detailed Staff F	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed3Date	Closed by User
	From: Warren Isenhour					
7/31/2013	Debi's Activity Tracking Account	Meeting - general -staff - any	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
	Meeting with Alan Maltz two hours and	follow up				
8/1/2013	Debi's Activity Tracking Account	Advisory Meeting	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
	All dav advisorv meetinas strateav for 2	2014 plan				
8/27/2013	Debi's Activity Tracking Account	Sales Project	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
	Write sales plan for 2014					
8/2/2013	Debi's Activity Tracking Account	Advisory Meeting	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
	Strategize with hotel sales people 22 at	meetina 4 hours time				
8/29/2013	Debi's Activity Tracking Account	CVB event	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
	MPI event at Trulucks - networkina					
8/11/2013	Debi's Activity Tracking Account	Attend Meeting / Show / Conference	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
	Attend 3 day Show SMU - do all follow	up and send leads 10 Rfps 25 a	appointments 5 da	vs total		
7/15/2013	Destinations, Meetings & Incentives, Inc. Kim Beaulieu	Assisted Mtg Planner	Closed	7/15/2013	7/29/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/2/2013	Dolphin Transportation Specialists	Sales - Fam Itinerary	Open	10/29/2013	i	
	From: DeBenedettoDebi					
7/25/2013	Eisenman & Associates Inc Rick Eisenman, CAE <i>From: Rick Eisenman</i>	Assisted Mtg Planner	Closed	7/25/2013	7/25/2013	Debi DeBenedetto
7/30/2013	Eisenman & Associates Inc	Site itinerary planning	Closed	8/5/2013	9/6/2013	Debi DeBenedetto
	Rick Eisenman, CAE	ene milerer) plemmig		0.0.2010		
7/22/2013	Florida Attractions Association	Assisted Mtg Planner	Closed	7/22/2013	7/22/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/23/2013	Florida Attractions Association	Assisted Mtg Planner	Closed	7/23/2013	7/23/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/18/2013	Florida Huddle	Trade show preparations	Closed	7/18/2013	7/18/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/3/2013	Gear Promotions	Send Promotional Item / Collateral	Closed	7/3/2013	7/3/2013	Debi DeBenedetto

* Task is assigned to multiple people

Task Assig Create Date	ned User: Debi DeBenedetto Account Name Contact Name	Task Type	Status	Due Date	September 23, Detailed Staff F Clessed3Date	
7/30/2013	Golfer's Guide Marketing solutions	Advertising Task	Closed	7/30/2013	7/30/2013	Debi DeBenedetto
	Ron Perrott	5				
	From: Ron Perrott					
7/26/2013	Karen Bartlett	Meeting - general -staff - any	Closed	7/31/2013	8/28/2013	Debi DeBenedette
	Karen Bartlett					
	From: DeBenedettoDebi					
7/29/2013	LaPlaya Beach & Golf Resort	Rfp enhancement granted	Closed	7/29/2013	7/29/2013	Debi DeBenedette
	From: DeBenedettoDebi					
//30/2013	LaPlaya Beach & Golf Resort	Rfp enhancement granted	Closed	7/30/2013	7/30/2013	Debi DeBenedette
	From: DeBenedettoDebi					
7/3/2013	Legendary Journeys	Assisted Tour Operator	Closed	7/3/2013	7/3/2013	Debi DeBenedette
	From: DeBenedettoDebi					
7/17/2013	Legendary Journeys	Assisted Tour Operator	Closed	7/17/2013	7/17/2013	Debi DeBenedett
	From: DeBenedettoDebi					
/1/2013	Lincoln Healthcare Events	RFP sent to partner	Closed	7/1/2013	7/1/2013	Debi DeBenedett
	From: DeBenedettoDebi					
7/25/2013	Marco Island Chamber of Commerce	FAM - escort	Closed	7/25/2013	7/25/2013	Debi DeBenedette
	From: DeBenedettoDebi					
7/1/2013	Marco Island Marriott Beach Resort, Golf Club & Spa	RFP follow up	Closed	7/1/2013	7/1/2013	Debi DeBenedette
	From: DeBenedettoDebi					
7/17/2013	Marco Island Marriott Beach Resort, Golf Club & Spa	RFP follow up	Closed	7/2/2013	7/15/2013	Debi DeBenedette
7/2/2013	From: DeBenedettoDebi Marco Island Marriott Beach Resort, Golf Club & Spa	RFP follow up	Closed	7/22/2013	7/29/2013	Debi DeBenedett
	From: DeBenedettoDebi			0/0/0010	0/0/2012	
//2/2013	Marco Island Marriott Beach Resort, Golf Club & Spa	Site with client	Closed	8/8/2013	9/6/2013	Debi DeBenedett
	From: DeBenedettoDebi					
//22/2013	<i>From: DeBenedettoDebi</i> Marco Island Marriott Beach Resort, Golf Club & Spa	rfp enhancement -get service estimate	Closed	8/22/2013	9/6/2013	Debi DeBenedett
7/22/2013	Marco Island Marriott Beach Resort, Golf Club & Spa	· ·	Closed	8/22/2013	9/6/2013	Debi DeBenedett
7/22/2013 7/17/2013	Marco Island Marriott Beach	· ·		8/22/2013 7/17/2013	9/6/2013 7/17/2013	Debi DeBenedette

Task Assig		TableTar	0	Due Dete	September 2 Detailed Staf	f Report 11
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close63Date	Closed by User
	From: DeBenedettoDebi					
7/15/2013	Naples Beach Hotel & Golf Club	Assisted Mtg Planner	Closed	7/15/2013	7/15/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/15/2013	Naples Beach Hotel & Golf Club	Rfp enhancement granted	Closed	8/15/2013	9/6/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/17/2013	Naples Extreme Family Fun Spot	Partner - Request Info	Closed	7/17/2013	7/19/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/19/2013	Naples Extreme Family Fun Spot	Partner - Request Info	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/26/2013	Naples Marco Island Everglades CVB	Advertising Task	Open	9/20/2013		
	Debi DeBenedetto					
7/10/00/0	From: Huahes. Kirk	D · · · ··	•	10/0/0010		
7/18/2013	Naples Marco Island Everglades CVB	Registration - Conference/Trade shows	Open	12/3/2013		
	Debi DeBenedetto					
	From: Steven Bonda					
7/2/2013	Naples Marco Island Everglades CVB	RFP sent to partner	Closed	7/2/2013	7/2/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
7/6/2013	Naples Marco Island Everglades CVB	CVB Project	Closed	6/6/2013	7/15/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
7/17/2013	Naples Marco Island Everglades CVB	Ad Agency communication	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
7/18/2013	Naples Marco Island Everglades CVB	Proofing Marketing materials	Closed	7/18/2013	7/18/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
7/18/2013	Naples Marco Island Everglades CVB	Assisted Mtg Planner	Closed	7/18/2013	7/18/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
7/19/2013	Naples Marco Island Everglades CVB	Ad Agency communication	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
7/19/2013	Naples Marco Island Everglades CVB	Registration - Conference/Trade shows	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: Global Exchanae Events					

Task Assig Create Date	ned User: Debi DeBenedetto Account Name Contact Name	Task Type	Status	Due Date	September 2 Detailed Staf Closed3Date	
7/23/2013	Naples Marco Island Everglades CVB	CVB Project	Closed	7/23/2013	7/23/2013	Debi DeBenedetto
	Debi DeBenedetto					
7/24/2013	From: DeBenedettoDebi	Pagistration	Closed	7/24/2012	7/24/2012	Debi DeBenedetto
//24/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Registration - Conference/Trade shows	Closed	7/24/2013	7/24/2013	Debi Debenedello
	From: Bill Kilbura & Joe Forster					
7/25/2013	Naples Marco Island Everglades CVB	Research Destination Info - Delegate	Closed	7/25/2013	7/25/2013	Debi DeBenedetto
	Debi DeBenedetto	-				
	From: VISIT FLORIDA					
7/26/2013	Naples Marco Island Everglades CVB	Assist Meeting planner -sales kit email photos or video	Closed	7/26/2013	7/26/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: Schatz. Leanne					
7/29/2013	Naples Marco Island Everglades CVB	ldss updates	Closed	7/29/2013	7/29/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/25/2013	Naples Marco Island Everglades CVB	Communicate-Staff	Closed	7/25/2013	7/29/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
7/15/2013	Naples Marco Island Everglades CVB	Assist Meeting planner -sales kit email photos or video	Closed	7/22/2013	7/29/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/30/2013	Naples Marco Island Everglades CVB	CVB Project	Closed	7/30/2013	7/30/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
8/21/2013	Naples Marco Island Everglades	FAM hosted	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
5/21/2013	CVB	I AW HOSTED	Closed	0/2 1/2013	0/21/2013	Debi Debenedello
	From: Laura Purtzer					
3/21/2013	Naples Marco Island Everglades CVB	CVB Project	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
3/21/2013	Naples Marco Island Everglades CVB	Assisted Mtg Planner	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
	Debi DeBenedetto From: DeBenedettoDebi					
8/21/2013	Naples Marco Island Everglades CVB	Ad Agency communication	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
8/21/2013	Naples Marco Island Everglades	Followup Call	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
* Task is ass	signed to multiple people					Printed: 9/6/20
• • • • •	2004 2013 iDSS All Pights Pasaryod					Deges 6 of 7

Task Assig	ned User: Debi DeBenedetto				September 2 Detailed Sta	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed3Date	Closed by User
	CVB					
	Debi DeBenedetto					
	From: DeBenedettoDebi					
8/21/2013	Naples Marco Island Everglades CVB	Communicate-Partner	Closed	8/21/2013	9/6/2013	Debi DeBenedetto
	Debi DeBenedetto					
	From: DeBenedettoDebi					
8/21/2013	Naples Marco Island Everglades CVB	Site with client	Closed	8/31/2013	9/6/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
7/19/2013	Naples Marco Island Everglades CVB	Registration - Conference/Trade shows	Closed	9/1/2013	9/6/2013	Debi DeBenedetto
	From: DeBenedettoDebi					
				т	otal Tasks:	8



Paradise Coast attracts the best from the LPGA, PGA and Champions Tours

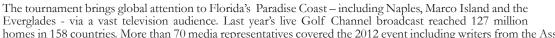
Naples, FL - When you call yourself the "Golf Capital of the World" you'd better have the proof to make your case. With three professional Tour events hosted annually in Naples, the designation of Most Golf Holes Per Capita from the National Golf Foundation and at least 90 golf courses, you would be hard-pressed to find any other city with an enthusiasm for golf as strong as there is along Florida's Paradise Coast. Each respective tournament celebrates a unique format with different players but they're alike in that they call Naples home.

CME Group Titleholders

One season. One title. Perhaps there is no better way to epitomize what the CME Group Titleholders is all about. Strategically positioned as the year-end tour championship, the CME Group Titleholders brings the world's best female golfers to Naples to conclude the LPGA Tour season in a similar fashion to the Tour Championship on the PGA TOUR and the Charles Schwab Cup Championship on the Champions Tour.

"Our field is truly the best of the best; you don't get to Naples without qualifying. The talent you see on the course is just as impressive as the winner's check of \$700,000," said Tournament Director Lesley Baker who oversees both the CME Group Titleholders and The ACE Group Classic. "The LPGA and its players do an amazing job of engaging with the fans and here in Naples, where the golf community is so passionate, it is the perfect setting to end the season."

Ahead of last year's tournament LPGA Tour Commissioner Michael Whan referred to the Tour's finish in Naples as the celebration of the year. "The Titleholders, for us, is the grand moment when everything that happens all season comes together here," he said. "We're going to bring the best players in the world, the best sponsors in the world and fans from around the world.'



homes in 158 countries. More than 70 media representatives covered the 2012 event including writers from the Associated Press, Naples Daily News, USA Today, GOLF Magazine, Golfweek and more. Additionally, the event garnered international coverage from media outlets in Germany, China and Japan.

"The publicity and exposure major sporting events generate for the Naples community is tremendous," said Bruce Seigel, Sales and Marketing Director for The Ritz-Carlton Resorts of Naples. "Each tournament offers a great way to showcase all that the Naples experience has to offer."

Franklin Templeton Shootout

Celebrating its 25th anniversary, the PGA TOUR-sanctioned Franklin Temple ton Shootout is held annually for the benefit of childhood cancer research. Hosted by World Golf Hall of Famer Greg Norman and televised on NBC Sports, the Franklin Templeton Shootout attracts the world's best golfers to Southwest Florida. Entering its 13th year in Naples, the Shootout will once again be held on the Gold Course at Tiburon Golf Club at The Ritz-Carlton Golf Resort, the same venue that will host the LPGA Tour two-weeks prior.

"Working with world class organizations and the ladies and gentlemen from both of these events is in alignment with the offerings and the positioning of The Ritz Carlton Resorts of Naples and Tiburon Golf Club," said Seigel. "The opportunity to create engaging and impactful experiences for both tournaments is something we embrace and adds to the overall quality of life here in Naples."



Tiburón Golf Club at The Ritz-Carlton Golf Resort, Naples franklintempletonshootout.com

"Having three major golf tournaments

in Naples provides great opportunities for fans to see the best from every tour," said Franklin Templeton Shootout Tournament Director Taylor Ives. "Annually, the Shootout boasts a field of highly ranked PGA TOUR professionals who enjoy the event's unique format, first class accommodations and relaxed environment to round out their season.

With a purse of \$3.1 million, the Franklin Templeton Shootout features 24 top professionals competing on two-man teams in a mixed format of modified-alternate shot, better ball and scramble. Recent champion teams include Dustin Johnson & Ian Poulter, PGA Championship winner Keegan Bradley & Brendan Steele and defending champions Kenny Perry & Sean O'Hair. Perry is certainly one pro that has Naples dialed in as the victory was his third at the Franklin Templeton Shootout and second in Naples in 10 months; having won the Champions Tour's ACE Group Classic in February of 2012.

Following his victory, Perry joked in his press conference, "They're calling me the mayor now, so I'm the mayor of this place, I just have great feelings when I come to Naples. ... It's just a neat place to come and hang out."

The ACE Group Classic

As one of the most successful and most anticipated annual traditions in Southwest Florida, The ACE Group Classic is the second-longest running event on the Champions Tour. With a dedicated fan and volunteer base, the tournament has earned a reputation among golf's greats as a first-class event at The TwinEagles Club that should not be missed.

"Every year we hear comments from the players and the Champions Tour that this is one of the best stops of the year," said Baker, 'I think a very large part of that is because the people of Naples have been incredible supporters as volunteers and fans."

Fans have been treated to some stellar finishes at TwinEagles. Langer's win in February this year was his second ACE Group Classic title and the first wire-to-wire victory at the tournament

since 1999. Langer came close to setting a tournament record during the first round, carding eight birdies and an eagle on his way to shooting a 10-under par 62.

"We are very proud to continue as host of this prestigious event," said Dick McPhail, General Manager of The TwinEagles Club, "The wonderful relationships between the club staff, the tournament, the incredible volunteers and the thousands of enthusiastic spectators who return every year makes this a very exciting week for our entire area. We hear over and over again that seeing these top Champions Tour Professionals and true golf legends compete in The ACE Group Classic is something no one wants to miss, and we all share that same level of enthusiasm!"

Naples. Three Tour Events. Best Golf Fans in the World. Proof Enough.



November 18 – 24, 2013 Tiburón Golf Club at The Ritz-Carlton Golf Resort, Naples cmegrouptitleholders.com

September 23, 2013 Detailed Staff Report 11 8 of 31



December 9 - 15, 2013

THE ACE GROUP



TwinEagles February 10 – 16, 2014 acegroupclassic.c



Two-time major winner and World Golf Hall of Fame member Greg Norma blasts out of the sand at Tiburon Golf Club at The Ritz-Carlton Golf Resort which features two Greg Norman-designed layouts, The Black Course and The Gold Course. Both courses have the defining characteristics of sod-wall and coquina waste bunkers surrounding greens and lining the fairway-level grass that span the majority of each course. Photo by Michael O'Bryon



Bernhard Langer eyes up what would be the winning putt during the final round of The ACE Group Classic last year. Langer captured his second ACE Group Classic title with a wire-to-wire victory, the first at the tournament since 1999 Photo by Gabe Roux

Call Summary by Toll Free Number

Toll Free Number	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	8	24.95
PR-Editorial (800-688-3600)	27	99.70
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	4	20.78
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	1	0.30
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
Grand Total:	40	145.73

Inquiry Summary by Purpose

Purpose	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	18	69.45
Special Fulfillment	1	2.12
Guide Request	775	74.25
CVB Office Referral	3	9.43
Hang up	1	0.30
Wrong Number	0	0.00
Bucket List	0	0.00
eNewsletter Signup	164	0.00
Golf E-blast	0	0.00
Meeting Planner	0	0.00
Update Accommodations Info	0	0.00
Grand Total:	962	155.55

Guide Request Summary by Guide

<u>Guide</u> Area Map	<u># of Requests</u> 136	<u>Quantity</u> 136
Rack Brochure (Portuguese)	2	2
Rack Brochure (Spanish)	2	2
Visitor's Guide (English)	771	780
Visitor's Guide (German)	2	2
Grand Total:	913	922
Unigue requests for guides:	775	

Guide Request Summary by Source

For the month of August 2013

		Current Year			Last Year	
Source	<u>Month</u>	YTD	<u>% YTD</u>	<u>Month</u>	YTD	<u>% YTD</u>
Leisure Markets	418	13,646	77.18%	600	19,555	56.87%
Winter Northern Campaign	0	0	0.00%	0	2	0.01%
Spring/Summer In-State Campaign	0	2	0.01%	0	22	0.06%
Niche Markets	348	3,815	21.58%	300	14,257	41.46%
Group Markets	0	20	0.11%	0	32	0.09%
International Markets	0	0	0.00%	0	5	0.01%
Miscellaneous	9	183	1.04%	15	511	1.49%
Meeting Planners	0	15	0.08%	0	0	0.00%
Grand Total:	775	17,681		915	34,384	

Guide Request Summary by Leisure Markets

<u>Media</u> Consumer Magazines	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
AAA Florida TourBook 2009 Edition	0	5	0%
Arthur Frommer's Budget Travel February 2009	0	0	0%
Arthur Frommer's Budget Travel June 2011	0	0	0%
Coastal Living (Added Value) April 2012	0	0	0%
Coastal Living April 2012	0	0	0%
Conde Nast Traveler February 2013	0	770	6%
Conde Nast Traveler May 2013	23	797	6%
Florida Travel & Life May/June 2011	0	0	0%
Florida Travel & Life May/June 2012	0	3	0%
Midwest Living January/February 2010	0	0	0%
Other/Unknown	1	47	0%
Redbook Midwest October 2011	0	0	0%
Southern Living January 2012	5	88	1%
Southern Living Travel Florida 2012-2013	0	1,197	9%
Consumer Magazines	29	2,907	
Consumer Directories			
2009 Official Florida Vacation Guide	0	0	0%
2010 Florida Insider Guide - Quick Check	0	0	0%
2010 Florida Insider Guide - Specific Target	0	0	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	1	0%
2010 Visit Florida Magazine	1	6	0%
2010 Visit Florida Magazine - Quick Check	0	0	0%
2010 Visit Florida Magazine - Specific Target	0	0	0%
2011 Florida Insider Guide - Quick Check	0	3	0%
2011 Florida Insider Guide - Specific Target	0	1	0%

Guide Request Summary by Leisure Markets

<u>Media</u> Consumer Directories	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
2011 Naples, Marco Island & the Everglades Visitors Guide	0	2	0%
2011 Visit Florida Magazine - Quick Check	0	0	0%
2011 Visit Florida Magazine - Specific Target	0	0	0%
2012 Florida Insider Guide - Quick Check	0	22	0%
2012 Florida Insider Guide - Specific Target	0	16	0%
2012 Visit Florida Magazine - Quick Check	0	496	4%
2012 Visit Florida Magazine - Specific Target	0	245	2%
2013 Florida Insider Guide - Quick Check	2	16	0%
2013 Visit Florida Magazine - Quick Check	120	1,032	8%
2013 Visit Florida Magazine - Specific Target	81	688	5%
Florida Insider Guide April - September 2011	0	0	0%
Visit Florida Magazine December 2010 - September 2011	0	0	0%
Consumer Directories	204	2,528	
Consumer E-Marketing			
DestinationBrochures.com	3	49	0%
Other/Unknown	1	24	0%
ParadiseCoast.com	179	2,386	17%
Miles Media Imports	176	2,343	
Phone	3	40	
info@paradisecoast.com	0	1	
Interactive Text Chat	0	2	
ParadiseCoast.com/Getaway Summer TAF	0	30	0%
ParadiseCoast.de	0	0	0%
Visit USA - France	0	0	0%
Visit USA - UK	0	0	0%
VisitFlorida.com	1	6	0%

Guide Request Summary by Leisure Markets

For the month of August 2013

Media	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer E-Marketing	184	2,495	
Consumer Newspaper			
Americas Best Vacations Southeast Spring 2012	0	0	0%
Other/Unknown	1	5	0%
Visit Florida In-State Insert April 2012	0	0	0%
Visit Florida In-State Insert April 2013	0	1,542	11%
Visit Florida In-State Insert June 2012	0	0	0%
Visit Florida In-State Insert June 2013	0	2,102	15%
Visit Florida Out-of-State Insert February 2013	0	2,067	15%
Consumer Newspaper	1	5,716	
Grand Total:	418	13,646	

Guide Request Summary by Fall In-State Campaign

For the month of August 2013

<u>Media</u>

Month YTD % YTD

Grand Total:

Guide Request Summary by Winter Northern Campaign

For the month of August 2013

<u>Media</u>	Month	<u>YTD</u>	<u>% YTD</u>
Chicago			
Chicago Television Campaign January - March 2011	0	0	0%
Chicago	0	0	_
Grand Total:	0	0	=

Guide Request Summary by Spring/Summer In-State Campaign

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Fort Myers/Naples			
Fort Myers/Naples PBS Spring/Summer 2010	0	0	0%
Fort Myers/Naples	0	0	
Geo-Targeted In-State Online			
TripAdvisor.com (Online Geo-Targeted) April - August 2011	0	0	0%
Geo-Targeted In-State Online	0	0	
Other/Unknown TV Campaign			
Other/Unknown	0	2	100%
Other/Unknown TV Campaign	0	2	
Grand Total:	0	2	
* YTD = Fiscal Year to Date			

Guide Request Summary by Niche Markets

<u>Media</u> Niche Markets (Bridal/Honeymoon)	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Bridal Guide (Added Value) July/August 2013	41	316	8%
Bridal Guide (Added Value) May/June 2013	10	298	8%
Bridal Guide Added Value RSL July/August 2010	0	0	0%
Bridal Guide Added Value RSL October/November 2010	0	0	0%
Bridal Guide January/February 2011	0	0	0%
Bridal Guide July/August 2011	0	2	0%
Bridal Guide March 2011	0	0	0%
Bridal Guide March/April 2013	10	1,017	27%
Bridal Guide September/October 2013	287	402	11%
Brides Florida April - September 2011	0	0	0%
Destination Weddings & Honeymoons July/August 2012	0	0	0%
Niche Markets (Bridal/Honeymoon)	348	2,035	
Niche Markets (ECO)			
Audubon (Added Value) January/February 2013	0	357	9%
Audubon (Added Value) November/December 2012	0	328	9%
Audubon (Natural Wonders of Florida) March/April 2010	0	0	0%
Audubon (Natural Wonders of Florida) March/April 2011	0	0	0%
Audubon (Natural Wonders of Florida) March/April 2012	0	68	2%
Audubon (Natural Wonders of Florida) November/December 2011	0	0	0%
National Geographic Traveler May/June 2012	0	0	0%
National Geographic Traveler May/June 2013	0	1,022	27%
Niche Markets (ECO)	0	1,775	
Niche Markets (Golf)			
Play Florida Golf 2012	0	0	0%
Niche Markets (Golf)	0	0	

Guide Request Summary by Niche Markets

For the month of August 2013

<u>Media</u> Niche Markets (Senior)	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
AAA Going Places July/August 2012	0	0	0%
AAA Going Places North March/April 2012	0	0	0%
AAA Going Places North May/June 2012	0	0	0%
AAA Going Places South May/June 2010	0	1	0%
AAA Going Places South May/June 2011	0	4	0%
AARP - Southeast Region March/April 2011	0	0	0%
AARP The Magazine April/May 2012	0	0	0%
Niche Markets (Senior)	0	5	
Grand Total:	348	3,815	

Guide Request Summary by Group Markets

For the month of August 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Business - Association Meetings Professional			
Connect Meetings Magazine January 2012	0	0	0%
Connect Meetings Magazine May/June 2013	0	10	50%
Group Business - Association Meetings Professional	0	10	
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine February 2012	0	0	0%
Collaborate Meetings Magazine February/March 2013	0	10	50%
Group Business - Corporate Meetings Professional	0	10	
Grand Total:	0	20	

Guide Request Summary by International Markets

Media	Month	<u>YTD</u>	<u>% YTD</u>	
United Kingdom				
Travel Trade Gazette February 2011	0	0	0%	
United Kingdom	0	0		
North America (Canada)				
Canadian Television (Weather Channel) January 2011	0	0	0%	
Canadian Weather January 2011	0	0	0%	
North America (Canada)	0	0		
Germany				
FTI B2B Online August 2011	0	0	0%	
Germany	0	0		
Grand Total:	0	0		
* YTD = Fiscal Year to Date				

Guide Request Summary by Miscellaneous

For the month of August 2013

Media	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	0	16	9%
Friend/Relative	1	23	13%
Other/Unknown	7	137	75%
TCTIA FAM October 2011	1	6	3%
Travel Agent	0	1	1%
USV Product Show TA 2011	0	0	0%
Grand Total:	9	183	

Guide Request Summary by State

		Current Year			Last Year	
<u>State</u> Florida	<u>Month</u> 82	<u>YTD</u> 4,921	<u>% YTD</u> 28.78%	<u>Month</u> 157	<u>YTD</u> 6,831	<u>% YTD</u> 22.01%
New York	41	1,135	6.64%	74	1,391	4.48%
Pennsylvania	34	961	5.62%	52	1,685	5.43%
Illinois	41	945	5.53%	46	1,822	5.87%
Georgia	28	684	4.00%	42	1,254	4.04%
Ohio	50	615	3.60%	48	1,922	6.19%
New Jersey	24	553	3.23%	29	1,212	3.90%
Texas	42	510	2.98%	24	726	2.34%
California	32	508	2.97%	23	615	1.98%
Tennessee	13	451	2.64%	24	896	2.89%
Michigan	31	431	2.52%	20	1,722	5.55%
Massachusetts	10	386	2.26%	12	430	1.39%
Alabama	17	385	2.25%	4	541	1.74%
North Carolina	28	361	2.11%	19	981	3.16%
South Carolina	24	353	2.06%	11	765	2.46%
Indiana	24	313	1.83%	14	817	2.63%
Virginia	20	311	1.82%	25	1,037	3.34%
Missouri	21	288	1.68%	15	420	1.35%
Wisconsin	19	280	1.64%	19	601	1.94%
Minnesota	10	255	1.49%	16	972	3.13%
Maryland	16	228	1.33%	16	462	1.49%
Kentucky	10	219	1.28%	12	562	1.81%
Connecticut	9	203	1.19%	10	306	0.99%
Louisiana	8	153	0.89%	5	208	0.67%
Colorado	4	150	0.88%	11	191	0.62%
lowa	10	139	0.81%	4	271	0.87%
Arizona	4	126	0.74%	8	217	0.70%
Washington	11	111	0.65%	3	204	0.66%
Mississippi	7	106	0.62%	8	282	0.91%

Guide Request Summary by State

For the month of August 2013

		Current Year			Last Year	
<u>State</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	YTD	<u>% YTD</u>
Kansas	7	97	0.57%	8	128	0.41%
Oklahoma	2	97	0.57%	7	133	0.43%
Arkansas	5	93	0.54%	5	178	0.57%
Oregon	5	91	0.53%	7	120	0.39%
West Virginia	7	72	0.42%	2	119	0.38%
Nevada	6	61	0.36%	5	81	0.26%
Maine	5	50	0.29%	6	99	0.32%
New Hampshire	4	47	0.27%	6	96	0.31%
Nebraska	5	45	0.26%	4	145	0.47%
Delaware	2	42	0.25%	2	113	0.36%
Rhode Island	3	39	0.23%	0	66	0.21%
New Mexico	2	36	0.21%	1	48	0.15%
District of Columbia	1	32	0.19%	1	26	0.08%
Idaho	4	32	0.19%	1	41	0.13%
Puerto Rico	2	24	0.14%	6	46	0.15%
South Dakota	1	24	0.14%	0	49	0.16%
Vermont	6	24	0.14%	3	41	0.13%
Utah	2	23	0.13%	1	39	0.13%
Montana	0	22	0.13%	0	30	0.10%
North Dakota	3	21	0.12%	0	45	0.14%
Hawaii	0	18	0.11%	1	25	0.08%
Wyoming	0	15	0.09%	0	9	0.03%
Alaska	0	10	0.06%	0	13	0.04%
Virgin Island	0	2	0.01%	0	2	0.01%
Armed Forces	0	1	0.01%	0	6	0.02%
Guam	0	0	0.00%	0	0	0.00%
Grand Total:	742	17,099		817	31,041	

Guide Request Summary by Country

<u>Country</u> USA	<u>Month</u> 742	<u>Current Year</u> <u>YTD</u> 17,099	<u>% YTD</u>	<u>Month</u> 817	<u>Last Year</u> <u>YTD</u> 31,041	<u>% YTD</u> 90.28%
Canada	12	238	96.71% 1.35%	11	280	90.28% 0.81%
United Kingdom	3	65	0.37%	13	137	0.40%
No Address Given	1	57	0.32%	40	2,231	6.49%
Brazil	2	55	0.32 %	15	473	1.38%
Germany	2	31	0.18%	4	29	0.08%
France	1	21	0.12%	1	23	0.06%
Netherlands	0	13	0.07%	0	15	0.00%
Mexico	0	10	0.06%	1	2	0.01%
Italy	3	9	0.05%	2	29	0.08%
Russia	1	8	0.05%	0	6	0.02%
Argentina	0	7	0.04%	1	10	0.03%
Belgium	0	7	0.04%	0	13	0.04%
Ireland	1	7	0.04%	0	0	0.00%
Portugal	0	6	0.03%	0	20	0.06%
Algeria	0	5	0.03%	0	1	0.00%
Pakistan	1	4	0.02%	0	7	0.02%
Sweden	2	4	0.02%	0	6	0.02%
India	0	3	0.02%	1	6	0.02%
Poland	0	3	0.02%	1	7	0.02%
Spain	0	3	0.02%	1	4	0.01%
Ukraine	0	3	0.02%	1	2	0.01%
Austria	0	2	0.01%	0	1	0.00%
Indonesia	1	2	0.01%	0	4	0.01%
Japan	0	2	0.01%	0	1	0.00%
Norway	1	2	0.01%	1	5	0.01%
South Africa	0	2	0.01%	0	0	0.00%
Bermuda	0	1	0.01%	0	0	0.00%
Bulgaria	1	1	0.01%	0	0	0.00%
Chile	0	1	0.01%	0	0	0.00%
Denmark	1	1	0.01%	1	7	0.02%

Guide Request Summary by Country

For the month of August 2013

Country	<u>Month</u>	<u>Current Year</u> YTD	<u>% YTD</u>	<u>Month</u>	<u>Last Year</u> <u>YTD</u>	<u>% YTD</u>
Greece	0	1	0.01%	0	0	0.00%
Hungary	0	1	0.01%	0	0	0.00%
Iraq	0	1	0.01%	0	0	0.00%
Malaysia	0	1	0.01%	0	0	0.00%
New Zealand	0	1	0.01%	0	0	0.00%
Nigeria	0	1	0.01%	0	0	0.00%
Philippines	0	1	0.01%	0	0	0.00%
Pitcairn Islands	0	1	0.01%	0	0	0.00%
Slovakia	0	1	0.01%	0	0	0.00%
Albania	0	0	0.00%	1	2	0.01%
Australia	0	0	0.00%	1	3	0.01%
Bahamas	0	0	0.00%	0	1	0.00%
Colombia	0	0	0.00%	0	1	0.00%
Cuba	0	0	0.00%	0	1	0.00%
Czech Republic	0	0	0.00%	1	1	0.00%
Finland	0	0	0.00%	0	2	0.01%
Iran	0	0	0.00%	0	1	0.00%
Israel	0	0	0.00%	0	1	0.00%
Martinique	0	0	0.00%	0	2	0.01%
Switzerland	0	0	0.00%	0	5	0.01%
Uruguay	0	0	0.00%	0	2	0.01%
Uzbekistan	0	0	0.00%	0	1	0.00%
Zaire	0	0	0.00%	1	2	0.01%
Grand Total:	775	17,681		915	34,384	

Special Fulfillment Requests by Category

For the month of August 2013

Media	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Shows			
Post Show Follow Up			
NY Times Travel Show January 2013	0	496	65%
Consumer Shows	0	496	65%
Mailings to Partners	0	1	0%
Meeting Planners			
Market Group Fulfillment	0	12	2%
Atlanta PYM Live March 2013	0	88	12%
GAP	0	3	0%
Meeting Planner Kit Fulfillment	0	46	6%
Meeting Planner Non-Kit Fulfillment	1	4	1%
Top 50 Planner List	0	44	6%
Post Show Followup			
Chicago Holiday Showcase 2012	0	48	6%
Meeting Planners	1	245	32%
Promotions			
PPD 2011	0	6	1%
PPG 2011	0	3	0%
Promotions	0	9	1%
Travel Agents			
Other/Unknown	0	8	1%
Travel Agents	0	8	1%
Grand Total:	1	759	

Naples, Marco Island, Everglades CVB Monthly Year to Date Request Summary by Source Cumulative through August 2013

		October Octob					r Januarv	Januarv	Februarv	February	March	March	April	April Mav	Mav J	une June	e Julv	Julv Au	aust A	Sebt	ember Se			Total
Publication Guide Request		2011 2012	2011	2012	2011	2012	2012	2013	2012	2013	2012	2013	2012	2013 2012	2013 2	012 201:	2012	2013 20	<u>)12 2</u>	2013 20	012		2011/2012 2	012/2013
Leisure Markets																								
Consumer Magazines																								
AAA Florida TourBook 2009 Edition	Consumer Magazines	1	0	0	0 0) (0 1	0	1	C	0 0	3	1	0 0	0	0 (0 0	2	0	0	0	0	4	5
Arthur Frommer's Budget Travel February 2009	Consumer Magazines	0	0	0	0 0) (0 0	0	0	0	0 0	0	0	0 1	0	1 (0 0	0		0	0	0	2	0
Arthur Frommer's Budget Travel June 2011 Coastal Living (Added Value) April 2012	Consumer Magazines	0	0	0	0 0			0	1			0	- 1	0 0 0 325	0	0 0	0 0	0		0	14	0	474	0
Coastal Living Added Valde) April 2012	Consumer Magazines	0	0	0				0	0		182	0	175	0 525	0	38 () 20	0		0	14	0	474	0
Conde Nast Traveler February 2013	Consumer Magazines	0	0	0	0 0			143	0	414	0			60 0	47	0 0	$\frac{2}{0}$	0		0	0	0		770
Conde Nast Traveler May 2013	Consumer Magazines	0	0	0	0 0		0 0	0	0	C	0 0	0	Ő	1 0	579	0 13	3 0	61	0	23	Ő	0	Ŏ	797
Florida Travel & Life Mav/June 2011	Consumer Magazines	4	0	0	0 0) (0 0	0	0	C	0 0	0	0	0 1	0	1 (0 0	0	0	0	1	0	7	0
Florida Travel & Life May/June 2012	Consumer Magazines	0	2	0	1 0		0 0	0	0	0	0 0	0	0	0 117	0	85 (4 41	0	11	0	8	0	242	3
Midwest Living January/February 2010	Consumer Magazines	1	0	0	0 0		0 0	0	0	0		0	0	0 0	0	0 (0 0	0		0	0	0	1	0
Other/Unknown Redbook Midwest October 2011	Consumer Magazines	4	5	5	3 4		2 4	11	4		10		6	2 4	5	4	2 5	2	-4	1	5		59	4/
Southern Living January 2012	Consumer Magazines	1.477	17	0) 17	7 735	0	1.285	11	376	- V	122	3 86	3	65 3	0 0	0	16	5	24		1.477 2.757	
Southern Living Travel Florida 2012-2013	Consumer Magazines	0	0	0	0 0			0	0	0	0 0			1.197 0	0	0 0	0 0	0	0	0	0	0	2.757	1.197
Sub Total for Consumer Magazines			24	5	13 4	19		-	1.291	432				1.263 585		275 13		65	61	29	52	0	5.496	2.907
Consumer Directories																								
2009 Official Florida Vacation Guide	Consumer Directories	0	0	0	0 0) (0 1	0	0	0	0 0	0	0	0 0	0	0 (0 0	0	0	0	0	0	1	0
2010 Florida Insider Guide - Quick Check	Consumer Directories	13	0	11	0 15	5 (0 7	0	5	0	0 0	0	0	0 0	0	0 (0		0	0	0	51	0
2010 Florida Insider Guide - Specific Target 2010 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories Consumer Directories	3	0	3	0 5		0 1	0	1			0	0	0 0	0	0 0		0		0	0		13	0
2010 Naples, Marco Island & the Everdiades Visitors Guide	Consumer Directories	2	1	0	0 0		0 1	1	1	1 1			2	1 0	0	1 1		1	-0	1	0	0	7	6
2010 Visit Florida Magazine - Quick Check	Consumer Directories	7	0	16	0 4		0 6	0	0	Ċ	0 0	0	ō	0 0	0	0 0		0	Ő	0	ŏ	0	33	ŏ
2010 Visit Florida Magazine - Specific Target	Consumer Directories	1	0	3	0 0) (0 2	0	0	0	0 0	Ő	0	0 0	0	0 0	0 0	0	0	0	0	0	6	Ō
2011 Florida Insider Guide - Quick Check	Consumer Directories	0	2	0	0 0) (0 0	1	4	C	10	0	3	0 6	0	2 () 2	0	1	0	8	0	36	3
2011 Florida Insider Guide - Specific Target	Consumer Directories	0	0	0	0 0) (0 0	1	2	<u> </u>	2	0	2	0 2	0	1 () 1	0	0	0	0	0	10	1
2011 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	0 1		0 1	0	0			0	1	0 0	0	0		1		0	0	0	3	2
2011 Visit Florida Magazine - Quick Check 2011 Visit Florida Magazine - Specific Target	Consumer Directories Consumer Directories	110 47		01 42	0 59		0 <u>150</u> 0 60		<u>203</u> 87) <u>151</u>) 41		26 12	0 39	0	14 (0 6	0		0	0	U	859 331	0
2012 Florida Insider Guide - Quick Check	Consumer Directories	47	1	0	2 0		4 0	8	07	3	41	4	0	0 202		33 0) 6	0		0	9	0	250	22
2012 Florida Insider Guide - Specific Target	Consumer Directories	0	6	0	1 0		1 0	1	0	4	0	2	ŏ	1 82	Ö	9 0) 3	0	2	0	5	0	101	16
2012 Visit Florida Magazine - Quick Check	Consumer Directories	0	72	0	77 C) 114	4 0	104	1	79	138		111	12 172			3 188	0	159	0	175	0	1.147	496
2012 Visit Florida Magazine - Specific Target	Consumer Directories	0	38	0	51 C	56		41	0	29	68			13 94	5	106 () 120	0	37	0	48	0	540	245
2013 Florida Insider Guide - Quick Check	Consumer Directories	0	0	0	0 0) (0 0	0	0	C	0 0	6		1 0	2	0	0	4	0	2	0	0	0	16
2013 Visit Florida Magazine - Quick Check	Consumer Directories	0	0	0	0 0		~ ~	0	0		0	616	0	187 0	172	0 13			0	120	0	0		1.032
2013 Visit Florida Magazine - Specific Target	Consumer Directories	1	0	0	0 0			0	0			188	0	114 0	107	0 10	3 0	95		81	0	0	0	688
Florida Insider Guide April - September 2011 Visit Florida Magazine December 2010 - September 2011	Consumer Directories Consumer Directories	0	0	0	0 1			0	0			0	0	0 0	0	0 0		0		0	0	0	1	0
Sub Total for Consumer Directories			20, 1	01	31 119			158	304	116	410		224			370 24			199	204	245	0	3.393	2.528
Consumer E-Marketing																								
DestinationBrochures.com	Consumer E-Marketing	2	1	1	1 4	1 (0 5	11	5	12	6	6	4	3 5	6	4 :	3 6	3	3	3	3	0	48	49
Other/Unknown	Consumer E-Marketing	5	1	5	1 2	2 2	2 8	4	4	2	5	3	4	5 2	0	6 4	5 5	0	4	1	1	0	51	24
ParadiseCoast.com ParadiseCoast.com/Getaway Summer TAF	Consumer E-Marketing Consumer E-Marketing			93 1 78	78 390 4 50				440		281 281 38			188 271 0 44		<u>390 14</u>			295 36	179	310 12	0	<u>3.930</u> 595	2.386
ParadiseCoast.com/Getaway Summer TAP	Consumer E-Marketing	4	0	0	4 5U		2 00	0	2			0	0	0 44	0	0 0	0	0	0	0	0	0		
Visit USA - France	Consumer E-Marketing	0	0	0	0 0		0 0	0	1	0		0	0	0 0	0	0 0		0	0	0	0	0	1	0
Visit USA - UK	Consumer E-Marketing	2	0	5	0 0) (0 0	0	0	0) 1	0	0	0 0	0	0 () 2	0	0	0	Ō	0	10	0
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Naples, Marco Island, Everglades CVB Monthly Year to Date Request Summary by Source Cumulative through August 2013

September 23, 2013 Detailed Staff Report 11

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Naples, Marco Island, Everglades CVB Monthly Year to Date Request Summary by Source Cumulative through August 2013

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Publication		2011	2012	2011	2012	2011	2012	2012	2013	2012	2013	2012	2013	2012	2013 2	012 201:	3 2012	2013	2012 2	2013	2012 2	2013	2012	2013	2011/2012	2012/201
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Grand Total:		2.22	4 464	4 1.06	7 54	15 72	4 457	1.856	1.146	2.949	1.812	2 3.690	3.439	7.830	2260 9	517 3.64	3 5.452	905	1.837 2	.993	928	776	1.231	0	39.301	18.44
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Internet Text Chat			3 4	4	5	6	2 3	7	5	6	2	2 5	5 5	2	0	6	6 6	3	8	2	3	5	4	0	36	6