

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

September 23, 2013
 Detailed Staff Report 11
 1 of 31

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
7/3/2013	Naples Transportation, Tours and Event Planning	Site with client	Closed	7/3/2013	7/3/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/2/2013	NGALA	Sales Event	Closed	8/8/2013	9/6/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/17/2013	Paradise Advertising & Marketing	Ad Agency communication	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/19/2013	Paradise Advertising & Marketing	Proof /review/edit copy	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/23/2013	Paradise Advertising & Marketing	Proofing Marketing materials	Closed	7/23/2013	7/23/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/26/2013	Sourcing Solutions	Assist Meeting planner -sales kit email photos or video	Closed	7/26/2013	7/26/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/17/2013	Successful Meetings	Attend Meeting / Show / Conference	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
8/29/2013	The Global Group Inc.	RFP sent to partner	Closed	8/29/2013	8/29/2013	Debi DeBenedetto
8/29/2013	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		
<i>From: DeBenedettoDebi</i>						
7/15/2013	Waldorf Astoria Naples	Rfp enhancement granted	Open	11/12/2014		
<i>From: DeBenedettoDebi</i>						
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
<i>She wants 10 beach baas. aators. towels. flash drives and VG bv Fridav. For board presentation.</i>						
7/30/2013	Artis-Naples	Communicate-Other CVB	Closed	7/30/2013	7/30/2013	Debi DeBenedetto

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>From: Kristen Carlson</i>						
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
<i>From: DeBenedettoDebi</i>						
7/25/2013	Bayfront Inn 5th Ave	Web Data Engine - Listing update	Closed	7/25/2013	7/25/2013	Debi DeBenedetto
<i>From: Jovce Bennett</i>						
7/29/2013	Classic Transportation	Communicate-Other CVB	Closed	7/29/2013	7/29/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
8/19/2013	Debi's Activity Tracking Account Debi DeBenedetto	Advisory Meeting	Open	9/6/2013		
<i>3 hour meetina with Phase V on procedures</i>						
8/29/2013	Debi's Activity Tracking Account	CVB event	Open	9/25/2013		
<i>worked on Fam and invites and communication 2 days will be nov. 1-4 15-20 planners here all aualifv with Rfp</i>						
8/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	RFP follow up	Closed	6/7/2013	6/26/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/15/2013	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	7/15/2013	7/15/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/17/2013	Debi's Activity Tracking Account	RFP sent to partner	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/22/2013	Debi's Activity Tracking Account	Rfp enhancement - PO	Closed	7/22/2013	7/22/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/22/2013	Debi's Activity Tracking Account	Assisted Mtg Planner	Closed	7/22/2013	7/22/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/29/2013	Debi's Activity Tracking Account	Proof /review/edit copy	Closed	7/29/2013	7/29/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/17/2013	Debi's Activity Tracking Account	Event Sales Task	Closed	7/26/2013	7/29/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/29/2013	Debi's Activity Tracking Account	Event Sales Task	Closed	7/29/2013	7/30/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
8/26/2013	Debi's Activity Tracking Account Debi DeBenedetto	Assisted Mtg Planner	Closed	8/26/2013	8/26/2013	Debi DeBenedetto

* Task is assigned to multiple people

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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
<i>From: Warren Isehour</i>						
7/31/2013	Debi's Activity Tracking Account	Meeting - general -staff - any	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
<i>Meeting with Alan Maltz two hours and follow up</i>						
8/1/2013	Debi's Activity Tracking Account	Advisory Meeting	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
<i>All day advisory meetings strategize for 2014 plan</i>						
8/27/2013	Debi's Activity Tracking Account	Sales Project	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
<i>Write sales plan for 2014</i>						
8/2/2013	Debi's Activity Tracking Account	Advisory Meeting	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
<i>Strategize with hotel sales people 22 at meeting 4 hours time</i>						
8/29/2013	Debi's Activity Tracking Account	CVB event	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
<i>MPI event at Trulucks - networking</i>						
8/11/2013	Debi's Activity Tracking Account	Attend Meeting / Show / Conference	Closed	9/6/2013	9/6/2013	Debi DeBenedetto
<i>Attend 3 day Show SMU - do all follow up and send leads 10 Rfcs 25 appointments 5 days total</i>						
7/15/2013	Destinations, Meetings & Incentives, Inc. Kim Beaulieu	Assisted Mtg Planner	Closed	7/15/2013	7/29/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/2/2013	Dolphin Transportation Specialists	Sales - Fam Itinerary	Open	10/29/2013		
<i>From: DeBenedettoDebi</i>						
7/25/2013	Eisenman & Associates Inc Rick Eisenman, CAE	Assisted Mtg Planner	Closed	7/25/2013	7/25/2013	Debi DeBenedetto
<i>From: Rick Eisenman</i>						
7/30/2013	Eisenman & Associates Inc Rick Eisenman, CAE	Site itinerary planning	Closed	8/5/2013	9/6/2013	Debi DeBenedetto
<i>contact Rick about a site</i>						
7/22/2013	Florida Attractions Association	Assisted Mtg Planner	Closed	7/22/2013	7/22/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/23/2013	Florida Attractions Association	Assisted Mtg Planner	Closed	7/23/2013	7/23/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/18/2013	Florida Huddle	Trade show preparations	Closed	7/18/2013	7/18/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/3/2013	Gear Promotions	Send Promotional Item / Collateral	Closed	7/3/2013	7/3/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						

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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
7/30/2013	Golfer's Guide Marketing solutions Ron Perrott <i>From: Ron Perrott</i>	Advertising Task	Closed	7/30/2013	7/30/2013	Debi DeBenedetto
7/26/2013	Karen Bartlett Karen Bartlett <i>From: DeBenedettoDebi</i>	Meeting - general -staff - any	Closed	7/31/2013	8/28/2013	Debi DeBenedetto
7/29/2013	LaPlaya Beach & Golf Resort <i>From: DeBenedettoDebi</i>	Rfp enhancement granted	Closed	7/29/2013	7/29/2013	Debi DeBenedetto
7/30/2013	LaPlaya Beach & Golf Resort <i>From: DeBenedettoDebi</i>	Rfp enhancement granted	Closed	7/30/2013	7/30/2013	Debi DeBenedetto
7/3/2013	Legendary Journeys <i>From: DeBenedettoDebi</i>	Assisted Tour Operator	Closed	7/3/2013	7/3/2013	Debi DeBenedetto
7/17/2013	Legendary Journeys <i>From: DeBenedettoDebi</i>	Assisted Tour Operator	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
7/1/2013	Lincoln Healthcare Events <i>From: DeBenedettoDebi</i>	RFP sent to partner	Closed	7/1/2013	7/1/2013	Debi DeBenedetto
7/25/2013	Marco Island Chamber of Commerce <i>From: DeBenedettoDebi</i>	FAM - escort	Closed	7/25/2013	7/25/2013	Debi DeBenedetto
7/1/2013	Marco Island Marriott Beach Resort, Golf Club & Spa <i>From: DeBenedettoDebi</i>	RFP follow up	Closed	7/1/2013	7/1/2013	Debi DeBenedetto
7/17/2013	Marco Island Marriott Beach Resort, Golf Club & Spa <i>From: DeBenedettoDebi</i>	RFP follow up	Closed	7/2/2013	7/15/2013	Debi DeBenedetto
7/2/2013	Marco Island Marriott Beach Resort, Golf Club & Spa <i>From: DeBenedettoDebi</i>	RFP follow up	Closed	7/22/2013	7/29/2013	Debi DeBenedetto
7/2/2013	Marco Island Marriott Beach Resort, Golf Club & Spa <i>From: DeBenedettoDebi</i>	Site with client	Closed	8/8/2013	9/6/2013	Debi DeBenedetto
7/22/2013	Marco Island Marriott Beach Resort, Golf Club & Spa <i>From: DeBenedettoDebi</i>	rfp enhancement -get service estimate	Closed	8/22/2013	9/6/2013	Debi DeBenedetto
7/17/2013	Naples Bay Resort	Partners - communication notice, email, other	Closed	7/17/2013	7/17/2013	Debi DeBenedetto

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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
<i>From: DeBenedettoDebi</i>						
7/15/2013	Naples Beach Hotel & Golf Club	Assisted Mtg Planner	Closed	7/15/2013	7/15/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/15/2013	Naples Beach Hotel & Golf Club	Rfp enhancement granted	Closed	8/15/2013	9/6/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/17/2013	Naples Extreme Family Fun Spot	Partner - Request Info	Closed	7/17/2013	7/19/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/19/2013	Naples Extreme Family Fun Spot	Partner - Request Info	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/26/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Advertising Task	Open	9/20/2013		
<i>From: Hughes, Kirk</i>						
7/18/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Registration - Conference/Trade shows	Open	12/3/2013		
<i>From: Steven Bonda</i>						
7/2/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	RFP sent to partner	Closed	7/2/2013	7/2/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/6/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	CVB Project	Closed	6/6/2013	7/15/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/17/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Ad Agency communication	Closed	7/17/2013	7/17/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/18/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Proofing Marketing materials	Closed	7/18/2013	7/18/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/18/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Assisted Mtg Planner	Closed	7/18/2013	7/18/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/19/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Ad Agency communication	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
<i>From: DeBenedettoDebi</i>						
7/19/2013	Naples Marco Island Everglades CVB Debi DeBenedetto	Registration - Conference/Trade shows	Closed	7/19/2013	7/19/2013	Debi DeBenedetto
<i>From: Global Exchange Events</i>						

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
7/23/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: DeBenedettoDebi</i>	CVB Project	Closed	7/23/2013	7/23/2013	Debi DeBenedetto
7/24/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: Bill Kilbura & Joe Forster</i>	Registration - Conference/Trade shows	Closed	7/24/2013	7/24/2013	Debi DeBenedetto
7/25/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: VISIT FLORIDA</i>	Research Destination Info - Delegate	Closed	7/25/2013	7/25/2013	Debi DeBenedetto
7/26/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: Schatz, Leanne</i>	Assist Meeting planner -sales kit email photos or video	Closed	7/26/2013	7/26/2013	Debi DeBenedetto
7/29/2013	Naples Marco Island Everglades CVB <i>From: DeBenedettoDebi</i>	Idss updates	Closed	7/29/2013	7/29/2013	Debi DeBenedetto
7/25/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: DeBenedettoDebi</i>	Communicate-Staff	Closed	7/25/2013	7/29/2013	Debi DeBenedetto
7/15/2013	Naples Marco Island Everglades CVB <i>From: DeBenedettoDebi</i>	Assist Meeting planner -sales kit email photos or video	Closed	7/22/2013	7/29/2013	Debi DeBenedetto
7/30/2013	Naples Marco Island Everglades CVB <i>From: DeBenedettoDebi</i>	CVB Project	Closed	7/30/2013	7/30/2013	Debi DeBenedetto
8/21/2013	Naples Marco Island Everglades CVB <i>From: Laura Purtzer</i>	FAM hosted	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
8/21/2013	Naples Marco Island Everglades CVB <i>From: DeBenedettoDebi</i>	CVB Project	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
8/21/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: DeBenedettoDebi</i>	Assisted Mtg Planner	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
8/21/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: DeBenedettoDebi</i>	Ad Agency communication	Closed	8/21/2013	8/21/2013	Debi DeBenedetto
8/21/2013	Naples Marco Island Everglades	Followup Call	Closed	8/21/2013	8/21/2013	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	CVB Debi DeBenedetto <i>From: DeBenedettoDebi</i>					
8/21/2013	Naples Marco Island Everglades CVB Debi DeBenedetto <i>From: DeBenedettoDebi</i>	Communicate-Partner	Closed	8/21/2013	9/6/2013	Debi DeBenedetto
8/21/2013	Naples Marco Island Everglades CVB <i>From: DeBenedettoDebi</i>	Site with client	Closed	8/31/2013	9/6/2013	Debi DeBenedetto
7/19/2013	Naples Marco Island Everglades CVB <i>From: DeBenedettoDebi</i>	Registration - Conference/Trade shows	Closed	9/1/2013	9/6/2013	Debi DeBenedetto

Total Tasks:**85**



Germany's Sandra Gal is greeted by the crowds at the CME Group Titleholders hospitality suites at 18 green. Photo by Gabe Roux

Three Tours. One Naples.

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.”

The tournament brings global attention to Florida’s Paradise Coast – including Naples, Marco Island and the Everglades - via a vast television audience. Last year’s live Golf Channel broadcast reached 127 million 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.”



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

Franklin Templeton Shootout

Celebrating its 25th anniversary, the PGA TOUR-sanctioned Franklin Templeton 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.



December 9 – 15, 2013
Tiburón Golf Club at
The Ritz-Carlton Golf Resort, Naples
franklintempletonshootout.com

“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.”

“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.



Two-time major winner and World Golf Hall of Fame member Greg Norman 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’Byron



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

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of August 2013

<u>Toll Free Number</u>	<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
<u>Grand Total:</u>	<u>40</u>	<u>145.73</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of August 2013

<u>Purpose</u>	<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
<u>Grand Total:</u>	<u>962</u>	<u>155.55</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of August 2013

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	136	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	

Naples, Marco Island, Everglades CVB

Guide Request Summary by Source

For the month of August 2013

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Leisure Markets	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%
<u>Grand Total:</u>	<u>775</u>	<u>17,681</u>		<u>915</u>	<u>34,384</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of August 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
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%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of August 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Directories			
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%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of August 2013

<u>Media</u>	<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	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Fall In-State Campaign

For the month of August 2013

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Winter Northern Campaign

For the month of August 2013

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Spring/Summer In-State Campaign

For the month of August 2013

<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

Naples, Marco Island, Everglades CVB

Guide Request Summary by Niche Markets

For the month of August 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
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	

Naples, Marco Island, Everglades CVB

Guide Request Summary by Niche Markets

For the month of August 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Senior)			
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	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

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%
<hr/>			
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%
<hr/>			
Group Business - Corporate Meetings Professional	0	10	
Grand Total:	0	20	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by International Markets

For the month of August 2013

<u>Media</u>	<u>Month</u>	<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

Naples, Marco Island, Everglades CVB

Guide Request Summary by Miscellaneous

For the month of August 2013

<u>Media</u>	<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	

* YTD = Fiscal Year to Date

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

For the month of August 2013

State	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Florida	82	4,921	28.78%	157	6,831	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%
Iowa	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%

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

For the month of August 2013

State	Current Year			Last Year		
	Month	YTD	% YTD	Month	YTD	% YTD
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	

* YTD = Fiscal Year to Date

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

For the month of August 2013

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	742	17,099	96.71%	817	31,041	90.28%
Canada	12	238	1.35%	11	280	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	0.31%	15	473	1.38%
Germany	2	31	0.18%	4	29	0.08%
France	1	21	0.12%	1	22	0.06%
Netherlands	0	13	0.07%	0	15	0.04%
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%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Country

For the month of August 2013

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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	

* YTD = Fiscal Year to Date

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

For the month of August 2013

<u>Media</u>	<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	

* YTD = Fiscal Year to Date

Publication	October 2011	October 2012	November 2011	November 2012	December 2011	December 2012	January 2012	January 2013	February 2012	February 2013	March 2012	March 2013	April 2012	April 2013	May 2012	May 2013	June 2012	June 2013	July 2012	July 2013	August 2012	August 2013	September 2012	September 2013	Total 2011/2012	Total 2012/2013			
Publication																													
Guide Request																													
Leisure Markets																													
Consumer Magazines																													
AAA Florida TourBook 2009 Edition		1	0	0	0	0	0	1	0	1	0	3	1	0	0	0	0	0	0	2	0	0	0	0	0	4	5		
Arthur Frommer's Budget Travel February 2009		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0		
Arthur Frommer's Budget Travel June 2011		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0		
Coastal Living (Added Value) April 2012		0	0	0	0	0	0	0	0	0	0	0	0	0	325	0	81	0	28	0	26	0	14	0	474	0			
Coastal Living April 2012		0	0	0	0	0	0	0	0	0	182	0	175	0	51	0	38	0	21	0	4	0	0	0	471	0			
Conde Nast Traveler February 2013		0	0	0	0	0	0	143	0	414	0	106	0	60	0	47	0	0	0	0	0	0	0	0	0	770	0		
Conde Nast Traveler May 2013		0	0	0	0	0	0	0	0	0	0	0	0	1	0	579	0	133	0	61	0	23	0	0	0	797	0		
Florida Travel & Life May/June 2011		4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0			
Florida Travel & Life May/June 2012		0	2	0	1	0	0	0	0	0	0	0	0	0	117	0	85	0	21	0	11	0	8	0	242	3			
Midwest Living January/February 2010		1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0			
Other/Unknown		4	5	5	3	4	2	4	11	4	7	10	7	6	2	4	5	4	2	5	2	4	1	5	0	59	47		
Redbook Midwest October 2011		1,477	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,477	0		
Southern Living January 2012		0	17	0	9	0	0	17	735	9	1,285	11	376	11	122	3	86	3	65	3	48	0	16	5	24	0	2,757	88	
Southern Living Travel Florida 2012-2013		0	0	0	0	0	0	0	0	0	0	0	0	1,197	0	0	0	0	0	0	0	0	0	0	0	0	0	1,197	0
Sub Total for Consumer Magazines	1,487	24	5	13	4	19	740	163	1,291	432	568	127	305	1,263	585	634	275	138	123	65	61	29	52	0	5,496	2,907			
Consumer Directories																													
2009 Official Florida Vacation Guide		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
2010 Florida Insider Guide - Quick Check		13	0	11	0	15	0	7	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	0		
2010 Florida Insider Guide - Specific Target		3	0	3	0	5	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0		
2010 Naples, Marco Island & the Everglades Visitors Guide		0	0	1	0	0	0	1	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	3	1		
2010 Visit Florida Magazine		2	1	0	0	0	0	1	1	1	1	0	2	1	0	0	1	0	0	1	0	1	0	1	0	7	6		
2010 Visit Florida Magazine - Quick Check		7	0	16	0	4	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0		
2010 Visit Florida Magazine - Specific Target		1	0	3	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0		
2011 Florida Insider Guide - Quick Check		0	2	0	0	0	0	1	4	0	10	0	3	0	6	0	2	0	2	0	1	0	8	0	0	36	3		
2011 Florida Insider Guide - Specific Target		0	0	0	0	0	0	1	2	0	2	0	2	0	2	0	1	0	1	0	0	0	0	0	0	10	1		
2011 Naples, Marco Island & the Everglades Visitors Guide		0	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	1	0	1	0	1	0	0	0	3	2		
2011 Visit Florida Magazine - Quick Check		110	0	101	0	59	0	150	0	203	0	151	0	26	0	39	0	14	0	6	0	0	0	0	0	859	0		
2011 Visit Florida Magazine - Specific Target		47	0	42	0	34	0	60	0	87	0	41	0	12	0	7	0	1	0	0	0	0	0	0	0	331	0		
2012 Florida Insider Guide - Quick Check		0	1	0	2	0	4	0	8	0	3	0	4	0	202	0	33	0	6	0	0	0	9	0	0	250	22		
2012 Florida Insider Guide - Specific Target		0	6	0	1	0	1	0	1	0	4	0	2	0	1	82	0	9	0	3	0	2	0	5	0	101	16		
2012 Visit Florida Magazine - Quick Check		0	72	0	77	0	114	0	104	1	79	138	27	111	12	172	8	203	3	188	0	159	0	175	0	1,147	496		
2012 Visit Florida Magazine - Specific Target		0	38	0	51	0	56	0	41	0	29	68	12	67	13	94	5	106	0	120	0	37	0	48	0	540	245		
2013 Florida Insider Guide - Quick Check		0	0	0	0	0	0	0	0	0	0	6	0	1	0	2	0	1	0	4	0	2	0	0	0	0	16	0	
2013 Visit Florida Magazine - Quick Check		0	0	0	0	0	0	0	0	0	0	272	0	187	0	172	0	136	0	145	0	120	0	0	0	0	1,032	0	
2013 Visit Florida Magazine - Specific Target		0	0	0	0	0	0	0	0	0	0	188	0	114	0	107	0	103	0	95	0	81	0	0	0	0	688	0	
Florida Insider Guide April - September 2011		1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
Visit Florida Magazine December 2010 - September 2011		0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
Sub Total for Consumer Directories	184	120	177	131	119	175	230	158	304	116	410	511	224	329	605	294	370	244	326	246	199	204	245	0	3,393	2,528			
Consumer E-Marketing																													
DestinationBrochures.com		2	1	1	1	4	0	5	11	5	12	6	6	4	3	5	6	4	3	6	3	3	3	3	0	48	49		
Other/Unknown		5	1	5	1	2	2	8	4	4	2	5	3	4	5	2	0	6	5	5	0	4	1	1	0	51	24		
ParadiseCoast.com		227	246	193	178	390	125	484	329	440	278	281	268	305	188	271	221	390	142	345	232	295	179	310	0	3,930	2,386		
ParadiseCoast.com/Getaway Summer TAF		4	12	78	4	50	12	66	0	88	2	38	0	76	0	44	0	62	0	41	0	36	0	12	0	595	30		
ParadiseCoast.de		1	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0		
Visit USA - France		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
Visit USA - UK		2	0	5	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	2	0	0	0	0	0	10	0		
VisitFlorida.com		0	0	1	1	0	0	2	0	1	1	0	1	1	0	0	2	0	0	0	2	1	0	0	0	7	6		
Sub Total for Consumer E-Marketing	241	260	283	185	447	139	565	344	541	295	331	278	390	196	322	229	462	150	399	235	340	184	326	0	4,646	2,495			
Consumer Newspaper																													
Americas Best Vacations Southeast Spring 2012		0	0	0	0	0	0	0	0	0	0	0	0	0	2,155	0	394	0	0	0	0	0	0	0	0	2,549	0		
Other/Unknown		0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	0	2	1	0	0	1	0	0	0	2	5		
Visit Florida In-State Insert April 2012		0	0	0	0	0	0	0	0	0	0	0	1,120	0	875	0	67	0	0	0	0	0	0	0	0	2,062	0		
Visit Florida In-State Insert April 2013		0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,542	0	0	0	0	0	0	0	0	0	0	1,542	0	
Visit Florida In-State Insert June 2012																2,030	0	0	0	0	0	0	39	0	0	2,069	0		
Visit Florida In-State Insert June 2013																0	0	0	0	2,102	0	0	0	0	0	0	2,102	0	
Visit Florida Out-of-State Insert February 2013											2,067	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,067	0	
Sub Total for Consumer Newspaper	0	0	0	0	1	0	0	1	0	0	2,067	1,120	0	3,030	1,543	2,491	2	1	2,102	0	1	39	0	0	6,682	5,716			
Leisure Markets	1,912	404	465																										

Publication	October 2011	October 2012	November 2011	November 2012	December 2011	December 2012	January 2012	January 2013	February 2012	February 2013	March 2012	March 2013	April 2012	April 2013	May 2012	May 2013	June 2012	June 2013	July 2012	July 2013	August 2012	August 2013	September 2012	September 2013	Total 2011/2012	Total 2012/2013
Bridal Guide January/February 2011																										
Bridal Guide July/August 2011																										
Bridal Guide March 2011																										
Bridal Guide March/April 2013																										
Bridal Guide September/October 2013																										
Brides Florida April - September 2011																										
Destination Weddings & Honeymoons July/August 2012																										
Sub Total for Niche Markets (Bridal/Honeymoon)	158	2	69	0	37	0	48	133	35	344	15	264	25	229	21	241	17	211	29	263	7	348	2	0	463	2,035
Niche Markets (ECO)																										
Audubon (Added Value) January/February 2013																										
Audubon (Added Value) November/December 2012																										
Audubon (Natural Wonders of Florida) March/April 2010																										
Audubon (Natural Wonders of Florida) March/April 2011																										
Audubon (Natural Wonders of Florida) March/April 2012																										
Audubon (Natural Wonders of Florida) November/December 2011																										
National Geographic Traveler May/June 2012																										
National Geographic Traveler May/June 2013																										
Sub Total for Niche Markets (ECO)	99	26	212	189	72	62	214	259	114	85	178	48	278	219	911	684	230	135	267	68	105	0	65	0	2,745	1,775
Niche Markets (Golf)																										
Play Florida Golf 2012																										
Sub Total for Niche Markets (Golf)	0	0	0	0	0	0	0	0	606	0	2,047	0	1,743	0	1,274	0	0	0	0	0	0	0	462	0	6,132	0
Niche Markets (Senior)																										
AAA Going Places July/August 2012																										
AAA Going Places North March/April 2012																										
AAA Going Places North May/June 2012																										
AAA Going Places South May/June 2010																										
AAA Going Places South May/June 2011																										
AARP - Southeast Region March/April 2011																										
AARP The Magazine April/May 2012																										
Sub Total for Niche Markets (Senior)	21	0	22	0	3	0	2	0	0	3	83	0	501	0	2,733	1	1,233	1	660	0	188	0	15	0	5,461	5
Niche Markets	278	28	303	189	112	62	264	392	755	432	2,323	312	2,547	448	4,939	926	1,480	347	956	331	300	348	544	0	14,801	3,815
Group Markets																										
Group Business - Association Meetings Professional																										
Connect Meetings Magazine January 2012																										
Connect Meetings Magazine May/June 2013																										
Sub Total for Group Business - Association Meetings Professional	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	20	0
Group Business - Corporate Meetings Professional																										
Collaborate Meetings Magazine February 2012																										
Collaborate Meetings Magazine February/March 2013																										
Sub Total for Group Business - Corporate Meetings Professional	0	0	0	0	0	0	0	0	0	12	10	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0
Group Markets	0	0	0	0	0	0	0	0	10	0	12	10	0	0	0	0	0	0	10	10	0	0	0	0	32	20
International Markets																										
United Kingdom																										
Travel Trade Gazette February 2011																										
Sub Total for United Kingdom	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
North America (Canada)																										
Canadian Television (Weather Channel) January 2011																										
Canadian Weather January 2011																										
Sub Total for North America (Canada)	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Germany																										
FTI B2B Online August 2011																										
Sub Total for Germany	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
International Markets	1	0	1	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0
Miscellaneous																										
Other/Unknown																										
Consumer Magazines																										
Consumer Directories																										
CVB Office																										
Consumer E-Marketing																										
Friend/Relative																										
CVB Office																										
Other/Unknown																										
Travel Agent																										
Other/Unknown																										
TCTIA FAM October 2011																										

Publication	October 2011	October 2012	November 2011	November 2012	December 2011	December 2012	January 2012	January 2013	February 2012	February 2013	March 2012	March 2013	April 2012	April 2013	May 2012	May 2013	June 2012	June 2013	July 2012	July 2013	August 2012	August 2013	September 2012	September 2013	Total 2011/2012	Total 2012/2013	
Atlanta PYM Live March 2013	0	0	0	0	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88
CVB Meeting Planner newsletter	0	0	0	0	0	0	0	0	0	0	0	0	3,215	0	0	0	0	0	0	0	0	0	0	0	0	3,215	0
GAP	0	0	2	0	1	1	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	3
Meeting Planner Kit Fulfillment	2	6	1	5	2	0	7	7	5	5	22	15	3	5	10	1	3	2	2	0	7	0	4	0	68	46	
Meeting Planner Non-Kit Fulfillment	0	1	0	1	0	0	1	0	1	0	0	0	1	0	1	1	0	0	0	0	1	1	0	0	5	4	
Top 50 Planner List	0	0	0	0	0	0	0	44	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44
Chicago Holiday Showcase 2012	0	0	0	0	0	48	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	48
Florida Huddle February 2012	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Meeting Planners	2	7	3	6	4	49	9	52	9	12	22	105	3,220	6	14	3	3	4	2	0	9	1	4	0	3,301	245	
Promotions																											
PPD 2011	0	3	1	1	0	0	0	2	3	0	0	0	1	0	2	0	3	0	3	0	3	0	1	0	0	17	6
PPG 2011	0	1	1	0	0	0	0	0	1	1	0	1	1	0	0	0	0	0	0	0	0	0	0	1	0	4	3
PPP 2011	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Promotions	1	4	4	1	0	0	0	2	4	1	0	1	2	0	2	0	3	0	3	0	3	0	2	0	24	9	
Tour Operators																											
Other/Unknown	0	0	0	0	2	0	2	0	2	0	2	0	0	0	0	0	1	0	0	0	1	0	0	0	0	10	0
Tour Operators	0	0	0	0	2	0	2	0	2	0	2	0	0	0	0	0	1	0	0	0	1	0	0	0	10	0	
Travel Agents																											
Other/Unknown	0	0	0	0	1	0	2	6	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	4	8
Travel Agents	0	0	0	0	1	0	2	6	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0	0	4	8	
Total Special Fulfillment Requests:	3	11	7	7	7	49	13	60	15	510	24	107	3,222	7	16	3	361	4	5	0	13	1	6	0	3,692	759	
Grand Total:	2,224	464	1,067	545	724	457	1,856	1,146	2,949	1,812	3,690	3,439	7,830	2,260	9,517	3,643	5,452	905	1,837	2,993	928	776	1,231	0	39,301	18,440	
Internet Text Chat	3	4	5	6	2	3	7	5	6	2	5	5	2	0	6	6	6	3	8	2	3	5	4	0	36	62	