

**Naples Marco Island Everglades CVB  
Task Report  
Created - Between 4/13/2014 - 5/14/2014**

May 29, 2014  
Detailed Staff Reports 11  
1 of 62

**Task Assigned User: Debi DeBenedetto**

| Create Date | Account Name<br>Contact Name  | Task Type   | Status | Due Date  | Closed Date | Closed by User   |
|-------------|---|---|--------|-----------|-------------|------------------|
| 4/21/2014   | Debi's Activity Tracking Account<br>Debi DeBenedetto  | Registration -<br>Conference/Trade shows                      | Open   | 4/21/2014 |             |                  |
|             | <i>Register Florida Encounter and create planner invitation list 15 planners per hotel we have 6 participation .</i>                                  |   |        |           |             |                  |
| 4/23/2014   | Debi's Activity Tracking Account  | Trade show preparations                                       | Open   | 6/2/2014  |             |                  |
|             | <i>From: PirreMichelle</i>  |   |        |           |             |                  |
| 4/18/2014   | Debi's Activity Tracking Account<br>Debi DeBenedetto  | Advisory Meeting  | Closed | 4/3/2014  | 4/2/2014    | Debi DeBenedetto |
|             | <i>attended advisorv roundtable</i>   |   |        |           |             |                  |
| 4/18/2014   | Debi's Activity Tracking Account<br>Debi DeBenedetto  | Film  | Closed | 4/18/2014 | 4/18/2014   | Debi DeBenedetto |
|             | <i>follow up all afternoon on IPEC show.</i>  |   |        |           |             |                  |
| 4/18/2014   | Debi's Activity Tracking Account<br>Debi DeBenedetto  | TDC Meeting / reports   | Closed | 4/18/2014 | 4/18/2014   | Debi DeBenedetto |
|             | <i>TDC report complete and turned in.</i>   |   |        |           |             |                  |
| 4/18/2014   | Debi's Activity Tracking Account<br>Debi DeBenedetto  | CVB Project   | Closed | 4/15/2014 | 4/18/2014   | Debi DeBenedetto |
|             | <i>several hours and meeting on budaets. 2015 budaet request turned in</i>  |   |        |           |             |                  |
| 4/18/2014   | Debi's Activity Tracking Account<br>Debi DeBenedetto  | Attend Meeting / Show /<br>Conference                         | Closed | 4/16/2014 | 4/18/2014   | Debi DeBenedetto |
|             | <i>Attended IPEC San Antonio 4 days. Got 5 Rfops out and great leads and meetinas. Independent Planners Educational Conference. Follow up this we</i> |   |        |           |             |                  |
| 4/21/2014   | Hilton Naples   | Fam Arrangements<br>-planned - itinerary                      | Open   | 5/15/2014 |             |                  |
| 4/23/2014   | Meeting Connections Ohio<br>Dwight Loken 614-898-9361   | RFP sent to partner   | Open   | 4/23/2014 |             |                  |
|             | <i>assisted planner info and sent out Rfo will assist site June</i>   |   |        |           |             |                  |
| 4/17/2014   | Naples Marco Island Everglades<br>CVB<br>Debi DeBenedetto 239-252-2379<br>or 239-734-0295<br>debide@colliergov.net                                    | Assisted Mtg Planner  | Closed | 4/17/2014 | 4/17/2014   | Debi DeBenedetto |
|             | <i>From: Hentaes. Kim</i>   |   |        |           |             |                  |
| 4/22/2014   | TD Securities   | Assist Meeting planner<br>-sales kit email photos or<br>video | Closed | 4/22/2014 | 4/22/2014   | Debi DeBenedetto |
|             | <i>Assisted request</i>   |   |        |           |             |                  |
| 5/7/2014    | Waldorf Astoria Naples<br>Lisa Buss 594-6023<br>lisa.buss@waldorfastoria.com  | Rfp enhancement granted                                       | Open   | 6/9/2014  |             |                  |
|             | <i>See if booked</i>  |   |        |           |             |                  |

| Task Assigned User: Debi DeBenedetto |                              |           |        |          | May 29, 2014 |                |
|--------------------------------------|------------------------------|-----------|--------|----------|--------------|----------------|
| Create Date                          | Account Name<br>Contact Name | Task Type | Status | Due Date | Closed Date  | Closed by User |
| <b>Total Tasks:</b>                  |                              |           |        |          |              | <b>12</b>      |



LOU HAMMOND & ASSOCIATES

**DATE:** May 14, 2013

**TO:** JoNell Modys  
Naples, Marco Island, Everglades CVB

**FROM:** Terence Gallagher; Doug Ruchefsky; Carlyn Topkin; Danielle  
Hendricks  
Lou Hammond & Associates

**CC:** Jack Wert; Angela Aline; Lou Hammond

**RE:** Activity Report – April 9 – May 14, 2014

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Naples, Marco Island, Everglades CVB during April 9 – May 14, 2014.

1) **MEDIA HIGHLIGHTS**

**FORBES TRAVEL GUIDE**

As a result of ongoing communication with DeMarco Williams and Jen Kester, the outlet included recommended accommodations, shopping, restaurants, golf and more in Naples on May 14.

**UMV: 9,956,125; Media Value: \$66,374.17**

**MEETINGS FOCUS**

As a result of working with the Meetings Focus team, the outlet included highlights of the destination throughout its annual Florida supplement/April issue.

**UMV: 22,751; Circ: 25,030; Media Value: \$4,185.91**

**MONTREAL GAZETTE**

As a result of working with Rochelle Lash, the outlet featured the Snowbird Special at The Inn on Fifth on April 16.

**UMV: 343,523; Media Value: \$2,290.15**

**TREKAROO**

As a result of hosting Erin Gifford, the outlet featured an article titled, “Top 10 Things To Do in Naples Florida For Families,” which included a number of activities, hotels and restaurants in the destination on May 10.

**UMV: 172,424; Media Value: \$1,149.49**

**TAMMILEE TIPS**

As a result of pitching in advance of National Stress Awareness Month, the outlet featured a blog post on stress-free options offered in the destination on April 13.

**UMV: 94,441; Media Value: \$629.61**

**KIDVENTUROUS**

As a result of hosting Erin Gifford, the outlet featured an article on the Dolphin Explorer cruise on April 30.

**UMV: 13,685; Media Value: \$273.70**

**MAINLY SOUTHERN**

As a result of pitching in advance of National Stress Awareness Month, the outlet featured a blog post on stress-free options offered in the destination on April 13.

**UMV: 2,340; Media Value: N/A**

2) **MEDIA VISITS**

Agency is promoting the destination with ongoing media visits including:

**ERIN GIFFORD, KIDVENTUROUS, APRIL 13 – 14**

Agency worked with Gifford for her visit to the destination in April. Agency secured accommodations at the Waldorf Astoria Naples. Activities were secured including The Dolphin Explorer, Naples Zoo and Naples Botanical Garden.

**ALLISON ENTREKIN, SOUTHBOUND MAGAZINE MAY 9 – 11**

Agency worked with Entekin to feature Fifth Avenue South and Third Street South for the magazine's Street Smart department. Avenue5 and Campiellos agreed to host for dinner. Agency reached out to other restaurants of interest for hi-res photography.

**BLAKE MILLER, CAROLINA BRIDE, JUNE 27 – JULY 1**

Agency pitched and is working with Miller, who is interested in traveling to the destination to compile a confirmed honeymoon feature for *Carolina Bride* magazine. Miller has requested assistance with round trip airfare from Charlotte to RSW along with access to a rental car during her stay. Agency secured accommodations at the Inn on Fifth for the Naples portion of her trip and the Hilton Marco Island Beach Resort and Spa for the Marco Island portion of her trip. Agency compiled a trip estimate and itinerary in addition to booking flights.

**JESSICA SANDERSON, MODERN DAY MOMS, JULY 25 – 26**

Agency worked with Sanderson who is based in Sarasota and is interested in visiting Marco Island to showcase the recent TripAdvisor accolade. Agency confirmed accommodations for Sanderson at the Marco Island Marriott. Agency continues to work with Sanderson for other itinerary activities.

**ALISON LEWIS, HEALTHY TRAVEL, SUMMER**

Agency is working with Lewis to secure a feature story angle and activities. Client provided recommendations, including healthy eating spots to showcase in the area such as Sea Salt and The Cider Press Café. Agency is still seeking accommodations and will compile a trip estimate accordingly.

**SEAN MANNING, RHAPSODY**

Agency met with Manning to discuss a potential feature travel story in an upcoming issue of the magazine. Manning was interested in pursuing an angle featuring an Everglades experience, possibly contrasting it with a visit to Naples. Agency is following up with more information and will subsequently secure dates for a visit.

**LAURA MANSKE, FREELANCE (PARADE)**

Agency is working with Manske for a potential media visit in late summer. Once dates and coverage are confirmed, agency will submit the formal press request.

**JOHN THOMASON, BOCA RATON MAGAZINE**

Agency is working with Thomason, who expressed interest in covering Naples as part of a story for the publication. Agency is working to find available dates for a visit and will send a press request accordingly.

**JANICE NIEDER, FREELANCE**

Client worked with Nieder during her previous visit to the destination with SATW – requested that agency help arrange a second trip for a Marco Island feature. Client suggested accommodations at Marco Island Marriott and informed the agency that Nieder has also experienced the Dolphin Explorer Cruise. Agency connected with Nieder directly, who suggested a visit at the end of 2014. Agency will follow up accordingly.

**LENA KATZ, JUSTLUXE**

Agency is working with Katz, who has expressed interest in visiting the destination and staying at the Naples Bay Resort and the Inn on Fifth. Dates are pending, and the agency continues to brainstorm potential story angles to maximize resulting coverage.

**3) SOCIAL MEDIA**

Agency social media efforts during the period of April 9 – May 14, 2014 include:

- LH&A Facebook
  - April 29 – We’re feeling the chill today in New York. With beach season around the corner, we’re dreaming of some of our favorite spots to pass the time ‘til we officially defrost. Where do you love to soak up the sun?  
Pictured below: Naples, Marco Island, Everglades - Paradise Coast, Bermuda Tourism, JW Marriott Guanacaste Resort & Spa, Sonoma County, CA and Phi Phi Island in Krabi, Tourism Authority of Thailand NA. (5 photos)
  - LH&A Value Blast
    - April 16 – Fuel Up Package at Sunset Cove Resort
    - April 23 – Spring Specials For Daily Play at The Quality Inn & Suites Golf Resort
    - April 30 – “Beauty and the Beach” Package at The Inn on Fifth
    - May 7 – Make Waves Package at Naples Bay Resort & Spa
    - May 14 – Babymoon Package at Inn on Fifth

- LH&A Twitter
  - May 8 – RT @HiltonNaples: Hilton Naples celebrated National Travel and Tourism Week w/ @ParadiseCoast at the 12th Annual...  
<http://fb.me/1arVMwQWZ>
  - May 7 – MT @ParadiseCoast: Experience the breathtaking nature of Florida's #ParadiseCoast w/ activities for the whole #family <http://bit.ly/1rWDWmU>
  - May 7 – MT @ParadiseCoast: Celebrate Mother's Day at Sun-N-Fun Lagoon! Mom's get in free with 1 paid admission <http://bit.ly/1q7RXRn> @collierparks
  - May 7 – .@NFL fans, check this out! @ParadiseCoast native @MiamiDolphinSue will be repping the team at upcoming #NFLDraft <http://shar.es/SjSWo>
  - May 6 – @TravlandLeisure A6 @ParadiseCoast has great value in #summer and #spas if you need some indoor relief #TL\_Chat
  - May 6 – @TravlandLeisure A.1 @CityofSantaFe has amazing festivals & perhaps a #beach trip to @ParadiseCoast #TL\_Chat
  - May 6 – @ParadiseCoast @HiltonMarco Congrats Ashley!
  - May 6 – RT @ParadiseCoast: Make #MemorialDay a Priceless Memory & spend a long weekend w/ family in Florida's #ParadiseCoast <http://bit.ly/1pHnlWA>
  - May 1 – RT @ParadiseCoast: In my Paradise, I want to build sandcastles while I build priceless memories with my family <http://bit.ly/1pHnlWA>
  - Apr 30 – .@CNTraveler lists Best American Cities for Foodies. Our favs @ParadiseCoast @CityOfSantaFe @ExploreCHS @InsideSonoma <http://cntrvlr.com/1jeEwd1>
  - Apr 29 – @TravlandLeisure Gizmo loves @paradisecoast #pupsinparadise #TL\_Chat [pic.twitter.com/MuxDGAAtkP](http://pic.twitter.com/MuxDGAAtkP)
  - Apr 29 – @skift shares most-visited national parks by Facebook check-ins. Our pick? @ParadiseCoast's Everglades National Park <http://bit.ly/1j9vdeo>
  - Apr 24 – RT @ParadiseCoast: Get ideas for fun before your #ParadiseCoast adventure begins: <http://bit.ly/xuV0Tp> #travel #florida
  - Apr 18 – RT @ParadiseCoast: World's Best #Golf Destinations via @USATODAY. Vote to help #Naplesfl get gold: <http://usat.ly/1qOglzB> #travel #Florida
  - Apr 17 – RT @ParadiseCoast: Help us take our Par 5 to a hole-in-one by voting #Naplesfl as a @10Best #Golf Destination: <http://bit.ly/1ftE31p>
  - Apr 16 – @TWtravelnews We're ready for a beach trip this summer! Great options include @MarriottResorts, @PCBeach, or @ParadiseCoast ! #TWChats
  - Apr 16 – MT @10Best: Hey #Naples! <http://bit.ly/1gRZYir> Take your Par 5 to a Hole-In-One! Vote for #golf! @ParadiseCoast @ndn\_newsdesk @durlandgolf
  - Apr 16 – We love this article! "Florida's Marco Island offers an exquisite, exotic, indulgent escape" via @MySA <http://bit.ly/1evyh14> @ParadiseCoast
  - Apr 11 – MT @ParadiseCoast: A #sunrise you'll never forget. Share some of your sun along #Florida's #ParadiseCoast #travel [pic.twitter.com/TLmRWGPuiW](http://pic.twitter.com/TLmRWGPuiW)
  - LH&A Value Blast
    - April 16 – Fuel Up Package at Sunset Cove Resort

- April 23 – Spring Specials For Daily Play at The Quality Inn & Suites Golf Resort
- April 30 – “Beauty and the Beach” Package at The Inn on Fifth
- May 7 – Make Waves Package at Naples Bay Resort & Spa
- May 14 – Babymoon Package at Inn on Fifth

#### 4) WRITTEN MATERIALS & HOT TIPS

Agency drafted and distributed the following materials:

- **Naples Named Among Top U.S. Cities for Foodies by Conde Nast Traveler** – Agency drafted release following client’s recognition by Conde Nast Traveler. Client distributed locally, with agency distributing to trade and relevant regional and national media publications.
- **Food Network Magazine, Travel Eblast** – Agency gave feedback and addition for verbiage used in eblast for the Food Network’s Food Truck promotion.
- **Paradise Coast Tourism Star Awards** – Agency revised version of local release announcing winners of 2014 Tourism Star Awards.
- **LH&A Value Blast** – Agency included Paradise Coast in weekly travel deal round-ups distributed to targeted media.

#### 5) NEWS BUREAU

Listed below are media with whom the agency has had contact on behalf of the Naples, Marco Island, Everglades CVB and provided information in the way of specialized pitches, press kits or fact checking. In most cases, although listed only once, LH&A liaised with publications or freelancers on multiple occasions.

*Agency distributed press releases to relevant media. A sampling includes:*

- AFAR Magazine
- AOL Travel
- Arthur Frommer's Budget Travel
- Authentic Florida
- Carry On
- CheapOair Travel Blog
- Chick Vacations
- Departures
- Destination: W
- Endless Vacation
- Fathom
- Florida Travel + Life
- Forbes Travel Guide

- Fun Florida Mom
- Gadling
- Globe-trotting
- Healthy Travel Blog
- In The Know Traveler
- In Transit
- Islands
- Jaunted
- Jetset Extra
- Jetsetter
- Johnny Jet's Travel News, Tips & Stories
- Let's Travel
- Luxury Travel Advisor
- ManAboutWorld
- National Geographic Traveler
- New England Golf Monthly
- offMetro
- Premier Traveler Magazine
- Real Travel Adventures
- Recommend
- Robb Report
- Travel Weekly
- Trekaroo
- Vacation Agent
- VISIT FLORIDA

***Additional Outreach:***

- Nancy Trejos, USA Today – Agency pitched Trejos for National Stress Awareness month, and followed up with a tax day relief package from Naples Bay Resort.
- Christine Bryant – Agency pitched the destination as an active summer family vacation.
- Kalle Bergman, Honest Cooking – Agency pitched new culinary offerings during a media lunch.
- Monica Storch, Macaroni Kid – Agency pitched the Dolphin Explorer during a media lunch.
- Brooke Porter Katz, Travel + Leisure – Agency discussed recent destination updates during one-on-one meeting, including renovations at Inn on Fifth and The Ritz-Carlton in addition to culinary highlights.
- Will Budiaman, Examiner.com – Agency showcased diversity of culinary options in the destination during a meeting with Budiaman.
- YourTango – Agency connected with local culinary personalities to gather Cinco de Mayo recipes for subsequent pitching.
- Stanley Sagner, New York Daily News – Agency met with Sagner, who in addition to being the restaurant critic for the Daily News is also a features travel writer. Agency showcased diversity of culinary options in



the destination, highlighting new along with historic dining establishments.

- DeMarco Williams, Forbes Travel Guide – Agency pitched new area restaurants and itinerary suggestions to journalist ongoing.
- Ken Scudato, BlackBook – Agency reached out to Ken to inquire about his upcoming travel plans and to see how working with the Paradise Coast could fit into his editorial plans.
- Summer travel spots for dogs – Agency followed up on a HARO request to pitch the destination’s dog-friendly attributes.
- Karen Gardiner, Shermans Travel and HotelChatter – Agency pitched the destination during a coffee meetings.
- Lena Katz, JustLuxe – Agency submitted a grilled fruit recipe on behalf of the Waldorf Astoria Naples.
- Wendy Diamond, Animal Fair – Agency connected with Wendy prior to Travel + Leisure’s Twitter chat, encouraging Wendy to mention Naples as a premier pet-friendly travel destination.

## 6) **GENERAL ACTIVITIES**

Agency participated in conference calls with the client and provided agendas and call reports on the same.

Agency updated LH&A Twitter page and Facebook page with client releases and weekly value blasts.

Agency uploaded images to LH&A Pinterest page.

Agency uploaded images to LH&A Instagram.

Agency provided client with relevant media clips.

Sent client HSMIAI pet friendly submission entry to reference for a local tourism award submission on behalf of Naples Bay Resort.

Assisted in request from Today Show producer, Karen Trosset, who is seeking accommodations in the destination April 25 and April 26.

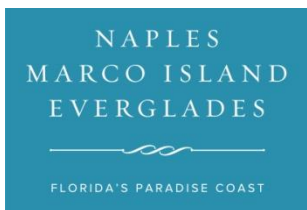
Attended CVB roundtable meeting and provided input on promotion strategies for TripAdvisor Top Island accolade.

Agency outreached to Food Network team to assist and represent the destination during the Food Truck promotion in New York. Agency followed up post-event with photos for social media promotion.

Agency coordinated with Visit Florida team to send a representative for the Ohio – Pittsburgh media mission.

Agency forwarded information about Travel + Leisure's Twitter chat with a pet-friendly travel theme.

7) **PRESS RELEASES / CLIP HIGHLIGHTS**



*News*

**Media Contacts:**

JoNell Modys, [jonellmodys@colliergov.net](mailto:jonellmodys@colliergov.net), 239-252-2425  
Doug Ruchefsky, [dougr@lhammond.com](mailto:dougr@lhammond.com), 212-891-0244  
Angela Aline, [angelaaline@colliergov.net](mailto:angelaaline@colliergov.net), 239-252-6298

## **Naples Named Among Top U.S. Cities for Foodies by Condé Nast Traveler**

*Florida's Paradise Coast continues to accumulate national accolades in 2014*

**Naples, Fla.** (April 30, 2014) – Naples, part of Southwest Florida's Paradise Coast, has been named one of America's top food cities as part of *Condé Nast Traveler's* Readers Choice Awards. Naples landed at number 17 on the list, alongside other cities renowned for their culinary offerings including New York, San Francisco, Charleston and Napa.

The publication cites the incredible seafood selection found at nearly every restaurant as one of the culinary highlights of Naples. However, it also references the "vast number of impressive international eats" as another reason for Naples' inclusion on the list, singling out dining establishments that serve everything from French Provencal and Spanish tapas to authentic Peruvian food. You can see the full list of winners at [http://www.cntraveler.com/daily-traveler/2014/04/best-food-cities\\_slideshow\\_17--Naples--FL\\_4](http://www.cntraveler.com/daily-traveler/2014/04/best-food-cities_slideshow_17--Naples--FL_4).

Nominees and winners for the list were selected as part of the publication's 2013 Reader's Choice Survey. The 2013 survey had 79,268 readers cast nearly 1.3 million votes, a record since *Condé Nast Traveler* first introduced it in 1988. As part of the questionnaire, *Condé Nast Traveler* asks readers to rate the U.S. cities that have the best restaurants. Candidates are judged on a set of criteria relevant to their category, based on a standard five-point scale: excellent, very good, good, fair, and poor. The percentage of excellent and very good ratings determines the final score published by the magazine. The Reader's Choice Rating for Naples was an impressive 80.5.

"The readers of *Condé Nast Traveler* are among the most discerning travelers in the world, and we are honored to be recognized by them for the array of diverse culinary experiences that are offered in Naples and throughout the Paradise Coast," said Jack Wert, executive director for the Naples, Marco Island, Everglades Convention and Visitors Bureau.

The inclusion on *Condé Nast Traveler's* list comes on the heels of several recent national and international accolades garnered by Florida's Paradise Coast, an area that consists of Naples, Marco Island and the western portion of the Everglades. In February, Marco Island was named as the top island in the U.S. and fourth-best island in the world as part of the 2014 TripAdvisor® Travelers' Choice® Islands Awards. Readers of 10Best, a division of USA Today Travel, also recognized Naples as one of the best romantic getaways in North America and one of the best golf destinations in the world. Previously, Florida's Paradise Coast was voted as 2014's Golf Destination of the Year – North America by the International Association of Golf Tour Operators (IAGTO).

### **About Florida's Paradise Coast**

Whether travelers are looking for a romantic escape or family getaway, Florida's [Paradise Coast](#) — Naples, Marco Island and the western portion of the Everglades — has an array of vacation options year-round. With more than 30 miles of soft, white sand beaches, thriving arts and culture scene, distinctive dining and the best of outdoor adventure, the Paradise Coast is truly a destination with it all. Located just two hours from Miami, four hours from Orlando and three

hours from Tampa, the Paradise Coast is easily accessible from some of Florida's largest cities. Travelers outside of the Sunshine State can fly into Southwest Florida International Airport, which provides nonstop service to 43 destinations (39 domestic and 4 international) on 17 different air carriers.

For more information about the Paradise Coast, call 800-688-3600 or visit [www.ParadiseCoast.com](http://www.ParadiseCoast.com). Follow the destination on Twitter @ParadiseCoast and on Facebook at [www.Facebook.com/TheParadiseCoast](https://www.facebook.com/TheParadiseCoast).

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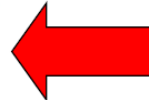
**Forbes**

**May 14, 2014**  
**UMV: 9,956,125**  
**Media Value: \$66,374.17**

## Spending Two Perfect Days In Naples, Florida

 DeMarco Williams , Contributor

If you're envisioning trendy beach spots in Florida, [Miami](#) immediately comes to mind. When you think about timeless glamour, [Palm Beach](#) might top the list. And if family fun is on your agenda, [Orlando](#) has that category pretty well wrapped up. [Naples](#), a city of just under 22,000 full-time residents, has lots to offer, too. But up to this point, it just hasn't had much of a stage in the Sunshine State's summer production to do so. With a little of your help, though, all of that can come to a halt. When your next two-day break arrives, fight the urge to trek back to [Tampa](#) because Naples, in all its relatively unbothered beauty, awaits its chance to pamper you.



**NEWS FROM . . . LOU HAMMOND & ASSOCIATES**



*LaPlaya Beach & Golf Resort, photo courtesy LaPlaya Beach and Golf Resort*

### **Day One**

Top-shelf properties such as Forbes Travel Guide Recommended [Inn on Fifth and Club Level Suites](#) and Five-Star [The Ritz-Carlton, Naples](#) call the Southwestern Florida city home, but another option for your weekend accommodations is LaPlaya Beach & Golf Resort. An idyllic spot in the Gulf's spectacular white sands is reason enough to reserve a suite, but the lush, Caribbean-influenced hotel wins in other ways: The golf at LaPlaya Golf Course is incredible; the treatments at SpaTerre are invigorating; the cuisine at Baleen Restaurant is an epicurean delight.

Once you put your bags away (and pull your significant other away from the entrancing terrace view), make the five-minute drive to the Mercato shopping center for lunch at The Counter, a hip burger factory that takes a certain pride in every sandwich it manufactures. If you think its list of nine breads and 45 toppings is special, wait until you see a drink roster that includes vodka-spiked blueberry lemonade, beer cocktails and mimosa shakes. When you've stuffed yourself, walk off the carbs in the swanky outdoor plaza where you'll find local brands (Gigi's Children's Boutique) and national chains (Nordstrom Rack) to entice you.

After shopping for an hour or so, head back to LaPlaya where you'll find a number of options for your next activity. A long nap on the pillow-top king bed isn't a bad call. Nor is seeing whether the spa's promise of its tropical essence massage being a mood-altering experience is mere brochure talk. Even putting the beach concierge to work for a snack from your spot along Vanderbilt Beach sounds great. Whatever you decide to do, just remember that you have dinner reservations at Baleen.

At first glance, LaPlaya's signature fine-dining establishment comes off a tad formal. Glimmering chandeliers, private booths and a snazzy waitstaff set the polished mood. But upon deeper inspection of the diner in the polo shirt and shorts or the family chuckling over the day's parasailing exploits, you realize the place is for anyone who appreciates good service and inventive dishes such as Florida Keys yellowtail snapper or chili-rubbed short ribs. An order of freshly churned guava sorbet should complete your first day in Naples.



*Avenue5, photo courtesy Inn on Fifth and Club Level Suites*

## **Day Two**

Since you have an early-morning tee time at LaPlaya Golf Course, you may not be able to fit in a lavish breakfast. Luckily, the golf club, which is just a nine-minute ride from the resort, offers pastries, hard-boiled eggs and fruit for hotel guests and club members. If you've signed up for a session at the prestigious David Leadbetter Golf Academy, your one-day mini school will start at 9 a.m. If you're going at the 6,907-yard, mangrove-flanked course on your own, head out to the first hole. A beautiful marriage of manicured greens and natural majesty—during our particular morning on the course, we came across turtles and aningas, the bird that's pictured on the LaPlaya logo—the layout is one golfers will compare favorably to anything they've played previously in Sarasota or Ft. Lauderdale.

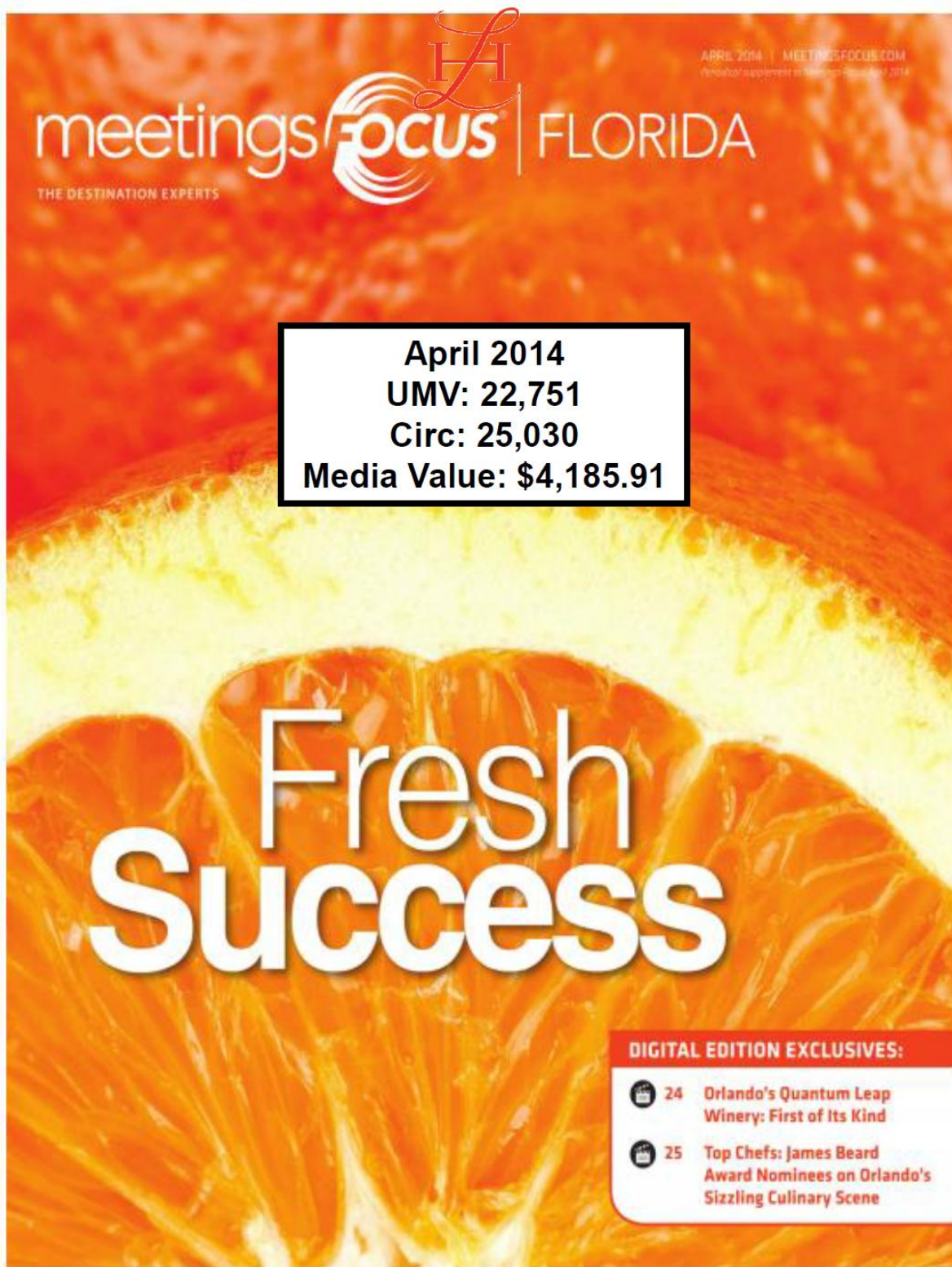
Once you've completed your round, grab a cheeseburger wrap at the clubhouse or make the breezy 20-minute drive to Cosmos Café & Pizzeria, an unpretentious spot that cooks up inspired pies that could leave the Naples in Italy a little envious.

By the time you get back to the hotel, it'll be around 3 p.m. and roughly 93 degrees. Hit the water for a spell. Only this time, ask your beach concierge for a Tiki Mudslide—the Tiki Bar's recipe of Kahlúa, Baileys Original Irish Cream and Sobieski vanilla vodka isn't anything groundbreaking, but its execution is nothing short of exceptional.

After you freshen up in your room, throw on your finest resort-chic ensemble for dinner. Fifth Avenue South is another shopping center in Naples with high-end boutiques and great eateries. One of these choice destinations is Avenue5, the just-opened restaurant at Inn on Fifth. With its alluring vintage-glam dining area and bountiful seafood selection, it's no wonder why locals and visitors have lined up for tables since its December 2013 debut.

If you want to try Avenue5's barrel-aged Manhattan, by all means, indulge. But if you can wait, there's one last bit of fun awaiting you at the resort. Like some scene you'd imagine on [Amelia Island](#), every night LaPlaya's back patio converts into a fireside lounge. Servers cater to your every drinking need while flames from the pit tickle the toes ever so gently. It's a perfect way to reflect on the relaxing weekend, or ponder how in the world you've managed to overlook Naples for so long.





**NEWS FROM ... LOU HAMMOND & ASSOCIATES**

## Spirit World

Like the rest of the country, the farm-to-fork movement has taken off in restaurants around the Sunshine State. But farm-to-shot glass? At Florida craft distilleries, the answer is a resounding yes. Following are just a few examples.

- ▶ A first for the Florida Keys, chef Paul Menta's **Legal Rum Distillery** ([www.loywestlegakum.com](http://www.loywestlegakum.com)) opened in Key West at a former Coca-Cola bottling plant, with a retail operation newly launched in December and distribution limited to South Florida. Despite its colorful past, the Keys actually never had a legitimate rum distiller until now. Menta celebrates the islands' rum-soaked past with bottles that bear mug shots of former local residents to match the distillery's interiors, which are covered in old newspapers and additional jail mug shots. Meanwhile, groups enjoy tours and even team-building activities after hours. "We let them do some bottling," Paul says. "They label and sign the bottles and they love that because they're leaving something of themselves behind."
- ▶ **Wicked Dolphin Artisan Rum Distillery** ([www.wickeddolphin.com](http://www.wickeddolphin.com)) in Cape Coral uses 100 percent Florida sugar to craft its Silver and Spice brand rums, available around the state. "People don't want to buy something they can just get off the shelf; they want something unique, something made locally," says JoAnn Elard, owner, who notes that Wicked Dolphin offers complimentary tours and tastings as well as a small private area in the back for receptions. "We've had 140 out back. We can break the group into two or three tours then do a mass tasting."
- ▶ Newly opened in February, **St. Augustine Distillery Co.** ([www.staugustinedistillery.com](http://www.staugustinedistillery.com)) crafts artisanal liquors using age-old techniques and partnering with local farmers and a team of distillers to handcraft premium small batch spirits, including vodka, rum, gin and whiskey. Group tours along with special events and programs for groups are available.

butter and jelly, with the roasted peanut and fruity jam flavors fully realized. Housed in a 20,000-square-foot facility in the heart of the town's new Culinary Arts District, Funky Buddha offers brewery tours and rotating food trucks.

- ▶ Just south of Naples on the Gulf Coast, the **Marco Island Brewery** ([www.marcoislandbrewery.com](http://www.marcoislandbrewery.com)) is Marco Island's first and only brewery as well as its largest indoor/outdoor bar. Beer is served directly from the brewing tanks for a rich flavor and aroma.
- ▶ With a brewery and brewpub in Tampa Bay, **Cigar City Brewing** ([www.cigarcitybrewing.com](http://www.cigarcitybrewing.com)) pairs menu items like Cuban sandwiches with ales that include Jai-Alai India Pale Ale and Cubano-style Espresso Brown Ale. Tours are offered



Cask 6 Lander, Winter Park

Wednesday to Sunday, while the tasting room also features a parlor that can be reserved for private functions.

"There is something fundamentally cool about drinking a beer right next to the room it's being made in," says Joey Redner, founder of the company. "You can smell and taste the results of that labor. Most people get a kick out of learning just what goes into making a product, and with the tour you can see how we craft our beers, and then go enjoy them."

- ▶ Set in Tampa's historic Ybor City, the **Tampa Bay Brewing Company** ([www.tampabaybrewingcompany.com](http://www.tampabaybrewingcompany.com)) touts

itself as the first licensed brewpub in Florida, offering up to 12 handcrafted tap beers that include Old Elephant Foot India Pale Ale, along with private tours for groups.

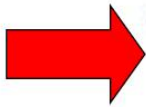
"We've done big groups," says Bruce Demicourt, one of the company's associates. "They can stay, have lunch and sample a flight of beer."

- ▶ A personalized experience is offered at **Pensacola Bay Brewery** ([www.pbbrew.com](http://www.pbbrew.com)), where visitors to the tap room talk beer-making with the brewmaster while sampling the latest ales.
- ▶ In addition to being steps from the theme parks, groups at the **Walt Disney World Swan and Dolphin** ([www.swandolphin.com](http://www.swandolphin.com)) can also look forward to innovations in craft brewing. The hotels have introduced the pop-up restaurant concept—portable food and drink stations that go where groups need them, including DJ's Brew Hub, serving craft beer.

"We can do DJ's Brew Hub for 50, 500 or 1,000," says Tony Porcellini, director of food and beverage at the property.

Other popular pop-ups include Dan's Diner, a late-night food station.

"We set it up in the lobby, with things like chicken sandwiches and our own blueberry-lemon moon pies, and some hangover relief medicine," Porcellini says. "So when the group is heading up to their rooms, they can take a bag of food with them. The coolest thing about pop-up restaurants is you can customize them to your group's style. So we can supply meeting planners and keep up with the latest trends while keeping the energy flowing." ☑



Brew Hub, Walt Disney World Swan and Dolphin, Lake Buena Vista



Brew Hub, Walt Disney World Swan and Dolphin, Lake Buena Vista

# Stepping Out

Alfresco events  
invigorate agendas

**W**hen you meet in the Sunshine State, it's entirely possible to see attendees glancing out the window and sighing as they head into yet another session.

Fortunately, enjoying Florida's lush outdoor landscape and getting some work done are not mutually exclusive. Plenty of beaches, parks and wilderness areas offer meeting facilities, while legions of tour operators have crafted team-building choices that go so far beyond the norm, attendees might go beyond what they thought they could do.

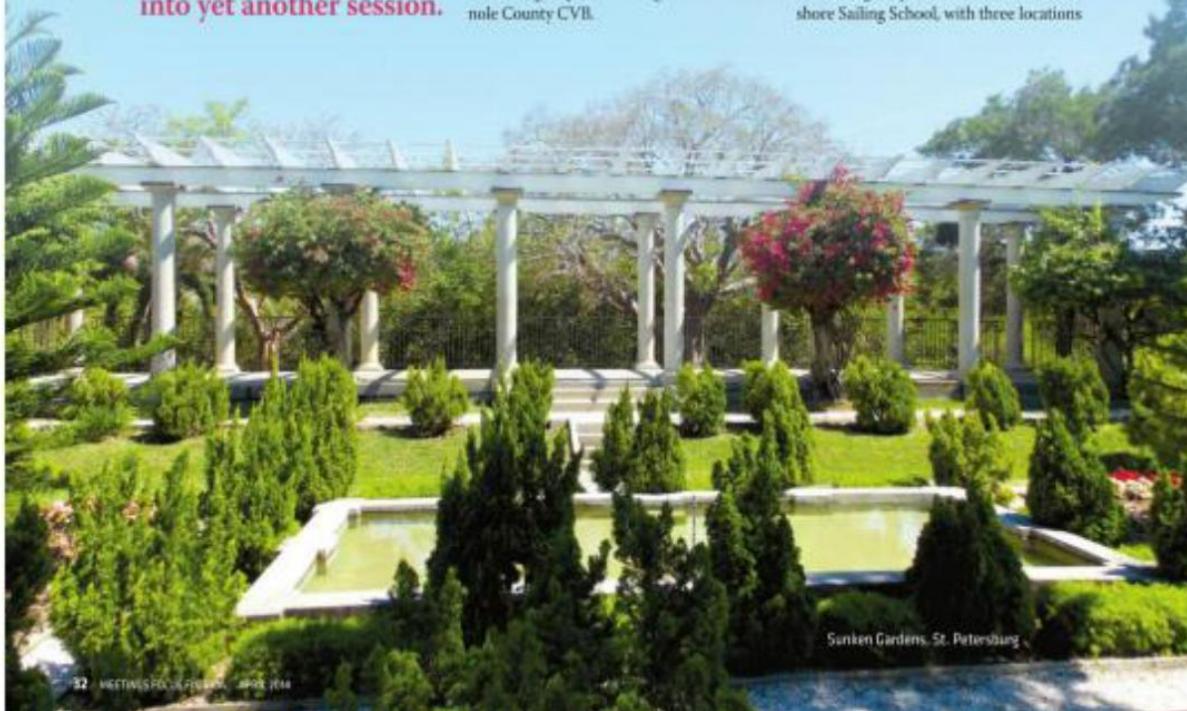
"It's great to get groups out of the boardroom and into some fresh air where they can experience nature," says Stephanie Hunicke, group sales manager for the Seminole County CVB.

Scores of Florida team-building experts would agree.

#### **Team Florida**

You know those puzzles and quizzes often used to break the ice among attendees during meetings? Forget them. Florida has far better icebreakers, many involving the water, the wilderness and great weather.

"Some of our groups might be composed of salespeople who don't work in the same office and have never really interacted," says Doris Colgate, president and CEO of Off-shore Sailing School, with three locations



Sunken Gardens, St. Petersburg



on the Gulf: Pink Shell Beach Resort and Spa in Fort Myers Beach, South Seas Island Resort on Captiva Island and the Hampton Inn & Suites in St. Petersburg. "When we take them out on a sailboat, they have to come together to make that boat work. At the end of the program, they're actually racing."

Offshore features half- and full-day programs, with larger groups rotating through different tasks.

"It's a good way for the CEO

and secretary to change places," Colgate says. "It's good for both sides."

The company can also customize programs by introducing leadership components, for example. Working together is an important component of programs offered by Naples Marina and Excursions, featuring group kayaking, diving and fishing treks along with swamp walks in the Everglades and more lighthearted options that include *Gilligan's Island*-themed beach parties.

"Out here, people can take advantage of our ecosystem and try to apply what they're learning in their meetings about team building," says Captain Mark Garcy, president of the firm. "They bring more back to their daily lives when they do something out in nature. What-

ever fear they may have, we help them overcome it, and it's a more effective exercise than typical programs. I think that's why more companies are doing more wilderness-type adventures with their groups."

Another area to consider would be South Walton, where more than 40 percent of the total land area is preserved in parklands and forests, including Point Washington State Forest, where hiking or cycling the 18-mile Timpoochee Trail is likely to bring groups together. Also

in South Walton are 15 rare coastal dune lakes that can be explored via kayak or the wildly popular stand-up paddleboarding.

**Meeting at the Beach**  
 If you'd like the Atlantic Ocean or Gulf of Mexico as a backdrop to a meeting or breakout session—and who wouldn't—the great majority of Florida beaches offer some type of rentable facility, from oceanfront gazebos, boardwalks and decks to shelters and pavilions



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# Up & Away

Increases across the board combined with new developments have Florida's group market soaring to new heights

**W**ell-founded optimism has Florida feeling pretty good about itself. When it comes to the future of tourism and by extension, the future of meetings and conventions, the proof is in the real estate. New hotels are opening their doors, new convention centers are being unveiled, with more either in development or on the drawing board, and new transportation options are making it easier than ever to bring groups into the Sunshine State (see "Shiny & New" section, page 44).

And behind it all, according to tourism professionals? More tourists. Recent figures released by Visit Florida show 94.7 million visitors came to the state in 2013, exceeding the previous high of 91.5 million in 2012.

One of the major contributors to climbing tourism figures is one of the state's largest urban areas, Greater Miami.

"We had over 14 million visitors in 2013 and that was a record-breaker," says Ita Moriarty, senior vice president of convention sales for the Greater Miami CVB. "That's a mix of group, leisure, business travelers, everything. From a hotel perspective, 2013 was off the charts in group business. It surpassed our 2012 projections."

But Miami isn't alone.

"We had a banner year for leisure tourism in 2013," says Debi Dellenedetto, sales and marketing manager for the Naples, Marco Island, Everglades CVB, adding that there was also increasing interest from meeting planners. "My year was up over 20 percent for group RFPs and inquiries coming into the CVB."

Meanwhile, other CVBs are reporting encouraging gains in group bookings.

"They're definitely strong," says Alex Kaptezan, director of convention sales for Visit Tampa Bay. "We booked 20 percent more definite room nights in 2013 over 2012. It was the largest convention goal we ever had, and we exceeded it."

That might change in 2014, though—for the better. With the year barely under way, Kaptezan says Tampa is already ahead of the game.

"We're over 25 percent better in booking pace going into '14 than we were last year going into 2013. We've already booked into 2020 and 2021."

### Meeting Momentum

In Northeast Florida, Jacksonville is also seeing group numbers climb.

Orlando area, Miami

Naples

"[This year] is going to be a really great year for us," says Katie Mitura, Visit Jacksonville's director of marketing and product development. "So far, our group business is above where we were last year, and we're also on pace for 2015."

Mitura points to significant renovations at such downtown hotels as the Hyatt Regency, the Crowne Plaza and the Omni as signs of Jacksonville's forward momentum, with competitive rates the name of the game.

"First and foremost, we're more of a value," she says. "Yet we have both the beach and the beautiful downtown."

Other destinations are similarly invested in promoting their assets.

"I would love to make us just as well known in the meetings arena as we are among leisure



travelers," says Pamela Johnson, the new deputy director of the Lee County VCB (and its former director of sales).

Johnson points to a proposed project that may help do just that—the expansion of the Harborside Event Center, the area's largest convention venue, set within walking distance of the downtown Fort Myers shopping and dining scene.

Meanwhile, there's a new group sales manager at the Seminole County CVB, Stephanie Hunicke, who is focused on new business during what Danny Trosset, the bureau's executive director, calls "a key time for us, as we gear up for an ambitious schedule of meetings, sports events and new development."

"I want to bring awareness to this destination, so we're working on grant programs to incentivize planners to come here," Hunicke says.

#### Central Perks

Planner incentives are also an important part of the marketing efforts at Experience Kissimmee, says Carole Pilkington, product manager for meetings. So is spreading the

word about this land of golf courses, massive lakes and roads that bills itself as the closest area to the Disney parks.

"Planners are looking at more team building, more outdoor activities and more emphasis on CSR programs, and all three absolutely play into our strengths," she says.

Pilkington also touts Kissimmee's strength as a transition destination from meetings to leisure.

"Attendance is generally up when you bring a meeting to Central Florida, associations in particular, which is a huge market for us," she says. "Those folks are traveling on their own dime and they appreciate being able to combine a meeting with a family vacation."

Of course, the words "family vacation" are inextricably linked to Kissimmee's neighbor, Orlando, which is also a powerhouse meetings destination in its own right.

"We're the second-largest convention destination for major trade shows in the country," says George Aguel, president and CEO of Visit Orlando. "And we're second only to Las Vegas in number of hotel rooms."

Could that change? It might, if Orlando keeps going the way it is.

"Right now we're undergoing one of the most significant capital investments in our history," Aguel says. "We have more coming out of the ground, which keeps us diversifying and adding to our portfolio of luxury brands."

Among those new projects is the Four Seasons Orlando, opening this summer at the Walt Disney World Resort, and Universal Orlando's newly opened, 1,800-room Cabana Bay Beach Resort. But development doesn't stop at hotels, Aguel notes.

"We're seeing this continuing investment on the hotel side, the theme park side and just on a general level," he says, pointing to expansions at Universal CityWalk and Downtown Disney, along with new additions like I-Drive Live, a shopping, dining and entertainment center that will include a 425-foot-tall Ferris wheel and will start opening in stages this summer.



"We're just hitting it on all cylinders," Aguel says.

Another cylinder coming to the fore in Orlando is incentive business.

"We have significant options for incentives. We have the Hiltons, the JW Marriotts, the first new-build Waldorf and a new Four Seasons," Aguel says. "We like the fact that you can come here and pick one of our hotels and be within minutes of a huge retail and dining complex."

#### Market Value

The rewards of incentive travel are also being realized in Naples/Marco Island, which is welcoming more, and courting more, incentive groups, says Debi DeBenedetto, the bureau's sales and marketing manager.

"I'm seeing more inquiries about incentives," she says. "We are an incentive destination and we do market that. We offer a great alternative to going out of the country."

To that end, DeBenedetto says she recently added incentive-themed events to her regular itinerary of industry trade shows.

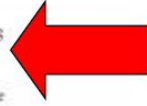
"Incentives are a new focus of mine, and I'm trying to find new ways to go after that business," she says. "In general, our entire campaign has focused toward the luxury market, rather than competing with everyone else on everything else."

Similarly, Greater Miami has been discovered by a lucrative niche market, technology shows.

"We've seen a big increase in technology-related business," says Ita Moriarty, senior vice president of convention sales for the Greater Miami CVB. "Whether you say we're becoming the 'little Silicon Valley' of South Florida or the 'Art Basel of the technology world,' it ties into our mayor's overall plan to keep technology graduates here and to grow that whole marketplace."

Among the major technology shows coming to town is eMerge Americas, which will host thousands of attendees at various locations in Miami and Miami Beach this May.

"It's going to be a very high-profile event and being in technology interests from around the globe," notes Barry Moskowitz, the Greater Miami CVB's vice president of sales.





# The Gazette

montrealgazette.com

**April 16, 2014**  
**UMV: 343,523**  
**Media Value: \$2,290.15**

## Florida tempts Canadians in the off-season Deluxe hotel offers cut-rate stay in the summer

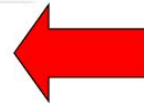
BY ROCHELLE LASH, SPECIAL TO THE GAZETTE APRIL 16, 2014



The Inn on Fifth, a deluxe hotel in Naples, Fla., is offering deep off-season discounts for Canadian snowbirds.

Photograph by: Inn on Fifth, Naples

The Inn on Fifth, a deluxe hotel in Naples, Fla., is offering a Snowbird Special for Canadians, valid until Dec. 19, 2014.



**NEWS FROM ... LOU HAMMOND & ASSOCIATES**

The deal starts at \$895 US for two people, for a seven-night stay in a well-appointed room in the main building or \$1,675 in one of the new Club Level Suites, across Naples' main street. This is a low-season discount for spring, summer and fall at a luxurious destination where winter rates start at about \$300 US per night.

At the centre of downtown Naples, the Inn on Fifth has 119 guest rooms, including 32 Club Level suites, plus a rooftop pool and a full-service spa. The Inn on Fifth includes valet parking, Wi-Fi, beach shuttle, and access to tennis nearby. Club Level suites add a lounge with refreshments and a private deck.

Snowbird Special: 888- 403-8778, [www.innonfifth.com](http://www.innonfifth.com); certain blackout dates apply, including holidays.



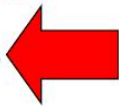


**May 10, 2014**  
**UMV: 172,424**  
**Media Value: \$1,149.49**

### Top 10 Things To Do in Naples Florida For Families



Naples may once have been considered a sleepy beach town, but it's become one of the Sunshine State's most desirable vacation destinations for families. Look for beautiful beaches and opportunities to explore nature, but even then, you'll only scratch the surface of what Florida's Paradise Coast has to offer. **Here are the top 10 things to do in Naples Florida for families.**



**NEWS FROM ... LOU HAMMOND & ASSOCIATES**

## 10. Naples Botanical Garden



Families will love exploring multiple gardens at the Naples Botanical Garden, such as the Asian Garden featuring bamboo trees, rice paddies, statues, and temples. The Children's Garden is also not-to-be-missed for the dancing fountains, tree houses, and Nature Bingo, an interactive way for kids to learn more about the garden's herbs, plants, and flowers.

## 9. Naples Zoo



Feed a giraffe, ride a camel, and take in multiple animal shows at the Naples Zoo at Caribbean Gardens. Kids can even watch as alligators are fed in Alligator Bay and take a short boat cruise to see monkeys and apes before learning the ins-and-outs in a day in the life of a zookeeper. Take a break at Cub Kingdom or Cub Corral, two shaded animal-themed play areas at the Naples Zoo.

## 8. Dolphin Explorer



Just down the road, on Marco Island, a three-hour boat ride on the Dolphin Explorer is an absolute must. Help the survey team catalog dolphins as part of the 10,000 Islands Dolphin Project and take the Dolphin Challenge to earn a patch upon completing an activity booklet. Kids will also love getting off the boat to collect shells and splash around at the beach.

## 7. Corkscrew Swamp Sanctuary



Take in the local flora and fauna at the Corkscrew Swamp Sanctuary as you make your way along a 2.25 mile boardwalk that takes you through marshes, cypress forests, and wetlands. Keep your eyes peeled for alligators and turtles alongside the path. Volunteers are often available to help identify birds and other wildlife in the swamp.

## 6. Golisano Children's Museum of Naples



Kids will love the hands-on activities and creative ways to play at the Golisano Children's Museum of Naples. Learn more about Florida by exploring Journey Through the Everglades, complete with wildlife sounds and a mangrove exhibit. Meanwhile, Mother Nature's House will teach children all about the weather and seasons, while the At the Beach room allows children to explore shells, pelicans, and turtles.

## 5. Bonita Beach Dog Park



Bonita Beach Dog Park is a dog lover's paradise. Not only is it a great beach with beautiful white sand, but it's the place to go if you're traveling with a dog or if your kids love dogs. It's an off-leash beach. You'll find plenty of furry friends chasing Frisbees, splashing in the water, and taking a snooze in the sand. There's even a doggie shower station for pups to clean up after a saltwater swim.

#### 4. Coral Cay Adventure Golf



Photo by: Wikimedia Commons/Loadmaster

When you're ready to take a break from shelling, splashing, and sun-seeking, head to [Coral Cay Adventure Golf](#) for 36 holes of miniature golf. Kids will love the tropical flowers, waterfalls, and palm trees that beautify the course. With two separate courses, it's a great place to spend the afternoon or to enjoy as an after-dinner family treat.

#### 3. The Everglades



No trip to Florida is complete without a visit to the **Everglades**. Enter at the Gulf Coast Visitor Center in Everglades City, which is less than 45 minutes from Naples. Take an airboat ride, go for a hike, or hook up with [Naples Bicycle Tours](#) for a guided bike tour as a family. For kids, the **Everglades Junior Ranger Program** is a must. Complete a variety of activities and earn a Junior Range badge.

## 2. Clam Pass Beach Park



You'll find fine white sand and plenty of room to spread out at Clam Pass Beach Park. Take the multi-rider golf cart out to the beach or walk along the .6 mile boardwalk through mangroves to get to the public beach, which is shared with the **Waldorf Astoria Naples**. Free nature walks are offered in the winter and spring, providing a great way to learn more about the local scenery and conservation efforts.

## 1. Rookery Bay Reserve



Take a guided tour of **Rookery Bay Reserve** either by boat or by kayak to explore the bays, mangrove forests, and wildlife. Families will also enjoy several short walking trails (1/4 mile each) that are marked to help visitors learn about the trees and flowers native to the area. In the summer, look for free kids programs complete with story times, touch tanks, and crafts.

## Must-Do Day Trips from Naples, Florida



**Sarasota:** Just two hours up I-75 from Naples, plan to spend an afternoon at **Siesta Beach**, which consistently ranks as one of America's top family beaches. You'll also want to make stops at **Mote Aquarium** and **Save Our Seabirds**, which rescues and rehabilitates wild seabirds.

**Venice:** Bring along a pail and hit the beach in Venice, the Shark Tooth Capital of the World. You'll find loads of shark teeth on the beaches, along with lots of great shells. Before you leave, make a quick side trip to **Ciao Gelato** for tasty treats and people watching.

**Ft. Lauderdale:** Ninety minutes from Naples, it's worth a trip across Alligator Alley for stops at **Butterfly World**, the **EcoDiscovery Center**, and the **Museum of Discovery and Science**. Or, simply chill out on a land and sea **Duck Tour**.



## Eat Here

You'll find a number of delicious places to eat in Naples that are perfect for kids and families. Here are a few of our favorites:



**Gumbo Limbo:** Choose from a variety of casual seafood options and tropical drinks at the Ritz-Carlton's own Gumbo Limbo. Stay for sunset and ring the bell when the sun dips below the horizon.

**Bonefish Grill:** Go to Bonefish Grill on Sundays for delicious brunch options like Surf + Turf Eggs Benedict and Crème Brulee French Toast. Moms and dads will love the Passionfruit Mimosas.

**Truluck's:** Go into downtown Naples and make a stop at Truluck's for the popular half-price menu between 4:30-6:30 pm. Look for Oysters Rockefeller, Baja Ceviche, and Sweet Potato Fries.

Be sure to walk around downtown Naples before or after dinner and top off your meal with a stop at **Kilwin's** for an ice cream cone.

## Stay Here

There are a variety of family-friendly hotels in Naples and Marco Island. Here are a few of our favorites:



**Waldorf Astoria Naples:** Enjoy a short walk along the boardwalk behind the hotel, then hit the beach with pails and shovels for everyone. Take on the only water slide in Naples before splashing down into one of three pools. Look for the kids club and pizza-making classes on Saturdays.

**Ritz-Carlton Naples:** Kids will love the Nature's Wonders program led by naturalists that teach children about the marine life and ecosystems in Florida. Walk out to the beach and build sand castles before capping off your day with a perfect sunset.

**Marco Island Marriott Beach Resort:** Located in the heart of Marco Island, kids can become junior explorers at the Tiki Tribe Discovery Camp. Kids will love staying here as they swim, play, and even take a tour of the hotel bakery to design their own chef hats and decorate cookies.

***See many more places where Trekaroo families like to stay in Naples and Marco Island.***

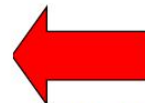
*Disclaimer: I was recently a guest of the Naples, Marco Island, Everglades Convention & Visitors Bureau. However, all opinions expressed here are my own.*



# Tammilee Tips

**April 13, 2014**  
**UMV: 94,441**  
**Media Value: \$629.61**

## De-stress on Florida's Paradise Coast



De-stress on Florida's Paradise Coast during National Stress Awareness Month

One of our favorite places to explore in Florida's Paradise Coast! We visit Everglades National Park every chance we get. There is nothing quite like bird watching in the Everglades.

I thought it would be fun to share some other great destinations on Florida's Paradise Coast!



**NEWS FROM ... LOU HAMMOND & ASSOCIATES**

**Everglades eco fun:** The Everglades offers a list of activities that allow travelers to unwind in nature, some to note include kayaking, airboat tours, fishing, swamp walks and bird watching. Everglades National Park is the largest subtropical wilderness in the United States and boasts many rare and endangered species. It has been designated a World Heritage Site, International Biosphere Reserve, and Wetland of International Importance.



Want to see more of the Everglades? Just click the blue heron pic above and you can check out all of our posts on the Everglades 😊



**Balloons Over Paradise** event will literally allow attendees to let off some pre- or post-Tax Day steam. The event is taking place at the Seminole Casino Immokalee April 26 and 27. It's a two-day hot air balloon festival that features more than 50 custom hot air balloons and plenty of fun for the whole family, including tethered balloon rides, polo match, alligator wrestling, a dog agility show and a Saturday Night concert by a national headliner. The best part? The event is free to attend. For more information, [www.seminoleimmokaleecasino.com](http://www.seminoleimmokaleecasino.com).



**Retail therapy:** Naples' prestigious Fifth Avenue South and Third Street South are the go-to shoppers' havens on the Paradise Coast. The destination also offers waterside shopping at the

**Village on Venetian Bay** (60 waterfront shops, galleries and restaurants with brick paths and courtyards) and at the

**Waterside Shops** at Pelican Bay (high-end shopping), and with a tax return, shoppers will have even more to spend at these top shopping destinations.

- **Stress-free foodie options:** Of course, healthy diets increase productivity and reduce stress, on Florida's Paradise Coast, the culinary offerings are filled with fresh seafood, and nutritious options like **Sea Salt** and new restaurants on the map like the vegan **Cider Press Café**.
  - The menu at Naples' **Sea Salt** is prepared from the finest seasonal, organic and sustainable ingredients that come directly from local farmers and day boat fisherman whenever possible. Recipes from **Sea Salt's** chef Fabrizio Aielli are featured in the best-selling book **Grain Brain** by Naples resident and neurologist David Perlmutter who included the restaurant due to its neurologically-healthy menu.
  - The **Cider Press Café** is a unique new restaurant on Florida's Paradise Coast that offers what they call "Florida-inspired, plant-based, modernist cuisine." The restaurant's menu items are 100 percent gluten free, use no animal products, and are not heated – special kitchen techniques are used to achieve unparalleled flavors, nutrition, and satisfaction.



The **Waldorf Astoria Naples** is offering a "Spa Escape" package which includes overnight accommodations, a daily \$50 spa credit as well as daily breakfast for two, two signature Waldorf Astoria Spa robes for guests to keep, and choice of one personal training or private yoga session per day – the perfect combination of activities to melt away stress.

The package is available April 1 through May 31. Rates start at \$389 per night. Promo code: P9. To book, visit [www.waldorfastorianaples.com](http://www.waldorfastorianaples.com).

The **Hilton Naples** is turning to nature for guests to experience healing as well as stress reduction. The "Sea. Play. Explore" Spring Break Package offers special family rates and the chance to cruise on the Dolphin Explorer for a three-hour excursion of discovery, exploration and adventure. Guests experience a day out on the water where they get to interact in an authentic scientific study while touring the waters of the Gulf of Mexico in search of dolphins. The package includes overnight accommodations, four tickets to the Dolphin Explorer Excursion plus a souvenir, four vouchers for a full Hilton breakfast (daily), and a selection of complimentary amenities.

The package is available April 1 through September 30. Rates start at \$174 per night. Note, there is a three-night minimum on the package. To book, visit [www3.hilton.com/en/hotels/florida/hilton-naples-APFNHMF/index.html](http://www3.hilton.com/en/hotels/florida/hilton-naples-APFNHMF/index.html).



**April 30, 2014**  
**UMV: 13,685**  
**Media Value: \$273.70**

## Marco Island: Learning On-Board the Dolphin Explorer



I've written about various dolphin programs, including the Dockside Dolphins program that my kids participated in last year at [Hawks Kay Resort](#) on Duck Key in Florida. While this short program was more about using signals to get the dolphins to do tricks, I recently had the opportunity to check out the [Dolphin Explorer](#), a program on Marco Island, Florida that lets kids assist dolphin researchers with the ongoing 10,000 Islands Dolphin Project.

My husband, Dirk, and I checked out this program together and boarded a 30-foot catamaran for a three-hour cruise. Guided by two members of the dolphin survey team, we headed out into the Gulf and neighboring estuaries in search of dolphins along with 25 other excited dolphin-seekers.

Every 10 minutes or so we'd spot dolphins and those on the boat with us would rush to catch some photos. There was one dolphin named Sharks that followed us for some time, even splashing and jumping the waves just behind the boat along with his pal, Trixie (we learned that male dolphins pair up with a buddy once they're around 10 or 12 years old).

**NEWS FROM ... LOU HAMMOND & ASSOCIATES**



We were provided with a Sea Excursions binder with documentation on dolphin sightings, as well as photos of fins so we could identify each dolphin by name. The binder also educated us on dolphin anatomy and areas where dolphins had been sighted as part of the 10,000 Islands Dolphin Project.



The crew members, including a master naturalist / wildlife photographer, were extremely knowledgeable, and so excited to talk about dolphins. We'd come across one or two dolphins and they'd take pictures of the dolphins to document them. They'd also share fun facts about the dolphins, like whether they are male or female (you can't always tell by the name; Trixie is, in fact, a male dolphin), who their buddy is, how old they are and how they like to catch fish.



Two hours into the trip, we made a stop on a secluded beach so everyone could get off the boat, play in the water and collect a few shells. Everyone received a mesh bag for collecting seashells and some of the kids on the trip got back on board with dozens of pretty shells.

Children on-board the boat were also given a Dolphin Challenge activity booklet. They simply completed the activities to earn a patch, along with several photos of dolphins seen on our voyage. It was a great way for the children to learn more about the dolphin project in a fun, interactive way, but it also provided them with a few souvenirs from the experience.

Overall, our trip aboard the Dolphin Explorer was a fantastic experience. We learned so much about dolphins, as did the children on board the boat. No wonder Keith Bellows of *National Geographic Traveler* included Marco Island in his book, *100 Places that Can Change Your Child's Life*.



| CVB - LOCAL TOURISM INDUSTRY COVERAGE           |  |                  |  |
|---|--|------------------|--|
| Media Outlet                                    | Story Title & Link to Online Version   | Publication Date | Details  |
| <b>Collier County Bi-Monthly Tourism Column</b> |  |                  |  |
| The News-Press                                  | <a href="#">Recognition is the word for golf and go-getters</a>  | 4/3/14           | Collier Tourism column by JNM  |
| The News-Press                                  | <a href="#">Collier County tourism schedule of events; International Tourism Outlook</a>   | 4/17/14          | Collier Tourism column by JNM  |
| The News-Press                                  | <a href="#">Paradise Coast tourism rally a grand slam</a>  | 5/1/14           | Collier Tourism column by JNM  |
| The News-Press                                  | <a href="#">FBU a touchdown for Collier tourism</a>  | 5/15/14          | Collier Tourism column by JNM  |
| <b>CVB &amp; Local Tourism Issues Coverage</b>  |  |                  |  |
| Naples Daily News                               | <a href="#">CVB hosts Marco Island Roundtable; Grand Slam season for tourism - summer business may brak records too</a>                              | 4/3/14           |  |
| Naples Daily News                               | <a href="#">SW FL jobless rate drops in March</a>  | 4/18/14          | Jobs up, hospitality jobs not as seasonal  |
| The News-Press                                  | <a href="#">RSW passenger traffic soars to new heights</a>   | 4/19/14          | JW interview   |
| The News-Press                                  | <a href="#">Naples area is a world-class golf spot, says USA TODAY award</a>   | 4/25/14          | CVB press release  |
| Naples Daily News                               | Visitation rose 4% in the first quarter  | 4/28/14          | TDC meeting follow up  |
| Naples Daily News                               | <a href="#">Conde Nast lists Naples on America's best cities for foodies list</a>  | 4/29/14          | Conde Nast   |
| Daybreak With Drew Steel<br>92.5 FOX News       | Live radio segment on Naples' selection as #17 on Conde Nast Traveler's list of top American cities for food/restaurants in the annual Reader's Poll | 5/1/14           | CVB press release  |
| Coastal Breeze News                             | <a href="#">#1 on TripAdvisor Shirts</a>   | 5/2/14           | Shops sells #1 island shirts   |
| The News-Press                                  | <a href="#">You're invited to tourism &amp; hospitality parties tomorrow</a>   | 5/5/14           | CVB press release  |
| Naples Daily News                               | <a href="#">Naples deserves its growing reputation as a foodie haven</a>   | 5/5/14           | Guest editorial from Lisa Boet; CVB press release; online post live from Conde Nast Traveler |

|                                     |   |             |  |
|-------------------------------------|---|-------------|--|
| Naples Daily News                   | <a href="#">Top employees in Collier tourism industry honored in awards ceremony</a>                | 5/6/14      |  |
| The News-Press                      | <a href="#">Youth football championships worth millions in tourism dollars to Naples</a>            | 5/6/14      |  |
| The News-Press                      | <a href="#">SWFL's might tourism industry takes time to party</a>                                   | 5/7/14      |  |
| Marco Island Sun Times              | <a href="#">Local hospitality workers shine at awards ceremony</a>                                  | 5/7/14      | CVB press release  |
| Marco Eagle                         | <a href="#">Tourism industry celebrates record season</a>   | 5/8/14      | CVB provided research, info: JW interview  |
|                                     |   |             |  |
| The News-Press                      | <a href="#">First quarter SW FL tourism is red-hot</a>  | 5/13/14     | CVB provided info  |
|                                     |   |             |  |
| Naples Daily News                   | <a href="#">Fifth Avenue South again plans summer specials for Florida residents</a>                | 5/16/14     | CVB Innovative Idea award mentioned  |
| <b>DESTINATION FEATURE COVERAGE</b> |   |             |  |
| <b>Media Outlet</b>                 | <b>Story Title</b>  | <b>Date</b> | <b>Details</b>   |
| <b>National &amp; Regional</b>      |   |             |  |
| MedtingsFocus Florida Guide         | Four different story mentions   | Annual      | CVB worked with writer to provide mentions and quotes                              |
| Gulfshore Life                      | Bay House Owner: Hotel Plans Moving Forward   | April       | Plans for boutique hotel + cooking school alongside Bay House restaurant N. Naples |
| Naples Daily News                   | <a href="#">Picnic for two: Naples Zoo photo goes viral</a>   | 4/1/14      |  |
| Marco Island Sun Times              | <a href="#">Ciao Bella officially welcomed into the fold (Marco Island restaurants)</a>             | 4/24/14     |  |
| Skift.com                           | <a href="#">10 Most Visited US National Parks based on Facebook Checkins</a>                        | 4/23/14     | Everglades NP at #7  |
| The News-Press                      | <a href="#">Naples area is a world-class golf spot, says USA TODAY award</a>                        | 4/25/14     | CVB press release  |
| VisitFlorida.com                    | <a href="#">24 Places to Find Your Perfect Beach</a>  | 4/25/14     |  |
| Naples Daily News                   | <a href="#">Neopolitan's son gets a Big Time Rush as he preps for Latin Night on ABC dance show</a> | 4/28/14     |  |
|                                     |   |             |  |

|                     |   |         |  |
|---------------------|---|---------|--|
| Successful Meetings | <a href="#">Three days in Naples, FL</a>  | 4/29/14 | Three day itinerary for visiting Naples, Marco Island & Everglades City. Info, assistance from CVB |
| MSN.com             | <a href="#">Cities with the most and least miserable workers</a>  |         | Naples/Marco Island #4 happiest place  |
| The News-Press      | <a href="#">Mercato makes North Naples a destination</a>  | 5/7/14  |  |
| Naples Daily News   | <a href="#">NFL: Naples' Eisenberg chosen to represent Dolphins at draft as season ticket member</a>        | 5/7/14  |  |
| USA TODAY           | <a href="#">Everglades National Park</a>  | 5/7/14  | Full feature in online version of paper includes Gulf Coast details                                |
| Naples Daily News   | <a href="#">Breathe deep: Report says Lee, Collier counties have some of the best air in the country</a>    | 5/7/14  |  |
| Miami Herald        | <a href="#">Quick Trips: Getting a different view of wildlife on Marco Island</a>                           | 5/10/14 | CVB and LHA provided information.  |
| The News-Press      | <a href="#">Not your ordinary spa experience</a>  | 5/10/14 | Feature on M.I. Marriott spa   |
| Toronto Star        | <a href="#">Fare Deals - Travel deals roundup includes Paradise Rx spa package at Marco Island Marriott</a> | 5/12/14 |  |
| Naples Daily News   | <a href="#">Editorial: Football may be the next big thing for Collier County</a>                            | 5/13/14 | CVB press release; press conference  |
| Naples Daily News   | <a href="#">Fifth Avenue again plans summer specials for Florida residents</a>                              | 5/16/14 |  |

## Naples, Marco Island, Everglades CVB

### Call Summary by Toll Free Number

For the month of April 2014

| <u>Toll Free Number</u>          | <u># of Calls</u> | <u>Minutes</u>       |
|----------------------------------|-------------------|----------------------|
| 800-2ESCAPE (800-237-2273)       | 12                | 41.95                |
| PR-Editorial (800-688-3600)      | 27                | 106.58               |
| Film Commission (800-349-5770)   | 0                 | 0.00                 |
| International (239-225-1013)     | 5                 | 13.15                |
| Storm Information (800-785-8252) | 0                 | 0.00                 |
| Meeting Planner (800-830-1760)   | 0                 | 0.00                 |
| Naples #1 (800-455-2604)         | 0                 | 0.00                 |
| Travel Agent (888-409-1403)      | 0                 | 0.00                 |
| Sports Council (800-342-3110)    | 0                 | 0.00                 |
| <b><u>Grand Total:</u></b>       | <b><u>44</u></b>  | <b><u>161.68</u></b> |

## Naples, Marco Island, Everglades CVB

### Inquiry Summary by Purpose

For the month of April 2014

| <u>Purpose</u>             | <u>Calls/Request</u> | <u>Minutes</u>       |
|----------------------------|----------------------|----------------------|
| Live Information           | 22                   | 69.72                |
| Special Fulfillment        | 475                  | 10.73                |
| Guide Request              | 2,009                | 283.98               |
| CVB Office Referral        | 4                    | 14.93                |
| Hang up                    | 0                    | 0.00                 |
| Wrong Number               | 0                    | 0.00                 |
| eNewsletter Signup         | 388                  | 0.00                 |
| Golf E-blast               | 0                    | 0.00                 |
| Meeting Planner            | 0                    | 0.00                 |
| <b><u>Grand Total:</u></b> | <b><u>2,898</u></b>  | <b><u>379.37</u></b> |

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Guide

For the month of April 2014

| <u>Guide</u>                | <u># of Requests</u> | <u>Quantity</u>    |
|-----------------------------|----------------------|--------------------|
| Area Map                    | 269                  | 2166               |
| Meeting Planner Kit         | 32                   | 32                 |
| Post Card                   | 1                    | 30                 |
| Rack Brochure (Portuguese)  | 17                   | 17                 |
| Rack Brochure (Spanish)     | 17                   | 17                 |
| Visitor's Guide (English)   | 1950                 | 6038               |
| Visitor's Guide (German)    | 23                   | 23                 |
| <b><u>Grand Total:</u></b>  | <b><u>2309</u></b>   | <b><u>8323</u></b> |
| Unigue requests for guides: | 2009                 |                    |

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

For the month of April 2014

| <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> |
| Group Markets                   | 138                 | 789                  | 7.33%        | 0                   | 0               | 0.00%        |
| Leisure Markets                 | 1,747               | 8,836                | 82.06%       | 1,787               | 0               | 0.00%        |
| Meeting Planners                | 2                   | 13                   | 0.12%        | 1                   | 0               | 0.00%        |
| Miscellaneous                   | 21                  | 168                  | 1.56%        | 16                  | 0               | 0.00%        |
| Niche Markets                   | 101                 | 962                  | 8.93%        | 448                 | 0               | 0.00%        |
| Spring/Summer In-State Campaign | 0                   | 0                    | 0.00%        | 1                   | 0               | 0.00%        |
| <b><u>Grand Total:</u></b>      | <b><u>2,009</u></b> | <b><u>10,768</u></b> |              | <b><u>2,253</u></b> | <b><u>0</u></b> |              |

\* YTD = Fiscal Year to Date



**Naples, Marco Island, Everglades CVB****Request Summary by Group Markets**

For the month of April 2014

| <u>Media</u>  | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u>  |
|---|----------------------|------------|---------------|
| <b>Group Business - Association Meetings Professional</b> |                      |            |               |
| Collaborate Meetings Magazine August/September 2013       | 0                    | 9          | 31.03%        |
| Connect Meetings Magazine January/February 2014           | 10                   | 10         | 34.48%        |
| Connect Meetings Magazine March/April 2014                | 10                   | 10         | 34.48%        |
| <b>Group Business - Association Meetings Professional</b> | <b>20</b>            | <b>29</b>  | <b>3.68%</b>  |
| <b>Group Business - Corporate Meetings Professional</b>   |                      |            |               |
| Collaborate Meetings Magazine August/September 2013       | 0                    | 1          | 9.09%         |
| Collaborate Meetings Magazine February/March 2014         | 10                   | 10         | 90.91%        |
| <b>Group Business - Corporate Meetings Professional</b>   | <b>10</b>            | <b>11</b>  | <b>1.39%</b>  |
| <b>Group Markets (Bridal/Honeymoon)</b>                   |                      |            |               |
| Bridal Guide January/February 2014                        | 13                   | 120        | 16.02%        |
| Bridal Guide March/April 2014                             | 95                   | 478        | 63.82%        |
| Bridal Guide November/December 2013                       | 0                    | 145        | 19.36%        |
| Destination Weddings & Honeymoon December 2013            | 0                    | 6          | 0.80%         |
| <b>Group Markets (Bridal/Honeymoon)</b>                   | <b>108</b>           | <b>749</b> | <b>94.93%</b> |
| <b>Grand Total:</b>                                       | <b>138</b>           | <b>789</b> |               |

\*YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Request Summary by Leisure Markets

For the month of April 2014

| <u>Media</u>  | <u># of Requests</u>  | <u>YTD</u>  | <u>% YTD</u>  |        |
|---|-----------------------|-------------|---------------|--------|
| <b>Consumer Directories</b>                               |                       |             |               |        |
| 2010 Visit Florida Magazine                               | 0                     | 2           | 0.14%         |        |
| 2011 Naples, Marco Island & the Everglades Visitors Guide | 0                     | 1           | 0.07%         |        |
| 2013 Florida Insider Guide - Quick Check                  | 2                     | 14          | 0.96%         |        |
| 2013 Visit Florida Magazine - Quick Check                 | 116                   | 776         | 53.33%        |        |
| 2013 Visit Florida Magazine - Specific Target             | 80                    | 585         | 40.21%        |        |
| 2014 Visit Florida Magazine - Quick Check                 | 8                     | 43          | 2.96%         |        |
| 2014 Visit Florida Magazine - Specific Target             | 11                    | 34          | 2.34%         |        |
| <b>Consumer Directories</b>                               | <b>217</b>            | <b>1455</b> | <b>16.47%</b> |        |
| <b>Consumer E-Marketing</b>                               |                       |             |               |        |
| DestinationBrochures.com                                  | 1                     | 19          | 0.60%         |        |
| Other/Unknown   | 1                     | 2           | 0.06%         |        |
| ParadiseCoast.com   | 464                   | 3144        | 99.27%        |        |
|   | Miles Media Imports   | 460         | 3090          | 97.57% |
|   | Phone                 | 2           | 31            | 0.98%  |
|   | Interactive Text Chat | 2           | 23            | 0.73%  |
| VisitFlorida.com  | 0                     | 1           | 0.03%         |        |
| WeatherBug.com  | 0                     | 1           | 0.03%         |        |
| <b>Consumer E-Marketing</b>                               | <b>466</b>            | <b>3167</b> | <b>35.84%</b> |        |
| <b>Consumer Magazines</b>                                 |                       |             |               |        |
| AAA Florida TourBook 2009 Edition                         | 0                     | 2           | 6.90%         |        |
| Conde Nast Traveler April 2014                            | 5                     | 5           | 17.24%        |        |
| Florida Travel & Life May/June 2011                       | 1                     | 1           | 3.45%         |        |
| Other/Unknown   | 1                     | 16          | 55.17%        |        |
| Southern Living January 2012                              | 0                     | 5           | 17.24%        |        |
| <b>Consumer Magazines</b>                                 | <b>7</b>              | <b>29</b>   | <b>0.33%</b>  |        |
| <b>Consumer Newspaper</b>                                 |                       |             |               |        |
| Other/Unknown   | 2                     | 2           | 0.05%         |        |
| Visit Florida In-State Insert Fall 2013                   | 0                     | 3128        | 74.74%        |        |
| Visit Florida In-State Insert March 2014                  | 1,055                 | 1055        | 25.21%        |        |
| <b>Consumer Newspaper</b>                                 | <b>1,057</b>          | <b>4185</b> | <b>47.36%</b> |        |

**Grand Total:**

**1,747** <sup>51 of 62</sup> **8836**

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Meeting Planners**

For the month of April 2014

| <u>Media</u>               | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u> |
|----------------------------|----------------------|------------|--------------|
| ParadiseCoast.com/Meetings | 2                    | 13         | 100.00%      |
| <b>Grand Total:</b>        | <b>2</b>             | <b>13</b>  |              |

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Miscellaneous**

For the month of April 2014

| <b><u>Media</u></b>               | <b><u># of Requests</u></b> | <b><u>YTD</u></b> | <b><u>% YTD</u></b> |
|-----------------------------------|-----------------------------|-------------------|---------------------|
| CVB Bulk Mail Request             | 8                           | 21                | 13.55%              |
| CVB Office                        | 2                           | 8                 | 5.16%               |
| Friend/Relative                   | 1                           | 14                | 9.03%               |
| Other/Unknown                     | 8                           | 111               | 71.61%              |
| VISIT FLORIDA.COM                 | 0                           | 1                 | 0.65%               |
|                                   | <b>19</b>                   | <b>155</b>        | <b>92.26%</b>       |
| <b>Consumer E-Marketing</b>       |                             |                   |                     |
| Other/Unknown                     | 0                           | 2                 | 33.33%              |
| VisitFlorida.com                  | 0                           | 4                 | 66.67%              |
| <b>Consumer E-Marketing</b>       | <b>0</b>                    | <b>6</b>          | <b>3.57%</b>        |
| <b>Consumer Magazines</b>         |                             |                   |                     |
| AAA Florida TourBook 2009 Edition | 0                           | 1                 | 100.00%             |
| <b>Consumer Magazines</b>         | <b>0</b>                    | <b>1</b>          | <b>0.60%</b>        |
| Other/Unknown                     | 0                           | 1                 | 16.67%              |
| TCTIA FAM October 2011            | 2                           | 5                 | 83.33%              |
| <b>Travel Agent</b>               | <b>2</b>                    | <b>6</b>          | <b>3.57%</b>        |
| <b><u>Grand Total:</u></b>        | <b><u>21</u></b>            | <b><u>168</u></b> |                     |

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Niche Markets**

For the month of April 2014

| <u>Media</u>                                | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u>  |
|---|----------------------|------------|---------------|
| <b>Niche Markets (Bridal/Honeymoon)</b>     |                      |            |               |
| Bridal Guide (Added Value) July/August 2013 | 1                    | 21         | 3.74%         |
| Bridal Guide (Added Value) May/June 2013    | 0                    | 19         | 3.38%         |
| Bridal Guide March/April 2013               | 2                    | 45         | 8.01%         |
| Bridal Guide November/December 2013         | 1                    | 300        | 53.38%        |
| Bridal Guide September/October 2013         | 2                    | 177        | 31.49%        |
| <b>Niche Markets (Bridal/Honeymoon)</b>     | <b>6</b>             | <b>562</b> | <b>58.42%</b> |
| <b>Niche Markets (ECO)</b>                  |                      |            |               |
| Audubon March/April 2014                    | 95                   | 400        | 100.00%       |
| <b>Niche Markets (ECO)</b>                  | <b>95</b>            | <b>400</b> | <b>41.58%</b> |
| <b>Grand Total:</b>                         | <b>101</b>           | <b>962</b> |               |

\*YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by State

For the month of April 2014

| <u>State</u>   | <u>Current Year</u> |            |              | <u>Last Year</u> |            |              |
|----------------|---------------------|------------|--------------|------------------|------------|--------------|
|                | <u>Month</u>        | <u>YTD</u> | <u>% YTD</u> | <u>Month</u>     | <u>YTD</u> | <u>% YTD</u> |
| Florida        | 1,183               | 4,855      | 47.87%       | 267              | 779        | 8.69%        |
| New York       | 62                  | 431        | 4.25%        | 96               | 830        | 9.26%        |
| Illinois       | 60                  | 364        | 3.59%        | 106              | 687        | 7.66%        |
| Ohio           | 53                  | 362        | 3.57%        | 89               | 382        | 4.26%        |
| Pennsylvania   | 53                  | 355        | 3.50%        | 102              | 732        | 8.17%        |
| Michigan       | 31                  | 269        | 2.65%        | 56               | 282        | 3.15%        |
| New Jersey     | 35                  | 238        | 2.35%        | 55               | 350        | 3.90%        |
| Wisconsin      | 30                  | 232        | 2.29%        | 46               | 179        | 2.00%        |
| Minnesota      | 15                  | 207        | 2.04%        | 39               | 177        | 1.97%        |
| Indiana        | 15                  | 195        | 1.92%        | 48               | 178        | 1.99%        |
| California     | 34                  | 188        | 1.85%        | 73               | 261        | 2.91%        |
| Georgia        | 25                  | 173        | 1.71%        | 119              | 519        | 5.79%        |
| Massachusetts  | 27                  | 172        | 1.70%        | 32               | 283        | 3.16%        |
| Texas          | 26                  | 168        | 1.66%        | 136              | 304        | 3.39%        |
| North Carolina | 23                  | 160        | 1.58%        | 82               | 222        | 2.48%        |
| Missouri       | 16                  | 148        | 1.46%        | 56               | 195        | 2.18%        |
| Maryland       | 21                  | 144        | 1.42%        | 48               | 133        | 1.48%        |
| Virginia       | 25                  | 130        | 1.28%        | 80               | 210        | 2.34%        |
| Tennessee      | 14                  | 108        | 1.06%        | 88               | 353        | 3.94%        |
| Alabama        | 11                  | 96         | 0.95%        | 68               | 306        | 3.41%        |
| Connecticut    | 13                  | 96         | 0.95%        | 31               | 129        | 1.44%        |
| Iowa           | 15                  | 94         | 0.93%        | 23               | 96         | 1.07%        |
| Kentucky       | 19                  | 84         | 0.83%        | 67               | 150        | 1.67%        |
| South Carolina | 3                   | 83         | 0.82%        | 71               | 273        | 3.05%        |
| Colorado       | 14                  | 70         | 0.69%        | 17               | 90         | 1.00%        |
| Washington     | 11                  | 61         | 0.60%        | 13               | 55         | 0.61%        |
| Kansas         | 6                   | 57         | 0.56%        | 9                | 50         | 0.56%        |
| Louisiana      | 6                   | 54         | 0.53%        | 42               | 90         | 1.00%        |
| Arizona        | 9                   | 52         | 0.51%        | 20               | 64         | 0.71%        |

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

For the month of April 2014

| <b>State</b>         | <b>Current Year</b> |               |              | <b>Last Year</b> |              |              |
|----------------------|---------------------|---------------|--------------|------------------|--------------|--------------|
|                      | <b>Month</b>        | <b>YTD</b>    | <b>% YTD</b> | <b>Month</b>     | <b>YTD</b>   | <b>% YTD</b> |
| Oklahoma             | 6                   | 44            | 0.43%        | 29               | 61           | 0.68%        |
| Rhode Island         | 4                   | 43            | 0.42%        | 3                | 19           | 0.21%        |
| Mississippi          | 3                   | 41            | 0.40%        | 40               | 72           | 0.80%        |
| Arkansas             | 7                   | 40            | 0.39%        | 28               | 62           | 0.69%        |
| New Hampshire        | 6                   | 39            | 0.38%        | 13               | 29           | 0.32%        |
| Nebraska             | 4                   | 37            | 0.36%        | 6                | 25           | 0.28%        |
| Maine                | 6                   | 34            | 0.34%        | 8                | 29           | 0.32%        |
| West Virginia        | 3                   | 29            | 0.29%        | 23               | 43           | 0.48%        |
| Oregon               | 6                   | 27            | 0.27%        | 18               | 51           | 0.57%        |
| Delaware             | 2                   | 23            | 0.23%        | 7                | 25           | 0.28%        |
| New Mexico           | 2                   | 18            | 0.18%        | 8                | 23           | 0.26%        |
| North Dakota         | 1                   | 17            | 0.17%        | 2                | 11           | 0.12%        |
| Puerto Rico          | 0                   | 14            | 0.14%        | 5                | 12           | 0.13%        |
| South Dakota         | 0                   | 14            | 0.14%        | 4                | 17           | 0.19%        |
| Nevada               | 1                   | 13            | 0.13%        | 7                | 26           | 0.29%        |
| Utah                 | 2                   | 10            | 0.10%        | 5                | 10           | 0.11%        |
| District of Columbia | 2                   | 9             | 0.09%        | 2                | 22           | 0.25%        |
| Vermont              | 1                   | 9             | 0.09%        | 7                | 13           | 0.15%        |
| Hawaii               | 5                   | 8             | 0.08%        | 2                | 6            | 0.07%        |
| Idaho                | 1                   | 8             | 0.08%        | 2                | 18           | 0.20%        |
| Alaska               | 3                   | 6             | 0.06%        | 3                | 7            | 0.08%        |
| Montana              | 0                   | 5             | 0.05%        | 3                | 18           | 0.20%        |
| Wyoming              | 1                   | 5             | 0.05%        | 1                | 6            | 0.07%        |
| Armed Forces         | 1                   | 2             | 0.02%        | 0                | 1            | 0.01%        |
| Virgin Island        | 0                   | 0             | 0.00%        | 0                | 0            | 0.00%        |
| <b>Grand Total:</b>  | <b>1,922</b>        | <b>10,141</b> |              | <b>2,205</b>     | <b>8,965</b> |              |

\* YTD = Fiscal Year to Date



# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Country

For the month of April 2014

| <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              | 1,922               | 10,141     | 94.18%       | 2,205            | 8,965      | 95.66%       |
| Canada           | 23                  | 295        | 2.74%        | 18               | 162        | 1.73%        |
| United Kingdom   | 16                  | 106        | 0.98%        | 8                | 46         | 0.49%        |
| Germany          | 12                  | 42         | 0.39%        | 3                | 21         | 0.22%        |
| Brazil           | 3                   | 20         | 0.19%        | 5                | 43         | 0.46%        |
| No Address Given | 2                   | 16         | 0.15%        | 5                | 55         | 0.59%        |
| France           | 2                   | 15         | 0.14%        | 2                | 16         | 0.17%        |
| Belgium          | 3                   | 13         | 0.12%        | 2                | 7          | 0.07%        |
| Sweden           | 1                   | 13         | 0.12%        | 0                | 2          | 0.02%        |
| Denmark          | 2                   | 9          | 0.08%        | 0                | 0          | 0.00%        |
| Netherlands      | 4                   | 9          | 0.08%        | 1                | 9          | 0.10%        |
| Pakistan         | 1                   | 6          | 0.06%        | 0                | 2          | 0.02%        |
| Spain            | 2                   | 6          | 0.06%        | 0                | 1          | 0.01%        |
| Italy            | 1                   | 5          | 0.05%        | 0                | 4          | 0.04%        |
| Switzerland      | 2                   | 5          | 0.05%        | 0                | 0          | 0.00%        |
| Algeria          | 1                   | 4          | 0.04%        | 0                | 3          | 0.03%        |
| Argentina        | 1                   | 4          | 0.04%        | 0                | 4          | 0.04%        |
| India            | 1                   | 4          | 0.04%        | 0                | 3          | 0.03%        |
| Ireland          | 0                   | 4          | 0.04%        | 0                | 2          | 0.02%        |
| Norway           | 1                   | 4          | 0.04%        | 0                | 0          | 0.00%        |
| Australia        | 0                   | 3          | 0.03%        | 0                | 0          | 0.00%        |
| Indonesia        | 0                   | 3          | 0.03%        | 0                | 1          | 0.01%        |
| Morocco          | 3                   | 3          | 0.03%        | 0                | 0          | 0.00%        |
| Poland           | 0                   | 3          | 0.03%        | 0                | 1          | 0.01%        |
| Russia           | 0                   | 3          | 0.03%        | 1                | 5          | 0.05%        |
| Taiwan           | 0                   | 3          | 0.03%        | 0                | 0          | 0.00%        |
| Turkey           | 1                   | 3          | 0.03%        | 0                | 0          | 0.00%        |
| Mexico           | 0                   | 2          | 0.02%        | 2                | 5          | 0.05%        |
| New Zealand      | 0                   | 2          | 0.02%        | 0                | 0          | 0.00%        |
| Uruguay          | 1                   | 2          | 0.02%        | 0                | 0          | 0.00%        |
| Cayman Islands   | 0                   | 1          | 0.01%        | 0                | 0          | 0.00%        |

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Country

For the month of April 2014

| <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> |
| Czech Republic      | 1                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Estonia             | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| French Polynesia    | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Hungary             | 0                   | 1             | 0.01%        | 0                | 1            | 0.01%        |
| Iran                | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Japan               | 0                   | 1             | 0.01%        | 0                | 1            | 0.01%        |
| Lithuania           | 1                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Luxembourg          | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Malaysia            | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Martinique          | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Philippines         | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Portugal            | 0                   | 1             | 0.01%        | 0                | 4            | 0.04%        |
| Russian Federation  | 1                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Saudi Arabia        | 1                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Slovenia            | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| South Africa        | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Sri Lanka           | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Thailand            | 0                   | 1             | 0.01%        | 0                | 0            | 0.00%        |
| Ukraine             | 0                   | 1             | 0.01%        | 0                | 3            | 0.03%        |
| Bermuda             | 0                   | 0             | 0.00%        | 0                | 1            | 0.01%        |
| Chile               | 0                   | 0             | 0.00%        | 0                | 1            | 0.01%        |
| Greece              | 0                   | 0             | 0.00%        | 0                | 1            | 0.01%        |
| Iraq                | 0                   | 0             | 0.00%        | 0                | 1            | 0.01%        |
| Nigeria             | 0                   | 0             | 0.00%        | 1                | 1            | 0.01%        |
| Pitcairn Islands    | 0                   | 0             | 0.00%        | 0                | 1            | 0.01%        |
| <b>Grand Total:</b> | <b>2,009</b>        | <b>10,768</b> |              | <b>2,253</b>     | <b>9,372</b> |              |

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Special Fulfillment Requests by Category

For the month of April 2014

| <u>Media</u>                        | <u>Month</u>   | <u>YTD</u>       | <u>% YTD</u> |
|-------------------------------------|----------------|------------------|--------------|
| <b>Golf Guide</b>                   |                |                  |              |
| <b>Niche Markets</b>                |                |                  |              |
| Play Florida Golf 2013              | 0              | 429              | 6%           |
| Play Florida Golf 2014              | 472            | 6,733            | 90%          |
| <b>Golf Guide</b>                   | <b>472</b>     | <b>7,162</b>     | <b>95%</b>   |
| <b>Meeting Planners</b>             |                |                  |              |
| Meeting Planner Kit Fulfillment     | 3              | 8                | 0%           |
| Meeting Planner Non-Kit Fulfillment | 0              | 2                | 0%           |
| NY RSVP February 2014               | 0              | 23               | 0%           |
| PA RSVP February 2014               | 0              | 3                | 0%           |
| Sales Mission                       | 0              | 320              | 4%           |
| <b>Meeting Planners</b>             | <b>3</b>       | <b>356</b>       | <b>5%</b>    |
| <b>Travel Agents</b>                |                |                  |              |
| Other/Unknown                       | 0              | 1                | 0%           |
| <b>Travel Agents</b>                | <b>0</b>       | <b>1</b>         | <b>0%</b>    |
| <br><b>Grand Total:</b>             | <br><b>475</b> | <br><b>7,519</b> |              |

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

## Request Summary by Type

For the month of April 2014

| <u>CALL TYPE</u>              | <u># OF CALLS</u>   | <u>MINUTES</u>       |
|-------------------------------|---------------------|----------------------|
| CALL-LIVE                     | 44                  | 161.68               |
| DATA IMPORT                   | 1,575               | 0.00                 |
| DATA IMPORT - NO FULFILLMENT  | 851                 | 0.00                 |
| INTERACTIVE TEXT CHAT         | 2                   | 2.92                 |
| RDR RESPONSE                  | 417                 | 204.83               |
| RDR RESPONSE - FULFILLED      | 3                   | 9.93                 |
| RDR RESPONSE - NO FULFILLMENT | 6                   | 0.00                 |
| <b><u>Grand Total:</u></b>    | <b><u>2,898</u></b> | <b><u>379.37</u></b> |

| Publication   |                                  | October    | October      | November   | November   | December   | December   | January    | January    | February   | February   | March        | March      | April        | April        | May          | May      | June       | June     | July         | July     | August     | August   | September  | September | Total         | Total        |     |
|---|----------------------------------|------------|--------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|--------------|--------------|--------------|----------|------------|----------|--------------|----------|------------|----------|------------|-----------|---------------|--------------|-----|
|   |                                  | 2012       | 2013         | 2012       | 2013       | 2012       | 2013       | 2013       | 2014       | 2013       | 2014       | 2013         | 2014       | 2013         | 2014         | 2013         | 2014     | 2013       | 2014     | 2013         | 2014     | 2013       | 2014     | 2013       | 2014      | 2012/2013     | 2013/2014    |     |
| <b>Guide Request</b>                                      |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| <b>Leisure Markets</b>                                    |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| <b>Consumer Magazines</b>                                 |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| AAA Florida TourBook 2009 Edition                         | Consumer Magazines               | 0          | 0            | 0          | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 3            | 1          | 0            | 0            | 0            | 0        | 0          | 2        | 0            | 0        | 0          | 1        | 0          | 0         | 6             | 2            |     |
| Conde Nast Traveler April 2014                            | Consumer Magazines               | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0          | 5            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 5            |     |
| Conde Nast Traveler February 2013                         | Consumer Magazines               | 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                              | Consumer Magazines               | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 1          | 0            | 579          | 0            | 133      | 0          | 61       | 0            | 23       | 0          | 1        | 0          | 798       | 0             |              |     |
| Florida Travel & Life May/June 2011                       | Consumer Magazines               | 0          | 0            | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 1          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 1            |     |
| Florida Travel & Life May/June 2012                       | Consumer Magazines               | 2          | 0            | 1          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 3             | 1            |     |
| Other/Unknown   | Consumer Magazines               | 5          | 3            | 3          | 3          | 2          | 1          | 11         | 8          | 7          | 0          | 7            | 2          | 1            | 5            | 0            | 2        | 0          | 2        | 0            | 1        | 0          | 4        | 0          | 0         | 51            | 16           |     |
| Southern Living January 2012                              | Consumer Magazines               | 17         | 2            | 9          | 3          | 17         | 0          | 9          | 0          | 11         | 0          | 11           | 0          | 3            | 0            | 3            | 0        | 3          | 0        | 5            | 0        | 0          | 0        | 0          | 0         | 88            | 5            |     |
| Southern Living Travel Florida 2012-2013                  | Consumer Magazines               | 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         | 1,197         | 0            |     |
| <b>Sub Total for Consumer Magazines</b>                   |                                  | <b>24</b>  | <b>5</b>     | <b>13</b>  | <b>7</b>   | <b>19</b>  | <b>1</b>   | <b>163</b> | <b>8</b>   | <b>432</b> | <b>0</b>   | <b>127</b>   | <b>1</b>   | <b>1,263</b> | <b>7</b>     | <b>634</b>   | <b>0</b> | <b>138</b> | <b>0</b> | <b>65</b>    | <b>0</b> | <b>29</b>  | <b>0</b> | <b>6</b>   | <b>0</b>  | <b>2,913</b>  | <b>29</b>    |     |
| <b>Consumer Directories</b>                               |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| 2010 Visit Florida Magazine                               | Consumer Directories             | 1          | 0            | 0          | 1          | 0          | 0          | 1          | 0          | 1          | 0          | 0            | 1          | 1            | 0            | 0            | 0        | 0          | 1        | 0            | 1        | 0          | 1        | 0          | 0         | 6             | 2            |     |
| 2011 Florida Insider Guide - Quick Check                  | Consumer Directories             | 2          | 0            | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0            | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 3             | 0            |     |
| 2011 Florida Insider Guide - Specific Target              | 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         | 1             | 0            |     |
| 2011 Naples, Marco Island & the Everglades Visitors Guide | Consumer Directories             | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 1          | 0            | 0          | 0            | 0            | 0            | 0        | 1          | 0        | 1            | 0        | 0          | 0        | 0          | 0         | 2             | 1            |     |
| 2012 Florida Insider Guide - Quick Check                  | Consumer Directories             | 1          | 0            | 2          | 0          | 4          | 0          | 8          | 0          | 3          | 0          | 4            | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 22            | 0            |     |
| 2012 Florida Insider Guide - Specific Target              | Consumer Directories             | 6          | 0            | 1          | 0          | 1          | 0          | 1          | 0          | 4          | 0          | 2            | 0          | 1            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 16            | 0            |     |
| 2012 Visit Florida Magazine - Quick Check                 | Consumer Directories             | 72         | 0            | 77         | 0          | 114        | 0          | 104        | 0          | 79         | 0          | 27           | 0          | 12           | 0            | 8            | 0        | 3          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 496           | 0            |     |
| 2012 Visit Florida Magazine - Specific Target             | Consumer Directories             | 38         | 0            | 51         | 0          | 56         | 0          | 41         | 0          | 29         | 0          | 12           | 0          | 13           | 0            | 5            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 245           | 0            |     |
| 2013 Florida Insider Guide - Quick Check                  | Consumer Directories             | 0          | 2            | 0          | 1          | 0          | 4          | 0          | 2          | 0          | 2          | 6            | 1          | 1            | 2            | 2            | 0        | 1          | 0        | 4            | 0        | 2          | 0        | 1          | 0         | 17            | 14           |     |
| 2013 Visit Florida Magazine - Quick Check                 | Consumer Directories             | 0          | 112          | 0          | 86         | 0          | 86         | 0          | 100        | 0          | 160        | 272          | 116        | 187          | 116          | 172          | 0        | 136        | 0        | 145          | 0        | 120        | 0        | 52         | 0         | 1,084         | 776          |     |
| 2013 Visit Florida Magazine - Specific Target             | Consumer Directories             | 0          | 60           | 0          | 46         | 0          | 84         | 0          | 115        | 0          | 112        | 188          | 88         | 114          | 80           | 107          | 0        | 103        | 0        | 95           | 0        | 81         | 0        | 42         | 0         | 730           | 585          |     |
| 2014 Visit Florida Magazine - Quick Check                 | Consumer Directories             | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 7          | 0          | 15         | 0            | 13         | 0            | 8            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 43           |     |
| 2014 Visit Florida Magazine - Specific Target             | Consumer Directories             | 0          | 0            | 0          | 0          | 0          | 0          | 2          | 0          | 9          | 0          | 12           | 0          | 11           | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 34           |     |
| <b>Sub Total for Consumer Directories</b>                 |                                  | <b>120</b> | <b>174</b>   | <b>131</b> | <b>134</b> | <b>175</b> | <b>174</b> | <b>157</b> | <b>226</b> | <b>116</b> | <b>299</b> | <b>511</b>   | <b>231</b> | <b>329</b>   | <b>217</b>   | <b>294</b>   | <b>0</b> | <b>244</b> | <b>0</b> | <b>246</b>   | <b>0</b> | <b>204</b> | <b>0</b> | <b>95</b>  | <b>0</b>  | <b>2,622</b>  | <b>1,455</b> |     |
| <b>Consumer E-Marketing</b>                               |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| DestinationBrochures.com                                  | Consumer E-Marketing             | 1          | 3            | 1          | 4          | 0          | 3          | 11         | 2          | 12         | 3          | 6            | 3          | 3            | 1            | 6            | 0        | 3          | 0        | 3            | 0        | 3          | 0        | 2          | 0         | 51            | 19           |     |
| Other/Unknown   | Consumer E-Marketing             | 0          | 0            | 1          | 0          | 1          | 1          | 4          | 0          | 2          | 0          | 2            | 0          | 4            | 1            | 0            | 0        | 5          | 0        | 0            | 1        | 0          | 1        | 0          | 0         | 21            | 2            |     |
| ParadiseCoast.com   | Consumer E-Marketing             | 246        | 349          | 178        | 336        | 125        | 280        | 329        | 500        | 278        | 647        | 268          | 569        | 188          | 464          | 221          | 0        | 142        | 0        | 232          | 0        | 179        | 0        | 273        | 0         | 2,659         | 3,144        |     |
| ParadiseCoast.com/Getaway_Summer TAF                      | Consumer E-Marketing             | 12         | 0            | 4          | 0          | 12         | 0          | 0          | 0          | 0          | 0          | 0            | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 30            | 0            |     |
| VisitFlorida.com  | Consumer E-Marketing             | 0          | 0            | 0          | 0          | 0          | 1          | 0          | 0          | 1          | 0          | 1            | 0          | 0            | 0            | 2            | 0        | 0          | 0        | 0            | 0        | 1          | 0        | 0          | 0         | 6             | 1            |     |
| WeatherBug.com  | Consumer E-Marketing             | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0            | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 1            |     |
| <b>Sub Total for Consumer E-Marketing</b>                 |                                  | <b>259</b> | <b>352</b>   | <b>185</b> | <b>340</b> | <b>138</b> | <b>285</b> | <b>344</b> | <b>503</b> | <b>295</b> | <b>650</b> | <b>277</b>   | <b>572</b> | <b>195</b>   | <b>466</b>   | <b>229</b>   | <b>0</b> | <b>150</b> | <b>0</b> | <b>235</b>   | <b>0</b> | <b>184</b> | <b>0</b> | <b>276</b> | <b>0</b>  | <b>2,767</b>  | <b>3,167</b> |     |
| <b>Consumer Newspaper</b>                                 |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| Other/Unknown   | Consumer Newspaper               | 0          | 0            | 0          | 0          | 0          | 0          | 1          | 0          | 0          | 0          | 0            | 0          | 2            | 1            | 0            | 2        | 0          | 1        | 0            | 1        | 0          | 1        | 0          | 0         | 6             | 2            |     |
| Visit Florida In-State Insert April 2013                  | Consumer Newspaper               | 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         | 1,542         | 0            |     |
| Visit Florida In-State Insert Fall 2013                   | Consumer Newspaper               | 0          | 3,128        | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 3,128        |     |
| Visit Florida In-State Insert June 2013                   | Consumer Newspaper               | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0          | 0            | 0            | 0            | 0        | 0          | 2,102    | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 2,102        |     |
| Visit Florida In-State Insert March 2014                  | Consumer Newspaper               | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0          | 0            | 1,055        | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 1,055        |     |
| Visit Florida Out-of-State Insert February 2013           | Consumer Newspaper               | 0          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 2,067        | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 0             | 2,067        |     |
| <b>Sub Total for Consumer Newspaper</b>                   |                                  | <b>0</b>   | <b>3,128</b> | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>1</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>2,067</b> | <b>0</b>   | <b>0</b>     | <b>1,057</b> | <b>1,543</b> | <b>0</b> | <b>2</b>   | <b>0</b> | <b>2,103</b> | <b>0</b> | <b>1</b>   | <b>0</b> | <b>1</b>   | <b>0</b>  | <b>5,717</b>  | <b>4,185</b> |     |
| <b>Leisure Markets</b>                                    |                                  | <b>403</b> | <b>3,659</b> | <b>329</b> | <b>481</b> | <b>332</b> | <b>460</b> | <b>665</b> | <b>737</b> | <b>843</b> | <b>949</b> | <b>2,982</b> | <b>804</b> | <b>1,787</b> | <b>1,747</b> | <b>2,700</b> | <b>0</b> | <b>534</b> | <b>0</b> | <b>2,649</b> | <b>0</b> | <b>418</b> | <b>0</b> | <b>378</b> | <b>0</b>  | <b>14,019</b> | <b>8,836</b> |     |
| <b>Spring/Summer In-State Campaign</b>                    |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| Other/Unknown TV Campaign                                 | Other/Unknown TV Campaign        | 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            |     |
| <b>Sub Total for Other/Unknown TV Campaign</b>            |                                  | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>1</b>     | <b>0</b>   | <b>1</b>     | <b>0</b>     | <b>0</b>     | <b>0</b> | <b>0</b>   | <b>0</b> | <b>0</b>     | <b>0</b> | <b>0</b>   | <b>0</b> | <b>0</b>   | <b>0</b>  | <b>2</b>      | <b>0</b>     |     |
| <b>Spring/Summer In-State Campaign</b>                    |                                  | <b>0</b>   | <b>0</b>     | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>0</b>   | <b>1</b>     | <b>0</b>   | <b>1</b>     | <b>0</b>     | <b>0</b>     | <b>0</b> | <b>0</b>   | <b>0</b> | <b>0</b>     | <b>0</b> | <b>0</b>   | <b>0</b> | <b>0</b>   | <b>0</b>  | <b>2</b>      | <b>0</b>     |     |
| <b>Niche Markets</b>                                      |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| <b>Niche Markets (Bridal/Honeymoon)</b>                   |                                  |            |              |            |            |            |            |            |            |            |            |              |            |              |              |              |          |            |          |              |          |            |          |            |           |               |              |     |
| Bridal Guide (Added Value) July/August 2013               | Niche Markets (Bridal/Honeymoon) | 0          | 7            | 0          | 4          | 0          | 4          | 0          | 1          | 0          | 3          | 0            | 1          | 0            | 1            | 25           | 0        | 144        | 0        | 106          | 0        | 41         | 0        | 29         | 0         | 345           | 21           |     |
| Bridal Guide (Added Value) May/June 2013                  | Niche Markets (Bridal/Honeymoon) | 0          | 6            | 0          | 3          | 0          | 3          | 0          | 2          | 0          | 2          | 0            | 3          | 116          | 0            | 117          | 0        | 34         | 0        | 21           | 0        | 10         | 0        | 2          | 0         | 300           | 19           |     |
| Bridal Guide July/August 2011                             | Niche Markets (Bridal/Honeymoon) | 2          | 0            | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0          | 0            | 0          | 0            | 0            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 0         | 2             | 0            |     |
| Bridal Guide March/April 2013                             | Niche Markets (Bridal/Honeymoon) | 0          | 10           | 0          | 5          | 0          | 11         | 133        | 5          | 344        | 10         | 264          | 2          | 113          | 2            | 99           | 0        | 33         | 0        | 21           | 0        | 10         | 0        | 8          | 0         | 1,025         | 45           |     |
| Bridal Guide November/December 2013                       | Niche Markets (Bridal/Honeymoon) | 0          | 155          | 0          | 85         | 0          | 28         | 0          | 13         | 0          | 16         | 0            | 2          | 0            | 1            | 0            | 0        | 0          | 0        | 0            | 0        | 0          | 0        | 0          | 6         | 0             | 6            | 300 |
| Bridal Guide September/October 2013                       | Niche Markets (Bridal/Honeymoon) | 0          | 84           | 0          | 49         | 0          | 23         | 0          | 8          | 0          | 5          | 0            | 6          | 0            | 2            | 0            | 0        | 0          | 115      | 0            | 287      | 0          | 235      | 0          | 0         | 0             | 637          | 177 |
| <b>Sub Total for Niche Markets (Bridal/Honeymoon)</b>     |                                  | <b>2</b>   | <b>262</b>   | <b>0</b>   | <b>146</b> | <b>0</b>   | <b>69</b>  | <b>133</b> | <b>29</b>  | <b>344</b> | <b>36</b>  | <b>264</b>   | <b>14</b>  | <b>229</b>   | <b>6</b>     | <b>241</b>   | <b>0</b> | <b>211</b> | <b>0</b> | <b>263</b>   |          |            |          |            |           |               |              |     |

| Publication   |  | October 2012 | October 2013 | November 2012 | November 2013 | December 2012 | December 2013 | January 2013 | January 2014 | February 2013 | February 2014 | March 2013   | March 2014   | April 2013   | April 2014   | May 2013     | May 2014  | June 2013  | June 2014 | July 2013    | July 2014 | August 2013 | August 2014 | September 2013 | September 2014 | Total 2012/2013 | Total 2013/2014 |              |          |
|---|--|--------------|--------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|-----------|------------|-----------|--------------|-----------|-------------|-------------|----------------|----------------|-----------------|-----------------|--------------|----------|
| Connect Meetings Magazine May/June 2013                                 | Group Business - Association Meetings Professional | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 10              | 0               |              |          |
| <b>Sub Total for Group Business - Association Meetings Professional</b> |  | <b>0</b>     | <b>9</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>0</b>     | <b>0</b>     | <b>0</b>     | <b>0</b>  | <b>10</b>  | <b>0</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>19</b>      | <b>0</b>        | <b>29</b>       | <b>29</b>    |          |
| Collaborate Meetings Magazine April/May 2013                            | Group Business - Corporate Meetings Professional   | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 11             | 0               | 11              | 0            |          |
| Collaborate Meetings Magazine August/September 2013                     | Group Business - Corporate Meetings Professional   | 0            | 1            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 1               | 0            |          |
| Collaborate Meetings Magazine February/March 2013                       | Group Business - Corporate Meetings Professional   | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 10              | 0               | 10           | 0        |
| Collaborate Meetings Magazine February/March 2014                       | Group Business - Corporate Meetings Professional   | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 10           | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 10           | 0        |
| <b>Sub Total for Group Business - Corporate Meetings Professional</b>   |  | <b>0</b>     | <b>1</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>0</b>      | <b>10</b>    | <b>0</b>     | <b>0</b>     | <b>10</b>    | <b>0</b>     | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>11</b>      | <b>0</b>        | <b>21</b>       | <b>11</b>    |          |
| <b>Group Markets (Bridal/Honeymoon)</b>                                 |  |              |              |               |               |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |
| Bridal Guide January/February 2014                                      | Group Markets (Bridal/Honeymoon)                   | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 46           | 0             | 41            | 0            | 20           | 0            | 13           | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 120          | 0        |
| Bridal Guide March/April 2014   | Group Markets (Bridal/Honeymoon)                   | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 29           | 0             | 191           | 0            | 163          | 0            | 95           | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 478          | 0        |
| Bridal Guide November/December 2013                                     | Group Markets (Bridal/Honeymoon)                   | 0            | 0            | 0             | 4             | 0             | 96            | 0            | 45           | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 145          | 0        |
| Destination Weddings & Honeymoon December 2013                          | Group Markets (Bridal/Honeymoon)                   | 0            | 0            | 0             | 1             | 0             | 3             | 0            | 2            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 6            | 0        |
| <b>Sub Total for Group Markets (Bridal/Honeymoon)</b>                   |  | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>5</b>      | <b>0</b>      | <b>99</b>     | <b>0</b>     | <b>122</b>   | <b>0</b>      | <b>232</b>    | <b>0</b>     | <b>183</b>   | <b>0</b>     | <b>108</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>0</b>       | <b>0</b>        | <b>0</b>        | <b>749</b>   | <b>0</b> |
| <b>Group Markets</b>  |  | <b>0</b>     | <b>10</b>    | <b>0</b>      | <b>5</b>      | <b>0</b>      | <b>99</b>     | <b>0</b>     | <b>122</b>   | <b>0</b>      | <b>232</b>    | <b>10</b>    | <b>183</b>   | <b>0</b>     | <b>138</b>   | <b>0</b>     | <b>0</b>  | <b>10</b>  | <b>0</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>30</b>      | <b>0</b>        | <b>50</b>       | <b>789</b>   |          |
| <b>Miscellaneous</b>  |  |              |              |               |               |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |
| AAA Florida TourBook 2009 Edition                                       | Consumer Magazines                                 | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 1             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 1            | 0        |
| Other/Unknown   | Consumer Magazines                                 | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 1             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 1            | 0        |
| 2010 Naples, Marco Island & the Everglades Visitors 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            |          |
| Other/Unknown   | Consumer E-Marketing                               | 1            | 0            | 0             | 0             | 1             | 0             | 0            | 0            | 2             | 1             | 0            | 1            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 4               | 2            |          |
| VisitFlorida.com  | Consumer E-Marketing                               | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 4             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 4            | 0        |
| CVB Bulk Mail Request   | Miscellaneous                                      | 0            | 1            | 0             | 0             | 0             | 0             | 1            | 0            | 5             | 0             | 6            | 0            | 8            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 21           | 0        |
| CVB Office  | Miscellaneous                                      | 1            | 1            | 0             | 1             | 5             | 1             | 5            | 0            | 2             | 0             | 3            | 0            | 2            | 1            | 0            | 1         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 1              | 0               | 16              | 8            |          |
| Friend/Relative   | Miscellaneous/Relative                             | 4            | 3            | 1             | 1             | 2             | 2             | 2            | 2            | 3             | 5             | 5            | 1            | 2            | 1            | 1            | 0         | 1          | 0         | 1            | 0         | 1           | 0           | 1              | 2              | 0               | 25              | 14           |          |
| Other/Unknown   | Miscellaneous                                      | 16           | 13           | 18            | 10            | 6             | 19            | 21           | 23           | 17            | 26            | 16           | 12           | 13           | 8            | 7            | 0         | 7          | 0         | 9            | 0         | 7           | 0           | 9              | 0              | 144             | 111             |              |          |
| Travel Agent  | Miscellaneous                                      | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 1          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 0            | 0        |
| VISITFLORIDA.COM  | Miscellaneous                                      | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 1             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 1            | 0        |
| PREVIOUS VISITOR  | PR   | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 1              | 0              | 0               | 1               | 0            |          |
| CVB Office  | Travel Agent                                       | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 1             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 1               | 0            |          |
| Other/Unknown   | Travel Agent                                       | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 1             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 1               | 0            |          |
| TCTIA FAM October 2011  | Travel Agent                                       | 0            | 0            | 1             | 0             | 0             | 1             | 2            | 1            | 0             | 1             | 0            | 1            | 1            | 0            | 2            | 1         | 0          | 0         | 0            | 0         | 0           | 1           | 0              | 0              | 0               | 6               | 5            |          |
| <b>Miscellaneous</b>  |  | <b>22</b>    | <b>18</b>    | <b>20</b>     | <b>12</b>     | <b>14</b>     | <b>23</b>     | <b>32</b>    | <b>27</b>    | <b>24</b>     | <b>45</b>     | <b>24</b>    | <b>23</b>    | <b>16</b>    | <b>21</b>    | <b>10</b>    | <b>10</b> | <b>0</b>   | <b>10</b> | <b>0</b>     | <b>10</b> | <b>0</b>    | <b>9</b>    | <b>0</b>       | <b>13</b>      | <b>0</b>        | <b>201</b>      | <b>168</b>   |          |
| <b>Meeting Planners</b>   |  |              |              |               |               |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |
| ParadiseCoast.com/Meetings  | Meeting Planners                                   | 0            | 0            | 0             | 2             | 0             | 0             | 0            | 1            | 3             | 0             | 3            | 8            | 1            | 2            | 4            | 0         | 0          | 0         | 4            | 0         | 0           | 0           | 0              | 0              | 0               | 15              | 13           |          |
| <b>Sub Total for Meeting Planners</b>                                   |  | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>2</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>1</b>     | <b>3</b>      | <b>0</b>      | <b>3</b>     | <b>8</b>     | <b>1</b>     | <b>2</b>     | <b>4</b>     | <b>0</b>  | <b>0</b>   | <b>4</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>0</b>       | <b>0</b>        | <b>15</b>       | <b>13</b>    |          |
| <b>Meeting Planners</b>   |  | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>2</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>1</b>     | <b>3</b>      | <b>0</b>      | <b>3</b>     | <b>8</b>     | <b>1</b>     | <b>2</b>     | <b>4</b>     | <b>0</b>  | <b>0</b>   | <b>4</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>0</b>       | <b>0</b>        | <b>15</b>       | <b>13</b>    |          |
| <b>Total Guide Request Requests:</b>                                    |  | <b>453</b>   | <b>3,949</b> | <b>538</b>    | <b>646</b>    | <b>408</b>    | <b>651</b>    | <b>1,089</b> | <b>916</b>   | <b>1,302</b>  | <b>1,262</b>  | <b>3,332</b> | <b>1,337</b> | <b>2,253</b> | <b>2,009</b> | <b>3,640</b> | <b>0</b>  | <b>901</b> | <b>0</b>  | <b>2,994</b> | <b>0</b>  | <b>775</b>  | <b>0</b>    | <b>701</b>     | <b>0</b>       | <b>18,382</b>   | <b>10,768</b>   |              |          |
| <b>Special Fulfillment</b>  |  |              |              |               |               |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |
| <b>Niche Markets</b>  |  |              |              |               |               |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |
| Play Florida Golf 2013  | Niche Markets (Golf)                               | 0            | 0            | 0             | 429           | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 429          | 0        |
| Play Florida Golf 2014  | Niche Markets (Golf)                               | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 0             | 0             | 0            | 6,261        | 0            | 472          | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 0               | 6,733        | 0        |
| <b>Niche Markets</b>  |  | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>429</b>    | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>6,261</b> | <b>0</b>     | <b>472</b>   | <b>0</b>     | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>0</b>       | <b>0</b>        | <b>0</b>        | <b>7,162</b> |          |
| <b>Consumer Shows</b>   |  |              |              |               |               |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |
| NY Times Travel Show January 2013                                       | Post Show Follow Up                                | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 496           | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 496             | 0            |          |
| <b>Consumer Shows</b>   |  | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>496</b>    | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>0</b>     | <b>0</b>     | <b>0</b>     | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>0</b>       | <b>0</b>        | <b>496</b>      | <b>0</b>     |          |
| <b>Mailings to Partners</b>   |  | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>0</b>      | <b>0</b>      | <b>0</b>     | <b>0</b>     | <b>0</b>     | <b>1</b>     | <b>0</b>     | <b>0</b>  | <b>0</b>   | <b>0</b>  | <b>0</b>     | <b>0</b>  | <b>0</b>    | <b>0</b>    | <b>0</b>       | <b>0</b>       | <b>0</b>        | <b>0</b>        | <b>1</b>     | <b>0</b> |
| <b>Meeting Planners</b>   |  |              |              |               |               |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |
| Market Group Fulfillment  | Market Group Fulfillment                           | 0            | 0            | 0             | 0             | 0             | 0             | 0            | 0            | 6             | 0             | 2            | 0            | 1            | 0            | 1            | 0         | 2          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 12              | 0            |          |
| Atlanta PYM Live March 2013   | Meeting Planners                                   | 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              | 0            |          |
| GAP   | Meeting Planners                                   | 0            | 0            | 0             | 0             | 1             | 0             | 1            | 0            | 0             | 0             | 0            | 0            | 0            | 0            | 0            | 0         | 0          | 0         | 0            | 0         | 0           | 0           | 0              | 0              | 0               | 3               | 0            |          |
| Meeting Planner Kit Fulfillment   | Meeting Planners                                   | 6            | 0            | 5             | 0             |               |               |              |              |               |               |              |              |              |              |              |           |            |           |              |           |             |             |                |                |                 |                 |              |          |