

DIRECTOR ACTIVITIES- Jack Wert

March-April 2016

PERIOD AT A GLANCE
Number of Advocacy Contacts 3
Number of Tour Operator Contacts 24
Number of Tourism Industry Events 6
Number of PR Interviews 2

Advocacy

- Meetings with TDC Chairman on TDC agenda
- Meeting on area No Wake Zones at Growth Management
- TDC New Member Orientation

Tourism Industry

- Presentation to Clark Pear Group in Naples on tourism industry performance in 2015-16
- Tourism Advisory Roundtable at Naples Beach Hotel featuring Blue Zones program.
- Meeting with United Arts Council Executive Director of plan for 2017 calendars and website
- Destination Marketing Accreditation Board Conference call
- Naples Depot meeting with Naples Chamber on baggage car Information Center
- Naples Board of Realtors Economic Summit

Trade Shows/Tourism Industry Conferences

- WTM- Latin America. Meetings with 24 tour operators and interviews with three publications and one TV station.
- DMAI CEO Summit to review new approaches to destination marketing
-

Public Relations

- Bob Harden Radio interview
- Presentation to FGCU Resort & Hospitality School class

Promotional Activities

- Meeting with Franklin Templeton Golf event promoters on 2016 tournament details.

GROUP MEETING SALES REPORT

Debi DeBenedetto – Group Sales Manager

March 17- April 15, 2016

PERIOD AT A GLANCE	
Number of Meeting Planner Contacts	54 includes sites and planner Rfp's plus assisted planners
Number of RFP's Collected/Distributed	41 Rfp's distributed worth over \$14 million EOC and 19,307 room nights
Number of Groups booked	15 booked groups
Total Room Nights/Econ. Impact for Period booked	5051 Room nights booked \$3,132,820.35 EOC and 4837 room nights

Number of RFP Enhancement (RFPE) Requests	5 new requests granted funds
Number of RFPE's to Contract	2 booked with 1 lost
Number of FAM's/Sites	1 site, working Allstate and ACA completed 3 booked
Number of Shows Attended	Independent Planners Educational Conference, Austin March 20-23 with 24 appointments and destination hosted lunch with 2 hotel partners (IPEC)

Events Attended

- Visit Florida Race Networking event Sebring, Fl March 19
- CVB Roundtable April 6
- Visit Florida Lunch & Learn April 6
- Global Meetings Industry Day St. Petersburg April 14
- Hyatt House Ribbon cutting
- Naples Bay Resort 1200 South Restaurant opening
- Meet new sales person Colby Avenue 5
- Meeting with Paradise TV
- Meeting Spots April 19 Tallahassee
- FSAE Executive Luncheon sponsor Tallahassee April 20

Group Sales Activities this Period

- Planning NYC sales mission
- Planning May 3 Tampa Meeting planner sales mission
- Planning May 4 Tampa Luxury Meeting Showcase event
- Planning Site Texas event
- Registered Florida Attractions Association annual Meeting

TRAVEL INDUSTRY & LEISURE MARKET SALES REPORT

Claudia Cianfero

Dates: March 18 – April 15, 2016

PERIOD AT A GLANCE	
Number of Travel Agent Contacts	77
Number of Tour Operator Contacts	21
Number of FAM's/Site Visits	0
Number Trade Shows Attended	1
Sales Missions	1

EVENTS RECAP

Show Name: World Travel Market Latin America

Location: Sao Paolo, Brazil

Appointments. 27 Appointments. Mix of media and tour operators (TO's). We also had walk up travel agent traffic that our Aviareps representatives handled.

Trends/Comments: Very successful show as Aviareps secured all our appointments directly with TO's and media. Trend is for Brazilians to now look for places in Florida other than Miami and Orlando as a destination or as an extension to their vacations. They are looking for unique experiences and affordable luxury. This is a great opportunity for the Paradise Coast to secure some of this market since we are so close to Miami/Fort Lauderdale, less than a 2 hour easy drive to our destination. Action steps include new or continued co-op opportunities and putting together packages with the TO's to market our destination.

Sales Mission: Visit Florida Travel Trade VIP Event

Location: Chicago, IL

Trends/Comments: Great turnout and partner participation, there were 7 partners that participated. There was networking prior to the lunch and I was able to do a 5 minute presentation to a captive audience and show our leisure video during lunch. Great interest in the destination and agents are booking our area. The evening reception was strictly networking.

Upcoming FAM Trips

- Azul FAM May 1 – 4, 2016 (Brazil Market)
- Tenzing FAM May 24 – 25, 2016 (German Market)
- British Airways Holidays May 19 – 21 (UK Market)

PUBLIC RELATIONS & COMMUNICATIONS REPORT- JoNell Modys, Erin Smith

MARCH – APRIL 2016

PERIOD AT A GLANCE	
Number of Media Submissions from CVB	71
Number of Media Outlets/Journalists Hosted	8 media outlets hosted in destination <ul style="list-style-type: none"> • FoxNews.com • National Geographic China (with Ft. Myers/Sanibel, VF) • Sport Fishing TV – Destination America • Media24 filming for German movie release • Golfer Magazine • Viageme & Turismo – Brazil • Mexico/Latin America social media influencer Eugenia Debayle (with VF)
Number of News Releases Written by and/or Issued by CVB	6 releases <ul style="list-style-type: none"> • Spring Events – Edits and additions to agency draft • “What’s New” updates • 2016 Fact Sheet update • Meetings 2016 update • Awards & Accolades for Florida’s Paradise Coast update • Everglades & BC Nat’l Parks plus Naples/Marco Island release for UK Media Marketplace with U.S. Travel, etc. • FBU Returns to Naples
Total Media Impressions	TBD – Awaiting initiation of new Media Monitoring service
Top Projects	<ul style="list-style-type: none"> • Travel + Leisure magazine Travel Advisory Board meeting dinner for top USA travel agents, media • Social Media/PR Conference attended by JoNell & Buzzy • FAM host Nat’l Geographic China team • St. Patrick’s Day event photography-Erin • Hyatt House Naples opening – PR assist from CVB • Developed full radio station contact list for U.S. Pickleball open along with local media list • Chef Art Smith VIP opening event • Updates to editorial image library

	<ul style="list-style-type: none"> • Advance work for Mangrove Madness retreat with outdoor product manufacturers and outdoor media • Advance work on State of the Collier Tourism Industry press conference and SWFL Tourism • Rally for Nat’l Travel & Tourism Week
Website, Digital	Effort by Public Relations to improve website: Over 70 events and/or listings added, enhanced Direction provided on Facebook posts, Twitter content for Twitter chats

Top Media Placements:

Viral Video – Corkscrew visitor’s Facebook video of an encounter with a Florida panther on the boardwalk goes viral – makes CBS This Morning, Inside Edition, NationalGeographic.com and hundreds more editorial placements. Around 1 million views online.

Montreal Gazette, Ottawa Citizen, Windsor Star, Vancouver Sun, Edmonton Journal – JoNell assisted writer by working with Naples hotels to come up with deals for Canadians to appear in national newspaper’s five editions for nationwide column: **Checking In – Five Hotel Deals in Naples, Fla.**

Boat U.S. – 2016 Destination Guide – The Everglades, focusing on Everglades City, Chokoloskee, Ten Thousand Islands section, featured as one of 5 boating destinations to explore for 2016.

FoxNews.com – freelance writer Lynn Mettler profiles Marco Island in story about traveling via SW Airlines.

The News-Press (Fort Myers) – Collier Tourism columns has moved from Thursday “Go Coastal” section to the Sunday print “Coastal Life” section. PLUS, when it includes Marco Island mentions, it is also being picked up in Marco Island Sun Times, offering great distribution.

SPORTS MARKETING REPORT – Michael Obyc

March - April 2016

PERIOD AT A GLANCE					
# EVENTS (March 2016)	# ATTENDEES	# ROOM NIGHTS	DIRECT VISITOR SPENDING		
2	535	365	\$201,375.00		

Event Analytics

Event Name	Event Dates	# Attendees	# Room Nights	Direct Spending
Gene Cusic Collegiate Softball	2/27 – 3/19	100	150	\$45,000.00
Perfect Game 9U-12U Easter Classic	3/24 – 3/26	435	215	\$156,375.00

Comparison Report

	March 2015	March 2016	Change
Number of Events	2	2	0%
YTD Events	13	15	2 (15% Increase)
Monthly Attendees	1,370	535	-835 (59% Decrease)
YTD Attendees	15,720	14,490	-1230 (8% Decrease)
Monthly Room Nights	350	365	+15 (5% Increase)
YTD Room Nights	7,049	8,198	1,149 (15% Increase)
Monthly Est. Direct Spending	\$507,375.00	\$201,375.00	-\$306,000.00 (61% Decrease)
YTD Est. Direct Spending	\$5,620,125.00	\$5,505,000.00	-\$ 115,125.00 (3% Decrease)

Development Activities this Period

- Met with Chamber of Commerce to nurture community partner relationship
- Conference Call with Justin Roach concerning Sports Planning Guide
- Hosted a conference call with Beth Daly regarding All American Games & FBU
- Met with Barry Williams and NCRP staff to discuss event calendar
- Attended FHSAA Boy's Volleyball meeting with Pete Seitz of Golden Gate HS and FHSAA staff
- Hosted a meeting and site visit with America's Next Top Soccer Tour
- Attend the ASC Sanchez-Casal Press Conference

- Hosted a meeting with Kevin Van Duser with FBU to discuss upcoming event
- Met with Naples Transportation, Tours, and Event Planning
- Attended March 28th TDC meeting
- Went to the Naples Beach Hotel for a site visit

Upcoming Events

- Florida Fire Adidas Spring Classic (April 30-May1) at North Collier Regional Park
- FHSAA Boys' Volleyball State Championship (May 6-7) at Golden Gate High School
- FYSA State Cup (May 7-8) at North Collier Regional Park
- Sweet Bay Memorial Cup (May 28-30) North Collier Regional Park

PARADISE COAST FILM OFFICE – Maggie McCarty

April 2016

PERIOD AT A GLANCE	This Year	Last Year	Spending Estimate	New or Repeat
Productions	6	2	\$44K	3 New/3 Repeat
Working Leads	8	10		
Meetings Attended	4	3		
Events/Trade Shows		1		
Media Assisted	1	1		
Location Scout	1			

Production/Lead Highlights

- **ESPN**

Former *Immokalee High School* football player, Mackensie Alexander, is now Number 9 in Sports Illustrated countdown of the top 50 NFL prospects. The sports network did an interview with him for an upcoming documentary.

- **E! Entertainment**

The popular reality series, *Total Bellas*, filmed an episode that included the stars mother's wedding. In addition to the production, there was a lot of media coverage do to the inclusion of WWE's John Cena in the wedding party.



Future Project Highlights

- **Location Scout**

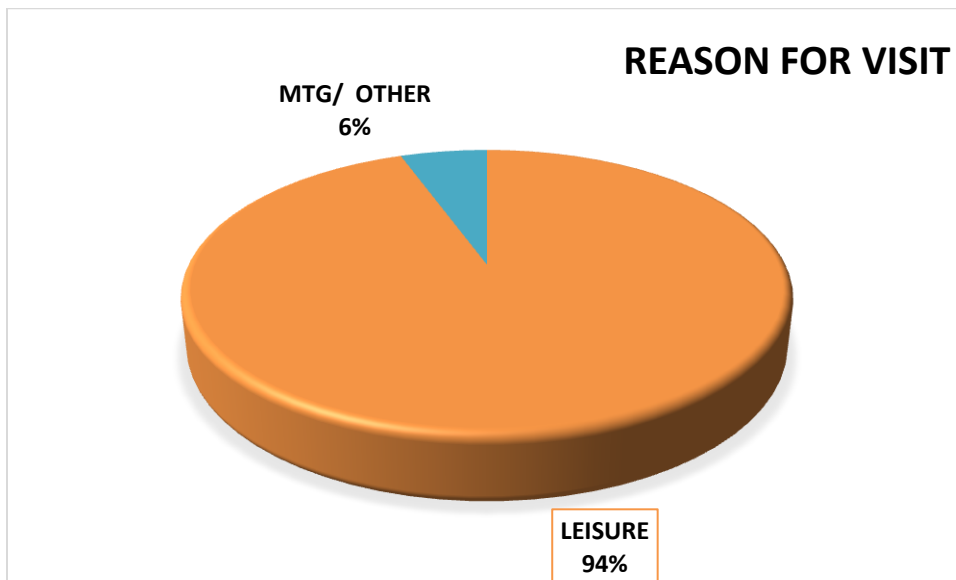
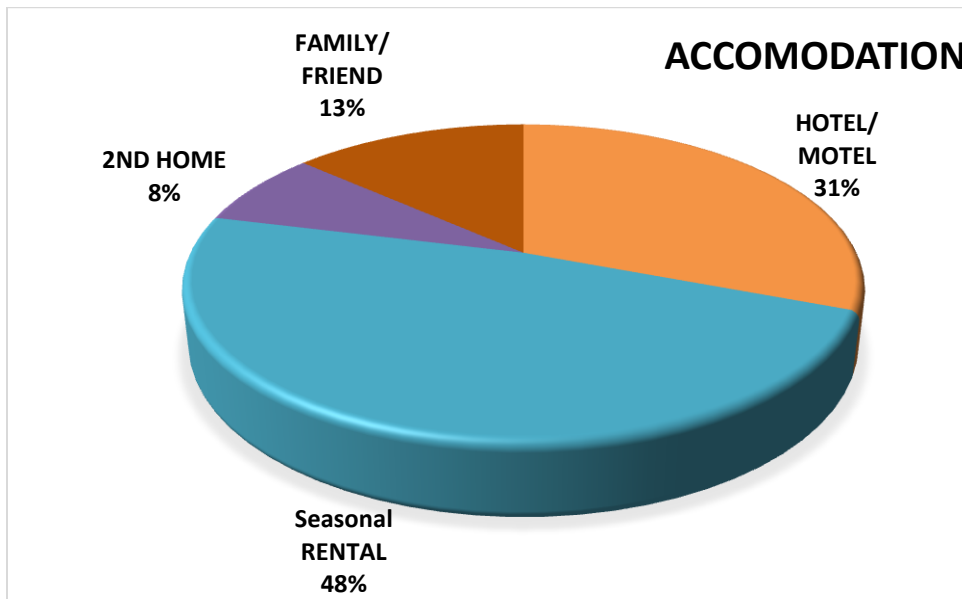
The world's third-largest video game developer and publisher, which created some of the most influential video game titles to ever hit the market, will be scouting our area with the film office later this month.

VISITOR SERVICES REPORT- Lori Lou Waddell

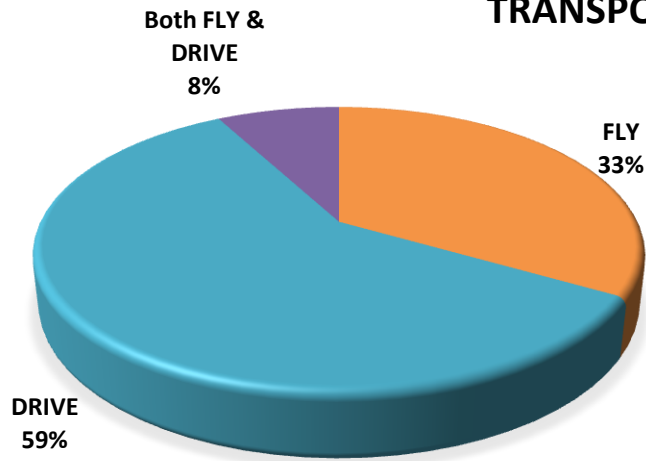
March 2016

Month	Big Cypress	Oasis	Everglades	Immokalee	Marco Island	Naples	YTD Total
Year 2015	52,473	107,564	85,941	11,03	6,810	20,419	274,310
Jan 2016	13,771	10,393	10,533	91	1,014	1,451	37,253
Feb 2016	11,330	17,095	12,849	86	1,175	1,135	43,670
Mar 2016	10,619	16,897	15,209	156	1,067	829	44,777

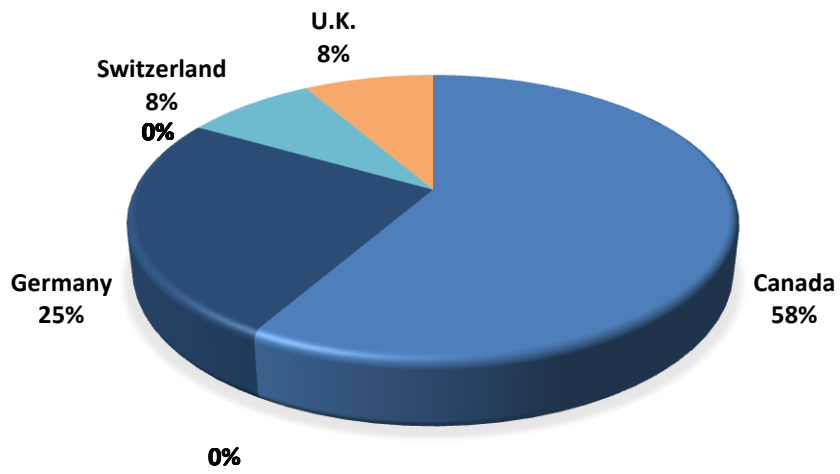
Visitor Profiles:

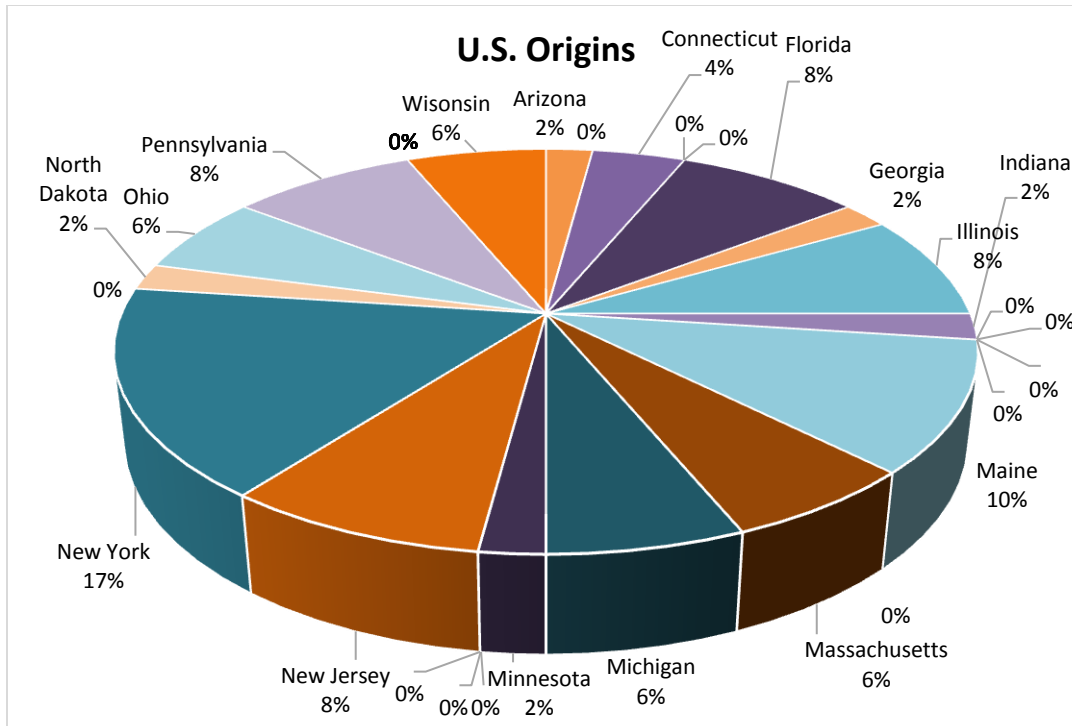


TRANSPORTATION



INT'L ORIGINS





Activities at a Glance

- Begin plan for FAM trip for Lee County VCB Volunteers to Naples~
- Compile data reporting Naples hotels compliant with ADA requirement for wheelchair lift for guest swimming pools.
- Assist with ticket give-aways & interest for Stay in May – 5th Annual ArtsNaples World Festival
- Assist with Collier County participation for tri-county Travel Rally
- Recruit and manage volunteers for Travel Rally booth
- Select VIC volunteer recipients for Volunteer of the Year awards for full time, seasonal & new categories
- Update Visitor Counts for Collier County Visitor Information Centers
- Update Statistics for Naples Visitor Information Center
- Request all materials below par levels for Visitor Information Center from attractions, hotels, restaurants
- Manage VIC Vol Schedule
- Manage/update Calendar of Events for GNCC, Third Street South and Fifth Avenue South
- Manage daily operation of Visitor Information Center

Distribution

- 70 Paradise Coast Visitor Guides for family reunion
- 120 Naples on the Gulf Guides for Vietnam Vets reunion in summer
- 50 Paradise Coast Visitor Guides for wedding
- 6 cases Paradise Coast Visitor Guides to Chamber of Commerce
- 80 Paradise Coast Visitor Guides, 60 Naples on the Gulf, 60 calendar of events
- 100 Naples on the Gulf to Naples Bay Club

Pick-Up

- Marco Island Visitor Guides for Collier County distribution

FAM Tours

- Hyatt House April 7

Attendance

- TDC Meeting March 28th
- CVB Roundtable, April 6th
- Visit Florida, April 6th
- Telephone conference Travel Rally Meeting, April 12th
- Concierge Meeting April 12th
- Chamber of Commerce monthly events

HIGHLIGHT OF THE MONTH:

Travmedia's International Media Marketplace, 14th March, QEII Centre, Central London.

The UK Office attended **Travmedia's International Media Marketplace**, with headline sponsor Brand USA, on Monday 14th March at the QEII Centre in Central London. Travmedia's IMM was the largest travel media event ever held in London, with **360 journalists in attendance** meeting with 29 US exhibitors. The event presented a networking and relationship-building opportunity for travel journalists and travel PRs. Florida's Paradise Coast held **one to one meetings with 12 journalists** and had the opportunity to network with many more over the networking lunch session. We spoke to journalists writing for National titles such as the Daily Telegraph, Sunday Times, Independent and Evening Standard, as well as Wedding and Family titles, freelancers and bloggers.



MARKET UPDATE:

Long-haul family bookings rise following Under 16 air tax abolition & Safety

Bookings for Florida and the Caribbean have rocketed following the abolition of air passenger duty for children under 16, according to ABTA. It said figures from GfK's Leisure Travel Monitor announced at a travel industry seminar in London organised by Barclays that families who delay booking their summer holiday could be priced out of the market to Spain and other destinations perceived as 'safe' with sales for the Caribbean are up 29% for this summer and bookings for Florida are up 13% over two years. It said the increase was 'perhaps partly boosted' by the abolition of APD for children.

Families with teenage children will fly for less from 1 March with the removal of APD on economy flights for children under 16. This follows the abolition of APD on flights for children under 12 last May. Following the cut, a family of four (with two children under 16) will save £26 on flights to Europe and £142 on flights to long-haul destinations or £438 for frequent flyers who take up to three annual holidays.

Both cuts were announced in the Autumn Statement in 2014 and are a result of a 'Scrap the Tax on Family Flights' initiative, which was launched by A Fair Tax on Flying, of which ABTA is a member.

Most airlines and travel companies have refunded or will refund APD on flights for under 16s that were booked and paid for before the reductions come into effect, said ABTA, but it advised holidaymakers to contact their travel company or airline to find out more. ABTA chief executive Mark Tanzer: "The abolition of APD on flights for children and teens under 16 is undoubtedly good news for holidaymakers. "However, whilst families will see welcome savings, APD in the UK remains one of the highest taxes of its kind anywhere in the world. ABTA, along with other member of the Fair Tax on Flying, continues to call for a reduction in APD to at least half the current levels to ensure the whole country benefits from a fairer tax on flying."

Safety

Additionally Gfk added - The 40% downturn in demand for the eastern Mediterranean destinations such as Turkey, Tunisia and Egypt which accounted for 20% of all bookings last year has piled pressure on neighbouring markets to take up the slack. Sales to the Canary Islands are reportedly trading 33% ahead of last year, while the Balearics are 9% up and mainland Spain 36% up. Portugal, Cyprus and Italy have also seen substantial increases. With the likelihood that these markets will sell-out at a higher price-point and yield, **the opportunity exists for the United States to capitalise on increased air capacity and new routes plus growth in UK regional services to US gateways and core leisure destinations, by targeting aspirational travellers to attract first time or returning visitors.** Ultimately it's a positive position amid consumer uncertainty. Consumer confidence is high and cumulative bookings reflect that buoyancy.

Our destination is in a very good position to capitalise effectively, our Paradise Coast in-market efforts focus continually on developing our partnerships with key US operators, airlines to target the available market through effective strategic marketing campaigns and robust messaging.

US air traffic at a record high in 2015

US passenger traffic reached another all-time high in 2015 according to the latest data from the Department of Transportation. The DOT's Bureau of Transportation Statistics said US airports handled 895.5 million domestic and international passengers last year, up 5% on 2014's previous all-time record.

Foreign based airlines carried more passengers to and from the US last year while domestic traffic was up 5%. Hartsfield-Jackson Atlanta International Airport was the busiest airport in the country, but New York's JFK had more international traffic.

Long-haul destinations see Easter surge

Safety concerns over the traditional spring holiday destinations mean that British families are opting to fly long-haul this Easter, according to Cheapflights.co.uk. New York is the most popular destination, up 4%, while Dubai in second place has seen a 141% surge in demand. However, interest in Orlando in third place has soared by 397% for the Easter week, compared with the first week of March, data from the flight comparison site shows. Bangkok, in tenth position, has seen an 85% rise. Overall demand for travel during the Easter period is up 76% compared with the weeks preceding the Easter break. Of the short-haul destinations in the Easter top 10, Malaga has seen the biggest hike in demand - up 50% - for flights during the Easter holidays, versus the weeks preceding the holiday period.

For those who have the freedom to travel outside of the school holidays and simply want to build a mini-break around the long, Easter weekend, Amsterdam takes the top short break spot, followed by Dublin, Barcelona, New York, Paris and Rome.

A company spokesman said: "Previously, we would expect to see mid-haul favourites such as Tunisia, Turkey and Egypt topping the list because of the guaranteed sunshine they afford at this time of year. "However, with safety concerns beleaguering many of the traditional spring-

holiday destinations, British families are turning to long-haul destinations such as Dubai and Florida for their Easter escape.” He added: “Our search data suggests it’s going to be a bumper Easter for UK airports. “Many Brits are opting to add holiday to the week leading up to the Easter weekend, whilst families - dictated by the school holiday dates - will be jetting off during and post-Easter, creating a pro-longed busy period for UK airports.

Meanwhile the Office of National Statistics (ONS) revealed that UK residents took more than 40 million holidays last year for the first time since the financial crisis at the end of the last decade.

The number of overseas breaks taken by Britons in 2015 went up by 9% to 42 million, compared to 38.5 during the previous year. It was the first time that the number of holidays abroad has exceeded 40 million annual mark since 2008 when British residents took 45.5 million overseas breaks, a record year for outbound tourism from the UK – by contrast the number of holidays abroad dropped to 36.4 million in 2010.

The final ONS quarterly figures for 2015 showed that UK residents made a total of 13.4 million visits abroad between October and December including holidays, business trips and visiting friends and family, which was an increase of 10% year-on-year. The amount spent on these trips also rose by 9% over the same period to add up to £7.6 billion. These figures included a 9% increase in holidays to 8 million for the quarter, up from 7.4 million the previous year. This is a clear indication that consumer confidence is strong once again, following the significant falls in passenger numbers we saw due to the financial crisis of 2008.

Importantly, booking trends for 2016 are also tracking positively, making it imperative that US operators effectively target the market with highly compelling and effective value proposition to drive further awareness of, and visitation to, the United States.

ONS figures are based on the International Passenger Survey which interviews up to 800,000 people per year at major airports and ports.

UK ranked as the second most important international source market for Florida

More than 1.7 million Brits visited Florida last year, marking an increase of 5% on 2014. The result positioned the UK as the second most important international source market for the US state behind Canada. Total arrivals at 18 Florida airports during 2015 increased 8.2 percent over the previous year, representing a record additional 6.1 million passengers than in 2014. Governor Scott announced that Florida has surpassed its tourism goal by welcoming a record 105 million visitors to Florida in 2015.

Florida's top 10 international source markets 2015:

Canada	3,956,000
United Kingdom	1,718,000
Brazil	1,475,000
Argentina	613,000
Columbia	598,000
Germany	452,000
Mexico	435,000
Venezuela	321,000
Australia	319,000
France	292,000

Airlines

In a surprising and highly strategic move clearly aimed at tackling Thomas Cooks' recent success in operating transatlantic services via its Manchester Airport hub supported by its European feeder network, **Virgin Atlantic announced two significant new US routes from the same airport.** The airline will launch Manchester to San Francisco and Boston in summer 2017 and a new codeshare agreement with regional carrier Flybe, **customers can travel from one of 18 UK or European airports, and connect to a Virgin flight at Manchester, Glasgow or London Gatwick Airport.** In addition to Virgin's current services to Atlanta, Las Vegas, Orlando and Barbados, the new routes to San Francisco and Boston are significant in further opening up America for Virgin/Delta customers. The announcement follows Virgin's decision to axe its seasonal flights between London and Cape Town at the end of the winter 2015 programme in order to focus on transatlantic flight sector development.

Meanwhile, **Norwegian continues its ever growing presence in the United States and transatlantic market by launching tax inclusive sub-\$200 flights from US to Paris.** The low-cost carrier will fly a trio of routes from Paris to Los Angeles, New York JFK and Fort Lauderdale in its new extended capacity Boeing 787 Dreamliners. The new services will further bolster the carrier's presence on transatlantic routes to the United States from five European destinations: London Gatwick, Stockholm, Copenhagen, Oslo and Bergen. The services are aimed at attracting budget-minded fliers from both sides of the Atlantic ensuring demand should be high in both directions.

Given the popularity of low cost carriers in Europe, the very clear news from the UK and Ireland is that a raft of low-cost carriers are eyeing the transatlantic market with a view to significantly

investing in route development. **Icelandic carrier WOW Air** has had success with its ultra-cheap fares from the U.S. to Europe via Iceland and Ryanair and other European carriers have long hinted at no-frills, long-haul flights between Europe and America. As airlines like Norwegian and WOW continue to expand, it is more likely that these other LCCs will want to get into the market and drive capacity.

Delta vies opportunities to leverage Virgin brand

Delta Air Lines is hoping to boost its UK sales by leveraging its relationship with Virgin Holidays. The airline has formed a closer relationship with Virgin brands following the signing of its code-share agreement with Virgin Atlantic in 2014.

With a new Edinburgh-New York JFK daily flight set to launch in May this year and following the start of a Manchester flight to the same US destination last summer, the airline was performing strongly.

Delta's strong financial position has allowed to focus on its customer experience by upgrading aircraft and focusing on flight delivery. The airline has also introduced high-speed Wi-Fi across all of its flights between the US and the UK.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
April 18-22	Visit Florida Sales Mission	SE England, Glasgow, Dublin
May	BA/BA Holidays with Visit Florida/ Brand USA Co-op Campaign	UK
May	Virgin Holidays/ Visit Florida co-op campaign	UK
May 16-19	GTMC Overseas Conference	Paradise Coast
June 18-23	IPW 2016	New Orleans
June 26-30	IAGTO NAC – golf trade show	Pinehurst NC

MARKETING/SALES/PROJECTS & ACTIVITIES:

GTMC – Overseas Conference – May 2016

Additional meeting with GTMC outline final activity and we continue to work closely with the UK team in ensuring our destination is top of mind with their members. We've supplied our assets, images, logo and copy to them for their website. They have uploaded promotional banners and information and we're now liaising with them to ensure all the information listed is relevant and accurately promotes Paradise Coast as the host destination for their overseas conference.

Additionally we are supporting with the overall conference and various aspects including pre & post options, including our Industry Partners. Concluding sponsorship with Brand USA, from the Washington office regarding their co-sponsorship with BA – a main sponsor of the overseas conference. Also following up with Visit Florida and the host hotel on a number of aspects.

British Airways/BA Holidays/ Visit Florida / Brand USA - Co-op Campaign

We have now received details of the Visit Florida coop marketing campaign with BA Holidays. Having reviewed in detail, we are delighted to be able to confirm participation with this extremely targeted campaign. After much negotiation with BA Holidays over the past 12 months - Paradise Coast indicated the largest growth in bed nights for Florida and we aim to capitalise on this. We are liaising with the marketing team and providing our most recent assets.

Visit Florida Co-op Campaign

The details of the Visit Florida co-op marketing campaign with Virgin Holidays are now finalised. Having reviewed the very well-structured and targeted plan, we are very pleased to confirm participation with this campaign. With Virgin Holidays one of our major suppliers, we will aim to grow our bed nights with offers directed at the low season. We are liaising with the marketing team and providing our most recent assets.

Visit Florida Sales Mission

We will have the opportunity to participate with the Visit Florida Sales Mission taking place from the 18th – 22nd April. Events are taking place in London, Peterborough, Glasgow and Dublin. We are currently updating our training presentation for the agents – with a major focus on encouraging the agents to sign up of our on line training Discovery program.

Travel Agents Online Training: 'USA Discovery Program'

Final copy has been received and approved by the Naples office for our badge within the Brand USA online training program. Brand USA are placing the copy in draft for final review. Details on billing almost complete. This has taken longer than expected as it is important to have the correct targeted copy and focus for our destination in order to increase sales. We aim to launch our badge by end of April.

PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:

CONTACT	ACTIVITY	STATUS / RESULT
<p>Travmedia IMM</p>	<p>OMMAC attended Travmedia's IMM on Monday 14th March, holding face to face meetings with 12 journalists and opportunity to networking with 360 media.</p>	<p>Meetings included:</p> <ul style="list-style-type: none"> • Paul Sharman; Freelancer with a focus on Outdoor Adventure. Continuing discussions with Paul about a possible joint trip with Visit Florida. Beach combined with adventure/fishing. • Ricky Vann; Ultimate Wedding Magazine. Liaising with Ricky regarding a feature on very best USA honeymoon hotels on the beach. • Dominic Eddon; Family Traveller Magazine. Really good fit for Paradise Coast. Will keep in touch for future features • Robert Spellman; Freelancer for the Express Newspapers. Really interested in both music and family. Discussed possible opportunities to tie into festivals hosted in Paradise Coast • Mohammed Reza Amirinia; Freelancer. Discussed photographic/blog opportunities • David Williams; Freelancer writing for Evening Standard, Telegraph, Sunday Times and Independent. Discussed Paradise Coast as the 'other side of Florida'.

<p>Travmedia IMM</p>	<p>OMMAC attended Travmedia's IMM on Monday 14th March, holding face to face meetings with 12 journalists and opportunity to networking with 360 media.</p>	<ul style="list-style-type: none"> • Simon Burrell; OurManOnTheGround.com Simon has a writer on a trip in Tampa in the Autumn time and he would like him to also visit Paradise Coast. Will keep in touch with Simon to arrange trip and coverage. • Joanna Symons; Telegraph Gave general destination overview and discussed families, quieter areas. Will keep in touch regarding features and trips • Lucy Daltroff; Freelancer. General destination overview and discussion • Amanda Bernstein; Freelancer for theglassmagazine.com and the culturalvoyager.com. Discussed a possible villa angle for a trip and feature. • Kirstie Pelling; The Family Adventure Project General destination overview and discussed possible family/adventure angles • Robin Gauldie; Freelancer. Launching a new publication which will be distributed through Barrhead Travel Agents. Will keep in touch for further details
<p>The Irish Independent Readership: .5m Circ: 200,000 Online – largest in Ireland</p> <p>Visit - TBC</p>	<p>Confirmed Saturday double page spread – doing a piece for early next year based around Florida beyond the theme parks and perhaps using the Paradise Coast as an area of focus.</p>	<p>On-going – Conor Power is interested to travel with his wife – first visit to USA. Following up with Visit Florida on status.</p>

<p>VIP Magazine – largest selling in Ireland Cir: Monthly sales 25,500 Monthly readership: 152,000</p> <p>Visit - TBC</p>	<p>VIP Magazine has agreed to a 6-8 page feature with a contact we approached on family holiday in Florida!</p> <p>Plus cover feature</p>	<p>On-going - Dates now moved – checking with partners to establish suitable dates.</p>
<p>Visit Florida 'Florida Friday'</p>	<p>OMMAC submitted comprehensive information for the VF e-newsletter, which is distributed via Travelmole</p>	<p>OMMAC submitted information on the theme of: Spring Events and First Timer activities. Coverage appeared for both items – image below.</p>
<p>Social Media: Facebook and Twitter</p>	<p>Weekly channel updates. OMMAC also followed key travel influencers on Twitter to expand our social network</p>	<p>OMMAC continues to share posts across Facebook and Twitter in order to increase traffic to Paradise Coast UK Facebook and Twitter pages. Focus this month has included: aspirational images of beach, sailing, fishing and wildlife</p>

Distribution of marketing material

Provision of ongoing assistance with literature requests for both trade & consumers. See below distribution:

- Florida's Last Paradise' Visitors Guide - 86
- Maps – 96
- Golf Guide - 20



Sarasota
 One of the most highly anticipated festivals every year is the [Sarasota Film Festival](#) which takes place each April. The first SFF took place in 1999 with just eight films and six actors; the annual event has since grown to 10 days with more than 200 films and 250 filmmakers in attendance, multiple special events, symposiums, panels and conversations featuring leaders in the film industry. [The Shark's Tooth Festival](#) happens each April in Venice, the "Shark's Tooth Capital of the World," inviting fossil collectors to hunt for sharks' teeth and other prehistoric fossils that line the sandy shore.

Naples
[ArtsNaples World Festival](#) celebrates the full spectrum of the arts. The 2016 festival celebrates the Best of All Worlds from April 25 - May 8. During the festival there will be a stunning array of opera, symphony, chamber music, jazz, cuisine, film, recitals, cabaret, and more from around the world.

Fort Lauderdale
 The live music scene heats up with the annual [Rock the Ocean's Tortuga Music Festival](#) on Fort Lauderdale beach with an additional third day, April 15 - 17. Headliners include Blake Shelton, Tim McGraw and Dierks Bentley. [RockFest](#) heads to Markham Park in Sunrise for a two-day festival with more than 20 original 80's bands including Paul Rodgers, Bret Michaels, Night Ranger and Ace Frehley.

Miami
 On March 13, over 100 street performers from Colombia, Venezuela, Costa Rica, Bolivia, Panama, Salvador dressed in their colourful costumes will parade down the street performing to the music of their native land. [CALLE OCHO](#), or Eighth Street Festival, is a yearly tradition that brings together people who want to celebrate Miami's Latin culture on the streets of Little Havana. The festival is the largest street festival in Miami and takes place along 8th Street from 8th Avenue to SW 27th Avenue. Couples dance salsa on the street, performers and musicians give back to the community with their talents while rocking the 12 stages set up on the streets which are closed down for the event. Miami's Latin community comes out loud and proud, waving flags of their countries and wearing other patriotic garb. Listen to the beats of merengue, reggaeton, bachata, balada, hip hop, rap, jazz and more all in one day.

Florida Friday
Your weekly news bulletin from the Sunshine State.

VISITFLORIDA.COM

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Friendly First-Timers in the Sunshine State

They say there's a first time for everything and where better to experience something new than in the Sunshine State? From new and extreme white-knuckle rides at the SeaWorld Parks to docile manatee encounters in Crystal River, 600-horsepower NASCAR style stock car racing at Daytona International Speedway to horse surfing in Bradenton's warm Gulf waters, there are first time options aplenty across the State to whet your appetite as to what Florida has on offer.

visit hertz.co.uk

St. Pete & Clearwater
Learn about injured marine life and the process of rescue, rehab and release at [Clearwater Marine Aquarium](#), home of Winter the Dolphin (star of 2011 Warner Bros hit Dolphin Tale and sequel Dolphin Tale 2), where visitors have the opportunity to meet Winter and Hope. Experience the resident dolphins, sea turtles, river otters, nurse sharks, pelicans and stingrays up close. Visitors can become a trainer for the day, join in with feeding sessions or take a behind the scenes tour of a working marine hospital. [The Chihuly Collection](#) in downtown St. Pete houses a collection of stunning, multi-part glass sculptures from world-renowned artist, Dale Chihuly. Visitors can make their own glass creation with the Personal Glass Experience.

Bradenton
Horse surfing is one of the wildest adventures you can have in the Bradenton Area and [BeachHorses](#) specialise in horse surfing tours. A slow walk familiarises the rider and horse before heading out into the water - but hold on tight, there's no saddle in horse surfing. Cut through the calm waves until chest deep then simply hop up, stand on the horses back and surf's up!

Paradise Coast
Visitors to Florida's Paradise Coast can experience a first-time encounter with the severely endangered Florida Panther. Trails in the [Florida Panther National Wildlife Refuge](#) may provide visitors with a glimpse of the Florida Panther – the most endangered mammal in the Eastern US. It's estimated that there are about 100 – 180 left in South Florida – their only known breeding ground in the world.

Greater Fort Lauderdale
Greater Fort Lauderdale's 23 miles+ of beach and hundreds of miles of waterways provide ample opportunity to get feet wet. For tweens and teens who want to learn how to "hang ten," [Island Watersports](#) in Deerfield Beach offers free surf, skim board and stand up paddle board lessons for kids and their parents on Saturday mornings.


The Florida Keys & Key West
[The Turtle Hospital](#) in Marathon is believed to be the world's first state-licensed veterinary hospital dedicated to treating injured sea turtles. Families can learn about sea turtles and experience a behind the scenes look at the hospital and rehabilitation facility. Lucky visitors may even witness the release of a turtle that has been returned to health. [Florida Keys Aquarium Encounters](#) in Marathon allow families to swim with and feed the fishes, including cownose stingrays, and safely feed sharks and other predators through small holes in a thick acrylic barrier. Experience the island chain's undersea wonders at night during [Nightboarding™](#) excursions by stand up paddle board or two-person clear-bottom kayak.

Hertz

A selection of Facebook and Twitter updates this month

Paradise Coast UK
Published by Lesley Davidson [?] · March 8 at 10:07am · 🌐

Picnic for two? Don't mind if I do....



225 people reached

Boost Post

Like Comment Share

Paradise Coast UK
Published by Lesley Davidson [?] · March 15 at 11:13am · 🌐

When was the last time you built a sandcastle?



234 people reached

Boost Post

Like Comment Share

Paradise Coast UK
 Published by Lesley Davidson [?] · March 17 at 12:21pm · 🌐

Race you to the weekend!!




230 people reached Boost Post

👍 Like 💬 Comment ➦ Share

Paradise Coast UK
 Published by Lesley Davidson [?] · March 22 at 10:17am · 🌐

Tuesday is looking pretty good from where we're standing. Sail away with US...



173 people reached Boost Post

👍 Like 💬 Comment ➦ Share

Paradise Coast UK
 Published by Lesley Davidson [?] · 1 hr · 🌐

Gone fishing....



68 people reached Boost Post

👍 Like 💬 Comment ➦ Share

You Retweeted

Paradise Coast @ParadiseCoast · Mar 7
 The golden hour on #ParadiseCoast. Photo by IG User HJLPhoto #LoveFL



👍 9 ❤️ 14 ⋮

DIAMONDE- EUROPEAN REPRESENTATIVES SUMMARY OF ACHIEVEMENTS

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

Tour Operator	Achievement	Cost
TUI	Along with our participation in the same, secured NAP feature in airtours newsletter dedicated to the roadshow "airtours on tour", sent on March 24 to 1,300 travel agents in Germany and Austria. We are featured at the very top of the newsletter with an introduction to the Paradise Coast as well as the link to our video that was produced for this roadshow.	Part of the Roadshow campaign

✧ **Swiss Accounts**

Tour Operator	Achievement	Cost
Knecht Reisen	We accomplished a spot in their B2B Newsletter in March, sent on March 4, 2016 to 2,500 travel agents in Switzerland. The newsletter covers an introduction to the Paradise Coast, linked to a road trip incl. NAP.	FOC, in addition to joint marketing campaign

✧ **Benelux Accounts**

Tour Operator	Achievement	Cost
Tenzing Travel (former Kuoni NL)	We achieved a very successful FOC online marketing campaign with Tenzing Travel, including a NAP dedicated landing page on their website as well as an article in their newsletter which was sent to 87.179 clients and opened by 16.538 clients, the click rate was 1709. The B2C Facebook post reached 3.067 people and got 19 likes. The B2B Facebook	FOC

	post reached 915 TAs and got 13 likes. See detailed reporting attached.	
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✧ **Secondary Accounts**

Tour Operator	Achievement	Cost
Explorer Fernreisen	Confirmed participation in online marketing campaign (joint Florida campaign) starting in June 2016 to push sales for late summer/fall and early winter 2016. Campaign includes landing page, B2C newsletter feature, image banner, and Facebook and google ads.	USD 2,500
Tourconsult	Continued with our Facebook campaign on Tourconsult fanpage. Provided input for next post that was online on March 31.	Part of agreed marketing campaign

TRAVEL AGENTS

- ✧ Sales calls: Total of **59** personal visits to travel agents in Austria, Greater Freiburg and Duesseldorf & Essen.
- ✧ Booking Assistance: Assisted 3 agencies requests on tours and accommodations as well as insider tips. We also supported our partner from VUSA Beluxe, who was in Florida during March, with information about the area and our supported if needed.
- ✧ Support: We supported 2 travel agencies with brochures; we also arranged that brochures are sent to Jan Doets in the Netherlands. Furthermore we sent brochures to the American consulate in Frankfurt. We supported one agency with a giveaway for their summer party.

EVENTS

- ✧ **ITB Media Breakfast**
 - ✧ Dates: March 11, 2016
 - ✧ City: Berlin
 - ✧ Profile /Number of attendees: 224 journalists
 - ✧ Feedback: The attendance at the ITB Media Breakfast was again very successful with a good number of media experts attending. We could also talk to some blogger which was very interesting. Overall we had some very interesting conversations and great interest in the Paradise Coast. Please see detailed media breakfast report attached.

✧ **ITB- Berlin Trade Show**

- ✧ Dates: March 08-13, 2016
- ✧ City: Berlin
- ✧ Location: Fair Berlin
- ✧ Visit Florida booth members: Amelia Island, Space Coast, Ft. Lauderdale, Orlando, St. Pete, Florida Keys, Ft. Myers, Panama City, Miami, Visit Citrus, Sarasota, Tampa Bay, Bradenton & Anna Maria Island, Kissimmee
- ✧ Profile of attendees: From March 09-11 inclusive the show was for trade visitors only. On the weekend, the show was open to the public. In total the show welcomed a record number of 120,000 trade visitors (115,000 2015) during the first three days. During the weekend 60,000 consumers visited the show.
- ✧ Feedback: For further details on the meetings with our trade partners, please refer to the detailed meeting report attached. In addition to our attendance at the trade days including conduction of meeting with tour operators and other tourism partners, we attended the consumer days again. Especially during the Saturday, the USA hall was very well visited, a little less over the Sunday. People that have visited our booth had a clear interest in Florida, especially the Westcoast. More than ever we have received enquiries about the Everglades. Our insider tip list was received very well. And also many requested information about vacation homes and rental homes. Additionally, we also participated in the Visit Florida evening event that took place in the Pan Am Lounge again on March 10, 2016. Visit Florida invited Florida industry members to participate in this event and offered a networking platform for the Florida CVBs. Same as last year, the event was well visited by the industry partners and received again very positive feedback. In the past years they had a blogger event before the main event started, this year everything started together.

✧ **Airtours roadshow**

- ✧ Dates: 16.03.2016
- ✧ Cities: Stuttgart
- ✧ Feedback: After the first round in February, the next evening events as part of the airtours on tour roadshow followed in March: Luxembourg (March 2), Zurich (March 3), Frankfurt (March 15), Stuttgart (March 16). We participate with NAP in all events with video presentation. The video was produced for this event in particular. In Stuttgart, we also attended the evening event personally in order to evaluate the event and our participation even better. The event set up is different from the regular roadshows. Starting with a dinner, the rest of the evening focus on one presentation, including partner presentations, video presentations and outlook on and discussion about trends in the travel industry with a culinary focus. The NAP presentation with video was positioned quite in the middle of the entire presentation, along with the USA theme but as the only USA partner at all which gave us an

even better exposure. The feedback from the agents that are the top airtours producers was just excellent and we even received information requests afterwards that resulted in NAP bookings.

✧ **DiaMonde Dinner Event in cooperation with Dertour Deluxe**

- ✧ Dates: 16.03.2016
- ✧ City: Inzlingen, Restaurant Inzlinger Wasserschloss
- ✧ Profile /Number of attendees: 32 travel agents. The attendees were selected and invited by airtours as the top producing travel agencies in the Wiesbaden/Frankfurt area.
- ✧ Feedback It was an exclusive dinner event in cooperation with Dertour Deluxe a Talk and Dine Campus Event in Inzlingen (Small town close to Lörrach not to far away from Freiburg) during which we have comprehensively presented Naples, Marco Island, Everglades FOC among other partners. The attendees could participate in order to their campus program. One of the top producing travel agencies in this area participated with 10 travel agents. The feedback of the event was as always very special. The agents left inspired by our presentations and were very thankful for this evening. On top the agents were very interested in the Naples area we could answer many questions about the Everglades and also could give the agents some insider tips about the region as well.

✧ **Registrations / Preparations**

- ✧ Registration for Visit Florida Roadshow (May 2016)
- ✧ Preparation NAP dedicated B2C and B2B newsletter

MARKETING

Type of Activity	Details	Cost
e-learning Touristik Aktuell	Completed the Paradise Coast dedicated e-learning which we confirmed in January. The e-learning includes 5 pages of detailed information, USPs and insider tips about NAP; it will be online for 12 months and providing access to 10,000 travel agencies, mainly in Germany. Based on our input the specially hired editor created the e-learning always in close collaboration with us. The 5 pages look fantastic and are very interactive structured with videos and questions in-between. The E-Learning is completed and will be online at the beginning of April.	4.950€

Newsletter VUSA	We could secure a slot in the VUSA newsletter at the beginning of March. The newsletter was sent to 24.000 travel agents and the most important trade press on March 8. Only 20 spots were given. We supported VUSA with the content. It was about the fact that Naples was ranked to be one of 10 America's Best Ranked Cities to Stay in 2016.	FOC
Facebook	# posts: 13 #fans: 7371 #most successful post: 24.03.16 Lowder Beach, reached 8336 clients, 400 reactions and 322 likes. Please find screenshot attached	

MEDIA / PR

✧ **Florida Sun**

- ✧ The Florida Sun published an article about „ecotourism in south west Florida“and the Fakahatchee Strand Preserve State Park as well as the Ten Thousand Islands are featured. The article is 5 pages long and was in their second edition in 2016.

✧ **Travel Talk**

- ✧ Travel Talk published an article about our Willy-Scharnow fam trip last December. The article not just features a small article but also pictures of the airboat tour which we did with the group. (March 7th, 2016)

✧ **Press requests**

- ✧ Resulting from the ITB in Berlin we already received 2 PR fam requests, one of which was too short-dated and the other we are still evaluating. In addition to that we accomplished two travel blogger requests, one from a well-known travel blog in the Netherlands and the other is about a fam trip for two bloggers with separate blogs and therefore two separate stories.

PROJECTS

- ✧ **Giveaways**
- ✧ After a detailed research about useful and special giveaways, we layouted and ordered them this month with a specialized agency. A bigger stock of luggage tags in shape of slippers was ordered and will be used for our general travel agent events. In addition, we agreed on and ordered a few very high quality bluetooth speakers which will be used as exclusive gifts.

CONSUMER

- ✧ Brochure fulfillment: 24
- ✧ We supported 2 consumers via e-mail and 1 via phone with their travel planning.

HIGHLIGHTS IN APRIL

- ✧ Dedicated NAP B2B and dedicated NAP B2C newsletter, April 13
- ✧ Airtours roadshow in Hamburg (5.4.), Berlin (7.4.)
- ✧ Sales Calls in Region Lake Constance, April 12-15
- ✧ Sales Calls in Frankfurt, April 19-20
- ✧ Dinner Event in Duesseldorf with airtours, April 19

MARKET NEWS

- ✧ **Economic Overview Germany**
Germany Economy Outlook

The German economy is on a moderate growth, but the surrounding of the fragile world economy clearly left its marks. The industrial activities in the second half-year anticipated a slowdown. But the incoming orders show a sign of a slight increase. The more strong internal oriented service sector still is on an upward trend. Also the labor market still develops positively. (Source: BMWI)

- ✧ **Tourism market overview Germany**
Terror in Brussels

Paris, Istanbul, Brussels – another terror attack in Brussels on March 22. A TUI speaker says that the industry needs to get used to the fact that there won't be a 100% safety guarantee in the world. But she also says that the Germans won't fundamentally restrict their mobility - they want to travel.(Source: fww March 23, 2016)

Old School: printed brochures are still important

Printed brochures won't disappear too fast, verifies a study of the Magazine Travel One with 1436 people. 75% of travel agents use brochures in their daily business very often.

72 % reported to be asked for brochures from the customers regularly. Printed brochures are the most important tour operator tool to inform the customers. TUI alone had 67 brochures for their different brands in 2015. Thomas Cook had 70 different brochures and Der Touristik 153.

It is often discussed if the production of brochures still makes sense in times of the internet. The study shows that they are still of high value. Some tour operators expand their brochure business through digital additional info's, in Apps or symbols in brochures that can be scanned. (Source: shz March 15, 2016)

Schauinsland-Seniormanager Doris Kassner passed away

She has been over 60 years in the family owned company, which her father-in-law founded in 1918. Most recently she participated at ITB and passed away at the age of 75. (Source: reisevor9news March 17, 2016)

The most searched destinations outside Europe

USA is the most searched destination on google.de, has 3 times more search volume as Thailand which comes next, followed by United Arab Emirates. Maldives, the Dominican Republic and South Africa are on place 6. (Source: Fwv March 4, 2016)

Acquisition, hotel partnerships and late bookings hopes

Schauinsland-Reisen has bought a regional travel agency chain, is deepening cooperation with hoteliers and hoping for late bookings to drive growth this year. The German tour operator, which previously owned just eight travel agencies, took over Funexpress Touristic & Air Broker, a small travel agency chain with 28 branches mostly in north-west Germany, as of January 1, 2016. The chain has double-digit million euro revenues and makes a small profit. Schauinsland's sales director Detlef Schroer said the owner of Funexpress had decided to sell the company for private reasons. "We were his preferred (buyer) candidate," he told fwv.

Funexpress will continue trading normally under its existing name and the 28 branches will remain Thomas Cook franchise partners. "We're part of the portfolio, the partnership is good and the Schauinsland revenues are fine. So from our side it can continue like this," Schroer said. In future, Schauinsland could use other opportunities to further expand its travel agency network, he added.

Meanwhile, the family-owned company plans to deepen its partnership with hoteliers, although there are no plans to launch any own 'concept hotels' like other German tour operators. On Majorca, Schauinsland has taken over 'quality management' for the re-named Bahia Cala Ratjada, formerly known as the Eva Park.

Schauinsland-Reisen has also released an update on bookings trends and its expectations for this year. Sales for 2015/16 are currently stable at last year's levels thanks to strong early bookings for the winter season and the tour operator hopes that late bookings will enable it to generate growth of about 5% this year. In 2014/15, the company increased customer numbers by 9.6% to 1.37 million while revenues increased to €1.1 billion.

"The current year is full of challenges for us and the whole industry," said owner Gerald Kassner. "2016 is certainly not an easy one and is demanding a lot of energy from us and the entire industry. But we're on a good path."

In contrast, bookings are strong for the Balearics and Canaries as well as the Black Sea coast and Greece. **Among long-haul destinations, the Maldives, Caribbean, the USA and the Cape Verde islands are selling well**, while the company has double-digit growth for its self-drive destination programme. (Source: Fww March 3, 2016)

✧ **Destination USA- More flights to Florida**

Air Berlin strengthens its routes to Fort Myers starting June. They will fly four times per week from Dusseldorf to Fort Myers. In addition to the flight on Tuesday, Thursday and Saturday they will now offer flights on Sundays. Together with their daily flights to Miami, there will be 11 flights to Florida per week. (Source: Few March 2, 2016)

✧ **States of excitement**

After a golden year for America, the next 12 months look even more promising. The USA is celebrating after 2015 saw overseas visitor numbers hit an all-time high. In spite of a slowdown in German bookings, tourist chiefs are confident of more growth worldwide in 2016.

California also produced a strong performance last year and expects visitor numbers to jump four per cent to top 17 million in 2016. "It was a fantastic 2015 for the German market, which rose to 430,000, but the exciting news this year is a big increase in airlift," said Visit California consumer marketing director Mirko Rudnik. Florida's international market was static at 11.2 million visitors in 2015.

✧ **General booking Situation**

Hopes for post-ITB sales boost after lower decline in February

The German tourism industry is hoping that a record ITB will generate a long-awaited boost to bookings after the recent sales decline eased in February.

Travel agents in Germany saw a 2% decline in sales revenues last month, according to the latest monthly survey by market researchers GfK. However, this was compared to a strong previous year's figure and was much better than the 9% drop recorded in January. There was good demand for departures in July, which now shows 1.8% growth on last year but August is still over 20% down and other departure months are also still negative.

The moderate decline in February confirms recent comments by tour operators that business has started to recover slightly in recent weeks. The main winners last month, according to GfK, were 'alternative' destinations such as the western Mediterranean, Germany or long-haul destinations, for which leading tour operators have strong growth rates at present.

Overall summer 2016 bookings are now "only" 7.5% behind last year and have reached about 50% of the 2015 total, GfK pointed out. At the same time last year about 57% of the year's total volumes had been reached. There were also weak late winter holiday bookings last month, with a 7% drop on February 2015, leaving the season with a slight 1% overall increase.

Meanwhile, German industry figures have hailed last week's record-breaking ITB Berlin for sending a strong signal to consumers to start booking after delaying their holiday decisions in recent months.

ITB organiser Messe Berlin, celebrating the event's 50th anniversary, declared that the international travel industry "has shown its resilience in the face of the refugee crisis and geopolitical risks, demonstrating that it remains in a robust state as a vigorously expanding industry despite difficult global conditions".

A record 120,000 trade visitors conducted business worth around €7 billion with the 10,000 exhibitors at the show, up from €6.7 billion last year. The visitor total includes a record 26,000 people who attended the ITB Convention, which is the world's largest convention for the global travel industry.

Christian Göke, Chief Executive Officer of Messe Berlin, declared: "Never before in its 50 years has ITB Berlin welcomed so many trade visitors to the exhibition halls. After this five-day event trade visitors and exhibitors are leaving Berlin with a clear message: even in times dominated by a "sense of uncertainty" people are not willing to do without their holiday trips. Conversely, over the past few days the travel industry has made it clear that it can provide suitable answers to the major challenges that it currently faces." (Source: Fvw March 17, 2016)

✧ **Western Med and Germany profit from eastern slump**

Spain, Portugal and Germany are the main winners of a bookings switch away from the Eastern Mediterranean but overall German holiday sales are still well down on last year, according to market researchers GfK. Nearly one million fewer Germans have so far booked their summer holiday than at the same time last year, and travel agency revenues are down by about 9% as of end-January, GfK said in a bookings analysis ahead of ITB. Online sales on portals and tour operator websites, however, are stable at previous year levels.

Sales revenues for the three major destinations of Turkey, Egypt and Tunisia are more than €500 million below last year with bookings down by about 40% as many Germans wait before making any decisions about booking their summer holidays, the market researchers wrote.

This decline cannot be compensated by the current strong growth for Western Mediterranean destinations such as the Canaries and Balearics and Portugal, GfK pointed out. Holidays in Germany are proving popular with a 12% rise for tour operator domestic holidays, while other self-drive destinations are also seeing good demand.

Among **long-haul destinations**, the Caribbean is booming with a 27% surge in bookings by Germans, especially for Cuba and the Dominican Republic. Africa, led by South Africa and Namibia, is making a strong comeback with a 12% rise. But major long-haul destinations such as the USA, the Maldives and Thailand have declines of between 11% and 21% compared to the strong previous year, leaving overall long-haul bookings down by 6% as of end-January.

"The choice of holiday destination might be different this year but we don't expect people to give up their holiday," commented Dörte Nordback, GfK's head of Travel & Logistics Germany. "The good consumption climate, the very

good employment situation and the real wage increase all favour an optimistic outlook."

In 2015, Germans went on a total of 109 million holiday trips of several days, a rise of 5%, according to GfK figures. The monthly GfK Travel Insights representative survey analyses some 340,000 bookings made at 1,200 travel agencies. (Source: Fvw March 3, 2016)

✧ **Germans are looking but not booking**

Consumers in Germany are making plenty of holiday enquiries at present but are not following through with actual bookings, according to new figures. Overall interest in holidays is surprisingly higher at present than at the same time last year, according to analysis by data experts Trevo Trend of customer enquiries in German travel agencies and on booking portals in the week of February 11-17 for holidays up to mid-September.

For 26 of the 30 weeks during this period the volume of enquiries is higher than for the equivalent weeks last year. Enquiries for trips in May and June are even well ahead of the same period in 2015.

But this interest is not being converted into bookings, as recent figures confirm. In January, for example, sales revenues dropped by 12% year-on-year, according to market researchers GfK.

The low booking trend was confirmed by figures from leading hotel evaluation portal Holidaycheck based on its website traffic over the past three months. Tunisia had 63% less traffic and 47% fewer bookings, Egypt was down 30%, and bookings were also lower for Tunisia. In contrast, bookings for Bulgaria are 72% higher, and Spain and Portugal are up by 40%, it said.

These trends were supported by the results of a major survey of some 3,300 users of the Holidaycheck portal. This found that 76% of customers are worried by the wave of terror attacks which are impacting on their travel planning. As many as 90% of users described beach regions in Egypt and Tunisia as unsafe or very unsafe, while 59% believed package holiday destinations in Turkey were not really or not at all safe.

In contrast, the Caribbean, the USA and European destinations such as Croatia, Bulgaria and Greece were perceived as safe, while opinions were mixed about destinations such as the UAE, Indonesia, Thailand and Mexico. (Source: Fvw February 25, 2016)



Monthly Report Brazil

Prepared for:

March 2016

MARKET INFORMATION

- President Roussef signed the deal that will reduce taxes over foreign payment back to 6%. This decision will help bringing tourism market back to normal.
- According to Tour Operators, the months of January and February were not good for sales due to the high tax. Things are getting back to normal after March and the tax reduction approved by the President.

TRADE

Leisure Sales Calls / Meetings

Name	Market	Company	Objective and Outcome	Follow Up
Kauê Freitas kaue.freitas@ancoradouro.com.br	BR	Ancoradouro – TO Av. Dr. Liráucio Gomes, 55 – Campinas/SP -- 13024-490 Phone: 5519 21373034	Kauê is organizing PC participation in the Encontro. He has requested more information on the destination, files etc.	We have sent PC logo, info and files in Portuguese for the workshop.
Vanessa Sobreira	BR	CVC – TO	In a recent meeting we have adjusted the new	On stand by for

vanessasobreira@cvc.com.br Camila Silva camilasilva@cvc.com.br		Rua da Figueiras, 501 – 7 th floor – Santo André/SP – 09080-370 Phone: 5511 2191.1043	Co-Op proposal. According to meeting at WTM, they will adjust proposal.	proposal.
Daniela Duregger daniela@sanchattour.com.br	BR	Sanchat – TO Rua 7 de Abril, 404 – 2nd. floor – Suite. 21/22 – São Paulo/SP – 01044- 000 Phone: 5511 3017.3140	Daniela was invited for a meeting at WTM with PB and PC.	Meeting scheduled.
Saulo Reis saulo.reis@produtos.schultz.com.br	BR	Schultz – TO Rua XV de Novembro, 270 – Suite 601 – 6th floor – Curitiba/PR – 80020-310 – Phone: 5541 33036559	Saulo is making final adjustments in the proposal in partnership with Copa Airlines/Schultz/Paradis e Coast	Shultz will send Co-op report together with proposal.
Ronnie Correa ronnie.correa@abreutur.com.br	BR	Abreu – TO Rua Lauro Muller, 116 – Suite 116 – Rio de Janeiro/RJ – 22290-906 Phone: 5521 2586.1840	Ronnie was invited for a meeting at WTM with PB and PC.	Meeting scheduled.
Maria Santos maria@flot.com.br	BR	Flot – TO Av. São Luis, 50 – Suite 162 – São Paulo/SP – 01046926	Maria was invited for a meeting at WTM with PB and PC.	Meeting scheduled.

		Phone: 5511 4504.4510		
Luiza Leopoldo Luiza.leopoldo@flytour.com.br	BR	Flytour – TO Rua da Consolação, 222 – 19th floor – São Paulo/SP – 013012-901 – Phone: 5511 45032443	Luiza requested material on PB and PC to start preparing actions and the landing page for the Co-Op project.	Co-op starting as soon as packages are done
Maryane Giacometi maryane.cristina@mmtgapnet.com.br	BR	MMT Gapnet – TO Rua Major Sertório, 128 – 4 th floor – São Paulo/SP – 01222- 000 – Phone: 5511 3124.6444	Maryane received all the material requested and developed a Co-Op project for Paradise Coast	Co-op starting as soon as packages are done
Joana Wahl Joana.aloma@gmail.com	RS	Aloma – TA Rua Dr. Armando Barbedo, 480 – Suite 402 – Porto Alegre/RS – 91920- 520 – Phone: 5551 3268.8005	Requested material about the destination.	Material and website links sent
Heloisa Dias da Silva heloisa@consulturturismo.com.br	RS	Consultur – TA Av. Tulio de Rose, 80 – Suite 358 - 2 nd floor – Porto Alegre/RS - 91340- 110 Phone: 5551 3325.0057	Requested material about the destination.	Material and website links sent
Duda Cano	RS	Inovetravel – TA Rua 24 de Outubro,	Requested material and pictures about the	Material and website links

duda@inovetravel.com.br		1682 – Conj. 407 – Porto Alegre/RS - 90510-003 – Phone: 5551 3019.7999	destination.	sent. Image Bank link sent.
Luciana Silva luciana@viatour.com.br	SC	Viatour – TA Rua Prefeito Frederico Hardt, 205 – Suite 102 – Indaial/SC – 89130- 000 – Phone: 5547 3333.6337	Requested material and pictures about the destination.	Material and website links sent. Image Bank link sent.
Juliana Roth juliana@ilhatur.com.br	SC	Ilhatur – TA Rua Ingo Hering, 20 – Suite 201 – Blumenau/SC – 89010-909 Phone: 5547 3221.5144	Requested material about the destination.	Material and website links sent
Fabiano Souza fsouza@maringaturismo.com.br	SP	Maringá Turismo – TA Av. São Luis, 165 – 9 th floor – São Paulo/SP – 01046- 001 – Phone: 5511 3150.0832	Fabiano is interested in scheduling a meeting/training about Palm Beaches.	We scheduled a meeting in the first week of April to present the destination.

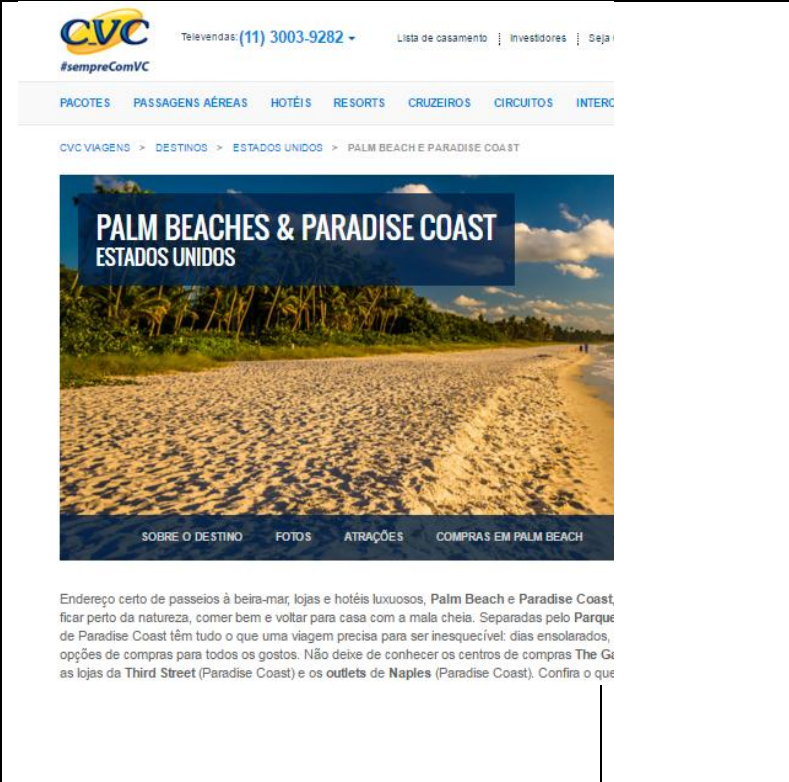
MICE Sales Calls / Meetings

Name	Market	Company	Objective and Outcome	Follow Up
André Martellota andrea@beatturismo.com	BR	Events Agency Rua Henrique Bernardelli,	First contacted at ESFE Trade Show.	The events they work

br		136 – Suite 42 – São Paulo/SP – 02013-010 Phone: 5511 3892.2305	Scheduled to meet with PC at WTM.	with are mostly local. They are interested in PC as leisure.
Gladston Assis gassis@ceventos.com.br	BR	Central de Eventos Av. São Luis, 165 – 9 th floor – São Paulo/SP – 01046-001 – Phone: 5511 3150.0832	First contacted at ESFE Trade Show. Scheduled to meet with PB at WTM.	We will schedule a training for May.

Promotions (Joint Marketing Activities – JMA's)

Tour Operator Name	Market	Description – Coop Actions	Launch/Start	Status
CVC	BR	CVC is finalizing Co-Op in April. A new project is already under development. It will include mostly on-line media (reach and ROI is better than printed media), training for 200 agents, printing of a special guide containing only Palm Beaches and Paradise Coast and other actions TBD. Our landing page is still up in their website (http://www.cvc.com.br/destinos/estados-unidos/palm-beach-e-paradise-coast.aspx)	Final stages.	CVC had a meeting with PC at WTM, presented the ROI so far, and is preparing a renewal of the Coop for the upcoming months.

		 <p>Endereço certo de passeios à beira-mar, lojas e hotéis luxuosos, Palm Beach e Paradise Coast, ficar perto da natureza, comer bem e voltar para casa com a mala cheia. Separadas pelo Parque de Paradise Coast têm tudo o que uma viagem precisa para ser inesquecível: dias ensolarados, opções de compras para todos os gostos. Não deixe de conhecer os centros de compras The Galleria as lojas da Third Street (Paradise Coast) e os outlets de Naples (Paradise Coast). Confira o que</p>		
Ancorado uro	BR	Coop project approved by PC, final adjustments of actions being made. Participation in Encontro Ancoradouro 2016 (Ancoradouro's trade show) is all set. All material sent.	Confirmed	Co-Op will start officially with participation at Encontro Ancoradouro on April 14 and 15. The other actions will follow.
MMT Gapnet	BR	Coop approved.	Confirmed	Will start as soon as tour packages are developed.
Flytour	BR	Coop approved. Landing page under construction.	Confirmed	Will start as soon as tour packages are developed.

Azul Viagens	BR	Azul is developing a proposal that will include other actions, besides the already approved FAM Tour, which will take place in the first week of May.	Partly confirmed	FAM approved. New actions to be presented soon for approval.
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Shows / Sales Missions / Fam Trips (Media and Trade) / Other

Name	Market	Description	Date	Status
WTM Latin America	BR and LA	WTM is the largest Tourism Trade Show in Latin America. Hosted in São Paulo since 2013, WTM receives around 9,000 visitors every year.	29 to 31 of march	Finalized

WTM Latin America is the three day must-attend business-to-business (B2B) event, which brings the world to Latin America and promotes Latin America to the world. Through its industry networks, unrivalled global reach, WTM Latin America creates personal and business opportunities, providing customers with quality contacts, content and communities. 2016 edition had 9,500 participants.

MEETINGS

Ricardo Bezerra – Azul Viagens, ricardo.bezerra@voeazul.com.br - TO

Cacalo Destro – Ancoradouro, cacalo.destro@ancoradouro.com.br - TO

Fred Marvila – Sundaycooks, marvila@gmail.com - Press

Marta Rossi/Eduardo Zorzanello – Rossi & Zorzanello, marta@rossiezorzanello.com.br – FESTURIS

Georgia Mariano – MMTGapnet, georgia.mariano@mmtgapnet.com.br - TO

Maria Santos – Flot, maria@flot.com.br – TO

Gladston Assis – Central de Eventos, gassis@ceventos.com – TO MICE

Chris Flores – Brasilturis, chris.flores@brasilturis.com.br – Press

Ana Paula Garrido – Several publications, anapaulagarrido@terra.com.br – Press

Samantha Chuva – Mercado & Eventos, samantha.chuva@mercadoeventos.com.br – Press

Camila Silva – CVC, camilasilva@cvc.com.br – TO

Daniela Duregger – Sanchat Tour, daniela@sanchattour.com.br – TO

Roberto Sanches – Orinter, sanches@orinter.com.br – TO

Ricardo Campos - Soft Travel, ricardo@softtravel.com.br – TO

Ana Taquecita – New Age, ana@newage.tur.br – TO

Thais Medina – Trend, tmedina@trendoperadora.com.br – TO

Oswaldo Freitas – JTB, ofreitas@tpi-global.com – TO

Luca Souza – Abreu, luca.souza@abreutur.com.br – TO

Cristina Pereira – Agaxtur, Cristina.pereira@agaxtur.com.br – TO

Gisela Perez – MK Travel, gisela@mktravel.com.br – TO

Saulo Reis – Schultz, saulo.reis@produtos.schultz.com.br – TO

André Martellotta – Beat, andre@beaturismo.com.br – TA

Follow-up, trainings and coop adjustments will be done in April and May.



Meeting with Cacalo Destro, from Ancoradouro



Meeting with Sundaycooks, travel blog



Interview with Chris Flores, from Brasilturis

MEDIA

Media Meetings

Name	Publication/Media	Market	Objective & Meeting Notes	Follow Up
Marcio Diniz viagem@catracalivre.com .br	Catraca Livre – Viagem Livre	BR	Introduction of new PR and Paradise Coast	Press release published and shared on Facebook

Sylvia Diniz sylvia@viajaresimples.com.br	Viajar é Simples	BR	Introduction of new PR and Paradise Coast	She is now part of our mailing and will publish press releases eventually
Sandra Fiore press@magazinediscoverflorida.com	Magazine Discover Florida	BR	Introduction of new PR	She is now part of our mailing and will publish press releases eventually
Rodrigo Vieira rvieira@panrotas.com.br	Panrotas	BR	Interview at WTM	2 publications on the website
Samanta Chuva samantha.chuva@mercadoeventos.com.br	Mercado & Eventos	BR	Interview at WTM	The publication should happen until next week
Ana Paula Garrido anapaulagarrido@terra.com.br	O Melhor da Viagem, Via G, Viagens S/A, Viagem Livre, Brasilturis e Melhor Viagem	BR	Interview at WTM	She will help us with a great variety of publications.
Karen Almeida Karen.almeida@ogilvy.com	PR Brand USA	BR	Meeting at WTM	She will assist us with further publications and connections
Luana Nascimento luana.nascimento@voeazul.com.br	Azul Magazine	BR	Meeting at WTM	We will work to publish travel packages to PC with Azul flights
Ana Lechugo ana.lechugo@gmail.com	Coisas de Orlando	BR	Introduction of new PR	We will schedule a meeting soon
Rodrigo Cunha rodrigo@racmidia.com.br ;	Owner of Viajar Pelo Mundo	BR	Introduction of new PR and Paradise Coast	He will assist us on promoting PC on his magazine
Marly Gennari	Viagem e Turismo	BR	Introduction of new PR and Paradise	We will schedule a meeting soon with

marly@midiacompany.co m.br			Coast	their PR responsible
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MEDIA RESULTS

DIGITAL RESULTS

Le Blog

O Jane's Café On 3rd é um gostoso restaurante na cidade de Naples especializado em café da manhã, brunch e um delicioso menu vegetariano e vegano. Conheci na minha última viagem pela Flórida e adorei!

O Jane's Café On 3rd funciona na bela 2rd street há mais de 13 anos e serve por volta de 100 mil clientes por ano!!! Um fenômeno.

Coluna de Turismo

Conheça o destino americano onde a população tem a melhor qualidade de vida

Paralelo Editor




O destino composto pelas cidades de Naples, Immokalee e Marco Island, faz parte da região de Paradise Coast, na Flórida e foi eleito, entre outros 150 destinos americanos, como o local onde a população apresenta a melhor qualidade de vida.

O relatório é o Gallup-Healthways Well-Being Index, que avalia critérios essenciais para a qualidade de vida, como bem-estar físico, social, financeiro, objetivos de vida e relação com a comunidade, que consiste em segurança e no quanto a população gosta e tem orgulho de onde vive.

A região de Paradise Coast é formada, ao todo, por cinco cidades (Naples, Marco Island, Everglades City, Immokalee e Ave Maria) e, além de ser um ótimo lugar para viver, tem atraído cada vez mais turistas, principalmente por suas lindas praias, resorts, spas, parques, campos de golfe, gastronomia, atividades de aventura e belezas naturais.

Mais informações sobre Paradise Coast: <http://www.paradisocoast.com.br/>

Conheça o destino americano onde a população tem a melhor qualidade de vida

Redação em 25 de março de 2016 às 10:32   

A região de Paradise Coast, no sudoeste da Flórida, próxima ao golfo do México, foi eleita, entre 190 destinos americanos, como o local onde a população tem a melhor qualidade de vida.

O relatório é o [Gallup-Healthways Well-Being Index](#), que avalia critérios essenciais para a qualidade de vida, como bem-estar físico, social, financeiro, objetivos de vida e relação com a comunidade, que consiste em segurança e no quanto a população gosta e tem orgulho de onde vive.

Agradecemos pelo feedback. [Voltar](#)

Analisaremos este anúncio para melhorar sua experiência no futuro.

Ajude-nos a mostrar anúncios melhores atualizando suas [configurações de anúncios](#).

Viagem Livre – Facebook



 **Viagem Livre**  shared a link.
March 28 at 10:36pm · 



Conheça o destino americano onde a população tem a melhor qualidade de vida

VIAGEM.CATRACALIVRE.COM.BR

 Like  Comment  Share

   You and 737 others Top Comments ▾

77 shares 41 comments

Alcir Viagens – Facebook

 **Alcir Viagens**
March 29 at 9:37am · 🌐

<https://viagem.catracalivre.com.br/.../conheca-o-destino-ame.../>



Conheça o destino americano onde a população tem a melhor qualidade de vida

A região de Paradise Coast é formada por cinco cidades –Naples, Marco Island, Everglades City, Immokalee e Ave Maria.

VIAGEM.CATRACALIVRE.COM.BR

ABC Repórter – website



The screenshot shows the ABC Repórter website interface. At the top, there's a navigation bar with links for Home, Notícias, Rádio Repórter, TV Repórter, Você Repórter, and Contato. Below the navigation bar, there's a main content area with a featured article titled "Conheça o destino americano onde a população tem a melhor qualidade de vida". To the right of the article, there's a "Categorias" section listing various topics such as Política, Economia, and Esportes. The article image shows a beach scene with a striped umbrella and a person sitting on the sand.

ONLINE RESULTS

- Le Blog – Patrícia Mattos
<http://www.leblog.com.br/2016/03/janes-cafe-on-3rd-em-naples/>
- Coluna de Turismo
http://www.colunadeturismo.com.br/ver.php?n_id=10290&u=conheca-o-destino-americano-onde-a-populacao-tem-a-melhor-qualidade-de-vida-paradise-coast/
- Elite Magazine
<http://www.elitemagazine.com.br/13586/>

- Catraca Livre – Viagem Livre
<https://viagem.catracalivre.com.br/geral/mundo-viagem/indicacao/conheca-o-destino-americano-onde-a-populacao-tem-a-melhor-qualidade-de-vida/>
- Catraca Livre – Viagem Livre - Facebook
<https://www.facebook.com/viagemlivre/posts/987201201317253>
- Alcir Viagens - Facebook
<https://www.facebook.com/alcirviagens/posts/1581140805509392>
- Jornal ABC – Website
<http://www.jornalabcreporter.com.br/#!Conhe%C3%A7a-o-destino-americano-onde-a-popula%C3%A7%C3%A3o-tem-a-melhor-qualidade-de-vida/c1rto/56f951c20cf226b8e6846f82>
- Virtual Paper – Jornal do ABC
<http://vp.virtualpaper.com.br/abcreporter?e=805&l=22>
- Panrotas
http://www.panrotas.com.br/noticia-turismo/wtm-la-2016/destinos/2016/03/paradise-coast-usa-disney-para-atrair-mais-brasileiros_124587.html?lista
- Panrotas
http://www.panrotas.com.br/noticia-turismo/wtm-la-2016/destinos/2016/03/florida-ve-no-mice-oportunidade-para-continuar-em-alta_124680.html?lista

PRINTED RESULTS

Virtual Paper – Jornal do ABC

22 **Turismo**

Conheça o destino americano onde a população tem a melhor qualidade de vida

O destino composto pelas cidades de Naples, Immokalee e Marco Island, faz parte da região de Paradise Coast, na Flórida e foi eleito, entre outros 190 destinos americanos, como o local onde a população apresenta a melhor colocação no ranking de bem-estar. O relatório é o Gallup-Healthways Well-Being Index. rus: ravelin



A região de Paradise Coast é formada, ao todo, por cinco cidades

MEDIA VALUE

MEDIA	SUBJECT	PUBL. DATE	MEDIA VALUE	CIRCULATION
Le Blog – Patrícia Mattos	Jane's Cafe	3/06	TBC	7.000
Coluna de Turismo	Quality of Life in PC	3/24	USD 1.350,00	224.400
Viagem Livre	Quality of Life in PC	3/25	USD 3.000,00	1.360.750
Elite Magazine	SPAs and luxury treatments	3/7	USD 1.750,00	100.000

Panrotas	PC strategies	3/29	USD 6.800,00	555.000
ABC Reporter	Quality of Life in PC	3/28	USD 3.957	35.000
Virtual Paper	Quality of Life in PC	3/29	USD 897,00	120.000
Panrotas	MICE opportunities	3/31	USD 6.800,00	555.000
Viagem Livre - Facebook	Quality of Life in PC	3/28	USD 200,00	1.220.517
Alcir Viagens - Facebook	Quality of Life in PC	3/29	USD 200,00	733
Total			USD 24.594	4.178.400

SOCIAL MEDIA

Facebook Paradise Coast

Zebra Deluxe, the new management agency, has started the promotion of the Facebook page according to strategies presented to Jack Wert during WTM. We have over 3,080 likes

The Facebook address is www.facebook.com/paradisecoastbr



A new concept was developed where Paradise Coast will be showcased transmitting the refined vibe of the destination:

Paradise Coast
Publicado por Ariane De Castro Mazza [?] · 5 de abril às 14:35 · 🌐

Curta as férias das suas férias na Flórida. Em Paradise Coast, famílias se divertem com as praias lindas, hotéis luxuosos, shoppings, boa gastronomia, excelente estrutura náutica, acampamentos e parques naturais. #ParadiseCoast



Pense nisso
como um último parque
antes de voltar
para casa.

NAPLES
HARBOR ISLANDS
EVERGLADES

138 pessoas alcançadas **Impulsionar publicação**

Paradise Coast
Publicado por Ariane De Castro Mazza [?] · 7 de abril às 14:31 · 🌐

Mar azul, areia branca, um céu multicolor. Entregue-se às experiências únicas e exclusivas em Paradise Coast, um pedaço do paraíso escondido na Flórida. #paradisecoast



TEMPO É
DINHEIRO.
INVISTA
CERTO.

NAPLES
HARBOR ISLANDS
EVERGLADES

131 pessoas alcançadas **Impulsionar publicação**

Instagram

Instagram posts will follow the same strategy, where language will be adapted to this media.



SHE SELLS
SEASHELLS
BY THE
SEASHORE

paradisecoastbr **SEGUNDO**

szandrapajak_naples_fl, doubletree_naples e lavemanozinha curtiram isso

paradisecoastbr Estrelas-do-mar, conchas, água limpa. Todos os dias são lindos em Paradise Coast. #paradisecoast #naples #everglades #mercosidland

Adicione um comentário...

Blog

Tomás Penna, our new PR Executive, is developing the next text to be posted on the Blog. This should be on-line until April 20.