Daily Activity	Business cards, labels data bases shared from shows attended				
Date	Fams etc.	Type of show		Comments	
	Show Name	71	# of leads		
1/2/2007	7 Select Huddle Appts.,	Wholesale leisure	140	Set appointmnets, FAM, Communication buyers	
	7 Brochure Distribution Visit FLA	Travel Agents	_	Participation in brochure Dist. Travel Professionals of Color Ft. Lauderdale April 19-22	
	Leads to hotels and golf courses for Wholesale golf rate request	Wholesale leisure		Golf leads Golf Holidays Int.	
	7 Brochures to Travel Agents sent	Travel Agents		Carlson Wagon lit Plymouth, WI	
	7 Brochures to Travel Agents sent	Travel Agents		Integrity Travel Hartland WI	
	7 Resent Dairy Farmers RFP at Planners request	Meeting Planner		Planner amended program so resent out to partners	
	Contact with Janapense Tour operators	leisure		To prepare for influx of possible Japan toursit to Red Sox spring train in Ft. Myers	
	Golf Fee International contracts out to hotels	leisure		wholesale contractor to use destination for golf tours	
	FAM planning for Wholesale tour operator	leisure		GTA wants Fam in destination will plan	
	Brainstorm with staff meeting for 2007 packages	leisure		Banners, dates and packages for website sales	
	Lisa Simundson Interview	Meeting Planner		for meeting magazine , comments for article	
	7 Proof Visitor Guide 2007	I latinet		lor meeting magazine, comments for article	
	6 Letter out to ASAE	Meeting Planner		invite them to reception and welcome for great ideas conference Marriott Marco	
	7 Sent out leads to partners from Worth Intl - fulfilled w/ letter & VG	Meeting Planner	86	Ad in Worth International FI Official Mtg Planner Guide Nov. 2006	
	7 Assisted AAA agent Alicia Fleming w/ brochures from Destination	Travel Agents	1	Sent 50 promotional pieces to AAA office	
	Assisted AAA agent Alicia Fleming w/ brochures from Destination Assisted Mtg Plnr Aron Steck with DMC & Vendors for 3/2008 program		350 ppl	Sent out RFP to DMC and Vendors to assist Mtg Planner	
	Prepare Power point for training airport volunteers	leisure	330 ppi	Will train Feb 6 & 7 Volunteers at RSW on destination sales	
	Meeting Japanese tour operator Loknath Wosti	leisure	+	Japanese Tourist information possible lead share	
	7 Conference with Japanese JTB wholesalers	leisure		passed on information to partners, sent letters, requested rates and contracts	
	7 MPI committee meeting Ft. Lauderdale	Meeting Planner	+	recruit new member incentives, present to FGCU studetns MPII memebership ops	
	Meeting with Tourneau promotions		+		
	Reass Pro shops meeting with Janet Courtney	promotions		gift certificates to use for value added - watch purchase - shopping	
		promotions		shopping promotions, fishing tournaments, calendar events, listing VG & brochure dist.	
	Meeting with Luxury Resorts	all marketing		how to promote us to luxury and work with those hotels, what do they want from CVB	
	7 TDC meetings till 2:30	TDC		TDC	
	7 set up site itinerary for Shauney Wilson			scheduled sites for overflow rooms for May convention 1500 Debi brought to destination	
	7 RSW meeting with airport officials	promotions		meet with airlines discuss now and future business prospects - show of hands	
	7 noon - 6 sites with Shauney Wilson	Meeting Planner		awarded contracts for 2008 2009 1500 attendees found overflow rooms view destination	
	Robert Staples EDC meeting	IT		brainstorm how to bring IT techs to area	
	7 final chnges and stuff bags (Niccole) for Huddle FAM			constant changes in attendee list final prep for huddle fam	
	Sunday drive to Sarasota Huddle begins	Wholesale leisure		set up booth, night event networking	
	Huddle trade show	Wholesale leisure		day and night events working 12 hour days	
	Huddle FAM here escort and drive	Wholesale leisure		3 days destination itinerary of events 13 operators with Niccole & Debi	
Monthly recap	I answer average of 75 emails 6 phone calls daily			all associated with work, follow up, new projects, changes, brainstorm, promo, ads, etc.	
1/29/2007	7 Contact inquirey from website	leisure		Christine Russell info needed	
	Contact inquirey from website	Meeting Planner		Marilyn Calrk membership info	
1/29/	inquirey cvb services	Meeting Planner		Jennifer Mazza requested service available I assisted with info	
	rfp sent Kathy Schrumpf medical meetings	Meeting Planner		sent rfp	
	7 M& C meetings publicationI	Meeting Planner		sent for free listing of CVB	
1/28/2/6	proof Meeting planner guide & proof upcoming ads	meeting planner		Proofing / edits	
000001/29/07	Marlane Bundock Convention South seeks CVB input for article	meeting planner info		answered questions and quotes and sent info and photos for her article in Convention South	n mag
	7 NAJ website listing	leisure		updated itinerary on site NAJ for leisure group market	
1/31/2007	7 provided wedding assistance	leisure		Ramsey White Bride assist	
1/31/2007	7 Solicit group hotels to consider being MPI meeting hosts	Meeting Planner			
2/2/2007	7 sent VG to travel agent request	leisure		J Hale @ctscentral.net	
2/3/2007	7 added two new partners to website	Meeting planner		Cappelli's and Creative Events	
2/6/2007	Collected rfp determine business not right here for her need	meeting planner		needed airport hotel with free shuttle few minutes from airport	
2/6/2007	7 Travel Impresssions contact from Huddle	leisure		sent VG to 30 agents	
2/6/2007	7 sales call set up for chicago	mp		called and emailed meeting planners in Chicago to meet this week for sales calls	
	Pow Wow flight and arrangements	Wholesale leisure		booked flight etc.	
	7 post huddle meeting	Wholesale leisure		met with partners follow up strategy	
	7 Huddle follow up	Wholesale leisure		contacted Fam participants, sent out leads 3 weeks to partners as follow up	
	Meeting with Paradise / Staff discuss packages and AMEX	leisure	1	summer promotions CVB strategy	
	7 Coordinating MPI meetings to attend and host	meeting planner	1	taking a group to next meeting, finding hosts for our meeting here	
	7 Conferen Follow up	meeting planner	1	sending VG and follow emails to leads met	
	1	1 m.g p.aor			

2/7/2006	Chicago Conferon meeting and Chicago sales calls	meeting planner	attended conference with Conferon Sales people and did sales calls in Chicago
	Coordinating coupon books for VIP CVB summer promo	leisure	coordinate new summer promo - gather info and requests
	planning sales trips	all marketing	ship stuff, sign up registration, travel plans, booth plan
2/9/2007	Create power point for Florida Live	Travel Agents	attend in Feb.
2/9/2007	Sent 50 VG to new travel agent - patty stewart	Travel Agents	
	Advisory Roundtable	partners	attend and host
	Grand opening of Naples Bay Resort	partners q	attended conference with Conferon Sales people and did sales calls in Chicago
	Assisted mtg planner Wayne Mininger w/ information - possible site	Meeting Planner	National Onion Association
2/16/2007	working on CVB summer promotions	partners	forms and info on CVB AMEX and VIP summer promotions, solicit partners, coordinate
	working on CVB coupon booklet	partners	collection of coupons for additions to coupon book for VIP summer promo
14-Feb	assisted mtg Plnr Jim Marzullo w/ finding restaurant venue	Meeting planner	
	Pow Wow Appointments, booth etc	Wholesale leisure	appointment requests, changes delegates, ordered booth, final details
	In New York for Florida Live and Nytimes travel show	Travel Agents	3 days of Travel consumer show 2 days of Travel agent presentation events w/ VF
3/1/2007	Sent UK based tour operator Saranna Lynch Pass to Paradise maps	Tour Operator	
3/5/2007	Registered for Florida Encounter	meeting planners	submitted 30 planners and registered for 2007 Florida Encounter
	proposals out to planner Maple Leaf	meeting planner	sent from several hotels
3/7/2007	Chicago for Florida VIP Meeting Planner Event	meeting planner	in Chicago to present to 60 Meeting planners hosted event with VF
3/8/2007	support to National Fastpitch Conference	meetings	Marriott pitch to Fast pitch sent letter to support CVB funds for conference
3/9/2007	follow up Florida Live NY		send VG letter
3/9/2007	follow up Florida VIP Chicago planners		send MP gudie and letter
3/12/2007	Golf leads sent out from 3 city tours Play FLA Golf	leisure	sent leads to co-op partners
3/12/2007	Jet Air Wholesalle contractor for TUI Belgium tour op	leisure	sent memo and support \$500 info page in marketing booklet with them
3/9/2007	working on Toursim week luncheon	partners	sent rfp, secure venue, nomination forms, time line complete, theme, meeting.
2/25/2007	working on hosting MPI event in Collier	meeting planner	got board working on it and host and transport trying to get date.
	Assisted high end group from Germany find tour guide	tour group	, , , ,
	, ,	<u> </u>	
Monthly recap	Feb. 13 - March 13 assisted several calls and thousands of emails	all marketing	busy daily
3/12/2007	Assisted meeting planner, Brian Reiser, with the Impression Group So	meeting planner	
3/18/2007	Researched Association of Collecting Clubs	meeting planner	Group has an interest in connecting CVB's w/ planners of collection clubs
3/19/2007	Set up site and FAM for our German rep, Juliana	Germany	Set up itinerary, travel arrangements, activity, hotel, etc
	Contacted & assisted potential leisure visitor, Mr. Archibald	leisure	sent info on camping, RV parks and local hotels
3/20/2007	Assisted marketing coordinator for Stonewood Grill with CVB involven	partner	
3/21/2007	Assisted mtg planner, Cheryl Barry, with theme nights for conference	meeting planner	sent out activity / theme RFP to DMC's
3/27/2007	followed up on meeting lead sent to Krista at NALA	meeting planner	recvd lead from Tracey Mancinin, member of NALA
	sent email & MP guide to Meetings South leads for 1st qtr 2007	meeting planner	
3/30/2007	Assisted French Tour Operator w/ plan visit	Tour Operator	sent collateral, solicited more information
	CVB website - worked on getting themed packages for Spring		
	Worked with Paradise Agency on Sweepstake Prizes	leisure	
	Promoted VISIT FLORIDA promo oppty for LA radio show to hotel par	leisure	
4/3/2007	Installed brochure racks at all 3 Chambers, Naples Depot		
4/5/2007	Assisted mtg planner, Aron Steck, with DMC information for		



News

Please Contact: JoNell Modys 3050 N. Horseshoe Drive Suite 218 Naples, FL 34104

Phone: 239-403-2425 Fax: 239-403-2404 JoNellModys@colliergov.net www.ParadiseCoast.com

PR & Communications April 2007 Submitted by: JoNell Modys

Activities for this time period culminated with the annual Pow Wow International Travel Conference in Anaheim, California, the activity which is responsible for my being away for this month's TDC meeting. On Monday, April 23, Pow Wow holds its Travel Media Marketplace. This is a trade show within the trade show just for the international travel media to meet with public relations representatives from U.S. destinations, resorts and attractions. This is one of the most significant opportunities I have each year to meet with a core group of both international travel media along with media from the host destination, in this case Southern California.

Prop to departing for the conference I worked on and distributed several news releases tied to the kick off of our annual Spring/Summer marketing campaign. One was a targeted business release to our campaign's target markets announcing our increased presence on television and the Internet; and the second was a consumer news release highlighting special activities and values to entice late spring and summer visitation.

Final preparations continue for the Society of American Travel Writers Central States Chapter post-conference FAM to the Paradise Coast, scheduled for May 6-9, 2007. The FAM has five SATW active writer participants and two spouses.

Our newest employee is scheduled to join the CVB on April 30 serving as a part time assistant in the public relations department. The RFP for public relations agency support has been submitted to County purchasing and is in process. We are in the process of evaluating responses to the RFP for the Paradise Coast Blueway Web site development.

The PR department is working along with film and area partners on the upcoming Virgin Holidays DVD project, with dates now slated for mid June for production in our destination.

Travel media in the destination included New York-1 News Channel – a CVB sponsored trip the last weekend in March resulted in a travel story airing today, April 23, to a huge New York audience, along with carriage onboard JetBlue airlines. CVB also assisted Naples Grande with showing a writer from Spa magazine the Naples area. CVB developed an itinerary for a freelance golf writer from Montreal, Canada, and we met with media in the destination for the Marriott rededication event.

Coastal Living's identification of Naples as the #1 Top Romantic destination a few months ago resulted in a huge spike in visitation to our Web site, when CNN.com carried the story in early February, with approximately 10,000 hits directly attributed to links from CNN.com and Coastal Living's Web site. Weather.com is carrying four wonderful segments shot in the Everglades and Marco Island areas a few months ago in advance of a full feature show by the Road Crew to air this October.



COLLIER COUNTY FILM COMMISSION ACTIVITIES APRIL 23, 2007 TDC Meeting

PRODUCTION NOTES

- n magazine print
- ALEVE® TV/Internet commercial campaign
- David Everson Photography still shoot
- ADR Creative print
- Island Girl Productions print
- ABC News (local) video

WORKING LEADS

- HBO- TV segment
- "Cooking On Location" TV series
- Foundation Design print
- Haverty's TV commercial
- Mills James Productions print
- "Thirteen Hours" independent TV spec pilot
- Craig Singer Productions feature film
- Once Upon A Time Films feature film
- Virgin Holidays promo DVD (CVB)
- Crossroads Films TV commercial
- The Travel Channel TV series
- Belladonna Productions TV commercial
- "Gourmet Gone Wild" TV series

- Kimi Takesue independent feature [IFP]
- FX TV pilot/series in development
- ALL CURRENT PRODUCTION

OPERATIONS

- Lead/inquiry response
- Monthly Revenue Tracking
- -Polled participants for production activity
- -Followed-up with activity worksheets to clients
- -Recorded data
- Client Management
- Issued film permits
- Opened a production file for each inquiry
- Updating/pre-production new production guide
- Scanning/Up-loading photo library to REEL-SCOUT
- Prepare Production Hurricane Plan (see attached)
- Meetings with internet-based location photography suppliers, L.A.
- Meeting with FX pilot writers
- Meeting with "Thirteen Hours" producers
- Prepared FV 2008 budget
- Finalized publisher draft for production guide
- Follow-up on SXSW contacts

$\underline{TRADESHOWS}$

■ AFCI LOCATIONS 2007 – Los Angeles, CA

MEDIA

■ Gulfshore Life - feature article





HURRICANE PREPAREDNESS FOR YOUR FILM PRODUCTION

Collier County, Florida is a film-friendly community with a variety of unique locations, skilled production crew and support services. If your production is planned to shoot between June 1st and November 30, there are a few things you need to know about our Hurricane Season. In the unlikely event that a tropical storm occurs during your time in Florida, you will be prepared to minimize its effects on your company by following a few simple precautions. Upon arrival please send your contact information to the Collier County Emergency Operations Center - JaimeSarbaugh@colliergov.net Ask to be put on their e-mail news release list so you will receive all storm announcements and warnings in a timely manner, and so that you will be invited to any press briefings.

HURRICANE FACTS

What is a Hurricane?

A hurricane is a type of tropical cyclone, which is a generic term for a low pressure system that generally forms in the tropics. The cyclone is accompanied by thunderstorms and, in the Northern Hemisphere, a counterclockwise circulation of winds near the earth's surface. Tropical cyclones are classified as follows:

Tropical Depression

An organized system of clouds and thunderstorms with a defined surface circulation and maximum sustained winds* of 38 mph (33 kt**) or less.

Tropical Storm

An organized system of strong thunderstorms with a defined surface circulation and maximum sustained winds of 39-73 mph (34-63 kt).

Hurricane

An intense tropical weather system of strong thunderstorms with a well-defined surface circulation and maximum sustained winds of 74 mph (64 kt) or higher.

During hurricane season, which runs from **June 1st to November 30**th, conditions in the tropics become optimal for the development of hurricanes. Each year, an average of 10 tropical storms develop in the tropics. Of these, 6 are likely to become hurricanes. While many of these storms do not

affect the U.S. coastline, the threat of a major impact from a hurricane is still a real concern.

The severities of hurricanes (and the potential damage they can cause) are classified in different categories according to the Saffir-Simpson Hurricane Scale. A Category 1 storm has the lowest wind speeds, while a Category 5 hurricane has the strongest. These are relative terms, because lower category storms can sometimes inflict greater damage than higher category storms, depending on where they strike and the particular hazards they bring. In fact, tropical storms can also produce significant damage and loss of life, mainly due to flooding.

Category 1: Winds 74-95mph - Minimal damage to building structures. Damage primarily to unanchored mobile homes, shrubbery, and trees. Also, some coastal road flooding and minor pier damage.

Category 2: Winds 96-110mph - Some roofing material, door, and window damage to buildings. Considerable damage to vegetation, mobile homes, and piers. Coastal and low-lying escape routes flood 2-4 hours before arrival of center. Small craft in unprotected anchorages break moorings.

Category 3: Winds 111-130 mph - Some structural damage to small residences and utility buildings with a minor amount of curtain wall failures. Mobile homes are destroyed. Flooding near the coast destroys smaller structures with larger structures damaged by floating debris. Terrain continuously lower than 5 feet ASL may be flooded inland 8 miles or more.

Category 4: Winds 131-155 mph - More extensive curtain wall failures with some complete roof structure on small residences. Major erosion of beach areas. Major damage to lower floors of structures near the shore. Terrain continuously lower than 10 feet ASL may be flooded requiring massive evacuation of residential areas inland as far as 6 miles.

Category 5: Winds greater than 155 mph - Complete roof failure on many residences and industrial buildings. Some complete building failures with small utility buildings blown over or away. Major damage to lower floors of all structures located less than 15 feet ASL and within 500 yards of the shoreline. Massive evacuation of residential areas on low ground within 5 to 10 miles of the shoreline may be required.

* Sustained winds

A 1-minute average wind measured at about 33 ft (10 meters) above the surface.

** 1 knot = 1 nautical mile per hour or 1.15 statute miles per hour. Abbreviated as "kt".

In order to give you a better idea of the months of the year, which historically

Table 8. Tropical storms and hurricanes in the Atlantic, Caribbean and Gulf of Mexico by month of origin, [updated from Neumann et al. (1999)], and for hurricanes striking the U.S. mainland 1900-2000 [updated from Hebert et al. (1997)].

	TROPICA	4-2000 AL STORMS RRICANES		I-2000 ICANES	200700000000000000000000000000000000000	0-2000 RRICANES
MONTH	Total	Average	Total	Average	Total	Average
JANUARY-APRIL	3	0.1	0	0.0	0	0.00
MAY	8	0.1	2	•	0	0.00
JUNE	31	0.5	11	0.2	11	0.11
JULY	50	0.9	22	0.4	18	0.18
AUGUST	151	2.6	95	1.6	42	0.42
SEPTEMBER	198	3.5	129	2.3	65	0.64
OCTOBER	100	1.8	60	1.1	25	0.25
NOVEMBER	26	0.5	16	0.3	4	0.04
DECEMBER	4	0.1	2	•	0	0.00
YEAR	571	10.0	337	5.9	165	1.63

¹ Includes subtropical storms after 1967. See Neumann et al. (1999) for details.

have had the most hurricanes, please see the chart below.

WATCH VS. WARNING - KNOW THE DIFFERENCE

- A HURRICANE WATCH issued for your part of the coast indicates the
 possibility that you could experience hurricane conditions within 36
 hours. This watch should trigger your production's disaster plan, and
 protective measures should be initiated, especially those actions that
 require extra time such as securing equipment, leaving a barrier
 island, etc.
- A HURRICANE WARNING issued for your part of the coast indicates that sustained winds of at least 74 mph are expected within 24 hours or less. Once this warning has been issued, your production should be in the process of completing protective actions and deciding the safest location to be during the storm.

When the threat of a storm becomes real, it is imperative to have a plan in place to help you make timely and useful preparations in case disaster should strike. Always stay tuned to local television and radio stations for the

^{*} Less than 0.05.

county manager's bulletins. For up to the minute information, visit http://www.colliergov.net and go to "Emergency Management"

VOLUNTARY VS MANDATORY EVACUATIONS

Local Emergency Management officials have the authority to direct **Voluntary** Evacuations, or to order **Mandatory** Evacuations.

If you are told to evacuate, whether the order is voluntary or mandatory, you should take that order seriously and act immediately.

Failure to follow a Mandatory Evacuation Order means placing your life in severe danger. It also means stranding yourself in an area that will most likely not have access to food, water or basic services for an extended period of time.

THE KEY: BE PREPARED

If your production is taking place during hurricane season, which runs from **June 1st to November 30**th, there are few things you will need to know in the event of a hurricane. Hurricanes are one of the most devastating and costly natural disasters to experience, and a fact of life that your production should be ready to face in the unlikely event that a Hurricane Warning is issued while your production is in town.

It is important to be prepared in the event of a storm and to know what to do before, during and after a hurricane should strike. The most important thing that you can do is to be informed and prepared. Disaster prevention includes both being prepared as well as reducing damages. Tropical storms by nature are both predictable yet erratic. Please allow enough time to put your plan in to action. The following are specific recommendations on how you can prepare your production for a hurricane. They can save your life and your property, and help mitigate your cost of windstorm insurance.

Begin with a solid **HURRICANE PLAN**. Production companies should consider putting a hurricane plan in writing so that employees have a clear understanding of how the company will operate before, during and after a storm. Businesses and individuals alike need to identify vulnerabilities ahead of time and take protective measures.

YOUR HURRICANE PLAN SHOULD INCLUDE:

1. Production information and dates

- ⇒ Describe the type of production in detail
- ⇒ Describe the dates your production will be filming in Collier county
- ⇒ Describe your locations and offices as to hurricane readiness

2. Evacuation Plans

- ⇒ Determine if your production is in an evacuation zone, whether for accommodations, locations, or offices.
- ⇒ If you are in an evacuation zone, make evacuation plans.
 - For cast and crew, determine where they will go. Keep in mind that local crew will probably have personal hurricane plans, but will require time to implement them.
 - For cast and crew who are not local, production should make plans to shelter them in a safe place, or to relocate them away from the hurricane.
 - Make plans for your equipment and vehicles, to protect them from wind and flood hazards.
 - Make plans to secure your locations and production offices. Determine alternates for these facilities in the event any are damaged by the storm.
 - Assemble emergency contact information for all cast and crew, and make a plan as to how you will recontact them after the hurricane has passed.

3. Disaster Kits

⇒ Information about disaster kits should be disseminated to all cast and crew. Disaster kits should include at a minimum, 3 days of supplies such as cash, fuel, first aid and medicines, food and water, flashlights and spare batteries, clothing and bedding. Production itself may wish to assemble some of these necessities for cast and crew members who will need them.

4. Designate Hurricane Plan Coordinator

⇒ Determine a member of the production team who will be responsible for activating the hurricane plan, and for monitoring the weather advisories. Determine which production department heads will assist in implementing the plan, if necessary.

IF A HURRICANE WATCH IS DECLARED:

- ⇒ Monitor weather advisories continuously. Major advisories are issued by the National Hurricane Center at 5 and 11 AM, and 5 and 11 PM, with supplemental advisories as needed.
- ⇒ Begin fueling all vehicles
- ⇒ Re-check evacuation plans
- ⇒ Re-check disaster kits
- ⇒ Prepare to secure locations, production offices, equipment and vehicles.

IF A HURRICANE WARNING IS DECLARED:

- ⇒ Continue to monitor weather advisories and official emergency announcements.
- ⇒ Secure locations, production offices, equipment and vehicles against wind and flood damage.
- ⇒ Evacuate cast and crew to pre-designated safe shelter or away from the hurricane affected area.
- ⇒ Distribute disaster kits to those who need them.
- ⇒ Assemble cast and crew emergency contact information and the poststorm communications plan.

RECOVERY FROM THE STORM:

- ⇒ Re-establish contact with all cast and crew.
- ⇒ Assess damage, if any, to locations, production offices, equipment and vehicles.
- ⇒ Assess any safety issues related to these facilities.
- ⇒ Begin clean up of any damage to your facilities.
- ⇒ Implement contingency plans, if necessary, for alternate locations, offices, etc.
- ⇒ Contact local film commission to resume film permits.

SAFETY AFTER THE STORM:

- ⇒ Car accidents are the main cause of injury after a hurricane; treat all intersections like a 4-way stop. Combine your trips and drive only if it's absolutely necessary.
- ⇒ Stay away from all downed utility lines and do not drive over them. Do not wade in floodwaters after a storm.
- ⇒ Limit your phone calls to absolute necessity and only call 911 for life threatening emergencies.

USEFUL INFORMATION

Useful websites:

- ⇒ National Hurricane Center <u>www.nhc.noaa.gov</u>
- ⇒ Collier County Office of Emergency Management <u>www.colliergov.net</u>
- ⇒ American Red Cross Miami/Keys Chapter <u>www.westfla-redcross.org/</u>
- ⇒ Florida Division of Emergency Management <u>www.floridadisaster.org</u>
- ⇒ The Weather Channel <u>www.weather.com</u>

• Important Contact Numbers:

DISASTER PREPAREDNESS

Fl Dept. of Emergency Management - 850-413-9900 Citizen Information Line when EOC is activated - 850-651-7560

DISASTER RESPONSE & RECOVERY AGENCIES

Red Cross - 850-314-0332 FEMA - 1-800-525-0321 or 660-8005

Collier County

Emergency Hotline – 311 or 239-774-8444 Collier County Sheriff's Dept – 239-774-4434 Collier County Film Commission – 239-659-3456 Naples Police - 239-213-4844

Florida Power and Light - 800-468-8243

WEATHER AND INSURANCE LINKS:

- ⇒ Accuweather: <u>www.accuweather.com</u>
- ⇒ CNN Weather News: <u>www.CNN.com</u>
- ⇒ Insurance Education & Information: <u>www.insureonline.org</u>
- ⇒ Insuring Florida: <u>www.insuringflorida.org</u>
- ⇒ National Hurricane Center: <u>www.nhc.noaa.gov</u>
- ⇒ NOAA Stormtracker: www.stormtracker.noaa.gov
- ⇒ The Weather Channel: www.weather.com
- ⇒ Weather Underground: <u>www.weatherunderground.com</u>
- ⇒ CompuWeather: www.Compuweather.com



April 23, 2007
Detailed Staff Reports IX
16 of 35

Collier County - Call Summary by Type For the Month of March, 2007 and 2006

	Current Year			<u>Previous Yea</u>	<u>r</u>	
Call-Live	353			220		
Data Entry	7448			6,206		
Data Import		6674			5,153	
Data Entry- Manual		774			1,053	
Colllier County			1	_		1
RDR Response			702			1,023
RR-Fulfilled			62			25
Website			9			4
Total Calls	7,801			6,426		

Greater Naples, Marco Island & The Everglades CVB Call Summary by Purpose

PURPOSE	REQUESTS	MINUTES
ACCOMMODATIONS INFORMATION	5	15.33
Collier County CVB Office	1	1.72
Guest Click - Reservations	13	53.05
Help Desk	81	240.43
MEETING PLANNER	2	1.63
Partner Pack CD	1	1.33
VISITORS GUIDE	7,623	1,473.02
Grand Total:	7,726	1,786.52

Greater Naples, Marco Island & The Everglades CVB Request Summary by Source

For the months of March 2007 and March 2006

	CURRENT YEAR		LAST YE	AR
SOURCE	REQUESTS	<u>%</u>	<u>REQUESTS</u>	<u>%</u>
Consumer Magazines	39	1%	0	0%
Consumer Directories	114	1%	0	0%
Leisure E-Marketing	867	11%	0	0%
Newspaper Domestic NE/MW	1320	17%	0	0%
Television	0	0%	5	0%
Target Markets	1	0%	0	0%
Niche Markets (Bridal/Honeymoon)	683	9%	0	0%
Niche Markets (ECO)	278	4%	0	0%
Niche Markets (Senior)	4186	55%	0	0%
Travel Agent Directories	1	0%	0	0%
Collier County CVB Office	52	1%	4	0%
Friend/Relative	14	0%	8	0%
Magazine	0	0%	5495	87%
Newspaper	5	0%	137	2%
Niche Markets (Golf)	2	0%	0	0%
Other/Unknown	48	1%	19	0%
Travel Agent	12	0%	5	0%
Website	1	0%	613	10%
Grand Total:	7623		6286	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Magazines

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
Southern Living June 06	13	33%
Southern Living July 06	12	31%
Florida Sun	8	21%
AAA Going Places May/Jun 07	2	5%
Women's World	2	5%
Arthur Frommers Bgt Tvl Feb 07	1	3%
Conde Nast Traveler May 07	1	3%
Grand Total:	39	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Directories

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
2006 Official FL Vac Guide	101	89%
2007 Official FL Vac Guide	11	10%
2005 Official FL Vac Guide	2	2%
Grand Total:	114	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Leisure E-Marketing

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
24-7Vacations.com	386	45%
ParadiseCoast.com	239	28%
www.ParadiseCoast.com	208	24%
DestinationBrochures.com	27	3%
Visit USA - UK	4	0%
COLLIER COUNTY CVB OFFICE	1	0%
VisitFlorida.com	1	0%
VisitFlorida.com - Germany	1	0%
Grand Total:	867	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Newspaper Domestic NE/MW

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
PrePrint Out State Fall 2006	1,139	86%
PrePrint In State Fall 2006	180	14%
OTHER/UNKNOWN	1	0%
Grand Total:	1,320	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Television

PUBLICATION NAME	# OF REQUESTS	<u>%</u>	
Grand Total:			

Greater Naples, Marco Island & The Everglades CVB Request Summary by Target Markets

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
Miami/Ft Laud WFOR - TV CH 4	1	100%
Grand Total:	1	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Niche Market

For the month of March 2007

PUBLICATION NAME	# OF REQUESTS
Niche Markets (Senior)	
AARP Mar/Apr 07	4,186
Niche Markets (Senior)	4,186
Niche Markets (Bridal/Honeymoon)	
FL Wedding&Honeymoon Jan/Feb06	1
FL Wedding&Honeymoon Jan/Feb07	67
FL Wedding&Honeymoon Jul/Aug06	37
FL Wedding&Honeymoon Mar/Apr06	4
FL Wedding&Honeymoon Mar/Apr07	536
FL Wedding&Honeymoon May/Jun07	38
Niche Markets (Bridal/Honeymoon)	683
Niche Markets (ECO)	
Audubon Mar/Apr 07	2
Audubon Nov/Dec 06	1
Audubon/Corkscrew Mar/Apr 07	168
Audubon/Corkscrew Nov 06	18
Echo Encounter Mar 07	1
FL Echo In State Spring 2007	86
FL Echo IS & OS Fall 2006	2
Niche Markets (ECO)	278

PHASE V OF SOUTHWEST FLORIDA, INC.
Page 1 of 2

Greater Naples, Marco Island & The Everglades CVB Request Summary by Niche Market

PUBLICATION NAME	# OF REQUESTS
Niche Markets (Golf)	
Golf Magazine	1
OTHER/UNKNOWN	1
Niche Markets (Golf)	
Grand Total:	5,149

Greater Naples, Marco Island & The Everglades CVB Request Summary by Travel Agent Directories

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
FL Official Tvl Ind Jan-Dec 07	1	100%
Grand Total:	1	

Greater Naples, Marco Island & The Everglades CVB Request Summary by Group Business

PUBLICATION NAME	# OF REQUESTS
Grand Total:	

Greater Naples, Marco Island & The Everglades GNB

Requests by State

For the Month of March 2006 & 2007

STATE	CurrentYear		<u>PreviousYear</u>	
FL	589	7.92%	412	6.73%
NY	569	7.66%	630	10.29%
PA	420	5.65%	336	5.49%
ОН	414	5.57%	341	5.57%
IL	408	5.49%	341	5.57%
TX	342	4.60%	246	4.02%
МІ	337	4.53%	308	5.03%
IN	307	4.13%	233	3.80%
CA	298	4.01%	227	3.71%
NJ	266	3.58%	271	4.42%
WI	232	3.12%	184	3.00%
MA	225	3.03%	217	3.54%
VA	206	2.77%	115	1.88%
GA	199	2.68%	148	2.42%
МО	199	2.68%	154	2.51%
NC	182	2.45%	149	2.43%
TN	164	2.21%	122	1.99%
MN	149	2.00%	136	2.22%
MD	142	1.91%	97	1.58%
KY	136	1.83%	119	1.94%
AL	106	1.43%	69	1.13%
WA	105	1.41%	103	1.68%
СТ	94	1.26%	101	1.65%
со	93	1.25%	74	1.21%
IA	91	1.22%	68	1.11%
LA	91	1.22%	70	1.14%
AR	89	1.20%	55	0.90%
sc	85	1.14%	75	1.22%
AZ	84	1.13%	63	1.03%
ок	77	1.04%	54	0.88%
KS	73	0.98%	51	0.83%
WV	68	0.91%	42	0.69%
OR	62	0.83%	43	0.70%
ME	57	0.77%	46	0.75%
NH	57	0.77%	57	0.93%
MS	56	0.75%	43	0.70%
NE	47	0.63%	29	0.47%
NV	39	0.52%	50	0.82%
DE	35	0.47%	23	0.38%
RI	35	0.47%	55	0.90%
UT	32	0.43%	16	0.26%
VT	26	0.35%	20	0.33%

PHASE V OF SOUTHWEST FLORIDA, INC.

Greater Naples, Marco Island & The EvergladesoGMB

Requests by State

For the Month of March 2006 & 2007

STATE	CurrentYear		PreviousYear	
NM	23	0.31%	25	0.41%
SD	20	0.27%	18	0.29%
MT	19	0.26%	16	0.26%
ID	17	0.23%	25	0.41%
AK	15	0.20%	5	0.08%
PR	13	0.17%	9	0.15%
ND	12	0.16%	15	0.24%
НІ	11	0.15%	6	0.10%
DC	7	0.09%	4	0.07%
WY	7	0.09%	5	0.08%
VI	2	0.03%	0	0.00%
AE	1	0.01%	3	0.05%
AP	0	0.00%	1	0.02%
Grand Total:	7433		6125	

Greater Naples, Marco Island & The Everglades CVB Requests by Country

For the Month of March 2006 & 2007

COUNTRY	Current Year		Previous Year	
USA	7,433	97.51%	6,125	97.44%
Canada	69	0.91%	66	1.05%
Germany	63	0.83%	29	0.46%
United Kingdom	22	0.29%	0	0.00%
England (Great Britian)	8	0.10%	27	0.43%
France	5	0.07%	3	0.05%
Italy	3	0.04%	1	0.02%
Netherlands	3	0.04%	0	0.00%
Pakistan	3	0.04%	4	0.06%
Belgium	2	0.03%	4	0.06%
Denmark	2	0.03%	2	0.03%
Iran	2	0.03%	2	0.03%
Ireland	2	0.03%	0	0.00%
Sweden	2	0.03%	2	0.03%
Australia	1	0.01%	1	0.02%
Bulgaria	1	0.01%	0	0.00%
Philippines	1	0.01%	0	0.00%
Switzerland	1	0.01%	1	0.02%
Argentina	0	0.00%	1	0.02%
Bangladesh	0	0.00%	2	0.03%
Croatia	0	0.00%	1	0.02%
Georgia	0	0.00%	2	0.03%
Ghana	0	0.00%	2	0.03%
Guatemala	0	0.00%	1	0.02%
Hungary	0	0.00%	1	0.02%
India	0	0.00%	3	0.05%
Iraq	0	0.00%	1	0.02%
Nigeria	0	0.00%	1	0.02%
Russia	0	0.00%	1	0.02%
Spain	0	0.00%	2	0.03%
United Arab Emi	0	0.00%	1	0.02%
Grand Total:	7,623		6,286	_

March 07 Responses .xls

		Octo	ober	Nov	ember	Decei	mber	Jan	uary	Febr	uary	Ma	ırch	A	pril	M	lay	Ju	ne	Ju	ıly	Aug	gust	Septe	ember	To	otal
		2005	2006	2005	2006	2005	2006	2006	2007		2007	2006	2007	2006				2006	2007			2006		2006	2007	YTD 2006	YTD 2007
2005 Official FL Vac Guide	Consumer Directories	52		58		51	_	110	8	119	0	159		76	6 0	66	_	114		92	(71	0	69	_	1,037	11
2006 Family Summer Getaways	Consumer Directories	0	780	0	113		271	0	109	0	0	0	0	() () (0 0	0	0	0) (0	() (0	1,273
2006 Official FL Vac Guide	Consumer Directories	0) 4	0	3		47	0	74	7	57	0	101		1 0) 2	2 () 3	0	4		28	3 0	- 3	3 0	48	280
2007 Official FL Vac Guide	Consumer Directories	0	0	0	2	() 2	0	1	0	2	0	11	() () () (0	0	0) (0	() (0	18
Other/Unknown	Consumer Directories	0	0	0	0		0 0	0	0	0	1			`		· ·						1				0	-
VF Intl. Travel Planner 06	Consumer Directories	0	0	0	0		0 0	0	1		1						1									0	-
VF SIP - Beaches	Consumer Directories	0) 0	0	1		0 0	0	0	0		0	0	() (1	1 (0	0	0			0	() (1	_
TOTAL Consumer Directories:		52		58	155	51	322	110	193	126	61	159	114			69		117	0	96		99	0	72	2 0	1,086	1,696
AAA Going Places Sept/Oct 06	Consumer Magazines	02	161	00	7	<u> </u>	0		100	120	0.	100	0) () () () 0	0	0) (0	197	-	197	168
AAA Going Places May/Jun 07	Consumer Magazines	0) 101	0	,) 0	0	0		1		2					1 -	Ů	·			,	101			
Arthur Frommer's TvI Feb 07	Consumer Magazines	0	0 0	0	0) 1	0	16		. 5	0	1) (1 () 0	0	٥) 0		1	0	2:
Atlantic SE Magazine Nov/Dec 06	Consumer Magazines	0	0 0	0	2) 1	0	1		0	0	0) () () 0	0	0			0 0) (0	
Conde Nast Traveler	Consumer Magazines	0	1	0	1 0) 0	0			0	0	1) () (654	0	56		21	0) (731	
Florida Sun	Consumer Magazines	0) 1	0	0		17	0	0		0	0) () (004	0	30		2	0) (701	21
Southern Living July 06	Consumer Magazines	0	60	0	24		17	0	40		45	0	- 40) () (0	0	624		245	. 0	139) (1,008	130
Southern Living June 06	Consumer Magazines	0	37	0	24		10	0	10	0	15	0	12) (, ,) (529	0	274		122		138	9 0	1,000	111
Southern Living Travel Jul 07	Consumer Magazines	0	37	0	17		14	0	19	0	15	0	13			1	2	529	0	2/4		122	0	/(393	113
Southern Living Travel Jun 07		0	0	0	1 1		0	0	0	0	1	0	0	() (, (0	0	0	((0	,	, (0	
Women's World	Consumer Magazines	0	0	0	0		0	0	1		1	-	_		1	.		-			1	.	ļ		1	0	
	Consumer Magazines	0	0	0	0		0	0	29		3	<u> </u>	2		_	<u> </u>	_	4 400	<u> </u>	054	<u> </u>		<u> </u>		_	2,931	34 517
TOTAL Consumer Magazines:	Group Rusiness	0	259	0	51	0	43	0	84	0	41	0	39		0) (1,183	0	954	0	388	0	406	0	2,931	517
FSAE Assoc. Resource	Group Business (Association)	^	, ,	^	^	,	,		4						I						l					0	
TOTAL Group Business (Association):	(/ISSOCIATION)	0	0	0	0		0	0	4		0	0	0						_					_		0	
TOTAL Group Business (Association):	Group Business	U	U	U	U	U	U U	U	- 1	U	U	U	U	U	, ,		, ,	0	U	U			U		, ,	V	
Successful Meetings	(Corporate)	1	0	0	0		0	0	0	0	0	0	0		0) (0 0	0	0	0			0	() (1	
TOTAL Group Business (Corporate):	,	1	0	0	0		0	0	0	0	0	0	0		0) (0	0	0	0		0	(0	1	
10 1712 Group Zuemiees (Gerperate).	Group Business										- J									·		<u> </u>					
Group Tour Magazine Sept 06	(Leisure)	0	0	0	1	0	0	0	0	0	17	1	0	(0) (0 0	0	0	0	() (0	(0	1	18
	Group Business																										
Group Travel Planet Nov/Dec 06	(Leisure)	0	0	0	0	(0	0	103																	0	103
Group Travel Planet May/Jun 07	Group Business (Leisure)																									,	1
	(Leisure)	0	0	0	0		0	0	1		4=									_	_					0	122
TOTAL Group Business (Leisure): 24-7Vacations.com	Leisure E-Marketing	0		0		0	0	0	104	0	17	1	0) 0) (0	0	0			0	(0	4.022	
Collier County CVB Office	Leisure E-Marketing	55	124	37	75	38	88	54	97	63	308	156	386	119	9 (82	2 (58	0	61	(119	0	191	1 0	1,033	1,078
-		0	0	0	0	(0	0	0	0	3		1	ļ.,							.			ļ .		- U	
DestinationBrochures.com	Leisure E-Marketing	2	2 3	3	10	3	3 11	9	9	8	30	4	27	3	3 0) 3	3 () 6	0	6) 3	0		0	55	90
FLAUSA.com	Leisure E-Marketing	0	0	1	4	C) 2	3	1	0	3	0	0	(0) 1	1 0	0	0	0	() (0	() (5	10
ParadiseCoast.com	Leisure E-Marketing	0	312	0	290	190	218	418	527	0	582	447	447	281	1 0	420	0 0	433	0	301	(291	0	173	3 0	2,954	2,376
VisitFlorida.com	Leisure E-Marketing	0	0	0	0	C	0	0	0	0	0	0	1													0	
VisitFlorida.com - Germany	Leisure E-Marketing	0	0	0	0	C	0	0	0	0	0	0	1													0	
Visit USA - UK	Leisure E-Marketing	0	0	0	0	(0	0	0	0	40		4													0	44
TOTAL Leisure E-Marketing:		57	439	41	379	231	319	484	634	71	966	607	867	403	3 0	506	6 0	497	0	368	0	413	0	369	0	4,047	3,558
Preprint In-State Fall 2006	Newspaper Domestic NE/MW								070		404		180			J				407		40.		120		424	1,333
r reprint III-State Fall 2000	Newspaper Domestic	0	70	0	10	(2	0	970	0	101	0	180	(, ,	, () (3	0	137	_ (164	0	120	J 0	424	1,333
Preprint Out-State Fall 2006	NE/MW	0	0 0	0	12		0	0	2,976		724	n	1,139		1 .	2,333	3 (2,467	0	516		671	0	762	2 0	6,750	4.851
-1	Newspaper Domestic		1	l	12			-	2,370	-	, 24		1,100	<u> </u>	1	2,000	1	2,407		310		31	 	702	1	2,700	.,30
Other/Unknown	NE/MW	0	0	0	0	0	0	0	0	C	0	0	1	(0			1			l				1	0	1
	Newspaper Domestic														1										1		
TMG Out of State Insert	NE/MW	0	0	0	0		0	0	0	0	1		0													0	1
Valencia ESI	Newspaper Domestic																										
Valassis FSI	NE/MW	0	0	0	0	(0	0	1		0		4.000			0.000		0.455		0.77	_					0	
TOTAL Newspaper Domestic NE/MW:	Niche Markets	0	70	0	22	C	2	0	3,947	0	826	0	1,320	1	0	2,333	5 0	2,470	0	653	0	835	0	882	2 0	7,174	6,184
FL Wedding & Honeymoon Jan/Feb 06	(Bridal/Honeymoon)	_	32	70		441		874	4.4	807		587		734	1 .	510	, ,	222	_	90				20		4,431	5
a rionojmoon oann ob oo	Niche Markets	- 0	32	79	, 9	44	+	0/4	14	807	U	367	-	734	1	510		, 222	0	90		40	0	38		4,401	31
FL Wedding & Honeymoon Jan/Feb 07	(Bridal/Honeymoon)	n	0 0	n	23		341	n	525	n	175	n	67) () (0 0	0 0	n	n			0	() (0	1,131
	Niche Markets	Ť	Ť	ΙŤ	1	Ì	1		320			Ť	, , , , , , , , , , , , , , , , , , ,	<u> </u>	1	<u> </u>	1	T	Ť	Ť	<u> </u>	<u> </u>	t – Ť	<u> </u>	1		
FL Wedding & Honeymoon Jul/Aug 06	(Bridal/Honeymoon)	0	707	0	464	(147	0	128	0	48	0	37	(0	3	3 0	547	0	512		486	0	763	3 0	2,311	1,531
	Niche Markets																										
FL Wedding & Honeymoon Mar/Apr 06	(Bridal/Honeymoon)	0	15	0	13	(1	0	6	0	0	0	4	(0	18	В	47	0	30		19	0	28	3 0	142	39
FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	^	, ,	_	,	_	,	_			547		500													^	1,117
r L vveuding & Honeymoon Mar/Apr 07	(Bridat/Horieymoon)	0	0	0	0		0	0	64	l	517		536	I	1	1	1	1	I	I	I	1		I	1	0	1,117

4/13/20	07

		Octo	oher	Nov	rember	Decer	mber	.lan	uary	Febr	uarv	Ma	rch	Δ	pril	M:	ay	Ju	ne	Ju.	uly	Δu	gust	Sent	ember	To	tal
		2005		2005		2005	2006	2006	2007		2007	2006		2006	2007	2006	2007	2006	2007		2007	2006		2006		YTD 2006	
	Nich Markets	1	†		†	1					 				†		† <u> </u>	1		†	1	1	1		1		
FL Wedding & Honeymoon May/Jun 07	(Bridal/Honeymoon)	0	0	0	0	0	0	0	0	C	0	0	38													0	38
TOTAL Niche Markets (Bridal/Honeymoon):		0	754	79	509	441	490	874	737	807	740	587	683	734	0	531	0	816	0	632	2	553	3 0	83	0 0	6,884	3,913
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	0	39	(34	. 0	18													0	91
Audubon Nov/Dec 06	Niche Markets (ECO)	0) (0	167		72	0	2	(0	0	1	(0	0	0	0	0	0)	0 (0 0		0 0	0	242
Audubon Mar/Apr 07	Niche Markets (ECO)	-) (0	0		1		<u> </u>	_	2				<u> </u>		_	<u> </u>						0	3
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)		1		, 0		, 0				<u> </u>				<u> </u>					 	1	1	1			0	160
·		0) (0	0	0	0	0	0		0	0	168									<u> </u>	-		+	0	100
Echo Encounter Mar 07	Niche Markets (ECO)	0) (0	0	0	0	0	0	C	0	0	1													0	1
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	0	0	199				2													0	201
FL Echo In State Spring 2007	Niche Markets (ECO)	0) (0	0	0	0	0		0	0	86													0	86
TOTAL Niche Markets (ECO):		0		0	167	0	72	0	241	0	34	0	278	0	0	0	0	0	0	0)	0 (0 0		0 0	0	792
(200).	Niche Markets	<u> </u>																									
FL Fishing & Boating Guide	(Fishing)	0	0	0	0	0	1	0	1	C	1	0	0	0	0	0	0	0	0	0)	0 (0 0		0 0	0	3
TOTAL Niche Markets (Fishing):		0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0)	0 (0		0 0	0	3
Golf Magazine	Niche Markets (Golf)	0) (0	0	0	0	0	3				1													0	4
Other/Unknown	Niche Markets (Golf)	0	0	0	0	0	0	0	0	C	0	0	1														1
TOTAL Niche Markets (Golf):		0	0	0	0	0	0	0	3	0	0	0	2	0	0	0	0	0	0	0		0 (0		0 0	0	5
	Niche Markets																										
AARP September 06	(Senior)	703	1,106	191	195	75	34	0	1	1	1	0	0	(0	0	0	0	0	0)	0 (0 0	2,18	8 0	3,158	1,337
A A D.D. Mary/Arr 0.7	Niche Markets																										
AARP Mar/Apr 07	(Senior)	0) (0	0	0	0	0	2		2		4,186													0	4,190
TOTAL Niche Markets (Senior):		703	1,106	191	195	75	34	0	3	1	3	0	4,186	0	0	0	0	0	0	0)	0	0	2,18	8 0	3,158	5,527
Miami - WSVN FOX	Target Markets	0) (0	0	0	1	0	0	C	0	0	0	2	0	4	0	5	0	5	5	0 :	2 0		0 0	18	1
Miami - WTVJ NBC	Target Markets		(0	0	0	0	0	(0	0	0	8	0	3	0	1	0)		0	C		0	12	0
Miami/Ft Laud WBFS	Target Markets	0) (19	0	0	0	0	0	(0	0	0		0	2	0	2	0) 1	1	0 .	1 0		0 0	29	0
Miami/Ft Laud WFOR	Target Markets				0	0	0	0	0		0	0	1	1	0	8	0	3	0) 5	5	0	1 (0	18	1
West Palm Beach - WFLX	Target Markets				0	0	0 0		0		0 0	0	0		0	_	0	2	-	,	1	0			-	3	0
West Palm Beach - WPBF	Target Markets	1		1	0	0	0	2	0	1	0	0	0		0	0	0	0	0) 0		0 /	0 0		0 0	5	0
West Palm Beach - WPEC	Target Markets		1	'	0	0	0	2	0		0	0	0		0	0		- 0	0	0		0 1	0 0		0 0	4	0
West Palm Beach - WPTV NBC	Target Markets	0) (0	0	0	0	0		0	0	0		0	0	0		0	2	2	0 1	0 0		0 0	12	0
	rarget markets	1		20	0	0	4	2	0	4	0	0	4	20	0	20	0	45	0	16	2	0 .	2 0		0 0	101	2
TOTAL Target Markets:	Television	-		20		0	<u>'</u>		0	_	U	U	'	20	U U	20	U	13	U	10	,	0	o u		0 0	101	20
Florida Cable Program		0) (0	35	0) 1	U	3		,	0)	0	,	0		0	2	,	0		0	0	39
PITV	Television	0	,	0	0	0	0	0	0		0	0	0	1	0	0	0	0	0	0)	0 (0 0		0 0	1	30
Total Television:	T I A	0) (0	35	0	1	0	3	U	0	0	0	1	0	0	0	0	0	0	,	0 (0		0 0		39
FL Official Tvl Ind Jan-Dec 07	Travel Agent Directories						,																			0	2
FE Official 1 VI III d Jan-Dec 07	Travel Agent	-	, ,		, 0	U	, 0	U							1		1			1	+	1	+	1	+	Ü	
TIA See America	Directories				0	0		0	1				0													o	1
TOTAL Travel Agent Directories:		0		0	0	0	0	0	2		0	0	1		0	0	0	0	0	0		0 (0		0 0	0	3
		Ť				U	0				-			,		U		U	_	-					0 0	J	
SUBTOTAL NICHES:		814	3,479	389	1,479	798	1,283	1,470	5,950	1,006	2,688	1,354	7,491	1,235	0	3,459	0	5,098	0	2,719) (2,294	\$ O	4,74	7 0	25,384	22,361
Website Leads:																											
aaa - AAA Going Places		6	6 (0	1	0	0	36	0	C	0	1	0	52	0	67	0	8	0	12	2	0 140	0 0		0 0	322	1
aaa.ParadiseCoast.com		260) (223	0	0	1	0	3	366	5 2	0	42	(0	0	0	0	0	0)	0 (0 0		0 0	849	48
af - Arthur Frommers		0) (1	2	0	0	68	10	38	1,238	1	90	2	0	0	0	0	0	0)	0	1 0		0 0	111	1,340
au - Audobon		0) (4	112	2	37	8	9	1	3	34	5	3	0	0	0	2	0	0)	0 (0 0		0 0	54	166
cp - paradisecoast.com		0) (0	0	0	0	0	0	C	0	0	0	(0	1	0		0			0			0	1	0
cs - Convention South		0) (0	0	0	0 0	0	0		0 0	0	0		1		0 0	0	0) (1)	0	1 1		0 0	2	2
df - paradisecoast.com	+	1 1	1 0	0	0 0	0	0 0	0	0		0 0	1	0	-	0	1	0	0	0) 0		0 0	0 0	1	0 0	8	0
echo-paradisecoast.com) (0	0	0	0 0	0	0		0	·	69	<u> </u>	 	<u> </u>	l 	t – ř	–	Ť	1	1	} 	1	Ť		
ek - Every Kiss Magazine		-	1 0		0	0	0	0	0	1	0	0	03	-	0	0		0	-	0	1	0	0	1	0 0	1	0
	+	- 0			0	0	0	0	0	 	0	0	0		0	0	0	0	- 0	0	1	0	1 0	1	0 0	2	0
fg - Summer Family Getaway			1 -		0	- 0	. 0	0	0	1	1 0	0	0	_	1 0	0	1 0	0	-	1 1	1	0	1 0	1	0 0	1/2	0
fly - Southwest Airlines Inflight magazine Spirit	-	53		78		5	3	2	3	3	0	0	0	(0	0	0	1 1	0	1 1		0 (0 0	1	0 0	143	8
free - 4th Night Free ads	-	23) (21		0	0	21	0		. 0	1	0	20	0	2	0	4	0	2	-	0 (1	0	94	0
fv - FLAUSA Official Vacation Guide (2005)		0) (50	7	0	6	2	9	54		28	2	56	0	32	0	5	0	22	4	U 6	1 0		0 0	310	48
golf - Play FL Golf		0) (0	0	0	0	0	879	C	217	1	9	(0	0	0	0	0	0)	0 (0 0		0 0	1	1,105
gt - Group Tour		0) (0	0	0	0	0	1	1	0	5	0	(0	0	0	0	0	1	1	1 (0 0		0 0	7	2
gtl - Group Tour Leader	l .		0	0	0	1	1	2	2		0	2	0	(0	0	0	0	0	0)	0 :	3 3	1	0 0	8	6

4/13/2007

		Octo	October November Dec				nber	.lan	uary	February March			rch	Ap	ril	M:	May June			Jul	lv	Δ::	gust	Sente	ember	To	ıtal
		2005				2005		2006	2007		2007		2007		2007		2007		2007					2006		YTD 2006	
ip - Florida International Travel Planner		2003	2000	2003	2000	2003	2000	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	41	110 2007
is - Preprint In-State		7	1,769	1	1,793	1	1,461	4	723	- 1	374	0	197	5	0	12	0		0		0	1 13	0	49		544	6,317
mb - Modern Bride		,	1,769	3	1,793		1,461	1	723	0	3/4	0	197	26	0	13	0	5	0	5	0	1 13	0	49) 0	44	0,517
mh - Miami Herald		- 0	1,895	28	2,066	23	1,267	- 0	804	0	486	4	314	20	0	- 0	0	4	0		0	87	0	727	7 0	878	6,832
ml - MNI Home Network		1	1,093	20	2,000	23	1,207	10	004	25	400	1	314	0	0	0	0		0		0	0/	0	121		44	0,002
nta - NTA Courier		0	0		0		0	19	0	20	0	- 0	0	0	0	0	0	0	0	0	0		0) (1	
os - Orlando Sentinal		0	0	0	0		0	0	0	0	0	1	0	0	0	0	0	0	0	- 0	0	,	0) 0	<u>'</u>	
pb - Palm Beach Post		21	20	1	0		0	22	0	0	0	0	0	0	0	0	0	0	0	1	0		0	400	- 0	100	32
		21	30	0	2		0	22	0	0	- 0	39	- 0	0	- 0	21	0	0	0	0	0	,	0	135) (41	52
pym - Plan Your Meetings rd - Readers Digest		0	0	0	0	1	1	0	1	- 0	1	39	- 1	1	1	0	0	0	0	0	0		0	,) 0	71	
		0	0	0	0		0	0	0	1	0	1	0	0	0	1	0	0	0	- 0	0	, ,	0	() (-	1
sa - Skylights		- 0	0	1			0	4	0	-	4	1	0	3	0	1	0	0	0	- 1	0	4	0) (28	
sl - Southern Living sm - Successful Meetings		1	1	1	0		0	4	0		- 1	1	0	19	0	0	0	1	1	0	0	, ,	0	() (20	2
ta - FL Official Industry Guide		1	1	0	0		0	0	0		7	0	0	0	0	0	0	1	1	0	0		0	,) (2	10
tma - Tennis Life Magazine		0	0	0	0		0	1	1	2	,	0		0	0	0	0	0	0	0	0	,	0) (1	- 10
		0	0	0	0		0	- 1	0	3	- 0	0	0	0	0	0	0	0	0	0	0		0	,) 0	7	2
uf - Undiscovered Florida		0	0	0	0	1	0	1	1	- 0	1	0	0	1	0	0	0	0	0	0	0) (0) (1	
usa - USA Today Meetings Marketplace		0	0	0	0	- 0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	<u> </u>	, 0		
uw - USA Weekends		0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	,	, 0	2	
v v - Valassis Vacation Guide		0	0	0	0	0.0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0) (0	() (122	
wed - Bridal Guide wl - Waterline Magazine		0	0	4	0	60	0	34	0	31	0	3	0	0	0	1	0	0	0	0	0		0	<u> </u>	1 0	133	
		0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0) (0	() (119	45
www.paradisecoast.com		20	0	24	27	2	2 3	41	6	9	/	4	2	4	0	8	0	3	0	2	0) 2	0	() (130	40
www.paradisecoastnaples.com		3	0	0	9	0	11	0	11	0	6	0	5	0	0	5	0	60	0	31	0) (0	22	2 0	130	42
www.sun.paradisecoast.com		3	0	5	0	1	0	3	0		0	0	- 0	0	0	0	0	0	0	0	0	, ,	0		,		
TOTAL Website Leads:		400	3,695	445	4,023		2,791	271	2,470	544	2,371	126		201	2	166	0	95	1	82	1	350	4	1,375	0	4,156	16,031
Collier County CVB Office		3	0	6	0	16	6 0	1	5	1	28	4	52	0	0	0	0	0	0	0	0) (0	(0	31	85
Friend/Relative		10	·	5	0	2	0	9	6	7	2	8	14	0	0	0	0	0	0	0	0) (0	(0 0	41	22
Newspaper		0		0	0	C	0	0	0	0	0	0	5														
Other		10	6	3	0	7	0	23	52	20	43	9	48	16	0	9	0	2	0	4	0	5	0	3	3 0	111	149
Other		3	4	. 2	0	0	0	3	0	2	0	0	0	6	0	19	0	10	0	4	0) 3	0	1	1 0	53	4
Travel Agent		1	0	3	0	C	0	11	2	5	8	5	12	0	0	0	0	0	0	0	0) (0	(0 0	25	22
Unknown		1	0	0	0	C	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0) (0	(0	4	Û
Unknown		0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0) (0	(0	1	1
Unknown		12		25		9	0	29	0	27		19	0	0	0	0	0	0	0	0	0) (0	(0	121	U
Website		0		0		0		0	0	0	Ŭ	0	1														1
TOTAL Blank:		40	10	45	1	34	0	77	65	63	81	45	132	23	0	28	0	12	0	8	0	8	0	4	. 0	387	284
GRAND TOTAL:		1,254	7,184	879	5,502	933	4,075	1,818	8,485	1,613	4,294	1,524	2,856	1,458	2	1,320	0	2,735	1	2,156	1	1,817	4	3,056	0	19,593	26,793
Total Views		155,790		211,611	217,847	181,328	237,603	278,871	367,112	380,408	328,680	312,032	250,609	237,676	0	350,758	0	359,867	0	358,612	0	229,811	0	167,634	1 C	3,224,398	1,645,634
Unique Monthly Visitors		30,215				23,869		40,137	94,903	46,674		48,081	78,290	45,983	0	62,428	0	47,567	0	48,572	0	51,949	0	41,175	5 0	510,967	447,365
2006 Leads & Totals with Current Niche Categor	ies.	,			, .							-,	,,	-,				, , , ,		-,-							
FLAUSA Calendar 06	Consumer Directories	0	0	0	0		ol o	0	0	0	0	0	0	0	0	0	0	0	0	1	0		0	() (1	0
FLAUSA International Travel Planner 06	Consumer Directories	1	0	0	0 0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	. 0	0		0) (3	0
VF Lead Generation - Luxury	Consumer Directories	0	0	0	0		0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		0) (1	0
Visit FL Internet Dialogue	Consumer Directories	0	0	0	0	-	0	10.896	0		0	0	0	0	0	1	0	0	0		0	1	0) (10,898	
Visit Florida Lead Generation - Culture	Consumer Directories	0	0	0	0	10,021	0	10,030	0		0	0	0	0	0		0	0	0	0	0		0) (10,021	0
AAA Going Places Jul/Aug 06	Consumer Magazines	0	0	0	0	10,021	0	n	0	-	0	n	0	n	0	0	0	n	0	229	0	187	n	23	3 0	439	0
AAA Going Places May/Jun 06	Consumer Magazines	0	1	0	0	-	0	0	0		0	0	0	0	0	184	0	387	0	25	0	171			, ,	769	1
Better Homes and Gardens June 06	Consumer Magazines	0		0	0	-	0	0	0	-	0	0	0	0	0	104	0	307 n	0		0	51) (51	
Frommers Budget Tvl Feb 06	Consumer Magazines	0				-		2	0	206	0	496	0	F0	0	4	0	0	0	0	0	1 0	0	,		758	0
Ladies Home Journal Jun 06	Consumer Magazines	0	0	0	0	-	0	2	0	200	0	490	0	30 n	0	4	0	0	0	0	0	55	0	\		55	0
Paddler Magazine July/Aug 06	Consumer Magazines	0				-		0	0	-	0	0	0	0	0	^	0	0	0	0	0) 12	0	,		12	0
Paddler Magazine May/June 06	Consumer Magazines	0	0		0	-	, ,	0	0	-	0	0	0	0	0	0	0	0	0	0	0	12		,		5	0
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	0	1	0	1 1	-	0	0	0	-	0	0	0	0	0	0	0	0	0	0	0	1 -	0		1 1	3	-
Southwest Airlines Spirit Magazine Nov 05	Consumer Magazines	0	1	28	1	72	0	0	0	- 0	0	0	0	1	0	0	0	0	0	2	0	2	0	-		103	
Summer Family Getaway Jul 06	Consumer Magazines	1	0	28	0	12	0	2	0	-	0	0	0	0	0	0	0	0	0	000	0		0		, ,	1,871	
VF/AAA Going Places Contest 06	Consumer Magazines	0	0	0	0	0	0	0	0	- 0	0	0	0	0	0	0	0	2	0	606	0	377	0	886		,	
	CONSUME WayaZines	0	. 0	. 0	. 0		. 0	0	0		- 0	()	()	. 0	- 0	. 0	. 0	. 0	- 0	7,024		8,471	. 0	. (, (15,495	
VI // WW. Comg Fladoc Contect Co	Group Business	·	<u> </u>	1													1						1				

March Marc	I		Octo	her	Nove	ember I	Dacco	nher	lane	ıarv	Eah-	uarv	March		April		Mav		June		1	ılv	۸	nuet	Santa	mher	т.	tal
Management Man																												
New York Professor	Nev	wspaper Domestic	2003	2000	2003	2000	2003	2000	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	110 2000	110 200
Lander March	Chicago Sun Times NE/	/MW	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	5	
Landened Method M	Florida Sun NE/	/MW	46	0	11	0	22	0	13	0	0	0	24	0	20	0	26	6 0	20	0	18	0	0	0	17	0	217	
The Processor of P			0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3	0	0	0	1	0	0	0	5	
Tensor Services Fig. 12 Fig. 12 Fig. 12 Fig. 13 Fig. 13 Fig. 13 Fig. 14 Fig. 15 Fig.	New Miami Herald Apr - Sept 06 NE/	wspaper Domestic /MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3 0		0	0	0		0		0	3	
pages Cally More - Sentend No. Cally 1	Miami Herald TVL May 06 NE/	wspaper Domestic /MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0		0	0	0		0		0	4	
Personal Manus Man			0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2	
am Book Per Michael Michael St. Michael St			0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	5 0	1	0	1	0	1	0		0	8	
Personal Program North Communication	Nev		2	n	0	0	0	n	1	0	0	n	n	n	0	0	n	0 0	n	0	0) 0	n) 0	n	n	3	
Perenburgh Times No. Substitution No. Substitu	Nev	wspaper Domestic	0	n	0	0	1.120	n	651	0	1.366	0	138	n	0	0	0	0	233	0	0) 0	0) 0	0	0	3,508	
Section 1.	Nev	wspaper Domestic	0	0	0	0	.,.20	n	0	0	.,500	0	.50	n	0	0	1	0	0	0	1	0	0) 0	0	0	2	
Section Values Burban (Valuesia) NASAW Section NASAW Sect	Nev	wspaper Domestic	0	0	0	0	0	n	0	0	0	0	0	0	0	0	2	0	1	0	,		0) 0	0	0	3	
Allegone Propriet	Nev	wspaper Domestic	n	n	0	n	1.941	n	n	n	n	n	n	n	n	0	n) 0	n	n	0) 0	0) 0	n	n	1,941	
Justices for Market (PCD) North Market (PCD) O 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Nev	wspaper Domestic	0	0	0	0	.,o +1	n	0	0	0	0	0	n	0	0	0) 0	3 795	0	15	, ,	0) 0	0	n	_	
Substant Conference Management Protected Anthrop (16) Noted Markets (1600) Noted Marke			0	1	0	0	0	0	0	0	0	0	178	0	142	0	55	5 0	-	0	15	. 0	14	1 0	9	0	•	
automat Secographic Provider Malfung (S) Aniche Manneste (ECC) Ani			0		157	0	91	0	235	0	178	0		0						0	2	0	1	0	0	0		
attornal Geographic Travier May 06 None Markette (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			0	0	137	0	0	0	233	0	170	n	n	0	00	0	20 n) 0	n	0	0	0 0	42	0	0	n		
Flast Generation - Boosing Fishing O O O O O O O O O			0	0	0	0	n	0	0	0	0	0	0	0	0	0	483	3 0	203	0	105	0) 0	2	n		
Filed Generation - Boating Finding Finding			0	0	0	0	0	0	0	0	1	0	0	0	0	0	100	0	200	0	100	0	1	0	0	0	3	
F Land Generation - Boating			U	U	U	U	U	- 0	U	U	- '	0	U	0	-	0	- '	0	1	0	' '	, ,	'	U	0	0	J	
isit Florida Load Generation - Boating (Fishing) 0 0 0 0 10,028 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	VF Lead Generation - Boating (Fis	shing)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	5	
Seader's Digest June 06 (Senicr) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	/isit Florida Lead Generation - Boating (Fis	shing)	0	0	0	0	10,029	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10,029	
HamilPane Beach Apr-Jun 06 MainriPane Beach 0 0 0 0 0 0 0 0 0	Reader's Digest June 06 (See	enior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	541	0	95	0	37	0	13	0	701	
able IV-Fishing Apr-Jun 06	Miami/Palm Beach Apr-Jun 06 (Mia	ami/Palm Beach)		0		0	0	0	0	0	0	0	0	0	8	0	3	3 0	1	0)	0		0		0	12	
hicago TV/Cable Apr-Jun 06 Television 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			0	0	0	0	0	0	0	0	1	0	0	0	1	0	4	1 0	1	0	0	0	1	0	0	0	8	
NN Headine News - Chicago Servicion Color Color			0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0)	0		0		0	2	
verglades Angler Television 0 0 0 35 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0				0		0	0	0	0	0	0	0	0	0	3	0	10	0	12	0		0		0		0	25	
Internative Composition Co	Ü			0		0	0	0	0	0	0	0	0	0	1	0	1	0	1	0		0	1	0		0	4	
Itamir WBZL WB	0 0		0	0	0	35	0	0	0	0	0	0	0	0	0	0	5	0		0		0		0		0	5	
Itam/EFT Laud WPLG				0		0	0	0	0	0	0	0	0	0	1	0			3	0	5	0	3	0		0	32	
lew York WABC Apr-Jun 06 Television 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			23	0	0	0	0	0	0	0	0	0	0	0	1	0	12	0	6	0	1	0	4	0	0	0	47	
rew York WNBC Apr-Jun 06		evision	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3 0	3	0	2	2 0	1	0		0	9	
Television 0 0 0 0 0 0 0 0 0				0		0	0	0	0	0	0	0	0	0	20	0	67	0	20	0	1	0		0		0		
riando - WFTV Television 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0				0		0	0	0	0	0	0	0	0	0	17	0	110	0	27	0		0		0		0	154	
riando - WRDQ Television 0 0 0 0 0 0 0 0 0	Orlando - Brighthouse Tele	evision	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	4	0	3	0		0	1	0	13	
ampa/St Pete - Brighthouse	Orlando - WFTV Tele	evision		0		0	0	0	0	0	0	0	0	0	5	0	0	0	6	0	1	0	3	0		0	15	
ampa/St Pete - WTOG Television 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Orlando - WRDQ Tele	evision		0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0		0	5	
ampa/St Pete - WTVT Television 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Tampa/St Pete - Brighthouse Tele	evision		0	0	0	0	0	0	0	0	0	0	0	2	0	11	0	3	0	1	0	2	0		0	19	
ampa/St Pete - WTVT Television 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	ampa/St Pete - WTOG Tele	evision	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3 0	2	0	1	0	1	0		0	7	
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ee America Travel Agent Directories 0 0 14 0 8 0 0 0 0 0 0 0 27 0 0 0 0 0 0 0 0 0	Trav	ivel Agent	0	1	0	0	<u> </u>	n	0	0	1	0	1	n	0	0	0) 0	1	0	0) 0) 0	1	0	4	
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006 LEADS TOTAL: 74 5 215 36 23,359 0 11,800 0 1,914 0 946 0 373 0 1,137 0 5,445 0 8,272 0 9,512 0 955 0 64,002	2006 LEADS TOTAL:		74	U	14	0	8	0	0	0	0	0	0	0			U	0	0	0	0	, 0	U	, 0	0	0	-13	