

Tourist Development Council

April 23, 2007

PARADISE COAST

**Naples, Marco Island, Everglades
Convention and Visitors Bureau**

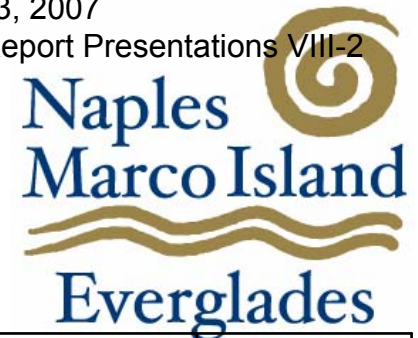


Director's Report

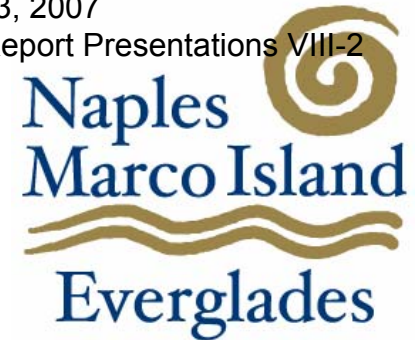
TOURIST TAX COLLECTIONS

- **March (February Stays)**
 - **Actual March 07 vs. March 06: +4.3%**
 - **Projected vs. Actual March +3.7%**
 - **FY 07 (Oct-Mar.) 6 Months + 5.9%**
 - **Calendar '07 vs. '06 (Jan-Mar) +3.9%**

Tourist Tax Collections History



	Jan	Feb	Mar	Apr	May	Jun
1999	\$640,480	\$1,267,608	\$1,306,337	\$1,371,476	\$784,828	\$488,060
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153
2006	\$1,058,211	\$1,735,579	\$2,241,964	\$2,441,129	\$1,500,894	\$954,244
2007	\$1,056,702	\$1,835,999	\$2,338,801			
Projected 2007	\$1,009,100	\$1,825,100	\$2,254,900	\$2,472,500	\$1,400,800	\$870,400



Director's Activities

- **Marco Island Chamber Breakfast Presentation**
- **Collier Lodging Association Board Presentation**
- **Grant Review Committee**
- **Mayor Barnett- Tourism Issues**
- **Florida Tax Watch Annual Meeting on Tourism Issues**
- **Visit Florida Research & FGCU Joint Project on Nature, Heritage & Cultural Tourism**
- **RSW Marketing Staff on UK & European Carriers**
- **International Pow Wow- Anaheim**

Collier County Tourism Research

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Naples Marco Island
Everglades
COAST

2006 European Visitation Data

Presented to:

The Collier County Board of County Commissioners

By:

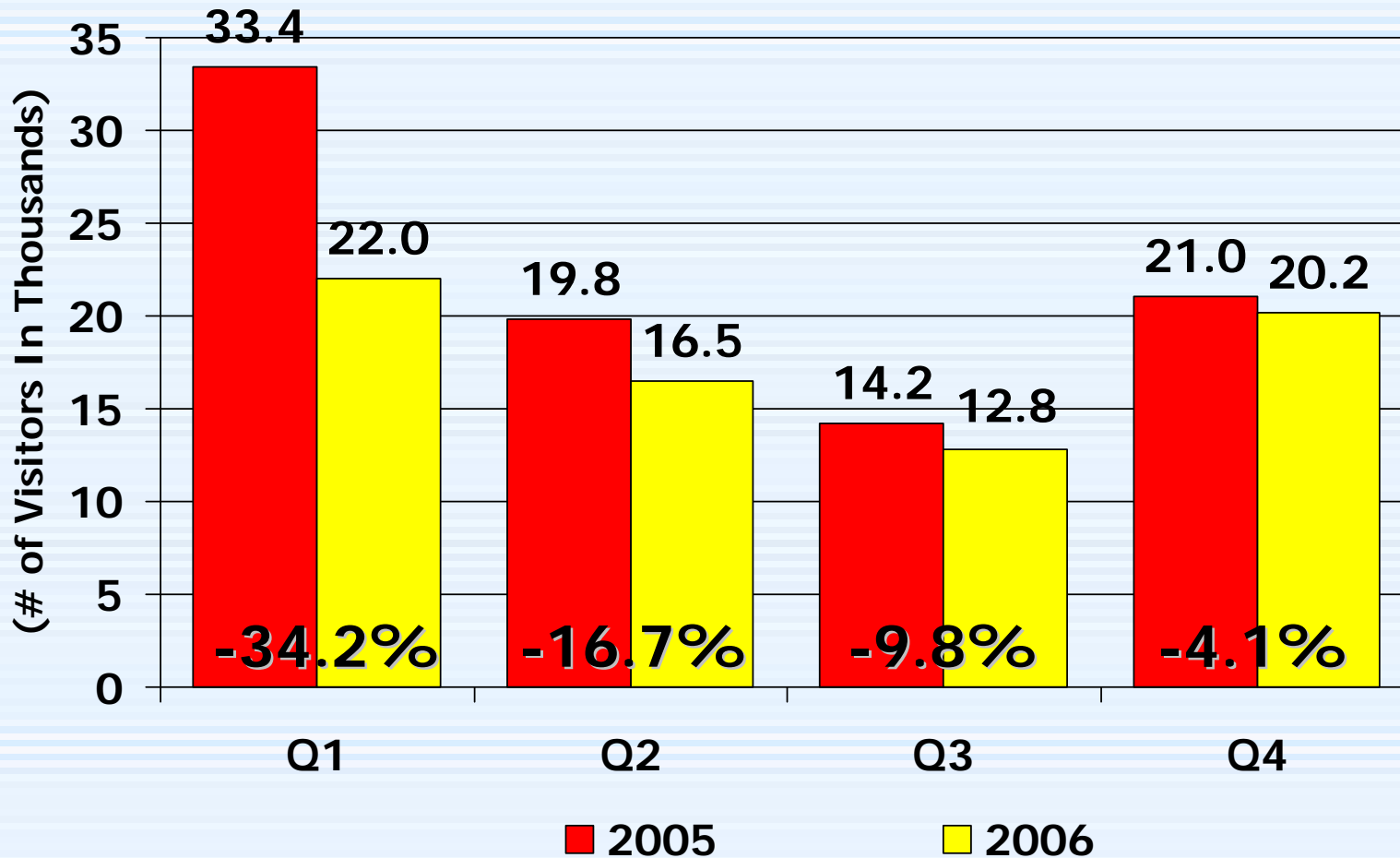
Research Data Services, Inc.

April 2007

U.K. Visitation

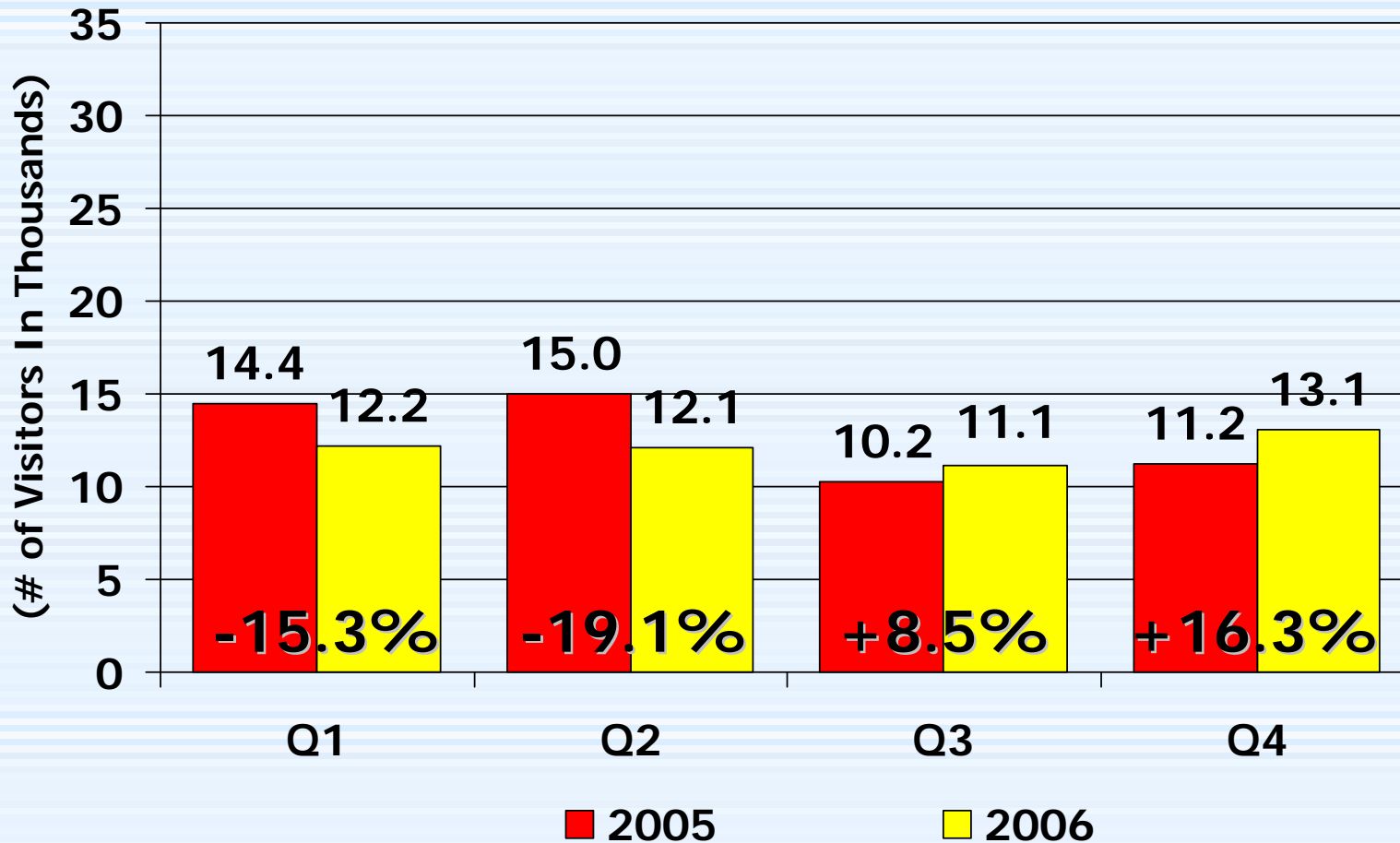
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2005 / 2006



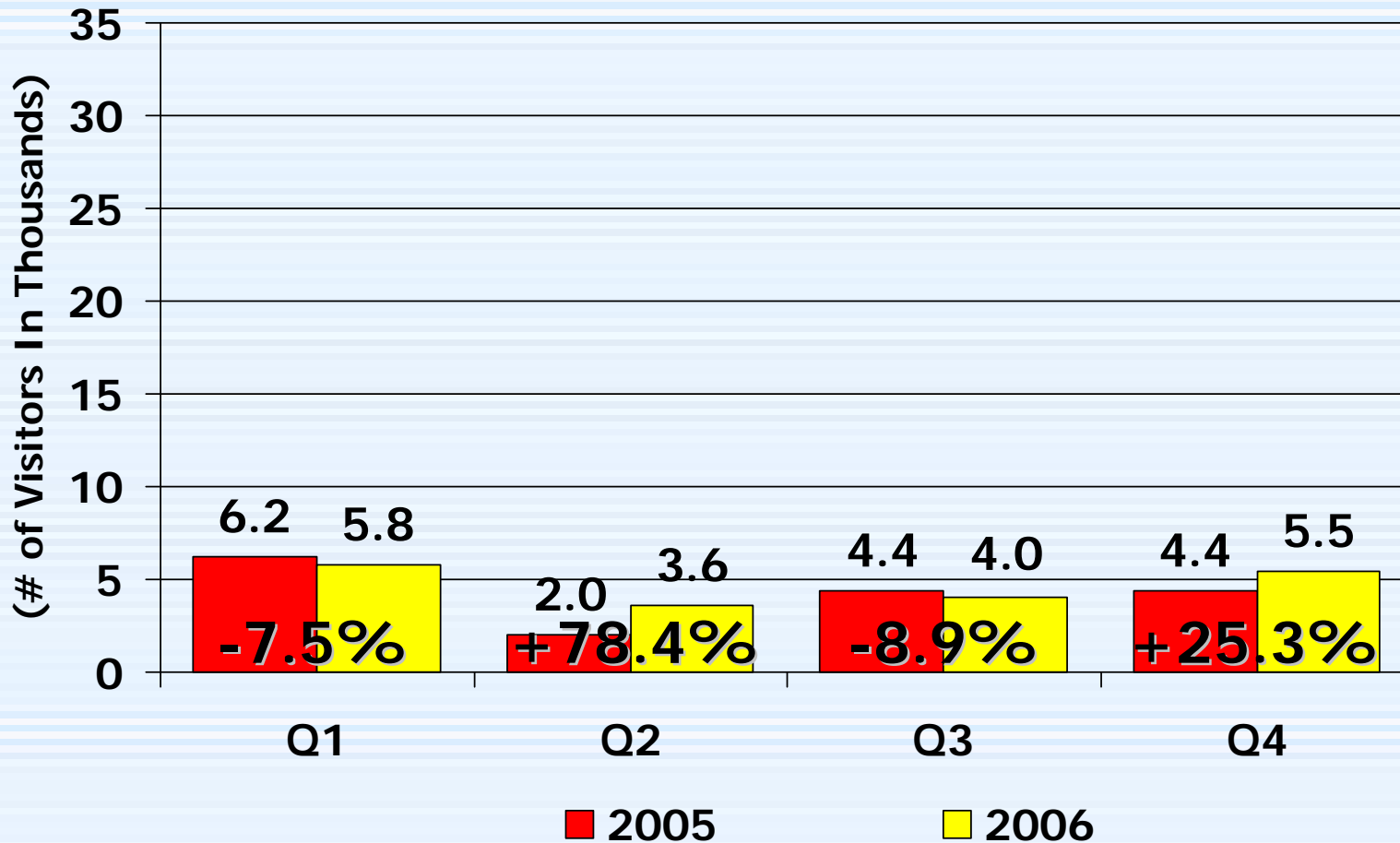
Central European Visitation

2005 / 2006



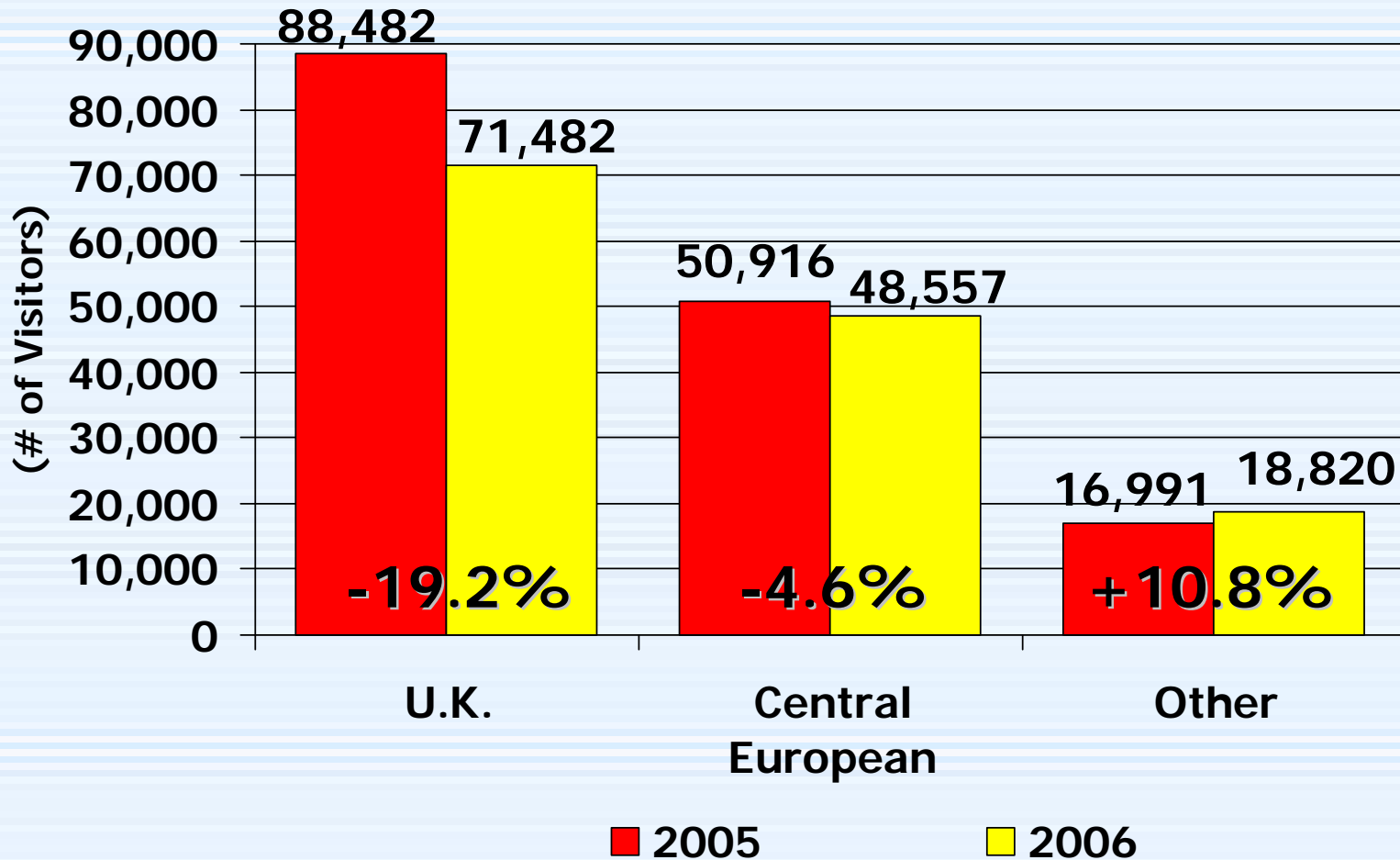
Other European Visitation

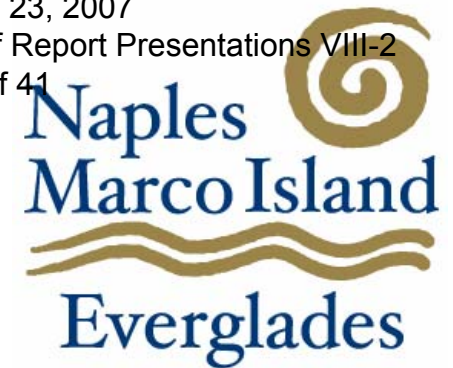
2005 / 2006



European Visitation Data

2005 / 2006

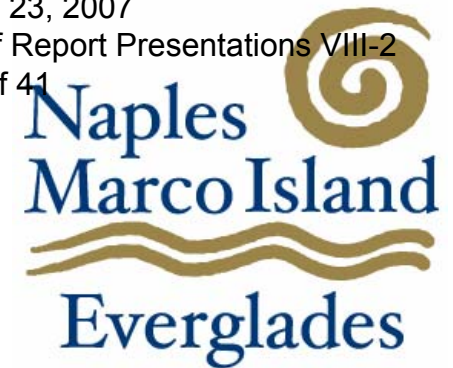




Smith Travel Research

PARADISE COAST

**Naples, Marco Island, Everglades
Convention and Visitors Bureau**



Search Engine Marketing

PARADISE COAST

**Naples, Marco Island, Everglades
Convention and Visitors Bureau**

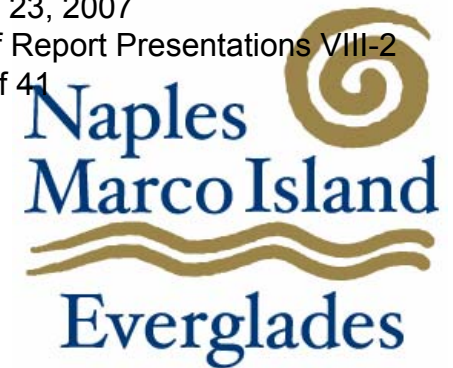
Web Site Trends

	January	February	March
Page Views	367,112	328,680	250,609
Sessions	94,903	85,457	78,290
Contacts	42	34	32

Google Pay Per Click Review					
	Spending	Clicks	CP Click	CP Lead	Convs
March	\$155.01	977	\$0.16	\$3.23	48
February	\$140.00	903	\$0.16	\$4.38	32
January	\$155.05	1,050	\$0.15	\$3.45	45

Yahoo! Search Marketing Pay Per Click Review					
	Spending	Clicks	CP Click	CP Lead	Convs
March	\$159.28	953	\$0.17	\$8.85	18
February	\$141.84	821	\$0.17	\$7.47	19
January	\$153.83	977	\$0.16	\$7.33	21

Top search query clicks	Average top position
naples florida	5
fishing	12
naples fl	4
marco island	8
marco island florida	7
naples	10
north collier regional park	2
marco island fl	7
naples florida tourism	2
big cypress rv resort	2
paradise island florida	2
everglades tours naples	3
coastland center mall	2
big cypress national preserve	5
collier county florida	6
things to do in naples	7
vanderbilt beach and harbour club	7
palm cottage naples	8
thousand islands	15
audrey's attic	6

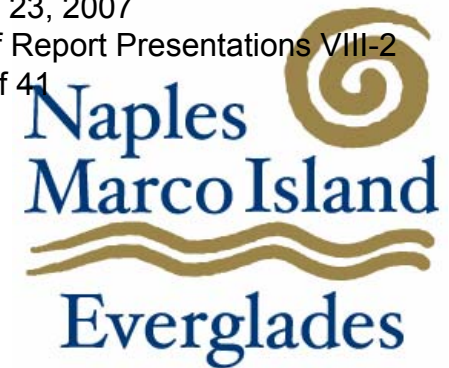


Web Site Activity

Miles Media Group

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Convention and Visitors Bureau

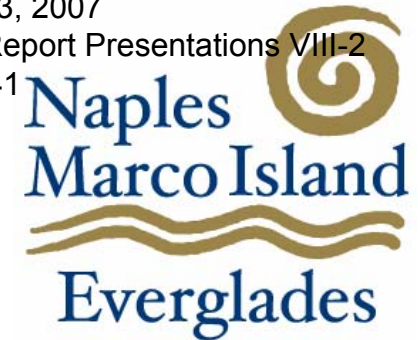


Sales & Marketing

Debi DeBenedetto

PARADISE COAST

**Naples, Marco Island, Everglades
Convention and Visitors Bureau**



March / April Sales Leads Report

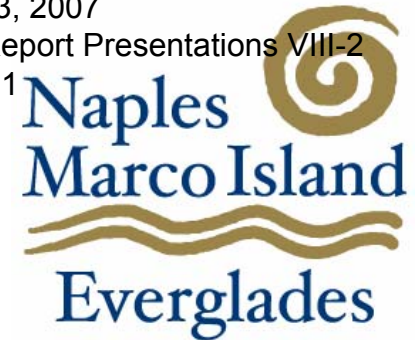
- **17 RFP's sent to hotels since March 14**
 - **5,600 potential room nights**
 - **2 RFP's resulted in booked business**
 - **270 room nights booked**
 - **\$43,200 estimated in business booked**
 - **Based on \$160 ADR plus F&B additional**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Projects working

- 1. American Express Summer Promotion**
- 2. Values In Paradise (VIP) Summer Promotion**
- 3. Tourism Week Luncheon & Awards Planning**
- 4. Explore Your Own Paradise Planning**



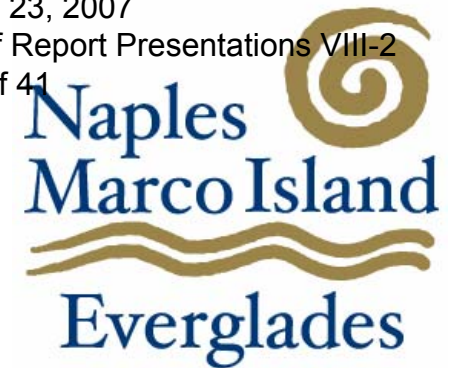
Debi's Trade Shows & Events

- **HSMAI Affordable Meetings - Chicago**
- **Preparation for Upcoming Shows**
 - **POW WOW - Los Angeles**
 - **MILO - New Orleans**



Niccole's Trade Shows

- The Planning Connection – Gainesville
- TSAE Sponsorship – Tallahassee
- Preparation for Upcoming Shows
 - PYM Spring Fling - Atlanta
 - PYM Expo - Orlando



Public Relations & Communications

JoNell Modys

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PR Activities: March-April 07

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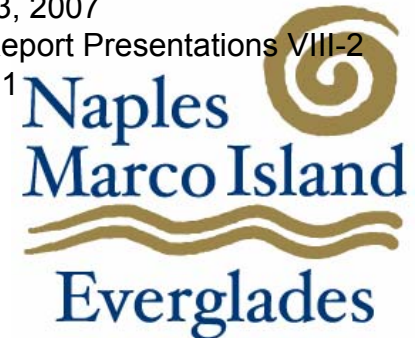


- **Pow Wow – International Media Marketplace**
- **VISIT FLORIDA NYC ‘Spicy Side of Florida’ Food Event**
 - **Buy-in with destination news release**
- **Summer News Release Highlights VIP Campaign**
 - **Many area events and special deals**
- **Preparations for SATW Cent. States Chapter FAM (May)**
- **New employee added to assist PR Dept.**
- **Production planning for Virgin Holidays DVD**



Travel Media In the Destination:

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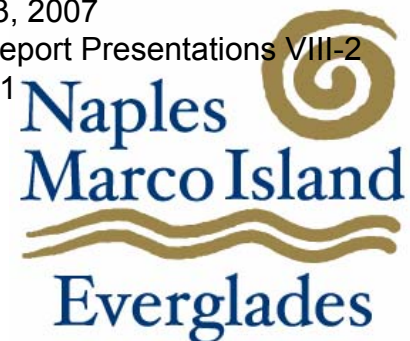


- *NY 1 News Channel* – Destination story on ‘Travel With Val’ April 23. CVB sponsored visit and FAM
- Spa magazine – assisted with Naples area tour
 - Golden Door Spa opening
- Canadian Golf Publications – freelancer recruited from Montreal media event – CVB arranged FAM schedule
- Marco Island Marriott - travel media for rededication event April 17



TOP NEWS CLIPS

April 23, 2007
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Coastal Living magazine named Naples the
#1 of top 10 romantic escapes in Jan/Feb issue.

The story included mention of www.ParadiseCoast.com

There were 262 direct click-through's to our Web site
from the Coastal Living site in January.

Then, the story generated spin-off publicity in
February on CNN.com, which resulted in 9,027 hits to our
Site! From Jan-March this story has generated nearly
10,000 hits to www.ParadiseCoast.com.



TOP NEWS CLIPS

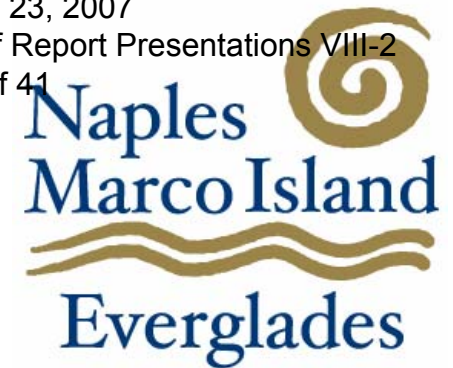
Weather.com

Preview video clips featuring stories from the Everglades and Marco Island “Road Crew” segments are featured in rotation on the Web site.

Topics featured include:

- Finding the Perfect Shell – Marco Island Shelling
- The Stone Crab Capital of the World – Everglades City
- The Ever Changing Look of the Everglades – Overview includes Lake Trafford Airboat, National Park Boat Tour video
- Shhhh! The Fish May Hear You – Kayak fishing the Everglades

The full show airs in October. This was from a CVB sponsored FAM.



Film Office

Maggie McCarty

PARADISE COAST

**Naples, Marco Island, Everglades
Convention and Visitors Bureau**



Film Activity

PRODUCTIONS

- ALEVE® Campaign
- Chadwick's of Boston



WORKING LEADS

15 Active Projects

HBO series ⇔ TV pilot





Film Activity

OPERATIONS

Film FL Legislative industry issues

Permits

2008 Production Guide

Gulfshore Life

TRADESHOWS

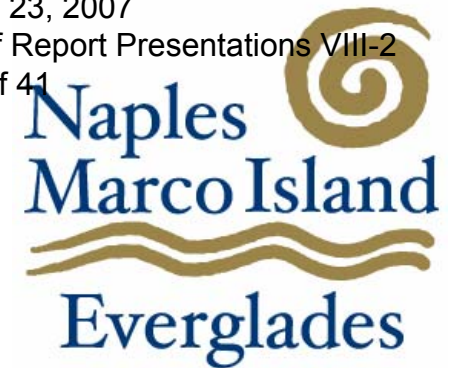
LOCATIONS 2007



Film FL Industry Appreciation Reception



SXSW Client postcard



Sports Marketing

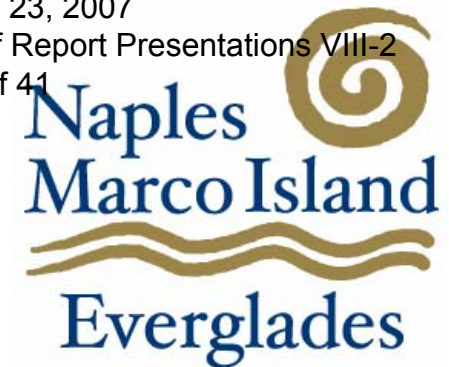
Ralph Pryor

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Sports Marketing



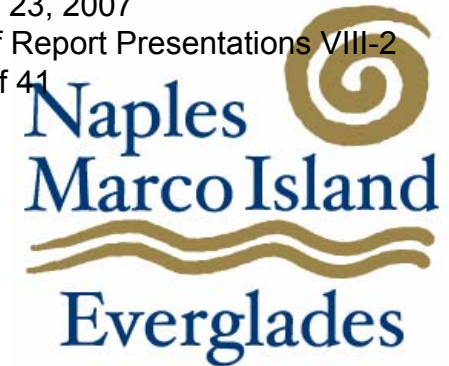
Recent Events:

- **NSA April Fools Classic Girls Fast Pitch Softball Tournament – April 1**
- **Challenge Sports 3 v 3 Soccer Tournament April 7**
- **Bill Longshore Memorial FHSAA Girls Fast Pitch Softball Tournament April 12-14**
- **Florida Youth Soccer Association 14U Girls State Cup – April 14-15**
- **WSA Men’s Slow Pitch Softball Tournament – April 21**

Ralph Pryor



Sports Marketing



UPCOMING EVENTS

- **NSA Men's Super NIT Slow Pitch Softball Tournament – April 28-29**
- **Florida State Soccer Association State Cup Tournament – April 28-29**
- **Naples ATP Challenger Tennis Tournament –April 28-May 6**

Ralph Pryor



Sports Marketing



MEETINGS & OTHER CONTACTS

- Sports Council of Collier County – March 28
- Collier County Hotel & Lodging Association – March 29
- FGCU Internship Update – April 4 & 11

Ralph Pryor



Sports Marketing



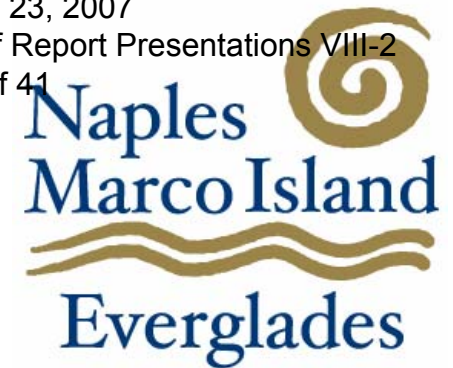
TRADE SHOWS

**National Association of Sports Commissions Sports
Event Symposium – April 17-20**

Educational Sessions

Update on meetings with event owners

Ralph Pryor



Inquiry Reports

Ginny DeMas, Phase V

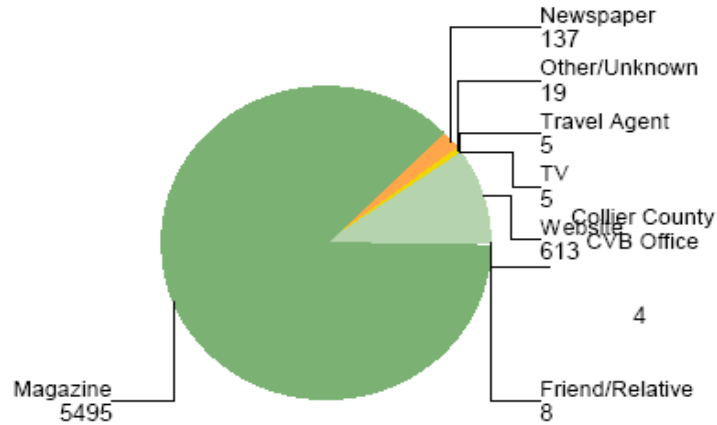
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Collier County CVB Requests by Source

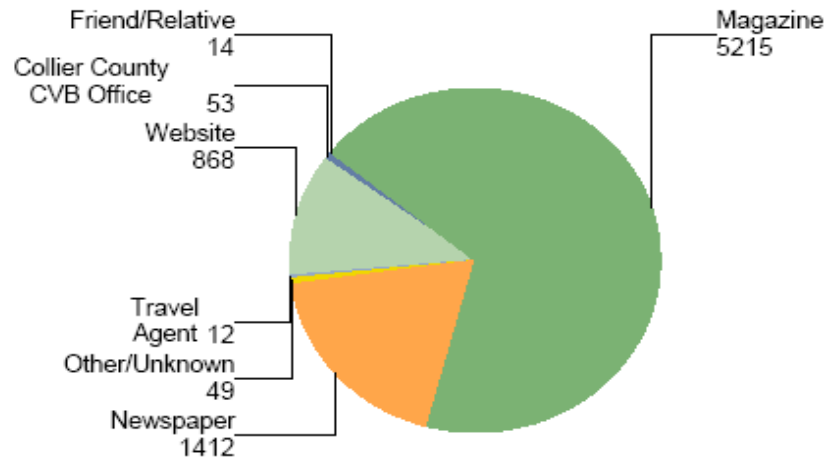
For the Month of March 2006



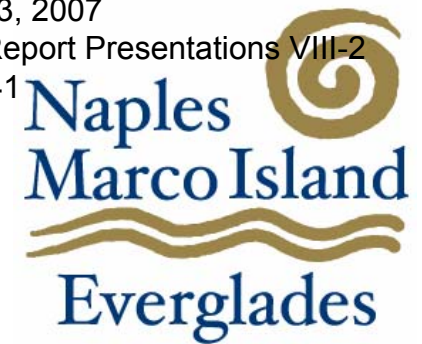
Total Calls:

6286

Collier County CVB Requests by Source For the Month of March 2007

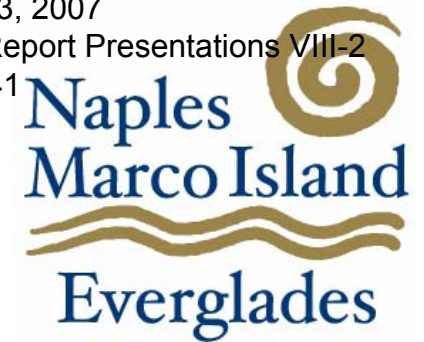


Total Calls: 7623



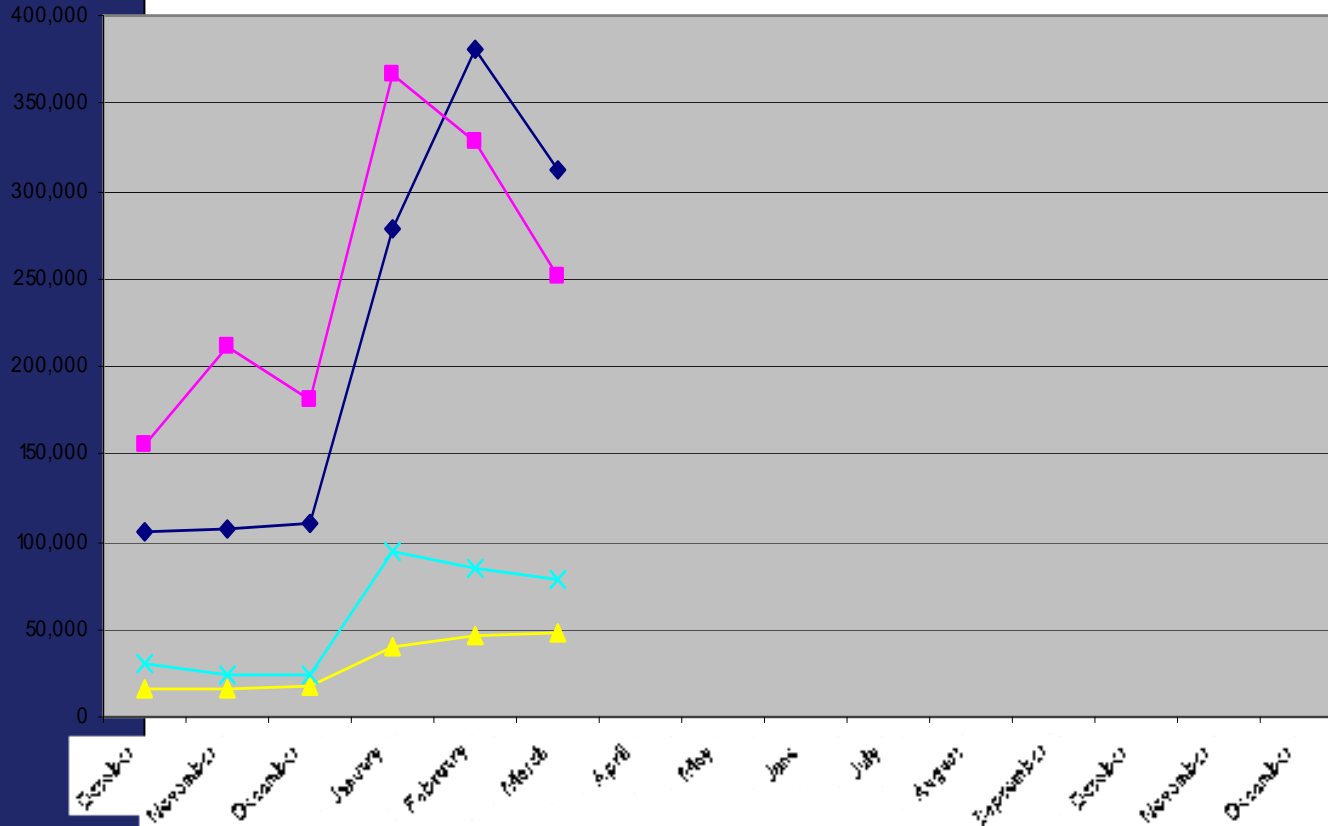
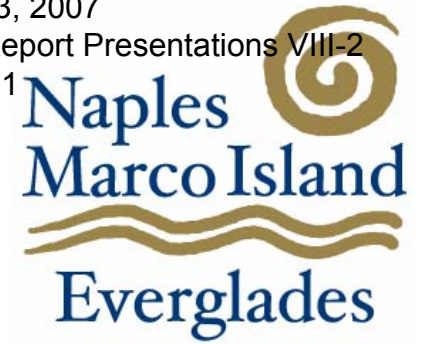
Inquiries - Leading States

- **Florida**
- **New York**
- **Pennsylvania**
- **Ohio**
- **Illinois**
- **Texas**

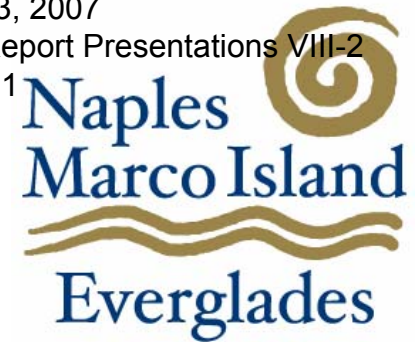


Inquiries - Leading Countries

- **USA**
- **Canada**
- **Germany**
- **UK**

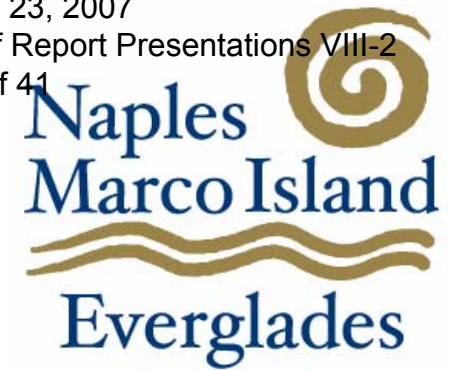


- ◆ Total Views 2006
- Total Views 2007
- ▲ Unique Visitors 2006
- × Unique Visitors 2007
- * (unlabeled)



January 2007 CVB Statistics

- **Special Mailings** **3,038**
- **Hotel Accommodations** **13**



Questions?

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**Naples, Marco Island, Everglades
Convention and Visitors Bureau**