4/00/0007	0441101441 404-11	T	
4/20/2007	Sent out HSMAI Affordable meeting leads to partners		
	Sent out RFP For Reception during Vision Sciences		
	met with Jennifer Hazen Travel Agent Mag	publicataion	discussed potential advertising
	Golf E blast proof - out		
4/10/2007	Attend Chicago Affordable Meeitngs through April 12	Meeting planner show	met several planners with potential business
	sent out leads to partners from Affordable	Meeting planner show	sent out leads to hotels and follow up with planners, email, VG anf MP guide mailed
	collect tourism award nominations spread sheet	partner	80 nominations collected and ready to score
	send 150 pp maps to Marriott for Patti Fee meeting	Meeting planner show	send for in market fulfillment
	attend Marriott event renovation announcement	partner	delebration of new renovations with partners
	judge with panel the tourism award nominations	partner	choose 10 winners out of 80 with judges panel
4/18/2007	write up list of winners and get for trophies and Jacks spee	partner	wrote information needed to present awards at luncheon Tourism week
4/19/2007	Jay Travel Weekly meeting	publicataion	discussed potential advertising
4/19/2007		publicataion	CVB spa guide with Gulfshore
		tour operator	2 days travel and 4 days pow wow with partners and 60 meetings
		partner	much work to get VIP summer CVB Values in Paradise promo going
4/30/2007		partner	remind to take coupon vouchers and be aware of program and thank all participation
5/1/2007	send Shawna 1500 pp maps	Meeting planner show	to promote next years conference in Naples ppmaps in market fulfillment
5/2/2007	site Juliana Mohl all day new German CVB rp	representation Germany	show her around Naples, Marco Island and hotels site all day
5/3/2007	Pow Wow follow up to all	international rep	shared powwow with partners and sent follow up messages to reps from meetings
5/4/2007	New Orleans Milo attended	Meeting planner show	sponsored beverage cart and attended trade show 4 day meetings
5/11/2007	follow up to MILO planners	Meeting planner show	got opportunity to pitch destination for 3 future golf shows
April and May	daily sending out rfp's from planners	Meeting planner show	rfp's coming in to CVB daily for distribution
5/14/2007	Partner reminder on VIP promo, Themes on website	partner	reminders to partners
5/14/2007	solicit committee for Dec MP FAM	Meeting planner show	sent solicit for Meeting FAM
5/4/2007	solict committee for Attractions showcase weeks and Volum	Attractions communication	organization for volunteer fams and attractions promotions
		Meeting planner show	Wanye with Onion conf All day
		partner	prep and lunch awards
5/17/2007		Meeting planner show	prep for Springtime show
		tour operator	to promote attractioons/business to UK guests with virgin holidays incentive
		cvb	fam trip for staff to educate
5/14/2007		Meeting planner show	form committee to host 2209, 2010 and 2011 events with sponsors bring Meeting plann
		Meeting planner show	Terri Odell who needed assistance with transport and off site
5/1/2007		Travel Agents	sent out follow brochures and put in dist list - sent email
	Assisted Thomas Cook fam with lunch and Wootens FAM	tour operator	set up lunch and fam
4/9/2007		Meeting planner show	called and sent email and added to data base
7-Mav		conference planned	to promote destination at the convention
4/18/2007		conference planned	booked with my assistance 5 rooms plus lunch
		Meeting planner show	repeat planner request
		Travel Agents	lead from website follow up
		Meeting planner show	lead from website done
4/10/2007		Meeting planner show	lead from website done
4/10/2007		Travel Agents	lead from website done
4/10/2007	Traver agent icau sent illio	riavei Agents	liead from website done



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 May 2007 Submitted by: JoNell Modys

Late April and May have been extremely busy between travel and accommodating press in the destination. Immediately upon returning from PowWow, we moved right into escorting our group of travel writers on a familiarization tour subsequent to their Society of American Travel Writers conference in Orlando. We had four active writers on the group. One story that will result is an On the Road story from Rand McNally that will feature a driving tour of the Gulf Coast in search of cultural attractions. The Naples Museum of Art and Clyde Butcher's Big Cypress Gallery will be included, as will editor's picks from places to eat, stay and shop along the way.

This year's tourism week celebration and Paradise Coast Star Awards was a great success and received a lot of publicity, including a front page business feature with full photo gallery from the Ft. Myers News-Press. WINK TV featured our guest speaker Scott Ginsberg in a Cribb's Notes feature story and we received television coverage of our tourism impact press conference.

I attended the annual joint conference of Public Relations Society of America's Travel & Tourism section with the Society of American Travel Writers. I met with travel writers from around the country as well as Los Angeles-based travel media.

Publicity highlights include a two page feature in the Chicago Sun-Times that was the result of a CVB assisted individual writer fam last December. This very positive story includes descriptions of accommodations at Lemon Tree Inn in Naples and family Everglades adventures, along with a dolphin cruise in Naples.

The Miami Herald's outdoor writers did a story comparing Everglades Area Tours guide Capt. Laura Lee French to the main character in the Carl Hiaasen novel Nature Girl – I suggested this story angle to Everglades Area Tours. The story has now also run in two other McClatchy owned newspapers in Ohio and Indiana.

American Style magazine's June issue will name Naples as one of the top 25 small arts destinations in the United States.

WORD TRAVELS FAST Detailed Staff Reportising what's hot, what's of pening and what's now, the *Real City* of guidebook series from DK (\$15) is written by

locals about the city in which they live. To keep the information current, the books are linked to a Web site for updates. Page 3C.

EDITOR: Lisa Lenoir TO REACH US: (312) 321-2194, travel@suntimes.com



BY SHARON BLOYD-PESHKIN

DRIVING SOUTHWEST FROM ORLANDO

to Naples you leave behind everything you think Florida is about — entertainment, shopping, retirement communities — and discover what you thought Florida was supposed to be about: oranges, cattle, swamplands and dusty little towns. But just as you settle into the idea that Old Florida still exists, you reach the outskirts of Naples, where golf courses sprout like swamp grass. Construction crews are everywhere, widening the roads, building gated communities, erecting shopping malls. And you realize that if you want to find Old Florida here, it's going to take some effort.

The palm trees were still adorned with holiday lights when we arrived in Naples just after Christmas. We drove past the New Florida hotels and resorts and settled into a relic of the past, the Lemon Tree Inn, a single-story, pastel-yellow structure with a neatly manicured courtyard and a small heated pool. The route to the beach, just

a short walk away, was strewn with upscale shops, galleries and restaurants.

The next morning, we took off for Everglades City, formerly a company town run by Barron Gift Collier, the wealthy advertising man for whom the county is

See EVERGLADES, Page 4C



Dolphins that live in Naples Bay have adapted to human traffic. They love to play in the wake of powerboats. -ALEC BLOYD-PESHKIN/PHOTOS FOR THE SUN-TIMES

DAVE HOEKSTRA



Totally in tune

Musician/politician hits the right key in Marathon

KEY LARGO, Fla. — John Bartus looks out at the Gulf of Mexico and sees a world of tropical beauty. This must be just like when Mayor Richard M. Daley gazes at Grant Park and daydreams of tumbling tumbleweed.

Bartus is the former two-term mayor of Marathon (population 11,000) in the Florida Keys. He also is a popular singer-songwriter who just re-released his CD "Keys Disease." (Radio Active Productions, www.JohnBartus.com.) Bartus sings original songs about palm trees, a tribute to the Challenger and Columbia astronauts and an exotic dancer in Key West.

Daley always has professed to be a big country music fan. And for several consecutive years during Chicago's country music festival I tried to get a comment from Daley on his favorite country music. Anything. Even something about Alabama. I never got a response and finally gave up.

Living his mojo

Bartus puts his mojo where his mouth is.

He is a 45-year-old plain-speaking native of Fort Wayne, Ind. In 1984 Bartus was booked into the Compass Lounge at the Holiday Inn/Marathon Inn as part of a top-40 duo with a singer named Sallie Foster. He never left.

"There was no reason to leave," Bartus said during a February conversation down the road from Marathon at the Caribbean Club (mile marker 104, U.S. 1) in Key Largo. "At that time there were more places to play music for a living on a few square miles than anywhere else I have seen. Of course, that was the tail end of the cocaine cowboys and the smuggling. You could tell when somebody had a deal go down. They'd be in the bar that night buying everybody drinks. The \$100 bills would be like wallpaper."

The Keys are rich with subjects for songs and folks like Jimmy Buffett and Jerry Jeff Walker who took that to the bank. The title track of "Keys Disease" is an Allman Brothers-meets Tex-Mex workout about a guy who was a successful New England attorney. He gave it all up, moved his family to the Keys and has been bartending along U.S. 1 for 30 years.

Trying a new key

Bartus is working on new songs and they reflect new issues in the Keys.

Like Cuban exiles.

"Drugs don't come through any more, but refugees get dropped off at shore," Bartus said. The Keys are ramping up for an exodus of Cubans who are expected after the death of Fidel Castro. Officials are looking at options such as closing down marinas and shutting airports. The U.S. Department of Homeland Security has been conducting mock drills in preparation for any mass migration.

Bartus explained, "What we

See DETOURS, Page 6C



TRAVEL



Alligators glide around in Trafford Lake, where Ski Olesky offers airboat rides for gator and other wildlife sightings. -ALEC BLOYD-PESHKIN/PHOTOS FOR THE SUN-TIMES

EVERGLADES

Old Florida still shines despite urban sprawl

named. Collier helped complete the Tamiami Trail, a road linking Tampa to Miami, by dredging canals to divert water and fill the roadbed, facilitating the transition of a quiet fishing village into a boomtown. Today Everglades City is primarily supported by tourism and fishing — particularly for stone crabs — and though it appears to be a quiet and laid-back place, you'd be hard pressed to buy a small home for less than half a million dollars.

Wildlife haven

We met Capt. Charles Wright and naturalist Laura Lee French at the dock for a guided kayak ecotour of the Ten Thousand Islands National Wildlife Refuge, an offcoast expanse of red mangrove colonies that protect the mainland from ocean storms. Wright's Everglades Area Tours offers numerous ways to lose yourself in the Everglades without getting lost: guided tours by kayak, canoe, bike or foot; power boat and airplane tours; fishing and birding tours; and drop-off, pickup service for backcountry campers.

We motored down the Barron River and through some of the 10,000 islands. This is the only place in the world where alligators (which are freshwater reptiles) and crocodiles (saltwater denizens) meet. It's also home to a wide array of wading birds, including roseate spoonbills, egrets and great blue herons. After zipping through the islands and around barely submerged oyster bars, Wright threaded his way up a small waterway, dropped anchor and placed our kayaks in the wa-

We paddled up through the mangrove canopy, an environment rich with marine and bird life. Wright left his job as an environmental engineer years ago to devote himself to helping visitors explore and appreciate the Everglades. His tours are hands-on

ecology lessons, complete with sunscreen and calluses. While we paddled, he and French pointed out birds, bugs and barnacles, helping us adjust our urban eyes to this unfamiliar environment.

It was easy to feel like we were a million miles away from civilization and its influences, but the impact of housing and agriculture is everywhere here. Plants and animals are affected by what washes down from Lake Okeechobee, from agricultural runoff to exotic plant species, as well as what doesn't: a consistent supply of fresh water. Water has been diverted in the interests of agriculture, roads, housing and golf courses. Already, more than half of the "river of grass" —the unique watershed that made the Everglades an ideal habitat for a host of plants and animals and sustained the Native Americans for more than 10,000 years — has been destroyed. "Paradise has a price," French told us. It was a simple statement that would haunt the rest of our time in southwest Florida.

The price mainly has been paid by wildlife and the indigenous people. Snowy egrets were nearly hunted to extinction to provide plumes for ladies' hats around the turn of the last century; cypress trees were logged to make pickle barrels and stadium seats in the 1920s and 1930s. The ongoing contamination and destruction of wildlife habitat has drastically reduced the populations of many species; 21 are either threatened or endangered. No more than 500 Miccosukee Indians remain in the area.

Corkscrew Swamp Sanctuary

But some people also have been paying the price of preservation. There have been some heroic and highly successful efforts to preserve local habitats and species before it's too late. In 1905, Guy Bradlee, who was hired by the National Audubon Society to protect the egrets from illegal hunting, was murdered by poachers, but his death led to protection for egrets and other birds and eventually to the establishment of the Corkscrew Swamp Sanctuary, a mustsee on the Old Florida itinerary.

The 13,000-acre sanctuary is home to the largest bald cypress forest in North America. Ed Carlson, executive director of the sanctuary, calls it "Muir Woods with alligators and wading birds,"



Capt. Charles Wright and naturalist Laura Lee French conduct guided kayak eco tours of Ten Thousand Islands National Wildlife

harassing an alligator, they're

After we piled aboard the 10-

person boat, our driver, Bubba,

distributed hearing protectors.

We were grateful for them as soon

as he started the engine. We

roared around the lake through

areas too shallow for a kayak.

Bubba called out the names of the

birds that scattered before us:

egrets, herons, greenbacks,

moor-hens, anhingas, roseate

spoonbills, ospreys, purple gal-

lalouls. Eventually we came upon

some small gators sunning them-

gone," he says.

and with good reason: Cypress trees are relatives of the towering Redwoods and similarly in need of protection.

A $2\frac{1}{4}$ -mile boardwalk wends through a small portion of the sanctuary, acquainting visitors with Old Florida's native flora and fauna. In low-lying areas, cypress knees jut up from the ground and the trees host a riot of bromeliads, resurrection ferns, mosses and lichen; in higher, drier areas, slash pines predominate. As you walk past the "lettuce lakes," egrets and ibises practically spill out of the trees; anhingas spread their inky black wings to dry between fishing expeditions. Soon the endangered wood storks will come to nest.

"This is natural Florida. This is what Florida looked like 5,000 years ago," says Susan Schumann-Skehan, who has volunteered here for 16 years.

There's another pocket of Old Florida in nearby Immokalee, where Ski Olesky offers "Airboats and Alligators" tours of Lake Trafford. Olesky is respected for running an ethical airboat business. Unlike some other operators who have been fined for feeding the gators to attract them, Olesky makes no promises about what you'll see on a tour. "If I catch one of my drivers feeding or

EVERGLADES, FLA. Lemon Tree Inn: (239)

IF YOU GO

262-1414; www.lemontreeinn.com **Everglades Area Tours:**

(239) 695-9107; www.evergladesareatours.com Corkscrew Swamp Sanctuary: (239) 348-9151; www.corkscrew. audubon.org

Airboats & Alligators: (239) 657-2401; www.laketrafford.com

Naples Water & Land Tours: (239) 793-7529: www.napleswatertours.com; www.naplessegway.com Naples, Marco Island, **Everglades Convention &**

Visitors Bureau: 800.688.3600; www.paradisecoast.com

selves near the shore. We paused a moment to watch them ignore us. "Let's see if we can find us some bigger ones," Bubba said, and off we went into the marine equivalent of a few dark alleys where I really hoped not to meet a gator, all reassurances of their placid natures notwithstanding. Soon we came upon an 8-footer and an 11-footer, neither of which had the slightest interest in our noisy presence. Still, I decided I was happy not to go swimming in Lake Trafford.

Olesky has been here on Lake

Trafford for 30 years and has offered the airboat tours for the past 10. But despite the bustle of tourist and fishing traffic inside his small bait and tackle shop, the marina still feels like an outpost. "This is Old Florida," he says. "I don't want to modernize

Touring modern Florida

He may be able to protect his small corner of southwest Florida, but modernization is all around. Back in Naples, we went for a Segway tour of modern Florida with Rick Clouston, owner of Naples Water & Land Tours. After a brief lesson on how to ride a Segway, we glided past million-dollar homes and through beautiful public parks. Then Rick Traver took us out into Naples Bay, where three dolphins played in our wake, and down to Port Royal, where Naples meets the Gulf of Mexico. He pointed out a lot that sold for \$11 million, an estate with a 24-car garage, a mansion that sold for \$29 million, and another under construction for \$400 million.

It's no mystery why people want to build homes here. It is a little slice of paradise. But as the human population increases, it threatens to obliterate what's left of Old Florida. That's the

Fortunately, there are federal and state protected lands as well as private efforts to preserve what's natural and native to this area. Old Florida is still here, and it's worth the effort to visit it.

Sharon Bloyd-Peshkin is a Chicago-area freelance writer.

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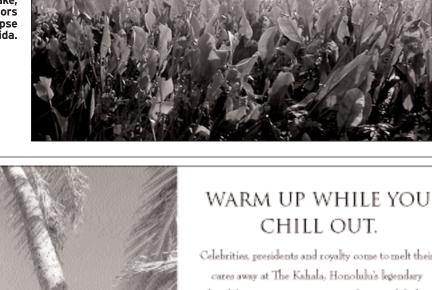
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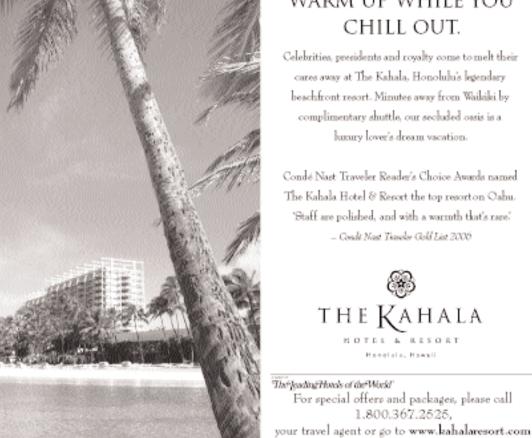
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Birds and fauna abound near Trafford Lake, where visitors can still glimpse Old Florida.





May 29, 2007 Detailed Staff Reports IX 5 of 27



COLLIER COUNTY FILM COMMISSION ACTIVITIES MAY 29, 2007 TDC Meeting

PRODUCTION NOTES

- pbandjpartners tv commercial
- ADR Creative print
- SkyAngel video
- David Ebersohn Productions still photography
- Foundation Design still photography

WORKING LEADS

- "The Waterpark" feature film
- "Thirteen Hours" independent TV spec pilot
- "Creature From the Black Lagoon" feature
- "The Bank Job" feature film
- FX TV pilot/series in development
- Kurtis Productions TV segment
- 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
- Meeting with student filmmaker re: thesis film
- Collier County Human Resources Workshop
- Annual Tourism Luncheon
- Registration AFCI Masters Courses (August "07)
- Production Guide final proof

SCOUT

- "The Waterpark" feature film
- Charles Armstrong, Location Scout

May 29, 2007

Collier County - Call Summary by earlier Reports IX For the Month of April, 2007 and 2006

	Current Year			<u>Previous Year</u>		
Call-Live	475			309		
Data Entry	4562			2,976		
Data Import		3785			2,301	
Data Entry- Manual		777			675	
Colllier County			1			38
RDR Response			759			610
RR-Fulfilled			12			20
Website			5			7
Total Calls	5,037			3,285		

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

PURPOSE	REQUESTS	MINUTES
ACCOMMODATIONS INFORMATION	3	6.35
Collier County CVB Office	1	2.98
Guest Click - Reservations	6	38.33
Help Desk	62	169.38
MEETING PLANNER	1	1.03
VISITORS GUIDE	4,811	1,648.03
Grand Total:	4,884	1,866.12

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

For the months of April 2007 and April 2006

	CURRENT YEAR		LAST YE	<u>AR</u>
SOURCE	REQUESTS	<u>%</u>	<u>REQUESTS</u>	<u>%</u>
Consumer Magazines	37	1%	0	0%
Consumer Directories	102	2%	0	0%
Leisure E-Marketing	692	14%	0	0%
Newspaper Domestic NE/MW	1684	35%	0	0%
Television	20	0%	87	3%
Target Markets	121	3%	0	0%
Niche Markets (Bridal/Honeymoon)	712	15%	0	0%
Niche Markets (ECO)	365	8%	0	0%
Niche Markets (Senior)	1020	21%	0	0%
Collier County CVB Office	1	0%	12	0%
Friend/Relative	9	0%	7	0%
Group Business (Association)	1	0%	0	0%
Magazine	0	0%	2583	82%
Newspaper	2	0%	8	0%
Other/Unknown	44	1%	30	1%
Travel Agent	1	0%	3	0%
Website	0	0%	406	13%
Grand Total:	4811		3136	

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

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
Florida Sun	13	35%
Southern Living July 06	9	24%
Southern Living June 06	9	24%
Women's World	3	8%
AAA Going Places May/Jun 07	2	5%
Southern Living Travel Jun 07	1	3%
Grand Total:	37	

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

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
2006 Official FL Vac Guide	88	86%
2007 Official FL Vac Guide	9	9%
2005 Official FL Vac Guide	2	2%
2006 Family Summer Getaways	1	1%
OTHER/UNKNOWN	1	1%
VF Intl. Travel Planner 06	1	1%
Grand Total:	102	

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

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
ParadiseCoast.com	449	65%
24-7Vacations.com	222	32%
DestinationBrochures.com	14	2%
Visit USA - UK	5	1%
Visit USA - Germany	1	0%
VisitFlorida.com	1	0%
Grand Total:	692	

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

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
TMG Newspaper Insert	1,670	99%
PrePrint In State Fall 2006	9	1%
OTHER/UNKNOWN	3	0%
PrePrint Out State Fall 2006	2	0%
Grand Total:	1,684	

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

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
Florida Cable Program	19	100%
Grand Total:	19	

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

For the month of April 2007

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
Chicago - Comcast	23	19%
Chicago - WLS	11	9%
New York - Comcast	11	9%
Miami/Ft Laud WBFS - TV CH 33	10	8%
New York - WNBC	10	8%
New York - WABC	9	7%
Miami/Ft Laud WPLG - TV CH 10	8	7%
Miami/Ft Laud WSNV - TV CH 7	7	6%
Tampa/St. Pete - Brighthouse	7	6%
Orlando - Brighthouse	6	5%
Chicago - WBBM	3	2%
Miami/Ft Laud WFOR - TV CH 4	3	2%
New York - WCBS	3	2%
Palm Beach - Comcast	3	2%
Orlando - WESH	2	2%
Miami/Ft Laud WSFL - TV CH 39	1	1%
Miami/Ft Laud WTVJ - TV CH 6	1	1%
Palm Beach - WPEC	1	1%
Palm Beach - WPTV	1	1%
Palm Beach - WTVX	1	1%

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

May 29, 2007 Detailed Staff Reports IX 16 of 27

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

PUBLICATION NAME	# OF REQUESTS	<u>%</u>
Grand Total:	121	

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

PUBLICATION NAME	# OF REQUESTS
Niche Markets (Senior)	
AARP Mar/Apr 07	1,020
Niche Markets (Senior)	1,020
Niche Markets (Bridal/Honeymoon)	
FL Wedding&Honeymoon Jan/Feb06	2
FL Wedding&Honeymoon Jan/Feb07	38
FL Wedding&Honeymoon Jul/Aug06	18
FL Wedding&Honeymoon Mar/Apr07	231
FL Wedding&Honeymoon May/Jun07	422
OTHER/UNKNOWN	1
Niche Markets (Bridal/Honeymoon)	712
Niche Markets (ECO)	
Audubon Mar/Apr 07	3
Audubon Nov/Dec 06	1
Audubon/Corkscrew Mar/Apr 07	83
Audubon/Corkscrew Nov 06	9
FL Echo In State Spring 2007	269
Niche Markets (ECO)	365
Grand Total:	2,097

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

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

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

PUBLICATION NAME	# OF REQUESTS
Group Business (Association)	
FRIEND/RELATIVE	1
Group Business (Association)	1
Grand Total:	1

May 29, 2007

Greater Naples, Marco Island & The Everglades CVB

Requests by State

For the Month of April 2006 & 2007

STATE	<u>CurrentYear</u>		<u>PreviousYear</u>	
FL	645	13.70%	394	13.05%
IL	532	11.30%	187	6.19%
WI	428	9.09%	91	3.01%
IN	304	6.46%	84	2.78%
MI	276	5.86%	142	4.70%
PA	186	3.95%	166	5.50%
NY	184	3.91%	198	6.56%
MO	180	3.82%	98	3.25%
ОН	173	3.68%	153	5.07%
NJ	160	3.40%	110	3.64%
IA	148	3.14%	38	1.26%
MN	126	2.68%	53	1.75%
TX	111	2.36%	121	4.01%
AR	103	2.19%	33	1.09%
CA	103	2.19%	126	4.17%
KY	102	2.17%	44	1.46%
GA	93	1.98%	72	2.38%
NE	74	1.57%	15	0.50%
KS	68	1.44%	26	0.86%
MD	65	1.38%	91	3.01%
TN	55	1.17%	53	1.75%
VA	55	1.17%	58	1.92%
NC	53	1.13%	76	2.52%
MA	43	0.91%	54	1.79%
SC	41	0.87%	40	1.32%
СО	37	0.79%	31	1.03%
СТ	35	0.74%	50	1.66%
LA	33	0.70%	44	1.46%
WA	30	0.64%	29	0.96%
OR	29	0.62%	39	1.29%
AL	27	0.57%	38	1.26%
PR	24	0.51%	45	1.49%
ОК	22	0.47%	24	0.79%
MS	21	0.45%	23	0.76%
NV	15	0.32%	12	0.40%
WV	15	0.32%	22	0.73%
DE	12	0.25%	22	0.73%
ME	12	0.25%	10	0.33%
NH	12	0.25%	11	0.36%
RI	10	0.21%	10	0.33%
ND	8	0.17%	2	0.07%
SD	8	0.17%	7	0.23%

PHASE V OF SOUTHWEST FLORIDA, INC.

May 29, 2007

Greater Naples, Marco Island & The Everglades CVB

Requests by State

For the Month of April 2006 & 2007

STATE	<u>CurrentYear</u>		<u>PreviousYear</u>	
AZ	7	0.15%	27	0.89%
UT	7	0.15%	4	0.13%
ID	6	0.13%	7	0.23%
VT	6	0.13%	8	0.26%
MT	5	0.11%	6	0.20%
AK	4	0.08%	2	0.07%
ні	4	0.08%	4	0.13%
NM	4	0.08%	12	0.40%
DC	2	0.04%	1	0.03%
WY	2	0.04%	3	0.10%
MH	1	0.02%	0	0.00%
VI	1	0.02%	2	0.07%
AE	0	0.00%	2	0.07%
Grand Total:	4707		3020	

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

For the Month of April 2006 & 2007

COUNTRY	Current Year		Previous Year	
USA	4,707	97.84%	3,020	96.30%
Canada	35	0.73%	29	0.92%
United Kingdom	19	0.39%	0	0.00%
Germany	18	0.37%	23	0.73%
England (Great Britian)	7	0.15%	41	1.31%
France	3	0.06%	0	0.00%
Pakistan	3	0.06%	1	0.03%
Brazil	2	0.04%	1	0.03%
India	2	0.04%	1	0.03%
Netherlands	2	0.04%	0	0.00%
Spain	2	0.04%	0	0.00%
Belgium	1	0.02%	3	0.10%
China	1	0.02%	0	0.00%
Finland	1	0.02%	0	0.00%
Georgia	1	0.02%	0	0.00%
Indonesia	1	0.02%	0	0.00%
Ireland	1	0.02%	1	0.03%
Italy	1	0.02%	0	0.00%
Mexico	1	0.02%	0	0.00%
Poland	1	0.02%	0	0.00%
South Africa	1	0.02%	0	0.00%
Turkey	1	0.02%	0	0.00%
Argentina	0	0.00%	3	0.10%
Australia	0	0.00%	3	0.10%
Chile	0	0.00%	1	0.03%
Ghana	0	0.00%	2	0.06%
Iran	0	0.00%	2	0.06%
Japan	0	0.00%	1	0.03%
Philippines	0	0.00%	2	0.06%
Slovenia	0	0.00%	1	0.03%
Uruguay	0	0.00%	1	0.03%
Grand Total:	4,811		3,136	_

	October November				Decer		1	nuary	Febr			rch	Ar		M:		T	ine	Ju		Aug		C	ember		otal	
	_	2005	2006	2005		2005	2006	2006	2007	2006		2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006		YTD 2006	
2005 Official FL Vac Guide	Consumer Directories	2005	2006	_	+	2003	2000	110	+	2006	2007	159	2007	2000	2007	2000		11/	2007	2000	2007	71	2007	2000	2007	1.037	117
2006 Family Summer Getaways	Consumer Directories	0	780		113	3 0	271	110	109		0	100	-	70	1	1 00) 0	114	1 0	92	. 0	- / 1	0	0.5	0	1,001	1,274
2006 Official FL Vac Guide	Consumer Directories	0	700	1 () 116	2 0	47) 74		7 57	0	101	1	99	2 2	0 0		0	- 0	0	28	0		0	48	374
2007 Official FL Vac Guide	Consumer Directories	0	-	1 (, ,		47		7 7-	,	37	0	101		00	2	0	-	, ,	-	. 0	20	0		0		27
Other/Unknown	Consumer Directories	0) () 4	1 0	2) 2	U	- ''	0	3	0	, 0		, ,	U	•	U	U	_	0	0	2
VF Intl. Travel Planner 06	Consumer Directories	0) () (0) (, ,	1 1			1	1		1		1		1				1	0	3
VF SIP - Beaches	Consumer Directories	0) () (0				1	_			1	1		_		0		0	0			<u> </u>	1
	Concumor Emotioned	50	054	58	455	51	222	440	103	426	64	450	444	77	402	60	0	447	, ,	96	0	99	0	70	0	1,086	1 708
TOTAL Consumer Directories: AAA Going Places Sept/Oct 06	Consumer Magazines	52	851		155	7 31	322	110	193	126	61	159	114	77	102	69	0	117	0	96	0	99	0	72		197	1,730
AAA Going Places May/Jun 07	Consumer Magazines	0	161	, ,	, ,		0		, (, ,	0	U		0	0	0	, ,		, ,	U	U	U	U	197	U	197	100
Arthur Frommer's Tvl Feb 07	Consumer Magazines	0		, ,	,	, ,	0	,	, ,	, ,	, ,	_	-			2				_	_						22
	Consumer Magazines	0		, ,	, ,) 10) 5	0		0	0	0	0		, ,	0	0	0	0		0	0	23
Atlantic SE Magazine Nov/Dec 06 Conde Nast Traveler	Consumer Magazines	0	_	,	4	2 0		,	,		0	0		0	0	0	0	05.4	, ,	- 50	0	0	0		0	721	- 4
Florida Sun	Consumer Magazines	0	1	1 () () (47) () (0	0	1	0	40	0	0	654		56	0	21	0		0	731	20
		0) () () (1/) () (0	0		0	13	3 0	0	C) (0	0	0	0	(0	4.000	30
Southern Living July 06	Consumer Magazines	0	60) 24		10	(18	3 (15	0	12	0	9	0	0		0	624	0	245		139		1,008	148
Southern Living June 06	Consumer Magazines	0	37	(17		14	(19		15	0	13	0	9	0	0	529	0	274	0	122	0	70	0	995	124
Southern Living Travel Jul 07	Consumer Magazines	0	() (1	0	0	() () () 1	0	C	0	0	0	0	C	0	0	0	0	0		0	0	2
Southern Living Travel Jun 07	Consumer Magazines	0	() () (0	0	(1		1			<u> </u>	1				<u> </u>						ļ	0	3
Women's World	Consumer Magazines	0	() () (0	0	(29		3		2		3	3										0	37
TOTAL Consumer Magazines:		0	259	0	51	0	43	C	84	0	41	0	39	0	37	0	0	1,183	0	954	0	388	0	406	0	2,931	554
Friend/Relative	(Association)														4											1	1
Friend/Relative	Group Business															U	0	U	0	U	U	U	U	·	U		
FSAE Assoc. Resource	(Association)	0					0		1						0	0	0) 0	0		0	0		0	o	1
TOTAL Group Business (Association):	(,	0				0	Ô		1	0	0	0	0	0	1	0	0	0	0	0	0	0	0		0		2
TOTAL Group Business (Association).	Group Business	,						•			,						, ,										
Successful Meetings	(Corporate)	1	C) () (0	0	() (0	0	0	C	0	0	0	0	C	0	0	0	0	0	(0	1	0
TOTAL Group Business (Corporate):		1	0) () (0	0	((0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
` ` ` ` `	Group Business																										
Group Tour Magazine Sept 06	(Leisure)	0	C) (1	0	0	(0	0	17	1	C	0	0	0	0	C	0	0	0	0	0	C	0	1	18
Owner Transl Blanck No. (Bur 00)	Group Business	_																									400
Group Travel Planet Nov/Dec 06	(Leisure) Group Business	0) () () (0	(103	3																- 0	103
Group Travel Planet May/Jun 07	(Leisure)	0					0	(1																	0	1
TOTAL Group Business (Leisure):	(Edidard)	0			1		0		104		17	- 1		0	0	0	0	0		0	0	0	0		0	1	122
24-7Vacations.com	Leisure E-Marketing	55		4 37	7 75	38	88	54			3 308		386	119	222	2 82	2 0	58	3 0	61	0	119	0	191	0	1,033	1,300
Collier County CVB Office	Leisure E-Marketing	0	12-) (1) 00	00) () (3 300	100	1	113	222	02	-	00	1 -	0.	Ľ	113	Ů	101		0,000	4
DestinationBrochures.com	Leisure E-Marketing	2		2 3	2 10) 3	11		1 0	1 6	3 30	1	27	, 3	1/	1 3	2 0	-		6	0	3	0	-		55	104
FLAUSA.com	Leisure E-Marketing	2		3 4	1 10	1	11				30		- 21	3	14	1 1	0		0	0	0	0	0		0	5	10
ParadiseCoast.com	Leisure E-Marketing	0	312)	290	190	218	418	3 527	, (582	447	447	281	449	9 420	0	433) 0	301	0	291	0	173	0	2,954	2,825
VisitFlorida.com	Leisure E-Marketing	0	312	2 (290	190	218	410	5 521		562	447	447	261	449	420	, 0	433	0	301	U	291	U	173	0	2,334	2,023
	Leisure E-Marketing	0) (, () (0) () (0	0	1	_	1	<u> </u>	<u> </u>		ļ						ļ	0	2
VisitFlorida.com - Germany Visit USA - UK	Leisure E-Marketing	0	-	, ,		, ,	0	- '	1 .	, ,	0	0	1	1	1	 	1	!	 		 		ļ	-	 	0	40
	Leisure E-Warkeurig	0	400		270	004	240	(0.4	(74	40	607	907	400	600	F00	_	407	_	200	_	440	_	200	_	4.047	49
TOTAL Leisure E-Marketing:	Newspaper Domestic	57	439	41	379	231	319	484	634	71	966	607	867	403	692	506	0	497	0	368	0	413	0	369	0	4,047	4,243
Preprint In-State Fall 2006	NE/MW	n	70	,	10) (2	(970) (101	n	180	_	٥	0	0	-	3 0	137		164	n	120	0 0	424	1,342
4	Newspaper Domestic	Ū	1	1	1		-	,	370	1	101	<u> </u>	100			1	1			137	<u> </u>	104	<u> </u>	120	1		.,042
Preprint Out-State Fall 2006	NE/MW	0		0 0	12	2 0	0	(2,976	6	724	0	1,139	1	2	2,333	3 0	2,467	, 0	516	0	671	0	762	0	6,750	4,853
	Newspaper Domestic																										
Other/Unknown	NE/MW	0	C) () (0	0	() () (0	0	1	0	3	3										0	4
	Newspaper Domestic																										4.074
TMG Out of State Insert	NE/MW	0	() () (0	0	() () () 1		C)	1,670)										0	1,671
Valassis FSI	Newspaper Domestic NE/MW	0		, ,					, ,																	0	1
TOTAL Newspaper Domestic NE/MW:		0	70		22		0		3.947	,	826	0	1.320	4	1.684	2.333	0	2,470		653	^	835		882		7,174	6.195
TOTAL Newspaper Domestic NE/MW.	Niche Markets	U	//		. 22		- 2		3,947		020	U	1,320		1,064	2,333	-	2,470	U	003	-	000	U	062	U	7,174	0,195
FL Wedding & Honeymoon Jan/Feb 06	(Bridal/Honeymoon)	0	32	2 79	9	441	1	874	1 14	807	7 0	587	1	734	. 2	510	0	222	2 0	90	0	48	0	39	0	4,431	59
· · · · · · · · · · · · · · · · · · ·	Niche Markets		 	† 	† 	 	 		† 	1	t		 	† · · · ·	† – †	1	t	1	t	1	t	,	l 		t		
FL Wedding & Honeymoon Jan/Feb 07	(Bridal/Honeymoon)	0		0 0	23	3 0	341	(525	5 0	175	0	67	0	38	3 0	0		0	0	0	0	0		0	0	1,169
FI W. J.F	Niche Markets																									0.044	4.540
FL Wedding & Honeymoon Jul/Aug 06	(Bridal/Honeymoon)	0	707	7 (464	t C	147	(128	3 (48	0	37	0	18	3 3	3 0	547	0	512	0	486	0	763	0	2,311	1,549
FL Wedding & Honeymoon Mar/Apr 06	(Bridal/Honeymoon)	_	45			, ,		,	, ,	,	, ,	_			_		,	4-7	, ,	20		40	_	0.0		142	30
L Wooding & Holleyilloon Mai/Apr 00	(Brida/HorieyHooff)	0	15		J 13		1 1		, (0	0	4	0	0	18	0	47	0	30	0	19	0	28	0	142	39

FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	0	C) (0	0	0	0	64		517		536		231											0	1,348
FL Wedding & Honeymoon May/Jun 07	Nich Markets (Bridal/Honeymoon)	0	C) (0	0	0	0	0	0	0	0	38		422											0	460
Other/Unknown	Niche Markets (Bridal/Honeymoon)														1												
TOTAL Niche Markets (Bridal/Honeymoon):		0	754	79	509	441	490	874	737	807	740	587	683	734	712	531	0	816	0	632	. 0	553	0	830	0	6,884	4,624
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	() (0	0	0	0	39	0	34	0	18		9											0	100
Audubon Nov/Dec 06	Niche Markets (ECO)	0			167	0	72	0	2	0	0	0	1	0	1	0	0	0	0) (0	0	0	0	0	243
Audubon Mar/Apr 07	Niche Markets (ECO)	0				-		0	1	Ť	ď					Ŭ	·		Ŭ			Ť	Ť	Ť	Ť	0	6
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0			0	0		0			0	0	168		83											0	251
Echo Encounter Mar 07	Niche Markets (ECO)	0			0	0	0	0	0	0	0	0	100		63						1					0	231
		0	,		0			0		U	U	U	- '								1	1			-	٥	204
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	() (0	0	0	0	199				2								.	1				U	201
FL Echo In State Spring 2007	Niche Markets (ECO)	0	C	0	0	0	0	0	0	0	0	0	86		269											0	355
TOTAL Niche Markets (ECO):	Niche Markets	0	0	0	167	0	72	0	241	0	34	0	278	0	365	0	0	0	0	0	0	0	0	0	0	U	1,157
FL Fishing & Boating Guide	(Fishing)	0	d	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	, c	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	0	3
Golf Magazine	Niche Markets (Golf)	0	C	0	0	0	0	0	3				1													0	4
Other/Unknown	Niche Markets (Golf)	0	(0	0	0	0	0	0	0	0	0	1														1
TOTAL Niche Markets (Golf):	NEST - Mark -	0	0	0	0	0	0	0	3	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	5
AARP September 06	Niche Markets (Senior)	703	1,106	191	195	75	34	0	1	1	1	0	0	0	0	0	0	0	0	C	0 0	0	0	2,188	0	3,158	1,337
AARP Mar/Apr 07	Niche Markets (Senior)	0	C) (0	0	0	0	2		2		4,186		1,020											o	5,210
TOTAL Niche Markets (Senior):		703	1,106	191	195	75	34	0	3	1	3	0	4,186	0	1,020	0	0	0	0	0	0	0	0	2,188	0	3,158	6,547
Chicago - Comcast	Target Markets			1											23											0	23
Chicago - WBBM	Target Markets														11											0	11
Chicago - WLS	Target Markets														3											0	3
Miami - WSVN FOX Miami - WTVJ NBC	Target Markets	0	(0 0	0	0	1	0	0	0	0	0	0	2	7	4	0	5	0	5	5 0	2	0	0	0	18	8
Miami/Ft Laud - WBFS	Target Markets Target Markets	0	(10	0	0	0	0	0	0	0	0	0	8	1	3	0	1	0		0	1	0	0	0	12	10
Miami/Ft Laud - WFOR	Target Markets	U		1 18	0	0	0	0	0	0	0	0	1	4	10	Δ 2	0	2	0			1	0	U	0	18	4
Miami/Ft Laud - WPLG	Target Markets			1	U	U		0	U	U	U	U	- '	'	8	0	U	3	0		, ,	1	U		U	0	8
Miami/Ft Laud - WSFL	Target Markets														1											0	1
New York - Comcast	Target Markets														11											0	11
New York - WABC	Target Markets														9											0	9
New York - WCBS	Target Markets														3											0	3
New York - WNBC	Target Markets														10											0	10
Orlando - Brighthouse	Target Markets														6											0	6
Orlando - WESH Tampa/St. Pete - Brighthouse	Target Markets Target Markets			-											2						-					0	7
West Palm Beach - Comcast	Target Markets	1	1	 	H	 	 	1	 						3					1	1	1	 	 		0	3
West Palm Beach - WFLX	Target Markets	0	() (0	0	0	0	0	0	0	0	0	1	0		0	2	0		C	1	0		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	0	5	0
West Palm Beach - WPEC	Target Markets	0	(0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	2	2 0	0	0	0	0	4	1
West Palm Beach - WPTV NBC	Target Markets	0	(0	0	0	0	0	0	0	0	0	0	3	1	3	0	1	0	3	3 0	2	0	0	0	12	1
West Palm Beach - WTVX	Target Markets														1											0	1
TOTAL Target Markets:	Tolovision	1	0	20	0	0	1	2	0	1	0	0	1	20	121	20	0	15	0	16	0	6	0	0	0	101	122
Florida Cable Program PITV	Television Television	0	0		35	0	1	0	3	0		0		0	20	0		0		0)	0		0		0	59
Total Television:	I GIGVISIOII	0			35	0	1	0	3	0	0	0	0	1	20	0	0	0	0		0	0	0	0	0	1	59
	Travel Agent Directories				33		_			U	0	- 0		'	20	0	U	U				U	0	- 0	- 0		3
FL Official Tvl Ind Jan-Dec 07	Travel Agent	0		, (0	0	0	0	1				1													U	
TIA See America	Directories	0	(0	0	0	0	0	1				0					_								0	1
TOTAL Travel Agent Directories: Collier County CVB Office		0	0	0	0	16	0	0	2	0	0 28	0	1 52	0	0	0	0	0	0	0	0	0	0	0	0	31	86
Friend/Relative	1	10	-) -	0	2	0	٥	5	7	20	4 8	14	0	a a	0	0	0	0) 0	0	0	0	0	41	31
Newspaper	1	0) (0	0	0	0	0	0	0	0	. 5	- 0	2	- J		- 0	Ť	t d	†	t	H	ď	J		

Other		10) 6	3	0	7	0	23	52	20	43	9	48	16	44	9	0	2	0	4	0	5	0	3	0	111	193
Other		3	3 4	1 2	0	0	0	3	0	2	0	0	0	6	0	19	0	10	0	4	0	3	0	1	0	53	4
Travel Agent		1) 3	0	0	0	11	2	5	8	5	12	0	1	0	0	0	0	0	0	0	0	0	0	25	23
Unknown		1	(0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	4	0
Unknown		0) () 1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
Unknown		12	2 (25	0	9	0	29	0	27	0	19	0	0	0	0	0	0	0	0	0	0	0	0	0	121	0
Website		0) (0	0	0	0	0	0	0	0	0	1														1
TOTAL Blank:		40	10	45	1	34	0	77	65	63	81	45	132	23	57	28	0	12	0	8	0	8	0	4	0	387	339
GRAND TOTAL:		854	3,489	434	1,515	832	1,285	1,547	6,018	1,069	2,770	1,399	7,623	1,259	4,811	3,487	0	5,110	0	2,727	0	2,302	0	4,751	0	29,819	30,016
Website Leads:		-	•	•																						-	
aaa - AAA Going Places		6	6 (0	1	0	0	36	0	0	0	1	0	52	0	67	0	8	0	12	0	140	0	0	0	322	1
aaa.ParadiseCoast.com		260) (223	0	0	1	0	3	366	2	0	42	0	3	0	0	0	0	0	0	0	0	0	0	849	51
af - Arthur Frommers		0) () 1	2	0	0	68	10	38	1,238	1	90	2	26	0	0	0	0	0	0	1	0	0	0	111	1,366
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	0	0	0	0	0	0	1	0		0		0		0		0	1	0
cs - Convention South		0) (0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	0	2	1
df - paradisecoast.com		1		0	0	0	0	0	0	0	0	1	0	5	0	1	0	0	0	0	0	0	0	0	0	8	0
echo-paradisecoast.com		0) (0	0	0	0	0	0	0	0	0	69		1												
ek - Every Kiss Magazine		0) (0 0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
fg - Summer Family Getaway		0) (0 0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0
fly - Southwest Airlines Inflight magazine Spirit		53	3 (78	2		3	2	3	3	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	143	8
free - 4th Night Free ads		23		21	0	0	0	21	0	0	0	1	0	20	0	2	0	4	0	2	n	0	n	0	0	94	0
fv - FLAUSA Official Vacation Guide (2005)	1	0) (50	7	0	6	2	9	54	24	28	2	56	39	32	0	. 5	0	22	0	61	0	0	0	310	87
golf - Play FL Golf		0) () 0	0	0	0	0	879	0	217	1	9	0	2	0	0	0	0	0	0	0	0	0	0	1	1,107
gt - Group Tour		0) () 0	0	0	0	0	1	1	0	5	0	0	0	0	0	0	0	1	0	0	0	0	0	7	1
gtl - Group Tour Leader		0) () 0	0	1	1	2	2	. 0	0	2	0	0	0	0	0	0	0	0	0	3	0	0	0	8	3
ip - Florida International Travel Planner		0) () 1	0	2	0	4	2	1	3	0	3	3	0	3	0	0	0	1	0	26	0	0	0	41	8
is - Preprint In-State		7	1,769	3 3	1,793	1	1,461	1	723		374	0	197	5	71	13	0	5	0	5	0	13	0	491	0	544	6.388
mb - Modern Bride		,	1,700) 0	1,733		1,401		720	0	1	2	1 1	26	1	6	0	4	0	2	0	4	0	-01	0	44	9
mh - Miami Herald		1	1,895	29	2,066	23	1,267	1	804	2	486	1	314		309	5	0	2	0	1	0	87	0	727	0	878	7,141
ml - MNI Home Network		0	1,030) 20	2,000	20	1,207	10	004	25	400	0	0	0	009	0	0	0	0	0	0	07	0	0	0	44	0
nta - NTA Courier		0) () 0	0	0	0	10	0	20	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
os - Orlando Sentinal		0) (1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0
pb - Palm Beach Post		21	30) 1	0	0	0	22	0	0	0	0	0	0	0	21	0	0	0	0	0	0	0	135	0	199	32
pym - Plan Your Meetings) () 0	0	1	1	0	1	0	1	39	1	1	1	0	0	0	0	0	0	0	0	133	0	41	5
rd - Readers Digest		0) 0	0	,	0	0	0	1	0	0.0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
sa - Skylights		0) () 0	1	0	0	0	0	1	0	1	0	3	0	1	0	0	0	1	0	2	0	0	0	9	1
sl - Southern Living		1		1	0	0	0	4	0	'	1	1	0	10	0	,	0	0	0	0	0		0	0	0	28	1
sm - Successful Meetings		1	1	, ,	0	0	0	- 4	0		0		0	19	0	0	0	1	0	0	0	0	0	0	0	20	1
ŭ .		1) 0	0	0	0	- 0	4	0	7	0	0	0	0	0	0	- 1	0	0	0	0	0	0	0	- 3	11
ta - FL Official Industry Guide		0) () 0	0	0	0	1	1	2	7	0	2	0	1	0	0	0	0	0	0	0	0	0	0	4	.,
tma - Tennis Life Magazine		0	, ,	1 0	0	0	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
uf - Undiscovered Florida		0) () 0	0	1	0	1	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3	2
usa - USA Today Meetings Marketplace		0	, (0	0	- 0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
uw - USA Weekends		0	, (0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
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	0	122	0
wed - Bridal Guide		0) (4	0	60	0	34	0	31	0	3	0	0	0	1	0	0	0	0	0	0	0	0	0	133	0
wl - Waterline Magazine	ļ	0	, (1 1	0	1	0	0	0	0	0	0	0	0	15	0	0	0	0	0	0	0	0	0	0	2	15
paradisecoast.milesmediagroup.com	ļ	.	1	-	.	!	!								15						.		.			0	15
www.newsletter.paradisecoast.com						_	<u> </u>		_				_		5					_						140	5
www.paradisecoast.com		20	, ,	24	27	2	3	41	6	9	7	4	2	4	10	8	0	3	0	2	0	2	0	0	0	119	55
www.paradisecoastnaples.com		3	3 (0 0	9	0	11	0	11	0	6	0	5	0	4	5	0	60	0	31	0	9	0	22	0	130	46
www.sun.paradisecoast.com		3	3 (5	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	U
TOTAL Website Leads:		400		445		101		271	2,470	544		126	742		489	166	0	95	0	82	0	350	0	1,375	0	4,156	16,511
Total Views		155,790			217,847	181,328		278,871	367,112	380,408	328,680	312,032	250,609		247,900	350,758	0	359,867	0	358,612	0	229,811	0	167,634	0	3,224,398	1,893,534
Unique Monthly Visitors		30,215	54,529	24,317	59,941	23,869	74,245	40,137	94,903	46,674	85,457	48,081	78,290	45,983	73,191	62,428	0	47,567	0	48,572	0	51,949	0	41,175	0	510,967	520,556
2006 Leads & Totals with Current Niche Categorie	es:																										
FLAUSA Calendar 06	Consumer Directories	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
FLAUSA International Travel Planner 06	Consumer Directories	1	(0	0	1	0	0	0	0	0	0	0	1	0	0	0	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	0	0	0	1	0
Visit FL Internet Dialogue	Consumer Directories	0) (0 0	0	0	0	10,896	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	10,898	0
L																	-										

Visit Florida Lead Generation - Culture	Consumer Directories	0	0	0	0	10,021	0	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	0	229	0	187	0	23	0	439	0
AAA Going Places May/Jun 06	Consumer Magazines	0) 1		0	0	0	0	0	0	0	0	0	0	0	184	0	387	0	25	0	171	0	2	0	769	1
Better Homes and Gardens June 06	Consumer Magazines	0	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	0	0	0	51	0
Frommers Budget Tvl Feb 06	Consumer Magazines	0	0) (0	0	0	2	0	206	0	496	0	50	0) 4	0	0	0	0	0	0	0	C	0	758	0
Ladies Home Journal Jun 06	Consumer Magazines	0	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	55	0	0	0	55	0
Paddler Magazine July/Aug 06	Consumer Magazines	0	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0	0	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	0	0	0	5	0	0	0	5	0
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	0) 1	C	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	2	0	1	0	6	2
Southwest Airlines Spirit Magazine Nov 05	Consumer Magazines	1	0	28	0	72	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	0
Summer Family Getaway Jul 06	Consumer Magazines	0	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	606	0	377	0	886	0	1,871	0
VF/AAA Going Places Contest 06	Consumer Magazines	0	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7,024	0	8,471	0	C	0	15,495	0
Group Travel Planet	Group Business (Leisure)	0	0) (0	53	0	0	0	158	0	0	0	0	0	59	0	0	0	82	0	0	0	C	0	352	0
Chicago Sun Times	Newspaper Domestic NE/MW	0	0) 4	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	C	0	5	0
Florida Sun	Newspaper Domestic NE/MW	46	6 0) 11	0	22	0	13	0	0	0	24	0	20	0	26	0	20	0	18	0	0	0	17	0	217	0
Ft. Lauderdale Sun Sentinel	Newspaper Domestic NE/MW	0	0) (0	0	0	0	0	0	0	0	0	0	0) 1	0	3	0	0	0	1	0	C	0	5	0
Miami Herald Apr - Sept 06	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0		0	0	0		0		0	3	0
Miami Herald TVL May 06	Newspaper Domestic NE/MW	0	0) (0	0	0	0	0	0	0	0	0	0	0) 4	0		0	0	0		0		0	4	0
Naples Daily News - Editorial	Newspaper Domestic NE/MW	0) 1	C	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	C	0	2	1
Orlando Sentinel 06	Newspaper Domestic NE/MW	0	0) (0	0	0	0	0	0	0	0	0	0	0	5	0	1	0	1	0	1	0		0	8	0
Palm Beach Post	Newspaper Domestic NE/MW	2	2 0) (0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	3	0
Preprint In-State Nov 05	Newspaper Domestic NE/MW	0	0) (0	1,120	0	651	0	1,366	0	138	0	0	0	0	0	233	0	0	0	0	0	C	0	3,508	0
St. Petersburgh Times	Newspaper Domestic NE/MW	0	0) (0	0	0	0	0	0	0	0	0	0	0) 1	0	0	0	1	0	0	0	C	0	2	0
Tampa Tribune	Newspaper Domestic NE/MW	0	0) (0	0	0	0	0	0	0	0	0	0	0) 2	0	1	0	0	0	0	0	C	0	3	0
Vacation Values Sunbelt (Valassis)	Newspaper Domestic NE/MW	0	0) (0	1,941	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	1,941	0
Valassis	Newspaper Domestic NE/MW	0	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	3,795	0	45	0	0	0	C	0	3,840	0
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	0) 1	C	0	0	0	0	0	0	0	178	0	142	0	55	0	58	0	15	0	14	0	9	0	471	1
Audubon/Corkscrew Nov/Dec 05	Niche Markets (ECO)	0	0	157	0	91	0	235	0	178	0	108	0	65	0	26	0	13	0	2	0	1	0	C	0	876	0
National Geographic Traveler Jul/Aug 06	Niche Markets (ECO)	0	0) (0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	42	0	0	0	42	0
National Geographic Traveler May 06	Niche Markets (ECO)	0	0) (0	0	0	0	0	0	0	0	0	0	0	483	0	293	0	105	0	60	0	2	0	943	0
Undiscovered Florida May 06	Niche Markets (ECO)	0	0) (0	0	0	0	0	1	0	0	0	0	0) 1	0	0	0	0	0	1	0	0	0	3	0
VF Lead Generation - Boating	Niche Markets (Fishing)	0			0	0	0		0	0	0	0	0	0		0	0	0	0	0	0	5	0		0	5	0
Visit Florida Lead Generation - Boating	Niche Markets (Fishing)	0				10,029	0			0	0	0	0	0			0	0	0	0	0	0	0			10,029	0
Reader's Digest June 06	Niche Markets (Senior)	0			0	10,029	0		0	0	0	0	0	0		15	0	541	0	05	0	27	0	13		701	0
	Larget Markets	1	, 0		1	U	U	U	1	0	U	0	0	- 0	1	15	0	141	U	95	U	3/	U	10	, 0		- 0
Miami/Palm Beach Apr-Jun 06	(Miami/Palm Beach)		0		0	0	0	0	0	0	0	0	0	8	0	3	0	1	0		0		0		0	12	0
Adelphia Cable	Television	0	0	0	0	0	0	0	0	1	0	0	0	1	0	4	0	1	0	0	0	1	0	0	0	8	0
Cable TV - Fishing Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	0) 1	0	1	0		0		0		0	2	0
Chicago TV/Cable Apr-Jun 06	Television		0)	0	0	0	0	0	0	0	0	0	3	0	10	0	12	0		0		0		0	25	0
CNN Headline News - Chicago	Television	<u> </u>	0)	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0		0	1	0		0	4	0
Everglades Angler	Television	0	0	0	35	0	0	0	0	0	0	0	0	0	0	5	0		0		0		0		0	5	35
German TV/Swamp	Television		0)	0	0	0	0	0	0	0	0	0	1	0	20		3	0	5	0	3	0		0	32	0
Miami - WBZL WB	Television	23	3 0) (0	0	0	0	0	0	0	0	0	1	0	12	0	6	0	1	0	4	0	C	0	47	0
Miami/Ft Laud WPLG	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	2	0	1	0		0	9	Ó
New York WABC Apr-Jun 06	Television		0)	0	0	0	0	0	0	0	0	0	20	0	67		20	0	1	0		0		0	108	Ö
New York WNBC Apr-Jun 06	Television		0)	0	0	0	0	0	0	0	0	0	17	0	110	0	27	0		0		0		0	154	0
Orlando - Brighthouse	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	4	0	3	0		0	1	0	13	0
Orlando - WFTV	Television		0)	0	0	0	0	0	0	0	0	0	5	0	0	0	6	0	1	0	3	0		0	15	0
Orlando - WRDQ	Television		0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0		0	5	0

May 29, 2007 Detailed Staff Reports IX 27 of 27

Tampa/St Pete - Brighthouse	Television		0	0	(0	(0	C	0	0	0	() 2	2 (11	0	3	0	1	0	2	0		0	19) (
Tampa/St Pete - WTOG	Television	0	0	0	(0	(0	C	0	0	0	() () (3	0	2	0	1	0	1	0		0		/ 0
Tampa/St Pete - WTVT	Television		0		(0	(0	C	0	0	0	(2	2	7	0	3	0	3	0	1	0		0	16	j C
Travel Channel	Television	1	0	1	(0	(0	C) 1	0	1	() 4	1 (4	0	2	0	0	0	0	0	0	0	14	4 0
FL Official Travel Industry Guide 05	Travel Agent Directories	0	0	0	() 1	(0	C	2	0	0	() () (0	0	0	0	0	0	0	0	0	0	3	3 0
FL Official Travel Industry Guide 06	Travel Agent Directories	0	1	0	(0	(0	C	1	0	1	() () (0	0	1	0	0	0	0	0	1	0	4	4 1
See America	Directories	0	0	14	(8	(0	C	0	0	0	(27	, (0	0	0	0	0	0	0	0	0	0	49	9 0
2006 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	41