

4/20/2007	Sent out HSMAI Affordable meeting leads to partners		
5/8/2007	Sent out RFP For Reception during Vision Sciences		
4/9/2007	met with Jennifer Hazen Travel Agent Mag	publicataion	discussed potential advertising
4/9/2007	Golf E blast proof - out		
4/10/2007	Attend Chicago Affordable Meeitngs through April 12	Meeting planner show	met several planners with potential business
4/16/2007	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
4/13/2007	collect tourism award nominations spread sheet	partner	80 nominations collected and ready to score
4/16/2007	send 150 pp maps to Marriott for Patti Fee meeting	Meeting planner show	send for in market fulfillment
4/17/2007	attend Marriott event renovation announcement	partner	delebration of new renovations with partners
4/17/2007	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	Meeting with spa guide	publicataion	CVB spa guide with Gulfshore
4/21/2007	Pow Wow return next week	tour operator	2 days travel and 4 days pow wow with partners and 60 meetings
4/27/2007	get coupon VIP packets to hotels	partner	much work to get VIP summer CVB Values in Paradise promo going
4/30/2007	get letter out to VIP coupon participants	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	solicit committee for Attractions showcase weeks and Volun	Attractions communication	organization for volunteer fams and attractions promotions
5/15/2007	site all day for Onion conference	Meeting planner show	Wanye with Onion conf.. All day
5/16/2007	Tourism week luncheon and prep	partner	prep and lunch awards
5/17/2007	DC springtime pre mailer	Meeting planner show	prep for Springtime show
5/18/2007	Simone with Virgin Holidays using vip pakcets	tour operator	to promote attractioons/business to UK guests with virgin holidays incentive
5/22/2007	eco tour Corkscrew	cvb	fam trip for staff to educate
5/14/2007	pitch MILO group to group hotels	Meeting planner show	form committee to host 2209, 2010 and 2011 events with sponsors bring Meeting planne
5/2/2007	followed up with planner in Chicago met at affordable	Meeting planner show	Terri Odell who needed assistance with transport and off site
5/1/2007	AAA offices brochure distribution with VF	Travel Agents	sent out follow brochures and put in dist list - sent email
5/1/2007	Assisted Thomas Cook fam with lunch and Wootens FAM	tour operator	set up lunch and fam
4/9/2007	added meeting planner leads to data base	Meeting planner show	called and sent email and added to data base
7-May	sent pp mpas to Preformance strtegies for May meeting	conference planned	to promote destination at the convention
4/18/2007	booked luncheon for Thiland Doctors at Hilton	conference planned	booked with my assistance 5 rooms plus lunch
4/18/2007	send rfp for CEM Travel	Meeting planner show	repeat planner request
4/29/2007	corespondence with TA AMEX sent VG	Travel Agents	lead from website follow up
4/27/2007	Katie moser Meeting planner sent info	Meeting planner show	lead from website done
4/10/2007	Whitney Education group sent info	Meeting planner show	lead from website done
4/10/2007	Travel agent lead sent info	Travel Agents	lead from website done



News

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.

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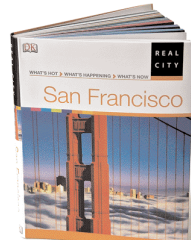
Naples, FL 34104

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WORD TRAVELS FAST
May 29, 2007
REAL DEAL: Promising what's hot, what's happening and what's now, the *Real City* 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

Desperately seeking Old Florida



**WELL HIDDEN BY URBAN SPRAWL,
PARADISE CAN STILL BE FOUND
IN THE SUNSHINE STATE**

Snowy egrets, hunted nearly to extinction a century ago, are safe at the Corkscrew Swamp Sanctuary.

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, swamps 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

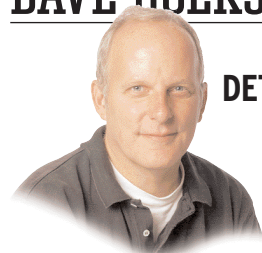
See **EVERGLADES**, Page 4C



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

DETOURS



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

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<p>Hyatt Cancun Caribe Resort 4 ● 7 nights, SA/SU, Apr 14-21, Kids 12 & under Eat FREE from the kid's menu when dining with adult 1st \$469 \$899⁹⁹</p>	<p>Iberostar Tulcan 5 ● 7 nights, All-Inclusive! SA/SU, Apr 14-21 \$469 \$1099⁹⁹</p>	<p>Palladium Volcanso Resort & Spa 4 ● Volcanso Nayant 7 nights, All-Inclusive! TU/SA, May 1-Jun 18 \$1049 \$849⁹⁹</p>
		<p>Las Brisas Huahucic 5 ● 7 nights, All-Inclusive! MD, Jun 4-25 \$1099 \$899⁹⁹</p>

*Prices are per person, including round-trip air from Midway OR O'Hare on Frontier Airlines, USA, 2000 Airlines, Free Airlines or Allegiant Air. Hotel packages also include accommodations (based on double occupancy), transfers to and from the airport, breakfast, parking, hotel taxes, fuel surcharge and the services of an Apple Rep. "All-Inclusive" resorts include all meals, drinks, non-motorized water sports and more. Tax bookings within 14 days of departure, add \$10/person. Prices do not include departure and baggage fees and passenger facility charges (maximum \$120/person, \$250 per segment September 11 security fee additional). Prices apply to select departure days with a specified date range. Promotional prices apply for adults; children's rates vary. Blackout dates may apply. Prices subject to availability and change without notice. Effective Jan 23, 2007 a valid passport is required for persons of all ages returning to the U.S. from any international destination (does not apply for travel to Hawaii, US Virgin Islands and Puerto Rico). See the Fair Trade Contract. ©Apple Vacations 2007



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

Continued from Page 1C

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 eco-tour of the Ten Thousand Islands National Wildlife Refuge, an off-coast 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 water.

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 Bradley, 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 must-see 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 Refuge.

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

A 2¼-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

harassing an alligator, they're gone," he says.

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 gallinules. Eventually we came upon some small gators sunning them-

IF YOU GO EVERGLADES, FLA.

Lemon Tree Inn: (239) 262-1414; www.lemon-treeinn.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.lake-trafford.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

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 it."

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 price.

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.

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



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Naples **Marco Island** Everglades
The Paradise Coast

**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

Collier County - Call Summary by Type

For the Month of April, 2007 and 2006

	<u>Current Year</u>	<u>Previous Year</u>	
Call-Live	475	309	
Data Entry	4562	2,976	
Data Import	3785	2,301	
Data Entry- Manual	777	675	
Collier 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

For the month of April 2007

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>
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

<u>SOURCE</u>	<u>CURRENT YEAR</u>		<u>LAST YEAR</u>	
	<u>REQUESTS</u>	<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

For the month of April 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<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%
<u>Grand Total:</u>	<u>37</u>	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Directories

For the month of April 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<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%
<u>Grand Total:</u>	<u>102</u>	

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Leisure E-Marketing

For the month of April 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<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%
<u>Grand Total:</u>	<u>692</u>	

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

For the month of April 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<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%
<u>Grand Total:</u>	<u>1,684</u>	

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

For the month of April 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<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

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<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%

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Target Markets

For the month of April 2007

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

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Niche Market

For the month of April 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>
Niche Markets (Senior)	
AARP Mar/Apr 07	1,020
<hr/>	
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
<hr/>	
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
<hr/>	
Niche Markets (ECO)	365
<hr/>	
Grand Total:	2,097

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

For the month of April 2007

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

Greater Naples, Marco Island & The Everglades CVB

Request Summary by Group Business

For the month of April 2007

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

Greater Naples, Marco Island & The Everglades CVB

Requests by State

For the Month of April 2006 & 2007

<u>STATE</u>	<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%
OH	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%
CO	37	0.79%	31	1.03%
CT	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%
OK	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.

Greater Naples, Marco Island & The Everglades CVB

Requests by State

For the Month of April 2006 & 2007

<u>STATE</u>	<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%
HI	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

<u>COUNTRY</u>	<u>Current Year</u>		<u>Previous Year</u>	
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	

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