



Tourist Development Council

May 29, 2007

PARADISE COAST

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



DIRECTOR'S REPORT

May 29, 2007

PARADISE COAST

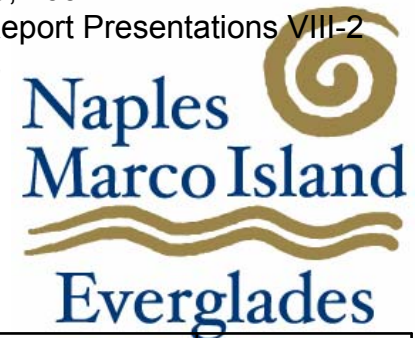
**Naples, Marco Island, Everglades
Convention and Visitors Bureau**



TOURIST TAX COLLECTIONS

- **April (March Hotel Stays)**
 - **Actual April 07 vs. April 06: +6.9%**
 - **Projected vs. Actual April +5.5%**
 - **FY 07 (Oct-April) 7 Months +6.2%**
 - **Calendar '07 vs. '06 (Jan-April) +4.8%**

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	\$2,608,708		
Projected 2007	\$1,009,100	\$1,825,100	\$2,254,900	\$2,472,500	\$1,400,800	\$870,400



Director's Activities

- **Intl. Pow Wow- Anaheim**
- **Wanderlust Benefiting FGCU Resort and Hospitality School**
- **Visit Florida Nature Tourism Provider Presentation**
- **Fam Tour with Germany Representative**
- **Collier Sports Council Board Meeting**
- **Lee County VCB Tourism Week Event**
- **DMAI CEO Forum- Mobile**
- **Tourism Week Awards Luncheon**
- **Visit Florida Nature Tourism Committee**



Smith Travel Research

April 07 Report

PARADISE COAST

**Naples, Marco Island, Everglades
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Search Engine Report

May 29, 2007

PARADISE COAST

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Site traffic continues growth year over year as are search engine positions for many of our target terms. Conversion figures may be off or there was a massive promotion this past month.

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Actions

We spent time this month researching keyword demand and current site rankings for longer string search terms. Based on this information, we have made some recommendations below about page titles, internal links, and other on-site factors. An overview to help make similar changes to the entire "Things To Do" section is listed after the examples.

- * = url of page in question
- ** = recommended page title
- = other page recommendations

Page Title and Content

*http://www.paradisecoast.com/stay_in_paradise/
**Marco Island, Everglades & Naples Hotels - Stay In Paradise

*<http://www.paradisecoast.com/landing.php?id=20>
-add links under "Features" named Naples Golf and Marco Island Golf, that link directly to the corresponding listing page.

**This information will replace the web position data, as this information is actual figures from Google. The terms are ordered by click throughs and the positions are the average for the last month within Google.

Top search query clicks	Average top position
naples florida	4
naples fl	4
marco island	9
marco island florida	6
north collier regional park	2
naples	10
paradise island florida	2
airboats and alligators	4
marco island fl	7
naples pier	11
alligator alley express	4
ten thousand islands	10
everglades tours naples	2
lionel museum train naple	2
coastland center mall	3
beaches in naples florida	5
everglades national park boat tours	5
everglades boat	10
florida everglades	15
airboats everglades	33



Web Site Activity

Miles Media Group

PARADISE COAST

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Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
April	\$147.47	972	\$0.15	\$4.61	32
March	\$155.01	977	\$0.16	\$3.23	48
February	\$140.00	903	\$0.16	\$4.38	32

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
April	\$150.88	916	\$0.16	\$8.88	17
March	\$159.28	953	\$0.17	\$8.85	18
February	\$141.84	821	\$0.17	\$7.47	19

Website Measurement & Analysis Report

www.ParadiseCoast.com - April-07

Prepared by: Miles Media Group



- Activity:
 - www.ParadiseCoast.com had a total of 73,191 visitor sessions, representing an average of 2,440 visitor sessions per day. There was a 6.5% decrease in visitor sessions from the previous month.
 - www.ParadiseCoast.com had 247,900 total page views, representing an average of 8,263 page views per day and 3.39 page views per visit. There was a 1.1% decrease in page views from the previous month.
- Behavior:
 - The average length of visitor session for this time period was 5 minutes and 41 seconds.
- Traffic Sources:
 - 57,177 or 78.1% of visitor sessions were from users who either typed in your website address, bookmarked it on their browsers, followed a link from an e-mail, or did not have a referring domain.

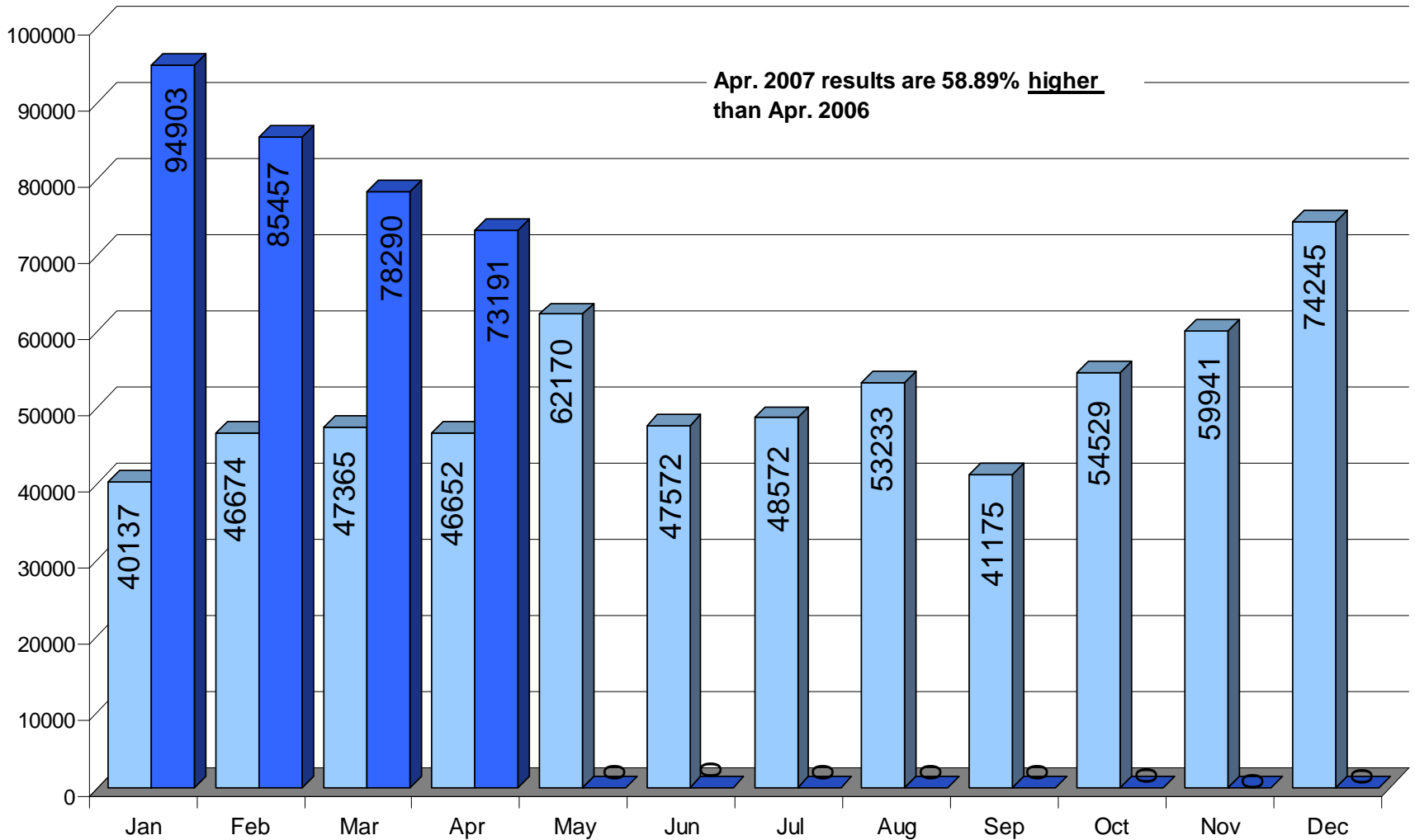
Greater Naples, Marco Island, Everglades CVB

Metrics at a Glance (April-06 thru April-07)

	Apr-06	May-06	Jun-06	Jul-06	Aug-06	Sep-06	Oct-06	Nov-06	Dec-06	Jan-07	Feb-07	Mar-07	Apr-07
Total Sessions	46,652	62,170	47,572	48,572	53,233	41,175	54,529	59,941	74,245	94,903	85,457	78,290	73,191
Total Pageviews	243,036	346,727	360,934	358,612	234,604	167,634	243,783	217,847	237,603	367,112	328,680	250,609	247,900
Average Sessions Per Day	1,557	2,005	1,586	1,567	1,717	1,373	1,759	1,998	2,395	3,061	3,054	2,525	2,440
Average Pageviews Per Day	8,101	11,185	12,031	11,568	7,568	5,588	7,864	7,261	7,665	11,842	11,738	8,084	8,263
Average Pageviews Per Session	5.21	5.58	7.59	7.38	4.41	4.07	4.47	3.63	3.2	3.87	3.85	3.2	3.39
Average Length of Session (mm.ss)	5.51	4.52	4.24	4.29	4.02	4.14	4.17	4.07	3.58	4.27	4.23	5.1	5.41

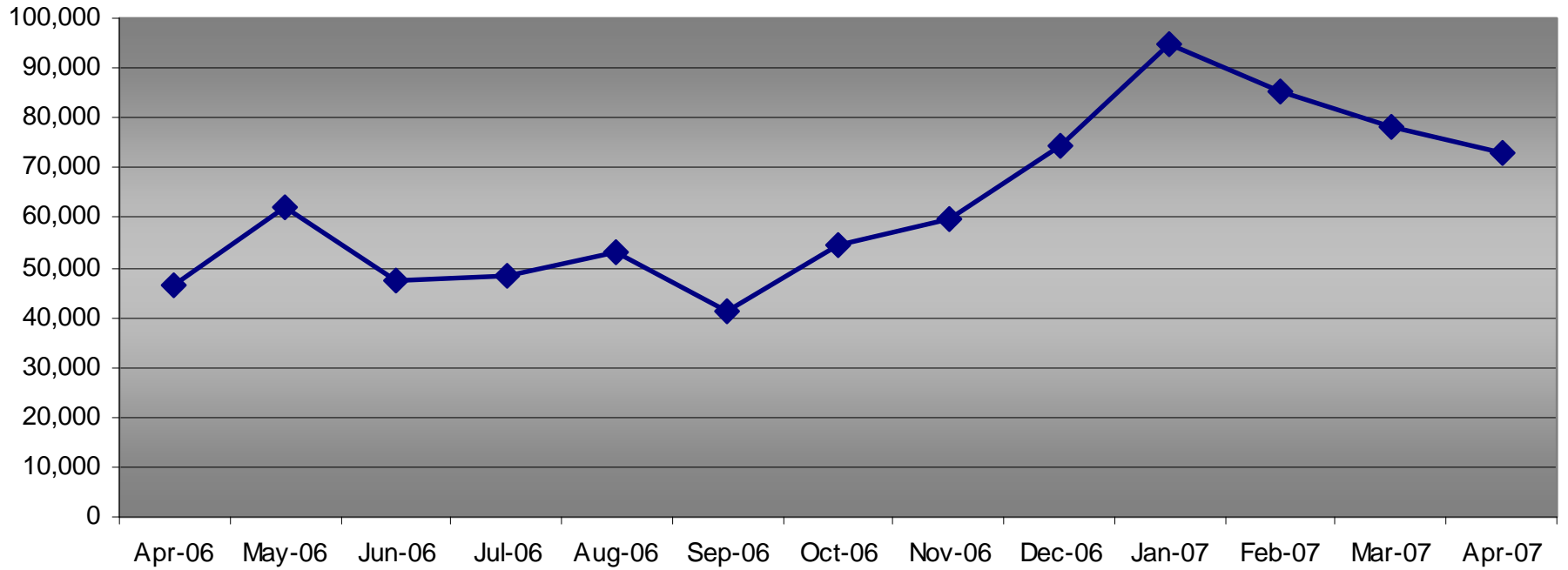
Sessions

■ Sessions Total-2006 ■ Sessions Total-2007



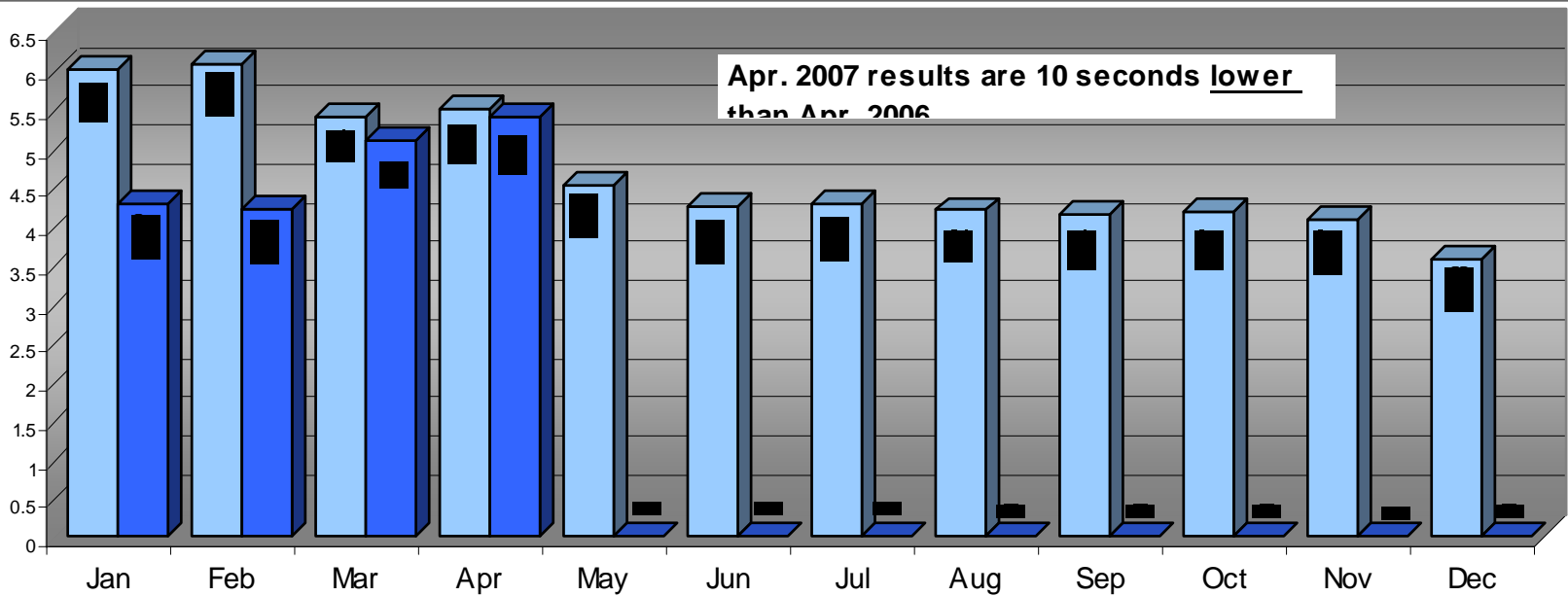
Sessions

◆ Sessions



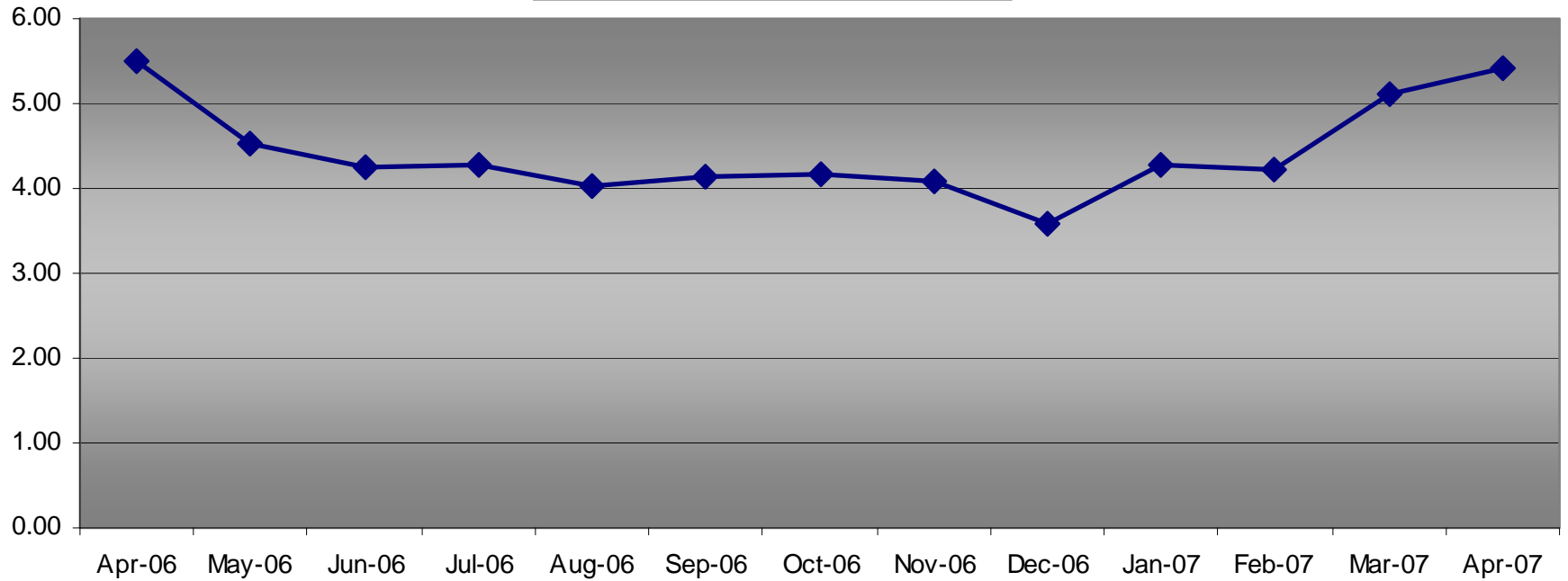
Average Length per Session

■ Avg Length Per Session (mm:ss)-2006 ■ Avg Length Per Session (mm:ss)-2007

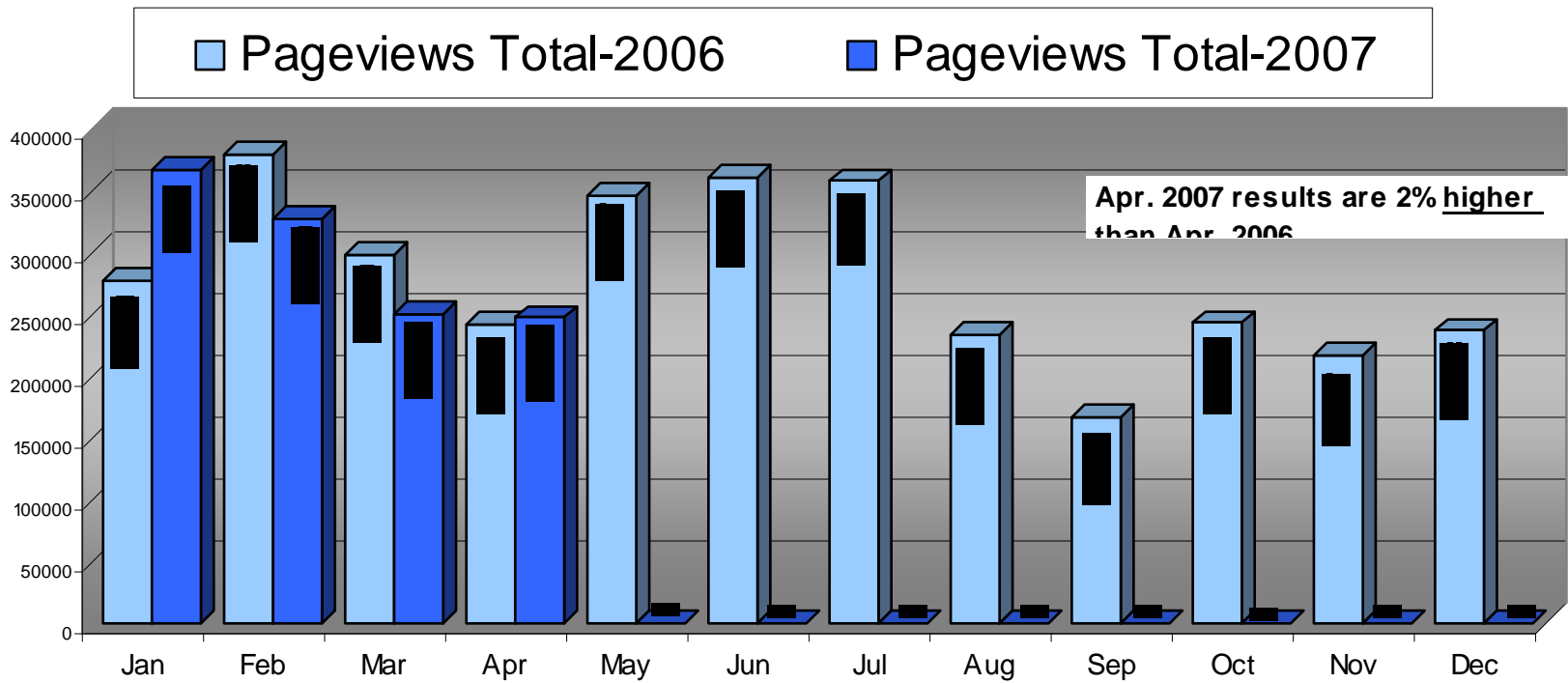


Average Length per Session

◆ Average Length per Session



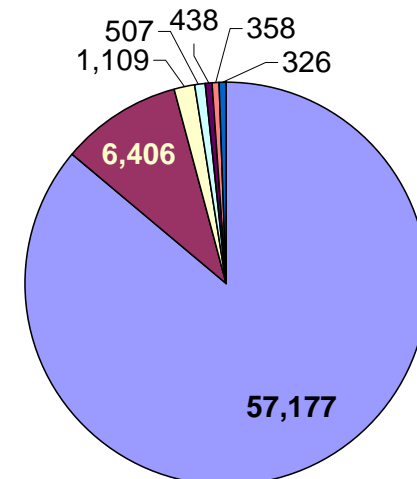
Pageviews



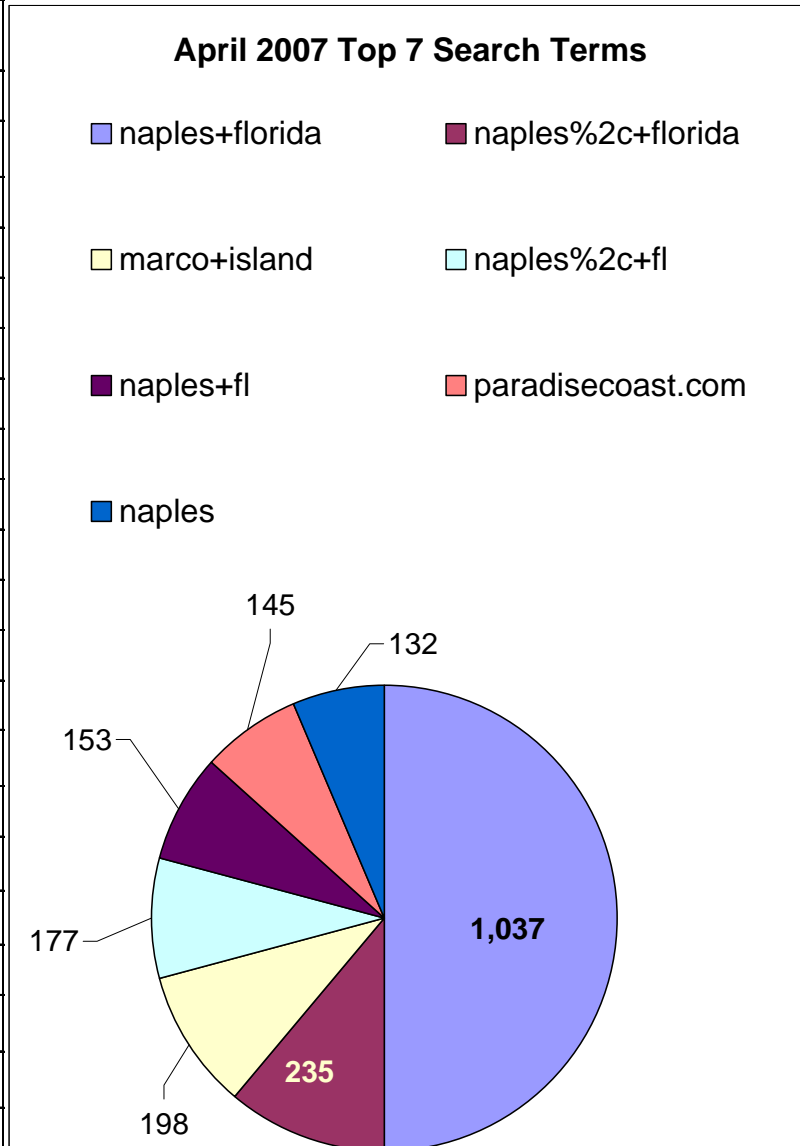
Apr Rank	Top 20 Referrals	#
1	(no referral)	57,177
2	www.google.com/search	6,406
3	search.yahoo.com/search	1,109
4	profile.myspace.com/index.cfm	507
5	aolsearch.aol.com/aol/search	438
6	www.cnn.com/2007/TRAVEL/DESTINATIONS/02/01/romantic.places/index.html	358
7	www.nexopia.com/profile.php	326
8	images.google.com/imgres	290
9	www.naplesgov.com/	285
10	google.co.uk/search	233
11	www.google.com/maps	172
12	www.google.ca/search	156
13	carlafabiana.multiply.com/journal	147
14	search.msn.com/results.aspx	122
15	mh.paradisecoast.com/feedback.php	113
16	mh.paradisecoast.com/	106
17	www.coastalliving.com/coastal/travel/bestofthecoast/article/0,14587,1570947,00.html	105
18	www.paradisecovemalibu.com/webstoresdirectory.com	96
19	search.comcast.net/	90
20	www.marcoislandeverglades.com/	75
	Total Sessions	73,191

April 2007 Top 7 Referrals

- (no referral)
- www.google.com/search
- search.yahoo.com/search
- profile.myspace.com/index.cfm
- aolsearch.aol.com/aol/search
- www.cnn.com/2007/TRAVEL/DESTINATIONS/02/01/romantic.places/index.html
- www.nexopia.com/profile.php



Apr Rank	Top 20 Search Terms	#
1	naples+florida	1,037
2	naples%2c+florida	235
3	marco+island	198
4	naples%2c+fl	177
5	naples+fl	153
6	paradisecoast.com	145
7	naples	132
8	florida+everglades	97
9	marco+island+florida	93
10	naples%20florida	83
11	www.paradisecoast.com	74
12	paradise+coast	70
13	north+collier+regional+park	69
14	everglades	56
15	naples+florida+tourism	39
16	naples+tourism	37
17	naples%2cflorida	34
18	naples%2cfl	31
19	naples+cvb	26
20	naples+florida+	26
	Total Sessions	9,810





Sales & Marketing Report

Debi DeBenedetto

PARADISE COAST

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



April/ May 2007 Sales Leads Report

- **18 RFP's sent to hotels since April 19**
 - **9673 potential room nights**
 - **Nothing reported in booked business**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Projects Working

- 1. American Express Summer Promotion**
- 2. Values In Paradise (VIP) Summer Promotion
Launched May 1**
- 3. Tourism Week Luncheon & Awards Planning**
- 4. Explore Your Own Paradise Fam Cancelled**
- 5. RSW & Volunteer FAM**
- 6. Hotels.com Vacation rental Seminar**
- 7. Committees forming for MILO and Meeting
Planner FAM**



Debi's Trade Shows & Events

- **Pow Wow in Anaheim**
 - **Launched VIP values promo for 4 major operators participation – follow up complete**
- **MILO in New Orleans**
 - **64 Golfing planners**
 - **Sponsored Beverage Cart for one-on-one Meetings**
 - **Opportunity to host MILO, MILLIE & Meeting Masters 2009, 2010, 2011 as result of this show**
- **Preparation for Upcoming Shows**
 - **Springtime in DC**
 - **Destination Showcase Chicago**





Niccole's Trade Shows

- PYM Spring Fling - Atlanta**
- PYM Expo – Orlando**
- Nature Based Tourism Course offered by Visit Florida**
- Preparation for upcoming shows:**
 - SGMP- Gainesville**
 - Win Chesley- Tallahassee**



Other Sales Highlights

- **Hundreds more Golf leads were sent to our Play Florida Golf Partners with fulfillment by CVB**
- **Site at area hotels for National Onion Conference**
- **Set up site for Thomas Cook Travel Agents for June**
- **Site with Juliana Mohl our new German Representative**
- **Volunteer FAM project**
- **Meeting Planner FAM project**



Public Relations Report

JoNell Modys

PARADISE COAST

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PR Activities:

May 2007

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- **SATW Central States Chapter FAM – A Great Success!**
4 active travel writers experienced the area
- **Tourism Week Event – Several television stories and many newspapers stories about tourism impact press conference, guest speaker Scott Ginsberg and Star Awards. Extensive coverage in the News-Press with follow up coverage coming from Marco Eagle, Marco Island Sun Times, Gulfshore Business and more.**
- **Attended PRSA joint conference with SATW in Los Angeles – met with national travel and LA media.**



Travel Media In the Destination:

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- **Sandra Muller – LUNA magazine/Germany, covers travel for families**
- **Laurie Borman – Editorial Director, Rand McNally – On the Road editorial series**
- **M. Timothy O’Keefe – photographer and writer – Web site, special assignments, magazine**
- **Marge Peterson – AAA Midwest publications**
- **Kathy Straach – Small Market Meetings**



TOP NEWS CLIPS

SUBSCRIBE TODAY

The Miami Herald

www.miamiherald.com

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‘Nature Girl’ Knows the Everglades.

Miami Herald – Outdoors

Story theme of kayak guide Laura Lee French as an inspiration for Nature Girl by Carl Hiaasen suggested by CVB. Very positive descriptive story about exploring the Everglades with an enthusiastic guide. The story has now also been picked up by McLatchy papers in Ohio and Indiana.

Total ad value: \$36,065

Total publicity value: \$\$108,265



TOP NEWS CLIPS



CHICAGO SUN-TIMES

Desperately in Search of Old Florida

Story about traveling the state to find quaint accommodations at Lemon Tree Inn in Naples and family adventure in the Everglades. CVB sponsored a guided kayak eco tour; Airboats & Alligators provided tour of Lake Trafford; Naples Water & Land Tours a dolphin watch cruise – detailed account of fun activities with CVB Web and phone listed along with hotel and attractions.

Ad value: \$140,975

Publicity value: \$422,926



TOP NEWS CLIPS



Naples named one of the Top Twenty-Five Small Art Cities in American Style magazine's June issue reader poll.



FILM OFFICE

Maggie McCarty



Film Activity

PRODUCTIONS

- ADR
- Foundation Design

WORKING LEADS

11 Projects

SCOUTS

- “The Waterpark”
- Location Scout – Charles Armstrong





Film Activity

OPERATIONS

Film Bill Passes



- Lowering qualifying expenditures from \$850K to \$625
- Separate queue for digital media
- Separate queue for independent filmmakers – lower threshold
- June – November 5% bonus
- Allow unused funds to roll-over

Annual Tourism Awards



REEL STAR AWARD



Sports Marketing

Ralph Pryor

PARADISE COAST

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Sports Marketing



Recent Events

- **NSA Men's Softball Super NIT – April 28**
- **FSSA Adult State Cup Finals - April 28 & 29**
- **3 v 3 “Live” Soccer – Youth & Adult – 5/12**
- **ISA Men's Softball Tournament – May 12**
- **NSA *Sunshine Smash* Girls Fast Pitch Tournament – May 19 & 20**
- **WSA *Memorial Classic* Men's & Women's Softball Tournament – May 26 & 27**



2108 S. Cortez Ave., Tampa, FL 33629 Phone: (813) 251-6483 Fax: (813) 254-2283 www.fssa.org



May 7, 2007

John Palinchak
Supervisor-Soccer Complex
North Collier Regional Park
15000 Livingston Rd
Naples, Florida 34109

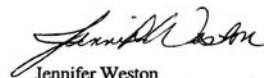
Dear John,

On behalf of the Florida State Soccer Association I would like to thank you and the Sports Council of Collier County for helping host the 2007 FSSA State Cup Finals weekend. We had 32 adult soccer teams travel from around Florida to Naples for the two-day weekend to participate in 64 games. Many of these teams brought families and fans with them for the weekend. Additionally we had a referee contingent of 60 people and 12 board members.

The weekend went very well. The facility is spectacular and our teams were very pleased with the fields and the complex as a whole. Our administrative staff appreciated the air conditioned rooms and support of your office amenities.

Thanks for a wonderful weekend. I look forward to working with you again in the future.

Sincerely,


Jennifer Weston
Administrator



Sports Marketing



Upcoming Events

- **Collier Cup Soccer Tournament – June 2 & 3**
- **ISA *Summer Smash* Girls Fast Pitch Softball Tournament – June 2 & 3**
- **NSA Girls Fast Pitch Softball Regional Championships – June 9 & 10**
- **WSA Men’s Softball Tournament – June 16**
- **NSA Men’s Softball Tournament – June 23**



Sports Marketing



Other Initiatives

- **Sports Council of Collier County Meeting –
May 2**
- **FGCU Student Intern – Jacqueline Jensen –
May 8**
- **NASC Symposium Follow-up: EVP Tour
*National EVP Pro-Am Beach Event proposal***

Thank You!

Ralph Pryor



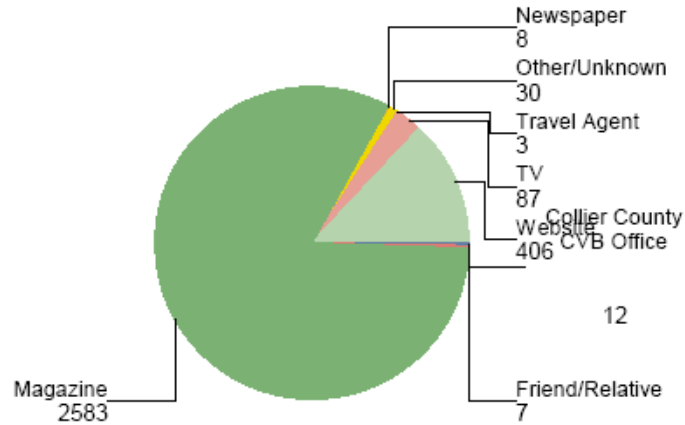
Inquiry Reports

Ginny DeMas, Phase V

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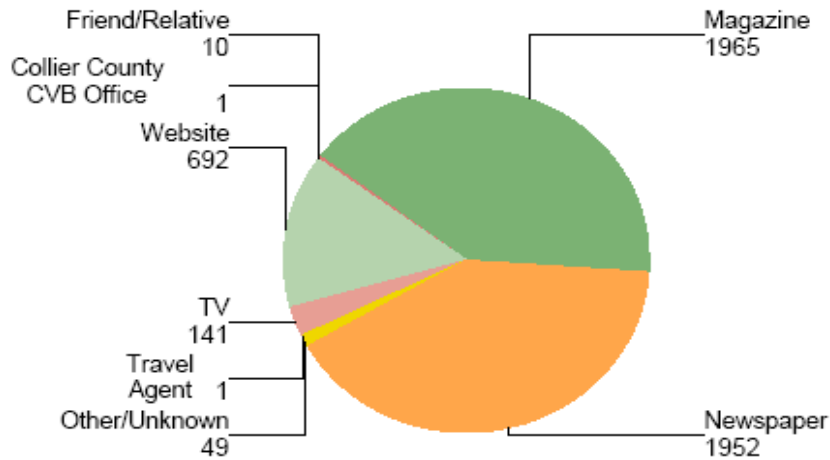
**Collier County CVB
Requests by Source**
For the Month of April 2006



Total Calls: 3136



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



Total Calls: 4811



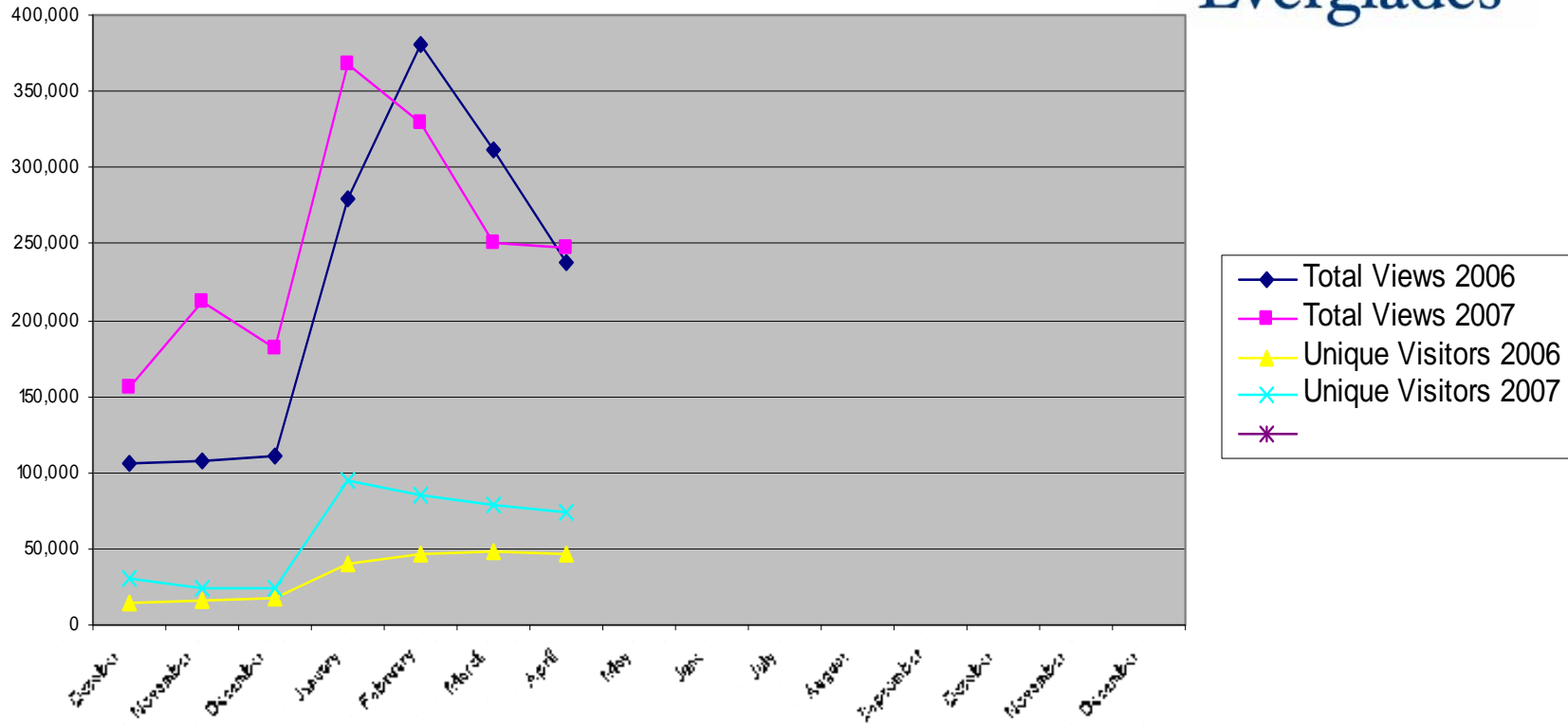
Inquiries - Leading 6 States

- **Florida**
- **Illinois**
- **Wisconsin**
- **Indiana**
- **Michigan**
- **Pennsylvania**



Inquiries - Leading 4 Countries

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





January 2007 CVB Statistics

- **Special Mailings** 4,208
- **Hotel Accommodations** 6
- **Airport VG Delivery** 1, 800



Questions?

PARADISE COAST

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