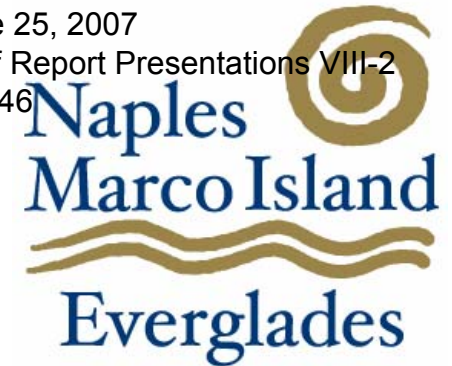


# **Tourist Development Council**

## **June 25, 2007**

PARADISE COAST

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



# **DIRECTOR'S REPORT**

**June 25, 2007**

PARADISE COAST

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



## **TOURIST TAX COLLECTIONS**

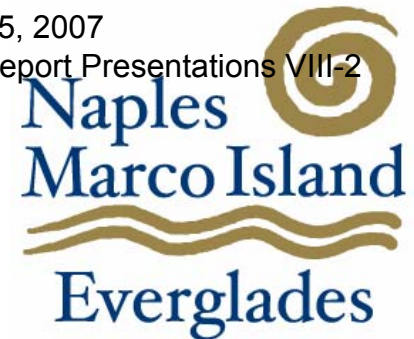
- **May (April Hotel Stays)**

- **Actual May 07 vs. May 06: Even**
- **Projected vs. Actual May 07 +7.2 %**
- **FY 07 vs. 06 (Oct-May) 8 Months +5.3 %**
- **Calendar '07 vs. '06 (Jan-May) +4.0 %**



# 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	\$1,501,529	
Projected 2007	\$1,009,100	\$1,825,100	\$2,254,900	\$2,472,500	\$1,400,800	\$870,400



# Director's Activities

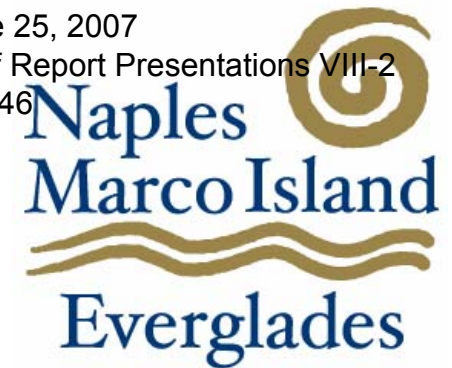
- **DMAI Accreditation Board- Washington DC**
- **Meeting w/ Downtown Association- Future Promotions**
- **SEE of SW FL Annual Meeting- Ft. Myers**
- **Meeting w/ Edison –Ford Estates Marketing Team**
- **FACVB Board and Marketing Summit**
- **Meeting with Regional Golf Partners**
- **Meeting w/ Kissimmee CVB on Joint Marketing**
- **Visit Florida Board & Committee Meetings- Miami**
- **Meeting w/Naples Historical Society- Norris Gardens**
- **Collier Emergency Mgt. Hurricane Exercise**

# Tourism Statistics

June 25, 2007  
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May 2007

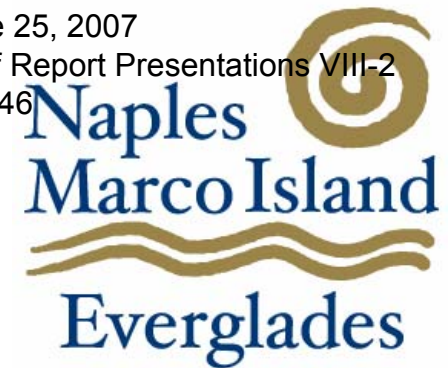
	<u>2006</u>	<u>2007</u>	<u>Δ</u>
Occupancy	71.6%	69.1%	-2.5 pts.
Average Daily Rate	\$157.0	\$176.9	+12.7%
Number of Visitors	120,000	116,700	-2.8%
Expenditures	\$69,262,800	\$72,823,000	+5.1%
Rev Par	\$112.4	\$122.3	+8.8%
Room Nights	199,760	184,200	-7.8%



# Smith Travel Research

PARADISE COAST

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



# **SEARCH ENGINE MARKETING**

## **Sales & Marketing Technologies, Inc.**

PARADISE COAST

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



## Google Sitemap Data

This information represents actual figures from Google. The terms are ordered by click throughs and the positions are the average for the last month within Google.

<b>Top search query clicks</b>	<b>Average top position</b>
naples florida	4
naples fl	4
marco island	10
marco island florida	6
naples	9
north collier regional park	2
paradise coast	2
marco island fl	6
collier county florida	7
family on the beach	2
family at the beach	3
bartenders bash 2007	6
naples america	1
immokalee inn	2
naples florida tourism	2
everglades national park boat tours	5
naples pier	12
naples cvb	2
immokalee casino	8

## Web Site Trends

	March	April	May
<b>Page Views</b>	<b>250,609</b>	<b>247,900</b>	<b>352,566</b>
<b>Sessions</b>	<b>78,290</b>	<b>73,191</b>	<b>90,945</b>
<b>Contacts</b>	<b>32</b>	<b>8790</b>	<b>29</b>

## Marketing Services Performed

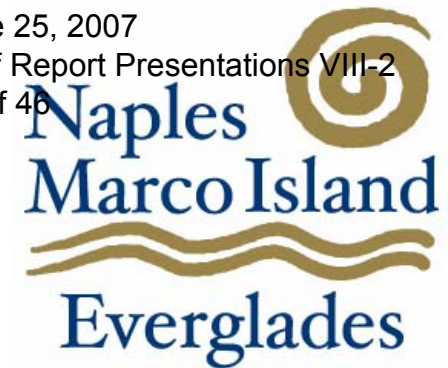
- \* Tracked and analyzed site traffic statistics to determine course of action
- \* Adjusted bids and ads for Yahoo PPC account
- \* Tracked and adjusted Google Adwords PPC account
- \* Provided recommendations for updated content on the homepage
- \* Recommended RSS feed for latest Naples Vacation deals
- \* Generated a report to summarize actions taken

## Google Pay Per Click Review

	<b>Spending</b>	<b>Clicks</b>	<b>CP Click</b>	<b>CP Lead</b>	<b>Convs</b>
<b>May</b>	<b>\$132.05</b>	<b>871</b>	<b>\$0.15</b>	<b>\$3.30</b>	<b>40</b>
<b>April</b>	<b>\$147.47</b>	<b>972</b>	<b>\$0.15</b>	<b>\$4.61</b>	<b>32</b>
<b>March</b>	<b>\$155.01</b>	<b>977</b>	<b>\$0.16</b>	<b>\$3.23</b>	<b>48</b>

## Yahoo! Search Marketing Pay Per Click Review

	<b>Spending</b>	<b>Clicks</b>	<b>CP Click</b>	<b>CP Lead</b>	<b>Convs</b>
<b>May</b>	<b>\$149.70</b>	<b>824</b>	<b>\$0.18</b>	<b>\$37.42</b>	<b>4</b>
<b>April</b>	<b>\$150.88</b>	<b>916</b>	<b>\$0.16</b>	<b>\$8.88</b>	<b>17</b>
<b>March</b>	<b>\$159.28</b>	<b>953</b>	<b>\$0.17</b>	<b>\$8.85</b>	<b>18</b>



# **Web Site Performance**

## **Miles Media Group**

PARADISE COAST

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

#### **Activity:**

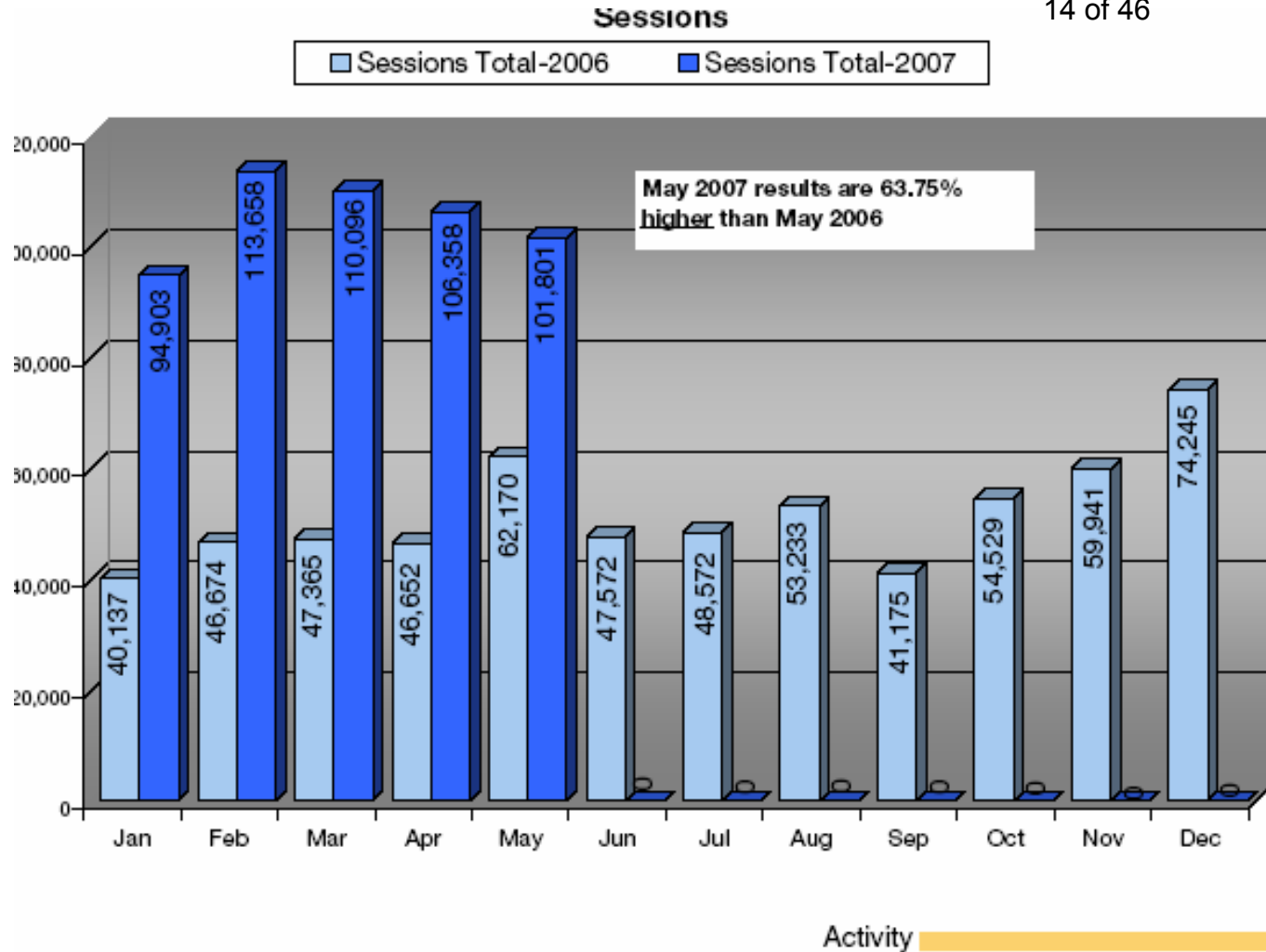
- For the time period being reported, ParadiseCoast.com had a total of 101,801 visitor sessions, representing an average of 3,283 visitor sessions per day. There was a 4.3% decrease in visitor sessions from the previous month.
- For the time period being reported, ParadiseCoast.com had 400,366 total pageviews, representing an average of 12,915 pageviews per day and 3.93 pageviews per visit. There was a 5.6% increase in pageviews from the previous month.

#### **Behavior:**

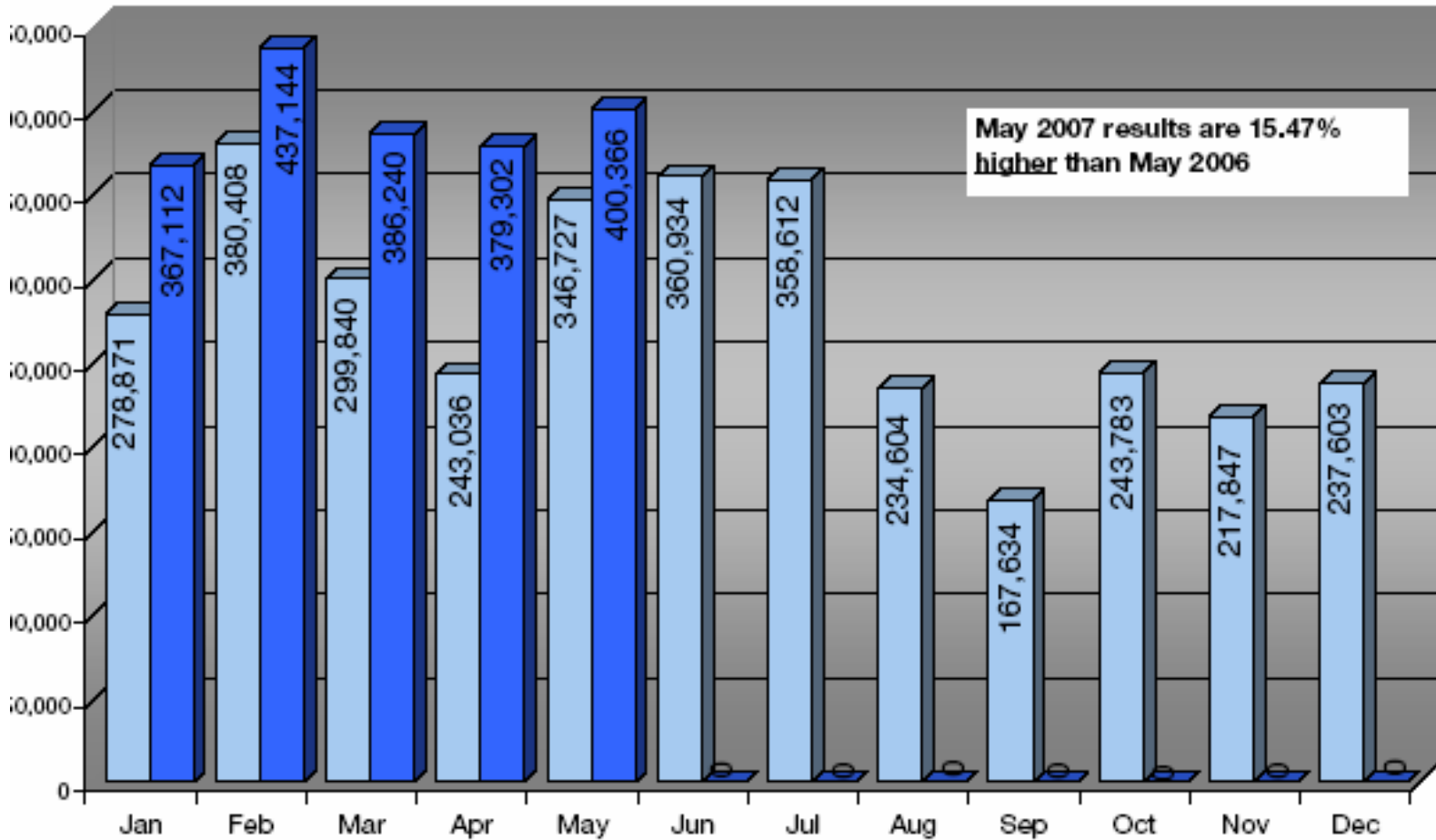
- The average length of visitor session for this time period was 5 minutes and 29 seconds.

#### **Traffic Sources:**

- 77,127 or 75.7% of your site's 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.

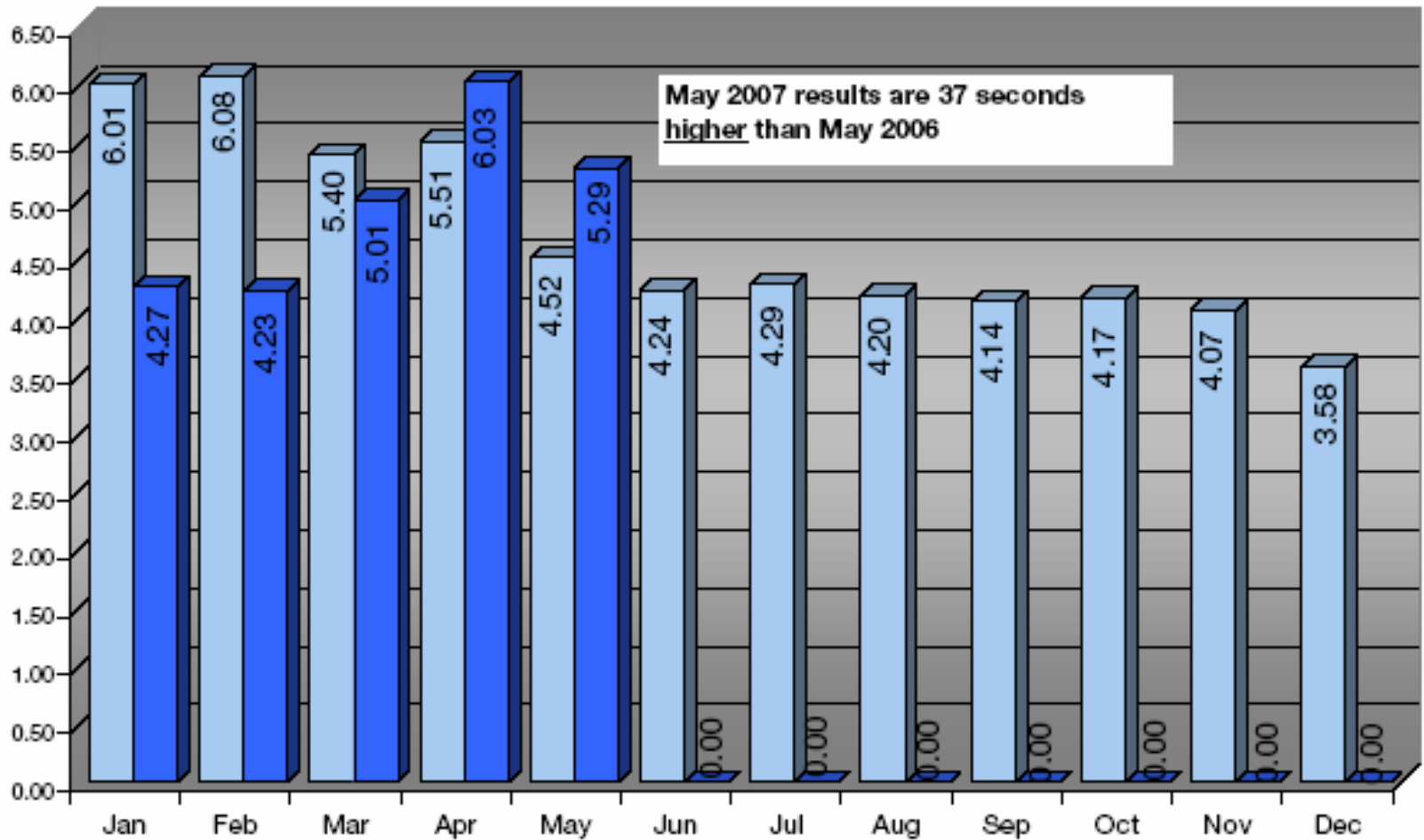


### Pageviews



### Average Length per Session

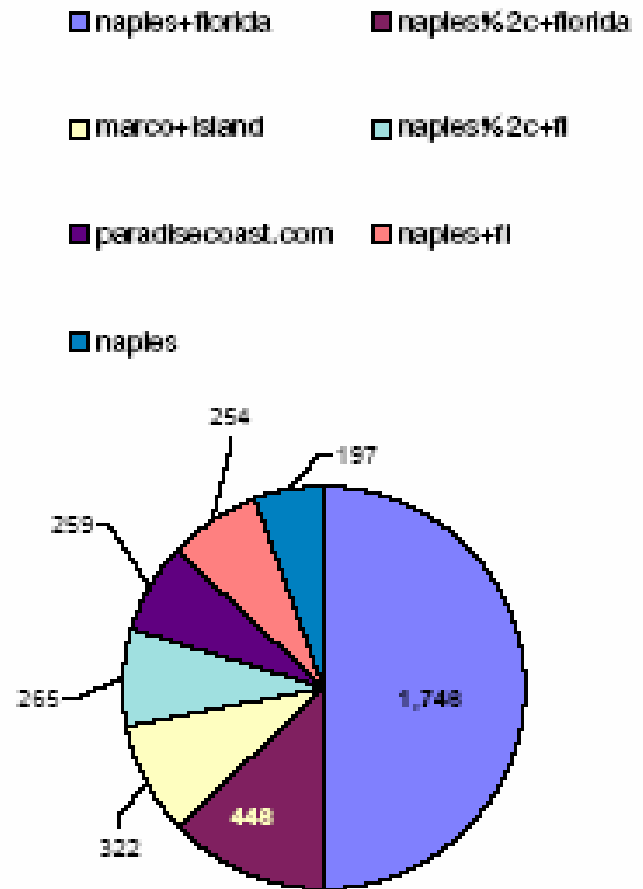
■ Avg Length Per Session (mm:ss)-2006   ■ Avg Length Per Session (mm:ss)-2007





May Rank	Top 20 Search Terms	#
1	naples+florida	1,748
2	naples%2c+florida	448
3	marco+island	322
4	naples%2c+fl	265
5	paradisecoast.com	259
6	naples+fl	254
7	naples	197
8	florida+everglades	145
9	paradise+coast	143
10	marco+island+florida	109
11	naples%20florida	101
12	north+collier+regional+park	83
13	www.paradisecoast.com	67
14	naples+tourism	45
15	marco+island%2c+fl	43
16	naples+marco+island	36
17	naples+florida+tourism	35
18	naples%2cflorida	35
19	naples%2cfl	34
20	marco+island+fl	32
	<b>Total Sessions</b>	<b>12,944</b>

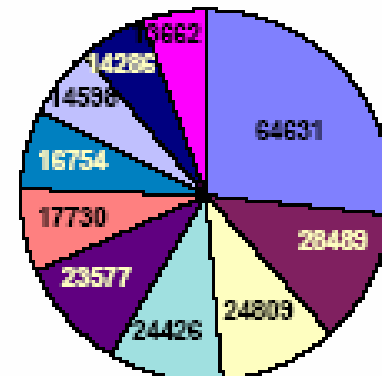
May 2007 Top 7 Search Terms

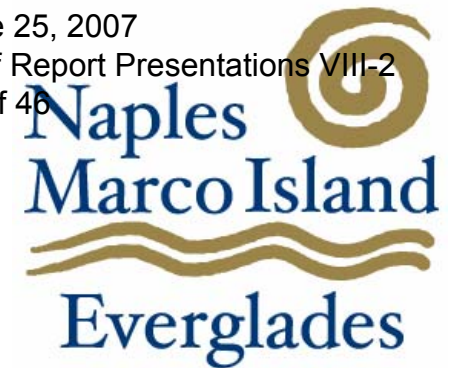


May Rank	Top 20 Most Requested Pages	#
1	/edit_feedback.php	64631
2	/landing.php	28489
3	/index.php	24809
4	/things_to_do/moreinfo.php	24426
5	/stay_in_paradise/moreinfo.php	23577
6	/url_tracking.php	17730
7	/images/flash/xml.php	16754
8	/stay_in_paradise/listings.php	14598
9	/things_to_do/index.php	14286
10	/cms/index.php	13662
11	/things_to_do/listings.php	13372
12	/events/moreinfo.php	10624
13	/robots.txt	9364
14	/stay_in_paradise/index.php	8185
15	/things_to_do/dining/moreinfo.php	6823
16	/deals/moreinfo.php	6674
17	/about_the_area/index.php	5845
18	/media_center/news_releases/news_releases_rss.php	5608
19	/tv/index.php	5194
20	/feedback.php	4890
	<b>Total</b>	<b>400,366</b>

May 2007 Top 10 Most Requested Pages

- /edit\_feedback.php
- /landing.php
- /index.php
- /things\_to\_do/moreinfo.php
- /stay\_in\_paradise/moreinfo.php
- /url\_tracking.php
- /images/flash/xml.php
- /stay\_in\_paradise/listings.php
- /things\_to\_do/index.php
- /cms/index.php



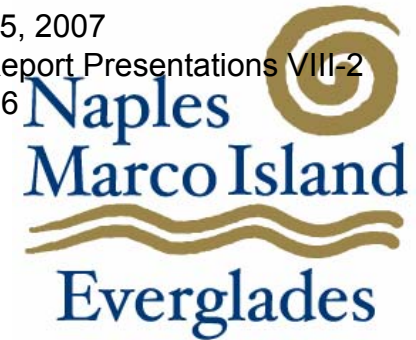


# **SALES & MARKETING**

**Debi DeBenedetto**

PARADISE COAST

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



## **May - June 2007 Sales Leads Report**

- **26 RFP's sent to hotels in the last month**
  - **16,365 potential room nights**
  - **3 RFP's have resulted in booked business**
  - **478 Room nights booked - over \$150,000 in hotel revenue**
  - **Onion Conference and DMAI announcement**

**Debi DeBenedetto, CHA**  
**Tourism Sales & Marketing Manager**



# **Projects Working**

- 1. American Express Summer Promotion Launch  
6/22/07**
- 2. Values In Paradise (VIP) Summer Promotion**
  - Launched May 1**
  - Booked 62 room nights**
  - Over \$7,000 the first month**
- 3. Milo RFP went out for 6 years of opportunity**
- 4. Successful participation in Meeting Planner  
FAM for December 10  
-50 planners**



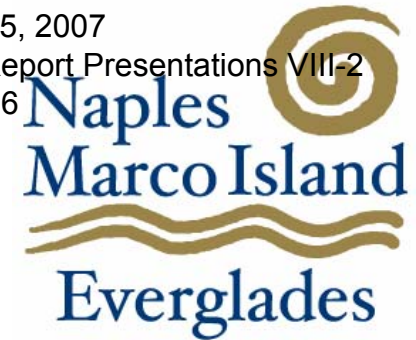
## **Debi's Trade Shows & Events**

- **Shows:**
  - **Springtime in DC** **June 14**
  - **Destination Showcase Chicago** **June 28**
  - **MPI WEC Canada**



## **Niccole's Activities**

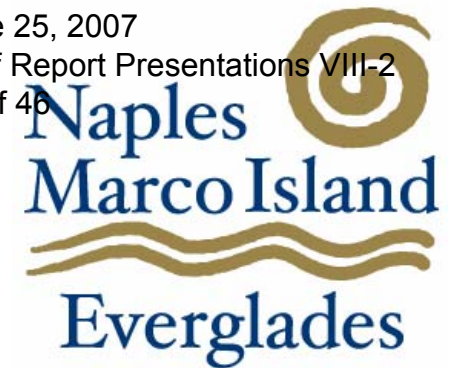
- IDSS- IDSS- IDSS!**
- Thomas Cook Fam Hostess**
- FSAE Annual Conference Sponsorship**
- Meeting Planner Newsletter**



## **Other Sales Highlights**

- **Passport to Paradise Maps**
  - **Thousands of these are used for Meeting Planners to promote their future conferences in our destination**
  - **Welcome Bags for Conference Attendees coming to conferences here**
- **Planning 2008 Budgets and Trade Show list**
- **Hot Meeting Dates on website**
- **Planning Ad fair for July 25th**





# **Public Relations**

## **JoNell Modys**

PARADISE COAST

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



# **PR Activities:**

## **June 2007**

June 25, 2007  
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- **Finalized PR Agency RFP through Purchasing**
- **Gulfshore Business SPA Section – copy edits. Will appear in August issue, then CVB reprints**
- **VISIT FLORIDA PR Committee meeting**
- **Naples Winter Wine Festival PR Committee meeting**
- **EOC Hurricane Exercise**
- **Met with new Visitors TV Network crew, reviewed footage**
- **Attended FPRA's PRU educational session**
- **IDSS database system training**
- **Worked with arts contacts on upcoming events**



# Travel Media Submissions:

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- VIVE magazine info for Naples story
- Orlando Style magazine – approved photo request for Marco Island coverage in Rediscover Florida story.

*CleanPix photo request example*



- Submitted Fall and Winter events to VISIT FLORIDA for Florida-What's Happening news releases
- Selling Long Haul – Provided quote and story info for upcoming coverage in leading UK travel trade mag.



# Travel Media Submissions & Visits:

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- **Discover Florida – Provided story copy & photos for coverage in magazine targeted to UK audience**
- **LUNA – Hosted German family travel magazine writer and followed up with info and photos.**
- **Suite101.com – Hosted travel writer for travel info Web site**
- **Back Roads & Byways guide book writer – Hosted twice for research visits**



## **Upcoming Media Visits**

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**Travel Inside-Francais (Swiss Travel Trade  
Mag) in August**

- **Food & Wine themed FAM next January  
during Naples Winter Wine Festival**



## TOP NEWS CLIPS

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**May issue – Florida Everglades article mentions Ivey House and EvergladesAreaTours for Where to Stay and Best Way to See It.**



# FILM OFFICE

Maggie McCarty



# Film Activity

## PRODUCTIONS

- Target®
- Siemens
- ADR Creative
- Lew Magram



## WORKING LEADS

9 Projects

## SCOUTS

- The Green Agency
- HG Productions





# Film Activity

June 25, 2007  
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## OPERATIONS

**Film Florida Board Meeting**

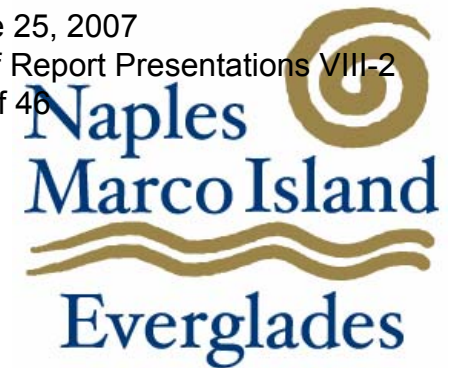
**FL Film Commissioners Council**

**Marketing FL incentive**

**Hurricane Plan for productions**

**Developing a “Green Plan” for productions**

**September – new OFE Commissioner**



# **Sports Marketing**

## **Ralph Pryor**

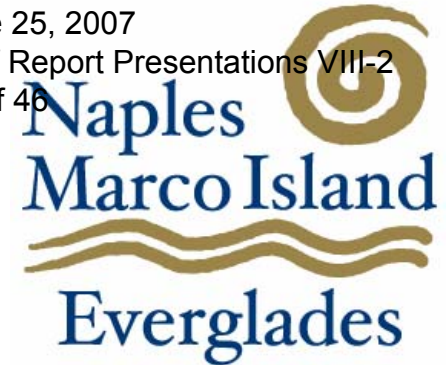
PARADISE COAST

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



# Sports Marketing

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## Recent Events

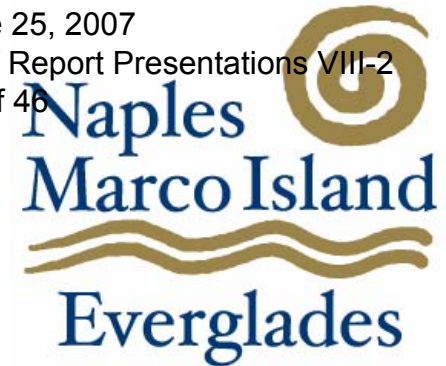
- NSA Girls Fast Pitch Softball *Regional Championships* – June 9 & 10
- *Collier Cup* Adult Soccer Tournament – June 8, 9, & 10
- NSA Men's Softball *Naples Firecracker Warm Up* – June 23

**Ralph Pryor**



# Sports Marketing

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## Upcoming Events

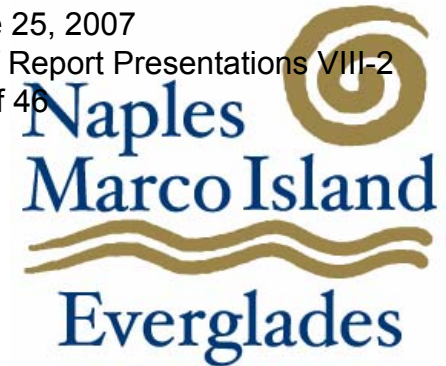
- **ISA Girls Fast Pitch Softball *Class “A” State Championships* (Co-host with Lee County) June 29, 30, & July 1**
- **NSA Men’s Softball *Top 30 “D” Division State Qualifier* – July 7 & 8**
- **ASA Men’s Softball *Summer Slam I Qualifier* July 14 & 15**
- **WSA Men’s Softball Tournament – July 21**

**Ralph Pryor**



# Sports Marketing

June 25, 2007  
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## Pending Events/Meetings

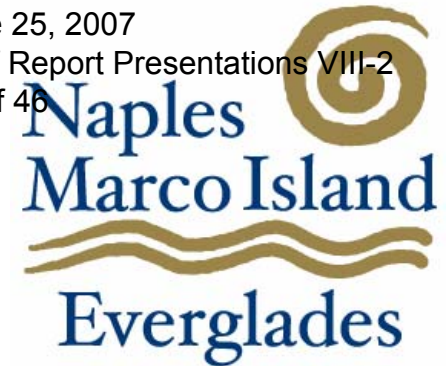
- **Adult Amateur Ice Hockey Event**  
March 28-31, 2008 – Site Meeting at Naples Hilton  
June 19
- *Joe Hoops 3 on 3 Basketball* negotiating for Summer 2008 event
- *Southern Kingfish Association (SKA)* fishing tournaments for Spring 2008

**Ralph Pryor**



# **Sports Marketing**

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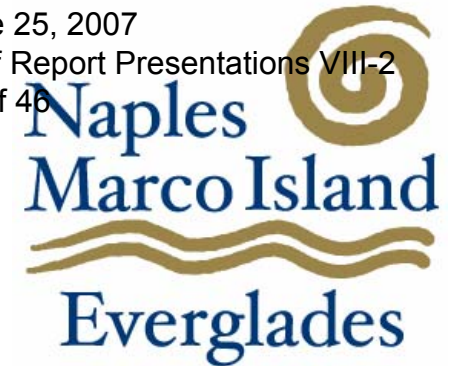


- **Sports Council of Collier County Meeting May 30**
- **Collier County Hotel and Lodging Association Meeting – June 13**

**Questions?**

**Thank You**

**Ralph Pryor**



# **Inquiry Reports**

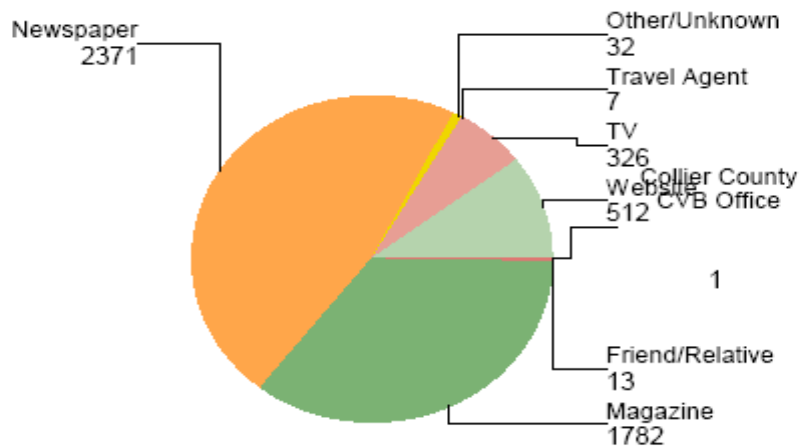
## **Ginny DeMas, Phase V**

PARADISE COAST

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

### Collier County CVB Requests by Source For the Month of May 2006

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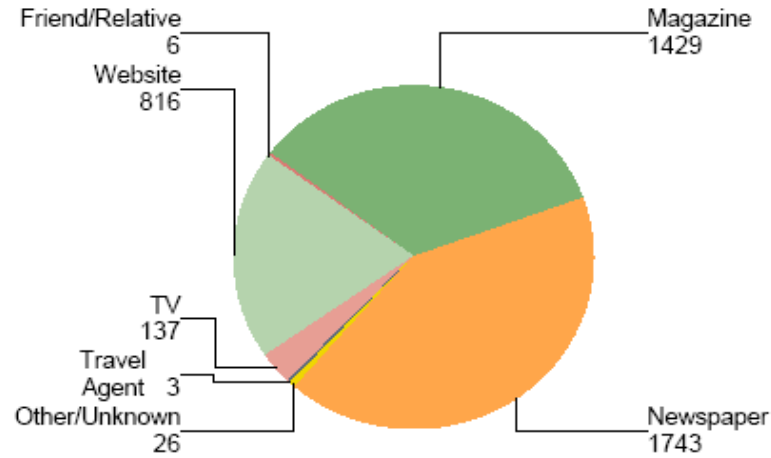
Total Calls:

5044



**Collier County CVB  
Requests by Source**  
For the Month of May 2007

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Total Calls:                      4160

# Inquiries - Leading 6 States

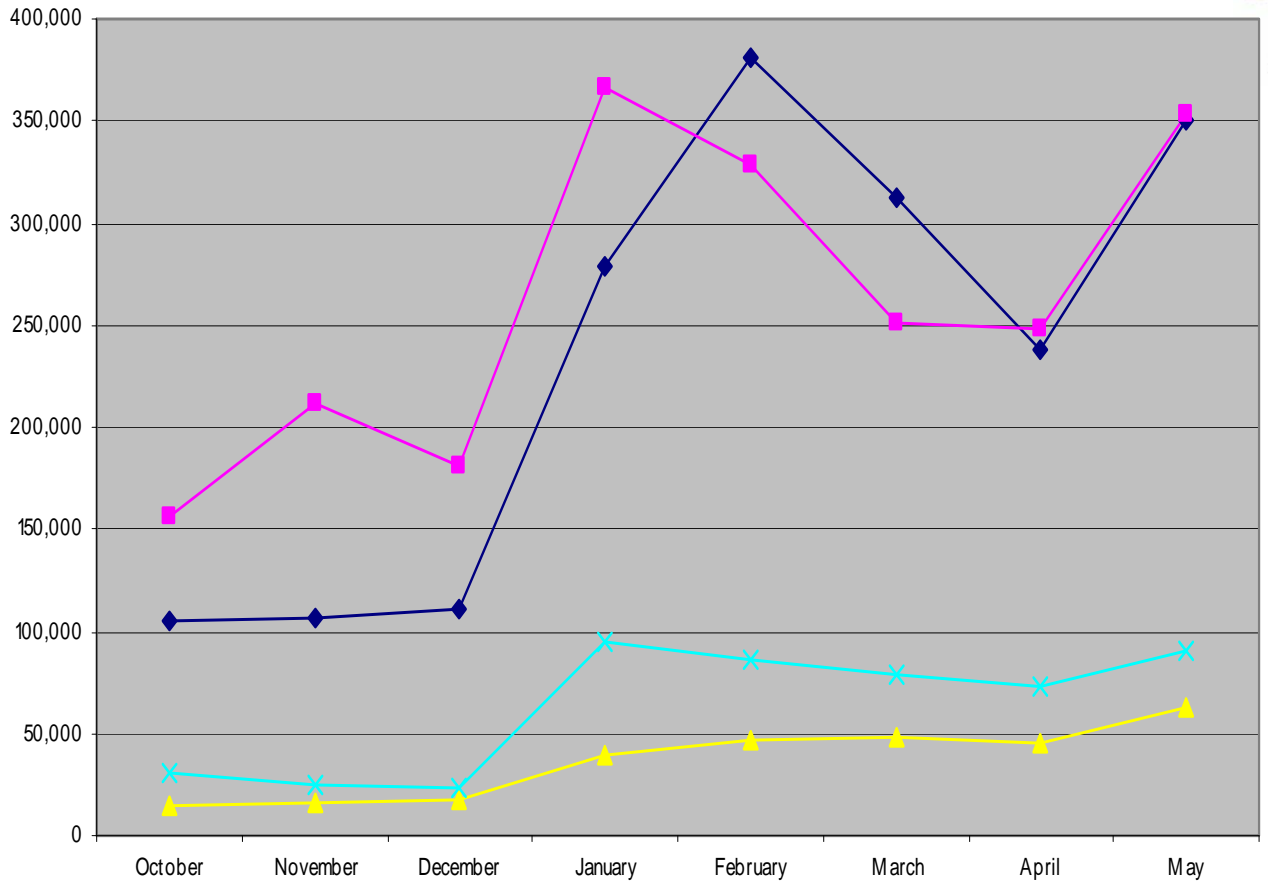


- **Florida**
- **New York**
- **Illinois**
- **Pennsylvania**
- **Ohio**
- **New Jersey**

# Inquiries - Leading 4 Countries



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

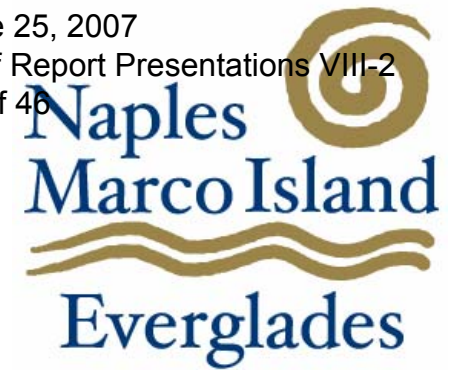


- ◆ Total Views 2006
- Total Views 2007
- ▲ Unique Visitors 2006
- × Unique Visitors 2007
- \*

# January 2007 CVB Statistics



• <b>Special Mailings</b>	<b>2,963</b>
• <b>Hotel Accommodations</b>	<b>11</b>
• <b>Airport Delivery</b>	<b>500</b>
• <b>Storm Info</b>	<b>3</b>
• <b>Press Inquiries</b>	<b>54</b>



# Questions?

PARADISE COAST

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