

6/18/2007	ASAE tradeshow follow up - email sent	mtg planners	
6/19/2007	Site Hilton with Hockey team planner, also follow up mailing	mtg planners	future business March or Nov. 2008 assisted with area info
6/19/2007	Meeting with Attractions FAM committee	partners	set up future Fam for Oct. for Volunteers, completed meeting notes
6/19/2007	follow up with planners and past business		
6/19/2007	Distribution agreement to hand out Naples area maps		will take to shows and offer in office as needed and with sales call kits, sites for future referrals and first hand knowledge
6/20/2007	Palm Cottage tour		
6/20/2007	Sent Travel Agent info as requested	TA	Barclay Travel WI also Custom Tours, Incredible TravelAnsell Co.
6/21/2007	set up and hosted meeting with Vacation rentals and hotels.com	partners	seminar on Survey Vacation rentals, completed follow up, very informative, excellent
6/21/2007	Assisted planner for IT exchange group 300 pp	mtg planners	Will be sending rfp
6/22/2007	idss work and updating contacts		data entry to idss and changes
6/22/2007	Recapped and sent out vacation rental meeting attended	partners	
6/26/2007	VISIT FLORIDA log in & learn - Cover your Event Insurance		participated in call
6/27/2007	participated in staff marketing retreat	staff	
6/28-29/2007	Attended Destination Showcase in Chicago	mtg planners	
7/2/2007	Participated in staff meeting 8:30-12:30		
7/2/2007	Worked on Emergency meeting scheduled 7/6/07	partners	
7/2/2007	Got leads, attendee list out to partners for Destination Chicago	partners	
7/3/2007	sent co-op ad fair invitation out to partners	partners	
7/6/2007	sent out follow letter to post-huddle fam attendees soliciting business	tour operator	
7/6/2007	sent info to tourist steven kiddler from Erie Pa	visitor	
7/9/2007	Assisted UK Tour Operator, Red Seven Golf based in England	Tour Operator	sent lead to golf hotels
7/24/2007	Attempted to coordinate Travel Impressions company sponsor - partners were not interested		
7/25/2007	worked on attraction fam - transportation needs	FAM	
7/25/2007	Solicited partners on holding a MPI Fam tour	partners	October 2007 day fam
7/25/2007	Worked on NAWP Possibilities	Association	Solicited a small 20 person wedding, assisted president
7/25/2007	sent out request to partners for Unlimited America	tour operator	needed a comp or discounted room for Oct 11-13 visit
7/26/2007	Sent out info to partners regarding Travel Worm	partners	
7/26/2007	Sent out Convention South leads to partners	mtg planners	
7/26/2007	Assisted mtg plnr John Flemming	mtg planners	
7/26/2007	Sent lead and request from Travelscope Holidays Ltd - Sarah Beckwith	tour operator	lead from Oonah Mccullogh
7/26/2007	Reached out to hotel partners re: Attitudes Magazine Photo contest	partners	
7/26/2007	Participated in Space Clearing call	career development	
July	Debi and Niccole evaluations - Jack		wrote self, had two meetings with Jack, evaluate self and Niccole
July 27-30	attended MPIWEC in Montreal		4 partners plus cvb worked two day expo 4 day networking
8/1/2007	Golfcard follow up from Huddle FAM - vendor needs photos and communication	tour operator	complete
8/2/2007	worked on getting booth shipped and sold	tradeshows	
8/2/2007	joined National Wedding Professionals	wedding	will attend Sept annual conference in Naples Bellasera Sept.
8/3/2007	coordinated Encounter meeting with partners	partners	
8/5/2007	Print leader software communication about future meeting	corporation	rfp to follow
8/6/2007	coordinated meeting for Pow wow and huddle participants	partners	
8/7/2007	Assisted Hibiscus Int with DMC info and Marco Island tours	mp	VF referral
8/7/2007	Organized Play Florida Golf Meeting	Golf/Meeting Planners	for 2008 Golf Guide and co-op ad in Play Fla Golf
8/8/2007	Organize wedding in Paradise for website	wedding	June 8th, committee started, donation \$6,000 wedding to start
8/8/2007	Jet Air Dec. FAM - began communication for FAM	tour operator	will set fam itinerary, get comp meals and attractions for 16 guests from Germany
8/9/2007	Sent lead to help Amy Aki find a venue for her wedding	partners	
8/9/2007	Area site with Sondra Williams American Benefits Assn	mp	booking 2010 and 2008 NG - Ritz and dining
8/9/2007	wedding lead out to hotels for last minute reception	partners	wedding partner referral Amy Aki 808-225-1797
8/9/2007	rented tables for advisory roundtable	partners	organizing roundtable notes, caterer etc.
8/9/2007	Meeting with Leslie Creative Events		networking scope of services
8/9/2007	Sent 50 PtoP to Sarah w/ FL Press for mtg at Ritz Golf	mp	
8/10/2007	Dhanelle Graham Lockheed Martin	mp	website lead sent info booked Marco Island for 2008 send 100 PP maps
8/10/2007	strategy meetings with Miles Media on website, open FLA, VG		
8/14/2007	Sent out wedding lead for Megan Brakebush	wedding	
8/15/2007	Brainstorm w/ JoNeel about Dolphin Explorer	attractions	
8/15/2007	Sent POW WOW request for participation	tradeshows	
8/15/2007	sent pre-mailer for MPI SEC	tradeshows	
8/19/2007	Attended Successful Meetings Market Place Palm Beach	tradeshows	3nights 2 days of meetings and networking with 50 Meeting planners very successful
8/23/2007	Attended MPISEC in Orlando	tradeshows	3 partners and CVB booth at show and education conference great show 2 nights
8/27/2007	attended Governors Conference on Tourism	conference planned	seminars and general sessions, awards functions and industry networking
Aug. 10	send out trade show follow up to partners and for CVB	tradeshows	fulfillment out
August	Trying to organize MPI/October Membership outing here in Naples	mp	set up itinerary, made communication, send rfp
August	starting to get and organize trade show sign up for 2008	tradeshows	signing up for shows as need comes in
all month	worked on Meeting Planner FAM - 2 committee meetings	mp	did minutes, invitation, itinerary and agenda - communication with all
all month	worked on attraction fam - transportation needs	Attractions communication	all partners, organize itinerary, Niccole doing power point
8/22/2007	sent out final itinerary and instructions for all Attractions FAM participants	Attractions communication	
8/30/2007	Approved PYM E-Blast to go out	MP	
8/30/2007	sent out e-invitation for Advisory Roundtable	Partners	
8/30/2007	Sent out final reminder to submit offers for all Attractions FAM participants		
8/30/2007	Sold counters to the tradeshow booth	tradeshow booth	sold to Naples Airport
8/31/2007	sent invites to mtg planners for Dec Fam	MP	
9/10/2007	Tour Group planner info request for itineraries: Bisaya medical Assoc	email	sent information and email assist
8/31/2007	Sent letter with follow up on Successful meetings, leads, rfp and fulfillment	tradeshow followup	completed follow up to planners and hotels sent out rfp
8/30/2007	sent more VIP packets to DoubleTree	partners	complete sent
8/31/2007	Luxury Travel Advisor Registry 2008	free listing	complete and sent for free listing for CVB
8/18/2007	Travel Agent Registration on website	Travel Agents	sent information and email assist
8/28/2007	Meeting planner website registration	meeting planner	sent information and email assist
8/28/2007	Website leisure contact requested	leisure	sent information to Robert Ferguson
8/20/2007	Travel Agent Registration on website	leisure	sent information and email assist
9/4/07 - 9/8/07	Attended Affordable Meetings DC	trade show	great show with 6 rfp and many to visit us for information and special requests
	Brochure Distribution for AAA show with Visit Florida	trade show	sent VG and fivers for show participation Sept. AMX conference
9/1/2007	Brochure Distribution for Addison shows Canada with Visit Florida	trade show	sent VG for shows with VF Travel Agents
August	worked on itinerary for Jet Air tours in December	FAM	sent several options, arranges lunch, dinner and tours - proof and confirm
9/11/2007	TDC report due		
9/17/2007	National Association of Wedding professionals conference attended	trade show	at Bellasera hotel local conference weddings
9/12/2007	Site with Sandra Gedwell	site	set up site and met planner to lunch with itinerary for 2 day site REL Medwest
9/12/2007	set up itinerary for roundtable	preparation	partner advisory roundtable
9/11/2007	set up luncheon for ASTA travel agents visiting area	site	lunch at Vergina Sept 15 for 12 Travel Agents



# News

## PR & Communications June – September 2007 Submitted by: JoNell Modys

The CVB has assisted numerous writers and authors with research visits over the summer. Some of those publications include: Florida's Botanical Wonders – a new book in the Wild Florida Series  
*The Florida Trail – The Official Hiking Guide (update)*  
*Motoren en Toerisme – motorcycle magazine in Benelux region, Europe*  
*Het Laatste Nieuws – Belgian newspaper*  
*Travel Inside-Français – Swiss travel trade magazine*  
*Wellness Magazine Santé – Swiss spa & travel magazine*  
*Florida Travel & Life*  
*Miami Herald – Chololoskee tripletail fishing story*  
*Texas Sporting Journal – April 08 article on Marco Island fishing & travel*  
*Suite101.com – travel Web site has produced 4 articles*  
*DeSoto News/Okeechobee Sun*  
*Today's Golfer – largest European golf magazine*  
*Chris Elliott - syndicated writer*

Work is progressing on choosing a public relations agency experienced in travel and tourism promotion to support the CVB. Finals evaluations should be complete in October.

The PR staff has attended several conferences that included opportunities to interact directly with media, including the PRSA district conference in Orlando, the annual Governor's Conference on Tourism where I met with travel editors for Coastal Living and Southern Living, and PR assistant Angela Bryant attended a PR New Media Bootcamp workshop.

In July, a natural phenomenon occurred at Corkscrew Swamp Sanctuary that generated world wide news coverage. A rare ghost orchid with multiple blossoms at once was spotted within view of the public boardwalk. While the Fort Myers News-Press had covered the event extensively, which was then picked up by the Associated Press, the Naples Daily News did not mention the occurrence, which was drawing in visitors by the hundreds per day. The CVB discovered many local hotel workers were not aware of it and so were not informing guests. A special e-newsletter was issued to hotels, the concierge association and partners, so guests in area hotels could take the opportunity to visit during the bloom event. A few weeks after the first bloom occurred, the plant did the impossible, it bloomed a second time, also with multiple blossoms, so the CVB went into action and issued a national news release, which generated more news coverage. Reader impressions to date from the ghost orchid coverage are above 5 million impressions.

Upcoming news coverage includes the airing of the Florida Everglades episode of Weatherventures, a new weather themed travel show on The Weather Channel. Segments that were filmed last March include kayak fishing, an overview of the Everglades, shelling on Marco Island and searching for orchids.

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Naples Marco Island Everglades  
The Paradise Coast

**COLLIER COUNTY  
FILM COMMISSION  
ACTIVITIES  
SEPTEMBER 24, 2007  
TDC Meeting**

**PRODUCTION NOTES**

- Anheuser-Busch – TV commercial/stills
- ADR Creative – print catalogue
- “The Today Show Throws a Martha Stewart Wedding” – TV segment
- Jessica London – print catalog
- “Animal Extractors” – National Geographic/Granada UK TV
- “Weatherventures” – The Weather Channel
- Sky Angel – video
- Hidden Lake Productions - commercial
- Abbey Carpet – TV commercial
- “El Parrandero” – print magazine
- Joan Takefman- still photography shoot
- FPL – TV commercial

**WORKING LEADS**

- Untitled Big Cypress Project – documentary
- “Arte TV” – TV segment (Fr)
- “Repossession Mambo” – feature film
- “America the Beautiful/The Today Show” – TV segment
- Cole/Photography- still shoot

- “Adventure Racing TV” – TV segment
- Untitled/CCC Productions - indie
- “Prison Break” – TV series
- Virgin Holiday(w/CVB) – promo video
- Workshop Entertainment – indie film
- “Girls Gone Fishing” – TV segment
- “Untitled” General Purpose Pictures Canada
- “Thirteen Hours” – independent TV spec pilot
- FX TV pilot/series – in development
- 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
- UFTA meeting
- Scanning/Up-loading photo library to REEL-SCOUT
- Paradise Marketing/CVB Workshop
- Film Florida Independent Film Committee
- Film Florida/FEAC (Governor’s Council) Green Screen production

## **SCOUT**

- Jessica London

## **MEDIA**

- WGCU Arts Edition forum

## **MEETINGS/CONFERENCE**

- Association of Film Commissioners  
International, Cineposium, Santa Fe, NM  
Location Photography Workshop  
Masters Course – Marketing  
Master Course – Economic Development
  - Independent Film Producers  
Conference & Marketplace, NYC
    - Film Florida Filmmakers  
Reception
- Speaking: Naples Rotary Club, Collier  
Athletic Club

**Collier County - Call Summary by Type** 6 of 80  
**For the Month of June, 2007 and 2006**

	<u>Current Year</u>		<u>Previous Year</u>	
Call-Live	338		555	
Data Entry	10996		10,873	
Data Import	<u>10137</u>		<u>9,695</u>	
Data Entry- Manual	859		<u>1,178</u>	
Collier County		0		0
RDR Response		854		1,152
RR-Fulfilled		0		20
Website		5		6
Total Calls	<u><u>11,334</u></u>		<u><u>11,428</u></u>	

# Greater Naples, Marco Island & The Everglades CVB

## Call Summary by Toll Free Number

For the month of June 2007

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
420-Naples/Marco	161	484.08
420-Naples-Press	38	130.88
420-GuestClick	26	168.45
420-Naples-LD	1	3.73
420-Storm Info.	2	5.52
420-Meeting Plan	2	5.67
<b>Grand Total:</b>	<b>230</b>	<b>798.33</b>

# Greater Naples, Marco Island & The Everglades CVB

## Call Summary by Purpose

For the month of June 2007

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>
ACCOMMODATIONS INFORMATION	4	19.05
Guest Click - Reservations	26	205.40
Help Desk	46	143.78
MEETING PLANNER	2	5.67
VISITORS GUIDE	11,149	1,240.08
<b>Grand Total:</b>	<b>11,227</b>	<b>1,613.98</b>



# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Source

For the months of June 2007 and June 2006

<u>SOURCE</u>	<u>CURRENT YEAR</u>		<u>LAST YEAR</u>	
	<u>REQUESTS</u>	<u>%</u>	<u>REQUESTS</u>	<u>%</u>
Consumer Magazines	462	4%	0	0%
Consumer Directories	93	1%	0	0%
Leisure E-Marketing	682	6%	0	0%
Newspaper Domestic NE/MW	5512	49%	0	0%
Television	18	0%	134	1%
Target Markets	75	1%	0	0%
Niche Markets (Bridal/Honeymoon)	672	6%	0	0%
Niche Markets (ECO)	241	2%	0	0%
Niche Markets (Senior)	3367	30%	0	0%
Friend/Relative	7	0%	9	0%
Magazine	0	0%	3890	35%
Newspaper	0	0%	6515	59%
Other/Unknown	17	0%	38	0%
Radio	0	0%	1	0%
Travel Agent	3	0%	2	0%
Website	0	0%	502	5%
<b>Grand Total:</b>	<b>11149</b>		<b>11091</b>	

# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Magazines

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
AAA Going Places May/Jun 07	393	85%
New York Times	53	11%
Southern Living June 06	6	1%
Southern Living July 06	4	1%
Other/Unknown	3	1%
Southern Living Travel Jun 07	2	0%
Southern Living Travel Jul 07	1	0%
<b><u>Grand Total:</u></b>	<b><u>462</u></b>	

# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Directories

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
2006 Official FL Vac Guide	79	85%
2007 Official FL Vac Guide	13	14%
2005 Official FL Vac Guide	1	1%
<b><u>Grand Total:</u></b>	<b><u>93</u></b>	

# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Leisure E-Marketing

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
ParadiseCoast.com	383	56%
24-7Vacations.com	268	39%
DestinationBrochures.com	24	4%
Other/Unknown	3	0%
VisitFlorida.com - France	2	0%
Visit USA - UK	1	0%
VisitFlorida.com	1	0%
<b><u>Grand Total:</u></b>	<b><u>682</u></b>	

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

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
VF Vacation Values Apr 07	3,565	65%
VF Vacation Values Jun 07	1,872	34%
TMG Newspaper Insert	70	1%
Other/Unknown	3	0%
PrePrint In State Fall 2006	1	0%
TMG Out of State Insert	1	0%
<b><u>Grand Total:</u></b>	<b><u>5,512</u></b>	

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

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
Florida Cable Program	18	100%
<b><u>Grand Total:</u></b>	<b><u>18</u></b>	

# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Target Markets

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
Chicago WLS - TV CH 7	12	16%
Chicago Unknown	7	9%
Chicago WBBM - TV CH 2	5	7%
Miami/Ft Laud WSNV - TV CH 7	5	7%
New York WNBC - TV CH 4	5	7%
Orlando WFTV - TV CH 9	5	7%
Other/Unknown	5	7%
Tampa/St. Pete Unknown	5	7%
Miami/Ft Laud Unknown	4	5%
Miami/Ft Laud WTVJ - TV CH 6	3	4%
New York - Comcast	2	3%
New York Unknown	2	3%
New York WABC - TV CH 7	2	3%
New York WCBS - TV CH 2	2	3%
Orlando Unknown	2	3%
Tampa/St. Pete WTTA - TV CH 38	2	3%
Chicago - Comcast	1	1%
Miami/Ft Laud WBFS - TV CH 33	1	1%
Miami/Ft Laud WFOR - TV CH 4	1	1%
Miami/Ft Laud WPLG - TV CH 10	1	1%

# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Target Markets

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
Palm Beach - Comcast	1	1%
Palm Beach Unknown	1	1%
Tampa/St. Pete WTVT - TV CH 13	1	1%
<b>Grand Total:</b>	<b>75</b>	



# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Niche Market

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>
<b>Niche Markets (Senior)</b>	
AARP Mar/Apr 07	61
Readers Digest Jun 07	2
Reader's Digest June 07	3,304
<b>Niche Markets (Senior)</b>	<b>3,367</b>
<b>Niche Markets (Bridal/Honeymoon)</b>	
FL Wedding&Honeymoon Jan/Feb07	11
FL Wedding&Honeymoon Jul/Aug06	21
FL Wedding&Honeymoon Jul/Aug07	377
FL Wedding&Honeymoon Mar/Apr07	42
FL Wedding&Honeymoon May/Jun07	221
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>672</b>
<b>Niche Markets (ECO)</b>	
Audubon/Corkscrew Mar/Apr 07	35
Nat'l Geo Trvlr May/Jun 07	14
Nat'l Geo. Trav. May/June 07	192
<b>Niche Markets (ECO)</b>	<b>241</b>
<b>Grand Total:</b>	<b>4,280</b>

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

For the month of June 2007

<u>PUBLICATION NAME</u>	<u># OF REQUESTS</u>	<u>%</u>
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<u>Grand Total:</u>	<hr/>	
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# Greater Naples, Marco Island & The Everglades CVB Request Summary by Group Business

For the month of June 2007

**PUBLICATION NAME**

**# OF REQUESTS**

**Grand Total:** \_\_\_\_\_

## Greater Naples, Marco Island &amp; The Everglades CVB

20 of 80

## Requests by State

For the Month of June 2006 &amp; 2007

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
FL	5393	48.81%	6424	58.69%
TX	499	4.52%	247	2.26%
NY	398	3.60%	520	4.75%
OH	335	3.03%	200	1.83%
PA	335	3.03%	221	2.02%
IL	300	2.72%	262	2.39%
CA	286	2.59%	197	1.80%
GA	241	2.18%	316	2.89%
MI	215	1.95%	159	1.45%
IN	203	1.84%	104	0.95%
MO	189	1.71%	106	0.97%
NJ	182	1.65%	205	1.87%
TN	174	1.57%	212	1.94%
NC	165	1.49%	158	1.44%
WI	161	1.46%	76	0.69%
MN	137	1.24%	57	0.52%
KY	109	0.99%	76	0.69%
IA	107	0.97%	34	0.31%
VA	107	0.97%	113	1.03%
MA	104	0.94%	86	0.79%
MD	98	0.89%	161	1.47%
AL	96	0.87%	192	1.75%
SC	91	0.82%	88	0.80%
WA	88	0.80%	50	0.46%
AR	87	0.79%	61	0.56%
LA	83	0.75%	82	0.75%
CO	82	0.74%	43	0.39%
CT	78	0.71%	62	0.57%
OK	75	0.68%	51	0.47%
AZ	68	0.62%	47	0.43%
KS	67	0.61%	37	0.34%
MS	56	0.51%	44	0.40%
WV	37	0.33%	30	0.27%
OR	35	0.32%	32	0.29%
DE	33	0.30%	14	0.13%
NE	33	0.30%	22	0.20%
ID	32	0.29%	12	0.11%
NV	32	0.29%	14	0.13%
ME	28	0.25%	18	0.16%
SD	27	0.24%	9	0.08%
UT	26	0.24%	11	0.10%
NH	23	0.21%	16	0.15%

PHASE V OF SOUTHWEST FLORIDA, INC.

## Greater Naples, Marco Island &amp; The Everglades CVB

21 of 80

## Requests by State

For the Month of June 2006 &amp; 2007

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
NM	23	0.21%	16	0.15%
RI	20	0.18%	11	0.10%
ND	14	0.13%	7	0.06%
MT	13	0.12%	3	0.03%
HI	12	0.11%	4	0.04%
VT	11	0.10%	7	0.06%
AK	9	0.08%	0	0.00%
WY	9	0.08%	2	0.02%
DC	8	0.07%	8	0.07%
PR	8	0.07%	16	0.15%
AE	3	0.03%	0	0.00%
VI	3	0.03%	1	0.01%
AP	1	0.01%	0	0.00%
GU	0	0.00%	1	0.01%
<b><u>Grand Total:</u></b>	<b><u>11049</u></b>		<b><u>10945</u></b>	

## Greater Naples, Marco Island &amp; The Everglades CVB

## Requests by Country

For the Month of June 2006 &amp; 2007

<u>COUNTRY</u>	<u>Current Year</u>		<u>Previous Year</u>	
USA	11,049	99.11%	10,945	98.68%
Canada	39	0.35%	39	0.35%
United Kingdom	13	0.12%	0	0.00%
Bangladesh	5	0.04%	5	0.05%
France	5	0.04%	8	0.07%
Germany	4	0.04%	28	0.25%
Puerto Rico	4	0.04%	1	0.01%
Australia	3	0.03%	0	0.00%
Netherlands	3	0.03%	3	0.03%
Belgium	2	0.02%	6	0.05%
Brazil	2	0.02%	5	0.05%
Russia	2	0.02%	0	0.00%
Argentina	1	0.01%	3	0.03%
Bermuda	1	0.01%	0	0.00%
Croatia	1	0.01%	0	0.00%
Denmark	1	0.01%	1	0.01%
England (Great Britian)	1	0.01%	24	0.22%
Ghana	1	0.01%	0	0.00%
Greece	1	0.01%	0	0.00%
India	1	0.01%	1	0.01%
Indonesia	1	0.01%	1	0.01%
Ireland	1	0.01%	1	0.01%
Mexico	1	0.01%	2	0.02%
Nigeria	1	0.01%	0	0.00%
Norway	1	0.01%	0	0.00%
Pakistan	1	0.01%	1	0.01%
Peru	1	0.01%	0	0.00%
Poland	1	0.01%	0	0.00%
Thailand	1	0.01%	3	0.03%
Austria	0	0.00%	1	0.01%
Bulgaria	0	0.00%	1	0.01%
China	0	0.00%	1	0.01%
Finland	0	0.00%	1	0.01%
Iran	0	0.00%	5	0.05%
Italy	0	0.00%	2	0.02%
Malaysia	0	0.00%	2	0.02%
Taiwan	0	0.00%	1	0.01%

# Greater Naples, Marco Island & The Everglades ~~CVB~~

## Requests by Country

For the Month of June 2006 & 2007

<u>COUNTRY</u>	<u>Current Year</u>	<u>Previous Year</u>
<u>Grand Total:</u>	<u>11,148</u>	<u>11,091</u>





		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007	
TMG Out of State Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	1	0	0	1,670	108	0	71	0	0	0	0	0	0	0	0	0	1,850	
Valassis FSI	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
VF Vacation Values Apr 07	Newspaper Domestic NE/MW															1,613	0	3,565	0	0	0	0	0	0	0	5,178		
VF Vacation Values Jun 07	Newspaper Domestic NE/MW																	1,872								1,872		
<b>TOTAL Newspaper Domestic NE/MW:</b>		<b>0</b>	<b>70</b>	<b>0</b>	<b>22</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>3,947</b>	<b>0</b>	<b>826</b>	<b>0</b>	<b>1,320</b>	<b>1</b>	<b>1,684</b>	<b>2,333</b>	<b>1,739</b>	<b>2,470</b>	<b>5,512</b>	<b>653</b>	<b>0</b>	<b>835</b>	<b>0</b>	<b>882</b>	<b>0</b>	<b>7,174</b>	<b>15,122</b>	
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	0	32	79	9	441	1	874	14	807	0	587	1	734	2	510	0	222	0	90	0	48	0	39	0	4,431	59	
FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon)	0	0	0	23	0	341	0	525	0	175	0	67	0	38	0	18	0	11	0	0	0	0	0	0	1,198		
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	0	707	0	464	0	147	0	128	0	48	0	37	0	18	3	27	547	21	512	0	486	0	763	0	2,311	1,597	
FL Wedding & Honeymoon Jul/Aug 07	Niche Markets (Bridal/Honeymoon)																8		377						0	385		
FL Wedding & Honeymoon Mar/Apr 06	Niche Markets (Bridal/Honeymoon)	0	15	0	13	0	1	0	6	0	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	0	0	0	0	0	0	64		517		536		231		58		42						0	1,448		
FL Wedding & Honeymoon May/Jun 07	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	38		422		447		221						0	1,128		
Other/Unknown	Niche Markets (Bridal/Honeymoon)														1											0	1	
<b>TOTAL Niche Markets (Bridal/Honeymoon):</b>		<b>0</b>	<b>754</b>	<b>79</b>	<b>509</b>	<b>441</b>	<b>490</b>	<b>874</b>	<b>737</b>	<b>807</b>	<b>740</b>	<b>587</b>	<b>683</b>	<b>734</b>	<b>712</b>	<b>531</b>	<b>558</b>	<b>816</b>	<b>672</b>	<b>632</b>	<b>0</b>	<b>553</b>	<b>0</b>	<b>830</b>	<b>0</b>	<b>6,884</b>	<b>5,854</b>	
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	39	0	34	0	18		9		0		0								0	100	
Audubon Nov/Dec 06	Niche Markets (ECO)	0	0	0	167	0	72	0	2	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	243	
Audubon Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	1					2		3		1		0							0	7	
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	168		83		49		35							0	335	
Echo Encounter Mar 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	1				0									0	1	
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	0	199				2					0		0							0	201	
FL Echo In State Spring 2007	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	86		269		10		0							0	365	
Nat'l Geo Trvlr May/Jun 07	Niche Markets (ECO)																348		206							0	554	
Undiscovered Florida	Niche Markets (ECO)																1		0							0	1	
<b>TOTAL Niche Markets (ECO):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>167</b>	<b>0</b>	<b>72</b>	<b>0</b>	<b>241</b>	<b>0</b>	<b>34</b>	<b>0</b>	<b>278</b>	<b>0</b>	<b>365</b>	<b>0</b>	<b>409</b>	<b>0</b>	<b>241</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,252</b>	
FL Fishing & Boating Guide	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	
<b>TOTAL Niche Markets (Fishing):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	
Golf Magazine	Niche Markets (Golf)	0	0	0	0	0	0	3				1					1									0	5	
Other/Unknown	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	0	1													0	1	
<b>TOTAL Niche Markets (Golf):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	
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	0	0	0	0	0	2,188	0	3,158	1,337
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	0	2		2		4,186		1,020		263		61							0	5,534	
Reader's Digest June 07	Niche Markets (Senior)																		3,306							0	3,306	
<b>TOTAL Niche Markets (Senior):</b>		<b>703</b>	<b>1,106</b>	<b>191</b>	<b>195</b>	<b>75</b>	<b>34</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>4,186</b>	<b>0</b>	<b>1,020</b>	<b>0</b>	<b>263</b>	<b>0</b>	<b>3,367</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,188</b>	<b>0</b>	<b>3,158</b>	<b>6,871</b>
Chicago - Comcast	Target Markets													23		7		1								0	31	
Chicago - WBBM	Target Markets													11				5								0	16	
Chicago - WLS	Target Markets													3		8		12								0	23	
Chicago - Unknown	Target Markets															4		7								0	11	
Miami - WSVN FOX	Target Markets	0	0	0	0	0	1	0	0	0	0	0	0	2	7	4	4	5	5	5	0	2	0	0	0	0	18	17
Miami - WTVJ NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	8	1	3	5	1	3	0	0	0	0	0	0	0	12	9
Miami/Ft Laud - WBFS	Target Markets	0	0	19	0	0	0	0	0	0	0	0	0	4	10	2	0	2	1	1	0	1	0	0	0	0	29	11
Miami/Ft Laud - WFOR	Target Markets		0		0	0	0	0	0	0	0	0	1	1	3	8	2	3	1	5	0	1	0	0	0	0	18	7
Miami/Ft Laud - WPLG	Target Markets													8		4		1								0	13	
Miami/Ft Laud - WSFL	Target Markets													1				0								0	1	
Miami/Ft Laud Unknown	Target Markets															3		4								0	7	





		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007	
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	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	0	4	0	0	0	0	0	0	0	0	0	4	0	
Naples Daily News - Editorial	Newspaper Domestic NE/MW	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	2	1		
Orlando Sentinel 06	Newspaper Domestic NE/MW	0	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	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Preprint In-State Nov 05	Newspaper Domestic NE/MW	0	0	0	0	1,120	0	651	0	1,366	0	138	0	0	0	0	0	233	0	0	0	0	0	0	0	3,508	0	
St. Petersburg Times	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	2	0		
Tampa Tribune	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	3	0		
Vacation Values Sunbelt (Valassis)	Newspaper Domestic NE/MW	0	0	0	0	1,941	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,941	0	
Valassis	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,795	0	45	0	0	0	0	0	3,840	0	
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	0	1	0	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	0	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	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	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	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	0	0	0	0	5	0	0	0	5	0	
Visit Florida Lead Generation - Boating	Niche Markets (Fishing)	0	0	0	0	10,029	0	0	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	15	0	541	0	95	0	37	0	13	0	701	0	
Miami/Palm Beach Apr-Jun 06	Target Markets (Miami/Palm Beach)	0	0	0	0	0	0	0	0	0	0	0	0	8	0	3	0	1	0	0	0	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	0	0	0	2	0	
Chicago TV/Cable Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	10	0	12	0	0	0	0	0	0	25	0	
CNN Headline News - Chicago	Television	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	1	0	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	0	0	0	0	5	35	
German TV/Swamp	Television	0	0	0	0	0	0	0	0	0	0	0	0	1	0	20	0	3	0	5	0	3	0	0	0	32	0	
Miami - WBZL WB	Television	23	0	0	0	0	0	0	0	0	0	0	0	1	0	12	0	6	0	1	0	4	0	0	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	0	9	0	
New York WABC Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	0	20	0	67	0	20	0	1	0	0	0	0	0	108	0	
New York WNBC Apr-Jun 06	Television	0	0	0	0	0	0	0	0	0	0	0	0	17	0	110	0	27	0	0	0	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	0	1	0	13	0	
Orlando - WFTV	Television	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	6	0	1	0	3	0	0	0	15	0	
Orlando - WRDQ	Television	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	0	5	0	
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	19	0	
Tampa/St Pete - WTOG	Television	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	2	0	7	0	3	0	3	0	1	0	0	0	16	0	
Travel Channel	Television	1	0	1	0	0	0	0	0	1	0	1	0	4	0	4	0	2	0	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	1	0	0	0	0	0	1	0	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	49	0	
<b>2006 LEADS TOTAL:</b>		<b>74</b>	<b>5</b>	<b>215</b>	<b>36</b>	<b>23,359</b>	<b>0</b>	<b>11,800</b>	<b>0</b>	<b>1,914</b>	<b>0</b>	<b>946</b>	<b>0</b>	<b>373</b>	<b>0</b>	<b>1,137</b>	<b>0</b>	<b>5,445</b>	<b>0</b>	<b>8,272</b>	<b>0</b>	<b>9,512</b>	<b>0</b>	<b>955</b>	<b>0</b>	<b>64,002</b>	<b>41</b>	

# Greater Naples, Marco Island & The Everglades CVB

## Call Summary by Toll Free Number

For the month of July 2007

<u>TOLL FREE #</u>	<u># OF CALLS</u>	<u>MINUTES</u>
Naples Press	38	122.25
International	0	0.00
800-2ESCAPE	81	222.03
Storm Information	0	0.00
Guest Click	31	197.75
Meeting Planner	1	3.55
Collier County SOC	0	0.00
<b><u>Grand Total:</u></b>	<b><u>151</u></b>	<b><u>545.58</u></b>

## Greater Naples, Marco Island &amp; The Everglades CVB

## Call Summary by Purpose

For the month of July 2007

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	
Live Information	40	127.67	
Visitors Guide	11550	1,673.30	
Guest Click - Reservations	21	169.28	8
Partner Pack CD	0	0.00	
Update Accomodations	0	0.00	
Storm Accomodations Info	2	13.60	
Meeting Planner	19	52.27	
SOC Information	0	0.00	
<b><u>Grand Total:</u></b>	<b><u>11632</u></b>	<b><u>2,036.12</u></b>	<b><u>0</u></b>

## Greater Naples, Marco Island & The Everglades CVB

### Visitors Guide Request Summary by Source

For the month of July 2007

<u>SOURCE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Consumer Magazines	465	1607	3%	0	0	0%
Consumer Directories	7515	9503	17%	0	0	0%
Leisure E-Marketing	652	6445	12%	0	0	0%
Newspaper Domestic NE/MW	1345	16478	30%	0	0	0%
TV/Target Markets	43	461	1%	0	0	0%
Niche Markets (Bridal/Honeymoon)	711	6565	12%	0	0	0%
Niche Markets (ECO)	96	1903	3%	0	0	0%
Niche Markets (Fishing)	0	3	0%	0	0	0%
Niche Markets (Golf)	0	6	0%	0	0	0%
Niche Markets (Senior)	616	10790	20%	0	0	0%
Niche Markets (Shopping/Culture)	0	0	0%	0	0	0%
Travel Agent Directories	0	3	0%	0	0	0%
Group Business (Association)	0	1	0%	0	0	0%
Group Business (Corporate)	0	1	0%	0	0	0%
Group Business (Leisure)	93	214	0%	0	0	0%
Collier County CVB Office	0	133	0%	2	46	0%
Friend/Relative	9	84	0%	7	77	0%
Magazine	0	0	0%	2876	23670	26%
Newspaper	0	0	0%	706	14867	6%
Other/Unknown	3	275	0%	21	240	0%
Radio	0	0	0%	1	3	0%
Travel Agent	2	39	0%	3	40	0%
TV	0	0	0%	45	708	0%
Website	0	0	0%	7398	42130	67%
<b><u>Grand Total:</u></b>	<b><u>11550</u></b>	<b><u>54511</u></b>		<b><u>11059</u></b>	<b><u>81781</u></b>	

\*YTD = Fiscal Year

## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by Consumer Magazines

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
AAA Going Places Jul/Aug 07	351	351	22%
AAA Going Places May/Jun 07	39	445	28%
Florida Sun	31	122	8%
Southern Living July 06	17	179	11%
Other/Unknown	14	28	2%
Southern Living June 06	8	144	9%
Women's World	2	41	3%
New York Times	1	54	3%
Southern Living Travel Jul 07	1	4	0%
Southern Living Travel Jun 07	1	10	1%
2005 Official FL Vac Guide	0	15	1%
2006 Official FL Vac Guide	0	4	0%
AAA Going Places May/Jun 06	0	1	0%
AAA Going Places Sept/Oct 06	0	168	10%
AARP Sep 05	0	3	0%
Arthur Frommers Bgt Tvl Feb 07	0	15	1%
Arthur Frommers Tvl Feb 07	0	8	0%
Atlantic SE Mag Nov/Dec 06	0	4	0%
Audubon/Corkscrew Mar/Apr 06	0	1	0%
Conde Nast Traveler May 06	0	1	0%
Conde Nast Traveler May 07	0	1	0%
Family Summer Getaways	0	1	0%
FL Official Trvl Ind Guide 06	0	1	0%
FL Wedding&Honeymoon Jul/Aug06	0	1	0%
Florida Experience Jun 05	0	1	0%
Southern Living TVL Jun/Jul 06	0	1	0%
Unknown	0	3	0%
<b><u>Grand Total:</u></b>	<b><u>465</u></b>	<b><u>1,607</u></b>	

\*YTD = Fiscal Year



## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by Consumer Directories

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
VF Downtwn & Smll Twns Swpstks	6831	6831	72%
Everglades City Info	624	624	7%
2006 Official FL Vac Guide	51	578	6%
2007 Official FL Vac Guide	9	85	1%
2005 Official FL Vac Guide	0	105	1%
2006 Family Summer Getaways	0	1168	12%
Family Summer Getaways	0	105	1%
OTHER/UNKNOWN	0	3	0%
VF Intl. Travel Planner 06	0	3	0%
VF SIP - Beaches	0	1	0%
<b><u>Grand Total:</u></b>	<b><u>7,515</u></b>	<b><u>9,503</u></b>	

\*YTD = Fiscal Year

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

For the month of July 2007

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	378	3857	60%
24-7Vacations.com	229	1996	31%
DestinationBrochures.com	37	180	3%
Visit USA - UK	3	54	1%
VisitFlorida.com	2	5	0%
FLAUSA.COM	1	11	0%
Other/Unknown	1	11	0%
VisitFlorida.com - Germany	1	3	0%
www.ParadiseCoast.com	0	312	5%
Visit USA - Germany	0	2	0%
VisitFlorida.com - France	0	2	0%
www.24-7Vacations.com	0	9	0%
www.DestinationBrochures.com	0	3	0%
<b>Grand Total:</b>	<b>652</b>	<b>6,445</b>	

\*YTD = Fiscal Year

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

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Visit Florida In State Insert	1288	1288	8%
TMG Newspaper Insert	52	1897	12%
Other/Unknown	4	37	0%
TMG Out of State Insert	1	6	0%
Boston Globe 05	0	1	0%
Naples Daily News 05	0	1	0%
PrePrint In State	0	26	0%
Preprint In State Fall 2006	0	1247	8%
Preprint In State Jun 06	0	70	0%
PrePrint Out State	0	99	1%
Preprint Out State Fall 2006	0	4755	29%
Unknown	0	1	0%
Valassis FSI	0	1	0%
VF Vacation Values Apr 07	0	5177	31%
VF Vacation Values Jun 07	0	1872	11%
<b>Grand Total:</b>	<b>1,345</b>	<b>16,478</b>	

\*YTD = Fiscal Year

## Greater Naples, Marco Island &amp; The Everglades CVB

## Visitor Guide Request Summary by TV/Target Markets

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Chicago WLS - TV CH 7	11	29	6%
Florida Cable Program	6	6	1%
Chicago Unknown	3	16	3%
New York Unknown	3	14	3%
New York WNBC - TV CH 4	3	12	3%
Chicago - Comcast	2	33	7%
Palm Beach WPTV - TV CH 5	2	2	0%
Tampa/St. Pete Unknown	2	25	5%
Chicago WBBM - TV CH 2	1	6	1%
Miami/Ft Laud Unknown	1	47	10%
Miami/Ft Laud WTVJ - TV CH 6	1	10	2%
New York - Comcast	1	23	5%
Orlando - Brighthouse	1	9	2%
Orlando Unknown	1	25	5%
Orlando WFTV - TV CH 9	1	6	1%
Other/Unknown	1	17	4%
Tampa/St. Pete WFTS - TV CH 28	1	1	0%
Tampa/St. Pete WTVT - TV CH 13	1	2	0%
W Palm/Ft. Pier WPBF - CH 25	1	1	0%
Chicago - WBBM	0	3	1%
Chicago - WLS	0	13	3%
Miami/Ft Laud WBFS - TV CH 33	0	12	3%
Miami/Ft Laud WFOR - TV CH 4	0	8	2%
Miami/Ft Laud WPLG - TV CH 10	0	14	3%
Miami/Ft Laud WSFL - TV CH 39	0	1	0%
Miami/Ft Laud WSNV - TV CH 7	0	18	4%
New York - WABC	0	19	4%
New York - WCBS	0	4	1%
New York - WNBC	0	17	4%
New York WABC - TV CH 7	0	15	3%

## Greater Naples, Marco Island & The Everglades CVB

### Visitor Guide Request Summary by TV/Target Markets

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
New York WCBS - TV CH 2	0	4	1%
Orlando - WESH	0	4	1%
Palm Beach - Comcast	0	5	1%
Palm Beach - WPEC	0	1	0%
Palm Beach - WPTV	0	1	0%
Palm Beach - WTVX	0	2	0%
Palm Beach Unknown	0	21	5%
Palm Beach WPEC - TV CH 12	0	1	0%
Tampa/St. Pete - Brighthouse	0	9	2%
Tampa/St. Pete - WFTS	0	1	0%
Tampa/St. Pete - WTVT	0	2	0%
Tampa/St. Pete WTTA - TV CH 38	0	2	0%
 <b>Grand Total:</b>	 <b>43</b>	 <b>461</b>	

\*YTD = Fiscal Year

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

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
FL Wedding&Honeymoon Jan/Feb06	0	59	0%
FL Wedding&Honeymoon Jan/Feb07	13	1211	6%
FL Wedding&Honeymoon Jul/Aug06	21	1617	8%
FL Wedding&Honeymoon Jul/Aug07	458	843	4%
FL Wedding&Honeymoon Mar/Apr06	0	39	0%
FL Wedding&Honeymoon Mar/Apr07	40	1488	8%
FL Wedding&Honeymoon May/Jun07	103	1231	6%
FL Wedding&Honeymoon Sep/Oct07	76	76	0%
OTHER/UNKNOWN	0	1	0%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>711</b>	<b>6565</b>	<b>34%</b>
<b>Niche Markets (Senior)</b>			
AARP Mar/Apr 07	0	5534	29%
AARP Sept/Oct 06	0	2	0%
AARP September 05	0	1298	7%
AARP September 06	0	34	0%
Audubon/Corkscrew Mar/Apr 07	5	5	0%
Readers Digest Jun 07	0	2	0%
Reader's Digest June 07	611	3915	20%
<b>Niche Markets (Senior)</b>	<b>616</b>	<b>10790</b>	<b>56%</b>

# Greater Naples, Marco Island & The Everglades CVB

## Visitor Guide Request Summary by Niche Market

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (ECO)</b>			
Audubon Mar/Apr 07	0	7	0%
Audubon Nov/Dec 06	0	9	0%
Audubon/Corkscrew Mar/Apr 07	13	348	2%
Audubon/Corkscrew Nov 06	0	334	2%
Echo Encounter Mar 07	0	1	0%
FL Echo In State Spring 2007	0	365	2%
FL Echo IS & OS Fall 2006	0	201	1%
Nat'l Geo Trvlr May/Jun 07	2	20	0%
Nat'l Geo. Trav. May/June 07	81	617	3%
Undiscovered Florida	0	1	0%
<b>Niche Markets (ECO)</b>	<b>96</b>	<b>1903</b>	<b>10%</b>
<b>Niche Markets (Fishing)</b>			
FL Fishing & Boating Guide	0	3	0%
<b>Niche Markets (Fishing)</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>Niche Markets (Golf)</b>			
Golf Magazine	0	5	0%
OTHER/UNKNOWN	0	1	0%
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>6</b>	<b>0%</b>
<b>Grand Total:</b>	<b>1,423</b>	<b>19,267</b>	

\*YTD = Fiscal Year

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

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
FL Official Tvl Ind Jan-Dec 07	0	2	67%
TIA See America	0	1	33%
<b><u>Grand Total:</u></b>	<b><u>0</u></b>	<b><u>3</u></b>	

\*YTD = Fiscal Year



# Greater Naples, Marco Island & The Everglades CVB

## Visitor Guide Request Summary by Group Business

For the month of July 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Group Business (Association)</b>			
FSAE Assoc. Resource	0	1	0%
<b>Group Business (Association)</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Group Business (Corporate)</b>			
FL Official Mtg Planners Guide	0	1	0%
<b>Group Business (Corporate)</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Group Business (Leisure)</b>			
Group Travel Planet	93	93	43%
Group Tour Magazine	0	17	8%
Group Tour Magazine Sept 06	0	1	0%
Group Travel Planet May/June 07	0	1	0%
Group Travel Planet Nov/Dec 06	0	102	47%
<b>Group Business (Leisure)</b>	<b>93</b>	<b>214</b>	<b>99%</b>
<b>Grand Total:</b>	<b>93</b>	<b>216</b>	

\*YTD = Fiscal Year

# Greater Naples, Marco Island & The Everglades CVB

## Visitor Guide Request Summary by State

For the month of July 2007

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
FL	2338	13274	25%	6692	19704	61%
NY	673	3150	6%	137	2584	1%
CA	659	1931	4%	115	1196	1%
TX	574	2174	4%	211	1485	2%
PA	529	2360	4%	128	1611	1%
IL	498	2607	5%	126	1673	1%
OH	447	2227	4%	135	1562	1%
GA	385	1571	3%	1223	2386	11%
MI	376	1806	3%	104	1188	1%
NJ	370	1580	3%	63	1225	1%
NC	308	1111	2%	150	991	1%
IN	252	1530	3%	86	876	1%
TN	250	1155	2%	500	1553	5%
VA	238	926	2%	105	682	1%
MA	231	946	2%	51	682	0%
MO	220	1194	2%	63	701	1%
WI	220	1477	3%	58	728	1%
MD	197	888	2%	52	731	0%
WA	187	611	1%	37	393	0%
CO	169	546	1%	31	314	0%
KY	159	787	1%	76	555	1%
CT	147	549	1%	18	411	0%
MN	147	879	2%	38	507	0%
LA	135	562	1%	91	541	1%
SC	133	611	1%	81	572	1%
AL	123	608	1%	176	1048	2%
AZ	115	443	1%	29	310	0%
OK	109	421	1%	47	308	0%
AR	98	511	1%	39	353	0%
OR	93	361	1%	10	220	0%
IA	87	608	1%	29	302	0%
KS	82	421	1%	26	292	0%
MS	75	336	1%	63	303	1%
NV	66	252	0%	14	155	0%
UT	63	178	0%	6	83	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 14 of 17

## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by State

For the month of July 2007

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
WV	56	288	1%	19	212	0%
NM	53	158	0%	11	120	0%
NE	49	295	1%	12	158	0%
NH	49	218	0%	18	167	0%
RI	48	158	0%	16	149	0%
DE	47	206	0%	5	115	0%
ME	47	219	0%	6	149	0%
PR	34	141	0%	11	141	0%
ID	30	123	0%	9	90	0%
AK	25	73	0%	2	28	0%
HI	21	66	0%	3	27	0%
ND	20	97	0%	4	51	0%
SD	15	107	0%	5	58	0%
DC	14	56	0%	5	35	0%
WY	12	44	0%	1	41	0%
MT	8	93	0%	1	52	0%
VT	8	85	0%	7	66	0%
GU	1	1	0%	1	2	0%
AE	0	7	0%	1	11	0%
AP	0	6	0%	0	2	0%
FM	0	0	0%	0	0	0%
KA	0	0	0%	0	1	0%
MH	0	1	0%	0	0	0%
VI	0	9	0%	1	5	0%
XX	0	0	0%	0	0	0%
<b>Grand Total:</b>	<b>11,290</b>	<b>53,042</b>		<b>10,948</b>	<b>49,905</b>	

\*YTD = Fiscal Year

## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by Country

For the month of July 2007

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
USA	11290	53042	99%	10948	49905	100%
CANADA	117	327	1%	1	5	0%
UNITED KINGDOM	48	134	0%	0	0	0%
GERMANY	36	125	0%	0	2	0%
BRAZIL	7	11	0%	0	0	0%
SWITZERLAND	5	6	0%	0	0	0%
INDIA	4	8	0%	0	0	0%
SPAIN	4	6	0%	0	0	0%
ARGENTINA	3	5	0%	0	0	0%
ITALY	3	10	0%	0	0	0%
NETHERLANDS	3	11	0%	0	0	0%
PHILIPPINES	3	4	0%	0	0	0%
SWEDEN	3	5	0%	0	0	0%
AUSTRIA	2	3	0%	0	0	0%
BANGLADESH	2	8	0%	0	0	0%
FRANCE	2	13	0%	0	0	0%
NORWAY	2	4	0%	0	0	0%
ROMANIA	2	2	0%	0	0	0%
BULGARIA	1	1	0%	0	0	0%
DENMARK	1	4	0%	0	0	0%
EGYPT	1	1	0%	0	0	0%
HUNGARY	1	1	0%	0	0	0%
IRAQ	1	1	0%	0	0	0%
IRELAND	1	4	0%	0	0	0%
MACEDONIA	1	1	0%	0	0	0%
MALAYSIA	1	2	0%	0	0	0%
PAKISTAN	1	6	0%	0	0	0%
PANAMA	1	1	0%	0	0	0%
POLAND	1	3	0%	0	0	0%
PUERTO RICO	1	6	0%	1	2	0%
SOUTH AFRICA	1	2	0%	0	0	0%
UKRAINE	1	1	0%	0	0	0%
	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 16 of 17

## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by Country

For the month of July 2007

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
AUSTRALIA	0	4	0%	0	0	0%
BELGIUM	0	6	0%	0	0	0%
BERMUDA	0	1	0%	0	0	0%
CHINA	0	1	0%	0	0	0%
CROATIA	0	1	0%	0	0	0%
FINLAND	0	1	0%	0	0	0%
GEORGIA	0	1	0%	0	0	0%
GHANA	0	2	0%	0	2	0%
GREECE	0	1	0%	0	0	0%
INDONESIA	0	3	0%	0	0	0%
IRAN	0	2	0%	0	0	0%
MEXICO	0	3	0%	0	0	0%
NIGERIA	0	1	0%	0	0	0%
PERU	0	2	0%	0	0	0%
RUSSIA	0	3	0%	0	0	0%
SINGAPORE	0	1	0%	0	0	0%
THAILAND	0	1	0%	0	1	0%
TURKEY	0	1	0%	0	0	0%
<b>Grand Total:</b>	<b>11,550</b>	<b>53,793</b>		<b>10,950</b>	<b>49,917</b>	

\*YTD = Fiscal Year

**Greater Naples, Marco Island The Everglades CVB  
 Request Summary by Type  
 For the Month of July, 2007 and 2006**

	<u>Current Year</u>		<u>Previous Year</u>	
Call-Live	253		315	
Data Entry	11481		10,996	
Data Import	10440		9,956	
Data Entry- Manual	1041		993	
CVB Requests		1		1
Reader Response		1036		987
paradisecoast.com emails		4		5
Total Calls	<u>11,734</u>		<u>11,311</u>	







		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007
<b>Niche Markets (Senior):</b>																											
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	0	0	0	2,188	0	3,158	1,337	
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	0	2	0	2	0	4,186	0	1,020	0	263	0	61	0	0	0	0	0	0	0	5,534
Audubon/Corkscrew Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	5
Reader's Digest June 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,306	0	611	0	0	0	0	0	0	3,917
<b>TOTAL Niche Markets (Senior):</b>		<b>703</b>	<b>1,106</b>	<b>191</b>	<b>195</b>	<b>75</b>	<b>34</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>4,186</b>	<b>0</b>	<b>1,020</b>	<b>0</b>	<b>263</b>	<b>0</b>	<b>3,367</b>	<b>0</b>	<b>616</b>	<b>0</b>	<b>0</b>	<b>2,188</b>	<b>0</b>	<b>3,158</b>	<b>10,793</b>
<b>TV / Target Markets:</b>																											
PITV	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Chicago - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	7	0	1	0	2	0	0	0	0	0	33
Chicago - WBBM	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	5	0	1	0	0	0	0	0	9
Chicago - WLS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	8	0	12	0	11	0	0	0	0	0	42
Chicago - Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	4	0	7	0	3	0	0	0	0	0	16
Miami - WSNV FOX	Target Markets	0	0	0	1	0	1	0	0	0	0	0	0	2	7	4	4	5	5	5	0	2	0	0	0	18	18
Miami - WTVJ NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	8	1	3	5	1	3	0	1	0	0	0	0	12	10
Miami/Ft Laud - WBFS	Target Markets	0	0	19	1	0	0	0	0	0	0	0	0	4	10	2	1	2	1	1	0	1	0	0	0	29	13
Miami/Ft Laud - WFOR	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	1	3	8	2	3	1	5	0	1	0	0	18	8
Miami/Ft Laud - WPLG	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	8	0	4	0	1	0	0	0	0	0	0	0	0	14
Miami/Ft Laud - WSFL	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Miami/Ft Laud Unknown	Target Markets	0	0	0	21	0	1	0	0	0	0	0	0	0	2	0	14	0	7	0	1	0	0	0	0	0	46
New York - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	9	0	2	0	1	0	0	0	0	0	23
New York - WABC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	23	0	2	0	0	0	0	0	0	0	34
New York - WCBS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	2	0	0	0	0	0	0	0	8
New York - WNBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	11	0	5	0	3	0	0	0	0	0	29
New York - Unknown	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	7	0	2	0	3	0	0	0	0	0	14
Orlando - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	2	0	0	0	1	0	0	0	0	0	9
Orlando - WESH	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	4
Orlando - WFTV	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	1	0	0	0	0	0	0	6
Orlando Unknown	Target Markets	0	0	0	0	0	0	0	2	0	0	0	0	0	9	0	8	0	5	0	2	0	0	0	0	0	26
Other/Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	6	0	6	0	1	0	0	0	0	0	17
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	2	0	0	0	0	0	0	0	0	0	9
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	4
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	2
Tampa/St. Pete - WTTA	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2
Tampa/St. Pete Unknown	Target Markets	0	0	0	2	0	0	0	0	0	0	0	0	0	2	0	6	0	13	0	7	0	0	0	0	0	30
West Palm Beach - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	1	0	0	0	0	0	0	0	5
West Palm Beach Unknown	Target Markets	0	0	0	11	0	0	0	0	0	0	0	0	0	1	0	5	0	4	0	1	0	0	0	0	0	22
West Palm Beach - WFLX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	3
West Palm Beach/Ft. Pier - WPBF	Target Markets	1	0	1	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	5
West Palm Beach - WPEC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	1	0	2	0	0	0	0	0	0	4
West Palm Beach - WPTV NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	1	3	0	1	0	3	2	2	0	0	0	12	3
West Palm Beach - WTVX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	2
<b>TOTAL TV / Target Markets:</b>		<b>1</b>	<b>0</b>	<b>20</b>	<b>39</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>20</b>	<b>142</b>	<b>20</b>	<b>139</b>	<b>15</b>	<b>93</b>	<b>16</b>	<b>44</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>102</b>	<b>462</b>	
<b>Travel Agent Directories:</b>																											
FL Official Tvl Ind Jan-Dec 07	Travel Agent Directories	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2
TIA See America	Travel Agent Directories	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<b>TOTAL Travel Agent Directories:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007
<b>Miscellaneous:</b>																										
Collier County CVB Office	3	0	6	0	16	0	1	5	1	28	4	95	0	1	0	0	0	0	0	0	0	0	0	0	31	129
Friend/Relative	10	0	5	0	2	0	9	6	7	2	8	14	0	19	0	24	0	0	0	9	0	0	0	41	74	
Other	13	10	5	0	7	0	26	52	22	43	9	48	22	44	28	16	12	17	8	3	8	0	4	164	233	
Travel Agent	1	0	3	0	0	0	11	2	5	8	5	12	0	1	0	1	0	3	0	2	0	0	0	25	29	
Unknown	13	0	26	1	9	0	30	0	28	0	19	0	1	0	0	0	0	0	0	0	0	0	0	126	1	
Website	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>TOTAL Miscellaneous:</b>	<b>40</b>	<b>10</b>	<b>45</b>	<b>1</b>	<b>34</b>	<b>0</b>	<b>77</b>	<b>65</b>	<b>63</b>	<b>81</b>	<b>45</b>	<b>169</b>	<b>23</b>	<b>65</b>	<b>28</b>	<b>41</b>	<b>12</b>	<b>20</b>	<b>8</b>	<b>14</b>	<b>8</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>387</b>	<b>466</b>
<b>SUB TOTAL (excludes Special Fulfill):</b>	<b>854</b>	<b>3,489</b>	<b>434</b>	<b>1,519</b>	<b>832</b>	<b>1,285</b>	<b>1,547</b>	<b>6,106</b>	<b>1,069</b>	<b>2,770</b>	<b>1,399</b>	<b>7,673</b>	<b>1,258</b>	<b>4,822</b>	<b>3,487</b>	<b>4,201</b>	<b>5,110</b>	<b>11,149</b>	<b>2,727</b>	<b>11,551</b>	<b>2,306</b>	<b>4,761</b>	<b>4,751</b>	<b>0</b>	<b>25,775</b>	<b>59,326</b>
<b>SPECIAL FULFILLMENT:</b>																										
<b>MEETING PLANNERS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
*Pre-Show Post Card	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mid America Pre-Show	0	0	0	0	0	0	0	0	0	0	0	1,071	0	0	0	0	0	0	0	0	0	0	0	0	0	1,071
Springtime 07	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,209	0	0	0	0	0	0	0	0	0	0	2,209
*Post Show Followup	0	76	0	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245
Conference/Direct Show	0	0	0	0	0	0	0	0	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132
Florida Huddle	0	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88
Glamour	0	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101
Planning Connection	0	0	0	0	0	0	0	0	0	0	179	0	0	0	0	0	0	0	0	0	0	0	0	0	0	179
Chicago VIP	0	0	0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51
Chicago Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	100
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	8
PYM Spring Fling April	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	0	0	75
Orlando PYM Event	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	94
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	0	0	0	0	0	0	76
Meeting Planner Kit	0	0	0	0	0	0	0	2	0	1	0	3	0	3	0	0	0	7	0	11	0	0	0	0	0	27
<b>TOUR OPERATORS</b>	0	0	0	0	0	0	0	0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52
<b>TRAVEL AGENTS</b>	0	304	0	0	0	0	0	1	0	0	0	22	0	113	0	0	0	0	0	0	0	0	0	0	0	440
<b>GOLF GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Florida Play Golf	0	114	0	123	0	0	0	0	1,185	0	975	0	3,519	0	0	0	322	0	0	0	0	0	0	0	0	6,238
Other Golf	0	0	0	0	0	0	0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	0	65
<b>SPA GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>BOATING &amp; FISHING GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>PROMOTIONS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AMEX	0	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	102
Summer VIP	0	0	0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	1	0	0	0	0	0	0	237
<b>PR MAILINGS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Press Kit - Media	0	0	0	25	0	0	0	45	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74
Press Kit - MP	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Press Kit - Tour Operators	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio Show Consumer	0	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103
Florida Huddle Press	0	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23
<b>WEDDING GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>SMERF GROUP LEADERS</b>	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94
<b>MAILINGS TO PARTNERS</b>	0	197	0	0	0	0	0	0	0	0	0	259	0	475	0	65	0	0	0	354	0	0	0	0	0	1,350
<b>MAILINGS FOR PARTNERS</b>	0	0	0	0	0	0	0	0	0	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70
<b>COLLIER FILM COMMISSION</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
<b>TOTAL SPECIAL FULFILLMENT:</b>	<b>0</b>	<b>197</b>	<b>0</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>321</b>	<b>0</b>	<b>93</b>	<b>0</b>	<b>684</b>	<b>0</b>	<b>487</b>	<b>0</b>	<b>65</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>355</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13,306</b>
<b>GRAND TOTAL OF REQUESTED Pubs:</b>	<b>854</b>	<b>3,686</b>	<b>434</b>	<b>1,544</b>	<b>832</b>	<b>1,285</b>	<b>1,547</b>	<b>6,427</b>	<b>1,069</b>	<b>2,863</b>	<b>1,399</b>	<b>8,357</b>	<b>1,258</b>	<b>5,309</b>	<b>3,487</b>	<b>4,266</b>	<b>5,110</b>	<b>11,149</b>	<b>2,727</b>	<b>11,906</b>	<b>2,306</b>	<b>4,761</b>	<b>4,751</b>	<b>0</b>	<b>25,775</b>	<b>72,632</b>

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007
<b>PARADISE COAST WEBSITE LEADS:</b>																										
aaa - AAA Going Places	6	0	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	0	223	0	0	1	0	3	366	2	0	42	0	3	0	43	0	1	0	5	0	0	0	849	100	
af - Arthur Frommers	0	0	1	2	0	0	68	10	38	1,238	1	90	2	26	0	6	0	11	0	2	1	0	0	111	1,385	
au - Audobon	0	0	4	112	2	37	8	9	1	3	34	5	3	0	0	1	2	0	0	1	0	0	0	54	168	
cl.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	0
cp - paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	
cs - Convention South	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	2	1	0	0	2	3	
df - paradisecoast.com	1	0	0	0	0	0	0	0	0	0	1	0	5	0	1	0	0	0	0	0	0	0	0	8	0	
echo-paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	69	0	1	0	5	0	0	0	0	0	0	0	0	0	75
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	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	2	0	
fly - Southwest Airlines Inflight magazine Spirit	53	0	78	2	5	3	2	3	3	0	0	0	0	0	0	1	0	1	0	0	0	0	0	143	8	
free - 4th Night Free ads	23	0	21	0	0	0	21	0	0	0	1	0	20	0	2	0	4	0	2	0	0	0	0	94	0	
fv - FLAUSA Official Vacation Guide (2005)	0	0	50	7	0	6	2	9	54	24	28	2	56	39	32	4	5	14	22	14	61	0	0	310	119	
gg.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	62	0	10	0	0	0	0	0	72	
golf - Play FL Golf	0	0	0	0	0	0	0	879	0	217	1	9	0	2	0	6	0	0	0	2	0	0	0	1	1,115	
gt - Group Tour	0	0	0	0	0	0	0	1	1	0	5	0	0	0	0	0	0	0	1	0	0	0	0	7	1	
gtl - Group Tour Leader	0	0	0	0	1	1	2	2	0	0	2	0	0	0	0	0	0	0	0	0	3	0	0	8	3	
ip - Florida International Travel Planner	0	0	1	0	2	0	4	2	1	3	0	3	3	0	3	0	1	1	1	26	0	0	0	41	10	
is - Preprint In-State	7	1,769	3	1,793	1	1,461	1	723	0	374	0	197	5	71	13	76	5	79	5	144	13	0	491	544	6,687	
mb - Modern Bride	0	0	0	1	0	0	0	5	0	1	2	1	26	1	6	0	4	4	2	0	4	0	0	44	13	
mh - Miami Herald	1	1,895	28	2,066	23	1,267	1	804	2	486	1	314	0	309	5	251	2	280	1	198	87	0	727	878	7,870	
ml - MNI Home Network	0	0	0	0	0	0	19	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0	
nta - NTA Courier	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
os - Orlando Sentinel	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2	0	
pb - Palm Beach Post	21	30	0	2	0	0	22	0	0	0	0	0	0	0	21	0	0	0	0	0	0	0	135	199	32	
pym - Plan Your Meetings	0	0	0	0	1	1	0	1	0	1	39	1	1	1	1	0	0	0	0	0	0	0	0	41	5	
rd - Readers Digest	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
sa - Skylights	0	0	0	1	0	0	0	0	1	0	1	0	3	0	1	0	0	0	1	0	2	0	0	9	1	
sl - Southern Living	1	0	1	0	0	0	4	0	2	1	1	0	19	0	0	0	0	0	0	0	0	0	0	28	1	
sm - Successful Meetings	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	2	1	
ta - FL Official Industry Guide	0	0	0	0	0	0	1	1	2	7	0	2	0	1	0	0	0	39	0	1	0	0	0	3	51	
tma - Tennis Life Magazine	0	0	0	0	0	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	
uf - Undiscovered Florida	0	0	0	0	1	0	1	1	0	1	0	0	1	0	0	1	0	1	0	2	0	0	0	3	6	
usa - USA Today Meetings Marketplace	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
uw - USA Weekends	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	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	0	0	
wed - Bridal Guide	0	0	4	0	60	0	34	0	31	0	3	0	0	0	1	0	0	0	0	44	0	0	0	133	44	
wl - Waterline Magazine	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
www.paradisecoastblueway.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	4	0	0	0	0	0	0	7	
paradisecoast.milesmediagroup.com	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	10	0	4	0	0	0	0	0	0	29	
www.newsletter.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	1	0	0	0	0	6	
www.paradisecoast.com	20	0	24	27	2	3	41	6	9	7	4	2	4	10	8	2	3	1	2	1	2	0	0	119	59	
www.paradisecoastnaples.com	3	0	0	9	0	11	0	11	0	6	0	5	0	4	5	28	60	24	31	39	9	0	22	130	137	
www.sun.paradisecoast.com	3	0	5	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0	
<b>TOTAL PARADISE COAST WEBSITE LEADS:</b>	<b>400</b>	<b>3,695</b>	<b>445</b>	<b>4,023</b>	<b>101</b>	<b>2,791</b>	<b>271</b>	<b>2,470</b>	<b>544</b>	<b>2,371</b>	<b>126</b>	<b>742</b>	<b>201</b>	<b>489</b>	<b>166</b>	<b>436</b>	<b>95</b>	<b>527</b>	<b>82</b>	<b>467</b>	<b>350</b>	<b>0</b>	<b>1,375</b>	<b>0</b>	<b>4,156</b>	<b>18,011</b>
Total Views	155,790	243,783	211,611	217,847	181,328	237,603	278,871	367,112	380,408	328,680	312,032	250,609	237,676	247,900	350,758	352,566	359,867	381,873	358,612	403,283	229,811	0	167,634	0	3,224,398	3,031,256
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	90,945	47,567	94,150	48,572	112,252	51,949	0	41,175	0	510,967	817,903

Collier County Monthly Phase V Responses: 2007 Fiscal Year

		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007		
<b>2006 PUBS WITH 2007 LEADS:</b>																													
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	0	769	1		
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	2	0	1	0	6	2		
Naples Daily News - Editorial	Newspaper Domestic NE/MW	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2	1		
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	0	1	0	0	0	0	0	0	0	0	178	0	142	0	55	0	58	0	15	0	14	0	9	0	471	1		
Everglades Angler	Television	0	0	0	35	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	5	35		
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	1	0	0	0	0	0	1	0	4	1		
<b>2006 PUBS WITH 2007 LEADS TOTALS:</b>		<b>0</b>	<b>5</b>	<b>0</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>179</b>	<b>0</b>	<b>144</b>	<b>0</b>	<b>244</b>	<b>0</b>	<b>446</b>	<b>0</b>	<b>43</b>	<b>0</b>	<b>187</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>1,257</b>	<b>41</b>		

# Greater Naples, Marco Island & The Everglades CVB

## Request Summary by Type

For the month of August 2007

		CURRENT YEAR		LAST YEAR	
		# OF CALLS	MINUTES	# OF CALLS	MINUTES
<b>Live Calls &amp; Imports</b>	CALL-LIVE	96	309.30	154	374.60
	DATA IMPORT	1,954	0.00	10,554	3.60
	<b>Total</b>	<b>2,050</b>	<b>309.30</b>	<b>10,708</b>	<b>378.20</b>
<b>Data Entry - Manual</b>	Reader Response	8,088	1,363.43	813	541.60
	OUTBOUND CALL	62	150.82	171	357.50
	RDR RESPONSE - NO FULFILLMENT	0	0.00	7	13.48
	WEBSITE	3	9.75	1	0.77
	<b>Total</b>	<b>8,153</b>	<b>1,524.00</b>	<b>992</b>	<b>913.35</b>
<b>Total</b>		<b>10,203</b>	<b>1,833.30</b>	<b>11,700</b>	<b>1,291.55</b>

## Greater Naples, Marco Island & The Everglades CVB Call Summary by Toll Free Number

For the month of August 2007

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	49	151.88
Naples Press	32	87.48
Guest Click	12	66.70
International	0	0.00
Storm Information	0	0.00
Meeting Planner	0	0.00
Collier County Sports Council	0	0.00
<b><u>Grand Total:</u></b>	<b><u>93</u></b>	<b><u>306.07</u></b>

## Greater Naples, Marco Island &amp; The Everglades CVB

## Call Summary by Purpose

For the month of August 2007

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>
Collier County CVB Office	0	0.00
Guest Click - Reservations	7	60.43
Live Information	44	121.25
Meeting Planner	5	8.17
Partner Pack CD	0	0.00
Special Fulfillment	2456	39.70
Visitors Guide	7223	1,416.98
CCSC Information	0	0.00
Storm Accomodations Info	0	0.00
Update Accomodations Info	62	150.82
<b><u>Grand Total:</u></b>	<b><u>9797</u></b>	<b><u>1,797.35</u></b>

## Greater Naples, Marco Island &amp; The Everglades CVB

## Request Summary by Source

For the month of August 2007

<u>SOURCE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD</u>	<u>%</u>
Consumer Magazines	180	1786	3%	0	0	0%
Consumer Directories	5022	14525	24%	0	0	0%
Leisure E-Marketing	748	7193	12%	0	0	0%
Newspaper Domestic NE/MW	18	16496	27%	0	0	0%
TV/Target Markets	1	463	1%	0	0	0%
Niche Markets (Bridal/Honeymoon)	620	7185	12%	0	0	0%
Niche Markets (ECO)	56	1959	3%	0	0	0%
Niche Markets (Fishing)	0	3	0%	0	0	0%
Niche Markets (Golf)	0	6	0%	0	0	0%
Niche Markets (Senior)	564	11354	18%	0	0	0%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	0	3	0%	0	0	0%
Group Business (Association)	0	1	0%	0	0	0%
Group Business (Corporate)	0	1	0%	0	0	0%
Group Business (Leisure)	0	214	0%	0	0	0%
Collier County CVB Office	2	135	0%	1	22	0%
Friend/Relative	3	87	0%	3	63	0%
Magazine	0	0	0%	1695	21469	15%
Newspaper	0	0	0%	809	12603	7%
Other/Unknown	3	278	0%	20	216	0%
Radio	0	0	0%	7	9	0%
Target Markets	1	1	0%	0	0	0%
Travel Agent	5	43	0%	1	37	0%
TV	0	0	0%	30	650	0%
Website	0	0	0%	8891	30152	78%
<b>Grand Total:</b>	<b>7,223</b>	<b>61,733</b>		<b>11,457</b>	<b>65,221</b>	



## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by Consumer Magazines

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
AAA Going Places Jul/Aug 07	124	475	27%
Florida Sun	41	163	9%
Other/Unknown	7	34	2%
AAA Going Places May/Jun 07	4	449	25%
Southern Living Travel Jun 07	2	12	1%
Southern Living July 06	1	180	10%
Women's World	1	42	2%
2005 Official FL Vac Guide	0	15	1%
2006 Official FL Vac Guide	0	4	0%
AAA Going Places May/Jun 06	0	1	0%
AAA Going Places Sept/Oct 06	0	168	9%
AARP Sep 05	0	3	0%
Arthur Frommers Bgt Tvl Feb 07	0	15	1%
Arthur Frommers Tvl Feb 07	0	8	0%
Atlantic SE Mag Nov/Dec 06	0	4	0%
Audubon/Corkscrew Mar/Apr 06	0	1	0%
Conde Nast Traveler May 06	0	1	0%
Conde Nast Traveler May 07	0	1	0%
Family Summer Getaways	0	1	0%
FL Official Trvl Ind Guide 06	0	1	0%
FL Wedding&Honeymoon Jul/Aug06	0	1	0%
Florida Experience Jun 05	0	1	0%
New York Times	0	54	3%
Southern Living June 06	0	144	8%
Southern Living Travel Jul 07	0	4	0%
Southern Living TVL Jun/Jul 06	0	1	0%
Unknown	0	3	0%
<b><u>Grand Total:</u></b>	<b><u>180</u></b>	<b><u>1,786</u></b>	

\*YTD = Fiscal Year

## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by Consumer Directories

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
VF Downtwn & Smll Twns Swpstks	4750	11581	80%
Everglades City Info	192	816	6%
2006 Official FL Vac Guide	73	651	4%
2007 Official FL Vac Guide	6	91	1%
2005 Official FL Vac Guide	1	106	1%
2006 Family Summer Getaways	0	1168	8%
Family Summer Getaways	0	105	1%
OTHER/UNKNOWN	0	3	0%
VF Intl. Travel Planner 06	0	3	0%
VF SIP - Beaches	0	1	0%
<b>Grand Total:</b>	<b>5,022</b>	<b>14,525</b>	

\*YTD = Fiscal Year

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

For the month of August 2007

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	468	4325	60%
24-7Vacations.com	255	2251	31%
DestinationBrochures.com	17	197	3%
Other/Unknown	7	18	0%
Visit USA - Germany	1	3	0%
www.ParadiseCoast.com	0	312	4%
FLAUSA.COM	0	11	0%
Visit USA - UK	0	54	1%
VisitFlorida.com	0	5	0%
VisitFlorida.com - France	0	2	0%
VisitFlorida.com - Germany	0	3	0%
www.24-7Vacations.com	0	9	0%
www.DestinationBrochures.com	0	3	0%
<b><u>Grand Total:</u></b>	<b><u>748</u></b>	<b><u>7,193</u></b>	

\*YTD = Fiscal Year

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

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
TMG Newspaper Insert	17	1914	12%
TMG Out of State Insert	1	7	0%
Boston Globe 05	0	1	0%
Naples Daily News 05	0	1	0%
Other/Unknown	0	37	0%
PrePrint In State	0	26	0%
Preprint In State Fall 2006	0	1247	8%
Preprint In State Jun 06	0	70	0%
PrePrint Out State	0	99	1%
Preprint Out State Fall 2006	0	4755	29%
Unknown	0	1	0%
Valassis FSI	0	1	0%
VF Vacation Values Apr 07	0	5177	31%
VF Vacation Values Jun 07	0	1872	11%
Visit Florida In State Insert	0	1288	8%
<b>Grand Total:</b>	<b>18</b>	<b>16,496</b>	

\*YTD = Fiscal Year

## Greater Naples, Marco Island &amp; The Everglades CVB

## Visitor Guide Request Summary by TV/Target Markets

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Palm Beach Unknown	1	22	5%
Chicago - Comcast	0	33	7%
Chicago - WBBM	0	3	1%
Chicago - WLS	0	13	3%
Chicago Unknown	0	16	3%
Chicago WBBM - TV CH 2	0	6	1%
Chicago WLS - TV CH 7	0	29	6%
Miami/Ft Laud Unknown	0	47	10%
Miami/Ft Laud WBFS - TV CH 33	0	12	3%
Miami/Ft Laud WFOR - TV CH 4	0	8	2%
Miami/Ft Laud WPLG - TV CH 10	0	14	3%
Miami/Ft Laud WSFL - TV CH 39	0	1	0%
Miami/Ft Laud WSNV - TV CH 7	0	18	4%
Miami/Ft Laud WTVJ - TV CH 6	0	10	2%
New York - Comcast	0	23	5%
New York - WABC	0	19	4%
New York - WCBS	0	4	1%
New York - WNBC	0	17	4%
New York Unknown	0	14	3%
New York WABC - TV CH 7	0	15	3%
New York WCBS - TV CH 2	0	4	1%
New York WNBC - TV CH 4	0	12	3%
Orlando - Bighthouse	0	9	2%
Orlando - WESH	0	4	1%
Orlando Unknown	0	26	6%
Orlando WFTV - TV CH 9	0	6	1%
Other/Unknown	0	18	4%
Palm Beach - Comcast	0	5	1%
Palm Beach - WPEC	0	1	0%
Palm Beach - WPTV	0	1	0%

# Greater Naples, Marco Island & The Everglades CVB

## Visitor Guide Request Summary by TV/Target Markets

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Palm Beach - WTVX	0	2	0%
Palm Beach WPEC - TV CH 12	0	1	0%
Palm Beach WPTV - TV CH 5	0	2	0%
Tampa/St. Pete - Brighthouse	0	9	2%
Tampa/St. Pete - WFTS	0	1	0%
Tampa/St. Pete - WTVT	0	2	0%
Tampa/St. Pete Unknown	0	30	6%
Tampa/St. Pete WFTS - TV CH 28	0	1	0%
Tampa/St. Pete WTTA - TV CH 38	0	2	0%
Tampa/St. Pete WTVT - TV CH 13	0	2	0%
W Palm/Ft. Pier WPBF - CH 25	0	1	0%
<b>Grand Total:</b>	<b>1</b>	<b>463</b>	

\*YTD = Fiscal Year

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

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
FL Wedding&Honeymoon Jan/Feb06	0	59	0%
FL Wedding&Honeymoon Jan/Feb07	10	1221	6%
FL Wedding&Honeymoon Jul/Aug06	13	1630	8%
FL Wedding&Honeymoon Jul/Aug07	143	987	5%
FL Wedding&Honeymoon Mar/Apr06	0	39	0%
FL Wedding&Honeymoon Mar/Apr07	16	1503	7%
FL Wedding&Honeymoon May/Jun07	48	1279	6%
FL Wedding&Honeymoon Sep/Oct07	390	466	2%
OTHER/UNKNOWN	0	1	0%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>620</b>	<b>7185</b>	<b>35%</b>
<b>Niche Markets (Senior)</b>			
AARP Mar/Apr 07	0	5534	27%
AARP Sept/Oct 06	0	2	0%
AARP September 05	0	1298	6%
AARP September 06	0	34	0%
Audubon/Corkscrew Mar/Apr 07	0	5	0%
Readers Digest Jun 07	0	2	0%
Reader's Digest June 07	564	4479	22%
<b>Niche Markets (Senior)</b>	<b>564</b>	<b>11354</b>	<b>55%</b>

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

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (ECO)</b>			
Audubon Mar/Apr 07	1	8	0%
Audubon Nov/Dec 06	0	9	0%
Audubon/Corkscrew Mar/Apr 07	13	361	2%
Audubon/Corkscrew Nov 06	0	334	2%
Echo Encounter Mar 07	0	1	0%
FL Echo In State Spring 2007	0	365	2%
FL Echo IS & OS Fall 2006	0	201	1%
Nat'l Geo Trvlr May/June 07	0	20	0%
Nat'l Geo. Trav. May/June 07	42	659	3%
Undiscovered Florida	0	1	0%
<b>Niche Markets (ECO)</b>	<b>56</b>	<b>1959</b>	<b>10%</b>
<b>Niche Markets (Fishing)</b>			
FL Fishing & Boating Guide	0	3	0%
<b>Niche Markets (Fishing)</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>Niche Markets (Golf)</b>			
Golf Magazine	0	5	0%
OTHER/UNKNOWN	0	1	0%
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>6</b>	<b>0%</b>
<b>Grand Total:</b>	<b>1,240</b>	<b>20,507</b>	

\*YTD = Fiscal Year



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

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
FL Official Tvl Ind Jan-Dec 07	0	2	67%
TIA See America	0	1	33%
<b>Grand Total:</b>	<b>0</b>	<b>3</b>	

\*YTD = Fiscal Year

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

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Group Business (Association)</b>			
FSAE Assoc. Resource	0	1	0%
<b>Group Business (Association)</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Group Business (Corporate)</b>			
FL Official Mtg Planners Guide	0	1	0%
<b>Group Business (Corporate)</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Group Business (Leisure)</b>			
Group Tour Magazine	0	17	8%
Group Tour Magazine Sept 06	0	1	0%
Group Travel Planet	0	93	43%
Group Travel Planet May/June 07	0	1	0%
Group Travel Planet Nov/Dec 06	0	102	47%
<b>Group Business (Leisure)</b>	<b>0</b>	<b>214</b>	<b>99%</b>
<b>Grand Total:</b>	<b>0</b>	<b>216</b>	

\*YTD = Fiscal Year

# Greater Naples, Marco Island & The Everglades CVB

## Visitor Guide Request Summary by State

For the month of August 2007

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
FL	565	13839	23%	4960	24663	44%
NY	467	3617	6%	1608	4192	14%
CA	444	2375	4%	105	1301	1%
TX	429	2603	4%	156	1641	1%
PA	375	2735	5%	466	2077	4%
OH	345	2572	4%	540	2102	5%
IL	312	2919	5%	122	1795	1%
MI	257	2063	3%	91	1279	1%
NC	233	1344	2%	113	1104	1%
NJ	228	1808	3%	76	1301	1%
GA	222	1793	3%	874	3260	8%
TN	210	1365	2%	564	2117	5%
VA	189	1114	2%	284	966	3%
MA	184	1130	2%	48	730	0%
IN	161	1691	3%	67	943	1%
WI	155	1632	3%	55	783	0%
MO	150	1344	2%	60	761	1%
MD	142	1030	2%	50	781	0%
AL	136	744	1%	463	1511	4%
KY	131	918	2%	78	633	1%
WA	119	730	1%	37	430	0%
LA	118	680	1%	48	589	0%
MN	110	989	2%	30	537	0%
SC	98	709	1%	58	630	1%
CO	90	636	1%	28	342	0%
AZ	89	532	1%	25	335	0%
CT	83	632	1%	34	445	0%
OR	78	439	1%	14	234	0%
OK	74	495	1%	25	333	0%
AR	70	581	1%	27	380	0%
MS	61	397	1%	26	329	0%
KS	54	475	1%	20	313	0%
NV	54	306	1%	15	170	0%
IA	51	659	1%	23	325	0%
ME	45	264	0%	14	163	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 14 of 18

## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by State

For the month of August 2007

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
NE	45	340	1%	16	174	0%
WV	39	327	1%	20	232	0%
NH	37	255	0%	11	178	0%
UT	37	215	0%	6	89	0%
RI	34	192	0%	15	164	0%
DE	28	234	0%	8	123	0%
HI	22	88	0%	5	32	0%
ID	22	145	0%	4	94	0%
NM	22	180	0%	10	130	0%
SD	19	126	0%	7	65	0%
PR	16	157	0%	14	155	0%
VT	16	101	0%	4	70	0%
DC	13	69	0%	5	40	0%
MT	11	104	0%	4	56	0%
AK	8	81	0%	2	30	0%
ND	8	105	0%	3	54	0%
WY	8	52	0%	3	44	0%
AA	1	1	0%	0	0	0%
AE	1	8	0%	2	13	0%
VI	1	10	0%	0	5	0%
AP	0	6	0%	0	2	0%
FM	0	0	0%	1	1	0%
GU	0	1	0%	2	4	0%
MH	0	1	0%	0	0	0%
<b><u>Grand Total:</u></b>	<b><u>6,917</u></b>	<b><u>59,958</u></b>		<b><u>11,346</u></b>	<b><u>61,250</u></b>	

\*YTD = Fiscal Year

# Greater Naples, Marco Island & The Everglades CVB

## Visitor Guide Request Summary by Country

For the month of August 2007

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
USA	6917	59958	98%	11346	61250	100%
CANADA	176	503	1%	1	6	0%
GERMANY	51	176	0%	0	2	0%
UNITED KINGDOM	36	170	0%	0	0	0%
BRAZIL	6	17	0%	0	0	0%
INDIA	5	13	0%	0	0	0%
DENMARK	4	8	0%	0	0	0%
FRANCE	3	16	0%	0	0	0%
ITALY	3	13	0%	0	0	0%
BELGIUM	2	8	0%	0	0	0%
IRELAND	2	6	0%	0	0	0%
NORWAY	2	6	0%	0	0	0%
POLAND	2	5	0%	0	0	0%
SWITZERLAND	2	8	0%	0	0	0%
TURKEY	2	3	0%	0	0	0%
ARGENTINA	1	6	0%	0	0	0%
COLUMBIA	1	1	0%	0	0	0%
ESTONIA	1	1	0%	0	0	0%
FINLAND	1	2	0%	0	0	0%
GHANA	1	3	0%	0	2	0%
NETHERLANDS	1	12	0%	0	0	0%
NIGERIA	1	2	0%	0	0	0%
PERU	1	3	0%	0	0	0%
RUSSIA	1	4	0%	0	0	0%
SPAIN	1	7	0%	0	0	0%
AUSTRALIA	0	4	0%	0	0	0%
AUSTRIA	0	3	0%	0	0	0%
BANGLADESH	0	8	0%	0	0	0%
BERMUDA	0	1	0%	0	0	0%
BULGARIA	0	1	0%	0	0	0%
CHINA	0	1	0%	0	0	0%
CROATIA	0	1	0%	0	0	0%
EGYPT	0	1	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 16 of 18

## Greater Naples, Marco Island & The Everglades CVB Visitor Guide Request Summary by Country

For the month of August 2007

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
GEORGIA	0	1	0%	0	0	0%
GREECE	0	1	0%	0	0	0%
HUNGARY	0	1	0%	0	0	0%
INDONESIA	0	3	0%	0	0	0%
IRAN	0	2	0%	0	0	0%
IRAQ	0	1	0%	0	0	0%
MACEDONIA	0	1	0%	0	0	0%
MALAYSIA	0	2	0%	0	0	0%
MEXICO	0	3	0%	0	0	0%
PAKISTAN	0	6	0%	0	0	0%
PANAMA	0	1	0%	0	0	0%
PHILIPPINES	0	4	0%	0	0	0%
PUERTO RICO	0	6	0%	0	2	0%
ROMANIA	0	2	0%	0	0	0%
SAUDI ARABIA	0	0	0%	0	0	0%
SINGAPORE	0	1	0%	0	0	0%
SOUTH AFRICA	0	2	0%	0	0	0%
SWEDEN	0	5	0%	0	0	0%
THAILAND	0	1	0%	0	1	0%
UKRAINE	0	1	0%	0	0	0%
<b>Grand Total:</b>	<b>7,223</b>	<b>61,015</b>		<b>11,347</b>	<b>61,263</b>	

\*YTD = Fiscal Year

## Greater Naples, Marco Island & The Everglades CVB Special Fulfillment Summary by Source

For the month of August 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Golf Guide</b>			
<b>Golf Guide</b>			
Play FL Golf	251	251	10%
<b>Golf Guide</b>	<b>251</b>	<b>251</b>	<b>10%</b>
<b>Meeting Planners</b>			
<b>Meeting Planner Kit</b>			
Meeting Planner Kit	19	37	1%
<b>Meeting Planner Kit</b>	<b>19</b>	<b>37</b>	<b>1%</b>
<b>Post Show Followup</b>			
FSAE Annual Conference	129	129	5%
MPIWEC	45	45	2%
<b>Post Show Followup</b>	<b>174</b>	<b>174</b>	<b>7%</b>
<b>Pre-Show Post Card</b>			
HSMAI Affordable Meetings	1531	1531	62%
MPISEC Attendees 07	481	481	19%
<b>Pre-Show Post Card</b>	<b>2012</b>	<b>2012</b>	<b>81%</b>
<b>Grand Total:</b>	<b>2,456</b>	<b>2,474</b>	

## Greater Naples, Marco Island & The Everglades CVB Special Fulfillment Requests by Category

For the month of August 2007

PUBLICATION NAME	MONTH	YTD	% YTD
<b>Meeting Planners</b>			
<b>Meeting Planner Kit</b>			
Meeting Planner Kit	19	46	0%
<b>Meeting Planner Kit</b>	<b>19</b>	<b>46</b>	<b>0%</b>
<b>Post Show Followup</b>			
Post Show Followup	0	245	1.5%
ConferenceDirect Show	0	132	1%
Florida Huddle	0	88	0.5%
FSAE Annual Conference	129	129	1%
Glamour	0	101	1%
MPIWEC	56	56	0%
Planning Connection	0	179	1%
Chicago VIP	0	51	0%
Chicago Affordable Meetings	0	100	1%
Pow Wow	0	8	0%
PYM Spring Fling April	0	75	0.5%
Orlando PYM Event	0	94	1%
DC Springtime	0	76	0.5%
<b>Post Show Followup</b>	<b>185</b>	<b>1334</b>	<b>9%</b>
<b>Pre-Show Post Card</b>			
HSMAl Affordable Meetings	1531	1531	10%
Mid America Pre-Show	0	1071	7%
MPISEC Attendees 07	481	481	3%
Springtime 07	0	2209	14%
<b>Pre-Show Post Card</b>	<b>2012</b>	<b>5292</b>	<b>34%</b>
<b>Tour Operators</b>			



## Greater Naples, Marco Island & The Everglades CVB Special Fulfillment Requests by Category

For the month of August 2007

Tour Operators	0	52	0%
<b>Tour Operators</b>	<b>0</b>	<b>52</b>	<b>0%</b>
<b>Travel Agents</b>			
Travel Agents	0	440	3%
<b>Travel Agents</b>	<b>0</b>	<b>440</b>	<b>3%</b>
<b>Golf Guide</b>			
<b>Golf Guide</b>			
Play FL Golf	251	6489	41%
Other Golf	0	65	0.5%
<b>Golf Guide</b>	<b>251</b>	<b>6554</b>	<b>41.5%</b>
<b>Promotions</b>			
<b>Promotions</b>			
AMEX	0	102	0.5%
Summer VIP	0	237	1.5%
<b>Promotions</b>	<b>0</b>	<b>339</b>	<b>2%</b>
<b>PR Mailings</b>			
<b>PR Mailings</b>			
Press Kit - Media	0	74	0.5%
Press Kit - MP	0	1	0%
Radio Show Consumer	0	103	0.5%
Florida Huddle Press	0	23	0%
<b>PR Mailings</b>	<b>0</b>	<b>201</b>	<b>1%</b>
<b>SMERF Group Leaders</b>			
SMERF Group Leaders	0	94	0.5%
<b>SMERF Group Leaders</b>	<b>0</b>	<b>94</b>	<b>0.5%</b>
<b>Mailings To Partners</b>			
Mailings To Partners	0	1350	8.5%
<b>Mailings To Partners</b>	<b>0</b>	<b>1350</b>	<b>8.5%</b>

## Greater Naples, Marco Island & The Everglades CVB Special Fulfillment Requests by Category

For the month of August 2007

**Mailings For Partners**

Mailings For Partners	0	70	0.5%
<b>Mailings For Partners</b>	<b>0</b>	<b>70</b>	<b>0.5%</b>

**Collier Film Commission**

Collier Film Commission	0	1	0%
<b>Collier Film Commission</b>	<b>0</b>	<b>1</b>	<b>0%</b>

<b>Grand Total:</b>	<b>2,467</b>	<b>15,773</b>	
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		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007
<b>REQUESTED PUBLICATIONS</b>																													
<b>Consumer Directories:</b>																													
2005 Official FL Vac Guide	Consumer Directories	52	67	58	36	51	2	110	8	119	0	159	2	76	2	66	2	114	1	92	0	71	1	69	0	1,037	121		
2006 Family Summer Getaways	Consumer Directories	0	780	0	113	0	271	0	109	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1,274	
2006 Official FL Vac Guide	Consumer Directories	0	4	0	3	0	47	0	74	7	57	0	101	1	88	2	78	3	79	4	51	28	73	3	0	48	655		
2007 Official FL Vac Guide	Consumer Directories	0	0	0	2	0	2	0	1	0	2	0	11	0	9	0	36	0	13	0	9	0	6	0	0	0	91		
VF Everglades City Info	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	0	0	0	0	192	0	0	0	0	839		
Other/Unknown	Consumer Directories	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	3		
Travel Agent	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1		
VF DT & ST Sweepstakes	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6,831	0	4,750	0	0	0	11,581		
VF Intl. Travel Planner 06	Consumer Directories	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3		
VF SIP - Beaches	Consumer Directories	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1		
<b>TOTAL Consumer Directories:</b>		<b>52</b>	<b>851</b>	<b>58</b>	<b>155</b>	<b>51</b>	<b>322</b>	<b>110</b>	<b>193</b>	<b>126</b>	<b>61</b>	<b>159</b>	<b>114</b>	<b>77</b>	<b>102</b>	<b>69</b>	<b>141</b>	<b>117</b>	<b>93</b>	<b>96</b>	<b>7,515</b>	<b>99</b>	<b>5,022</b>	<b>72</b>	<b>0</b>	<b>1,086</b>	<b>14,569</b>		
<b>Consumer Magazines:</b>																													
AAA Going Places Sept/Oct 06	Consumer Magazines	0	161	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	197	0	197	168		
AAA Going Places May/Jun 07	Consumer Magazines	0	0	0	0	0	0	0	0	0	1	0	2	0	2	0	8	0	393	0	39	0	4	0	0	0	449		
AAA Going Places Jul/Aug 07	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	351	0	124	0	0	0	0	475		
Arthur Frommer's Tvl Feb 07	Consumer Magazines	0	0	0	0	0	1	0	16	0	5	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	23		
Atlantic SE Magazine Nov/Dec 06	Consumer Magazines	0	0	0	2	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4		
Conde Nast Traveler	Consumer Magazines	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	654	0	56	0	21	0	0	0	731	2		
Florida Sun - Germany	Consumer Magazines	0	0	0	0	0	17	0	0	0	0	0	8	0	13	0	53	0	0	0	31	0	41	0	0	0	163		
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	0	1	0	0	0	0	0	0	54		
Other/Unknown	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	3	0	14	0	7	0	0	0	0	32		
Southern Living July 06	Consumer Magazines	0	60	0	24	0	10	0	18	0	15	0	12	0	9	0	10	0	4	624	17	245	1	139	0	1,008	180		
Southern Living June 06	Consumer Magazines	0	37	0	17	0	14	0	19	0	15	0	13	0	9	0	6	529	6	274	8	122	0	70	0	995	144		
Southern Living Travel Jul 07	Consumer Magazines	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	4		
Southern Living Travel Jun 07	Consumer Magazines	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	4	0	2	0	1	0	2	0	0	0	12		
Women's World	Consumer Magazines	0	0	0	0	0	0	0	29	0	3	0	2	0	3	0	2	0	0	0	2	0	1	0	0	0	42		
<b>TOTAL Consumer Magazines:</b>		<b>0</b>	<b>259</b>	<b>0</b>	<b>51</b>	<b>0</b>	<b>43</b>	<b>0</b>	<b>84</b>	<b>0</b>	<b>41</b>	<b>0</b>	<b>39</b>	<b>0</b>	<b>37</b>	<b>0</b>	<b>91</b>	<b>1,183</b>	<b>462</b>	<b>954</b>	<b>465</b>	<b>388</b>	<b>180</b>	<b>406</b>	<b>0</b>	<b>2,931</b>	<b>1,752</b>		
<b>Group Business (Association):</b>																													
FSAE Assoc. Resource	Group Business (Association)	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL Group Business (Association):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	
<b>Group Business (Corporate):</b>																													
Convention South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	
FL Official Mtg Planners Guide	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
Meeting South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	
Meeting Guide South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3	
Successful Meetings	Group Business (Corporate)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Worth International Off. Meeting Planner	Group Business (Corporate)	0	0	0	0	0	0	0	89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	
<b>TOTAL Group Business (Corporate):</b>		<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>89</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>106</b>	
<b>Group Business (Leisure):</b>																													
Group Tour Magazine Sept 06	Group Business (Leisure)	0	0	0	1	0	0	0	0	0	17	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	18	
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	0	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	
Group Travel Planet May/Jun 07	Group Business (Leisure)	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0	0	0	94	
<b>TOTAL Group Business (Leisure):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>104</b>	<b>0</b>	<b>17</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>93</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>215</b>		
<b>Leisure E-Marketing:</b>																													
24-7Vacations.com	Leisure E-Marketing	55	124	37	75	38	88	54	97	63	308	156	386	119	222	82	208	58	268	61	229	119	255	191	0	1,033	2,260		
Collier County CVB Office	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
DestinationBrochures.com	Leisure E-Marketing	2	3	3	10	3	11	9	9	8	30	4	27	3	14	3	18	6	24	6	37	3	17	5	0	55	200		
FLAUSA.com	Leisure E-Marketing	0	0	1	4	0	2	3	1	0	3	0	0	0	0	1	0	0	0	0	1	0	0	0	0	5	11		

		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007
Friend/Relative	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Other/Unknown	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	3	0	1	0	7	0	0	0	0	16	
ParadiseCoast.com	Leisure E-Marketing	0	312	0	290	190	218	418	527	0	582	447	447	281	449	420	583	433	383	301	378	291	468	173	0	0	2,954	4,637	
Travel Agent	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	
VisitFlorida.com	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	2	0	0	0	0	0	0	5	
VisitFlorida.com - France	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
VisitFlorida.com - Germany	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	2	0	0	0	1	0	1	0	0	0	0	6	
Visit USA - UK	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	40	0	4	0	5	0	1	0	1	0	3	0	0	0	0	0	0	54	
<b>TOTAL Leisure E-Marketing:</b>		<b>57</b>	<b>439</b>	<b>41</b>	<b>379</b>	<b>231</b>	<b>319</b>	<b>484</b>	<b>634</b>	<b>71</b>	<b>966</b>	<b>607</b>	<b>867</b>	<b>403</b>	<b>692</b>	<b>506</b>	<b>819</b>	<b>497</b>	<b>682</b>	<b>368</b>	<b>652</b>	<b>413</b>	<b>748</b>	<b>369</b>	<b>0</b>	<b>0</b>	<b>4,047</b>	<b>7,197</b>	
<b>Newspaper Domestic NE/MW:</b>																													
Friend/Relative	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1
Preprint In-State Fall 2006	Newspaper Domestic NE/MW	0	70	0	10	0	2	0	970	0	101	0	180	0	9	0	1	3	1	137	0	164	0	120	0	0	0	424	1,344
Preprint Out-State Fall 2006	Newspaper Domestic NE/MW	0	0	0	12	0	0	0	2,976	0	724	0	1,139	1	2	2,333	0	2,467	0	516	0	671	0	762	0	0	0	6,750	4,853
Other/Unknown	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	1	0	3	0	16	0	3	0	4	0	0	0	0	0	0	0	27
TMG Newspaper Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52	0	17	0	0	0	0	69	
TMG Out of State Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	1	0	0	0	1,670	0	108	0	71	0	1	0	1	0	0	0	0	1,852	
Valassis FSI	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Visit Florida In State Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,288	0	0	0	0	0	0	1,288	
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,613	0	3,565	0	0	0	0	0	0	0	0	0	5,178	
VF Vacation Values Jun 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,879	0	0	0	0	0	0	0	0	0	1,879	
<b>TOTAL Newspaper Domestic NE/MW:</b>		<b>0</b>	<b>70</b>	<b>0</b>	<b>22</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>3,947</b>	<b>0</b>	<b>826</b>	<b>0</b>	<b>1,320</b>	<b>1</b>	<b>1,684</b>	<b>2,333</b>	<b>1,739</b>	<b>2,470</b>	<b>5,519</b>	<b>653</b>	<b>1,345</b>	<b>835</b>	<b>18</b>	<b>882</b>	<b>0</b>	<b>0</b>	<b>7,174</b>	<b>16,492</b>	
<b>Niche Markets (Bridal/Honeymoon):</b>																													
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	0	32	79	9	441	1	874	14	807	0	587	1	734	2	510	0	222	0	90	0	48	0	39	0	0	0	4,431	59
FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon)	0	0	0	23	0	341	0	525	0	175	0	67	0	38	0	18	0	11	0	13	0	10	0	0	0	0	1,221	
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	0	707	0	464	0	147	0	128	0	48	0	37	0	18	3	26	547	21	512	21	486	13	763	0	0	2,311	1,630	
FL Wedding & Honeymoon Jul/Aug 07	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	377	0	458	0	143	0	0	0	0	0	986	
FL Wedding & Honeymoon Mar/Apr 06	Niche Markets (Bridal/Honeymoon)	0	15	0	13	0	1	0	6	0	0	0	4	0	0	18	0	47	0	30	0	19	0	28	0	0	142	39	
FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	64	0	517	0	536	0	231	0	58	0	42	0	40	0	16	0	0	0	0	1,504	
FL Wedding & Honeymoon May/Jun 07	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	38	0	422	0	447	0	221	0	103	0	48	0	0	0	0	1,279	
FL Wedding & Honeymoon Sept/Oct 07	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	0	390	0	0	0	0	466	
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL Niche Markets (Bridal/Honeymoon):</b>		<b>0</b>	<b>754</b>	<b>79</b>	<b>509</b>	<b>441</b>	<b>490</b>	<b>874</b>	<b>737</b>	<b>807</b>	<b>740</b>	<b>587</b>	<b>683</b>	<b>734</b>	<b>712</b>	<b>531</b>	<b>557</b>	<b>816</b>	<b>672</b>	<b>632</b>	<b>711</b>	<b>553</b>	<b>620</b>	<b>830</b>	<b>0</b>	<b>0</b>	<b>6,884</b>	<b>7,185</b>	
<b>Niche Markets (ECO):</b>																													
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	0	39	0	34	0	18	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	100
Audubon Nov/Dec 06	Niche Markets (ECO)	0	0	0	167	0	72	0	2	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	243	
Audubon Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0	1	0	0	0	2	0	3	0	1	0	0	0	0	1	0	0	0	0	0	8	
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	168	0	83	0	49	0	35	0	13	0	13	0	0	0	0	361	
Echo Encounter Mar 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	0	0	199	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	201	
FL Echo In State Spring 2007	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	86	0	269	0	10	0	0	0	0	0	0	0	0	0	0	365	
Natl Geo Trvlr May/Jun 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	348	0	206	0	83	0	42	0	0	0	0	679	
Undiscovered Florida	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL Niche Markets (ECO):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>167</b>	<b>0</b>	<b>72</b>	<b>0</b>	<b>241</b>	<b>0</b>	<b>34</b>	<b>0</b>	<b>278</b>	<b>0</b>	<b>365</b>	<b>0</b>	<b>409</b>	<b>0</b>	<b>241</b>	<b>0</b>	<b>96</b>	<b>0</b>	<b>56</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,959</b>		
<b>Niche Markets (Fishing):</b>																													
FL Fishing & Boating Guide	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	0	0	3
<b>TOTAL Niche Markets (Fishing):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	
<b>Niche Markets (Golf):</b>																													
Golf Magazine	Niche Markets (Golf)	0	0	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	5
Other/Unknown	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL Niche Markets (Golf):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007	
<b>Niche Markets (Senior):</b>																												
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	0	0	0	0	0	2,188	0	3,158	1,337
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	0	2	0	2	0	4,186	0	1,020	0	263	0	61	0	0	0	0	0	0	0	0	5,534
Audubon/Corkscrew Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	5	
Reader's Digest June 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,306	0	611	0	564	0	0	0	4,481	
<b>TOTAL Niche Markets (Senior):</b>		<b>703</b>	<b>1,106</b>	<b>191</b>	<b>195</b>	<b>75</b>	<b>34</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>3</b>	<b>0</b>	<b>4,186</b>	<b>0</b>	<b>1,020</b>	<b>0</b>	<b>263</b>	<b>0</b>	<b>3,367</b>	<b>0</b>	<b>616</b>	<b>0</b>	<b>564</b>	<b>2,188</b>	<b>0</b>	<b>3,158</b>	<b>11,357</b>	
<b>TV / Target Markets:</b>																												
PITV	Television	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Chicago - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	7	0	1	0	2	0	0	0	0	0	33	
Chicago - WBBM	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	5	0	1	0	0	0	0	0	0	9	
Chicago - WLS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	11	0	8	0	12	0	11	0	0	0	0	0	0	42	
Chicago - Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	0	4	0	7	0	3	0	0	0	0	0	0	16	
Miami - WSNV FOX	Target Markets	0	0	0	1	0	1	0	0	0	0	0	0	2	7	4	4	5	5	5	0	2	0	0	0	0	18	
Miami - WTVJ NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	8	1	3	5	1	3	0	1	0	0	0	0	0	12	
Miami/Ft Laud - WBFS	Target Markets	0	0	19	1	0	0	0	0	0	0	0	0	4	10	2	1	2	1	1	0	1	0	0	0	0	29	
Miami/Ft Laud - WFOR	Target Markets	0	0	0	1	0	0	0	0	0	0	0	1	1	3	8	2	3	1	5	0	1	0	0	0	0	18	
Miami/Ft Laud - WPLG	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	8	0	4	0	1	0	0	0	0	0	0	0	0	14	
Miami/Ft Laud - WSFL	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	
Miami/Ft Laud Unknown	Target Markets	0	0	0	21	0	1	0	0	0	0	0	0	2	0	14	0	7	0	1	0	0	0	0	0	0	46	
New York - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	9	0	2	0	1	0	0	0	0	0	23	
New York - WABC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	9	0	23	0	2	0	0	0	0	0	0	0	0	34	
New York - WCBS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	2	0	0	0	0	0	0	0	0	8	
New York - WNBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	10	0	11	0	5	0	3	0	0	0	0	0	0	29	
New York - Unknown	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	0	7	0	2	0	3	0	0	0	0	0	0	14	
Orlando - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	6	0	2	0	0	0	1	0	0	0	0	0	0	9	
Orlando - WESH	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	4	
Orlando - WFTV	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	1	0	0	0	0	0	0	0	6	
Orlando Unknown	Target Markets	0	0	0	0	0	0	0	2	0	0	0	0	9	0	8	0	5	0	2	0	0	0	0	0	0	26	
Other/Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	4	0	6	0	6	0	1	0	0	0	0	0	0	17	
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	7	0	2	0	0	0	0	0	0	0	0	0	0	9	
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	4	
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	2	
Tampa/St. Pete - WTTA	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	
Tampa/St. Pete Unknown	Target Markets	0	0	0	2	0	0	0	0	0	0	0	0	2	0	6	0	13	0	7	0	0	0	0	0	0	30	
West Palm Beach - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	1	0	0	0	0	0	0	0	0	5	
West Palm Beach Unknown	Target Markets	0	0	0	11	0	0	0	0	0	0	0	0	1	0	5	0	4	0	1	0	1	0	0	0	0	23	
West Palm Beach - WFLX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	3	
West Palm Beach/Ft. Pier - WPBF	Target Markets	1	0	1	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	5	
West Palm Beach - WPEC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	1	1	0	2	0	0	0	0	0	0	4	
West Palm Beach - WPTV NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	1	3	0	1	0	3	2	2	0	0	0	0	12	
West Palm Beach - WTVX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2	
<b>TOTAL TV / Target Markets:</b>		<b>1</b>	<b>0</b>	<b>20</b>	<b>39</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>20</b>	<b>142</b>	<b>20</b>	<b>139</b>	<b>15</b>	<b>93</b>	<b>16</b>	<b>44</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>102</b>	<b>463</b>	
<b>Travel Agent Directories:</b>																												
FL Official Tvl Ind Jan-Dec 07	Travel Agent Directories	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
TIA See America	Travel Agent Directories	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL Travel Agent Directories:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007	
<b>Miscellaneous:</b>																											
Collier County CVB Office	3	0	6	0	16	0	1	5	1	28	4	95	0	1	0	0	0	0	0	0	0	0	2	0	0	31	131
Friend/Relative	10	0	5	0	2	0	9	6	7	2	8	14	0	19	0	24	0	0	0	9	0	3	0	0	41	77	
Other/Unknown	26	10	31	1	16	0	56	52	50	43	28	48	23	44	28	16	12	17	8	3	8	3	4	0	290	237	
Travel Agent	1	0	3	0	0	0	11	2	5	8	5	12	0	1	0	1	0	3	0	2	0	5	0	0	25	34	
Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	
Website	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>TOTAL Miscellaneous:</b>	<b>40</b>	<b>10</b>	<b>45</b>	<b>1</b>	<b>34</b>	<b>0</b>	<b>77</b>	<b>65</b>	<b>63</b>	<b>81</b>	<b>45</b>	<b>169</b>	<b>23</b>	<b>65</b>	<b>28</b>	<b>41</b>	<b>12</b>	<b>20</b>	<b>8</b>	<b>14</b>	<b>8</b>	<b>14</b>	<b>4</b>	<b>0</b>	<b>387</b>	<b>480</b>	
<b>SUB TOTAL (excludes Special Fulfill):</b>	<b>854</b>	<b>3,489</b>	<b>434</b>	<b>1,519</b>	<b>832</b>	<b>1,285</b>	<b>1,547</b>	<b>6,106</b>	<b>1,069</b>	<b>2,770</b>	<b>1,399</b>	<b>7,673</b>	<b>1,258</b>	<b>4,822</b>	<b>3,487</b>	<b>4,201</b>	<b>5,110</b>	<b>11,149</b>	<b>2,727</b>	<b>11,551</b>	<b>2,306</b>	<b>7,223</b>	<b>4,751</b>	<b>0</b>	<b>25,775</b>	<b>61,788</b>	
<b>SPECIAL FULFILLMENT:</b>																											
<b>MEETING PLANNERS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
*Pre-Show Post Card	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Mid America Pre-Show	0	0	0	0	0	0	0	0	0	0	0	1,071	0	0	0	0	0	0	0	0	0	0	0	0	0	1,071	
Springtime 07	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,209	0	0	0	0	0	0	0	0	0	0	2,209	
*Post Show Followup	0	76	0	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245	
ConferenceDirect Show	0	0	0	0	0	0	0	0	0	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	
Florida Huddle	0	0	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	
Glamour	0	0	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	0	0	101	
Planning Connection	0	0	0	0	0	0	0	0	0	0	0	179	0	0	0	0	0	0	0	0	0	0	0	0	0	179	
Chicago VIP	0	0	0	0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0	0	0	51	
Chicago Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	100	
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	8	
PYM Spring Fling April	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	0	75	
Orlando PYM Event	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	94	
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	0	0	0	0	0	0	76	
Meeting Planner Kit	0	0	0	0	0	0	0	2	0	1	0	3	0	3	0	0	0	7	0	11	0	0	0	0	0	27	
<b>TOUR OPERATORS</b>	0	0	0	0	0	0	0	0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52	
<b>TRAVEL AGENTS</b>	0	304	0	0	0	0	0	1	0	0	0	22	0	113	0	0	0	0	0	0	0	0	0	0	0	440	
<b>GOLF GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Play Florida Golf	0	114	0	123	0	0	0	0	0	1,185	0	975	0	3,519	0	0	0	322	0	0	0	0	0	0	0	6,238	
Other Golf	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	65	
<b>SPA GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>BOATING &amp; FISHING GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>PROMOTIONS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
AMEX	0	0	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	102	
Summer VIP	0	0	0	0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	1	0	0	0	0	0	237	
<b>PR MAILINGS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Press Kit - Media	0	0	0	25	0	0	0	45	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	74	
Press Kit - MP	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Press Kit - Tour Operators	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Radio Show Consumer	0	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	
Florida Huddle Press	0	0	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	
<b>WEDDING GUIDE</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>SMERF GROUP LEADERS</b>	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	0	0	0	94	
<b>MAILINGS TO PARTNERS</b>	0	197	0	0	0	0	0	0	0	0	0	259	0	475	0	65	0	0	0	354	0	0	0	0	0	1,350	
<b>MAILINGS FOR PARTNERS</b>	0	0	0	0	0	0	0	0	0	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	
<b>COLLIER FILM COMMISSION</b>	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL SPECIAL FULFILLMENT:</b>	<b>0</b>	<b>197</b>	<b>0</b>	<b>25</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>321</b>	<b>0</b>	<b>93</b>	<b>0</b>	<b>684</b>	<b>0</b>	<b>487</b>	<b>0</b>	<b>65</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>355</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13,306</b>	
<b>GRAND TOTAL OF REQUESTED PUBS:</b>	<b>854</b>	<b>3,686</b>	<b>434</b>	<b>1,544</b>	<b>832</b>	<b>1,285</b>	<b>1,547</b>	<b>6,427</b>	<b>1,069</b>	<b>2,863</b>	<b>1,399</b>	<b>8,357</b>	<b>1,258</b>	<b>5,309</b>	<b>3,487</b>	<b>4,266</b>	<b>5,110</b>	<b>11,149</b>	<b>2,727</b>	<b>11,906</b>	<b>2,306</b>	<b>7,223</b>	<b>4,751</b>	<b>0</b>	<b>25,775</b>	<b>75,094</b>	

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007
<b>PARADISE COAST WEBSITE LEADS:</b>																										
aaa - AAA Going Places	6	0	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	0	223	0	0	1	0	3	366	2	0	42	0	3	0	43	0	1	0	5	0	7	0	0	849	107
af - Arthur Frommers	0	0	1	2	0	0	68	10	38	1,238	1	90	2	26	0	6	0	11	0	2	1	1	0	0	111	1,386
au - Audobon	0	0	4	112	2	37	8	9	1	3	34	5	3	0	0	1	2	0	0	1	0	0	0	0	54	168
cl.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	0	0	3
cp - paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
cs - Convention South	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	2	1	0	0	2	3
df - paradisecoast.com	1	0	0	0	0	0	0	0	0	0	0	1	0	5	0	1	0	0	0	0	0	0	0	0	8	0
echo-paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	69	0	1	0	5	0	0	0	0	0	1	0	0	0	76
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	31	0	0	2	31
fly - Southwest Airlines Inflight magazine Spirit	53	0	78	2	5	3	2	3	3	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	143	8
free - 4th Night Free ads	23	0	21	0	0	0	21	0	0	0	1	0	20	0	2	0	4	0	2	0	0	0	0	0	94	0
fv - FLAUSA Official Vacation Guide (2005)	0	0	50	7	0	6	2	9	54	24	28	2	56	39	32	4	5	14	22	14	61	59	0	0	310	178
gg.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	62	0	10	0	21	0	0	0	93	
golf - Play FL Golf	0	0	0	0	0	0	0	879	0	217	1	9	0	2	0	6	0	0	0	2	0	2	0	0	1	1,117
gt - Group Tour	0	0	0	0	0	0	0	1	1	0	5	0	0	0	0	0	0	0	1	0	0	1	0	0	7	2
gtl - Group Tour Leader	0	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	0	1	0	2	0	4	2	1	3	0	3	3	0	3	0	0	1	1	1	26	1	0	0	41	11
is - Preprint In-State	7	1,769	3	1,793	1	1,461	1	723	0	374	0	197	5	71	13	76	5	79	5	144	13	110	491	0	544	6,797
mb - Modern Bride	0	0	0	1	0	0	0	5	0	1	2	1	26	1	6	0	4	4	2	0	4	0	0	0	44	13
mh - Miami Herald	1	1,895	28	2,066	23	1,267	1	804	2	486	1	314	0	309	5	251	2	280	1	198	87	170	727	0	878	8,040
ml - MNI Home Network	0	0	0	0	0	0	19	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0
nta - NTA Courier	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
os - Orlando Sentinel	0	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	0	2	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	0	0	1	1	0	1	0	1	39	1	1	1	0	0	0	0	0	0	0	0	0	0	41	5
rd - Readers Digest	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
sa - Skylights	0	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	0	1	0	0	0	4	0	2	1	1	0	19	0	0	0	0	0	0	0	0	0	0	0	28	1
sm - Successful Meetings	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	1
ta - FL Official Industry Guide	0	0	0	0	0	0	1	1	2	7	0	2	0	1	0	0	0	39	0	1	0	133	0	0	3	184
tma - Tennis Life Magazine	0	0	0	0	0	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0
uf - Undiscovered Florida	0	0	0	0	1	0	1	1	0	1	0	0	1	0	0	1	0	1	0	2	0	2	0	0	3	8
usa - USA Today Meetings Marketplace	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
uw - USA Weekends	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	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	0	0	0
wed - Bridal Guide	0	0	4	0	60	0	34	0	31	0	3	0	0	0	1	0	0	0	0	44	0	0	0	0	133	44
wl - Waterline Magazine	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
www.paradisecoastblueway.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	4	0	0	0	1	0	0	0	8
paradisecoast.milesmediagroup.com	0	0	0	0	0	0	0	0	0	0	0	0	0	15	0	10	0	4	0	0	0	0	0	0	0	29
www.newsletter.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	1	0	1	0	0	0	7
www.paradisecoast.com	20	0	24	27	2	3	41	6	9	7	4	2	4	10	8	2	3	1	2	1	2	3	0	0	119	62
www.paradisecoastnaples.com	3	0	0	9	0	11	0	11	0	6	0	5	0	4	5	28	60	24	31	39	9	42	22	0	130	179
www.sun.paradisecoast.com	3	0	5	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0
<b>TOTAL PARADISE COAST WEBSITE LEADS:</b>	<b>400</b>	<b>3,695</b>	<b>445</b>	<b>4,023</b>	<b>101</b>	<b>2,791</b>	<b>271</b>	<b>2,470</b>	<b>544</b>	<b>2,371</b>	<b>126</b>	<b>742</b>	<b>201</b>	<b>489</b>	<b>166</b>	<b>436</b>	<b>95</b>	<b>527</b>	<b>82</b>	<b>467</b>	<b>350</b>	<b>587</b>	<b>1,375</b>	<b>0</b>	<b>4,156</b>	<b>18,598</b>
Total Views	155,790	243,783	211,611	217,847	181,328	237,603	278,871	367,112	380,408	328,680	312,032	250,609	237,676	247,900	350,758	352,566	359,867	381,873	358,612	403,283	229,811	371,811	167,634	0	3,224,398	3,403,067
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	90,945	47,567	94,150	48,572	112,252	51,949	112,235	41,175	0	510,967	930,138

Collier County Monthly Phase V Responses: 2007 Fiscal Year

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2005	2006	2005	2006	2005	2006	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2006	YTD 2007	
<b>2006 PUBS WITH 2007 LEADS:</b>																												
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	0	769	1	
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	2	0	1	0	6	2	
Naples Daily News - Editorial	Newspaper Domestic NE/MW	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	2	1	
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	0	1	0	0	0	0	0	0	0	0	0	178	0	142	0	55	0	58	0	15	0	14	0	9	0	471	1
Everglades Angler	Television	0	0	0	35	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	5	35	
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	1	0	4	1	
<b>2006 PUBS WITH 2007 LEADS TOTALS:</b>		<b>0</b>	<b>5</b>	<b>0</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>179</b>	<b>0</b>	<b>144</b>	<b>0</b>	<b>244</b>	<b>0</b>	<b>446</b>	<b>0</b>	<b>43</b>	<b>0</b>	<b>187</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>1,257</b>	<b>41</b>	