

Task	Task Type	Status	StartDate
Hosted Florint FAM for dinner Hilton Marco - worked intinerary and hosted 13 travel agents German for 2 day FAM	Fam Escort	Closed	11/8/2007
Meeting Planner FAM-hosted 23 people and industry sponsors for 4 day event meeting planners	Fam Escort	Closed	12/1/2007
ATI Orlando Jet Air Belguim Site escorted by Debi-Travel Agent Tour Ops - Everglades city and Naples	Fam Escort	Closed	12/7/2007
Michelle Gay US Air site-travel agents tour op-2 day site of 10 area hotels and destination in program	Fam Escort	Closed	12/13/2007
Debi sited all day fam with Michelle several hotels	Fam Escort	Open	12/20/2007
Survey Monkey.com created post MP FAM survey-sent out	Fam Itinerary - Planning	Closed	12/14/2007
Contact call and email with Nancy Masse Paris e commerce reschedule FAM for April			
Plan airboat and naples tour 10:0 - 3 pm only	Fam Itinerary - Planning	Open	1/17/2008
collected past credits and sent in for credit towards PDM with DMAI-got 24 total credits of 40 needed-one credit at a time big education process	General - Continuing Education	Closed	12/15/2007
conference call with DMAI as follow up to Sales Acaemy II-continue education	General - Continuing Education	Closed	12/17/2007
Sent Free listing update	General - Followup Call	Open	12/20/2007
Assist Travel agent AAA RI	General - Followup Call	Closed	1/17/2008
booked Boston flight and hotel	General - Followup Call	Closed	1/17/2008
assisted travel agent	General - Followup Call	Closed	1/17/2008
Calls Made: Calllist Cindy phase V :Nacy Poe brochures for conf: Laura AAA: Teri Lamaine; George Hilton Vip Promo: Don Williams rental co MI; Nelson MPI; Jim Daivison Marriot Tourism awards	General - Incoming Call	Closed	1/10/2008
worked calls list: Toni want ad in MP guide; Jan Doet Huddle req; Dinnis Pens; Patty Carrners Rsvp; Jame call Trent; Jim Marriott rouism award lunch; Debra Play fla golf; Dorothy advantage trade show screens; David Smart; VIP Am Parrotic Getaway	General - Incoming Call	Closed	1/14/2008
Reviewed proposal and conerstion with David SMart who solicits leads for CVB	General - Incoming Call	Closed	1/16/2008
several calls phase v; Heather NG; Michle NTT; Erin Greenlinks; Regency wedding info; BHL decorators; DJ Huddle FAM; Susanna MPI fund; Ginny photos; Trent comm; Judy TM call; Inn of Napls Cathie; Jess Housemand Chef; Chisano mp NBH	General - Incoming Call	Closed	1/17/2008
Art Hyman Successful meeting re virtual market place live on line 4 wenairs trade show and 1000 mp already signed will participate	General - Incoming Call	Closed	1/17/2008

meeting with zoo regarding ESTO-CVB may sponsor tent to assure getting this in destination/ communicated planner	General - Meeting	Closed	11/9/2007
Hosted Advisory Roundtable meeting Guy Harveys - partners-40 pp attended meeting notes sent out after	General - Meeting	Closed	12/12/2007
Attended Bill Moss reception	General - Meeting	Closed	12/17/2007
Attended meeting	General - Meeting	Open	12/20/2007
research flip flop luggage tag - promo - 239-404-1074	General - Research	Closed	12/13/2007
signed contract for new booth displays for huddle and for future shows dorothy advantage; communicatie to agency specs needs; approved all concept	General - Research	Closed	1/17/2008
emails and TDC report, proofs, decisions	General - TDC Report	Closed	11/9/2007
learning to put TDC report in Idss 2 hours	General - TDC Report	Closed	1/17/2008
Did website updates & sent to Miles	General - Web update	Closed	11/1/2007
worked on kid friendly online .net banner	General - Web update	Closed	11/5/2007
kid friendly negotiated free banner ad on website	General - Web update	Closed	11/5/2007
Throughout Dec - Working with Travelocity to host booking engine for website also Expedia-appts & and review of presentations to host booking engine on website	General - Web update	Closed	12/1/2007
follow up wedding solication getting wedding and honeymoon - big wedding project has lots of duties and communication	General - Worked on upcoming CVB event	Closed	11/9/2007
worked on final details for MP FAM, spreadsheets, communication, confirmations - many details for this FAM takes time and communication	General - Worked on upcoming CVB event	Closed	11/9/2007
set up advisory roundtable for Guy Harveys Dec 12-save the date and invite to go out Dec 12 9-12 roundtable Guy Harveys Marco	General - Worked on upcoming CVB event	Closed	11/9/2007
Started Tourism week selection of theme, speaker and discussion for event	General - Worked on upcoming CVB event	Closed	11/9/2007
Continue working on sponsors for wedding in June-PR leisure-got limos and rehearsal dinner	General - Worked on upcoming CVB event	Closed	12/11/2007
Sent out RFP for Tourism Awards in May 2008	General - Worked on upcoming CVB event	Closed	12/18/2007
worked on rfp and selection for Tourism awards location	General - Worked on upcoming CVB event	Closed	1/11/2008
Meetings with agency re: MP guide, VIP promo, wedding, trade show screens	General - Worked on upcoming CVB event	Closed	1/15/2008
prepare for staff meeting	General - Worked on upcoming CVB event	Closed	1/17/2008
Huddle ship stuff	General - Worked on upcoming CVB event	Closed	1/17/2008
proof Visitor guide 2 hours	General - Worked on upcoming CVB event	Closed	1/17/2008
attended cultural arts meeting - approved minutes	General - Worked on upcoming CVB event	Closed	1/17/2008

Set up meeting and follow up with VIP summer promo - Collection of promo offers on going from Dec - Jan 25	General - Worked on upcoming CVB event	Closed	1/17/2008
Arranged for Oonagh our UK rep to attend important UK Play Florida Golf show	General - Worked on upcoming CVB event	Closed	1/17/2008
Miles media 2 hours in Sarasota for training on HBX new e reporting drive time and lunch - back in office 3-6	General - Worked on upcoming CVB event	Closed	1/17/2008
Working on e lists and free listing and grid and ads for meting planner guide 3 hours	General - Worked on upcoming CVB event	Open	1/17/2008
Sent request to sponsor rental car for wedding	General - Worked on upcoming CVB event	Closed	12/20/2007
Assisted mtg plnr Brian Bamrick with info on destination - they will submit an RFP for 2008 later	Sales - Assisted Mtg Planner	Closed	11/2/2007
rfp Concordia out:			
Deepa Indian wedding rfp out	Sales - Assisted Mtg Planner	Closed	1/10/2008
Gothard Lane rfp out for Womens Lacrosse team	Sales - Assisted Mtg Planner	Closed	1/10/2008
contacted Pat Palmer PDS 5 times for rfp status still have not heard from her	Sales - Assisted Mtg Planner	Closed	1/17/2008
assist Hatton on rfp BOD retrat Lawyers besla	Sales - Assisted Mtg Planner	Closed	1/17/2008
Helped travel agent plan personal vacation and sent to website	Sales - Assisted Mtg Planner	Closed	1/17/2008
Worked on Larry Ralston with CTN Travelssite visit	Sales - Media Contact	Closed	11/2/2007
Sent BizBash FL info on renovations, venues and planners to interview at their request	Sales - Media Contact	Closed	11/28/2007
updated Meetings Media free listing	Sales - Media Contact	Closed	12/19/2007
Atlanta Meetings Market Academy show	Sales - Meeting / Show / Conference	Closed	11/6/2007
working on Huddle booth and trade show booth - all-booths for huddle and trade shows confirmed and designed, ordered	Sales - Meeting / Show / Conference	Closed	11/7/2007
planner list and exhibitor kit paperwork complete for Christian Meeting planners			
January show-attend show in January with partner travel plans made, shipping etc.	Sales - Meeting / Show / Conference	Closed	12/11/2007
working with Agency and Advantage on trade show booth	Sales - Meeting / Show / Conference	Closed	12/11/2007
Working on Huddle booth and trade show booth-got bids and PO selected vendor for booth	Sales - Meeting / Show / Conference	Closed	12/11/2007
sign up for Travel Trip Boston show travel agents - 3 days in Boston Feb for 2 shows and sales calls with partner	Sales - Meeting / Show / Conference	Closed	12/13/2007
plan next Cultural Tourism Meeting and agenda-sent out, meeting with Elaine	Sales - Meeting / Show / Conference	Closed	12/14/2007
Play Florida Golf London show plans-golf-hope to send Oonagh	Sales - Meeting / Show / Conference	Closed	12/17/2007

Meeting with GM Bayfront Inn-partner-took market plan and reviewed how to work together	Sales - Meeting / Show / Conference	Closed	12/20/2007
Meeting with Marriott Vacation Club Teresa Ganter-Marco Island took market plan and reviewed CVB relationship with partners	Sales - Meeting / Show / Conference	Closed	12/21/2007
Attended Christiam Meeting Planner conf 3 days Atlanta	Sales - Meeting / Show / Conference	Closed	1/7/2008
booked Travel	Sales - Meeting / Show / Conference	Closed	1/17/2008
registered for tradeshow	Sales - Meeting / Show / Conference	Closed	1/17/2008
Travel agent newsletter - input content	Sales - Newsletter	Closed	12/10/2007
Worked on Final details for end of summer promos	Sales - Partner Contact	Closed	11/1/2007
Solicited themed packages from partners	Sales - Partner Contact	Closed	11/1/2007
follow up on leads to hotels from Meetings Market	Sales - Partner Contact	Closed	11/9/2007
follow up on leads to hotels from Meetings Market	Sales - Partner Contact	Closed	11/9/2007
Sent out Summer Promo Solicitation Letter	Sales - Partner Contact	Closed	11/19/2007
Solicited partner shopping packages to put on website	Sales - Partner Contact	Closed	11/19/2007
sent out 5 databases of travel agents to partners from VISIT FLORIDA	Sales - Partner Contact	Closed	11/26/2007
Fishing lead sent out to fish partners	Sales - Partner Contact	Closed	12/10/2007
sent out requests for overnight stays, hotel packages, etc	Sales - Partner Contact	Closed	12/10/2007
Sent out venue lead from Alumni from Merrimack College for March 14, 2008	Sales - Partner Contact	Closed	12/10/2007
Lead for meeting Naples Airport authority sent out	Sales - Partner Contact	Closed	12/11/2007
Linda Dennis Naples Bay Resort-partner-gave her marketing plan and discuss CVB shows and opportunities	Sales - Partner Contact	Closed	12/11/2007
solicit partners for summer VIP promo	Sales - Partner Contact	Closed	12/13/2007
solicity partners for auction and industry giveaway certificates	Sales - Partner Contact	Closed	12/13/2007
Sent email re: Designer Show House & importance of Cultural Tourism	Sales - Partner Contact	Closed	12/14/2007
sent rfp out to venues for host of Alumni Phsicians donors Melanie Walton-event-50 pp need venue	Sales - Partner Contact	Closed	12/18/2007
solicit partners to attend Boston sales calls	Sales - Partner Contact	Closed	12/19/2007
emailed parnters Boston Sales Calls oportunties	Sales - Partner Contact	Open	12/20/2007
Sent lead to partners re: Crew rates for Continental Express want year round	Sales - Partner Contact	Open	12/20/2007
Big Cypress Market place tour and lunch with team	Sales - Partner Contact	Closed	1/4/2008
Solicited Romance Theme packages from partners for website.	Sales - Partner Contact	Closed	1/14/2008
sent solicitation to partners introducing 2008 meeting planner guide & Charles Lewis	Sales - Partner Contact	Closed	1/15/2008
Sent out free listing request to partners for 2008 Meeting Planner Guide	Sales - Partner Contact	Closed	1/15/2008
called Arnold Bayfront Inn	Sales - Partner Contact	Closed	1/17/2008

updated partner contacts on my lists outlook idss and distribution	Sales - Partner Contact	Closed	1/17/2008
Huddle preparation and emails to participating partners - Huddle Appointments requested	Sales - Partner Contact	Closed	1/17/2008
Sent out leads from CMPCE to hotels and did report on Atla show	Sales - Partner Contact	Closed	1/17/2008
Got response from Quality Inn Golf and Hawthorne Suites - Sent to Jack to send to Ted	Sales - Partner Contact		12/20/2007
Debi sent rfp	Sales - Partner Contact		12/20/2007
Reviewed ASTA website and member benefits-Travel agents-made contact to TA	Sales - Prospecting	Closed	12/12/2007
sent 1000 P to P to Joe Leonard for the FL Chiropractic Assn Convention being held at Naples Grande	Sales - Send Promotional Item / Collateral	Closed	11/6/2007
Sent pp maps to Dana Goodman for LLaPlaya conference	Sales - Send Promotional Item / Collateral	Closed	12/15/2007
send 2000 brochures to Florida Welcome center VG	Sales - Send Promotional Item / Collateral	Closed	12/15/2007
sent out 150 ppmaps to Rebecca Surgeons conference Naples Grande	Sales - Send Promotional Item / Collateral	Closed	12/17/2007
Sent VG's to Welcome Center	Sales - Send Promotional Item / Collateral	Closed	12/18/2007
Sent 40 pp maps for use for client also sent VG 40	Sales - Send Promotional Item / Collateral	Closed	12/20/2007
Sent power point to Lynn for Huddle breakfast with CVB volunteered table center peices	Sales - Send Promotional Item / Collateral	Closed	1/17/2008
sent 6 sales kits to Monica Shafer at BTE Performance for her to propose Marco	Sales - Send Sales Kit	Closed	12/5/2007
Send VG's PtoP's, letter openers & pens to office in Netherlands for America Day".	Sales - Send Sales Kit	Closed	12/10/2007
Sent VG and email to Debra	Sales - Send Sales Kit	Closed	12/10/2007
Sent rfp 675 room nights Debi	Sales - Send Sales Kit	Open	12/20/2007
Lori Borri TT meetings sent sales kit and rfp for summer meetings	Sales - Send Sales Kit	Closed	1/17/2008



Naples Marco Island Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
JANUARY 28, 2008
TDC Meeting**

PRODUCTION NOTES

- MetroMotion – print
- C² Productions – video
- CrossTown Traders – catalog
- ADR Creative – catalog
- Frontier Media – documentary (Denmark)
- Film Emporium - video

WORKING LEADS

- Sticks and Stones – commercial
- Lily Pulitzer - catalog
- Good Films, Inc. - commercial
- Paz Productions- still
- Video Internet Productions - video
- Viewpoint Studios – still
- Expedia/Unitled - commercial
- Par Zero – indie film
- Speargrass Studio/FootJoy - catalog
- Size Inc. (Japan) - commercial
- Locations South - scout
- Fiddler Films - commercial
- SouthWest Airlines - commercial

- Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

SCOUTS

- Priddy Ranch - spec
- Paz Productions

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
- Passed AFCI certification courses
- Planning “Rally in Tally” event

MEETINGS

- Film Florida Quarterly Board meeting
- Florida Film Commissioners Council meeting
- Cultural Tourism Committee (CVB/UAC venture)
- Miles Media – web training

OTHER

- Big Cypress Project – documentary



PR & Communications - December 2007/January 2008
Submitted by: JoNell Modys
TDC Meeting – January 28, 2008

The CVB's new public relations agency began working just before the holiday break in December, assisting with a news release and news distribution about Southwest Florida Birding & Wildlife Festival and the Wedding in Paradise promotion. They assisted in the recruitment effort for media participants in the CVB's Food & Wine-themed familiarization trip of the Naples/Marco Island area, which included access to the Naples Winter Wine Festival. They secured a top-tier publication, Executive Traveler, to participate in the trip. Other participants included a freelancer that contributes to Woman's Day, Bergen County magazine(suburban Manhattan) and Style magazine from Washington D.C.; the editor of www.backroadswine.com; JaxFax Travel magazine; and Cool magazine with distribution in the USA and Brazil. The CVB also assisted other national press registered to attend the wine festival itself with information about our area. BCF worked on news distribution about the Wedding in Paradise promotion.

Work is underway now on an action plan for the remainder of 2008 with details of themes and topics for news releases and dates for planned media missions in key markets.

The CVB issued tourism business news about tax collection and visitor statistics for the October and November reporting periods and about this year's Adrian Awards from HSMAI.

Final editing took place just before Christmas on the 2008 visitors guide with a detailed review of all editorial content, photo captions, listings, map graphics and ads.

I attended the HSMAI Adrian Awards to collect two gold and numerous silver and bronze awards for the CVB. While in New York for this event, I visited with key national travel media publications.

In December, the CVB was contacted by the Associated Press regarding a story written about a kayaking trip in the Everglades City area. The CVB provided background information on the Everglades, and requested that the story include reference to the CVB's visitor information telephone number and Web site, along with information on the new Paradise Coast Blueway and its Web site. This effort was successful. The CVB also put the AP travel editor in contact with a public relations representative from the Ivey House so that correct information on lodging and rates could also be included, which was also successful. The story was issued on the Associated Press wire on December 9, 2007 and received immediate pickup on Yahoo.com with pick-up by AP member newspapers beginning on December 10. The story is still being picked up and has run to date in over 20 newspapers, including the New York Times, Boston Herald, Atlanta-Journal Constitution and many more.

FLA USA Vakantiebeurs, Utrecht January 8-13, 2008



Attendance

Jack Wert attended the show during the first two days. Juliana attended the fair on behalf of Naples, Marco Island, Everglades CVB during all 6 days.

Fair facts

The fair took place from Tuesday January 8 (only for trade visitors and the press) up to and including Sunday January 13, 2008. Opening hours were Tuesday to Sunday from 10:00 a.m. - 6:00 p.m. except Friday, when the fair was open from 10:00 a.m. - 10:00 p.m.

The 2008 figures showed fine an idea of size and volume of the fair. This year a total of about 136.000 came, which is a very slight decrease of a few hundred people compared to 2007 but a decrease of 3.8% to 2006 (141,200 visitors). From the figures of 2008, there were 10% trade visitors (an increase of 6%) and 90% consumers.

Luncheon on Tuesday (trade day)

The luncheon organised through Visit Florida has changed its format from plate-in service to buffet service which has been enjoyed from almost all, the sponsors as well as the trade and press attendants. It was a new and refreshing experience felt by everyone. Juliana's attendance during the lunch (first time ever) has been of good value to introduce herself as the contact person for the Dutch partners in continental Europe. Apart from a general brief introduction to all of the participants from Jack and Juliana, both got the chance to talk to a few partners personally. Detailed conversation held with the following partners:

- Hotelplan, Mrs Chantal Hoefnagels, Product Manager
- Travel Trend, Mr Peter van Veenendaal, Product Manager
- US Travel (Nova-Tours), Mr Wolfgang Hendrix, General Manager
- Cruise Travel, Mr Norbert van der Glas, Manager
- Feston Media, Mrs Jolande van der Kemp (Press)
- Reizen Magazine, Mr Harri Theirlynck, Chief editor (Press)

After the show a follow up email has been sent to all participants from Juliana's side to thank them for their attendance and to offer assistance for the Naples area if needed.

FLA USA Vakantiebeurs, Utrecht January 8-13, 2008



Meetings during the trade day

Brief information about meetings held at the booth:

TUI Netherlands, Mrs Erika Ordelman, product management North America:

- She stated that it is very difficult to receive updated images for the brochure features and asked for assistance if they are needed next time.
- Requested new images as shown in the presentation of the Lemon Tree.
- Also introduced her to the Naples Beach Hotel & Golf Club (NBH) as they have currently no beach hotels featured in Naples and to the Port of Islands, Everglades hotel for accommodation in the Everglades area.
- Follow up email sent to Erika providing her with images of the Lemon Tree. Contacted Terri-Ann Gallo to send her information about the NBH and Heather Zawisza to send information about the Port of Islands.

Jan Doets America tours, Mr Jan Doets, Senior President:

- Meeting together with Jack Wert. Introduced him to the following four hotels: GreenLinks, Bellasera Hotel, LaPlaya, Inn on Fifth
- Responsible person who will also attend huddle is Ms Sjaneke.
- Follow up email sent to Jan to ask for Sjaneke's contact details

American Vacation, Mr Teo Oortman, General Manager:

- Brief meeting with Teo to introduce Juliana. Proposed training for the reservation team which he welcomed very much.
- For bookings in America he works very close with hotelbeds and tourico.

Journalist (name unknown but Jack Wert received his business card):

- He stated to write an article about special nature experiences for tourists in the Everglades. Jack Wert introduced the Blue Way Trail to him and forwarded JoNell's contact details.

Profile of consumer/attendance

Consumer visitors were from all ages and all social classes. All 5 days, during which Juliana (including Jack for one day) was attending, the show was very busy with the busiest day being Friday.

FLA USA
Vakantiebeurs, Utrecht
January 8-13, 2008



Consumer visitors were looking for the Florida booth particularly and were asking very detailed questions about the area. Most were looking for specific information for their next holiday. Especially round trips in combination with fly & drives were in high demand. In many cases trips to Florida have already been booked and consumers were now looking for detailed information about the area they will visit.

Evaluation

Overall, the participation at the Vakantiebeurs in Utrecht was very successful. Juliana had the opportunity to speak to many very interested consumers with serious ambitions to travel to Florida. About 30% of them have not visited Florida before, and hence were introduced to the Naples area as something new and exciting. Almost everybody has heard about the Everglades before but only a few were aware that it is possible to visit the Everglades from the West Coast.

I would recommend attending the show again next year, as Florida is a very popular area to travel to among Dutch travellers.

Note

In total about 100 brochures - visitor guides - were left over and these were given to American Vacations and US Travel.

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of November 2007

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	148	324.90
DATA IMPORT	2,321	0.00
RDR RESPONSE	393	308.22
RDR RESPONSE - NO FULFILLMENT	3	0.00
RR-FULFILLED	88	166.83
WEBSITE	4	9.78
<u>Grand Total:</u>	<u>2,957</u>	<u>809.73</u>

Naples, Marco Island, Everglades CVB Call Summary by Toll Free Number

For the month of November 2007

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	91	167.28
Naples Press	48	145.63
Guest Click	3	2.68
International	0	0.00
Storm Information	4	2.28
Meeting Planner	2	7.02
Collier County Sports Council	0	0.00
<u>Grand Total:</u>	<u>148</u>	<u>324.90</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of November 2007

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	1	6.70	0
Live Information	44	131.25	-
Meeting Planner	2	12.72	-
Partner Pack CD	0	0.00	-
Special Fulfillment	14	24.15	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	2837	605.92	-
Hang up	32	13.98	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	27	15.02	-
<u>Grand Total:</u>	<u>2957</u>	<u>809.73</u>	<u>0</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of November 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	1	104	2%	51	345	3%
Consumer Directories	64	170	4%	155	986	10%
Leisure E-Marketing	253	653	15%	379	820	24%
Newspaper Domestic NE/MW	1734	1743	41%	22	98	1%
TV/Target Markets	11	18	0%	39	39	2%
Niche Markets (Bridal/Honeymoon)	483	1005	23%	509	1262	32%
Niche Markets (ECO)	199	492	11%	167	167	11%
Niche Markets (Fishing)	0	1	0%	0	0	0%
Niche Markets (Golf)	0	0	0%	0	0	0%
Niche Markets (Senior)	0	0	0%	195	1298	12%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	75	75	2%	0	0	0%
Group Business (Association)	0	0	0%	0	0	0%
Group Business (Corporate)	0	0	0%	0	0	0%
Group Business (Leisure)	0	0	0%	1	1	0%
Friend/Relative	5	8	0%	10	19	1%
Magazine	0	0	0%	0	0	0%
Naples, Marco Island, Everglades CVB	1	1	0%	15	16	1%
Newspaper	0	0	0%	0	0	0%
Other/Unknown	8	11	0%	24	42	2%
Radio	0	0	0%	0	0	0%
Target Markets	0	0	0%	0	0	0%
Travel Agent	3	5	0%	2	6	0%
TV	0	0	0%	0	0	0%
Website	0	0	0%	0	0	0%
Grand Total:	2,837	4,286		1,569	5,099	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Other/Unknown	1	5	5%
2005 Official FL Vac Guide	0	0	0%
2006 Official FL Vac Guide	0	0	0%
AAA Going Places Jul/Aug 07	0	10	10%
AAA Going Places May/June 06	0	0	0%
AAA Going Places May/June 07	0	0	0%
AAA Going Places Sept/Oct 06	0	0	0%
AARP Sep 05	0	0	0%
Arthur Frommers Bgt Tvl Feb 07	0	0	0%
Arthur Frommers Tvl Feb 07	0	0	0%
Atlantic SE Mag Nov/Dec 06	0	0	0%
Audubon/Corkscrew Mar/Apr 06	0	0	0%
Conde Nast Traveler May 06	0	0	0%
Conde Nast Traveler May 07	0	0	0%
Family Summer Getaways	0	0	0%
FL Official Trvl Ind Guide 06	0	0	0%
FL Wedding&Honeymoon Jul/Aug06	0	0	0%
Florida Experience Jun 05	0	0	0%
Florida Sun	0	89	86%
New York Times	0	0	0%
Southern Living July 06	0	0	0%
Southern Living June 06	0	0	0%
Southern Living Travel Jul 07	0	0	0%
Southern Living Travel Jun 07	0	0	0%
Southern Living TVL Jun/Jul 06	0	0	0%
Unknown	0	0	0%
Women's World	0	0	0%
Grand Total:	1	104	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2007 Official FL Vac Guide	64	120	71%
2005 Official FL Vac Guide	0	0	0%
2006 Family Summer Getaways	0	0	0%
2006 Official FL Vac Guide	0	49	29%
2008 Official FL Vac Guide	0	1	1%
Everglades City Info	0	0	0%
Family Summer Getaways	0	0	0%
OTHER/UNKNOWN	0	0	0%
VF Downtwn & Smll Twns Swpstks	0	0	0%
VF Intl. Travel Planner 06	0	0	0%
VF SIP - Beaches	0	0	0%
Grand Total:	64	170	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Leisure E-Marketing

For the month of November 2007

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	197	523	80%
DestinationBrochures.com	47	81	12%
Other/Unknown	5	7	1%
VisitFlorida.com	4	5	1%
www.ParadiseCoast.com	0	0	0%
24-7Vacations.com	0	32	5%
FLAUSA.COM	0	2	0%
Visit USA - Germany	0	0	0%
Visit USA - UK	0	1	0%
VisitFlorida.com - France	0	2	0%
VisitFlorida.com - Germany	0	0	0%
www.24-7Vacations.com	0	0	0%
www.DestinationBrochures.com	0	0	0%
Grand Total:	253	653	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Visit FL In State Fall 07	1732	1736	100%
Other/Unknown	2	6	0%
Boston Globe 05	0	0	0%
Naples Daily News 05	0	0	0%
PrePrint In State	0	0	0%
Preprint In State Fall 2006	0	0	0%
Preprint In State Jun 06	0	0	0%
PrePrint Out State	0	0	0%
Preprint Out State Fall 2006	0	0	0%
TMG Newspaper Insert	0	0	0%
TMG Out of State Insert	0	1	0%
Unknown	0	0	0%
Valassis FSI	0	0	0%
VF Vacation Values Apr 07	0	0	0%
VF Vacation Values Jun 07	0	0	0%
Visit Florida In State Insert	0	0	0%
Grand Total:	1,734	1,743	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Miami/Ft Laud WFOR - TV CH 4	3	4	22%
Miami/Ft Laud WPLG - TV CH 10	3	5	28%
Miami/Ft Laud WBFS - TV CH 33	1	2	11%
Miami/Ft Laud WSVN - TV CH 7	1	1	6%
Miami/Ft Laud WTVJ - TV CH 6	1	1	6%
Palm Beach WPEC - TV CH 12	1	1	6%
W Palm/Ft. Pier WPBF - CH 25	1	1	6%
Chicago - Comcast	0	0	0%
Chicago - WBBM	0	0	0%
Chicago - WLS	0	0	0%
Chicago Unknown	0	0	0%
Chicago WBBM - TV CH 2	0	0	0%
Chicago WLS - TV CH 7	0	0	0%
Florida Cable Program	0	1	6%
Miami/Ft Laud - Comcast	0	1	6%
Miami/Ft Laud Unknown	0	0	0%
Miami/Ft Laud WSFL - TV CH 39	0	0	0%
Miami/Ft Laud WSNV - TV CH 7	0	0	0%
New York - Comcast	0	0	0%
New York - WABC	0	0	0%
New York - WCBS	0	0	0%
New York - WNBC	0	0	0%
New York Unknown	0	0	0%
New York WABC - TV CH 7	0	0	0%
New York WCBS - TV CH 2	0	0	0%
New York WNBC - TV CH 4	0	0	0%
Orlando - Brighthouse	0	0	0%
Orlando - WESH	0	0	0%
Orlando Unknown	0	0	0%
Orlando WFTV - TV CH 9	0	0	0%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Other/Unknown	0	0	0%
Palm Beach - Comcast	0	0	0%
Palm Beach - WPEC	0	0	0%
Palm Beach - WPTV	0	0	0%
Palm Beach - WTVX	0	0	0%
Palm Beach Unknown	0	0	0%
Palm Beach WPTV - TV CH 5	0	0	0%
Tampa/St. Pete - Brighthouse	0	0	0%
Tampa/St. Pete - WFTS	0	0	0%
Tampa/St. Pete - WTVT	0	0	0%
Tampa/St. Pete Unknown	0	1	6%
Tampa/St. Pete WFTS - TV CH 28	0	0	0%
Tampa/St. Pete WTTA - TV CH 38	0	0	0%
Tampa/St. Pete WTVT - TV CH 13	0	0	0%
Grand Total:	11	18	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
FL Wedding&Honeymoon Jan/Feb06	0	0	0%
FL Wedding&Honeymoon Jan/Feb07	9	15	1%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	23	55	4%
FL Wedding&Honeymoon Mar/Apr06	0	0	0%
FL Wedding&Honeymoon Mar/Apr07	11	22	1%
FL Wedding&Honeymoon May/Jun07	15	36	2%
FL Wedding&Honeymoon Nov/Dec06	1	1	0%
FL Wedding&Honeymoon Nov/Dec07	348	591	39%
FL Wedding&Honeymoon Sep/Oct06	1	1	0%
FL Wedding&Honeymoon Sep/Oct07	75	282	19%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Bridal/Honeymoon)	483	1005	67%
Niche Markets (ECO)			
Audubon Mar/Apr 07	0	1	0%
Audubon Nov/Dec 06	0	0	0%
Audubon Nov/Dec 07	145	145	10%
Audubon/Corkscrew Mar/Apr 07	0	0	0%
Audubon/Corkscrew Nov 06	0	0	0%
Echo Encounter Mar 07	0	0	0%
FL Echo In State Spring 2007	0	0	0%
FL Echo IS & OS Fall 2006	0	0	0%
Nat'l Geo Trvlr May/Jun 07	0	2	0%
Nat'l Geo Trvlr Oct 07	1	6	0%
Nat'l Geo. Trav. May/June 07	0	0	0%
Nat'l Geo. Traveler Oct 07	0	285	19%
Nat'l Geo. Trvlr Oct 07	53	53	4%
Undiscovered Florida	0	0	0%
Niche Markets (ECO)	199	492	33%

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Niche Market

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Fishing)			
FL Fishing & Boating Guide	0	1	0%
	<hr/>	<hr/>	
Niche Markets (Fishing)	0	1	0%
Niche Markets (Golf)			
Golf Magazine	0	0	0%
OTHER/UNKNOWN	0	0	0%
	<hr/>	<hr/>	
Niche Markets (Golf)	0	0	0%
Niche Markets (Senior)			
AARP Mar/Apr 07	0	0	0%
AARP Sept/Oct 06	0	0	0%
AARP Sept/Oct 07	0	0	0%
AARP September 05	0	0	0%
AARP September 06	0	0	0%
Audubon/Corkscrew Mar/Apr 07	0	0	0%
Readers Digest Jun 07	0	0	0%
Reader's Digest June 07	0	0	0%
	<hr/>	<hr/>	
Niche Markets (Senior)	0	0	0%
 Grand Total:	 682	 1,498	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
TIA Discover America	75	75	100%
FL Official Tvl Ind Jan-Dec 07	0	0	0%
TIA See America	0	0	0%
 <u>Grand Total:</u>	 <u>75</u>	 <u>75</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Group Business (Association)			
FSAE Assoc. Resource	0	0	0%
<hr/>			
Group Business (Association)	0	0	0%
Group Business (Corporate)			
FL Official Mtg Planners Guide	0	0	0%
<hr/>			
Group Business (Corporate)	0	0	0%
Group Business (Leisure)			
Group Tour Magazine	0	0	0%
Group Tour Magazine Sept 06	0	0	0%
Group Travel Planet	0	0	0%
Group Travel Planet Jul/Aug 07	0	0	0%
Group Travel Planet May/Jun 07	0	0	0%
Group Travel Planet Nov/Dec 06	0	0	0%
<hr/>			
Group Business (Leisure)	0	0	0%
<hr/>			
Grand Total:	0	0	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of November 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	1831	1957	49%	197	703	13%
NY	63	147	4%	109	338	7%
OH	60	124	3%	90	264	6%
PA	58	127	3%	85	293	6%
IL	51	113	3%	69	238	5%
TX	44	112	3%	63	196	4%
CA	39	110	3%	59	184	4%
MI	37	94	2%	51	179	3%
IN	30	71	2%	46	166	3%
NC	30	69	2%	43	125	3%
NJ	29	78	2%	56	176	4%
WI	26	61	2%	47	145	3%
MA	25	55	1%	35	106	2%
TN	25	57	1%	45	137	3%
MN	24	41	1%	34	103	2%
MO	24	58	1%	29	128	2%
VA	23	53	1%	41	110	3%
KY	21	48	1%	21	73	1%
AL	19	38	1%	28	83	2%
OK	19	29	1%	7	36	0%
GA	18	56	1%	31	140	2%
MD	18	42	1%	34	125	2%
MS	16	28	1%	6	44	0%
SC	16	31	1%	15	54	1%
IA	15	35	1%	14	46	1%
WA	14	33	1%	20	49	1%
CO	12	23	1%	19	48	1%
AR	11	22	1%	13	38	1%
CT	10	25	1%	18	55	1%
KS	10	21	1%	14	44	1%
LA	10	33	1%	17	60	1%
AZ	8	18	0%	13	49	1%
NE	8	13	0%	15	35	1%
ME	7	20	1%	10	22	1%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of November 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	7	18	0%	7	26	0%
ND	6	13	0%	2	12	0%
NM	6	12	0%	7	22	0%
NV	6	13	0%	8	29	1%
OR	6	15	0%	22	47	1%
PR	6	9	0%	3	40	0%
UT	6	11	0%	6	11	0%
NH	5	11	0%	9	17	1%
DE	3	7	0%	7	35	0%
MT	3	7	0%	9	15	1%
VT	3	4	0%	5	15	0%
RI	2	5	0%	5	10	0%
AK	1	3	0%	1	6	0%
HI	1	2	0%	0	3	0%
ID	1	6	0%	2	13	0%
SD	1	3	0%	3	15	0%
AA	0	0	0%	0	0	0%
AE	0	0	0%	0	0	0%
AP	0	0	0%	0	4	0%
DC	0	1	0%	1	9	0%
FM	0	0	0%	0	0	0%
GU	0	0	0%	0	0	0%
MH	0	0	0%	0	0	0%
VI	0	0	0%	2	3	0%
WY	0	2	0%	1	4	0%
Grand Total:	2,714	3,984		1,494	4,928	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

For the month of November 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	2714	3984	93%	1494	4928	95%
UNITED KINGDOM	79	99	2%	8	31	1%
CANADA	29	74	2%	28	73	2%
GERMANY	7	97	2%	15	20	1%
ITALY	3	4	0%	0	2	0%
BRAZIL	2	4	0%	0	1	0%
IRAN	1	1	0%	3	4	0%
NETHERLANDS	1	3	0%	0	0	0%
SWEDEN	1	1	0%	0	1	0%
ALGERIA	0	1	0%	0	0	0%
ARGENTINA	0	0	0%	2	3	0%
AUSTRALIA	0	0	0%	0	1	0%
AUSTRIA	0	0	0%	2	2	0%
BANGLADESH	0	0	0%	0	0	0%
BELARUS	0	0	0%	0	0	0%
BELGIUM	0	1	0%	1	3	0%
BERMUDA	0	0	0%	1	1	0%
BULGARIA	0	0	0%	0	0	0%
CHILE	0	0	0%	0	0	0%
CHINA	0	0	0%	0	1	0%
COLUMBIA	0	0	0%	0	0	0%
CROATIA	0	0	0%	0	0	0%
CYPRUS	0	0	0%	0	0	0%
DENMARK	0	1	0%	0	0	0%
EGYPT	0	0	0%	0	0	0%
ESTONIA	0	0	0%	1	1	0%
ETHIOPIA	0	0	0%	2	2	0%
FINLAND	0	0	0%	1	1	0%
FRANCE	0	6	0%	0	1	0%
GEORGIA	0	1	0%	0	0	0%
GHANA	0	0	0%	0	1	0%
GREECE	0	0	0%	0	0	0%
GUAM	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

For the month of November 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>
GUATEMALA	0	0	0%	0	0	0%
HUNGARY	0	1	0%	1	2	0%
INDIA	0	3	0%	2	3	0%
INDONESIA	0	0	0%	1	1	0%
IRAQ	0	0	0%	0	1	0%
IRELAND	0	0	0%	0	1	0%
ISRAEL	0	0	0%	0	0	0%
JAPAN	0	0	0%	0	0	0%
JORDAN	0	0	0%	0	0	0%
LIBYA	0	0	0%	0	0	0%
LITHUANIA	0	0	0%	0	0	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	0	0	0%
MEXICO	0	0	0%	1	1	0%
MOROCCO	0	0	0%	0	0	0%
NEW ZEALAND	0	0	0%	0	0	0%
NIGERIA	0	0	0%	0	1	0%
NORTHERN IRELAN	0	0	0%	0	0	0%
NORWAY	0	0	0%	0	1	0%
PAKISTAN	0	0	0%	1	4	0%
PANAMA	0	0	0%	0	0	0%
PERU	0	0	0%	0	0	0%
PHILIPPINES	0	0	0%	4	4	0%
POLAND	0	2	0%	0	1	0%
PORTUGAL	0	0	0%	0	0	0%
PUERTO RICO	0	0	0%	0	0	0%
QATAR	0	0	0%	1	1	0%
ROMANIA	0	0	0%	0	0	0%
RUSSIA	0	0	0%	0	0	0%
SA	0	0	0%	0	0	0%
SAUDI ARABIA	0	0	0%	0	0	0%
SCOTLAND	0	0	0%	0	0	0%
SINGAPORE	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

For the month of November 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>
SLOVENIA	0	0	0%	0	0	0%
SOUTH AFRICA	0	0	0%	0	0	0%
SPAIN	0	0	0%	0	0	0%
SWITZERLAND	0	2	0%	0	1	0%
TAIWAN	0	0	0%	0	0	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	1	0%	0	0	0%
UKRAINE	0	0	0%	0	0	0%
United Arab Emi	0	0	0%	0	0	0%
URUGUAY	0	0	0%	0	0	0%
VENEZUELA	0	0	0%	0	0	0%
VIETNAM	0	0	0%	0	0	0%
Grand Total:	2,837	4,286		1,569	5,099	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of November 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Golf Guide			
Other Golf	1	3	1%
Golf Guide	1	3	1%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	10	22	5%
Meeting Planner Kit	10	22	5%
Post Show Followup			
TSAE Education Day Show	0	21	5%
Post Show Followup	0	21	5%
Pre-Show Post Card			
TSAE Education Day Show	0	409	89%
Pre-Show Post Card	0	409	89%
PR Mailings			
PR Mailings			
Press Kit - Media	1	1	0%
PR Mailings	1	1	0%
Travel Agents			
	2	2	0%
	2	2	0%
Grand Total:	14	458	

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

12/1/2007

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
2007 Pubs with 2008 Leads:																												
AAA Going Places May/Jun 06	Consumer Magazines	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
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Naples Daily News - Editorial	Newspaper Domestic NE/MW	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
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	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
Everglades Angler	Television	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0
FL Official Travel Industry Guide 06	Travel Agent Directories	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
2007 Pubs with 2008 Leads Totals:		5	0	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	41	0

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of December 2007

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	173	456.73
DATA IMPORT	1,046	0.00
DATA IMPORT - NO FULFILLMENT	276	0.00
RDR RESPONSE	443	553.27
RDR RESPONSE - NO FULFILLMENT	21	50.75
RR-FULFILLED	37	97.02
<u>Grand Total:</u>	<u>1,996</u>	<u>1,157.77</u>

Naples, Marco Island, Everglades CVB Call Summary by Toll Free Number

For the month of December 2007

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	86	194.72
Naples Press	77	219.78
Guest Click	5	22.88
International	0	0.00
Storm Information	4	14.53
Meeting Planner	0	0.00
Collier County Sports Council	1	4.82
<u>Grand Total:</u>	<u>173</u>	<u>456.73</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of December 2007

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	1	13.05	0
Live Information	46	202.90	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	313	82.42	-
Sports Council of Collier County Information	1	4.82	-
Visitors Guide	1574	829.40	-
Hang up	26	8.65	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	35	19.13	-
<u>Grand Total:</u>	<u>1996</u>	<u>1,160.37</u>	<u>0</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of December 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	25	129	2%	43	388	3%
Consumer Directories	28	198	3%	322	1308	24%
Leisure E-Marketing	360	1013	17%	320	1140	24%
Newspaper Domestic NE/MW	678	2421	41%	2	100	0%
TV/Target Markets	0	18	0%	2	41	0%
Niche Markets (Bridal/Honeymoon)	392	1397	24%	490	1752	37%
Niche Markets (ECO)	77	569	10%	72	239	5%
Niche Markets (Fishing)	0	1	0%	1	1	0%
Niche Markets (Golf)	0	0	0%	0	0	0%
Niche Markets (Senior)	2	2	0%	34	1332	3%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	0	75	1%	0	0	0%
Group Business (Association)	0	0	0%	0	0	0%
Group Business (Corporate)	0	0	0%	0	0	0%
Group Business (Leisure)	0	0	0%	0	1	0%
Friend/Relative	4	12	0%	11	30	1%
Magazine	0	0	0%	0	0	0%
Naples, Marco Island, Everglades CVB	1	2	0%	27	43	2%
Newspaper	0	0	0%	0	0	0%
Other/Unknown	5	16	0%	11	53	1%
Radio	0	0	0%	0	0	0%
Target Markets	0	0	0%	0	0	0%
Travel Agent	2	7	0%	0	6	0%
TV	0	0	0%	0	0	0%
Website	0	0	0%	0	0	0%
Grand Total:	1,574	5,860		1,335	6,434	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Florida Sun	19	108	84%
Other/Unknown	3	8	6%
Coastal Living Jan/Feb 08	1	1	1%
Southern Living Travel Jul 07	1	1	1%
Southern Living Travel Jun 07	1	1	1%
2005 Official FL Vac Guide	0	0	0%
2006 Official FL Vac Guide	0	0	0%
AAA Going Places Jul/Aug 07	0	10	8%
AAA Going Places May/Jun 06	0	0	0%
AAA Going Places May/Jun 07	0	0	0%
AAA Going Places Sept/Oct 06	0	0	0%
AARP Sep 05	0	0	0%
Arthur Frommers Bgt Tvl Feb 07	0	0	0%
Arthur Frommers Tvl Feb 07	0	0	0%
Atlantic SE Mag Nov/Dec 06	0	0	0%
Audubon/Corkscrew Mar/Apr 06	0	0	0%
Conde Nast Traveler May 06	0	0	0%
Conde Nast Traveler May 07	0	0	0%
Family Summer Getaways	0	0	0%
FL Official Trvl Ind Guide 06	0	0	0%
FL Wedding&Honeymoon Jul/Aug06	0	0	0%
Florida Experience Jun 05	0	0	0%
New York Times	0	0	0%
Southern Living July 06	0	0	0%
Southern Living June 06	0	0	0%
Southern Living TVL Jun/Jul 06	0	0	0%
Unknown	0	0	0%
Women's World	0	0	0%
Grand Total:	25	129	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2007 Official FL Vac Guide	27	147	74%
2008 Official FL Vac Guide	1	2	1%
2005 Official FL Vac Guide	0	0	0%
2006 Family Summer Getaways	0	0	0%
2006 Official FL Vac Guide	0	49	25%
Everglades City Info	0	0	0%
Family Summer Getaways	0	0	0%
OTHER/UNKNOWN	0	0	0%
VF Downtwn & Sml Twns Swpstks	0	0	0%
VF Intl. Travel Planner 06	0	0	0%
VF SIP - Beaches	0	0	0%
<u>Grand Total:</u>	<u>28</u>	<u>198</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Leisure E-Marketing

For the month of December 2007

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	336	859	85%
DestinationBrochures.com	16	97	10%
Other/Unknown	4	11	1%
VisitFlorida.com	2	7	1%
Visit USA - UK	1	2	0%
VisitFlorida.com - France	1	3	0%
www.ParadiseCoast.com	0	0	0%
24-7Vacations.com	0	32	3%
FLAUSA.COM	0	2	0%
Visit USA - Germany	0	0	0%
VisitFlorida.com - Germany	0	0	0%
www.24-7Vacations.com	0	0	0%
www.DestinationBrochures.com	0	0	0%
Grand Total:	360	1,013	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Visit FL In State Fall 07	656	2392	99%
Other/Unknown	17	23	1%
St. Paul Pioneer Press	4	4	0%
Union Tribune	1	1	0%
Boston Globe 05	0	0	0%
Naples Daily News 05	0	0	0%
PrePrint In State	0	0	0%
Preprint In State Fall 2006	0	0	0%
Preprint In State Jun 06	0	0	0%
PrePrint Out State	0	0	0%
Preprint Out State Fall 2006	0	0	0%
TMG Newspaper Insert	0	0	0%
TMG Out of State Insert	0	1	0%
Unknown	0	0	0%
Valassis FSI	0	0	0%
VF Vacation Values Apr 07	0	0	0%
VF Vacation Values Jun 07	0	0	0%
Visit Florida In State Insert	0	0	0%
<u>Grand Total:</u>	<u>678</u>	<u>2,421</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Chicago - Comcast	0	0	0%
Chicago - WBBM	0	0	0%
Chicago - WLS	0	0	0%
Chicago Unknown	0	0	0%
Chicago WBBM - TV CH 2	0	0	0%
Chicago WLS - TV CH 7	0	0	0%
Florida Cable Program	0	1	6%
Miami/Ft Laud - Comcast	0	1	6%
Miami/Ft Laud Unknown	0	0	0%
Miami/Ft Laud WBFS - TV CH 33	0	2	11%
Miami/Ft Laud WFOR - TV CH 4	0	4	22%
Miami/Ft Laud WPLG - TV CH 10	0	5	28%
Miami/Ft Laud WSFL - TV CH 39	0	0	0%
Miami/Ft Laud WSNV - TV CH 7	0	0	0%
Miami/Ft Laud WSVN - TV CH 7	0	1	6%
Miami/Ft Laud WTVJ - TV CH 6	0	1	6%
New York - Comcast	0	0	0%
New York - WABC	0	0	0%
New York - WCBS	0	0	0%
New York - WNBC	0	0	0%
New York Unknown	0	0	0%
New York WABC - TV CH 7	0	0	0%
New York WCBS - TV CH 2	0	0	0%
New York WNBC - TV CH 4	0	0	0%
Orlando - Brighthouse	0	0	0%
Orlando - WESH	0	0	0%
Orlando Unknown	0	0	0%
Orlando WFTV - TV CH 9	0	0	0%
Other/Unknown	0	0	0%
Palm Beach - Comcast	0	0	0%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Palm Beach - WPEC	0	0	0%
Palm Beach - WPTV	0	0	0%
Palm Beach - WTVX	0	0	0%
Palm Beach Unknown	0	0	0%
Palm Beach WPEC - TV CH 12	0	1	6%
Palm Beach WPTV - TV CH 5	0	0	0%
Tampa/St. Pete - Brighthouse	0	0	0%
Tampa/St. Pete - WFTS	0	0	0%
Tampa/St. Pete - WTVT	0	0	0%
Tampa/St. Pete Unknown	0	1	6%
Tampa/St. Pete WFTS - TV CH 28	0	0	0%
Tampa/St. Pete WTTA - TV CH 38	0	0	0%
Tampa/St. Pete WTVT - TV CH 13	0	0	0%
W Palm/Ft. Pier WPBF - CH 25	0	1	6%
Grand Total:	0	18	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
FL Wedding&Honeymoon Jan/Feb06	0	0	0%
FL Wedding&Honeymoon Jan/Feb07	20	35	2%
FL Wedding&Honeymoon Jan/Feb08	236	236	12%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	5	60	3%
FL Wedding&Honeymoon Mar/Apr06	0	0	0%
FL Wedding&Honeymoon Mar/Apr07	3	25	1%
FL Wedding&Honeymoon May/Jun07	6	42	2%
FL Wedding&Honeymoon Nov/Dec06	4	5	0%
FL Wedding&Honeymoon Nov/Dec07	86	677	34%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	32	314	16%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Bridal/Honeymoon)	392	1397	71%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (ECO)			
Audubon Mar/Apr 07	0	1	0%
Audubon Nov/Dec 06	0	0	0%
Audubon Nov/Dec 07	48	193	10%
Audubon/Corkscrew Mar/Apr 07	0	0	0%
Audubon/Corkscrew Nov 06	0	0	0%
Echo Encounter Mar 07	0	0	0%
Everglades Kayaking Story	2	2	0%
FL Echo In State Spring 2007	0	0	0%
FL Echo IS & OS Fall 2006	0	0	0%
Nat'l Geo Trvlr May/Jun 07	1	3	0%
Nat'l Geo Trvlr Oct 07	1	7	0%
Nat'l Geo. Trav. May/June 07	0	0	0%
Nat'l Geo. Traveler Oct 07	0	285	14%
Nat'l Geo. Trvlr Oct 07	25	78	4%
Undiscovered Florida	0	0	0%
Niche Markets (ECO)	77	569	29%
Niche Markets (Senior)			
AAA Car & Travel Jan 08	1	1	0%
AAA Home & Away Jan/Feb 08	1	1	0%
AARP Mar/Apr 07	0	0	0%
AARP Sept/Oct 06	0	0	0%
AARP Sept/Oct 07	0	0	0%
AARP September 05	0	0	0%
AARP September 06	0	0	0%
Audubon/Corkscrew Mar/Apr 07	0	0	0%
Readers Digest Jun 07	0	0	0%
Reader's Digest June 07	0	0	0%
Niche Markets (Senior)	2	2	0%

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Niche Market

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Fishing)			
FL Fishing & Boating Guide	0	1	0%
Niche Markets (Fishing)	0	1	0%
Niche Markets (Golf)			
Golf Magazine	0	0	0%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Golf)	0	0	0%
 Grand Total:	 471	 1,969	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
FL Official Tvl Ind Jan-Dec 07	0	0	0%
TIA Discover America	0	75	100%
TIA See America	0	0	0%
<u>Grand Total:</u>	<u>0</u>	<u>75</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Group Business (Association)			
FSAE Assoc. Resource	0	0	0%
<hr/>			
Group Business (Association)	0	0	0%
Group Business (Corporate)			
FL Official Mtg Planners Guide	0	0	0%
<hr/>			
Group Business (Corporate)	0	0	0%
Group Business (Leisure)			
Group Tour Magazine	0	0	0%
Group Tour Magazine Sept 06	0	0	0%
Group Travel Planet	0	0	0%
Group Travel Planet Jul/Aug 07	0	0	0%
Group Travel Planet May/Jun 07	0	0	0%
Group Travel Planet Nov/Dec 06	0	0	0%
<hr/>			
Group Business (Leisure)	0	0	0%
<hr/>			
Grand Total:	0	0	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of December 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	688	2645	48%	115	818	9%
OH	56	180	3%	82	346	7%
CA	52	162	3%	57	241	5%
NY	46	193	4%	80	418	6%
IL	44	157	3%	65	303	5%
PA	43	170	3%	74	367	6%
MI	42	136	2%	47	226	4%
NC	34	103	2%	25	150	2%
NJ	33	111	2%	37	213	3%
IN	32	103	2%	50	216	4%
TX	31	143	3%	67	263	5%
MN	30	71	1%	35	138	3%
WI	30	91	2%	34	179	3%
VA	29	82	1%	26	136	2%
KY	26	74	1%	34	107	3%
TN	24	81	1%	30	167	2%
MA	22	77	1%	27	133	2%
MO	22	80	1%	31	159	2%
GA	21	77	1%	34	174	3%
LA	17	50	1%	20	80	2%
SC	15	46	1%	24	78	2%
KS	13	34	1%	9	53	1%
CT	11	36	1%	10	65	1%
OK	11	40	1%	17	53	1%
WA	11	44	1%	18	67	1%
AL	10	48	1%	23	106	2%
AR	9	31	1%	17	55	1%
MD	9	51	1%	22	147	2%
IA	8	43	1%	15	61	1%
AZ	6	24	0%	16	65	1%
CO	6	29	1%	9	57	1%
MS	6	34	1%	12	56	1%
OR	6	21	0%	8	55	1%
SD	6	9	0%	1	16	0%

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by State

For the month of December 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	6	24	0%	12	38	1%
NE	5	18	0%	6	41	0%
NH	5	16	0%	11	28	1%
ME	4	24	0%	10	32	1%
NM	4	16	0%	5	27	0%
UT	4	15	0%	5	16	0%
DE	3	10	0%	1	36	0%
ND	3	16	0%	6	18	0%
NV	3	16	0%	5	34	0%
AK	2	5	0%	1	7	0%
ID	2	8	0%	2	15	0%
RI	2	7	0%	4	14	0%
DC	1	2	0%	2	11	0%
GU	1	1	0%	0	0	0%
HI	1	3	0%	1	4	0%
MT	1	8	0%	5	20	0%
VT	1	5	0%	4	19	0%
WY	1	3	0%	2	6	0%
AA	0	0	0%	0	0	0%
AE	0	0	0%	1	1	0%
AP	0	0	0%	0	4	0%
FM	0	0	0%	0	0	0%
MH	0	0	0%	0	0	0%
PR	0	9	0%	1	41	0%
VI	0	0	0%	0	3	0%
Grand Total:	1,498	5,482		1,255	6,183	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

For the month of December 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	1498	5482	94%	1255	6183	94%
CANADA	33	107	2%	29	102	2%
GERMANY	21	118	2%	31	51	2%
UNITED KINGDOM	10	109	2%	6	37	0%
IRAN	2	3	0%	2	6	0%
ITALY	2	6	0%	0	2	0%
SWITZERLAND	2	4	0%	2	3	0%
ARGENTINA	1	1	0%	1	4	0%
AUSTRIA	1	1	0%	1	3	0%
BRAZIL	1	5	0%	1	2	0%
FRANCE	1	7	0%	1	2	0%
NETHERLANDS	1	4	0%	1	1	0%
PUERTO RICO	1	1	0%	0	0	0%
ALGERIA	0	1	0%	0	0	0%
AUSTRALIA	0	0	0%	0	1	0%
BANGLADESH	0	0	0%	0	0	0%
BELARUS	0	0	0%	0	0	0%
BELGIUM	0	1	0%	0	3	0%
BERMUDA	0	0	0%	0	1	0%
BULGARIA	0	0	0%	0	0	0%
CHILE	0	0	0%	0	0	0%
CHINA	0	0	0%	0	1	0%
COLUMBIA	0	0	0%	0	0	0%
CROATIA	0	0	0%	0	0	0%
CYPRUS	0	0	0%	0	0	0%
DENMARK	0	1	0%	0	0	0%
EGYPT	0	0	0%	0	0	0%
ESTONIA	0	0	0%	1	2	0%
ETHIOPIA	0	0	0%	0	2	0%
FINLAND	0	0	0%	0	1	0%
GEORGIA	0	1	0%	0	0	0%
GHANA	0	0	0%	0	1	0%
GREECE	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

For the month of December 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>
GUAM	0	0	0%	0	0	0%
GUATEMALA	0	0	0%	0	0	0%
HUNGARY	0	1	0%	0	2	0%
INDIA	0	3	0%	1	4	0%
INDONESIA	0	0	0%	0	1	0%
IRAQ	0	0	0%	0	1	0%
IRELAND	0	0	0%	0	1	0%
ISRAEL	0	0	0%	0	0	0%
JAPAN	0	0	0%	0	0	0%
JORDAN	0	0	0%	0	0	0%
LIBYA	0	0	0%	0	0	0%
LITHUANIA	0	0	0%	0	0	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	0	0	0%
MEXICO	0	0	0%	0	1	0%
MOROCCO	0	0	0%	0	0	0%
NEW ZEALAND	0	0	0%	0	0	0%
NIGERIA	0	0	0%	0	1	0%
NORTHERN IRELAN	0	0	0%	0	0	0%
NORWAY	0	0	0%	0	1	0%
PAKISTAN	0	0	0%	2	6	0%
PANAMA	0	0	0%	0	0	0%
PERU	0	0	0%	0	0	0%
PHILIPPINES	0	0	0%	0	4	0%
POLAND	0	2	0%	0	1	0%
PORTUGAL	0	0	0%	0	0	0%
QATAR	0	0	0%	0	1	0%
ROMANIA	0	0	0%	0	0	0%
RUSSIA	0	0	0%	0	0	0%
SA	0	0	0%	0	0	0%
SAUDI ARABIA	0	0	0%	0	0	0%
SCOTLAND	0	0	0%	0	0	0%
SINGAPORE	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

For the month of December 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>
SLOVENIA	0	0	0%	0	0	0%
SOUTH AFRICA	0	0	0%	0	0	0%
SPAIN	0	0	0%	1	1	0%
SWEDEN	0	1	0%	0	1	0%
TAIWAN	0	0	0%	0	0	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	1	0%	0	0	0%
UKRAINE	0	0	0%	0	0	0%
United Arab Emi	0	0	0%	0	0	0%
URUGUAY	0	0	0%	0	0	0%
VENEZUELA	0	0	0%	0	0	0%
VIETNAM	0	0	0%	0	0	0%
Grand Total:	1,574	5,860		1,335	6,434	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Special Fulfillment Requests by Category

For the month of December 2007

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Golf Guide			
Other Golf	0	3	0%
Golf Guide	0	3	0%
Mailings to Partners			
	1	1	0%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	7	29	4%
Meeting Planner Kit	7	29	4%
Post Show Followup			
TSAE Education Day Show	0	21	3%
Post Show Followup	0	21	3%
Pre-Show Post Card			
TSAE Education Day Show	0	409	53%
Pre-Show Post Card	0	409	53%
PR Mailings			
PR Mailings			
Press Kit - Media	0	1	0%
PR Mailings	0	1	0%
Tour Operators			
	3	3	0%
Travel Agents			
Travel Agents			
AAA Travel Conference	302	302	39%
Other/Unknown	0	2	0%
Travel Agents	302	304	39%
Grand Total:	313	771	

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

1/2/2008

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
2007 Pubs with 2008 Leads:																												
AAA Going Places May/Jun 06	Consumer Magazines	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
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Naples Daily News - Editorial	Newspaper Domestic NE/MW	1	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	
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	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	
Everglades Angler	Television	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	
FL Official Travel Industry Guide 06	Travel Agent Directories	1	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	
2007 Pubs with 2008 Leads Totals:		5	0	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	41	0	