Task	Task Type	Status	StartDate
Hosted Florint FAM for dinner Hilton Marco - worked intinerary and hosted 13 travel agents German for 2 day FAM Meeting Planner FAM-hosted 23 people and industry sponsors for 4 day event	Fam Escort	Closed	11/8/2007
meeting planners ATI Orlando Jet Air Belguim Site escorted by Debi-Travel Agent Tour Ops -	Fam Escort	Closed	12/1/2007
Everglades city and Naples Michelle Gay US Air site-travel agents tour op-2 day site of 10 area hotels and	Fam Escort	Closed	12/7/2007
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 Contact call and email with Nancy Masse Paris e commerce reschedule FAM for April	Fam Itinerary - Planning	Closed	12/14/2007
Plan airboat and naples tour 10:0 - 3 pm only collected past credits and sent in for credit towards PDM with DMAI-got 24 total	Fam Itinerary - Planning al	Open	1/17/2008
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 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		Closed	1/17/2008
MPI; Jim Daivison Marriot Tourism awards 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	General - Incoming Call	Closed	1/10/2008
Parrotic Getaway	General - Incoming Call	Closed	1/14/2008
Reviewed proposal and conerstion with David SMart who solicits leads for CVE	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			447000
Chisano mp NBH Art Hyman Successful meeting re virtual market place live on line 4 wenairs	General - Incoming Call	Closed	1/17/2008
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		Classed	44/0/2007
in destination/ communicated planner Hosted Advisory Roundtable meeting Guy Harveys - partners-40 pp attended	General - Meeting	Closed	11/9/2007
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 contracted 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	Conseq. Modern on the contract	Oleand	44/0/0007
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	General - Worked on apcoming CVB event	Ciosea	11/9/2007
go out Dec 12 9-12 roundtable Guy Harveys Marco	General - Worked on upcoming CVB event	Closed	11/9/2007
, ,	General - Worked on apcoming CVD 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	Control Worker on appointing CVB event	0.0000	117072001
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
Mostings with agency re: MD guide V/D preme woulding trade above agreens			
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

Amongod for Concept our LIV you to ottond important LIV Play Florida Colf show	08
Arranged for Oonagh our UK rep to attend important UK Play Florida Golf show General - Worked on upcoming CVB event Closed 1/17/20	
Miles media 2 hours in Sarasota for training on HBX new e reporting drive time and lunch - back in office 3-6 Working on e lists and free listing and grid and ads for meting planner guide 3 General - Worked on upcoming CVB event Closed 1/17/20	
hours General - Worked on upcoming CVB event Open 1/17/20	08
Sent request to sponsor rental car for wedding General - Worked on upcoming CVB event Closed 12/20/20	07
Assisted mtg plnr Brian Bamrick with info on destination - they will submit an	
RFP for 2008 later Sales - Assisted Mtg Planner Closed 11/2/20	07
rfp Concordia out: Deepa Indian wedding rfp out Sales - Assisted Mtg Planner Closed 1/10/20	no
Deepa Indian wedding rfp out Sales - Assisted Mtg Planner Closed 1/10/20 Gothard Lane rfp out for Womesn Lacrosse team Sales - Assisted Mtg Planner Closed 1/10/20	
·	00
contacted Pat Palmer PDS 5 times for rfp status still have not heard from her Sales - Assisted Mtg Planner Closed 1/17/20	08
assist Hatton on rfp BOD retrat Lawyers besla Sales - Assisted Mtg Planner Closed 1/17/20	
Helped travel agent plan personal vacation and sent to website Sales - Assisted Mtg Planner Closed 1/17/20	
Worked on Larry Ralston with CTN Travelssite visit Sales - Media Contact Closed 11/2/20	07
Sent BizBash FL info on renovations, venues and planners to interview at their	
request Sales - Media Contact Closed 11/28/20	
updated Meetings Media free listing Sales - Media Contact Closed 12/19/20	
Atlanta Meetings Market Academy show Sales - Meeting / Show / Conference Closed 11/6/20	07
working on Huddle booth and trade show booth - all-booths for huddle and	
trade shows confirmed and designed, ordered Sales - Meeting / Show / Conference Closed 11/7/20	07
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 12/11/20	ω7
working with Agency and Advantage on trade show booth Sales - Meeting / Show / Conference Closed 12/11/20	
Working on Huddle booth and trade show booth-got bids and PO selected	01
vendor for booth Sales - Meeting / Show / Conference Closed 12/11/20	07
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 12/13/20	07
plan next Cultural Tourism Meeting and agenda-sent out, meeting with Elaine Sales - Meeting / Show / Conference Closed 12/14/20	ω7
Play Florida Golf London show plans-golf-hope to send Oonagh Sales - Meeting / Show / Conference Closed 12/17/20	

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		Olosea	12/11/2001
CVB shows and opportunities	Sales - Partner Contact	Closed	12/11/2007
solicit partners for summer VIP promo	Sales - Partner Contact	Closed	12/11/2007
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-	Jaies - Larther Contact	Ciosea	12/14/2007
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 opportunties	Sales - Partner Contact Sales - Partner Contact	Open	12/20/2007
emailed partiers boston Sales Calls opportunities	Sales - Faither 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
Die Currence Market place tour and lunch with toom	Sales - Partner Contact Sales - Partner Contact	Open Closed	1/4/2008
Big Cypress Market place tour and lunch with team			
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	Calca Dartner Centaet	Closed	1/15/2000
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 parters - 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 voluntered 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

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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 & Winethemed 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.

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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

CALL TYPE	# OF CALLS	MINUTES
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
Grand Total:	2,957	809.73

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

TOLL FREE NUMBER	# OF CALLS	MINUTES
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
Grand Total:	148	324.90

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

<u>PURPOSE</u>	REQUESTS	MINUTES	RESERVATIONS
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	-
County Totals	2057	900.72	•
Grand Total:	2957	809.73	0

Naples, Marco Island, Everglades CVB Request Summary by Source

	CU	IRRENT YEA	<u>R</u>	LA	ST YEAR	
SOURCE	MONTH	<u>YTD</u>	% YTD	MONTH	<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	=	<u>1,569</u>	5,099	=

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Consumer Magazines

PUBLICATION NAME Other/Unknown	MONTH 1	<u>YTD*</u> 5	<u>% YTD</u> 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/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%
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

PUBLICATION NAME 2007 Official FL Vac Guide	<u>MONTH</u> 64	<u>YTD*</u> 120	<u>% YTD</u> 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

LEISURE E-MARKETING ParadiseCoast.com	MONTH 197	<u>YTD*</u> 523	<u>% YTD</u> 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

PUBLICATION NAME Visit FL In State Fall 07	MONTH 1732	<u>YTD*</u> 1736	<u>% YTD</u> 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

PUBLICATION NAME Miami/Ft Laud WFOR - TV CH 4	MONTH 3	<u>YTD*</u> 4	<u>% YTD</u> 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%

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by TV/Target Markets

PUBLICATION NAME Other/Unknown	MONTH 0	<u>YTD*</u> 0	<u>% YTD</u> 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

PUBLICATION NAME Niche Markets (Bridal/Honeymoon)	<u>MONTH</u>	YTD*	<u>% YTD</u>
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%

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

PUBLICATION NAME Niche Markets (Fishing)	<u>MONTH</u>	YTD*	<u>% YTD</u>
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%
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%
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

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

^{*}YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Group Business

PUBLICATION NAME	MONTH	YTD*	<u>% YTD</u>
Group Business (Association)			
FSAE Assoc. Resource	0	0	0%
Group Business (Association)	0	0	0%
Group Business (Corporate)			
FL Official Mtg Planners Guide	0	0	0%
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%
Group Business (Leisure)	0	0	0%
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>CURRENT YEAR</u>			LAST YEAR			
<u>STATE</u> FL	MONTH 1831	<u>YTD*</u> 1957	<u>% YTD</u> 49%	MONTH 197	<u>YTD*</u> 703	<u>%</u> 13%	
NY	63	147	4%	109	338	7%	
ОН	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%	
СТ	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%	

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

	CURRENT YEAR		LA	LAST YEAR		
STATE WV	MONTH 7	<u>YTD*</u> 18	<u>% YTD</u> 0%	<u>MONTH</u> 7	<u>YTD*</u> 26	<u>%</u> 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	=	<u>1,494</u>	4,928	=

^{*}YTD = Fiscal Year

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

For the month of November 2007

	CURRENT YEAR			<u>LAST YEAR</u>			
COUNTRY USA	<u>MONTH</u> 2714	<u>YTD*</u> 3984	<u>% YTD</u> 93%	<u>MONTH</u> 1494	<u>YTD*</u> 4928	<u>%</u> 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%	

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

For the month of November 2007

	CURRENT YEAR			<u>LAST YEAR</u>			
COUNTRY GUATEMALA	MONTH 0	YTD* 0	<u>% YTD</u> 0%	MONTH 0	YTD* 0	<u>%</u> 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%	

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

	CURRENT YEAR			<u>L.</u>	LAST YEAR		
COUNTRY SLOVENIA	MONTH 0	YTD* 0	<u>% YTD</u> 0%	MONTH 0	<u>YTD*</u> 0	<u>%</u> 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

PUBLICATION NAME	<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	

PHASE V OF SOUTHWEST FLORIDA, INC.

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		Octobe		Nove			ember	Janua	-	February	March	Apr		May	Ju		July	Augus		September	_	otal
		2006	2007	2006	2007	2006	2007	2007	2008	2007 2008	2007 2008	2007	2008	2007 2008	2007	2008	2007 2008	2007	2008	2007 200	8 YTD 2007	YTD 2008
REQUESTED PUBLICATIONS																						
Consumer Directories:																						
2005 Official FL Vac Guide	Consumer Directories	67	0	36	0	2	0	8	0	0	0 2 (0 2	0	2	0 1	0	0 0	1	0	0	0 121	0
2006 Family Summer Getaways	Consumer Directories	780	0	113	0	271	0	109	0	0	0 0 0	0 1	0	0	0 0	0	0 0	0	0	0	0 1,274	1 0
2006 Official FL Vac Guide	Consumer Directories	4	49	3	0	47	0	74	0	57	0 101 (0 88	0	78	0 79	0	51 0	73	0	74	0 729	49
2007 Official FL Vac Guide	Consumer Directories	0	56	2	64	2	0	1	0	2	0 11 (0 9	0	36	0 13	0	9 0	6	0	4	0 95	120
2008 Official FL Vac Guide	Consumer Directories	0	1	0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0	0 0	0	0	0	0 (1
VF Everglades City Info	Consumer Directories	0	0	0	0	0	0	0	0	0	0 0 0	0 0	0	23	0 0	0	624 0	192	0	0	0 839	0
Other/Unknown	Consumer Directories	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	0
Travel Agent	Consumer Directories	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 1	0
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	0
VF Intl. Travel Planner 06	Consumer Directories	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	0
VF SIP - Beaches	Consumer Directories	0	0	1	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0	0 0	0	0	0	0 1	0
TOTAL Consumer Directories:		851	106	155	64	322	0	193	0	61	0 114 (0 102	0	141	0 93	0	7,515 0	5,022	0	78	0 14,647	170
Consumer Magazines:			<u> </u>					_					<u> </u>							<u> </u>		
AAA Going Places Sept/Oct 06	Consumer Magazines	161	0	7	0	0	0	ol	0	0	0 0	0 0	0	0	0 0	0	0 0	0	0	0	0 168	3 0
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	10	0	n	0	0 0	, 0	0	0	0 0 0	0 0	0	0	0 0	n	351 0	124	0	40	0 515	
Arthur Frommer's Tvl Feb 07	Consumer Magazines	0	0	0	0	1	0	16	0	- 5	0 1 0	0 0	0	0	0 0	0	0 0	0	0	0	0 23	
Atlantic SE Magazine Nov/Dec 06	Consumer Magazines	0	0	2	n	1	0	1	0	0	0 0	0 0	0	0	0 0	n	0 0	0	0	0	0 4	. 0
Conde Nast Traveler	Consumer Magazines	1	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 2	2 0
Florida Sun - Germany	Consumer Magazines	0	89	0	0	17	. 0	0	0	0	0 8 (0 13	0	53	0 0	0	31 0	41	0	6	0 169	89
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0 0 0	0 0	0	0	0 53	0	1 0	0	0	0	0 54	
Other/Unknown	Consumer Magazines	0	4	0	1	0	0	0	0	0	0 0 0	0 0	0	8	0 3	0	14 0	7	0	4	0 36	
Southern Living July 06	Consumer Magazines	60	0	24	0	10	0	18	0	15	0 12 (0 9	0	10	0 4	0	17 0	1	0	0	0 180	
Southern Living June 06	Consumer Magazines	37	0	17	0	14	0	19	0	15	0 13 (0 9	0	6	0 6	0	8 0	0	0	0	0 144	
Southern Living Travel Jul 07	Consumer Magazines	0	0	1	0	0	0	0	0	1	0 0 0	0 0	0	0	0 1	0	1 0	0	0	1	0 5	0
Southern Living Travel Jun 07	Consumer Magazines	0	0	0	0	0	0	1	0	1	0 0 0	0 1	0	4	0 2	0	1 0	2	0	0	0 12	2 0
Women's World	Consumer Magazines	0	0	0	0	0	0	29	0	3	0 2 (0 3	0	2	0 0	0	2 0	1	0	1	0 43	
TOTAL Consumer Magazines:	'	259	103	51	1	43	0	84	0	41	0 39 (0 37	0	91	0 462	0	465 0	180	0	52	0 1,804	104
Group Business (Association):								_			1			· · · · · · · · · · · · · · · · · · ·	' 				=			
FSAE Assoc. Resource	Group Business (Association)	0	0	0	0	0	0	1	0	0	ol ol o	0 0	0	ا ا	0 0	0	0 0	0	0	0	0 1	
TOTAL Group Business (Association):	Crosp Sasmoss (rassociation)	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	0
		<u> </u>	<u> </u>	ŭ	ŭ						9 9	9 9	۰	<u> </u>	• •	ŭ	9 0	•	<u> </u>	•	-	1 -
Group Business (Corporate):	Croup Business (Comerate)	ا ا	۵	_	ام	_		, ,			ما ما د	ا م	^		ا ما	ام	0 0		٦,		0 .	J 0
Convention South	Group Business (Corporate)	U	0	0	0	0	0	1 0	- 0	- 0	0 0	0 0	0	1	0 0	0	0 0	0	- 0	0	0 (0
FL Official Mtg Planners Guide	Group Business (Corporate)	U	0	0	0	0	0	, ,	- 0		0 0 0	0 0	0		0	U	0 0	0	U	0	0 1	0
Meeting South	Group Business (Corporate)	U	0	0	0	0	0	1 0	- 0	- 0	0 13 (0 0	0	0	0 0	0	0 0	0	- 0	0	0 13	0
Meeting Guide South	Group Business (Corporate)	U	0	0	0	0	0	 	- 0	- 0	0 0 0	0 0	0	0	0	0	0 0	0	U	0	0 3	0
Successful Meetings	Group Business (Corporate)	U	0	0	0	0	0	89	- 0	- 0	0 0	0 0	0	0	0 0	0	0 0	0	- 0	0	0 89	
Worth International Off. Meeting Planner	Group Business (Corporate)	0	0	0	0	0	0	89	0	0	0 0 0	0	0	1	0 0	0	0 0	0	U	0		
TOTAL Group Business (Corporate):		U	0	0	0	0	0	89	0	U U	0 13 (0 3	0	1 1	U 0	0	0 0	U	U	U	0 106) 0
Group Business (Leisure):	1																					
Group Tour Magazine Sept 06	Group Business (Leisure)	0	0	1	0	0	0	0	0	17	0 0 (0 0	0	0	0 0	0	0 0	0	0	0	0 18	
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	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	1	0	0	0 0 0	0 0	0	0	0 0	0	93 0	0	0	0	0 94	
Group Travel Planet Jul/Aug 07		0	0	0	0	0	0	0	0	0	0 0 0	0 0	0	0	0 0	0	0 0	0	0	389	0 389	
TOTAL Group Business (Leisure):		0	0	1	0	0	0	0	0	17	0 0 0	0 0	0	0	0 0	0	0 0	0	0	0	0 604	0
Leisure E-Marketing:																						
24-7Vacations.com	Leisure E-Marketing	124	32	75	0	88	0	97	0	308	0 386 (0 222	0	208	0 268	0	229 0	255	0	155	0 2,415	32
Collier County CVB Office	Leisure E-Marketing	0	0	0	0	0	0	0	0	3	0 1 (0 0	0	0	0 0	0	0 0	0	0	0	0 4	0
Collier County CVB Office																						
DestinationBrochures.com	Leisure E-Marketing	3	34	10	47	11	0	9	0	30	0 27 (0 14	0	18	0 24	0	37 0	17	0	13	0 213	81

		Oct	ober	Nove	ember	Dece	ember	Jan	uary	Febr	ruary	Ma	ırch	Α	pril	N	lay	Ju	ne	Ju	ly	Aug	gust	September	To	tal
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007 200	_	YTD 2008
Friend/Relative	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	C	0	0	0	0	1	0	0	0	0	0	0	0	0	0 1	0
Other/Unknown	Leisure E-Marketing	0	2	0	5	0	0	0	0	0	C	0	0	0	0	5		3	0	1	0	7	0	6	0 22	7
ParadiseCoast.com	Leisure E-Marketing	312	326	290	197	218	0	527	0	582	C	447	0	449	9 0	583	3 0	383	0	378	0	468	0	317	0 4,954	523
Travel Agent	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	C	0	0	0	0	1	0	0	0	0	0	0	0	0	0 1	0
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	0	0	0	0	0	C	1	0	1	0		0 0	1	0	2	0	0	0	0	0 5	5
VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	0	0	0 0	0	0		0	0	0) 0		0 0	2	0	0	0	0	0	0	0 2	2
VisitFlorida.com - Germany	Leisure E-Marketing	0	0	0	0	0	0	0 0	0	0		1	0	1		2	, ,	0	0	1	0	1	0	0	0 6	0
Visit USA - UK	Leisure E-Marketing	0	1	0	0	0	0	0 0	0	40		4	. 0	5	5 0	1	0	1	0	3	0	0	0	0	0 54	1
TOTAL Leisure E-Marketing:		439	400	379	253	319	0	634	0	966	0	863	0	692	2 0	819	0	682	0	652	0	748	0	491	0 7,620	653
Newspaper Domestic NE/MW:																	1								1	
	Newspaper Domestic NE/MW			0				1 0											0						0 4	
Friend/Relative		70	0	0	0	0	0	970	0	101		180	0	0	, ,	1		0	0	0	0	0	0	0	0 1	0
Preprint In-State Fall 2006	Newspaper Domestic NE/MW	70	0	10	0	2			0					9		1		1	0	0	0	0	0	0	0 1,344	0
Preprint Out-State Fall 2006	Newspaper Domestic NE/MW	0	0	12	0	0	0	2,976	0	724		1,139	0	2	2 0	C	0	0	0	0	0	0	0	0	0 4,853	0
Other/Unknown	Newspaper Domestic NE/MW	0	4	0	2	0	0	0	0	0	C	1	0	3	3 0	16	6 0	3	0	4	0	0	0	3	0 30	6
TMG Newspaper Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	C	0	0	0	0	C	0	0	0	52	0	17	0	0	0 69	0
TMG Out of State Insert	Newspaper Domestic NE/MW	0	1	0	0	0	0	0	0	1	C	0	0	1,670	0	108	0	71	0	1	0	1	0	0	0 1,852	1
Valassis FSI	Newspaper Domestic NE/MW	0	0	0	0	0	0	1	0	0	C	0	0	0	0	C	0	0	0	0	0	0	0	0	0 1	0
Visit Florida In State Fall 07	Newspaper Domestic NE/MW	0	4	0	1,732	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0	1,736
Visit Florida In State Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	C	0	0	0	0	C	0	0	0	1,288	0	0	0	0	0 1,288	0
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	C	0	0	0	0	1,613		3,565	0	0	0	0	0	0	0 5,178	0
VF Vacation Values Jun 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0 0	0	0	C	0	0	0	0		0	1,879	0	0	0	0	0	0	0 1,879	0
TOTAL Newspaper Domestic NE/MW:		70	9	22	1,734	2	. 0	3,947	0	826		1,320	0	1,684	. 0	1,739		5,519	0	1,345	0	18	0	3	0 16,495	1,743
			_ •		1,10-1			0,041		020		1,020	Ů	1,00-	1	1,100	1 -	0,010		1,0-10	-				0 10,100	1,140
Niche Markets (Bridal/Honeymoon):						1						1						1				ı				
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	32	0	9	0	1	0	14	0	0	C	1	0	2	2 0	C	0	0	0	0	0	0	0	0	0 59	0
FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon)	0	6	23	9	341	0	525	0	175	C	67		38	3 0	18		11	0	13	0	10	0	3	0 1,224	15
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	707	2	464	0	147	0	128	0	48	0	37	0	18	3 0	26	0	21	0	21	0	13	0	9	0 1,639	2
FL Wedding & Honeymoon Jul/Aug 07	Niche Markets (Bridal/Honeymoon)	0	32	0	23	0	0	0	0	0	C	0	0	0	0	8	3 0	377	0	458	0	143	0	79	0 1,065	55
FL Wedding & Honeymoon Mar/Apr 06	Niche Markets (Bridal/Honeymoon)	15	0	13	0	1	0	6	0	0	C	4	0	0	0	C	0	0	0	0	0	0	0	0	0 39	0
FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	0	11	0	11	0	0	64	0	517	C	536	0	231	0	58	s 0	42	0	40	0	16	0	9	0 1,513	22
FL Wedding & Honeymoon May/Jun 07	Nich Markets (Bridal/Honeymoon)	0	21	0	15	0	0	0	0	0	C	38	0	422	2 0	447	, o	221	0	103	0	48	0	21	0 1,300	36
FL Wedding & Honeymoon Sept/Oct 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	0	0 0	0	0	C	0	0	0	0	C	0	0	0	0	0	0	0	0	0 0	1
FL Wedding & Honeymoon Sept/Oct 07	Niche Markets (Bridal/Honeymoon)	0	207	0	75	0		0 0	0	0		0	0	0) (0 0	0	0	76	0	390	0	424	0 890	282
FL Wedding & Honeymoon Nov/Dec 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	0	0	0	0		0	0	0) (0 0	0	0	0	0	0	0	0	0 0	1
FL Wedding & Honeymoon Nov/Dec 07	Niche Markets (Bridal/Honeymoon)	0	243	0	348	0	0	0 0	0	0			0	0	0 0			0	0	0	0	0	0	0	0 0	591
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	243	0	340	0		0 0	0	0			0	1	, ,		,	0	0	0	0		0	0	0 0	391
	INICITE Markets (Bridal/Horleymoon)				- 100		0		0				0		0			0	0		0		0		0 1	4 225
TOTAL Niche Markets (Bridal/Honeymoon):		754	522	509	483	490	0	737	0	740		683	0	712	2 0	557	1 0	672	0	711	0	620	0	545	0 7,730	1,005
Niche Markets (ECO):																										
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	39	0	34	C	18	0	9	0	C	0	0	0	0	0	0	0	0	0 100	0
Audubon Nov/Dec 06	Niche Markets (ECO)	0	0	167	0	72	0	2	0	0	C	1	0	1	0		0	0	0	0	0	0	0	0	0 243	0
Audubon Nov/Dec 07	Niche Markets (ECO)	0	0	0	145	0	0	0	0	0	C	0	0	0	0	(0	0	0	0	0	0	0	0	0	145
Audubon Mar/Apr 07	Niche Markets (ECO)	0	1	0	0	0	0) 1	0	0	C	2	0	3	3 0	1	0	0	0	0	0	1	0	0	0 8	1
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0 0	0	0	0	168	0	83	3 0	49	0 0	35	0	13	0	13	0	4	0 365	0
Echo Encounter Mar 07	Niche Markets (ECO)	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	0
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	-	199	0	0	-	2	0	0) ^		1 0	0	0	0	0	0	0	n	0 201	0
	Niche Markets (ECO)	^	0	0	^	^	-	139	^		_	86	0	269		10		0	0	^	0	_ ^			0 365	0
FL Echo In State Spring 2007			0	0	-	0	-	1 ^			-		-	209	1 ^			206	0	83	0	42	-	0	0 681	0
Nat'l Geo Trylr May/Jun 07	Niche Markets (ECO)	0	2	0	0	0	-) 0	0	0	-		0	0	1 0	348		206	0	83	0	42	0	-	0 681	2
Nat'l Geo Trvlr Oct 07	Niche Markets (ECO)	0	290	0	54	0	0	0	0	0		0	0	0	0	C	0	0	0	0	0	0	0	U	0	344
Undiscovered Florida	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	C	0	0	0	0	1	0	0	0	0	0	0	0	0	0 1	0
TOTAL Niche Markets (ECO):		0	293	167	199	72	0	241	0	34	0	278	0	365	0	409	0	241	0	96	0	56	0	6	0 1,965	492
Niche Markets (Fishing):																										
FL Fishing & Boating Guide	Niche Markets (Fishing)	0	1	0	0	1	0	1	0	1	C	0	0	0	0	C	0	0	0	0	0	0	0	0	0 3	1
TOTAL Niche Markets (Fishing):		0	1	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 3	1
Niche Markets (Golf):																									•	
Golf Magazine	Niche Markets (Golf)	n	n	0	0	0	0) 3	0	0	0	1	n	0) (1	0	0	0	n	0	0 0	0	0	0 5	0
Other/Unknown	Niche Markets (Golf)	n	0	0	0	0	0	0 0	n	0		1	0	n) 0		1 0	0	0	0	0	0 0	0	0	0 1	0
TOTAL Niche Markets (Golf):		0	0	0	0	0	0) 3	0	0		2	0	0) 0	- 1	-	0	0	0	0	0	0	n	0 6	0
		U	U	U	U	U		1 3	U	U			U	U	1 "		, , ,	U	U	U	U	U	U	· ·	- 0	0

		Oct	tober	Nove	ember	Dec	ember	Jan	uary	Febr	ruary	Ma	ırch	Ap	ril	May	Ju	ne	July	Au	gust	September	Total
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008 2	07 2008	2007	2008	2007 2008	2007	2008	2007 2008	YTD 2007 YTD 2008
Niche Markets (Senior):		•			•	•			•	•						•				•			
AARP Sept/Oct 06	Niche Markets (Senior)	1,106	6 0	195	C	3-	4 C	1	0	1	0	0	0	0	0	0	0 0	0	0	0 (0	0	0 1,337 0
AARP Sept/Oct 07		0	0	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 0	0	0	0 (0	1	0 1 0
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	C) (0 0	2	0	2	0	4,186	0	1,020	0	263	0 61	0	0	0 (0	0	0 5,534 0
Audubon/Corkscrew Mar/Apr 07	Niche Markets (Senior)	0	0	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 0	0	5	0 (0	0	0 5 0
Reader's Digest June 07	Niche Markets (Senior)	0	0	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 3,306	0	611	0 564	1 0	42	0 4,523 0
TOTAL Niche Markets (Senior):		1,106	0	195	0	3	4 0	3	0	3	0	4,186	0	1,020	0	263	0 3,367	0	616	0 564	1 0	43	0 11,400 0
TV / Target Markets:			•	•	*	•		•	•	•	•		•		•	•	•		•	*	*	•	•
PITV	Television	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 0
Chicago - Comcast	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	23	0	7	0 1	0	2	0 () (0	0 33 0
Chicago - WBBM	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	3	0	0	0 5	0	1	0 () (0	0 9 0
Chicago - WLS	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	11	0	8	0 12	0	11	0 () (0	0 42 0
Chicago - Unknown	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	2	0	4	0 7	0	3	0 () (0	0 16 0
Florida Cable Program	Target Markets	0) 1	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 0	0	0	0 () (0	0 0 1
Miami - WSNV FOX	Target Markets	0	0	1	1		1 0	0	0	0	0	0	0	7	0	4	0 5	0	0	0 (0	0	0 18 1
Miami - WTVJ NBC	Target Markets	0	0	0	1		0 0	0	0	0	0	0	0	1	0	5	0 3	0	1	0 0	0	0	0 10 1
Miami/Ft Laud - Comcast	Target Markets	0	1	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 0	0	0	0 (0	0	0 0 1
Miami/Ft Laud - WBFS	Target Markets	0) 1	1	1		0 0	0	0	0	0	0	0	10	0	1	0 1	0	0	0 () (0	0 13 2
Miami/Ft Laud - WFOR	Target Markets	0) 1	1	3	3 (0 0	0	0	0	0	1	0	3	0	2	0 1	0	0	0 () (0	0 8 4
Miami/Ft Laud - WPLG	Target Markets	0) 2	1	3	3 (0 0	0	0	0	0	0	0	8	0	4	0 1	0	0	0 () (0	0 14 5
Miami/Ft Laud - WSFL	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	1	0	0	0 0	0	0	0 () 0	0	0 1 0
Miami/Ft Laud Unknown	Target Markets	0	0 0	21	C)	1 C	0	0	0	0	0	0	2	0	14	0 7	0	1	0 () (0	0 46 0
New York - Comcast	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	11	0	9	0 2	0	1	0 () (0	0 23 0
New York - WABC	Target Markets	0	0 0	0	C) (0 0	0	0	0	0	0	0	9	0	23	0 2	0	0	0 () (0	0 34 0
New York - WCBS	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	3	0	3	0 2	0	0	0 (0 0	0	0 8 0
New York - WNBC	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	10	0	11	0 5	0	3	0 () (0	0 29 0
New York - Unknown	Target Markets	0	0	1	C) (0 0	0	0	0	0	0	0	1	0	7	0 2	0	3	0 (0 0	0	0 14 0
Orlando - Brighthouse	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	6	0	2	0 0	0	1	0 () 0	0	0 9 0
Orlando - WESH	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	2	0	2	0 0	0	0	0 (0 0	0	0 4 0
Orlando - WFTV	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 5	0	1	0 (0	0	0 6 0
Orlando Unknown	Target Markets	0	0	0	C) (0 0) 2	0	0	0	0	0	9	0	8	0 5	0	2	0 () (0	0 26 0
Other/Unknown	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	4	0	6	0 6	0	1	0 (0	0	0 17 0
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	7	0	2	0 0	0	0	0 (0	0	0 9 0
Tampa/St. Pete - WTVT	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	0	0	2	0 1	0	1	0 (0	0	0 4 0
Tampa/St. Pete - WFTS	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	0	0	1	0 0	0	1	0 (0	0	0 2 0
Tampa/St. Pete - WTTA	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 2	0	0	0 (0	0	0 2 0
Tampa/St. Pete Unknown	Target Markets	0	1	2	C) (0 0	0	0	0	0	0	0	2	0	6	0 13	0	7	0 (0	0	0 30 1
West Palm Beach - Comcast	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	3	0	1	0 1	0	0	0 () (0	0 5 0
West Palm Beach Unknown	Target Markets	0	0	11	C) (0 0	0	0	0	0	0	0	1	0	5	0 4	0	1	0 1		0	0 23 0
West Palm Beach - WFLX	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	0	0	0	0 0	0	0	0 (0	0	0 0 0
West Palm Beach/Ft. Pier - WPBF	Target Markets	0	0	0	1		0 0	0	0	0	0	0	0	0	0	0	0 0	0	1	0 (0	0	0 1 1
West Palm Beach - WPEC	Target Markets	0	0	0	1		0 0	0	0	0	0	0	0	1	0	1	0 0	0	0	0 (0	0	0 2 1
West Palm Beach - WPTV NBC	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	1	0	0	0 0	0	2	0 (0	0	0 3 0
West Palm Beach - WTVX	Target Markets	0	0	0	C) (0 0	0	0	0	0	0	0	1	0	1	0 0	0	0	0 (0	0	0 2 0
TOTAL TV / Target Markets:		0	7	39	11	:	2 0	2	0	0	0	1	0	142	0	139	0 93	0	44	0 1	0	0	0 463 18
Travel Agent Directories:																							
FL Official TvI Ind Jan-Dec 07	Travel Agent Directories	n) (n	-		0 0	1	n	n	n	1	n	0	0	0	0 0	n	0	0 () (0 0	0 2 0
TIA Discover America	Travel Agent Directories	0	0	0	75	5 .	0 0	0	0	0	0	0	0	0	0	0	0 0	0	0	0 0	0	0 0	0 0 75
TIA See America	Travel Agent Directories	0	0	0			0 0	1	0	0	0	0	0	0	0	0	0 0	0	0	0 0	0 0	0 0	0 1 0
TOTAL Travel Agent Directories:		0	0 0	0	75	,	0 0	2	0	0	0	1	0	0	0	0	0 0	0	0	0 () (0	0 3 75

		Oct	ober	Nove	ember	Dece	ember	Janu	ıary	Febr	ruary	Marc	ch	Ap	ril	Ma	ау	Ju	ne	Ju	ıly	Aug	just	Septe	mber	Total
		2006	2007	2006	2007	2006	2007	2007	2008	2007		2007		2007	2008	2007	2008	2007	2008	2007	2008		_	2007		YTD 2007 YTD 20
Miscellaneous:	•																									
Naples, Marco Island, Everglades CVB		0	0	0 0	1	C		5	0	28	0	95	0	1	0	0	0	0	0	0	0	2	0	0	0	131
Friend/Relative		0	3	3 0	5	<u> </u>	, ,	6	0	2	0	14	0	19	0	24	0	0	0	9	0	3	0	1	0	78
Other/Unknown	<u> </u>	10	3	1				52	0	43	0	48	- 0	44	0	16	0	17	0	3	-	3	0		0	246
Travel Agent	-	10		, ,		<u> </u>	,	32	0	+3	- 0	12	- 0	44	0	10	- 0	17	0	3		3	0		0	37
		0		. 0		_			0	0	-	12	- 0	'	0	'	0	3	0	2	<u> </u>	<u> </u>	0		0	37
Target Markets		0		0		<u> </u>		- 0	0	0	0	-	- 0	0	0	0	0	0	0	0	0	1	0	0	0	
Website		0	0	0	- 0		0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL Miscellaneous:		10	8	1	17	0	0	65	0	81	0	169	0	65	0	41	0	20	0	14	0	14	0	13	0	493
SUB TOTAL (excludes Special Fulfill):		3,489	1,449	1,519	2,837	1,285	0	6,002	0	2,770	0	7,669	0	4,822	0	4,201	0	11,149	0	11,458	0	7,223	0	1,231	0	63,340 4,2
SPECIAL FULFILLMENT:																										
MEETING PLANNERS		0	0 0	0 0	0	C) (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
HSMAI Affordable Conference		0) 0		_	_) 0	0	0	<u> </u>		- 0	0	0	0	0	0	0	0		1,531	0	1	0	1,532
Mid America Pre-Show		0	0) 0	\vdash		, ,	1	0	0		1,071	- 0	0	0	0	0	0	0	0	-	1,001	- 0	<u> </u>		1,071
MPISEC	+	-		1 0			,	1 0	0	0	<u> </u>	1,071	- 0	0	0	0	0	0	0	0		481	- 0	<u> </u>	3	481
TSAE Education Day Show	+	0	409	1 0		<u> </u>		1 0	0	0	<u> </u>	-	- 0	0	0	0	0	0	0	0		401	0	<u> </u>	0	
		0	409	1 0	يا	بـــــــ	,	1 1	0	0	<u> </u>	1		U A	0	2.200	0	1	0	0	بـــا	ب ب	-	بــــا		2,209
Springtime 07		76		0		ب	_	169	0	0	<u> </u>	1		0	0	2,209	0	0	0	0	ب ا	<u> </u>	0	<u> </u>	- 0	2,209
*Post Show Followup		76				<u> </u>	<u> </u>	169	- 0		<u> </u>	1		0	-	- 0	- 0	0	0	- 0	<u> </u>	ب_ ا	- 0	<u> </u>	- 0	
ConferenceDirect Show		0		0	0	<u> </u>	<u>, </u>	1 0	0	132		0	- 0	0	0	0	0	0	0	0	0	0	0	0	0	132
Florida Huddle	-	0	0	0	0	<u> </u>	,—_°	1 0	0	88	O	0	0	0	0	0	0	0	0	0	0	1 0	0	0	0	88
FL Marketplace		0	0	0	0	0	<u> </u>	1 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	46	0	46
FSAE Annual Conference		0	0	0	0	0		1 0	0	0	0	0	0	0	0	0	0	0	0	0	0	129	0	0	0	129
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	101
HSMAI Affordable Meetings		0	0	0	0	0	C) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	. 0	0	79	0	79
MPISEC		0	0	0	0	0	С) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	. 0	0	176	0	176
MPIWEC		0	0	0	0	0	C) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	6	0	62
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	179
Chicago VIP		0	0	0	0	0	C) 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	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	8	0	0	0	0	0	0	0	0	0	. 0	0	8
PYM Spring Fling April		0	0	0	0	С	C	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	0	75
TSAE Education Day Show		0	21	0	0	С	C) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Orlando PYM Event		0	0	0	0	С	С	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	С	C	0	0	0	0	0	0	0	0	0	0	0	0	76	0	0	0	0	0	76
Meeting Planner Kit		0	12	0	10	С	0) 2	0	1	0	3	0	3	0	0	0	7	0	11	0	19	0	14	0	60
TOUR OPERATORS		0	0	0	. 0	С) 0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	53
TRAVEL AGENTS		304	0	0	2			1	0	0		22	0	113	0	0	0	0	0	0			0		0	440
	<u> </u>	304		, ,	<u> </u>		, ,	,	0	0		- 22	- 0	110	0	0	- 0	0	0	0			- 0			
GOLF GUIDE					0	<u> </u>	,— °	, O	0	0	. 01		- 0	0	- 0	0	- 0	0	Ü	0	J 0	0	- 0	0	- 0	0 000
Play Florida Golf	-	114	0	123	0	├	<u> </u>	1 0	0	1,185	0	975	0	3,519	0	0	0	322	0	0	0	251	0	210	0	6,699
Other Golf		0	2	2 0	1	<u> </u>	<u> </u>	1 0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	65
SPA 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
BOATING & FISHING 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
PROMOTIONS		0	0	0	0	C	C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AMEX		0	0	0	0	C	С	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	С	С	0	0	0	. 0	224	0	12	0	0	0	0	0	1	0	0	0	0	0	237
PR MAILINGS		0	0	0	0	С		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Press Kit - Media		n	0 0	25	1	r) () 45	0	0	0	4	0	n	0	0	0	n	n	0	0) 0	0	0	. 0	74
Press Kit - MP	 	0	0) 1	,	<u> </u>	_) 0	0	0	-	1	0	0	0	n	0	0	0	0	, ,) 0	0	, ,		1
Press Kit - Tour Operators		0	0) 0			,—,) 0	0	n	<u> </u>	,	- 0	0	n	0	0	0	0	0) 0	0	1 0	. 0	
Radio Show Consumer	+	0	0	0		-		103	0	0		3	- 0	0	0	0	0	0	0	0		1 0	0			103
Florida Huddle Press		0				<u> </u>	,	103	0	23	0	0	- 0	0	0	0	0	0	0	0		. 0	-	<u> </u>		23
	-	-		1 -	يُــــا	بـــــــــــــــــــــــــــــــــــــ	,	J - 9	0	23	 	<u> </u>		U	0	0	0	0	0	0	بَـــا	ب ا	-	با		0
WEDDING GUIDE	-	0	0	0	- 0	—⁰	.—°	1 0	0	0	<u> </u>	U	- 0	0	0	0	0	0	0	0	- 0	0	0	- 0	- 0	
SMERF GROUP LEADERS		0	0	0	0	0	c	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	0	0	0	94
MAILINGS TO PARTNERS		197	0	0	0	0	C	0	0	0	0	259	0	475	0	65	0	0	0	354	0	0	0	0	0	1,350
MAILINGS FOR PARTNERS		0	0	0	0	C	C	0 (0	70	. 0	. 0	0	0	0	0	0	0	0	0	. 0	0	0	0	0	70
COLLIER FILM COMMISSION		0	0	0	0	С) () 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TOTAL SPECIAL FULFILLMENT:		691	444	148	14	C		321	0	1,551	0	3,086	0	4,230	0	2,508	0	329	0	442	0	2,467	0	533	0	16,306 4
						ٽست																				
GRAND TOTAL OF REQUESTED PUBS:		4,180	1,893	1,667	2,851	1,285	=	6,323	0	4,321	_	10,755	ightarrow	9,052	0	6,709		11,478		11,900		9,690	0	1,764		79,646 4,7

	October	Nove	mber	Dece	mber	January	Fel	ruary	Mar	rch	April		May	Ju	ne	July	Au	gust	September	Total
		007 2006	2007	2006	2007	2007 200						2008 20		2007	2008	2007 2008	_		2007 2008	
PARADISE COAST WEBSITE LEADS:	2000 20	2000	2007	2000	2007	2007 200	2007	2000	2001	2000	2007	2000 20	07 2000	2007	2000	2007 2000	2007	2000	2007 2000	110 2007 110 200
aaa - AAA Going Places	1 0	0 1	0	0	0	٥	n .	n 0	0	0	0	0	0 (0	0	0	0 0	n	0 0	1
aaa.ParadiseCoast.com	0	1 0	0	1	0	3	0	2 0	42	0	3	0	43 () 1	0	5	0	7 0	8 0	115
af - Arthur Frommers	0	1 2	1	0	0	10	0 1,23	3 0	90	0	26	0	6 (11	0	2	0	1 0	7 0	1,393
au - Audobon	0	0 112	6	37	0	9	0 .,20	3 0	5	0	0	0	1 () 0	0	1	0 () (0 0	168
cl.paradisecoast.com	0	0 0	2	0.	0	0	0) 0	0	0	0	0	0 () 2	0	0	0	1 0	0 0	3
cp - paradisecoast.com	0	0 0	0	0	0	0	0) 0	0	0	0	0	0 () 0	0	0	0 () (0 0	0
cs - Convention South	0	0 0	0	0	0	0	0) 0	0	0	1	0	0 () 0	0	2	0 1	0 0	0 0	3
df - paradisecoast.com	0	0 0	0	0	0	0	0) 0	0	0	0	0	0 (0 0	0	0	0 1) (0 0	0
echo-paradisecoast.com	0	580 0	117	0	0	0	0) 0	69	0	1	0	5 () 0	0	0	0	1 0	98 0	174 6
ek - Every Kiss Magazine	0	0 0		0	0	0	0) 0	03	0		0	0 () 0	0	0	0 1) 0	0 0	0
fg - Summer Family Getaway	0	0 0	0	0	0	0	0) 0	0	0	0	0	0 () 0	0	0	0 3	1 0	0 0	31
fly - Southwest Airlines Inflight magazine Spirit	0	0 0	0	3	0	3	0) 0	0	0	0	0	0 (0 0	0	0	0 0) 0	1 0	9
free - 4th Night Free ads	0	0 0	0	0	0	0	0) 0	0	0	0	0	0 (0 0	0	0	0 1) (0 0	0
fv - FLAUSA Official Vacation Guide (2005)	0	15 7	2	0	0	9	0 2	1 0	2	0	30	0	4 (14	0	14	0 5	, ,	6 0	184
gg.paradisecoast.com	0	4 0	51	0	0	0	0 2	1 0	2	0	0	0	0 (62	0	10	0 2		0 0	93
golf - Play FL Golf	0	2 0	31	0	0	879	0 21	7 ^	0	0	2	0	6 /	02	0	2	0 2	2 0	1 0	1,118
	0	0 0	- 1	0	0	0/9	0 21	0	9	0	- 2	0	0 (, ,	0	2	0	1 0	1 0	1,110
gt - Group Tour gtl - Group Tour Leader	0	0 0	0	1	0	2	0) 0	0	0	0	0	0 (0	0	0	0	1 0	0 0	2
ip - Florida International Travel Planner	0	0 0	- 0	1	0	2	0	0	0	0	0	0	0 () 1	0	1	0	1 0	1 0	12
is - Preprint In-State	1,769	461 1,793	125	1,461	0	723	0 37	4 0	197	0	71	0	76 (79	0	144	0 11	0	108 0	6,905 58
	1,769	401 1,793	125	1,461	0	123	0 37	1 0	197	0	- / 1	0	76 (79	0	144	0 11	0 0	106	13
mb - Modern Bride mh - Miami Herald	1,895	752 2,066	418	1,267	0	804	0 48	0	314	0	309	0	251 (280	0	198	0 17	0 0	204 0	
	1,095	752 2,066	410	1,207	0	004	0 40	0	314	0	309	0	251 (200	0	196	0 17	0	294 0	8,334 1,17
ml - MNI Home Network nta - NTA Courier	0	0 0	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	0	0	0	0	0	0	0	0	0 (0	0	0	0 1	0 0	0 0	0
os - Orlando Sentinal	30	0 0	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0 (0	0 0	67
pb - Palm Beach Post pym - Plan Your Meetings	30	0 2	0	- 0	0	- 1	0	1 0	- 0	0	- 1	0	0 (, ,	0	0	0 1	0 0	35 0	67
	0	0 0	0	1	0	1	0	0	1	0	1	0	0 (0	0	0	0 1	0 0	0 0	5
rd - Readers Digest	0	0 0	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0 1	0 0	0 0	0
sa - Skylights	0	0 1	0	0	0	0	0	4 0	0	0	0	0	0 (0	0	0	0 1	0 0	0 0	1
sl - Southern Living	0	0 0	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0 1	0 0	0 0	1
sm - Successful Meetings	1	0 0	450	0	0	- 0	0 1	7 0	0	0	- 0	0	0 (39	0	4	0 13:	0	170	1 057 4.00
ta - FL Official Industry Guide	0	870 0	452	0	0	0	0	0	2	0	0	0	0 (39	0	0	0 13	0 0	173 0	357 1,33
tma - Tennis Life Magazine	U	U 0	240	0	0	- 1	0	0	0	0	0	0	1 (0	0	0	0 .	2 2	1 0	0 0
uf - Undiscovered Florida	0	558 0	242	0	0	1	0	0	0	U	0	0	0 (1	0	- 2	0 1	2 0	1 0	9 8
usa - USA Today Meetings Marketplace uw - USA Weekends	0	0 0	0	0	0	0	0	0	0	0	0	U	0 (0	0	U	0 .	2 2	0 0	U
	0	0 0	0	0	0	0	0	0	0	U	0	0	0 (0	0	0	0 .	2 2	0 0	U
v v - Valassis Vacation Guide	0	U 0	0	0	0	0	0	0	0	0	0	0	0 (0	0	44	0 .	2 2	0 0	0
wed - Bridal Guide	0	4 0	1	0	0	U	0	0	0	U	0	U	0 (0	0	44	0 1	0	0 0	44
wl - Waterline Magazine	0	0 0	0	0	0	0	0	0	0	0	0	0	0 (0	0	0	0 (1 0	0 0	U
www.paradisecoastblueway.com	0	2 0	4	0	0	0	0	0	0	U	45	0	3 (4	0	0	0	0	1 0	9
paradisecoast.milesmediagroup.com	0	0 0	1	0	0	0	0	0	0	0	15	0	10 (4	0	U	0 (4 ^	/ 0	36
www.newsletter.paradisecoast.com	0	1 0	0	0	0	0	U	0	0	0	5	0	0 (0	0	1	U		0 0	/
www.paradisecoast.com	0	2 27	3	3	0	6	0	7 0	2	0	10	0	2 (1	0	1	0 :	3 0	2 0	64
www.paradisecoastnaples.com	0	4 9	0	11	0	11	0	0	5	0	4	0	28 (24	0	39	0 4:		41 0	220
www.sun.paradisecoast.com	0	0 0	0	0	0	-	0	0 0	0	0	0	0	0 (_	0	0	0 (0 0	0
TOTAL PARADISE COAST WEBSITE LEADS:	3,695 3	3,258 4,023	1,428	2,791	0	2,470	0 2,37	1 0	742	0	489	0	436	527	0	467	0 58	7 0	784 0	19,382 4,68
Total Views	243,783 370	0,246 217,847	300,476	237,603	0	367,112	0 328,68	0	250,609	0 2	47,900	0 352	,566	381,873	0	403,283	0 371,81	1 0	303,185	3,706,252 670,7

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

January 28, 2008
Detailed Staff Reports IX
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		Oct	ober	Nove	ember	Dec	ember	Jai	nuary	Feb	ruary	Ma	arch	Α	pril	N	lay	Ju	ne	Jı	ıly	Aug	gust	Septe	ember	To	otal
		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	C	C	0	0	(0	0	0	0	0	C	C	0	0	0) (1	0
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1	1 () (0	0 (0	C	C	0	0	(0	0	0	0	0	C	C	0	0	0) (2	0
Naples Daily News - Editorial	Newspaper Domestic NE/MW	1	0	0) () (0	0 0	0	C	C	0	0	(0	0	0	0	0	C	C	0	0	0) (1	0
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	0	0) () (0	0 (0	C	C	0	0	(0	0	0	0	0	C	C	0	0	0) (1	0
Everglades Angler	Television	0	0	35	5 ()	0	0 0	0	C	C	0	0	(0	0	0	0	0	C	C	0	0	0	0	35	0
FL Official Travel Industry Guide 06	Travel Agent Directories	1	0	0) () (0	0 (0	C	C	0	0	(0	0	0	0	0	C	C	0	0	0) (1	0
2007 PUBS WITH 2008 LEADS TOTALS	:	5	0	36	6 () (0	0	0	C	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

CALL TYPE	# OF CALLS	MINUTES
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
Grand Total:	1,996	1,157.77

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

TOLL FREE NUMBER	# OF CALLS	MINUTES
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
Grand Total:	173	456.73

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

<u>PURPOSE</u>	REQUESTS	MINUTES	RESERVATIONS
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	-
Grand Total:	1996	1,160.37	0

Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of December 2007

CURRENT YEAR LAST YEAR SOURCE **MONTH MONTH** <u>%</u> <u>YTD</u> % YTD <u>YTD</u> **Consumer Magazines** 129 2% 388 3% 25 43 Consumer Directories 28 198 3% 322 1308 24% Leisure E-Marketing 360 1013 17% 320 1140 24% Newspaper Domestic NE/MW 2 678 2421 41% 100 0% TV/Target Markets 2 0 18 0% 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 0% 1 1 0% 1 Niche Markets (Golf) 0 0 0 0 0% 0% Niche Markets (Senior) 2 2 0% 1332 3% 34 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 1 0% 0 Friend/Relative 4 12 0% 11 30 1% Magazine 0 0 0% 0 0 0% Naples, Marco Island, Everglades CVB 2 0% 27 43 2% 1 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

PUBLICATION NAME Florida Sun	MONTH 19	<u>YTD*</u> 108	<u>% YTD</u> 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

PUBLICATION NAME 2007 Official FL Vac Guide	<u>MONTH</u> 27	<u>YTD*</u> 147	<u>% YTD</u> 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 & Smll Twns Swpstks	0	0	0%
VF Intl. Travel Planner 06	0	0	0%
VF SIP - Beaches	0	0	0%
Grand Total:	28	198	=

^{*}YTD = Fiscal Year

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

LEISURE E-MARKETING ParadiseCoast.com	MONTH 336	<u>YTD*</u> 859	<u>% YTD</u> 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

PUBLICATION NAME	<u>MONTH</u>	YTD*	<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%
Grand Total:	678	2,421	=

^{*}YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by TV/Target Markets

For the month of December 2007

PUBLICATION NAME	<u>MONTH</u>	YTD*	<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%

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by TV/Target Markets

PUBLICATION NAME	MONTH	YTD*	% YTD
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

PUBLICATION NAME Niche Markets (Bridal/Honeymoon)	<u>MONTH</u>	YTD*	<u>% YTD</u>
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

PUBLICATION NAME Niche Markets (ECO)	<u>MONTH</u>	YTD*	<u>% YTD</u>
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%

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

<u>PUBLICATION NAME</u> Niche Markets (Fishing)	<u>MONTH</u>	YTD*	<u>% YTD</u>
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

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

^{*}YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Group Business

PUBLICATION NAME	MONTH	YTD*	% YTD
Group Business (Association)			
FSAE Assoc. Resource	0	0	0%
Group Business (Association)	0	0	0%
Group Business (Corporate)			
FL Official Mtg Planners Guide	0	0	0%
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%
Group Business (Leisure)	0	0	0%
Grand Total:	0	0	_

^{*}YTD = Fiscal Year

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

For the month of December 2007

	CL	JRRENT YEA	<u>.R</u>	LA	ST YEAR	
<u>STATE</u> FL	MONTH 688	<u>YTD*</u> 2645	<u>% YTD</u> 48%	MONTH 115	<u>YTD*</u> 818	<u>%</u> 9%
ОН	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%
СО	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%

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

	CL	JRRENT YEA	<u>R</u>	LAS	ST YEAR	
STATE WV	MONTH 6	<u>YTD*</u> 24	<u>% YTD</u> 0%	<u>MONTH</u> 12	<u>YTD*</u> 38	<u>%</u> 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>Cl</u>	JRRENT YEA	<u>.R</u>	<u>L/</u>	AST YEAR	
COUNTRY USA	MONTH 1498	<u>YTD*</u> 5482	<u>% YTD</u> 94%	<u>MONTH</u> 1255	<u>YTD*</u> 6183	<u>%</u> 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%

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

For the month of December 2007

	CU	JRRENT YEA	<u>IR</u>	<u>L4</u>	AST YEAR	
COUNTRY GUAM	MONTH 0	<u>YTD*</u>	<u>% YTD</u> 0%	MONTH 0	<u>YTD*</u> 0	<u>%</u> 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%

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

	CU	JRRENT YEAR	<u>R</u>	<u>L</u>	AST YEAR	
COUNTRY SLOVENIA	MONTH 0	<u>YTD*</u> 0	<u>% YTD</u> 0%	MONTH 0	<u>YTD*</u> 0	<u>%</u> 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

PUBLICATION NAME	<u>MONTH</u>	<u>YTD</u>	% YTD
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%
0 17.41	242		
Grand Total:	313	771	=

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REQUESTED PUBLICATIONS Consumer Directories: 2005 Official FL Vac Guide Cons		2006	2007	2006	2007	2006	2007	2007	2008	February 2007 200		larch 2008	2007	2008	May 2007 2	2008	Jui 2007	2008	Ju	•	Aug		Septe	_	To	
Consumer Directories:																			2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
Consumer Directories:												1														
	sumer Directories	67	0	36	0	2	0	8	0	0	0	2 0	2	0	2	0	1	ol	0	0	- 1	0	0	0	121	
	sumer Directories	780	0	113	0	271	0	109	0	0	0	0 0	1	0	0	0	0	0	0	0	0	0	0	0	1,274	- 0
	sumer Directories	760	49	113	0	47	0	74	0	57	0 10	1 0	88	0	78	0	79	0	51	0	73	0	74	0	729	49
	sumer Directories	4	56	3	64	47	27	14	0	3/	0 10		00	0	36	0	13	0	01	0	/3	0	/4	0	95	147
	+	0	30	- 2	04	2	21	1	0	- 2	0	0 0	9	0	36	0	13	0	9	0	0	0	4	0	95	147
1	sumer Directories	0	1	0	0	0	- 1	0	0	0	0	0 0	0	0	23	0	0	0	CO.4	0	400	0	0	0	839	
	sumer Directories	0	0	0	0	0	0	0	0	4	0	0 0	0	0	23	0	0	0	624	0	192	0	0	0	639	
	sumer Directories	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	
		0	0	0	0	0	0	0	0	0	0	0 0	0	0	- 1	0	0	0	0.004	0	4.750	0	0	0	44 504	- 0
	sumer Directories	0	0	0	0	0	0	0	0		0			0	-	0	0	0	6,831	0	4,750	0	0	0	11,581	- 0
	sumer Directories	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	- 0
	sumer Directories	0	0	1	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
TOTAL Consumer Directories:		851	106	155	64	322	28	193	0	61	0 11	4 (102	0	141	0	93	0	7,515	0	5,022	0	78	0	14,647	198
Consumer Magazines:																										
	sumer Magazines	161	0	7	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	168	0
	sumer Magazines	0	0	0	0	0	0	0	0	1	0	2 (2	0	8	0	393	0	39	0	4	0	0	0	449	0
AAA Going Places Jul/Aug 07 Cons	sumer Magazines	0	10	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0	351	0	124	0	40	0	515	10
Arthur Frommer's Tvl Feb 07 Cons	sumer Magazines	0	0	0	0	1	0	16	0	5	0	1 (0	0	0	0	0	0	0	0	0	0	0	0	23	0
	sumer Magazines	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	0
Coastal Living Jan/Feb 08 Cons	sumer Magazines	0	0	0	0	0	1	0	0	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Conde Nast Traveler Cons	sumer Magazines	1	0	0	0	0	0	0	0	0	0	1 0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Florida Sun - Germany Cons	sumer Magazines	0	89	0	0	17	19	0	0	0	0	8 0	13	0	53	0	0	0	31	0	41	0	6	0	169	108
New York Times Cons	sumer 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	54	0
Other/Unknown Cons	sumer Magazines	0	4	0	1	0	3	0	0	0	0	0 0	0	0	8	0	3	0	14	0	7	0	4	0	36	8
Southern Living July 06 Cons	sumer Magazines	60	0	24	0	10	0	18	0	15	0 1	2 (9	0	10	0	4	0	17	0	1	0	0	0	180	0
Southern Living June 06 Cons	sumer Magazines	37	0	17	0	14	0	19	0	15	0 1	3 (9	0	6	0	6	0	8	0	0	0	0	0	144	0
Southern Living Travel Jul 07 Cons	sumer Magazines	0	0	1	0	0	1	0	0	1	0	0 0	0	0	0	0	1	0	1	0	0	0	1	0	5	1
Southern Living Travel Jun 07 Cons	sumer Magazines	0	0	0	0	0	1	1	0	1	0	0 0	1	0	4	0	2	0	1	0	2	0	0	0	12	1
Women's World Cons	sumer Magazines	0	0	0	0	0	0	29	0	3	0	2 (3	0	2	0	0	0	2	0	1	0	1	0	43	0
TOTAL Consumer Magazines:		259	103	51	1	43	25	84	0	41	0 3	9 (37	0	91	0	462	0	465	0	180	0	52	0	1,804	129
Group Business (Association):	•			•													•									
	up Business (Association)	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	0
TOTAL Group Business (Association):	,,	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	0
Group Business (Corporate):					1			<u> </u>																	l	
	up 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	0
	up Business (Corporate)	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	
	up Business (Corporate)	0	0	0	0	0	0	0	0	0	0 1	3 0	0 0	0	0	0	0	0	0	0	0	0	0	0	13	
	up Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0 0	3	0	0	0	0	0	0	0	0	0	0	0	3	
	up 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	0	
	up Business (Corporate)	0	0	0	0	0	0	89	0	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	89	
TOTAL Group Business (Corporate):		0	C	0	O O	0	0	89	0	0	0 1	3 (3	0	1	0	0	0	0	0	0	0	0	0	106	0
		٧	J	J	J	J	- 0	03	J	<u> </u>					<u> </u>	٧	J	<u> </u>	0	U	, J	J	U		1.00	
Group Business (Leisure):	Dunings (Lainus)	اہ	٦	.1	اء		_	اء		17	٥	ما د			ام	ol	۰	اء	۰	-				_	18	
-	up Business (Leisure)	0	0	1	0	0	0	400	0	1/	U	0 0	0	0	U	U	0	0	0	0	0	0	0	0		0
	up Business (Leisure)	0	0	0	0	0	0	103	0	0	0	0 (0	0	U	U	0	0	0	0	0	0	0	0	103 94	0
	up Business (Leisure)	0	0	0	0	0	0	1	0	0	0	0 (0	0	U	U	0	0	93	0	0	0	0	0		0
Group Travel Planet Jul/Aug 07		0	0	0	0	0	0	0	0	0	0	0 0	0	0	U	U	0	0	0	0	0	0	389	0	389	0
TOTAL Group Business (Leisure):		0	0	1	0	0	0	0	0	17	0	v _j (0	0	0	0	0	0	0	0	0	0	0	0	604	0
Leisure E-Marketing:																										
	ure E-Marketing	124	32	75	0	88	0	97	0	308	0 38	6 0	222	0	208	0	268	0	229	0	255	0	155	0	2,415	32
	ure E-Marketing	0	0	0	0	0	0	0	0	3	0	1 0	0	0	0	0	0	0	0	0	0	0	0	0	4	0
	ure E-Marketing	3	34	10	47	11	16	9	0	30	0 2	7 0	14	0	18	0	24	0	37	0	17	0	13	0	213	97
FLAUSA.com Leisu	ure E-Marketing	0	2	4	0	2	0	1	0	3	0	0 0	0	0	0	0	0	0	1	0	0	0	0	0	11	2

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		Oct	ober	Nove	ember	Dece	ember	Jan	uary	Febr	ruary	Ma	ırch	Ap	ril	М	ay	Jı	ıne	Jı	uly	Aug	gust	Septe	ember	To	otal
		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 200
Friend/Relative	Leisure E-Marketing	0	0	0	0	0) (0	(0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	
Other/Unknown	Leisure E-Marketing	0	2	0	5	0) 4	1 0	(0	0	0	0	0	0	5	0	3	0	1	0	7	0	6	6 0	22	
ParadiseCoast.com	Leisure E-Marketing	312	326	290	197	218	336	527		582	0	447	0	449	0	583	0	383	0	378	0	468	0	317	7 0	4,954	. 8
Travel Agent	Leisure E-Marketing	0	0	0	0	0	0	0		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	. 0) 2	2 0		0	0	1	0	1	0	0	0	1	0	2	0	0	0	0) (5	
VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	0) 1	1 0		0	0	0	0	0	0	0	0	2	0	0	0	0	0	0) (2	
VisitFlorida.com - Germany	Leisure E-Marketing	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	1	0	0	0 0) 1	1 0		40	0	4	0	5	0	1	0	1	0	3	0	0	0	0	0 0	54	
TOTAL Leisure E-Marketing:		439	400	379	253	319	360	634		966	0	863	0	692	0	819	0	682	0	652	0	748	0	491	1 0	7,620	1,0
Newspaper Domestic NE/MW:	N													اء ا													
Friend/Relative	Newspaper Domestic NE/MW	70	0		0	0	, ,				0	180	0	0	0	1	0		0	0	0	0	0	0	, ,	1	
Preprint In-State Fall 2006	Newspaper Domestic NE/MW	70	0	10	U	2		970		101	U	.00	0	9	0	1	U	1	0	U	0	0	0	0) (1,344	
Preprint Out-State Fall 2006	Newspaper Domestic NE/MW	0	0	12	0	0	0 0	2,976		724	0	1,139	0	2	0	0	0	0	0	0	0	0	0	0	0	4,853	
Other/Unknown	Newspaper Domestic NE/MW	0	4	0	2	0	17	7 0		0	0	1	0	3	0	16	0	3	0	4	0	0	0	3	3 0	30	
St. Paul Pioneer Press	Newspaper Domestic NE/MW	0	0	0	0	0) 4	4 0	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TMG Newspaper Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	(0	0	0	0	0	0	0	0	0	0	52	0	17	0	0	0	69	
TMG Out of State Insert	Newspaper Domestic NE/MW	0	1	0	0	0) (0		1	0	0	0	1,670	0	108	0	71	0	1	0	1	0	0	0	1,852	
Union Tribune	Newspaper Domestic NE/MW	0	0	0	0	0) 1	1 0	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Valassis FSI	Newspaper Domestic NE/MW	0	0	0	0	0) () 1	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Visit Florida In State Fall 07	Newspaper Domestic NE/MW	0	4	0	1,732	0	656	6 0	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,3
Visit Florida In State Insert	Newspaper Domestic NE/MW	0	0	0	0) 0) () (0	0	0	0	0	0	0	0	0	0	1,288	0	0	0	0) (1,288	,
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	n	n	n	n) 0) () 1	,	0	0	n	n	n	n	1,613	n	3,565	0	., <u>_</u> _00	0 0	0	n	0) (5,178	
VF Vacation Values Jun 07	Newspaper Domestic NE/MW	0	0	0	- 0		, ,			0	-		0	0	0	.,013	- 0	1,879	0		0		0	-		1,879	
	IACARShaher Domestic IAE/IAIAA	70	0	20	4 704		0-70	200		999	-	4.300	0	1.004	0	4 722	-		-	1345		18	0	-			_
TOTAL Newspaper Domestic NE/MW:		70	9	22	1,734	2	678	3,947		826	0	1,320	0	1,684	0	1,739	0	5,519	0	1,345	0	18	0	3	PI 0	16,495	2,4
Niche Markets (Bridal/Honeymoon):																											
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	32	0	9	0	1	0	14	(0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	59	
FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon)	0	6	23	9	341	20	525		175	0	67	0	38	0	18	0	11	0	13	0	10	0	3	3 0	1,224	
FL Wedding & Honeymoon Jan/Feb 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	236	6 0	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	707	2	464	0	147	, (128		48	0	37	0	18	0	26	0	21	0	21	0	13	0	9	9 0	1,639	
FL Wedding & Honeymoon Jul/Aug 07	Niche Markets (Bridal/Honeymoon)	0	32	0	23	0) 5	5 0	(0	0	0	0	0	0	8	0	377		458		143	0	79	9 0	1,065	
FL Wedding & Honeymoon Mar/Apr 06	Niche Markets (Bridal/Honeymoon)	15	0	13	0) 1) 6		0	0	4	0	n	0	0	0	0	0	0	0	0	0	0) (39	
FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	n	11	n	11	0	3	3 64		517	0	536	n	231	n	58	n	42	n	40) 0	16	n	q	9 0	1,513	
FL Wedding & Honeymoon May/Jun 07	Nich Markets (Bridal/Honeymoon)		21		15	,		3 0	-	0.7	-	38		422	0	447		221		103		48		21	1 7	1,300	
		-	- 21	-	15			1 -		-	_	30	-	422	0		-	221	-	103		40	-	- 21	1 2	1,300	
FL Wedding & Honeymoon Sept/Oct 06	Niche Markets (Bridal/Honeymoon)	0		0	1		,			0	0	0	0	0	0	0	0	0	0	- 0	0		0				-
FL Wedding & Honeymoon Sept/Oct 07	Niche Markets (Bridal/Honeymoon)	0	207	0	75	0	32	2 0		0	0	0	0	0	0	0	0	0	0	76	0	390	0	424	+ C	890	3
FL Wedding & Honeymoon Nov/Dec 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	4	1 0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0) (0	
FL Wedding & Honeymoon Nov/Dec 07	Niche Markets (Bridal/Honeymoon)	0	243	0	348	0	86	6 0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	(0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	
TOTAL Niche Markets (Bridal/Honeymoon):		754	522	509	483	490	392	737		740	0	683	0	712	0	557	0	672	0	711	0	620	0	545	5 0	7,730	1,3
Niche Markets (ECO):																											
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0) (1) (39		34	0	18	0	9	0	0	0	0	0	0	0	0	0	0	0 0	100	
Audubon Nov/Dec 06	Niche Markets (ECO)	n	n	167	0	72) 2		0	0	1	n	1	0	n	0	0	0	n	0	0	0	0) (243	
Audubon Nov/Dec 07	Niche Markets (ECO)	0	0	.07	145		48	3 0	-	0	-	-		,	0	0	- 0	- 0	0	0	0	0	0	-) 0	240	1
		-	-	-	140	_	40	1 .		-	-	-	-	-	0	-	-	-		-			-	-	1 -	-	
Audubon Mar/Apr 07	Niche Markets (ECO)	0	1	0	0	. 0		1		0	0		0	3	0	1	0		0	0	0	1	0	0		8	
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0		0		0	0	168	0	83	0	49	0	35	0	13	0	13	0	4	1 0	365	
Echo Encounter Mar 07	Niche Markets (ECO)	0	0	0	0	0	0	0		0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Everglades Kayaking Story	Niche Markets (ECO)	0	0	0	0	0) 2	2 0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	0	199	(0	0	2	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	86	0	269	0	10	0	0	0	0	0	0	0	0	0	365	
Nat'l Geo Trvlr May/Jun 07	Niche Markets (ECO)	0	2	0	0	0) 1	1 0	(0	0	0	0	0	0	348	0	206	0	83	0	42	0	2	2 0	681	
Nat'l Geo Trvlr Oct 07	Niche Markets (ECO)	0	290	0	54	0	26	6 0	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	;
Undiscovered Florida	Niche Markets (ECO)	0	0	0	0	0) (0	(0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	
TOTAL Niche Markets (ECO):		0	293	167	199	72	77	7 241		34		278	n	365	0	409	n	241	0	96	0	56	n	6	5 0	1,965	
			233	107	133	1 12		2+1				2/0		505	U	703		241		30		30			1 "	1,000	
Niche Markets (Fishing):																											
FL Fishing & Boating Guide	Niche Markets (Fishing)	0	1	0	0	1	0	1	(1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
TOTAL Niche Markets (Fishing):		0	1	0	0	1	0	1	(1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Niche Markets (Golf):																											
Golf Magazine	Niche Markets (Golf)	0	0	0	0	0) (3		0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	5	
	•	•		•		•	•	•	•		•	•				-		•	•	•	•	•	•		•		

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		Oct	ober	Nove	mber	Dec	ember	Jar	uarv	Febr	uarv	Ma	rch	Aı	oril	М	lay	Ju	ine	Ju	lv	Aug	gust	Septe	mber	Tc	otal	¬۲
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007		YTD 2007	YTD 200	18
Other/Unknown	Niche Markets (Golf)	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
TOTAL Niche Markets (Golf):	· · · · ·	0	0	0	0	() (0 3	. (0	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	6		0
Niche Markets (Senior):			-	-			-								-	-			-						-		_	=
AAA Car & Travel Jan 08	Niche Markets (Senior)	0	0	0	0	(1 0		0	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0		1
AAA Home & Away Jan/Feb 08	Niche Markets (Senior)	0	0	0	0) .	1 0		0 0	0	0	0	0	0	0		0	0	0	0	0	0	0	0	0		1
AARP Sept/Oct 06	Niche Markets (Senior)	1,106	0	195	0	34	1 (1 1	,) 1	0	0	0	0	0	0		0	0	0	0	0	0	0	0	1,337	\vdash	
AARP Sept/Oct 07	Niche Markets (Senior)	0	0	0	0) (0 0		0 0	0	0	0	0	0	0		0	0	0	0	0	0	1	0	1		0
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0) (0 2) 2	0	4,186	0	1,020	0	263		61	0	0	0	0	0	0	0	5,534		0
Audubon/Corkscrew Mar/Apr 07	Niche Markets (Senior)	0	0	0	0) (0 0		0 0	0	.,0	0	0	0	0		0	0	5	0	0	0	0	0	5		0
Reader's Digest June 07	Niche Markets (Senior)	0	0	0	0) (0 0		0 0	0	0	0	0	0	0		3,306	0	611	0	564	. 0	42	0	4,523		0
TOTAL Niche Markets (Senior):		1,106	0	195	0	34	1	2 3		3	0	4,186	0	1,020	0	263	0	3,367	0	616	0	564		43		11,400		2
		1,100					1					,,		.,				-,										
TV / Target Markets:	**************************************																											_
PITV	Television	0	0	0	0		, ,			0	0	U	0	0	0	0			0	0	0	0	-	0	0	u		U
Chicago - Comcast	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	23	0			1	0	2	0	0	0	0	0	33	—	0
Chicago - WBBM	Target Markets	0	0	0	0		, (0 -		0	0	0	0	3	0	0	-	5	0	1	0	0	0	0	0	9		0
Chicago - WLS	Target Markets	0	0	0	0	() (0 0		0	0	0	0	11	0	8	0	12	0	11	0	0	0	0	0	42		0
Chicago - Unknown	Target Markets	0	0	0	0	() (0 0		0	0	0	0	2	0	4	0	7	0	3	0	0	0	0	0	16		0
Florida Cable Program	Target Markets	0	1	0	0	() (0 0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	—	1
Miami - WSNV FOX	Target Markets	0	0	1	1	_ ′	1 (0 0		0	0	0	0	7	0	4		5	0	0	0	0	0	0	0	18		1
Miami - WTVJ NBC	Target Markets	0	0	0	1	() (0 0		0	0	0	0	1	0	5	0	3	0	1	0	0	0	0	0	10		1
Miami/Ft Laud - Comcast	Target Markets	0	1	0	0	() (0 0	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		1
Miami/Ft Laud - WBFS	Target Markets	0	1	1	1	() (D C	(0	0	0	0	10	0	1	C	1	0	0	0	0	0	0	0	13	<u> </u>	2
Miami/Ft Laud - WFOR	Target Markets	0	1	1	3	() (D C	(0	0	1	0	3	0	2		1	0	0	0	0	0	0	0	8	<u> </u>	4
Miami/Ft Laud - WPLG	Target Markets	0	2	1	3	() (0 0	(0	0	0	0	8	0	4		1	0	0	0	0	0	0	0	14		5
Miami/Ft Laud - WSFL	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	1	0	0	C	0	0	0	0	0	0	0	0	1		0
Miami/Ft Laud Unknown	Target Markets	0	0	21	0		1 (0 0	(0	0	0	0	2	0	14		7	0	1	0	0	0	0	0	46		0
New York - Comcast	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	11	0	9	0	2	0	1	0	0	0	0	0	23		0
New York - WABC	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	9	0	23	0	2	0	0	0	0	0	0	0	34		0
New York - WCBS	Target Markets	0	0	0	0) (0 0		0	0	0	0	3	0	3	0	2	0	0	0	0	0	0	0	8		0
New York - WNBC	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	10	0	11	0	5	0	3	0	0	0	0	0	29		0
New York - Unknown	Target Markets	0	0	1	0	() (0 0	(0	0	0	0	1	0	7		2	0	3	0	0	0	0	0	14		0
Orlando - Brighthouse	Target Markets	0	0	0	0) (0 0		0	0	0	0	6	0	2		0	0	1	0	0	0	0	0	9		0
Orlando - WESH	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	2	0	2		0	0	0	0	0	0	0	0	4		0
Orlando - WFTV	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	0	0	0	0	5	0	1	0	0	0	0	0	6		0
Orlando Unknown	Target Markets	0	0	0	0	() (0 2		0	0	0	0	9	0	8	0	5	0	2	0	0	0	0	0	26		0
Other/Unknown	Target Markets	0	0	0	0	() (0 0		0 0	0	0	0	4	0	6	0	6	0	1	0	0	0	0	0	17		0
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	7	0	2		0	0	0	0	0	0	0	0	9		0
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	0	0	2		1	0	1	0	0	0	0	0	4		0
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	0	0	1	C	0	0	1	0	0	0	0	0	2		0
Tampa/St. Pete - WTTA	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	0	0	0	C	2	0	0	0	0	0	0	0	2		0
Tampa/St. Pete Unknown	Target Markets	0	1	2	0	() (0 0	(0	0	0	0	2	0	6	0	13	0	7	0	0	0	0	0	30		1
West Palm Beach - Comcast	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	3	0	1	0	1	0	0	0	0	0	0	0	5		0
West Palm Beach Unknown	Target Markets	0	0	11	0	() (0 0	(0	0	0	0	1	0	5	0	4	0	1	0	1	0	0	0	23		0
West Palm Beach - WFLX	Target Markets	0	0	0	0	() (0 0	(0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0
West Palm Beach/Ft. Pier - WPBF	Target Markets	0	0	0	1	() (0 0	(0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1		1
West Palm Beach - WPEC	Target Markets	0	0	0	1	() (0 0		0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2		1
West Palm Beach - WPTV NBC	Target Markets	0	0	0	0	() (0 0		0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	0	3		0
West Palm Beach - WTVX	Target Markets	0	0	0	0	() (0 0		0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2		0
TOTAL TV / Target Markets:		0	7	39	11	:	2 (0 2		0	0	1	0	142	0	139	0	93	0	44	0	1	0	0	0	463		18
Travel Agent Directories:																												=
FL Official Tvl Ind Jan-Dec 07	Travel Agent Directories	0	n	n	n) (1	-	n	0	1	n	n	n	0	-	0	0	n	0	0	0	0	n	2		0
TIA Discover America	Travel Agent Directories	0	n	n	75	,		0 0	-) 0	n	0	n	n	n	0	-	0	n	0	0	0	0	0	n	0	 	75
TIA See America	Travel Agent Directories	n	n	n	n) () 1) 0	n	0	n	n	n	0	-	0	n	0	n	n	n	0	n	1		0
TOTAL Travel Agent Directories:	gont oncotoned	n	n	n	75) (0 2		0 0	0	1	n	0	0	0	0	0	0	0	0	0	0	0	n	3		75
TO THE THREE Agent Directories.		U			13		1	1 4		1 0	U	'	U	U		0		U		U	0	0	0	U		3		<u>=</u>

		Octo	ober Nov		vember Dec		ember	January		February		March		April		M:	av	Ju	ine	July		Aug	aust	Septem		To	otal
		2006	2007	2006	2007	2006			2008		2008						2008		2008		2008		2008			YTD 2007	
Miscellaneous:		2000	200.	2000	200.	2000	2001	200.	2000	200.	2000	200.	2000	200.	2000	200.	2000	200.	2000	200.	2000	200.	2000	200.	2000	115 2001	112 2000
Naples, Marco Island, Everglades CVB	1	0	0	0	1	0	1 1	5	0	28	0	95	0	1	0	0	0		0	0	0	2	0	0	0	131	2
Friend/Relative		0	3	0		0	1	6	0	20	0	14	0	19	0	24	0	0	0	0	0	3	0	1	0	78	12
Other/Unknown		10	3	1	8	0	5	52	0	43	0	48		44	0	16	0	17	0	3	0	3	0	9	0	246	
Travel Agent		0	2	. 0	3	0	2	2	0	8	0	12		1	0	1			0	2	0	5	0	3	0	37	
Target Markets		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
TOTAL Miscellaneous:	L	10	8	1	17	0	12	65	0	81	0	169	0	65	0	41	0	20	0	14	0	14	0	13	0	493	37
SUB TOTAL (excludes Special Fulfill):		3,489	1,449	1,519	2,837	1,285	1,574	6,002	0	2,770	0	7,669	0	4,822	0	4,201	0	11,149	0	11,458	0	7,223	0	1,231	0	63,340	5,860
SPECIAL FULFILLMENT:																											
MEETING PLANNERS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	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	C	0	0	0	0	0	0	0	0	0	0
HSMAI Affordable Conference		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	1,531	0	1	0	1,532	0
Mid America Pre-Show		0	0	0	0	0	0	0	0	0	0	1,071	0	0	0	0	C	0	0	0	0	0	0	0	0	1,071	0
MPISEC		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	481	0	0	0	481	0
TSAE Education Day Show		0	409	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0	0	0	0	0	409
Springtime 07		0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,209	C	0	0	0	0	0	0	0	0	2,209	0
*Post Show Followup		76	0	0	0	0	0	169	0	0	0	0	0	0	0	0	C	0	0	0	0	0	0	0	0	245	0
ConferenceDirect Show		0	0	0	0	0	0	0	0	132	0	0	0	0	0	0	C	0	0	0	0	0	0	0	0	132	0
Florida Huddle		0	0	0	0	0	0	0	0	88	0	0	0	0	0	0	C	0	0	0	0	0	C	0	0	88	0
FL Marketplace		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0	0	46	0	46	
FSAE Annual Conference		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	129	0	0	0	129	
Glamour		0	0	0	0	0	0	0	0	0	0	101	0	0	0	0	C	0	0	0	0	0	0	0	0	101	0
HSMAI Affordable Meetings		0	0	0	0	0) (0	0	0	0	0	0	0	0	0	C	0	0	0	0	0	0	79	0	79	0
MPISEC		0	0	0	0	0) (0	0	0	0	0	0	0	0	0	C	0	0	0	0	0	0	176	0	176	
MPIWEC		0	0	0	0	0) (0	0	0	0	0	0	0	0	0		0	0	0	0	56	-	6	0	62	
Planning Connection		0	0	0	0	0) (0	0	0	0	179	0	0	0	0		0	0	0	0	0	0	0	0	179	
Chicago VIP		0	0	0	0	0		0	0	0	0	51	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	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	.00	0	0	0	0	0	0	0	0	0	0	0	8	0
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	75	0
TSAE Education Day Show		0	21	0	- 0	- 0	, ,	0	0	0	0	0	0	0	0	,,,		0	0			0	- 0	0	0	0	
Orlando PYM Event	-	0	- 21	0	-	0	, ,	0	0	0	0	0	0	0	0	04		0	0	0		0	0	0	0	94	
		0	0	0	0	0	, ,	0	0	0	0	0	0	0	0	94			0	70		0	0	0	0		
DC Springtime		0	- 10	0	- 10	0	, ,	0	0	0	0	0	0	0	0	0		-	0	76	0	- 10	0		0	76	
Meeting Planner Kit		0	12	0	10	0	/	2	- 0	52	0	3	0	3	0	0		_ ′	0	11	0	19	0	14	0	60 53	
TOUR OPERATORS		0	0	0	0	0	3	0	0	52	0	0	0	0	0	0	C	0	0	0	0	0	0	1	0		
TRAVEL AGENTS		304	0	0	2	0	0	1	0	0	0	22	0	113	0	0	0	0	0	0	0	0	0	0	0	440	
AAA Travel Conference		0	0	0	0	0	302	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	302
GOLF GUIDE		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0	0	0	0	0	0
Play Florida Golf		114	0	123	0	0	0	0	0	1,185	0	975	0	3,519	0	0	0	322	0	0	0	251	0	210	0	6,699	0
Other Golf		0	2	0	1	0	0	0	0	0	0	0	0	0	0	65	C	0	0	0	0	0	0	0	0	65	3
SPA 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	
BOATING & FISHING 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
PROMOTIONS		0	0	0		-	, ,	0	n	0	n	0	0	0	n	0	-	0	0	-		0	-	0	n	0	0
AMEX		-	0	- 0	^	^	1 0	0	0	0	^	102	0	0	0	- 0	-		0	-	_ ^		^	-		102	_
Summer VIP		0	0	0	_ ^	-		0	0	0	0	224	0	12	0	0	-		0	4	^	0	-	-	-	237	
PR MAILINGS	-	0	0	0	-	-	-	0	- 0	0	0	224	0	12	0	0	-	0	0	 	0	-	-	-	-	237	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	0
Press Kit - Media		0	0	25	1	0	0	45	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	74	1
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	1	0
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	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	23	0
WEDDING GUIDE		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0	0	0	0	0	0
SMERF GROUP LEADERS		0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	C	0	0	0	0	0	0	0	0	94	0
MAILINGS TO PARTNERS		197	0	0	0	0	1	0	0	0	0	259	0	475	0	65	C	0	0	354	0	0	0	0	0	1,350	1
MAILINGS FOR PARTNERS		0	0	0	0	0) (0	0	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	
COLLIER FILM COMMISSION		0	0	n	0		,	1	n	n	0		0	0	n	n	,		n		-	0	-	n		1	0
TOTAL SPECIAL FULFILLMENT:		691	444	148	14	0	313	321	0	1,551	0	3,086	0	4,230	0	2,508	-	329	0	442	0	2,467	0	533	0	16,306	771
		_							U		U		U		U		U					_	U				
GRAND TOTAL OF REQUESTED PUBS:		4,180	1,893	1,667	2,851	1,285	1,887	6,323	0	4,321	0	10,755	0	9,052	0	6,709	0	11,478	0	11,900	0	9,690	0	1,764	0	79,646	6,631

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		October November De		Dece	ember	Jan	uary	February	March		April		May		y Ju		Ju	uly		gust	September		Tota	al		
		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
PARADISE COAST WEBSITE LEADS:							•		•				<u>'</u>													
aaa - AAA Going Places		0	0	1	0	0	0	0	C	0 (0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
aaa.ParadiseCoast.com		0	1	0	0	1	4	3	0	2 (0 42	0	3	0	43	0	1	0	5	0	7	7 0	8	0	115	5
af - Arthur Frommers		0	1	2	1	0	7	10	C	1,238	90	0	26	0	6	0	11	0	2	0	1	0	7	0	1,393	9
au - Audobon		0	0	112	6	37	1	9	C	3 (0 5	0	0	0	1	0	0	0	1	0	0	0	0	0	168	7
cl.paradisecoast.com		0	0	0	2	0	58	0	0	0 (0 0	0	0	0	0	0	2	0	0	0	1	0	0	0	3	60
cp - paradisecoast.com		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
cs - Convention South		0	0	0	0	0	0	0	0	0 (0 0	0	1	0	0	0	0	0	2	0	0	0	0	0	3	0
df - paradisecoast.com		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
echo-paradisecoast.com		0	580	0	117	0	0	0	0	0	0 69	0	1	0	5	0	0	0	0	0	1	0	98	0	174	697
ek - Every Kiss Magazine		0	0	0	0	0	0	0	C	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
fg - Summer Family Getaway		0	0	0	0	0	0	0	C	0	0 0	0	0	0	0	0	0	0	0	0	31	0	0	0	31	0
fly - Southwest Airlines Inflight magazine Spirit		0	0	2	0	3	0	3	C	0	0 0	0	0	0	0	0	0	0	0	0	0	0	1	0	9	0
free - 4th Night Free ads		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
fv - FLAUSA Official Vacation Guide (2005)		0	15	7	3	6	10	9	0	24	0 2	0	39	0	4	0	14	0	14	0	59	0	6	0	184	28
gg.paradisecoast.com		0	4	0	51	0	1	0	0	0	0 0	0	0	0	0	0	62	0	10	0	21	-	0	0	93	56
golf - Play FL Golf		0	3	0	1	0	0	879	0	217	0 9	0	2	0	6	0	0	0	2	0	2	2 0	1	0	1,118	4
gt - Group Tour		0	0	0	0	0	0	1	0	0	0 0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0
gtl - Group Tour Leader		0	0	0	0	1	0	2	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
ip - Florida International Travel Planner		0	0	0	1	0	0	2	0	3	0 3	0	0	0	0	0	1	0	1	0	1	0	1	0	12	1
is - Preprint In-State		1,769	461	1,793	125	1,461	9	723	0	374	197	0	71	0	76	0	79	0	144	0	110	0	108	0	6,905	595
mb - Modern Bride		0	0	1	0	0	0	5	0	1	0 1	0	1	0	0	0	4	0	0	0	0	0	0	0	13	0
mh - Miami Herald		1,895	752	2,066	418	1,267	234	804	0	486	314	0	309	0	251	0	280	0	198	0	170	0	294	0	8,334	1,404
ml - MNI Home Network		0	0	0	0	0	0	0	C	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
nta - NTA Courier		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
os - Orlando Sentinal		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
pb - Palm Beach Post		30	0	2	0	0	0	0	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	35	0	67	0
pym - Plan Your Meetings		0	0	0	0	1	0	1	0	1	0 1	0	1	0	0	0	0	0	0	0	0	0	0	0	5	0
rd - Readers Digest		0	0	0	0	0	0	0	C	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
sa - Skylights		0	0	1	0	0	0	0	0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
sl - Southern Living		0	0	0	0	0	0	0	C	1 1	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
sm - Successful Meetings		1	0	0	0	0	0	0	C	0 (0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
ta - FL Official Industry Guide		0	870	0	452	0	192	1	C	7	0 2	0	1	0	0	0	39	0	1	0	133	3 0	173	0	357	1,514
tma - Tennis Life Magazine		0	0	0	0	0	0	0	C	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
uf - Undiscovered Florida		0	558	0	242	0	4	1	C	1 1	0 0	0	0	0	1	0	1	0	2	0	2	2 0	1	0	9	804
usa - USA Today Meetings Marketplace		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
uw - USA Weekends		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
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	4	0	1	0	5	0	0	0 (0	0	0	0	0	0	0	0	44	0	0	0	0	0	44	10
wl - Waterline Magazine		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
www.paradisecoastblueway.com		0	2	0	4	0	6	0	C	0 (0 0	0	0	0	3	0	4	0	0	0	1	0	1	0	9	12
paradisecoast.milesmediagroup.com		0	0	0	1	0	2	0	0	0 (0 0	0	15	0	10	0	4	0	0	0	0	0	7	0	36	3
www.newsletter.paradisecoast.com		0	1	0	0	0	0	0	C	0 (0 0	0	5	0	0	0	0	0	1	0	1	0	0	0	7	1
www.paradisecoast.com		0	2	27	3	3	5	6	0	7 (0 2	0	10	0	2	0	1	0	1	0	3	0	2	0	64	10
www.paradisecoastnaples.com		0	4	9	0	11	0	11	0	6	5	0	4	0	28	0	24	0	39	0	42	2 0	41	0	220	4
www.sun.paradisecoast.com		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
TOTAL PARADISE COAST WEBSITE LEADS:		3,695	3,258	4,023	1,428	2,791	538	2,470	0	2,371	742	0	489	0	436	0	527	0	467	0	587	0	784	0	19,382	5,224
Total Views		243,783	370,246	217,847	300,476	237,603	343,101	367,112	0	328,680	250,609	0	247,900	0	352,566	0	381,873	0	403,283	0	371,811	0	303,185	0	3,706,252	1,013,823
Unique Monthly Visitors		54,529	96,851	59,941	83,190	74,245	89,648	94,903	C	85,457	78,290	0	73,191	0	90,945	0	94,150	0	112,252	0	112,235	0	90,160	0	1,020,298	269,689
										 													<u> </u>			

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

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Detailed Staff Reports	lΧ
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		Oct	October		November		December		January		February		March		April		May		June		uly	Au	gust	Sept	ember	To	otal
		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	() (1	0
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0) 1	1 () (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	() (1	0
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	0) () () (0	0) () (0 (() () (0	0) (0	() (0	0	0	() (1	0
Everglades Angler	Television	0	0	35	5 () (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	() (1	0
2007 PUBS WITH 2008 LEADS TOTALS:		5	0	36	6) (0	0) () (0	0	0	0	0	0	C) (0	0	0	C	0	41	0