



Tourist Development Council

January 28, 2008

PARADISE COAST

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



DIRECTOR'S REPORT

January 28, 2008

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TOURIST TAX COLLECTIONS

- **December (November Hotel Stays)**
 - **Actual December 07 vs. 06: - 6.8%**
 - **Projected vs. Actual 07 - 8.6%**
 - **FY 08 vs. 07 (Oct-Dec) 3 Month +6.0%**
 - **Calendar '07 vs. '06 (Jan-Dec) +4.9%**



Tourist Tax Collections History

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual Total
1999	\$488,066	\$364,773	\$433,180	\$345,039	\$308,092	\$429,610	\$512,719	\$8,263,375
2000	\$521,455	\$451,648	\$414,920	\$364,720	\$340,269	\$402,161	\$567,687	\$8,731,799
2001	\$553,759	\$410,521	\$484,722	\$361,650	\$217,367	\$318,386	\$453,326	\$8,856,028
2002	\$494,400	\$364,389	\$370,036	\$395,650	\$271,002	\$375,384	\$491,145	\$8,343,306
2003	\$553,456	\$398,901	\$426,851	\$408,007	\$340,101	\$377,056	\$585,332	\$8,535,397
2004	\$588,052	\$452,253	\$521,027	\$580,653	\$374,394	\$534,965	\$567,158	\$9,894,253
2005	\$661,153	\$507,831	\$542,394	\$385,377	\$338,173	\$523,284	\$836,793	\$10,706,176
2006	\$954,244	\$734,243	\$725,247	\$544,998	\$436,452	\$605,668	\$859,051	\$13,837,680
2007	\$907,302	\$746,001	\$710,183	\$622,286	\$525,638	\$689,286	\$800,592	\$14,343,027
Projecte d 2007	\$870,400	\$655,500	\$692,200	\$555,900	\$445,100	\$617,700	\$876,200	\$13,675,400



Director's Activities

- **Rotary Club of Pelican Bay Presentation**
- **Visit Florida Board & Committee Meetings**
- **HSMAI Conference Presentation**
- **Vakantiebeurs Trade Show- Netherlands**
- **Regional Meeting with Lee VCB on Airport Marketing**
- **UK Airline Presentation with RSW Marketing Staff**
- **Holocaust Boxcar Exhibit Opening- Naples Depot**



SEARCH ENGINE MARKETING

Sales & Marketing Technologies

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Web Site Trends

	October	November	December
Page Views	370,246	300,476	343,101
S.E. Referrals	14,972	14,965	20,661
Sessions	96,851	83,190	89,648
Sign-ups	15	18	24
PPC Contacts	44	52	52

Marketing Services Performed

- * Tracked and analyzed site traffic statistics to determine course of action
- * Tracked and adjusted Google and Yahoo PPC accounts
- * Submitted Wedding Contest to Social News/Network sites
- * Created Youtube account
- * Created WikiCompany listing
- * Blogged / will continue to blog later in month
- * Generated a report to summarize actions taken

Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
December	\$732.08	2,032	\$0.36	\$17.43	42
November	\$467.32	1,396	\$0.33	\$14.60	32
October	\$462.16	1,470	\$0.31	\$16.51	28

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
December	\$464.99	1,244	\$0.37	\$46.50	10
November	\$399.11	1,144	\$0.35	\$19.96	20
October	\$400.72	1,180	\$0.34	\$25.05	16



Website Activity

Miles Media Group

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WebSide Story

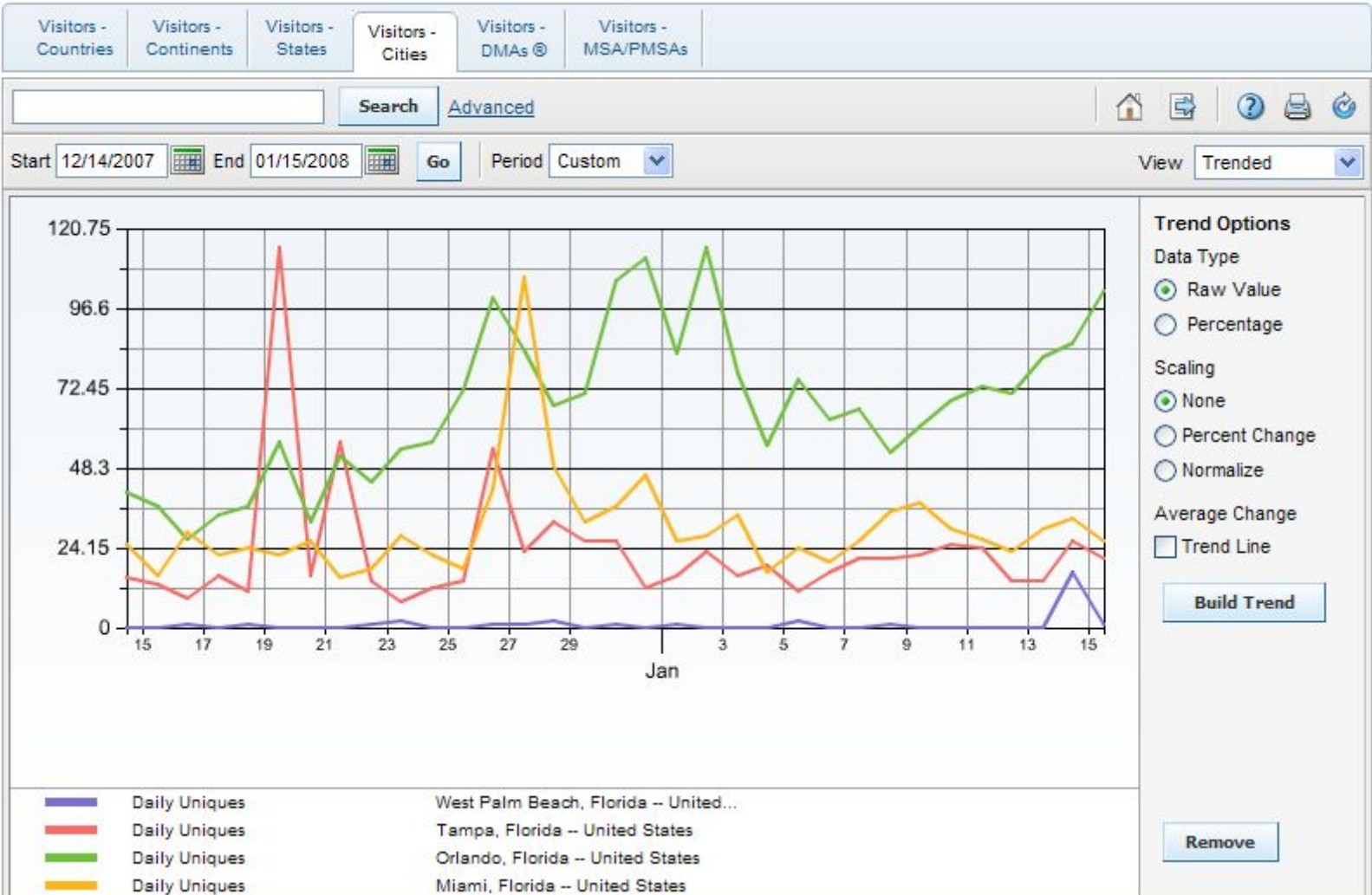
New Analytical Activity Tool

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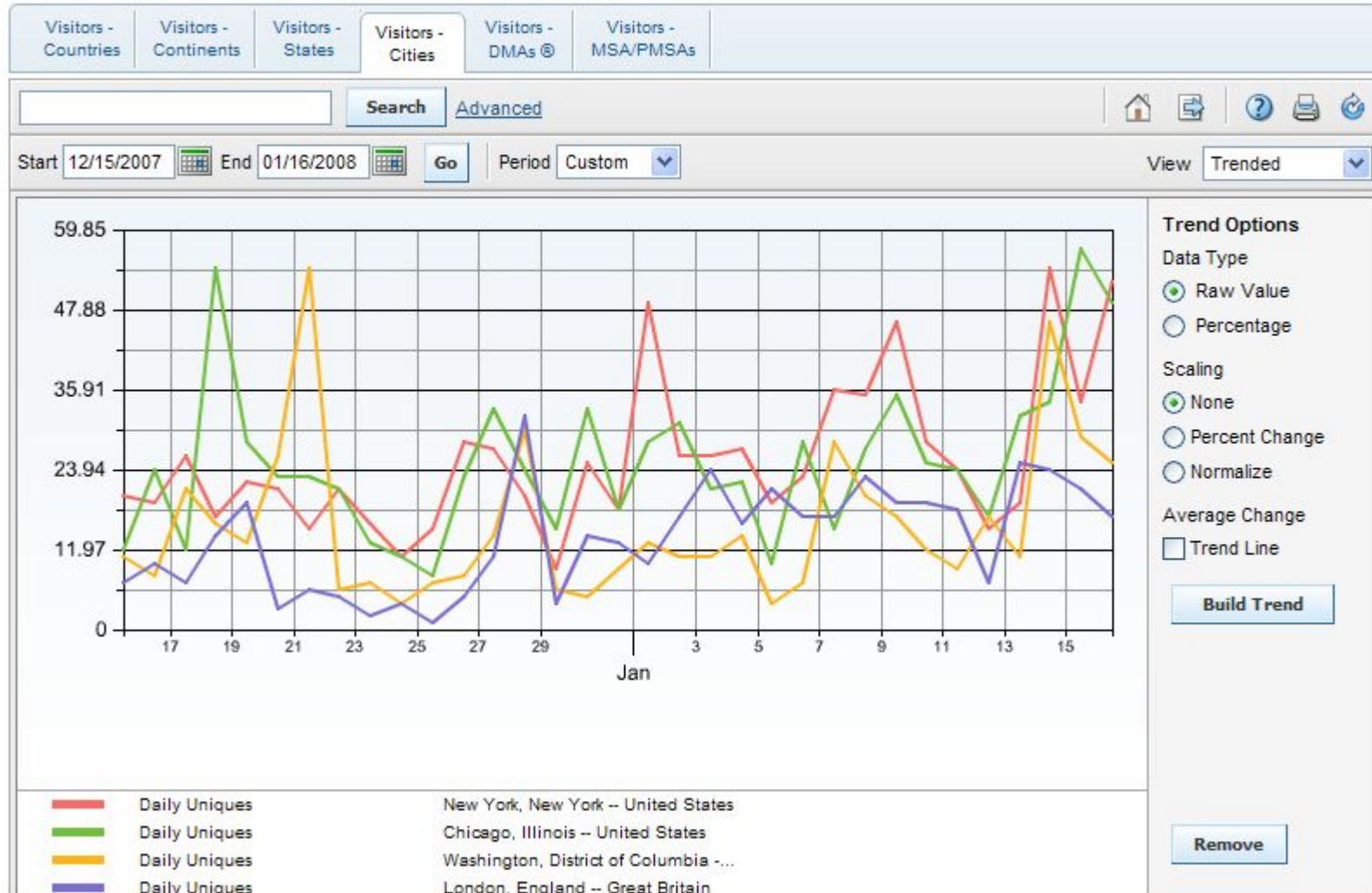
Visitors - Cities

Dec 14, 2007 - Jan 15, 2008



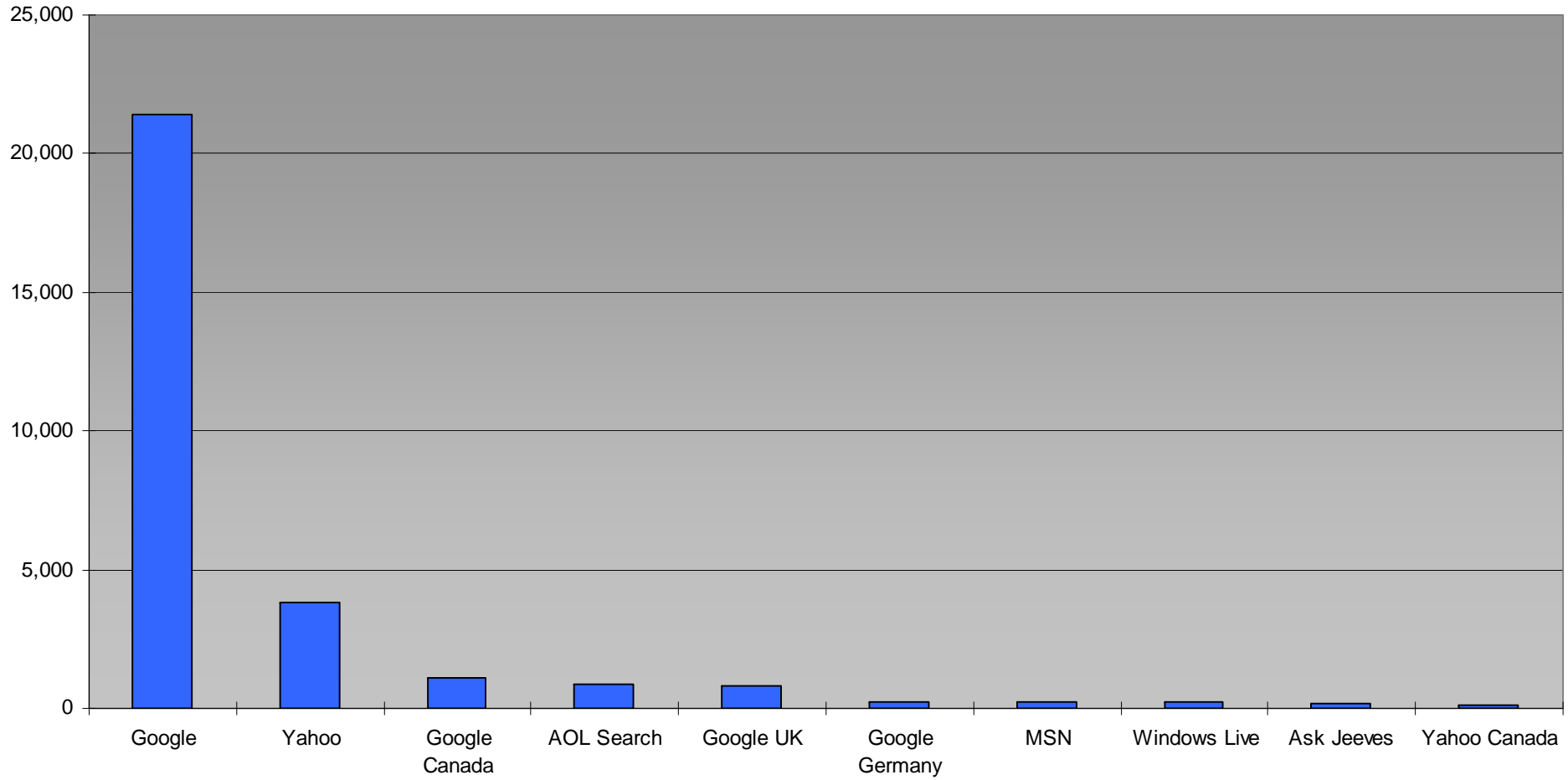
Visitors - Cities

Dec 15, 2007 - Jan 16, 2008

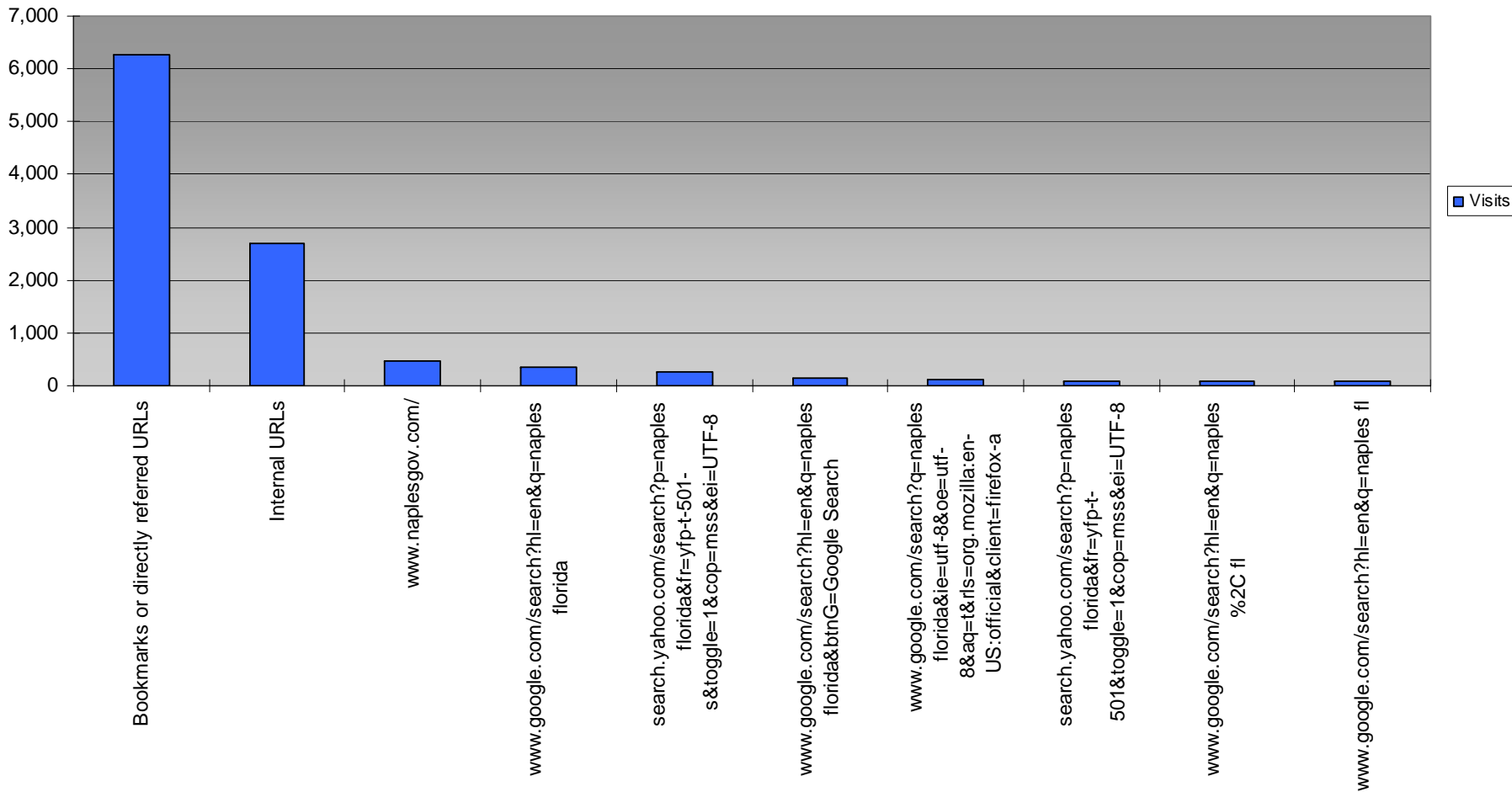


Search Engines > Clicks - Dec 15, 2007 - Jan 16, 2008 (Clicks)

Clicks



Referring URLs - Dec 15, 2007 - Jan 16, 2008 (Visits)





Smith Travel Research

December Activity

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Sales & Marketing Report

Debi DeBenedetto

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December / January 2007/2008 Sales Leads Report

- **14 Meeting RFP's sent to hotels since November**
 - **Over 5,000 potential room nights**
 - **Booked 6 groups with over 2,000 room nights**
 - **Sent leads from CMPCE**

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



Projects Working

- **Meeting Planner 08/09 Official Guide**
- **VIP Summer Promo Participation**
- **Wedding in Paradise Promotion**
- **New Paris e-comm Travel Agent FAM**
- **Florida Huddle Preparation**
- **Tourism Awards Preparation**



Debi's Trade Shows & Events

- **Christian Meeting Planners Conference & Expo**
- **Attractions Trade Show Expo**



Clyde Butcher Photos are now 37"x 27" with a 1.5" White Frame.

High Tables are 24" round. 6 are shown here.

Chairs have clear backs

8' table goes at each end. They have white tops and a black skirt.

Carpet is Sand colored.

Logo sign at top is 5'5"x1'6" with 3' white frame.

Wall to be built by tradeshow. Possibly printed fabric over a sturdy frame suitable for hanging the Photos.



Meeting RFP Production History

- **2005 sent 91 RFP's**
- **2006 sent 131 RFP's**
- **2007 sent 184 RFP's**
- **43% increase from 05 – 06**
- **40% increase from 06 - 07**



Public Relations Report

JoNell Modys

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PR Activities: Dec. 07/Jan. 08

- **Initiate work with new PR Agency BCF**
- **08 Visitor Guide – Final Edits**
- **Destination FAM around Naples Winter Wine Festival**
- **News Releases**
 - **SW FL Birding & Wildlife Festival**
 - **October & November Tourism Stats**
 - **HSMAI Awards**
 - **Wedding in Paradise**

Paradise Coast Blueway

Paddling Trail Update



- **Planned Blueway Ribbon Cutting rescheduled for March 29, 2008 from 9 am – 1 pm**
- **Working with County on location**
- **Web site – reviewing scope for interactive maps**



Media in Destination



- AAA Going Places feature on Marco Island
- www.BoomerGolf.com
- Golf Spielen – German Newspaper Insert
- Woman’s Day/Bergen County Mag/Style Mag DC
- www.BackRoadsWine.com
- JaxFax Travel Magazine – for travel agents
- Florida Trend, St. Petersburg Times
- Executive Traveler
- Cool magazine – Brazil and USA
- Travel + Leisure – extensive Naples story plus an Everglades story



Article Placement Results



- Getting closer to a YTD total for 2007
- Star Clip – the CVB was able to add information to an Associated Press syndicated news wire story including our Web site & phone #, as well as details about several hotels and restaurants featured in an Everglades Winter Kayaking story. It has run already in over 20 papers including the New York Times, Boston Herald, Atlanta Journal-Constitution, New York Sun and more. It is still being picked up by newspapers.



FILM OFFICE

Maggie McCarty



Film Activity



PRODUCTIONS

TOTAL 6

WORKING LEADS

ACTIVE/OPEN 9

TYPES

Documentary

Print

Catalog

Video





Film Activity

OPERATIONS

Film Florida Quarterly Meeting- Ft. Lauderdale

Film Commissioners Council

Passed AFCI Masters Exam

RALLY IN TALLY Event March 18

- ▶ Governor's Mansion Event
- ▶ Rotunda Interactive Display

SCOUTS

Priddy Ranch



'BIG CYPRESS' DOCUMENTARY

Loop Road
Turner River Road



Live Oak Productions
Elam Stolfus, director



Client: Dial Soap Pure & Natural Line



VIDEO: Open on a mother and daughter in a lush rainforest like setting
AUDIO: GIRL VO: "A cleaner world"
SFX: (music throughout)



Sports Marketing

Ralph Pryor

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Sports Marketing



FY'08 First Quarter Hotel Revenue Report October '07 - December '07

Average Room Rate	Total Room Block	Total Actual Room Nights	Revenue	Total SOCC Rebate	Tourist Tax Revenue
\$94.72	370	591	\$55,979.52	\$2,285.00	\$2,239.18

Ralph Pryor



Sports Marketing

Overview of All Events Oct. '07 – Dec. '07

January 28, 2008
 Staff Report Presentations VIII - 2
 33 of 46



EVENT FACTORS	Quantity	Multiplier	Event days	Total
How much will event organizers spend locally?				\$ -
How many adult out-of-area participant days expected?	600	\$ 102.00	2.25	\$ 137,700.00
How many youth out-of-area participant-days are expected?	720	\$ 51.00	2	\$ 73,440.00
How many out-of-area spectator-days are expected?	680	\$ 51.00	2.2	\$ 76,296.00
How many out-of-town media-days are expected?		\$ 102.00		\$ -
How many in-area spectator days are expected?	655	\$ 25.00	2.2	\$ 36,025.00
What is the expected event-site spending?	Concessions			\$ 15,342.75
What other expenditures, if any, are anticipated?				\$ -
Total direct impact =				\$ 338,803.75
	Output multiplier	1.73	Total output impact	\$ 586,130.49
			Employment impact	11.85813125
			Total earnings impact	182954.025
Transient lodging tax				\$ 2,710.43
Local option gasoline tax				\$ 928.52
Occupational license tax rev.				
Payment for use of public facility				\$ -
Total gross revenue				\$ 3,638.95
Funds expended by local government to attract the event or team				\$ -
Cost of additional public services required by the event or team				\$ -
Additional items				\$ -
Total expenditures				\$ -
Gross revenue				\$ 3,638.95
Net revenue				\$ 3,638.95
Overview of All Events				
1st Quarter FY '08 Sports Events Oct. - Dec. 2007				



Sports Marketing



Recent Events

- *Tour de Naples Bike/Run/Bike Duathlon @ NCRP – December 8, 2007 – 40 youths ages 9 to 14 competed for fun and prizes.*
- *NSA Co-Ed & Men's Softball New Year Kick Off Tournament @ NCRP & Veterans Community Park – 38 Teams; \$50,000.00 Direct Economic Impact.*
- *Kelme Florida Cup Youth Soccer @ NCRP & Vineyards Community Park – 115 Teams; Estimated Direct Economic Impact of \$225,000.00*

Ralph Pryor



Sports Marketing



Upcoming Events

- NSA Winter Nationals - February 15-18
- Southwest Florida Softball Challenge - February 23, 2008
- 2008 Bill Longshore High School Softball Tournament April 11 & 12
- Florida State Soccer Association 2008 State Cup April 26 & 27
- North Collier Spring Classic Soccer May 3 & 4
- 2008 Sunshine State Games Adult Flag Football Tournament May 17-18



Inquiry Reports

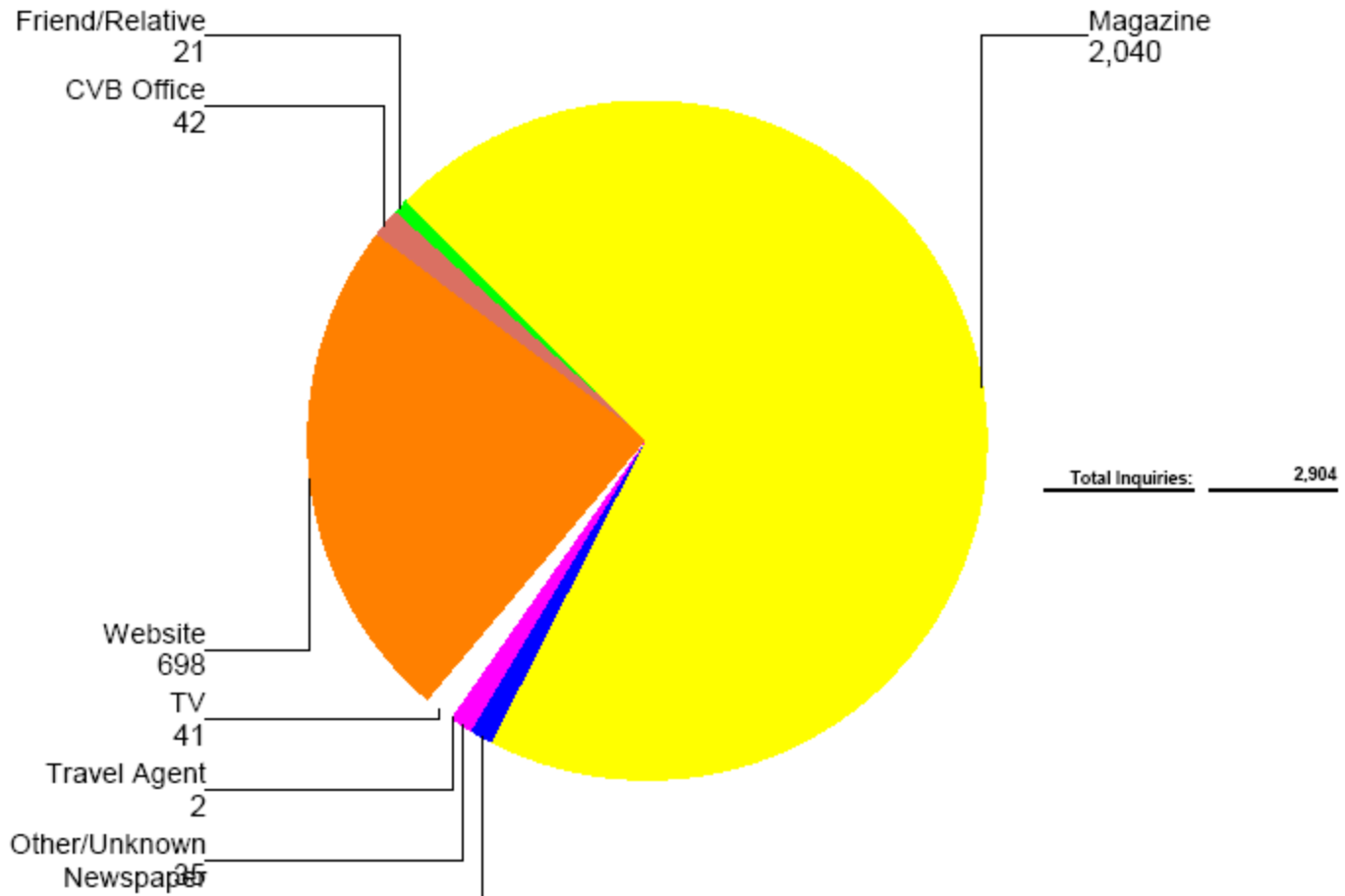
Ginny DeMas, Phase V

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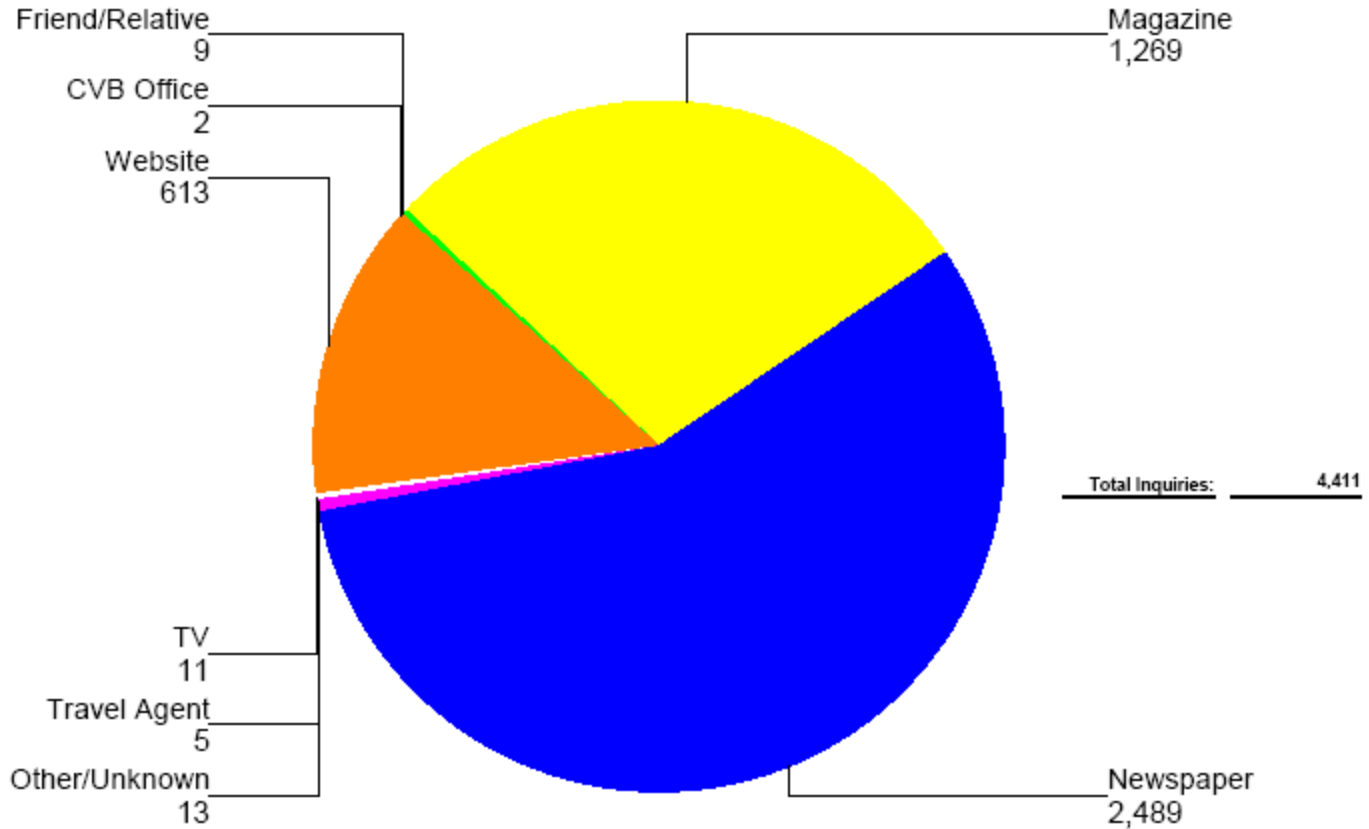
Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of November & December 2006

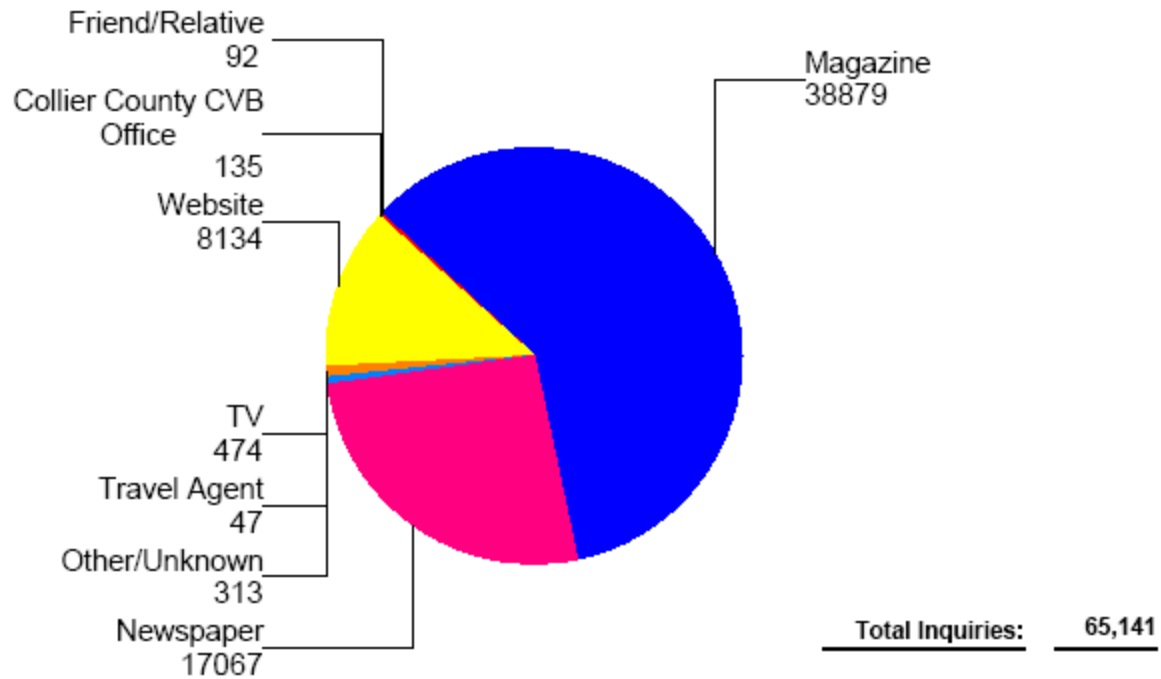


Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of November & December 2007



Naples, Marco Island, Everglades CVB Request Summary by Source 2007 Year to Date



Inquiries - Leading 6 States

Nov/Dec 2007

- Florida
- New York
- Ohio
- Pennsylvania
- Illinois
- California

Y-T-D

Florida
New York
Illinois
Pennsylvania
Texas
Ohio

Inquiries – Leading 4 Countries

Nov/Dec 2007

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

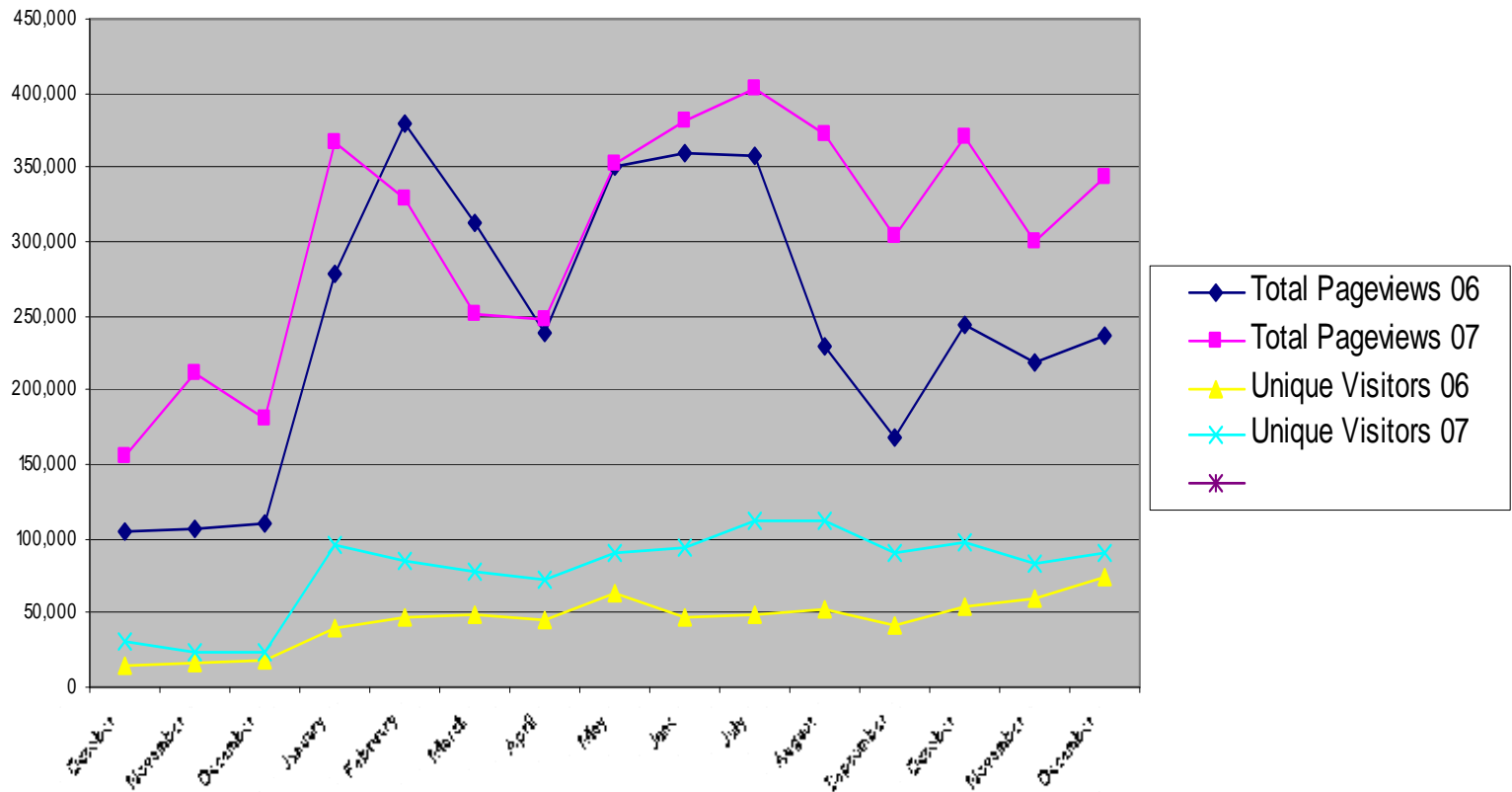
Y-T-D

USA

Canada

Germany

UK



**Collier County CVB
Inquiries by Type
Calendar Year**

	<u>Nov/Dec</u>	<u>Y-T-D</u>
Phone	419	2,054
Publications	4,015	58,02
Web site	617	8,701
Info@ParadiseCoast	4	56

SPECIAL FULFILLMENT

Nov & Dec 2007

PUBLICATION NAME	MONTH	YTD	% YTD
Other Golf	1	3	0%
Play FL Golf	0	461	12%
Golf Guide	1	464	12%
Play FL Golf	1	1	0%
Golf Guide	1	1	0%
Meeting Planner Kit	17	80	2%
Meeting Planner Kit	17	80	2%
Press Kit - Media	1	1	0%
PR Mailings	1	1	0%
Press Kit - Media	3	4	0%
PR Mailings	3	4	0%
AAA Travel Conference	302	302	8%
Travel Agents	304	304	8%
Grand Total:	313	3,778	

SPECIAL PROJECTS

	<u>Nov/Dec 2007</u>	<u>Y-T-D</u>
Hotel Bookings	8	153
Info Center Shipments	2,200	10,500
Press Inquiry Calls	125	355
Mtg Planner Calls	2	12
Storm Info Calls	0	11
Sports Council	1	1



Questions?

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