

Naples, Marco Island, Everglades CVB
Tasks Report

Created - Between 1/18/2008 - 2/7/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
1/18/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Registration for DERTOUR event for Jack to Attend May 11 - offered Fam and sites</i>				
1/18/2008	Debi's Activity Tracking Account	Sales - Send Sales Kit	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Sent info to Creative Escapes and assisted with vacation plan</i>				
1/18/2008	Debi's Activity Tracking Account	Sales - Send Sales Kit	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Sent followup MP guide to all attendance CMPCE</i>				
1/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Signed up with Visit Florida to send brochures to Bank one conference in Tx brochure dist.</i>				
1/18/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Sent new 2008 VG to Cultural arts forum with letter</i>				
1/18/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Signed and confirmed contract and details for Toruism week with Marriott</i>				
1/18/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Sent out specific leads to partners re followup CMPCE</i>				
1/18/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>Sent rfp to hotels re: Master painters conference</i>				
1/18/2008	Debi's Activity Tracking Account	General - Email	Closed	1/18/2008	1/18/2008	Debi DeBenedetto
		<i>follow up on Kid Friendly site - our stuff goes on line www.kidfriendlyonline.net Jan. 28th live</i>				
1/22/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/23/2008	1/23/2008	Debi DeBenedetto
		<i>Sent sales kit to Christina Webber NY MP next Jan or Feb 09 Corp 60 pp sent mp kit</i>				
1/22/2008	Debi's Activity Tracking Account	General - Drafted / Sent Letter	Closed	1/22/2008	1/22/2008	Nicole Haschak
		<i>Sent out minutes for Cultural Tourism Committee</i>				
1/22/2008	Debi's Activity Tracking Account	General - Meeting	Closed	1/23/2008	1/23/2008	Debi DeBenedetto
		<i>Conference call with Paradise and Charles about MP guide 1 hour</i>				
1/22/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/22/2008	1/22/2008	Nicole Haschak
		<i>Sent out email to partners about startup of Fifth Avenue Trollev & Valet Service</i>				
1/22/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/22/2008	1/22/2008	Nicole Haschak
		<i>Wrote and sent report on Christian Meeting Planners Conference to partners</i>				
1/22/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/22/2008	1/22/2008	Nicole Haschak
		<i>Sent out leads from Christian Meeting Planners Conference and Expo to partners</i>				
1/22/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	1/23/2008	1/23/2008	Debi DeBenedetto
		<i>Booked flights and hotel for two upcoming trips</i>				
1/23/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/23/2008	1/23/2008	Debi DeBenedetto

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
<i>Attended and disolav at SW Fla Attractions Association expo in Estero 4 hours</i>						
1/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/23/2008	1/23/2008	Debi DeBenedetto
<i>Partner communication various calls 1.5 hours</i>						
1/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/23/2008	1/23/2008	Debi DeBenedetto
<i>llunch with Debbie Newman Ronald McDonald house - Golf promo opporitvity to connect with area golfer - assisted her</i>						
1/23/2008	Debi's Activity Tracking Account	General - Email	Closed	1/23/2008	1/23/2008	Debi DeBenedetto
<i>emails. phone calls and show follow up 3 hours</i>						
1/24/2008	American Membrane Technology Association	Sales - Assisted Mtg Planner	Closed	1/24/2008	1/24/2008	Debi DeBenedetto
<i>Called today she is coming to Naples Grande with big meeting. Meet 10:15 NG to discuss overflow hotels. Steel Drum players and transport Co.</i>						
1/24/2008	American Membrane Technology Association	Sales - Send Sales Kit	Open	1/24/2008		
<i>Sent sales kit to planner form web rfp Manufactured Housina credit group May 08</i>						
1/24/2008	Debi's Activity Tracking Account	Sales - Media Contact	Open	1/24/2008		
<i>Sent attachements for fax from Association News for feature story on destiantion in April 08 issue Hotel MP arid and whats new along with planners t</i>						
1/24/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/24/2008	1/24/2008	Nicole Haschak
<i>sent invoice to Hilton for MPI Mtas Marketolace reastration</i>						
1/24/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	1/24/2008	1/31/2008	Debi DeBenedetto
<i>updatina MP free listina collection and list</i>						
1/24/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	1/24/2008	1/31/2008	Debi DeBenedetto
<i>VIP Promo list adding new entires</i>						
1/24/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/24/2008	1/24/2008	Nicole Haschak
<i>Sent out request to partners for free listing in 2008/2009Meeting Planner Guide</i>						
1/24/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/24/2008	1/24/2008	Debi DeBenedetto
<i>Sent cultural Arts forum letter with New Visitor Guide</i>						
1/24/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	1/24/2008	1/24/2008	Debi DeBenedetto
<i>sent MP solicitation out aaain</i>						
1/24/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	1/24/2008	1/24/2008	Debi DeBenedetto
<i>SEnt 25 VG to Hilton Head AAA office TA</i>						
1/24/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	1/24/2008	1/24/2008	Nicole Haschak
<i>reastered for upcomina loa & learn teleconference w/ VG</i>						
1/24/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	1/24/2008	2/6/2008	Nicole Haschak
<i>Sent 175 P to P's to Heather Whipple from WellCare for invitations to mtg in our area</i>						
1/24/2008	Debi's Activity Tracking Account	General - Email	Closed	1/24/2008	1/24/2008	Debi DeBenedetto
<i>Sent 25.000 brochures to distribute FI Suncoast per contract</i>						
1/30/2008	Debi's Activity Tracking Account	General - Email	Closed	1/30/2008	1/30/2008	Debi DeBenedetto
<i>Assisted Pamela with selah Tours for honemooon couple</i>						
1/30/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/30/2008	1/31/2008	Debi DeBenedetto
<i>Sent RFP for transportation for DMAI conference airprot transfers for April DMAI conf Paul Griffin</i>						
1/30/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	1/30/2008	1/31/2008	Debi DeBenedetto

* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 2/7/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
<i>Assisted Motorcoach operator with group itinerary for senior bus group 2 night stay Everglades. Victoria</i>						
1/30/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	1/30/2008	1/30/2008	Debi DeBenedetto
<i>Conference call with Ed Schmidt for Meeting planner guide editorial needs 1 hour</i>						
1/31/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	1/31/2008	1/31/2008	Debi DeBenedetto
<i>worked for 2 hours on meeting planner guide lists and photos and communication for sales.</i>						
1/31/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/31/2008	1/31/2008	Debi DeBenedetto
<i>Huddle follow up 2 hours</i>						
1/31/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	1/31/2008	1/31/2008	Debi DeBenedetto
<i>prepared for Boston sales calls. ship stuff and organized trip</i>						
1/31/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/31/2008	1/31/2008	Debi DeBenedetto
<i>Once again assisted Vision Sciences Shaunev Wilson for Mav conf. I helped book at NG for cheap restaurant list nearby and overflow hotels. 30 min.</i>						
1/31/2008	Debi's Activity Tracking Account	General - Email	Closed	1/31/2008	1/31/2008	Debi DeBenedetto
<i>General e mail is half of my day every day as most of my projects depend on it.</i>						
2/1/2008	Debi's Activity Tracking Account	Fam Escort	Closed	2/4/2008	2/4/2008	Debi DeBenedetto
<i>Escorted Karin with TUI Netherlands on site went to Inn at Pelican Bay, Lemon tree, Bellaseraa, Naples Bay Resort, NBH, Trianon Pier, Tin City, lunch</i>						
2/4/2008	AAA Williamsburg	Sales - Send Promotional Item / Collateral	Closed	2/4/2008	2/4/2008	Debi DeBenedetto
<i>Sent case of 08 VG</i>						
2/4/2008	Creative Escapes	Sales - Assisted Travel Agent	Closed	2/4/2008	2/4/2008	Niccole Haschak
<i>sent va and assisted with travel planning</i>						
2/4/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	2/4/2008	2/4/2008	Niccole Haschak
<i>assisted Karen Genaurdi with what to do while here on her family vacation</i>						
2/4/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	2/4/2008	2/4/2008	Debi DeBenedetto
<i>Staff meeting 3 hours</i>						
2/4/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	2/4/2008		
<i>working on Booking engine decision for website CVB compare notes and ask questions get information and research websites 2 hours</i>						
2/4/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	2/4/2008	2/4/2008	Debi DeBenedetto
<i>Contacted Pow Wow folks about changing booth so each partner can have own set of appointments.</i>						
2/4/2008	Expedia	General - Followup Call	Open	2/4/2008		
<i>sending her information on area attractions to highlight on Expedia website to help sell destination also sending her contact to attractions so they can</i>						
2/4/2008	Marlene's Travel Service	Sales - Send Promotional Item / Collateral	Closed	2/4/2008	2/4/2008	Debi DeBenedetto
<i>sent VG and note</i>						
2/4/2008	Marlene's Travel Service	Sales - Partner Contact	Open	2/4/2008		
<i>Sent memo to Pow Wow partners regarding how to get the most of pow wow and set meeting 1 hour</i>						
2/4/2008	Savvy Travel	PR - Submit info to media	Closed	2/4/2008	2/4/2008	Debi DeBenedetto
<i>Debi sent restaurant info and gave JoNell lead</i>						
2/4/2008	Vision Sciences Society	Sales - Assisted Mtg	Closed	2/4/2008	2/4/2008	Debi DeBenedetto

* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 2/7/2008

Assigned Sales Rep: Debi DeBenedetto

Detailed Staff Reports IX

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
Planner						
<i>Assisted with car rental information, dining and overflow hotels</i>						
2/5/2008	Collier County Museum	General - Worked on upcoming CVB event	Closed	2/5/2008	2/5/2008	Debi DeBenedetto
<i>Meeting with Nancy as intro and to promote North Collier Park share ideas etc</i>						
2/5/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	2/5/2008	2/5/2008	Debi DeBenedetto
<i>New web planner req</i>						
2/5/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/5/2008	2/5/2008	Debi DeBenedetto
<i>worked on partner newsletter and advisory roundtable discussions 1.5 hours</i>						
2/5/2008	NACM Midwest	Sales - Assisted Mtg Planner	Closed	2/5/2008	2/5/2008	Debi DeBenedetto
<i>sent mp kit</i>						
2/6/2008	Collinson Publishing	General - Worked on upcoming CVB event	Closed	2/6/2008	2/6/2008	Debi DeBenedetto
<i>Several phone conversations regarding meeting planner guide ads and emails</i>						
2/6/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	2/6/2008	2/6/2008	Debi DeBenedetto
<i>Worked 3 hours on TDC reports</i>						
2/6/2008	Debi's Activity Tracking Account	General - Email	Closed	2/6/2008	2/6/2008	Debi DeBenedetto
<i>General emails 3 hours daily</i>						
2/6/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/6/2008	2/6/2008	Debi DeBenedetto
<i>Contacted 3 co-op partners to participate in VIP program since they have ads, phone calls and email</i>						
2/6/2008	Jan Doets	General - Email	Open	2/6/2008		
<i>Assistance with golf tee time contact for client</i>						

Total Tasks: 63

* Task is assigned to multiple people



PR & Communications – Late Jan & February 2008
Submitted by: JoNell Modys
TDC Meeting – February 19, 2008

I attended the annual Hospitality Sales & Marketing Association International's Adrian Awards event on January 28. On Jan. 29 and 30th, I met with top travel media representatives, along with our account director from BCF. We met with editors from Executive Traveler, Golf for Women, Conde Nast Traveler, Travel + Leisure and Smart Money. All the meetings were excellent and we have already followed up with information requested from several of these publications. These meetings are excellent for forming relationships and letting these key publications know that we are the key contacts about travel and tourism in our area.

Our CVB, along with three others from around the state, was selected to participate in the upcoming VISIT FLORIDA media mission to Atlanta and Birmingham, taking place February 25-28. We'll have desk-side visits with Atlanta Journal-Constitution, Southern Living, Florida Game & Fish and other key publications.

We have had a number of media in the destination this month researching stories and guide book pages. They include the author of the new Insight Guide: Florida, the editor of inflight media for SAS, the airline of Sweden, the editor of www.usa-reise.de, a major travel information site for German's interested in visiting the USA and several freelancers, one from Canada and one from Boston. We continue to get calls for assistance with itineraries so interest remains strong from travel media.

Some recent publicity includes a story about visiting Naples, Fla. on a Budget for the Trip du Jour section of SmarterTravel.com; and a mention in the Associated Press syndicated column, Cyber Trips, which mentions the ParadiseCoast.com Web site as a good place to search for information on visiting the Everglades to see alligators.



Naples Marco Island Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
FEBRUARY 19, 2008
TDC Meeting**

PRODUCTION NOTES

- Ed Keren – industrial video
- Monterey Bay - catalog
- ADR Creative – catalog
- Video Internet Productions – video
- VisitFL - video

WORKING LEADS

- Urban Outfitters – print
- Related Productions - video
- Sticks and Stones – commercial
- GAIAM - video
- 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
- Frito-Lay – print
- 13 Productions (FR) - TV
- Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

SCOUTS

- Ed Hardin
- Films de l’Espigaou

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
- Planning LOCATIONS 2008 tradeshow
- Planning “Rally in Tally” event
- Conference call FILM IN FL logo

MEETINGS

- Sports Council Event

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of January 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	209	581.37
DATA IMPORT	1,130	0.00
DATA IMPORT - NO FULFILLMENT	292	0.00
RDR RESPONSE	861	930.48
RDR RESPONSE - NO FULFILLMENT	14	0.00
RR-FULFILLED	41	52.10
WEBSITE	4	8.38
<u>Grand Total:</u>	<u>2,551</u>	<u>1,572.33</u>

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

For the month of January 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	103	235.60
Naples Press	92	302.37
Guest Click	4	20.47
International	1	3.13
Storm Information	4	5.38
Meeting Planner	1	3.15
Collier County Sports Council	3	6.78
<u>Grand Total:</u>	<u>208</u>	<u>576.88</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of January 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	1	2.37	0
Live Information	61	216.13	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	306	18.65	-
Sports Council of Collier County Information	1	3.60	-
Visitors Guide	2137	1,289.92	-
CVB Office Referral	1	3.13	-
Hang up	22	22.75	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	22	15.78	-
<u>Grand Total:</u>	<u>2551</u>	<u>1,572.33</u>	<u>0</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of January 2008

<u>SOURCE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD</u>	<u>%</u>
Consumer Magazines	148	277	3%	84	472	1%
Consumer Directories	41	239	3%	193	1501	3%
Leisure E-Marketing	644	1657	21%	633	1773	11%
Newspaper Domestic NE/MW	35	2456	31%	3947	4047	66%
TV/Target Markets	1	19	0%	3	44	0%
Niche Markets (Bridal/Honeymoon)	511	1908	24%	737	2489	12%
Niche Markets (ECO)	193	762	10%	241	480	4%
Niche Markets (Fishing)	0	1	0%	1	2	0%
Niche Markets (Golf)	0	0	0%	3	3	0%
Niche Markets (Senior)	493	495	6%	3	1335	0%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	33	108	1%	2	2	0%
Group Business (Association)	0	0	0%	1	1	0%
Group Business (Corporate)	0	0	0%	0	0	0%
Group Business (Leisure)	0	0	0%	103	104	2%
Friend/Relative	14	26	0%	6	36	0%
Magazine	0	0	0%	0	0	0%
Naples, Marco Island, Everglades CVB	11	13	0%	5	48	0%
Newspaper	0	0	0%	0	0	0%
Other/Unknown	8	24	0%	51	104	1%
Radio	0	0	0%	0	0	0%
Target Markets	0	0	0%	0	0	0%
Travel Agent	5	12	0%	2	8	0%
TV	0	0	0%	0	0	0%
Website	0	0	0%	0	0	0%
Grand Total:	2,137	7,997		6,015	12,449	

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

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Coastal Living Jan/Feb 08	145	146	53%
Florida Sun	1	109	39%
Other/Unknown	1	9	3%
Southern Living Travel Jul 08	1	1	0%
2005 Official FL Vac Guide	0	0	0%
2006 Official FL Vac Guide	0	0	0%
AAA Going Places Jul/Aug 07	0	10	4%
AAA Going Places May/June 06	0	0	0%
AAA Going Places May/June 07	0	0	0%
AAA Going Places Sept/Oct 06	0	0	0%
AARP Sep 05	0	0	0%
Arthur Frommers Bgt Tvl Feb 07	0	0	0%
Arthur Frommers Tvl Feb 07	0	0	0%
Atlantic SE Mag Nov/Dec 06	0	0	0%
Audubon/Corkscrew Mar/Apr 06	0	0	0%
Conde Nast Traveler May 06	0	0	0%
Conde Nast Traveler May 07	0	0	0%
Family Summer Getaways	0	0	0%
FL Official Trvl Ind Guide 06	0	0	0%
FL Wedding&Honeymoon Jul/Aug06	0	0	0%
Florida Experience Jun 05	0	0	0%
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	1	0%
Southern Living Travel Jun 07	0	1	0%
Southern Living TVL Jun/Jul 06	0	0	0%
Unknown	0	0	0%
Women's World	0	0	0%
Grand Total:	148	277	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	29	31	13%
2007 Official FL Vac Guide	12	159	67%
2005 Official FL Vac Guide	0	0	0%
2006 Family Summer Getaways	0	0	0%
2006 Official FL Vac Guide	0	49	21%
Everglades City Info	0	0	0%
Family Summer Getaways	0	0	0%
OTHER/UNKNOWN	0	0	0%
VF Downtwn & Sml Twns Swpstks	0	0	0%
VF Intl. Travel Planner 06	0	0	0%
VF SIP - Beaches	0	0	0%
<u>Grand Total:</u>	<u>41</u>	<u>239</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB
Visitor Guide Request Summary by Leisure E-Marketing
 For the month of January 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	598	1457	88%
DestinationBrochures.com	33	130	8%
Other/Unknown	6	17	1%
Visit USA - UK	4	6	0%
VisitFlorida.com - France	2	5	0%
FLAUSA.COM	1	3	0%
www.ParadiseCoast.com	0	0	0%
24-7Vacations.com	0	32	2%
Visit USA - Germany	0	0	0%
VisitFlorida.com	0	7	0%
VisitFlorida.com - Germany	0	0	0%
www.24-7Vacations.com	0	0	0%
www.DestinationBrochures.com	0	0	0%
Grand Total:	644	1,657	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Other/Unknown	27	50	2%
St. Paul Pioneer Press	2	6	0%
TMG Out of State Insert 08	2	2	0%
PrePrint Out State Spring 08	1	1	0%
St Petersburg Times	1	1	0%
Union Tribune	1	2	0%
Visit FL In State Summer 08	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 FL In State Fall 07	0	2392	97%
Visit Florida In State Insert	0	0	0%
Grand Total:	35	2,456	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Chicago Unknown	1	1	5%
Chicago - Comcast	0	0	0%
Chicago - WBBM	0	0	0%
Chicago - WLS	0	0	0%
Chicago WBBM - TV CH 2	0	0	0%
Chicago WLS - TV CH 7	0	0	0%
Florida Cable Program	0	1	5%
Miami/Ft Laud - Comcast	0	1	5%
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	21%
Miami/Ft Laud WPLG - TV CH 10	0	5	26%
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	5%
Miami/Ft Laud WTVJ - TV CH 6	0	1	5%
New York - Comcast	0	0	0%
New York - WABC	0	0	0%
New York - WCBS	0	0	0%
New York - WNBC	0	0	0%
New York Unknown	0	0	0%
New York WABC - TV CH 7	0	0	0%
New York WCBS - TV CH 2	0	0	0%
New York WNBC - TV CH 4	0	0	0%
Orlando - Brighthouse	0	0	0%
Orlando - WESH	0	0	0%
Orlando Unknown	0	0	0%
Orlando WFTV - TV CH 9	0	0	0%
Other/Unknown	0	0	0%
Palm Beach - Comcast	0	0	0%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Palm Beach - WPEC	0	0	0%
Palm Beach - WPTV	0	0	0%
Palm Beach - WTVX	0	0	0%
Palm Beach Unknown	0	0	0%
Palm Beach WPEC - TV CH 12	0	1	5%
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	5%
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	5%
Grand Total:	1	19	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
FL Wedding&Honeymoon Jan/Feb06	0	0	0%
FL Wedding&Honeymoon Jan/Feb07	11	46	1%
FL Wedding&Honeymoon Jan/Feb08	390	626	20%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	10	70	2%
FL Wedding&Honeymoon Mar/Apr06	0	0	0%
FL Wedding&Honeymoon Mar/Apr07	9	34	1%
FL Wedding&Honeymoon May/Jun07	8	50	2%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	56	733	23%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	27	341	11%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Bridal/Honeymoon)	511	1908	60%
Niche Markets (Senior)			
AAA Car & Travel Jan 08	149	150	5%
AAA Going Places Jan/Feb 08	2	2	0%
AAA Home & Away Jan/Feb 08	262	263	8%
AAA Journeys Jan/Feb 08	80	80	3%
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)	493	495	16%

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

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (ECO)			
Audubon Jan/Feb 08	141	141	4%
Audubon Mar/Apr 07	1	2	0%
Audubon Nov/Dec 06	0	0	0%
Audubon Nov/Dec 07	40	233	7%
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	1	3	0%
FL Echo In State Spring 2007	0	0	0%
FL Echo IS & OS Fall 2006	0	0	0%
Nat'l Geo Trvlr May/June 07	2	5	0%
Nat'l Geo Trvlr Oct 07	0	7	0%
Nat'l Geo. Trav. May/June 07	0	0	0%
Nat'l Geo. Traveler Oct 07	0	285	9%
Nat'l Geo. Trvlr Oct 07	8	86	3%
Undiscovered Florida	0	0	0%
Niche Markets (ECO)	193	762	24%
Niche Markets (Fishing)			
FL Fishing & Boating Guide	0	1	0%
Niche Markets (Fishing)	0	1	0%
Niche Markets (Golf)			
Golf Magazine	0	0	0%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Golf)	0	0	0%
Grand Total:	1,197	3,166	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
TIA Discover America Web	33	33	31%
FL Official Tvl Ind Jan-Dec 07	0	0	0%
TIA Discover America	0	75	69%
TIA See America	0	0	0%
<u>Grand Total:</u>	<u>33</u>	<u>108</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of January 2008

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

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of January 2008

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
OH	276	456	6%	246	592	4%
NY	246	439	6%	541	959	9%
FL	128	2773	37%	1290	2108	22%
IN	96	199	3%	102	318	2%
PA	95	265	4%	212	579	4%
IL	82	239	3%	282	585	5%
MI	77	213	3%	199	425	3%
CT	66	102	1%	50	115	1%
TX	66	209	3%	181	444	3%
NJ	65	176	2%	177	390	3%
MN	63	134	2%	80	218	1%
CA	60	222	3%	170	411	3%
MA	44	121	2%	99	232	2%
KY	43	117	2%	72	179	1%
NC	42	145	2%	123	273	2%
VA	42	124	2%	84	220	1%
OK	41	81	1%	40	93	1%
WI	36	127	2%	117	296	2%
TN	34	115	2%	242	409	4%
GA	33	110	1%	317	491	5%
MO	28	108	1%	112	271	2%
MD	27	78	1%	159	306	3%
AL	24	72	1%	84	190	1%
LA	23	73	1%	67	147	1%
KS	21	55	1%	39	92	1%
SC	21	67	1%	113	191	2%
IA	16	59	1%	51	112	1%
AZ	15	39	1%	49	114	1%
AR	14	45	1%	26	81	0%
CO	14	43	1%	61	118	1%
NE	14	32	0%	21	62	0%
MS	13	47	1%	33	89	1%
ME	12	36	0%	15	47	0%
WV	12	36	0%	32	70	1%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of January 2008

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
WA	11	55	1%	76	143	1%
NH	10	26	0%	21	49	0%
OR	10	31	0%	43	98	1%
RI	10	17	0%	12	26	0%
NM	8	24	0%	19	46	0%
NV	8	24	0%	31	65	1%
DE	7	17	0%	20	56	0%
ND	7	23	0%	8	26	0%
SD	6	15	0%	4	20	0%
VT	6	11	0%	7	26	0%
ID	5	13	0%	14	29	0%
UT	4	19	0%	19	35	0%
AK	3	8	0%	8	15	0%
MT	3	11	0%	19	39	0%
PR	3	12	0%	3	44	0%
WY	3	6	0%	4	10	0%
AE	1	1	0%	1	2	0%
AP	1	1	0%	0	4	0%
HI	1	4	0%	8	12	0%
VI	1	1	0%	0	3	0%
AA	0	0	0%	0	0	0%
DC	0	2	0%	8	19	0%
FM	0	0	0%	0	0	0%
GU	0	1	0%	0	0	0%
<u>Grand Total:</u>	<u>1,997</u>	<u>7,479</u>		<u>5,811</u>	<u>11,994</u>	

*YTD = Fiscal Year

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

For the month of January 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
USA	1997	7479	94%	5811	11994	97%
CANADA	61	168	2%	118	220	2%
UNITED KINGDOM	50	159	2%	36	73	1%
GERMANY	9	127	2%	5	56	0%
ITALY	4	10	0%	2	4	0%
NETHERLANDS	4	8	0%	4	5	0%
FRANCE	3	10	0%	1	3	0%
BELGIUM	2	3	0%	0	3	0%
IRELAND	2	2	0%	0	1	0%
SWEDEN	2	3	0%	2	3	0%
AUSTRIA	1	2	0%	1	4	0%
BANGLADESH	1	1	0%	1	1	0%
NORWAY	1	1	0%	1	2	0%
ALGERIA	0	1	0%	0	0	0%
ARGENTINA	0	1	0%	2	6	0%
AUSTRALIA	0	0	0%	3	4	0%
BELARUS	0	0	0%	0	0	0%
BERMUDA	0	0	0%	0	1	0%
BRAZIL	0	5	0%	4	6	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%	0	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%	2	3	0%
GREECE	0	0	0%	1	1	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 16 of 19

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

For the month of January 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
GUAM	0	0	0%	0	0	0%
GUATEMALA	0	0	0%	0	0	0%
HUNGARY	0	1	0%	0	2	0%
INDIA	0	3	0%	7	11	0%
INDONESIA	0	0	0%	1	2	0%
IRAN	0	3	0%	1	7	0%
IRAQ	0	0	0%	0	1	0%
ISRAEL	0	0	0%	1	1	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%	1	1	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	1	1	0%
MEXICO	0	0	0%	2	3	0%
MOROCCO	0	0	0%	0	0	0%
NEW ZEALAND	0	0	0%	2	2	0%
NIGERIA	0	0	0%	0	1	0%
NORTHERN IRELAN	0	0	0%	0	0	0%
PAKISTAN	0	0	0%	4	10	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%	1	2	0%
PORTUGAL	0	0	0%	0	0	0%
PUERTO RICO	0	1	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%

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

For the month of January 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
SLOVENIA	0	0	0%	0	0	0%
SOUTH AFRICA	0	0	0%	0	0	0%
SPAIN	0	0	0%	0	1	0%
SWITZERLAND	0	4	0%	0	3	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:	2,137	7,997		6,015	12,449	

*YTD = Fiscal Year

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

For the month of January 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Golf Guide			
Other Golf	0	3	0%
Golf Guide	0	3	0%
Mailings to Partners	0	1	0%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	11	40	4%
Meeting Planner Kit	11	40	4%
Post Show Followup			
CMPCE	146	146	14%
TSAE Education Day Show	0	21	2%
Post Show Followup	146	167	16%
Pre-Show Post Card			
Destinations Showcase	146	146	14%
TSAE Education Day Show	0	409	38%
Pre-Show Post Card	146	555	52%
PR Mailings			
PR Mailings			
Press Kit - Media	0	1	0%
PR Mailings	0	1	0%
Tour Operators	0	3	0%
Travel Agents			
Travel Agents			
AAA Travel Conference	0	302	28%
Other/Unknown	3	5	0%
Travel Agents	3	307	29%
Grand Total:	306	1,077	

		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
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	1	0	0	0	0	0	0	0	0	0	0	0	1,274	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	27	1	12	2	0	11	0	9	0	36	0	13	0	9	0	6	0	4	0	95	159
2008 Official FL Vac Guide	Consumer Directories	0	1	0	0	0	1	0	29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31
VF Everglades City Info	Consumer Directories	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	1	0	0	0	0	1	0	0	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	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	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	28	193	41	61	0	114	0	102	0	141	0	93	0	7,515	0	5,022	0	78	0	14,647	239
Consumer Magazines:																											
AAA Going Places Sept/Oct 06	Consumer 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
AAA Going Places May/Jun 07	Consumer Magazines	0	0	0	0	0	0	0	1	0	2	0	2	0	8	0	393	0	39	0	4	0	0	0	0	449	0
AAA Going Places Jul/Aug 07	Consumer Magazines	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	351	0	124	0	40	0	0	515	10
Arthur Frommer's TVI 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	23	0
Atlantic SE Magazine Nov/Dec 06	Consumer 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	Consumer Magazines	0	0	0	0	0	1	0	145	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	146
Conde Nast Traveler	Consumer 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	Consumer Magazines	0	89	0	0	17	19	0	11	0	0	8	0	13	0	53	0	0	31	0	41	0	6	0	0	169	109
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	0	1	0	0	0	0	0	0	54	0
Other/Unknown	Consumer Magazines	0	4	0	1	0	3	0	1	0	0	0	0	0	0	8	0	3	14	0	7	0	4	0	0	36	9
Southern Living July 06	Consumer Magazines	60	0	24	0	10	0	18	0	15	0	12	0	9	0	10	0	4	17	0	1	0	0	0	0	180	0
Southern Living June 06	Consumer Magazines	37	0	17	0	14	0	19	0	15	0	13	0	9	0	6	0	6	8	0	0	0	0	0	0	144	0
Southern Living Travel Jul 07	Consumer Magazines	0	0	1	0	0	1	0	0	1	0	0	0	0	0	0	1	0	1	0	1	0	0	1	0	5	1
Southern Living Travel Jun 07	Consumer Magazines	0	0	0	0	1	1	0	1	0	1	0	0	1	0	4	0	2	1	0	2	0	0	0	0	12	1
Southern Living Travel Jul 08	Consumer Magazines	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
Women's World	Consumer Magazines	0	0	0	0	0	29	0	3	0	2	0	3	0	2	0	3	0	2	0	1	0	1	0	0	43	0
TOTAL Consumer Magazines:		259	103	51	1	43	25	84	148	41	0	39	0	37	0	91	0	462	0	465	0	180	0	52	0	1,804	277
Group Business (Association):																											
FSAE Assoc. Resource	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
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):																											
Convention South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FL Official Mtg Planners Guide	Group 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	0
Meeting South	Group Business (Corporate)	0	0	0	0	0	0	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)	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	0
Successful Meetings	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Worth International Off. Meeting Planner	Group Business (Corporate)	0	0	0	0	0	89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0
TOTAL Group Business (Corporate):		0	0	0	0	0	89	0	0	0	0	13	0	3	0	1	0	0	0	0	0	0	0	0	0	106	0
Group Business (Leisure):																											
Group Tour Magazine Sept 06	Group Business (Leisure)	0	0	1	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	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	0
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	93	0	0	0	0	0	0	94	0
Group Travel Planet Jul/Aug 07	Group Business (Leisure)	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	0
TOTAL Group Business (Leisure):		0	0	1	0	0	0	0	17	0	0	0	0	0	0	0	0	0	93	0	0	0	0	389	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	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0
DestinationBrochures.com	Leisure E-Marketing	3	34	10	47	11	16	9	33	30	0	27	0	14	0	18	0	24	0	37	0	17	0	13	0	213	130
FLAUSA.com	Leisure E-Marketing	0	2	4	0	2	0	1	1	3	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	11	3

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

Table with columns for months (October-September) and Total, split into YTD 2007 and YTD 2008. Rows include categories like Leisure E-Marketing, Newspaper Domestic NE/MW, Niche Markets (Bridal/Honeymoon), Niche Markets (ECO), and Niche Markets (Fishing). Includes sub-totals like 'TOTAL Leisure E-Marketing:' and 'TOTAL Niche Markets (ECO):'.

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

		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
Other/Unknown	Niche Markets (Golf)	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 Niche Markets (Golf):		0	0	0	0	0	0	3	0	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	0	1	0	149	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AAA Going Places Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
AAA Home & Away Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	1	0	262	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	263
AAA Journeys Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	80
AARP Sept/Oct 06	Niche Markets (Senior)	1,106	0	195	0	34	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,337	0
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	0	0	0	1	0	1
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	2	0	2	0	4,186	0	1,020	0	263	0	61	0	0	0	0	0	0	0	5,534	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	0	5	0	0	0	0	0	0	0	5
Reader's Digest June 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,306	0	611	0	564	0	42	0	4,523	0
TOTAL Niche Markets (Senior):		1,106	0	195	0	34	2	3	493	3	0	4,186	0	1,020	0	263	0	3,367	0	616	0	564	0	43	0	11,400	495
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
Chicago - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	23	0	7	0	1	0	2	0	0	0	0	0	0	0	33
Chicago - WBBM	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	5	0	1	0	0	0	0	0	0	9
Chicago - WLS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	11	0	8	0	0	12	0	11	0	0	0	0	0	0	42
Chicago - Unknown	Target Markets	0	0	0	0	0	0	1	0	0	0	0	2	0	4	0	7	0	3	0	0	0	0	0	0	0	16
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	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	0	0	18
Miami - WTVJ NBC	Target Markets	0	0	1	0	0	0	0	0	0	0	0	1	0	5	0	3	0	1	0	0	0	0	0	0	10	
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	0	0	1
Miami/Ft Laud - WBFS	Target Markets	0	1	1	1	0	0	0	0	0	0	0	10	0	1	0	1	0	0	0	0	0	0	0	0	13	
Miami/Ft Laud - WFOR	Target Markets	0	1	1	3	0	0	0	0	0	0	1	0	3	0	2	0	1	0	0	0	0	0	0	0	0	8
Miami/Ft Laud - WPLG	Target Markets	0	2	1	3	0	0	0	0	0	0	0	8	0	4	0	1	0	0	0	0	0	0	0	0	0	14
Miami/Ft Laud - WSFL	Target Markets	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Miami/Ft Laud Unknown	Target Markets	0	0	21	0	1	0	0	0	0	0	0	2	0	14	0	7	0	1	0	0	0	0	0	0	46	
New York - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	11	0	9	0	2	0	1	0	0	0	0	0	0	23	
New York - WABC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	9	0	23	0	2	0	0	0	0	0	0	0	0	34	
New York - WCBS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	3	0	3	0	2	0	0	0	0	0	0	0	0	8	
New York - WNBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	10	0	11	0	5	0	3	0	0	0	0	0	0	29	
New York - Unknown	Target Markets	0	0	1	0	0	0	0	0	0	0	0	1	0	7	0	2	0	3	0	0	0	0	0	0	14	
Orlando - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	6	0	2	0	0	0	1	0	0	0	0	0	0	9	
Orlando - WESH	Target Markets	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	4	
Orlando - WFTV	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	1	0	0	0	0	0	6	
Orlando Unknown	Target Markets	0	0	0	0	0	2	0	0	0	0	0	9	0	8	0	5	0	2	0	0	0	0	0	0	26	
Other/Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	4	0	6	0	6	0	1	0	0	0	0	0	0	17	
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	7	0	2	0	0	0	0	0	0	0	0	0	0	9	
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	4	
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	2	
Tampa/St. Pete - WTTA	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	2	
Tampa/St. Pete Unknown	Target Markets	0	1	2	0	0	0	0	0	0	0	0	2	0	6	0	13	0	7	0	0	0	0	0	0	30	
West Palm Beach - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	1	0	0	0	0	0	0	0	0	5	
West Palm Beach Unknown	Target Markets	0	0	11	0	0	0	0	0	0	0	0	1	0	5	0	4	0	1	0	1	0	0	0	0	23	
West Palm Beach - WFLX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	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	1	0	0	0	0	0	0	1	
West Palm Beach - WPEC	Target Markets	0	0	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	2	
West Palm Beach - WPTV NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	0	0	3	
West Palm Beach - WTVX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	2	
TOTAL TV / Target Markets:		0	7	39	11	2	0	2	1	0	0	1	0	142	0	139	0	93	0	44	0	1	0	0	0	463	19
Travel Agent Directories:																											
FL Official TV Ind Jan-Dec 07	Travel Agent Directories	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
TIA Discover America	Travel Agent Directories	0	0	0	75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75
TIA Discover America Web	Travel Agent Directories	0	0	0	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33
TIA See America	Travel Agent Directories	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	
TOTAL Travel Agent Directories:		0	0	0	75	0	0	2	33	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
Miscellaneous:																										
Naples, Marco Island, Everglades CVB	0	0	0	1	0	1	5	11	28	0	95	0	1	0	0	0	0	0	0	2	0	0	0	131	13	
Friend/Relative	0	3	0	5	0	4	6	14	2	0	14	0	19	0	24	0	0	9	0	3	0	1	0	78	26	
Other/Unknown	10	3	1	8	0	5	52	8	43	0	48	0	44	0	16	0	17	0	3	0	3	0	9	0	246	24
Travel Agent	0	2	0	3	0	2	2	5	8	0	12	0	1	0	1	0	3	0	2	0	5	0	3	0	37	12
Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
Website	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL Miscellaneous:	10	8	1	17	0	12	65	38	81	0	169	0	65	0	41	0	20	0	14	0	14	0	13	0	493	75
SUB TOTAL (excludes Special Fulfill):	3,489	1,449	1,519	2,837	1,285	1,574	6,002	2,137	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	7,997
SPECIAL FULFILLMENT:																										
MEETING PLANNERS																										
*Pre-Show Post Card	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
HSMIAI Affordable Conference	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,531	0	1	0	1,532	0	
Destinations Showcase	0	0	0	0	0	0	146	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	146	0
Mid America Pre-Show	0	0	0	0	0	0	0	0	0	1,071	0	0	0	0	0	0	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	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	0	0	0	0	0	0	0	0	0	409	0
Springtime 07	0	0	0	0	0	0	0	0	0	0	0	0	0	2,209	0	0	0	0	0	0	0	0	0	0	2,209	0
*Post Show Followup	76	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245	0
ConferenceDirect Show	0	0	0	0	0	0	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	0
CMPCE	0	0	0	0	0	146	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	146	0
Florida Huddle	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	0
FL Marketplace	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	46	0	46	0
FSAE Annual Conference	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	129	0	0	0	129	0	
Glamour	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101	0
HSMIAI Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	0	0	0	0	176	0	0	0	176	0	
MPIWEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	6	0	62	0	
Planning Connection	0	0	0	0	0	0	0	0	0	179	0	0	0	0	0	0	0	0	0	0	0	0	0	0	179	0
Chicago VIP	0	0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	0
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	0	100	0
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	8	0	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	75	0	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	0	0	0	0	21	0
Orlando PYM Event	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	94	0
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	0	0	0	0	0	76	0
Meeting Planner Kit	0	12	0	10	0	7	2	11	1	0	3	0	3	0	0	7	0	11	0	19	0	14	0	60	40	
TOUR OPERATORS																										
TRAVEL AGENTS																										
AAA Travel Conference	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	0
Other/Unknown	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	3	0
GOLF GUIDE																										
Play Florida Golf	114	0	123	0	0	0	0	1,185	0	975	0	3,519	0	0	322	0	0	251	0	210	0	0	0	6,699	0	
Other Golf	0	2	0	1	0	0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	0	65	3
SPA GUIDE																										
BOATING & FISHING GUIDE																										
PROMOTIONS																										
AMEX	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	102	0
Summer VIP	0	0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	1	0	0	0	0	0	0	237	0
PR MAILINGS																										
Press Kit - Media	0	0	25	1	0	45	0	0	4	0	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	1	0	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	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	0	
Florida Huddle Press	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																										
SMERF GROUP LEADERS																										
MAILINGS TO PARTNERS	197	0	0	0	1	0	0	0	0	259	0	475	0	65	0	0	354	0	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	0	70	0
COLLIER FILM COMMISSION	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
TOTAL SPECIAL FULFILLMENT:	691	444	148	14	0	313	321	306	1,551	0	3,086	0	4,230	0	2,508	0	329	0	442	0	2,467	0	533	0	16,306	1,077
GRAND TOTAL OF REQUESTED PUBS:	4,180	1,893	1,667	2,851	1,285	1,887	6,323	2,443	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	9,074

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

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
PARADISE COAST WEBSITE LEADS:																										
aaa - AAA Going Places	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
aaa.ParadiseCoast.com	0	1	0	0	1	4	3	68	2	0	42	0	3	0	43	0	1	0	5	0	7	0	8	0	115	73
af - Arthur Frommers	0	1	2	1	0	7	10	17	1,238	0	90	0	26	0	6	0	11	0	2	0	1	0	7	0	1,393	26
au - Audobon	0	0	112	6	37	1	9	3	3	0	5	0	0	0	1	0	0	0	1	0	0	0	0	0	168	10
cl.paradisecoast.com	0	0	0	2	0	58	0	232	0	0	0	0	0	0	0	0	2	0	0	0	1	0	0	3	292	0
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	4	0	0	69	0	1	0	5	0	0	0	0	0	1	0	98	0	174	701
ek - Every Kiss 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
fg - Summer Family Getaway	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31	0	0	0	31	0
fly - Southwest Airlines Inflight magazine Sprint	0	0	2	0	3	0	3	0	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	8	24	0	2	0	39	0	4	0	14	0	14	0	59	0	6	0	184	36
gg.paradisecoast.com	0	4	0	51	0	1	0	2	0	0	0	0	0	0	0	0	62	0	10	0	21	0	0	0	93	58
golf - Play FL Golf	0	3	0	1	0	0	879	1	217	0	9	0	2	0	6	0	0	0	2	0	2	0	1	0	1,118	5
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	1	3	0	3	0	0	0	0	0	1	0	1	0	1	0	1	0	12	2
is - Preprint In-State	1,789	461	1,793	125	1,461	9	723	4	374	0	197	0	71	0	76	0	79	0	144	0	110	0	108	0	6,905	599
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	315	486	0	314	0	309	0	251	0	280	0	198	0	170	0	294	0	8,334	1,719
ml - MNI Home Network	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
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 Sentinel	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
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	0	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	0	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	0	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	266	7	0	2	0	1	0	0	0	39	0	1	0	133	0	173	0	357	1,780
tma - Tennis Life 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
uf - Undiscovered Florida	0	558	0	242	0	4	1	2	1	0	0	0	0	0	1	0	1	0	2	0	2	0	1	0	9	806
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	5	0	0	0	0	0	0	0	0	0	0	44	0	0	0	0	0	44	15
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	1	0	0	0	0	0	0	3	0	4	0	0	0	1	0	1	0	9	13
paradisecoast.milesmediagroup.com	0	0	0	1	0	2	0	16	0	0	0	0	0	15	0	10	0	4	0	0	0	0	7	0	36	19
www.newsletter.paradisecoast.com	0	1	0	0	0	0	0	0	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	25	7	0	2	0	10	0	2	0	1	0	1	0	3	0	2	0	64	35
www.paradisecoastnaples.com	0	4	9	0	11	0	11	0	6	0	5	0	4	0	28	0	24	0	39	0	42	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	972	2,371	0	742	0	489	0	436	0	527	0	467	0	587	0	784	0	19,382	6,196
Total Views	243,783	370,246	217,847	300,476	237,603	343,101	367,112	483,985	328,680	0	250,609	0	247,900	0	352,566	0	381,873	0	403,283	0	371,811	0	303,185	0	3,706,252	1,497,808
Unique Monthly Visitors	54,529	96,851	59,941	83,190	74,245	89,648	94,903	108,055	85,457	0	78,290	0	73,191	0	90,945	0	94,150	0	112,252	0	112,235	0	90,160	0	1,020,298	377,744

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

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