



Tourist Development Council

March 24, 2008

PARADISE COAST

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



DIRECTOR'S REPORT

PARADISE COAST

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



TOURIST TAX COLLECTIONS

- **February (January Hotel Stays)**
 - **Actual Feb '08 vs. 07: + 4.7%**
 - **Projected vs. Actual 08 + 4%**
 - **FY 08 vs. 07 (Oct-Feb) 5 Months + 8%**
 - **Calendar 08 vs. '07 (2 mos.) +9.4%**

Tourist Tax Collections History

	Jan	Feb	Mar	Apr	May	Jun
1999	\$640,480	\$1,267,608	\$1,317,499	\$1,371,476	\$784,833	\$488,066
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153
2006	\$1,058,211	\$1,735,579	\$2,241,964	\$2,441,129	\$1,500,894	\$954,244
2007	\$1,056,702	\$1,835,999	\$2,338,801	\$2,608,708	\$1,501,529	\$907,302
2008	\$1,240,865	\$1,923,205				
Proj. 2008	\$1,118,600	\$1,850,000	\$2,350,000	\$2,620,000	\$1,510,000	\$910,000

Director's Activities

- **Meetings with Potential Grantees for FY 09**
- **Destination Marketing Accreditation Board**
- **Naples Daily News Groundbreaking**
- **Naples Bay Resort Site Visit**
- **Visit USA-Belgium Workshop**
- **ITB Trade Show- Berlin**
- **Visit Florida Board and Committees- Tallahassee**
- **Focus Group Research- Ft. Lauderdale**

ITB Berlin

- **84 Press Attendees @ Visit Florida Event**
 - 8 in-depth discussions on feature stories
- **Tour Operator Meetings**
 - The Affluent Traveler- Magazine
 - America Unlimited- Flyer and brochure
 - Neckermann- New catalog listings
 - Otto Bock- Mobility Groups
 - Jan Doets American Tours- New catalog listings
 - Skytours- New catalog listings
 - TUI Netherlands- New catalog listings
 - Canusa- Co-op advertising
 - Kuoni Switzerland- New catalog listings
 - Dertour- Staff training opportunity in Orlando



SEARCH ENGINE MARKETING

Sales & Marketing Technologies

PARADISE COAST

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<u>Query</u>	<u>Po</u>	<u>Query</u>	March 24, 2008 Staff Report Presentations VIII - 2 8 of 45	<u>Pos</u>
naples florida	2	naples florida		2
marco island	8	naples fl		2
naples fl	2	marco island		8
naples	7	marco island florida		7
marco island florida	7	naples		7
marco island hotels	15	marco island fl		8
visit florida	9	marco island hotels		15
marco island fl	8	paradise coast		2
south florida pga	9	vanderbilt beach and harbour club		2
outdoor resorts of america	4	marco walk		2
collier county fl	10	naples florida vacation		2
collier county florida	10	naples florida tourism		12
naples chamber of commerce	7	paradise coast florida		2
hotels in marco island	18	eagle lakes golf club		3
endless summer rv	7	family at the beach		2
coastland mall	5	silver lakes rv resort		3
naples florida county	4	naples florida vacations		11
coastland center mall	3	golden gate country club		2
hotels on marco island	17	thousand islands		16
city of marco island	8	big cypress national preserve		5

Web Site Trends			
	December	January	February
Page Views	343,101	483,985	392,138
S.E. Referrals	20,661	27,256	24,557
Sessions	89,648	108,055	87410
Sign-ups	24	30	18
PPC Contacts	52	93	75

Google Pay Per Click Review					
	Spending	Clicks	CP Click	CP Lead	Convs
February	\$870.62	2,336	\$0.37	\$16.74	52
January	\$930.38	2,538	\$0.37	\$15.25	61
December	\$732.08	2,032	\$0.36	\$17.43	42

Yahoo! Search Marketing Pay Per Click Review					
	Spending	Clicks	CP Click	CP Lead	Convs
February	\$461.77	1,153	\$0.40	\$20.08	23
January	\$490.99	1,251	\$0.39	\$15.34	32
December	\$464.99	1,244	\$0.37	\$46.50	10



Web Site Activity

Miles Media Group

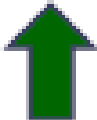
PARADISE COAST

Naples, Marco Island, Everglades
Convention and Visitors Bureau

2007 In Review:

Engagement & Conversion

www.ParadiseCoast.com

 **+193%**

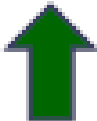
Total Visitor Sessions
vs. 2006

6,010

Total Visitor Guide
Requests

 **5 minutes,
44 seconds**

Avg. Length of Visit
(trend vs. 2006)

 **+131%**

Total Page Views
vs. 2006



100

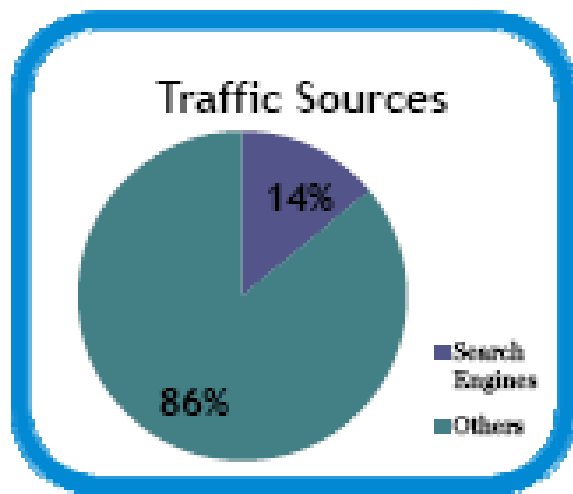
eNewsletter Opt-ins

2007 In Review:

Acquisition & Activity

www.ParadiseCoast.com

Top Search Terms	
1. naples+florida	6. naples+fl
2. meeting	7. naples
3. naples%20+florida	8. naples%20florida
4. naples%20+fl	9. marco+island+florida
5. marco+island	10. florida+everglades

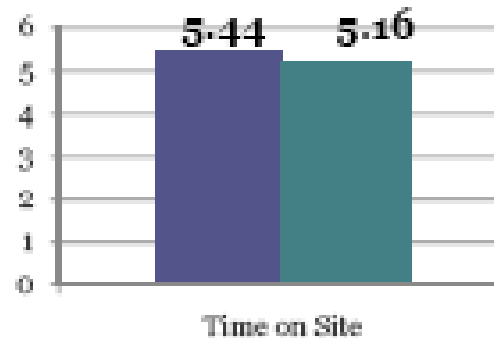


Source: Urchin, February 08

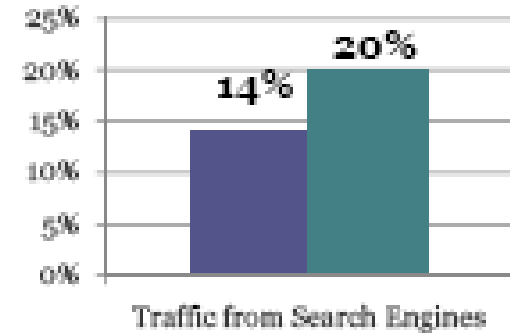
2007 In Review:

Vs. CVB Comparative Data

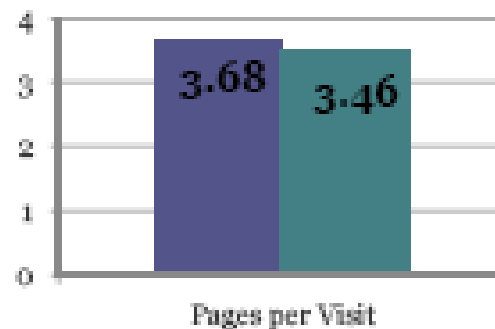
- These charts show a comparison of year end averages for your site vs. the average for all Miles Media run CVB sites in 2007 (n = 19).
- Your site greatly exceeded the benchmark for growth in visitor sessions. It also showed strong results in time on site and page views per visit.
- *Note: These are aggregated averages and are provided as useful comparison and background information only. The CVB set is not a representative sample of all CVBs.*



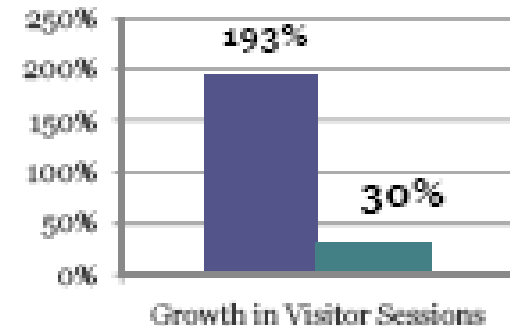
■ Naples ■ Benchmark



■ Naples ■ Benchmark



■ Naples ■ Benchmark



■ Naples ■ Benchmark



Golf Activity GolfPac, Inc.

PARADISE COAST

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GREATER NAPLES, MARCO ISLAND AND
 THE
 YTD Company Sales Report by
 Source

Report: Company Sales by Source

Run 11-MAR-08 13:00:09

Date:

Fiscal 2007

Company

NAPLES

Year:

Code:

Reservation Active
 Status

Source	Count	Total Dollars
Internet	6	\$15,407.70
Status Total:	6	\$15,407.70

Reservation Quote
 Status

Source	Count	Total Dollars
Cvb Lead	230	\$461,103.30
Internet	229	\$554,301.70
Status Total:	459	\$1,015,405.00
Grand Total	465	\$1,030,812.70



Sales & Marketing Report

Debi DeBenedetto

PARADISE COAST

**Naples, Marco Island, Everglades
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February/March 2008

Sales Leads Report

- **25 RFP's sent to hotels since last report date**
 - **Over 21,414 potential room nights**
 - **Booked 2 groups and 1505 room nights**
 - **\$539,585 economic impact**
 - **Escorted Two Meeting Planner sites**
 - **One Tour Operator site -Jan Doets-Netherlands**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager

Projects Working

- **Official Meeting Planner Guide**
- **VIP Summer Promo**
- **Tourism Awards Preparation**
- **September Travel Agent FAM**
- **Meeting Planner FAM**
- **Advisory Roundtable April**
- **Golf Guide – Printed Soon**

Debi's Trade Shows & Events

- **Boston Sales Calls Feb. 19 - 21**
- **Boston Trip Tailor and Visit Florida Shows**
- **Advisory Roundtable April 16**
- **AAA Boston consumer show March 7-9**
- **MPI Clearwater/Tampa Expo March 19**

Educations & Tours

- **Two HSMAI Webinars –Continuing Education**
 - **Marketing to Groups Online**
 - **Developing Effective E-Marketing Campaigns**
- **Toured new Naples Bay Resort - now open**
- **Trade show sign up continues**



Public Relations Report

JoNell Modys

PARADISE COAST

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PR/Communications

Late Feb/March 2008

Major Initiatives...

- **Paradise Coast Blueway**
 - Ribbon Cutting Event at Mar-Good Harbor Park March 29, 9am-1pm
 - Free guided kayak trips, first come first served. Interpretations from area parks and conservation groups and sponsoring agencies.



Web site Updates

- **Destination Diary**

Expert 'Blog' Page for CVB to provide insider tips and destination stories. Some of the first entries will be about Paradise, the baby dolphin discovered by the Dolphin Explorer crew and named in honor of our CVB and the Paradise Coast; and my Florida Panther Week experience in the Big Cypress

- **Video page**

- **Measurement/results training**



Media Visits in Atlanta & Birmingham with VISIT FLORIDA

- Atlanta Journal-
Constitution
- Upscale magazine
- Atlanta Voice
newspaper
- Points North
magazine
- Southern Living
- Cooking Light
- Southern
Accents
- Birmingham
News
- Birmingham
Magazine
- Executive
Traveler



Activities

March 24, 2008
Staff Report Presentations VIII - 2
25 of 45

- **VISIT FLORIDA Washington DC Media Reception, Attended for us by BCF**
- **News Releases**
 - **What's New for 2008**
 - **Blueway event March 29**
 - **Wedding Videos Voting Begins**
- **Itinerary Planning:**
 - **Apa's Insight Guide: Florida - Photography**
 - **ROAM magazine – Road Trip feature**



Activities

- **Working with Golf for Women to arrange Marco Island FAM – *result of NYC media visit in January***
- **Attended Corks & Storks Event for Corkscrew**
- **Florida Panther Week**
 - Experienced Bear Island Bicycle Ride with Panther Education in Big Cypress Nat'l Preserve





Activities

- **Leadership Collier**
 - **Discovered several good public access interactive arts activities**
- **Organized donations for Options Thrift/Shelter for Abused Women & Children**
- **Attended EOC training and began work on department crisis template**

FILM OFFICE

Maggie McCarty



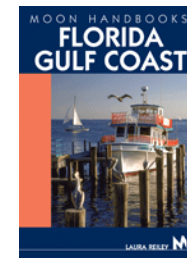
Film Activity

PRODUCTIONS

TOTAL 5
3 video
2 TV



The Bachelor



Moon Travel

WORKING LEADS

ACTIVE/OPEN 13



Gaiam



Sports Marketing

Ralph Pryor

PARADISE COAST

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Sports Marketing

FY '08 Second Quarter Events to Date



FY '08 Second Quarter Hotel Revenue Report to Date

January '08 - March '08

FY '08 Second Quarter Events	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Actual Room Nights	Approximate Hotel Room Revenue	Approximate Tourist Tax Revenue	Expected SCCC Rebate
Kelme Florida Cup January 19-20, 2008	\$163.43	305	484	1.73	837	\$136,789.71	\$5,471.59	\$1,690.00
FYSA Region "C" Preliminaries February 9-10, 2008	\$149.00	45	166	1.69	281	\$41,869.00	\$1,674.76	\$825.00
NSA Winter Nationals February 15-17, 2008	\$153.20	30	119	2.82	336	\$51,475.20	\$2,059.01	\$510.00
FY '08 Second Quarter to Date	\$158.69	380	769	1.89	1454	\$230,133.91	\$9,205.36	\$3,025.00

Ralph Pryor
Jacqueline Jensen



Sports Marketing

Hotel Sport Business Report



Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Total Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
FY '07 Second Quarter Report	\$211.67	15	588	1.65	968	\$205,116.00	\$8,204.64	\$2,265.00
FY '07 Third Quarter Report	\$123.04	135	304	1.86	564	\$86,709.03	\$3,468.36	\$2,265.00
FY '07 Fourth Quarter Report	\$74.50	25	92	1.8	167	\$12,346.73	\$493.87	\$805.00
FY '07 Yearly Report	\$141.80	175	984	1.72	1696	\$304,171.76	\$12,166.87	\$5,335.00

*FY '07 First Quarter Data is not available.

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Total Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
FY '08 First Quarter Report	\$94.72	370	284	2.11	598	\$53,466.15	\$2,138.64	\$2,285.00
FY '08 Second Quarter Report*	\$158.69	380	769	1.89	1454	\$230,133.91	\$9,205.36	\$3,025.00
FY '08 YTD	\$126.71	750	1053	1.95	2052	\$283,600.06	\$11,344.00	\$5,310.00

*FY '08 Second Quarter Report to date.

Ralph Pryor
Jacqueline Jensen



Sports Marketing

Upcoming March/April Events



Upcoming March/April Events	Expected Number of Teams	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Actual Room Nights	Approximate Hotel Room Revenue	Approximate Tourist Tax Revenue	Expected SCCC Rebate
3rd Annual 3 v 3 Challenge March 22, 2008	120	\$94.99	0	60*	1.15*	69*	\$5,699.40 *	\$227.98 *	N/A
FYSA State Cup Tournament March 29-30, 2008	60	\$156.71	105	166*	1.69*	281*	\$44,035.51 *	\$1,761.42 *	N/A
NSA/Worth "Rover Plus Nine" Toys 4 Kids Softball Tournament March 29-30, 2008	30	\$156.71	105	15*	1.67*	25*	\$3,917.82 *	\$156.71 *	N/A
Bill Longshore High School Softball Tournament Aprill 11-12, 2008	20	\$104.38	125	60*	1.67*	100*	\$10,438.00 *	\$417.52 *	N/A
FSSA State Cup April 26-27, 2008	32	\$96.67	240	112*	1.7*	190*	\$18,367.30 *	\$734.69 *	N/A

*Data is an estimation.

- The third annual *Tour de Friendship* will be a local event taking place on Sunday, March 30th at the Collier County Roberts Ranch to benefit the Immokalee Friendship House.

Ralph Pryor
Jacqueline Jensen



Sports Marketing

Fishing Tournament Update



- The IFA Redfish Tour is interested in hosting a Championship event at the Port of the Islands in November 2008.
- The IFA Redfish Tour is a grass roots inshore fishing tournament organization dedicated to conducting affordable inshore fishing tournaments in all areas of the country where red fish and other inshore species are found.
- This event has the potential to bring in 500-700 room nights, \$100,000 to the area in room nights alone as well as TV exposure.
- The IFA Redfish Tour will be applying for a TDC Grant before March 30th.

Ralph Pryor
Jacqueline Jensen



Inquiry Reports

Ginny DeMas, Phase V

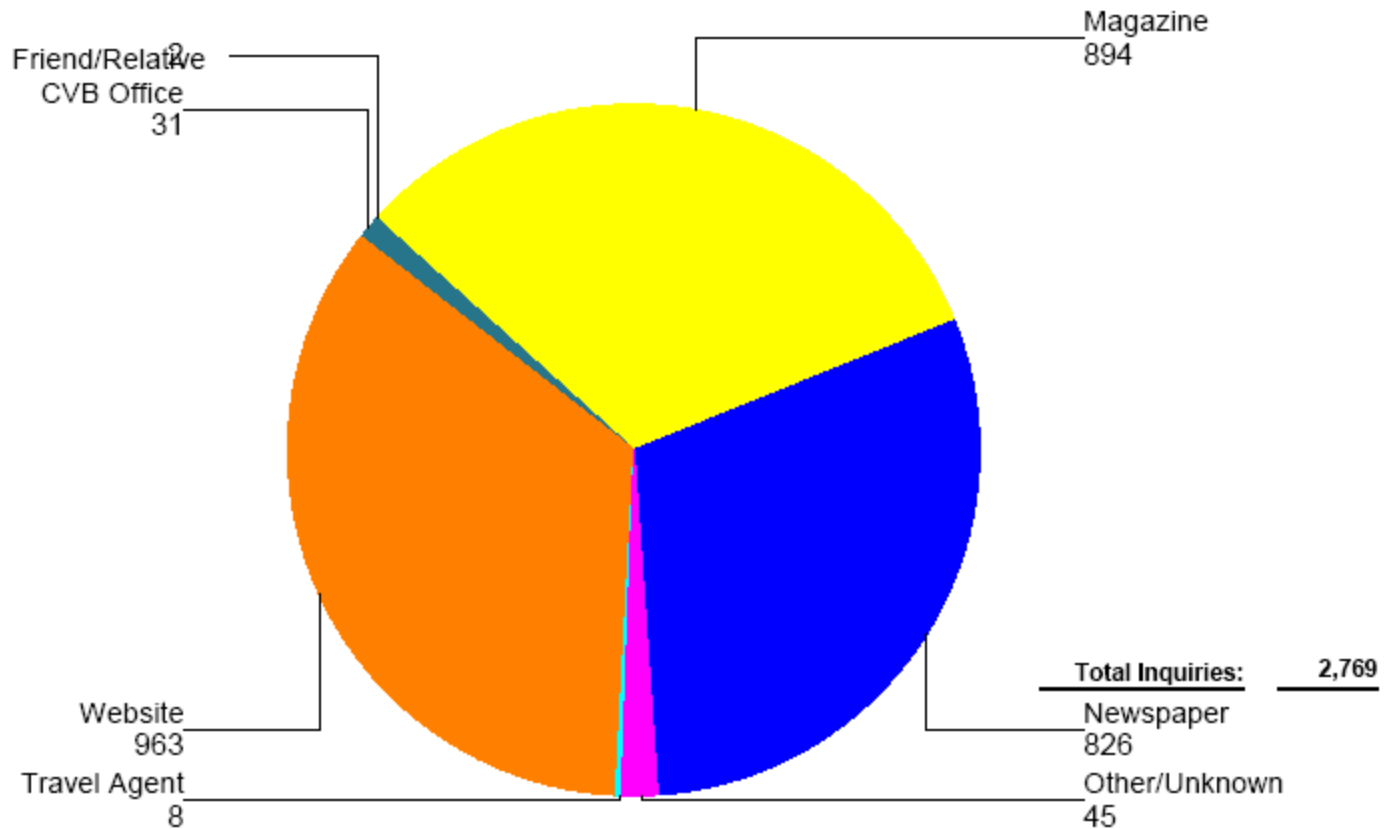
PARADISE COAST

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Naples, Marco Island, Everglades CVB

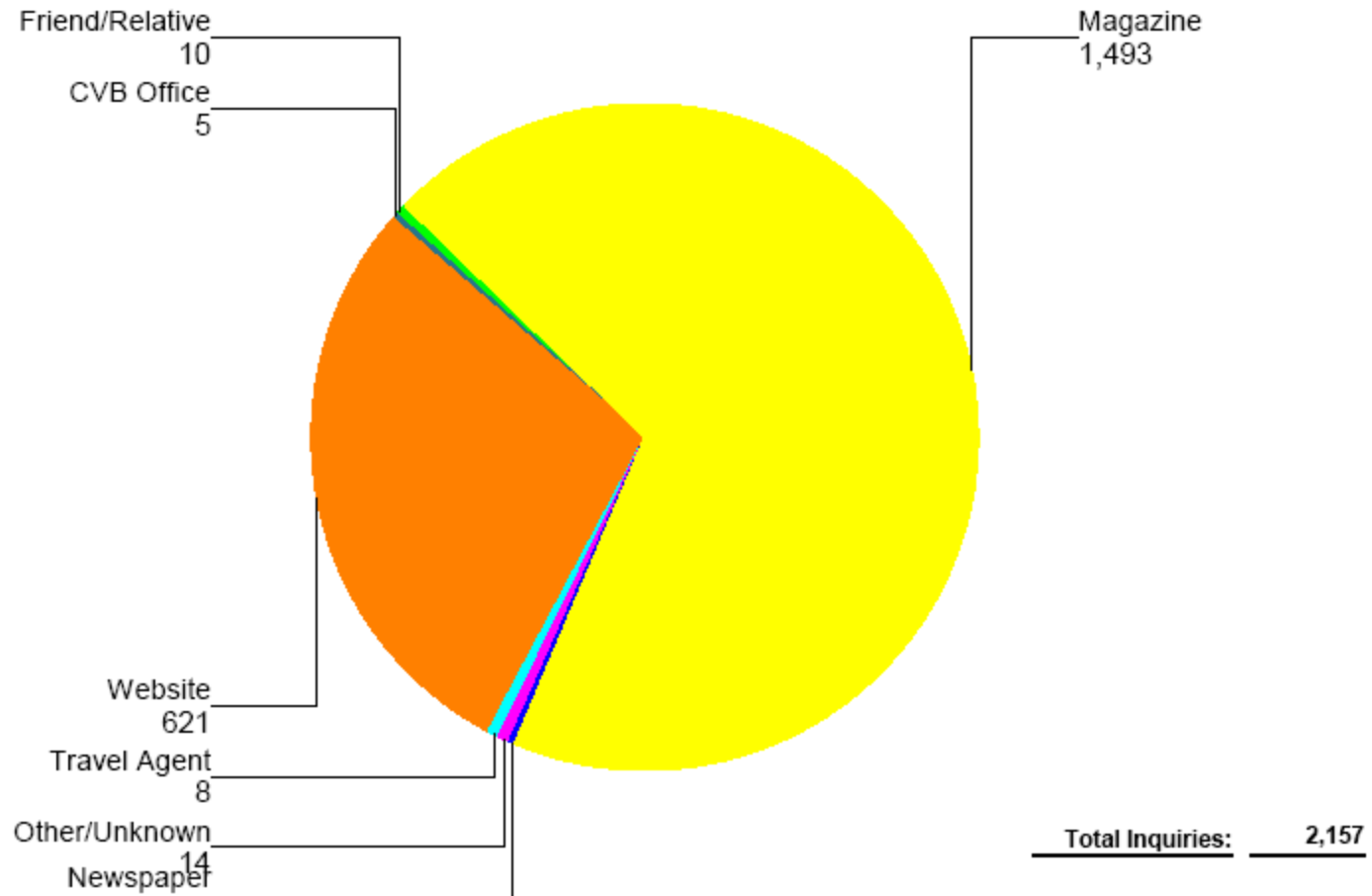
Request Summary by Source

For the month of February 2007

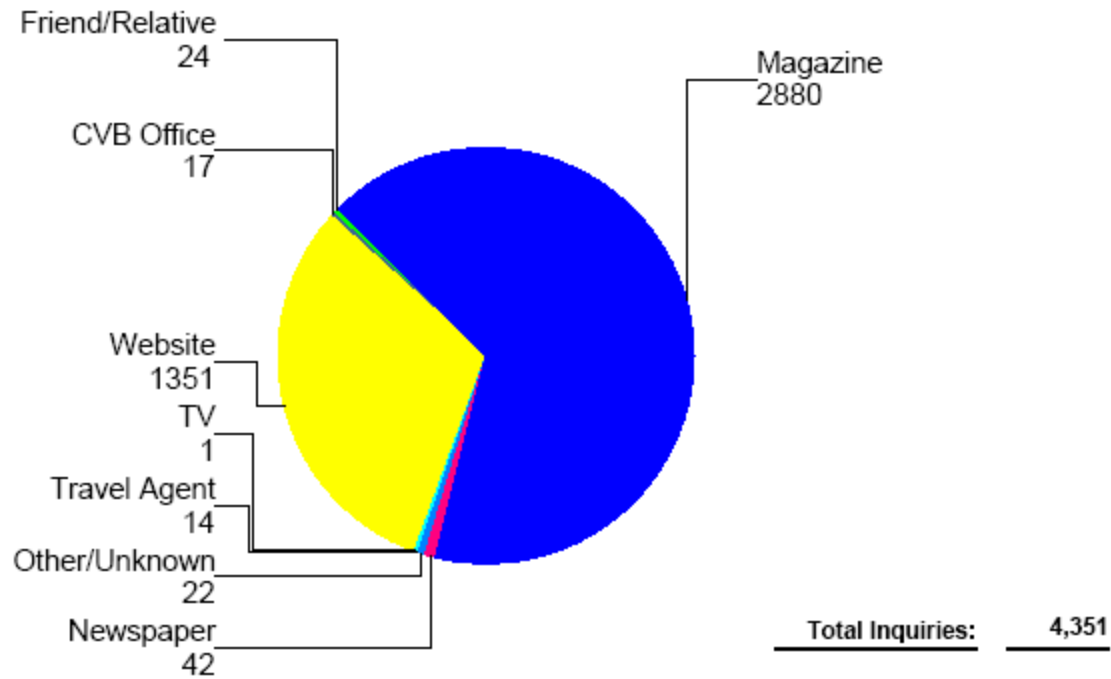


Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of February 2008



Naples, Marco Island, Everglades CVB Request Summary by Source Calendar Year 2008



Inquiries - Leading 6 States

Feb 2008

- Ohio
- New York
- Florida
- Indiana
- Pennsylvania
- Texas

Y-T-D

Florida
New York
Ohio
Illinois
Pennsylvania
Texas

Inquiries – Leading 4 Countries

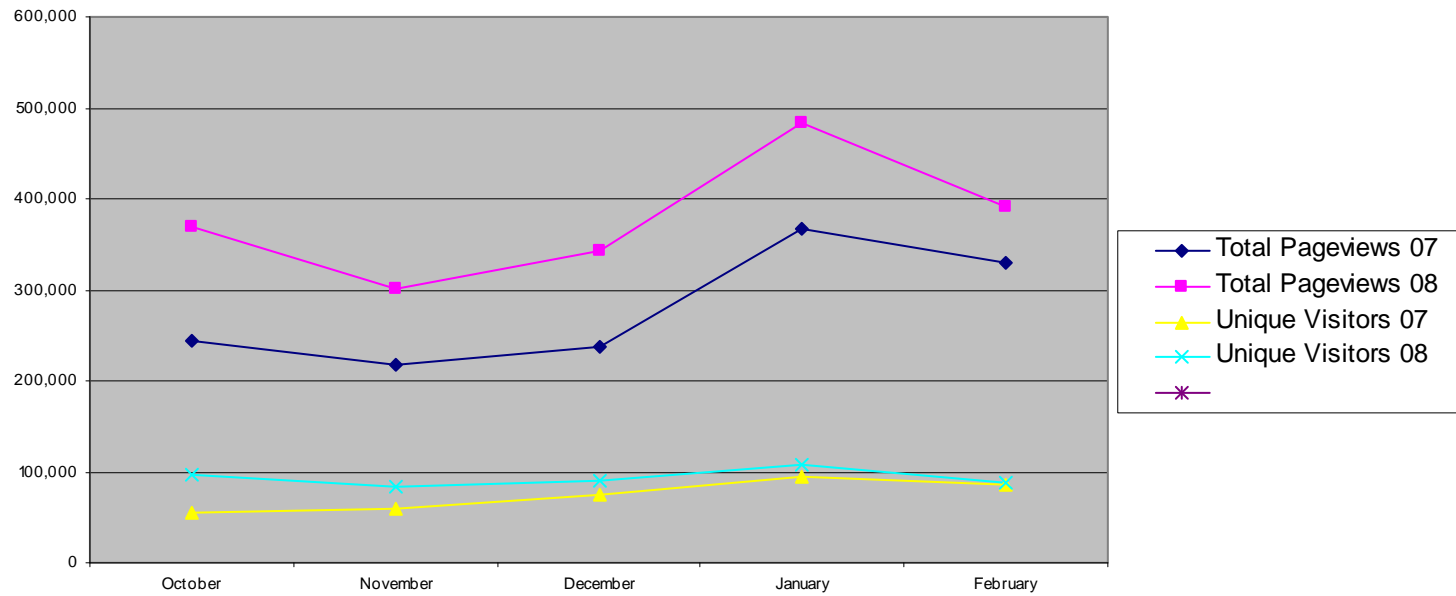
Feb 2008

- USA
- Germany
- Canada
- UK

Y-T-D

USA
Canada
Germany
UK

Web Site Stats



Collier County CVB

Inquiries by Type Calendar Year

	Feb 08	Y-T-D
Phone	167	376
Publications	1405	2752
Web site	644	644
Info@ParadiseCoast	4	8

PUBLICATION NAME	MONTH	YTD	% YTD
Other Golf	0	3	0%
Play FL Golf	0	0	0%
Golf Guide	0	3	0%
Mailings to Partners	0	1	0%
Meeting Planners			
Meeting Planner Kit	6	46	4%
Meeting Planner Kit	6	46	4%
MP Non-Kit Fulfillment	2	2	0%
Meeting Planner Non-Kit Fulfillment	2	2	0%
Post Show Followup			
CMPCE	0	146	12%
TSAE Education Day Show	0	21	2%
Post Show Followup	0	167	14%
Pre-Show Post Card			
Destinations Showcase	0	248	21%
TSAE Education Day Show	0	409	34%
Pre-Show Post Card	0	657	55%
Press Kit - Media	0	1	0%
PR Mailings	0	1	0%
Tour Operators	3	6	1%
Tour Operators			
Vakantiebeurs Trade Show	1	1	0%
Trade Shows	1	1	0%
Travel Agents			
AAA Travel Conference	0	302	25%
Other/Unknown	6	11	1%
Travel Agents	6	313	26%
Grand Total:	18	1,197	

Misc. CVB Services

Calendar Year

Feb 08

Y-T-D

Hotel Bookings	6	7
Info Center Shipments	2200	3700
Press Inquiry Calls	79	171
Mtg Planner Calls	1	2
Storm Info Calls	0	0
Sports Council	2	3



Questions?

PARADISE COAST

**Naples, Marco Island, Everglades
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