

Naples, Marco Island, Everglades CVB
Tasks Report

Created - Between 2/12/2008 - 3/18/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
2/12/2008	Debi's Activity Tracking Account	General - TDC Report	Closed	2/12/2008	2/12/2008	Debi DeBenedetto
	<i>worked on past 05 06 TDC report comparsion 1.0</i>					
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	<i>special project worked on Green lodging needs of planners and area hotel list created spread sheet of Green ideas 2 hours</i>					
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	<i>Assisted with rfp last minute meeting in finding a hotel, wants destinaition next week for small group sent to Marriott on request, others as needed. Marriott was too expensive and they did not want another hotel. Will try us next year.</i>					
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2/13/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	2/14/2008	2/14/2008	Debi DeBenedetto
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	<i>Advisory roundtable 9-noon 3 hours followed by agency lunch</i>					
2/14/2008	AAA Allied Group	Sales - Assisted Travel Agent	Closed	2/14/2008	2/14/2008	Debi DeBenedetto
	<i>sent 50 VG</i>					
2/14/2008	AAA Hoosier Motor Club	Sales - Assisted Travel Agent	Closed	2/14/2008	2/14/2008	Debi DeBenedetto
	<i>sent 25 VG</i>					
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2/14/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	2/14/2008	2/14/2008	Debi DeBenedetto
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	<i>3 hour meeting with agency discuss several items, website future look, VIP, Ad approvals, tourism week theme</i>					
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	<i>Sent partners free info link to update listing in Cvent supplier Network</i>					

* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 3/17/2008

Detailed Staff Reports IX

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2/15/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	2/19/2008	2/27/2008	Debi DeBenedetto
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<i>Assisted consumer question Gerry Garand Vacation rental</i>						
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<i>Exhibit manual for Affordable Meetings Chicago forms 2 hours</i>						
2/15/2008	Debi's Activity Tracking Account	General - Drafted / Sent Letter	Closed	2/15/2008	2/15/2008	Debi DeBenedetto
<i>created travel schedule for Boston next week sent to staff</i>						
2/15/2008	Debi's Activity Tracking Account	General - Email	Closed	2/15/2008	2/27/2008	Debi DeBenedetto
<i>3 hours</i>						
2/15/2008	Tifany & Company	Sales - Partner Contact	Closed	2/15/2008	2/15/2008	Debi DeBenedetto
<i>added to idss and roundtable list</i>						
2/22/2008	Expressen	General - Email	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>Assisted news editor Peter Suneson with Eveglades info and turned contact over to JoNell</i>						
2/26/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/26/2008	2/27/2008	Niccole Haschak
<i>Sent out Fishing Lead: Can you quote me rates, I am not sure when he plans to come so quote season and summer and full and half day and the types of charters you do please. I will get this back to the consumer with your information.</i>						
2/26/2008	Debi's Activity Tracking Account	General - Research	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Conference call 1 hour with JAck and Media Gateway eblasts</i>						
2/27/2008	American Academy of Otolaryngic Allergy & Foundation	Sales - Assisted Mtg Planner	Closed	2/27/2008	2/29/2008	Debi DeBenedetto
<i>follow up with planner on rfp</i>						
2/27/2008	Debi's Activity Tracking Account	General - Expense Reports	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Boston expenses reports and follow up</i>						
2/27/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>REd Fish Tournament Cynthia reviewed and sent info possible sponsor turned to Ralph</i>						
2/27/2008	Debi's Activity Tracking Account	General - Research	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>looked at sponsor art shows regional Regina DePalma 941-966-1794</i>						
2/27/2008	Debi's Activity Tracking Account	General - Research	Closed	2/29/2008	2/29/2008	Debi DeBenedetto
<i>Research Virtual Home based expo - sign up?</i>						
2/27/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	3/14/2008	3/17/2008	Debi DeBenedetto
<i>Sent out lead for co-op ad in Recommend special issue 4 partner co-op solicitation</i>						
2/27/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>long discussion with SWFLA Eco tours to assist with 60 VIPs May 09 activities .5 hours</i>						

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2/27/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Called all planners and sent email urgent need photo for MP guide .5</i>						
2/27/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Assisted Juliana with consumer fishing request contact with 20 fishing charters, updates and rates and other discussion resulted</i>						
2/27/2008	Debi's Activity Tracking Account	Copy Edits	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Proof meeting planner guide 1.5 hours</i>						
2/27/2008	Debi's Activity Tracking Account	General - Incoming Call	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Mon Te wed this week updates to email, web, idss, contact 12 hours</i>						
2/27/2008	Debi's Activity Tracking Account	General - Web update	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>delt with book it problems on website</i>						
2/27/2008	Independent Office Products and Furniture Dealers Association	Fam Escort	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>site Stephen all afternoon 2 -7 pm Hyatt pick up Marriott Marco Rookery, NG golf Naples GRande 105 miles</i>						
2/27/2008	Play FLA Golf	General - Expense Reports	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Boston expense reports 1.0</i>						
2/27/2008	Play FLA Golf	Copy Edits	Closed	3/12/2008	3/17/2008	Debi DeBenedetto
<i>Proof golf guide 1 hour/ ask when ready</i>						
2/28/2008	AAA Allied Group Incorporated	Sales - Send Promotional Item / Collateral	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>sent 100 VG to TA</i>						
2/28/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>one hour seminar with HSMAI on effective email campaigns</i>						
2/28/2008	EIPBN	Sales - Assisted Mtg Planner	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>Assisted planner with suggestions for off site event 350 pp while meeting at Marriot MArco May 09</i>						
2/28/2008	Worth International Media Group	PR - Send Media Kit	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>Debi sent 4 press releases to asst editor for Worth for using The official Meeting planners guide to fla - whats new, renovation etc.</i>						
2/29/2008	Jimmy Garvin Legacy Tournament	Sales - Assisted Mtg Planner	Closed	3/5/2008	3/5/2008	Debi DeBenedetto
<i>sent out rfp and contacted client sent sales kit</i>						
2/29/2008	Print User Group	Sales - Assisted Mtg Planner	Closed	3/5/2008	3/5/2008	Debi DeBenedetto
<i>sent out rfp and slaes kit contacted Erich</i>						
3/4/2008	David C. Koch Regional Cancer Therapy Center	Sales - Assisted Mtg Planner	Closed	3/12/2008	3/17/2008	Debi DeBenedetto
<i>Pick up at Napble Grande Becky & Jane March 12 8 am site itinerary all set several hours on this meeting</i>						
3/4/2008	David C. Koch Regional Cancer Therapy Center	Sales - Assisted Mtg Planner	Closed	3/10/2008	3/17/2008	Debi DeBenedetto
<i>Call Becky at LaPlaya and welcome her</i>						
3/4/2008	The Great Canadian Comedy Tour Company	Sales - Assisted Travel Agent	Closed	3/4/2008	3/4/2008	Debi DeBenedetto
<i>Sent sales kit and offerd assistance and recommendations on phone sent email on specific info requested</i>						

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Detailed Staff Reports IX

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3/4/2008	VISIT FLORIDA	Sales - Meeting / Show / Conference	Closed	3/18/2008	3/17/2008	Debi DeBenedetto
<i>sent rfps for CAB group to hotels - sent package from hotels CVB to Steven - call to see if destination chosen</i>						
3/7/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Attended 3 days Boston AAA consumer show and Travel Agents</i>						
3/10/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Sent hotel proposals to Visit Florida on CAB rfp</i>						
3/11/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>HSMAI Webinar complete Marketing to Groups on line</i>						
3/11/2008	Debi's Activity Tracking Account	General - TDC Report	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>TDC report 3 hours prep</i>						
3/12/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Site all day Becky Beward UPMC</i>						
3/13/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Escort sites to Jan Doets Netherlands tour operator Sjannke and Elona had dinner and showed them around saw NBH, Bellasera, Naples Bay, Inn on Fifth, downtown</i>						
3/13/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>first meeting for MP FAM - all group hotels participating.</i>						
3/14/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Set up itinerary and discounts for Sept Travel Agent FAM submitted and got approvals</i>						
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Registered Encounter</i>						
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Prepare for mpi show Wed</i>						
3/17/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Play Florida golf guides in sent new golf guide to 12 cities from Play Florida Golf leads</i>						

Total Tasks: 62

EVENT FACTORS	Quantity	Multiplier	Event days	Total
				\$ -
Room nights booked	1505	\$ 167.00	1	\$ 251,335.00
Meeting Room Revenue	2	\$ 1,000.00	3	\$ 6,000.00
F&B spending based on 1.5 persons in room	2258	\$ 125.00	1	\$ 282,250.00
	0	\$ -		\$ -
	0		0	\$ -
offsite expenditures				\$ -
What other expenditures, if any, are anticipated?				\$ -
Total direct impact =				\$ 539,585.00
	Output multiplier	1.73	Total output impact	\$ 933,482.05
		Employment impact		18.885475
		Total earnings impact		291375.9
Transient lodging tax				\$ 4,316.68
Local option gasoline tax				\$ 1,478.78
Occupational license tax rev.				
Payment for use of public facility				\$ -
Total gross revenue				\$ 1,230,672.29
Funds expended by local government CVB to attract the event				\$ 150,000.00
Cost of additional public services required by the event or team				\$ -
Additional items				\$ -
Total expenditures				\$ 150,000.00
Gross revenue				\$ 1,230,672.29
Net revenue				\$ 1,080,672.29

2007 Sales Meeting Planner economic impact

Debi DeBenedetto CVB Sales



Tourism PR & Communications – Late Feb & March 2008
Submitted by: JoNell Modys
TDC Meeting – March 24, 2008

Ongoing work has been underway on several major initiatives. One of them is the ribbon cutting ceremony for Phase I of the Paradise Coast Blueway. Our department issued VIP invitations and invited various area organizations to be present for tabletop displays. I utilized our value added space from our ad buy in Florida Fishing Weekly to promote the Blueway and the event – that ran in the Friday, March 21 edition of this statewide newspaper.

Another major initiative that is in the works is addition to www.ParadiseCoast.com of a Blog page as well as a page for new video content. I have been working with Miles Media to develop these initiatives to carry out Web site into the current digital age. The Blog will be called Destination Diary. This will be an 'expert' blog, written by me and other members of the CVB staff. We will provide insider tips on where to go and things to do as well as stories about interesting things happening and accounts of experiences we have had in the destination. Initial entries will include the story of the new baby dolphin, Paradise, named in honor of the Paradise Coast and our CVB by the naturalists at the Dolphin Explorer. We will be following the growth and development of baby Paradise in the blog. I will also report on my recent bicycle excursion into Florida Panther territory as well as other interesting news and notes about the area. We will provide an email address for the public to provide us with comments and suggestions, since we currently do not have the staff on hand to do full time monitoring of incoming user comments. The video page will feature some of the expert videos we commissioned from VISIT FLORIDA focusing on key experiences on the Paradise Coast, and a new series of video vignettes about the area that the PR department will be producing in the coming year.

I was selected via lottery to participate in the recent VISIT FLORIDA media mission to Atlanta and Birmingham, two key feeder markets to Florida and home to some significant press outlets. Our Florida team met with the Atlanta Journal-Constitution, Upscale magazine, Atlanta Voice, Points North, Southern Living (we are discussing a May fam with them as a result), Cooking Light, Southern Accents, Birmingham News, Birmingham Magazine, and I had a follow up meeting with the writer for Executive Traveler that was here in January.

We were also selected to participate in the VISIT FLORIDA media reception held in Washington, DC last week. Since that is close to BCF's home office, we sent a representative from our PR agency to handle that event, where he met with over 20 top media that are based in DC.

News release activity this month includes the What's New for 2008 release. We have a lot that is new and it is a longer-than-normal release, so we have it listed in the Media Center of our Web site and it has been used for many "on the spot" distributions to media seeking the latest destination information. It was also distributed this month at the VISIT FLORIDA Washington, DC media event, attended by our representative from BCF. Other releases include news about the start of voting for our Weddings in Paradise contest and local event announcements for the Blueway grand opening.

We have worked with the photographer from Insight Guides: Florida to assist with itinerary planning during his visit here following an author's visit last month; as well as suggestions for a Road Trip feature that will be appearing in the April/May/June issue of Roam, the inflight for USA3000 airlines.

I am working with a freelance writer for Golf for Women and the Marco Island Marriott to host a writer for Golf for Women magazine. This trip and article is a result of a meeting I had with the executive editor of Golf for Women in January in New York.

I attended the local Corks & Storks event for Corkscrew Swamp Sanctuary, and provided news of the event to www.BackRoadsWine.com, whose editor visiting here in January and developed a bond with Corkscrew Swamp Sanctuary.

As part of Florida Panther Week, I attended a guided bicycle journey through panther habitat in Big Cypress National Preserve, and participated in a variety of educational and interpretive events during the bike ride.

As part of Leadership Collier arts day, I discovered several opportunities for the public to engage in interactive arts activities in the destination; and I collected donations for Options Thrift Shoppe in support of the Shelter for Abused Women & Children.

I attended the EOC training session for working on our department's crisis plan utilizing the new County template format.



Naples Marco Island Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
MARCH 24, 2008
TDC Meeting**

PRODUCTION NOTES

- ABC's "The Bachelor" – TV series
- WFTX-TV/Morning Blend – TV series[local]
- Moon Guide – video/print
- Gaiam – video/print
- Fiddler Films - commercial

WORKING LEADS

- William Fain Productions – independent film
- "Pictures of You" – independent film
- Prudential Insurance – still commercial
- HBO Films – TV series episodic
- "Driving All the Way"/Summit Entertainment
- University of Miami student film
- *Real Simple* - print
- *Runners World* - print
- Viewpoint Studios – still
- Speargrass Studio/FootJoy - catalog
- Size Inc. (Japan) – commercial
- Obas- independent film
- Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

OPERATIONS

- Website update and re-design
- 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
- Scout prep- Wm. Fain Productions

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

For the month of February 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	75	213.50
Naples Press	79	257.92
Guest Click	6	14.37
International	2	3.38
Storm Information	2	2.72
Meeting Planner	1	0.50
Collier County Sports Council	2	4.55
<u>Grand Total:</u>	<u>167</u>	<u>496.93</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of February 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	3	10.07	0
Live Information	49	190.40	-
Meeting Planner	1	7.10	-
Partner Pack CD	0	0.00	-
Special Fulfillment	18	29.03	-
Sports Council of Collier County Information	1	4.02	-
Visitors Guide	2157	1,428.38	-
CVB Office Referral	0	0.00	-
Hang up	18	14.72	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	16	8.87	-
<u>Grand Total:</u>	<u>2263</u>	<u>1,692.58</u>	<u>0</u>

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2/15/2008	Debi's Activity Tracking Account	General - Email	Closed	2/15/2008	2/27/2008	Debi DeBenedetto
<i>3 hours</i>						
2/15/2008	Tifany & Company	Sales - Partner Contact	Closed	2/15/2008	2/15/2008	Debi DeBenedetto
<i>added to idss and roundtable list</i>						
2/22/2008	Expressen	General - Email	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>Assisted news editor Peter Suneson with Eveglades info and turned contact over to JoNell</i>						
2/26/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/26/2008	2/27/2008	Niccole Haschak
<i>Sent out Fishing Lead: Can you quote me rates, I am not sure when he plans to come so quote season and summer and full and half day and the types of charters you do please. I will get this back to the consumer with your information.</i>						
2/26/2008	Debi's Activity Tracking Account	General - Research	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Conference call 1 hour with JAck and Media Gateway eblasts</i>						
2/27/2008	American Academy of Otolaryngic Allergy & Foundation	Sales - Assisted Mtg Planner	Closed	2/27/2008	2/29/2008	Debi DeBenedetto
<i>follow up with planner on rfp</i>						
2/27/2008	Debi's Activity Tracking Account	General - Expense Reports	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Boston expenses reports and follow up</i>						
2/27/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>REd Fish Tournament Cynthia reviewed and sent info possible sponsor turned to Ralph</i>						
2/27/2008	Debi's Activity Tracking Account	General - Research	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>looked at sponsor art shows regional Regina DePalma 941-966-1794</i>						
2/27/2008	Debi's Activity Tracking Account	General - Research	Closed	2/29/2008	2/29/2008	Debi DeBenedetto
<i>Research Virtual Home based expo - sign up?</i>						
2/27/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	3/14/2008	3/17/2008	Debi DeBenedetto
<i>Sent out lead for co-op ad in Recommend special issue 4 partner co-op solicitation</i>						
2/27/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>long discussion with SWFLA Eco tours to assist with 60 VIPs May 09 activities .5 hours</i>						

* Task is assigned to multiple people

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
2/27/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Called all planners and sent email urgent need photo for MP guide .5</i>						
2/27/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Assisted Juliana with consumer fishing request contact with 20 fishing charters, updates and rates and other discussion resulted</i>						
2/27/2008	Debi's Activity Tracking Account	Copy Edits	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Proof meeting planner guide 1.5 hours</i>						
2/27/2008	Debi's Activity Tracking Account	General - Incoming Call	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Mon Te wed this week updates to email, web, idss, contact 12 hours</i>						
2/27/2008	Debi's Activity Tracking Account	General - Web update	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>delt with book it problems on website</i>						
2/27/2008	Independent Office Products and Furniture Dealers Association	Fam Escort	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>site Stephen all afternoon 2 -7 pm Hyatt pick up Marriott Marco Rookery, NG golf Naples GRande 105 miles</i>						
2/27/2008	Play FLA Golf	General - Expense Reports	Closed	2/27/2008	2/27/2008	Debi DeBenedetto
<i>Boston expense reports 1.0</i>						
2/27/2008	Play FLA Golf	Copy Edits	Closed	3/12/2008	3/17/2008	Debi DeBenedetto
<i>Proof golf guide 1 hour/ ask when ready</i>						
2/28/2008	AAA Allied Group Incorporated	Sales - Send Promotional Item / Collateral	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>sent 100 VG to TA</i>						
2/28/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>one hour seminar with HSMAI on effective email campaigns</i>						
2/28/2008	EIPBN	Sales - Assisted Mtg Planner	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>Assisted planner with suggestions for off site event 350 pp while meeting at Marriot MArco May 09</i>						
2/28/2008	Worth International Media Group	PR - Send Media Kit	Closed	2/28/2008	2/28/2008	Debi DeBenedetto
<i>Debi sent 4 press releases to asst editor for Worth for using The official Meeting planners guide to fla - whats new, renovation etc.</i>						
2/29/2008	Jimmy Garvin Legacy Tournament	Sales - Assisted Mtg Planner	Closed	3/5/2008	3/5/2008	Debi DeBenedetto
<i>sent out rfp and contacted client sent sales kit</i>						
2/29/2008	Print User Group	Sales - Assisted Mtg Planner	Closed	3/5/2008	3/5/2008	Debi DeBenedetto
<i>sent out rfp and slaes kit contacted Erich</i>						
3/4/2008	David C. Koch Regional Cancer Therapy Center	Sales - Assisted Mtg Planner	Closed	3/12/2008	3/17/2008	Debi DeBenedetto
<i>Pick up at Napble Grande Becky & Jane March 12 8 am site itinerary all set several hours on this meeting</i>						
3/4/2008	David C. Koch Regional Cancer Therapy Center	Sales - Assisted Mtg Planner	Closed	3/10/2008	3/17/2008	Debi DeBenedetto
<i>Call Becky at LaPlaya and welcome her</i>						
3/4/2008	The Great Canadian Comedy Tour Company	Sales - Assisted Travel Agent	Closed	3/4/2008	3/4/2008	Debi DeBenedetto
<i>Sent sales kit and offerd assistance and recommendations on phone sent email on specific info requested</i>						

* Task is assigned to multiple people

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
3/4/2008	VISIT FLORIDA	Sales - Meeting / Show / Conference	Closed	3/18/2008	3/17/2008	Debi DeBenedetto
<i>sent rfps for CAB group to hotels - sent package from hotels CVB to Steven - call to see if destination chosen</i>						
3/7/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Attended 3 days Boston AAA consumer show and Travel Agents</i>						
3/10/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Sent hotel proposals to Visit Florida on CAB rfp</i>						
3/11/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>HSMAI Webinar complete Marketing to Groups on line</i>						
3/11/2008	Debi's Activity Tracking Account	General - TDC Report	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>TDC report 3 hours prep</i>						
3/12/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Site all day Becky Beward UPMC</i>						
3/13/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Escort sites to Jan Doets Netherlands tour operator Sjannke and Elona had dinner and showed them around saw NBH, Bellasera, Naples Bay, Inn on Fifth, downtown</i>						
3/13/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>first meeting for MP FAM - all group hotels participating.</i>						
3/14/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Set up itinerary and discounts for Sept Travel Agent FAM submitted and got approvals</i>						
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Registered Encounter</i>						
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Prepare for mpi show Wed</i>						
3/17/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
<i>Play Florida golf guides in sent new golf guide to 12 cities from Play Florida Golf leads</i>						

Total Tasks:

62

* Task is assigned to multiple people

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of February 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	194	471	5%	41	513	1%
Consumer Directories	101	340	3%	64	1565	2%
Leisure E-Marketing	621	2278	22%	985	2758	35%
Newspaper Domestic NE/MW	6	2462	24%	834	4881	30%
TV/Target Markets	0	19	0%	0	44	0%
Niche Markets (Bridal/Honeymoon)	756	2664	26%	739	3228	26%
Niche Markets (ECO)	131	893	9%	34	514	1%
Niche Markets (Fishing)	1	2	0%	1	3	0%
Niche Markets (Golf)	1	1	0%	0	3	0%
Niche Markets (Senior)	309	804	8%	3	1338	0%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	0	108	1%	0	2	0%
Group Business (Association)	0	0	0%	0	1	0%
Group Business (Corporate)	0	0	0%	0	0	0%
Group Business (Leisure)	0	0	0%	17	121	1%
Friend/Relative	10	36	0%	2	38	0%
Magazine	0	0	0%	0	0	0%
Naples, Marco Island, Everglades CVB	5	18	0%	31	79	1%
Newspaper	0	0	0%	0	0	0%
Other/Unknown	14	38	0%	48	152	2%
Radio	0	0	0%	0	0	0%
Target Markets	0	0	0%	0	0	0%
Travel Agent	8	20	0%	9	17	0%
TV	0	0	0%	0	0	0%
Website	0	0	0%	0	0	0%
Grand Total:	2,157	10,154		2,808	15,257	

*YTD = Fiscal Year

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

For the month of February 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Coastal Living Jan/Feb 08	106	252	54%
Florida Sun	75	184	39%
Other/Unknown	7	16	3%
Arthur Frommer's Bdgt Feb 08	2	2	0%
Southern Living Travel Jun 07	2	3	1%
Chicago Tribune Mag Feb 08	1	1	0%
Southern Living Travel Jul 07	1	2	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	2%
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 Travel Jul 08	0	1	0%
Southern Living TVL Jun/Jul 06	0	0	0%
Unknown	0	0	0%
Women's World	0	0	0%
Grand Total:	194	471	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of February 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	96	127	37%
2007 Official FL Vac Guide	3	162	48%
Visit FL Intl Travel Planner	2	2	1%
2005 Official FL Vac Guide	0	0	0%
2006 Family Summer Getaways	0	0	0%
2006 Official FL Vac Guide	0	49	14%
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%
<u>Grand Total:</u>	<u>101</u>	<u>340</u>	

*YTD = Fiscal Year

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

For the month of February 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	557	2014	88%
DestinationBrochures.com	44	174	8%
VisitFlorida.com	10	17	1%
Other/Unknown	5	22	1%
Visit USA - UK	5	11	0%
www.ParadiseCoast.com	0	0	0%
24-7Vacations.com	0	32	1%
FLAUSA.COM	0	3	0%
Visit USA - Germany	0	0	0%
VisitFlorida.com - France	0	5	0%
VisitFlorida.com - Germany	0	0	0%
www.24-7Vacations.com	0	0	0%
www.DestinationBrochures.com	0	0	0%
Grand Total:	621	2,278	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of February 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Other/Unknown	4	54	2%
PrePrint Out State Spring 08	1	2	0%
St. Paul Pioneer Press	1	7	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%
St Petersburg Times	0	1	0%
TMG Newspaper Insert	0	0	0%
TMG Out of State Insert	0	1	0%
TMG Out of State Insert 08	0	2	0%
Union Tribune	0	2	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 FL In State Summer 08	0	1	0%
Visit Florida In State Insert	0	0	0%
Grand Total:	6	2,462	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of February 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Chicago - Comcast	0	0	0%
Chicago - WBBM	0	0	0%
Chicago - WLS	0	0	0%
Chicago Unknown	0	1	5%
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 February 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:	0	19	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of February 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	1	47	1%
FL Wedding&Honeymoon Jan/Feb08	136	762	17%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	7	77	2%
FL Wedding&Honeymoon Mar/Apr06	0	0	0%
FL Wedding&Honeymoon Mar/Apr07	12	46	1%
FL Wedding&Honeymoon Mar/Apr08	554	554	13%
FL Wedding&Honeymoon May/Jun07	6	56	1%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	25	758	17%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	15	356	8%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Bridal/Honeymoon)	756	2664	61%
Niche Markets (Senior)			
AAA Car & Travel Jan 08	48	198	5%
AAA Going Places Jan/Feb 08	1	3	0%
AAA Home & Away Jan/Feb 08	206	469	11%
AAA Journeys Jan/Feb 08	54	134	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)	309	804	18%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of February 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (ECO)			
Audubon Jan/Feb 08	98	239	5%
Audubon Mar/Apr 07	0	2	0%
Audubon Nov/Dec 06	0	0	0%
Audubon Nov/Dec 07	32	265	6%
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	0	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	0	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	7%
Nat'l Geo. Trvlr Oct 07	0	86	2%
Undiscovered Florida	0	0	0%
Undiscovered Florida May 08	1	1	0%
Niche Markets (ECO)	131	893	20%
Niche Markets (Fishing)			
FL Fishing & Boating Guide	0	1	0%
Florida Sportsman	1	1	0%
Niche Markets (Fishing)	1	2	0%
Niche Markets (Golf)			
Golf for Women Mag Jan/Feb 08	1	1	0%
Golf Magazine	0	0	0%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Golf)	1	1	0%

Naples, Marco Island, Everglades CVB

Grand Total:	<u>1,198</u>	<u>4,364</u>
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*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Travel Agent Directories

For the month of February 2008

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

*YTD = Fiscal Year

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

For the month of February 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 February 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	232	688	7%	139	731	5%
NY	158	597	6%	176	1135	7%
FL	129	2902	31%	201	2309	8%
IN	116	315	3%	86	404	3%
PA	97	362	4%	181	760	7%
TX	86	295	3%	112	556	4%
MI	79	292	3%	101	526	4%
IL	78	317	3%	121	706	5%
CA	64	286	3%	81	492	3%
NJ	62	238	3%	85	475	3%
NC	58	203	2%	76	349	3%
MO	55	163	2%	74	345	3%
KY	53	170	2%	69	248	3%
MN	49	183	2%	57	275	2%
WI	48	175	2%	79	375	3%
GA	46	156	2%	91	582	4%
VA	45	169	2%	57	277	2%
MA	44	165	2%	71	303	3%
MD	44	122	1%	47	353	2%
CT	38	140	1%	46	161	2%
OK	34	115	1%	26	119	1%
TN	33	148	2%	58	467	2%
AL	29	101	1%	45	235	2%
LA	27	100	1%	44	191	2%
SC	23	90	1%	40	231	2%
WA	23	78	1%	35	178	1%
AR	21	66	1%	31	112	1%
IA	20	79	1%	50	162	2%
WV	20	56	1%	25	95	1%
AZ	18	57	1%	30	144	1%
CO	17	60	1%	28	146	1%
KS	16	71	1%	21	113	1%
NE	14	46	0%	21	83	1%
ME	11	47	0%	17	64	1%

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

For the month of February 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>
NH	11	37	0%	15	64	1%
SD	10	25	0%	13	33	1%
OR	9	40	0%	19	117	1%
MS	8	55	1%	25	114	1%
ND	7	30	0%	6	32	0%
NV	6	30	0%	14	79	1%
RI	6	23	0%	11	37	0%
VT	6	17	0%	7	33	0%
ID	5	18	0%	6	35	0%
NM	5	29	0%	8	54	0%
DE	4	21	0%	14	70	1%
MT	3	14	0%	6	45	0%
UT	3	22	0%	6	41	0%
WY	3	9	0%	2	12	0%
AK	2	10	0%	4	19	0%
PR	2	14	0%	2	46	0%
AE	1	2	0%	0	2	0%
AP	1	2	0%	1	5	0%
HI	1	5	0%	3	15	0%
AA	0	0	0%	0	0	0%
DC	0	2	0%	2	21	0%
FM	0	0	0%	0	0	0%
GU	0	1	0%	0	0	0%
VI	0	1	0%	0	3	0%
<u>Grand Total:</u>	<u>1,980</u>	<u>9,459</u>		<u>2,585</u>	<u>14,579</u>	

*YTD = Fiscal Year

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

For the month of February 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	1980	9459	93%	2585	14579	92%
GERMANY	74	201	2%	37	93	1%
CANADA	36	204	2%	59	279	2%
UNITED KINGDOM	31	190	2%	81	154	3%
FRANCE	6	16	0%	5	8	0%
NETHERLANDS	6	14	0%	2	7	0%
SWITZERLAND	5	9	0%	0	3	0%
BELGIUM	4	7	0%	3	6	0%
BRAZIL	4	9	0%	0	6	0%
ARGENTINA	2	3	0%	7	13	0%
PHILIPPINES	2	2	0%	0	4	0%
AUSTRALIA	1	1	0%	1	5	0%
AUSTRIA	1	3	0%	0	4	0%
IRELAND	1	3	0%	4	5	0%
ITALY	1	11	0%	2	6	0%
PAKISTAN	1	1	0%	3	13	0%
RUSSIA	1	1	0%	0	0	0%
SINGAPORE	1	1	0%	0	0	0%
ALGERIA	0	1	0%	0	0	0%
BANGLADESH	0	1	0%	1	2	0%
BELARUS	0	0	0%	1	1	0%
BERMUDA	0	0	0%	0	1	0%
BULGARIA	0	0	0%	2	2	0%
CHILE	0	0	0%	1	1	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%	1	1	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%

PHASE V OF SOUTHWEST FLORIDA, INC.

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

For the month of February 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>
GEORGIA	0	1	0%	0	0	0%
GHANA	0	0	0%	3	6	0%
GREECE	0	0	0%	0	1	0%
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%	0	11	0%
INDONESIA	0	0	0%	0	2	0%
IRAN	0	3	0%	3	10	0%
IRAQ	0	0	0%	0	1	0%
ISRAEL	0	0	0%	0	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%	0	1	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	0	1	0%
MEXICO	0	0	0%	0	3	0%
MOROCCO	0	0	0%	0	0	0%
NEW ZEALAND	0	0	0%	1	3	0%
NIGERIA	0	0	0%	0	1	0%
NORTHERN IRELAN	0	0	0%	0	0	0%
NORWAY	0	1	0%	2	4	0%
PANAMA	0	0	0%	0	0	0%
PERU	0	0	0%	1	1	0%
POLAND	0	2	0%	0	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%
SA	0	0	0%	0	0	0%
SAUDI ARABIA	0	0	0%	0	0	0%
SCOTLAND	0	0	0%	1	1	0%

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

For the month of February 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%
SWEDEN	0	3	0%	1	4	0%
TAIWAN	0	0	0%	0	0	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	1	0%	1	1	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:	2,157	10,154		2,808	15,257	

*YTD = Fiscal Year

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

For the month of February 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	6	46	4%
Meeting Planner Kit	6	46	4%
Meeting Planner Non-Kit Fulfill			
MP Non-Kit Fulfillment	2	2	0%
Meeting Planner Non-Kit Fulfill	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%
PR Mailings			
PR Mailings			
Press Kit - Media	0	1	0%
PR Mailings	0	1	0%

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

For the month of February 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Tour Operators			
Tour Operators			
Huddle Follow-Up	2	2	0%
Motorcoach	1	1	0%
Other/Unknown	0	3	0%
Tour Operators	3	6	1%
Trade Show			
Trade Shows			
Vakantiebeurs Trade Show	1	1	0%
Trade Shows	1	1	0%
Travel Agents			
Travel Agents			
AAA Travel Conference	0	302	25%
Other/Unknown	6	11	1%
Travel Agents	6	313	26%
Grand Total:	18	1,197	

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of February 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	167	496.93
DATA IMPORT	977	0.00
RDR RESPONSE	1,049	1,049.77
RR-FULFILLED	66	138.17
WEBSITE	4	7.72
Grand Total:	2,263	1,692.58

		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	729	49		
2007 Official FL Vac Guide	Consumer Directories	0	56	2	64	2	27	1	12	2	3	11	0	9	0	36	0	13	0	9	0	6	0	4	95	162		
2008 Official FL Vac Guide	Consumer Directories	0	1	0	0	0	1	0	29	0	96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	127	
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	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	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	6,831	0	4,750	0	0	0	0	11,581	0	
VF Intl. Travel Planner	Consumer Directories	0	0	0	0	0	0	1	0	1	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3	2	
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	101	114	0	102	0	141	0	93	0	7,515	0	5,022	0	78	0	14,647	340	
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	0	168	0
AAA Going Places May/June 07	Consumer Magazines	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	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 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	23	0	
Arthur Frommer's Tvl Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
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	
Chicago Tribune Mag Feb 08	Consumer Magazines	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	1	
Coastal Living Jan/Feb 08	Consumer Magazines	0	0	0	0	1	0	145	0	106	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	252	
Conde Nast Traveler	Consumer Magazines	1	0	0	0	0	0	0	0	0	1	0	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	1	0	75	8	0	13	0	53	0	0	0	31	0	41	0	6	0	169	184	
New York Times	Consumer 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	Consumer Magazines	0	4	0	1	0	3	0	1	0	7	0	0	0	0	8	0	3	0	14	0	7	0	4	0	36	16	
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	0	
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	0	
Southern Living Travel Jul 07	Consumer Magazines	0	0	1	0	0	1	0	0	1	1	0	0	0	0	0	0	1	0	1	0	0	0	1	0	5	2	
Southern Living Travel Jun 07	Consumer Magazines	0	0	0	0	1	1	0	1	2	0	0	1	0	4	0	2	0	1	0	2	0	0	0	0	12	3	
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	0	0	2	0	1	0	1	0	0	43	0	
TOTAL Consumer Magazines:		259	103	51	1	43	25	84	148	41	194	39	0	37	0	91	0	462	0	465	0	180	0	52	0	1,804	471	
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	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	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	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	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	0	3	0

		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
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	0	89	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	0	89	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	0	17	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	0	103	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	0	93	0	0	0	0	0	94	0
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	389	0	389	0
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	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
DestinationBrochures.com	Leisure E-Marketing	3	34	10	47	11	16	9	33	30	44	27	0	14	0	18	0	24	0	37	0	17	0	13	0	213	174
FLAUSA.com	Leisure E-Marketing	0	2	4	0	2	0	1	1	3	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	11	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	
Friend/Relative	Leisure E-Marketing	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	1	0
Other/Unknown	Leisure E-Marketing	0	2	0	5	0	4	0	6	0	5	0	0	0	0	5	0	3	0	1	0	7	0	6	0	22	22	
ParadiseCoast.com	Leisure E-Marketing	312	326	290	197	218	336	527	598	582	557	447	0	449	0	583	0	383	0	378	0	468	0	317	0	4,954	2,014	
Travel Agent	Leisure E-Marketing	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	
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	0	2	0	0	0	10	1	0	1	0	0	0	1	0	2	0	0	0	0	0	5	17	
VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	0	1	0	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	5	
VisitFlorida.com - Germany	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	1	0	1	0	2	0	0	0	1	0	1	0	0	0	6	0	
Visit USA - UK	Leisure E-Marketing	0	1	0	0	0	1	0	4	40	5	4	0	5	0	1	0	1	0	3	0	0	0	0	0	54	11	
TOTAL Leisure E-Marketing:		439	400	379	253	319	360	634	644	966	621	863	0	692	0	819	0	682	0	652	0	748	0	491	0	7,620	2,278	
Newspaper Domestic NE/MW:																												
Friend/Relative	Newspaper Domestic NE/MW	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	1	0
Preprint In-State Fall 2006	Newspaper Domestic NE/MW	70	0	10	0	2	0	970	0	101	0	180	0	9	0	1	0	1	0	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	0	1,139	0	2	0	0	0	0	0	0	0	0	0	0	0	0	4,853	0
Preprint Out-State Spring 08	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Other/Unknown	Newspaper Domestic NE/MW	0	4	0	2	0	17	0	27	0	4	1	0	3	0	16	0	3	0	4	0	0	0	3	0	30	54	
St. Paul Pioneer Press	Newspaper Domestic NE/MW	0	0	0	0	4	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	
St. Petersburg Times	Newspaper Domestic NE/MW	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	
TMG Newspaper Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	2	1	0	0	0	0	1,670	0	108	0	71	0	1	0	1	0	0	0	1,852	3	
Union Tribune	Newspaper Domestic NE/MW	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Valassis FSI	Newspaper Domestic NE/MW	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	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	656	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,392	
Visit Florida In State Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,288	0	0	0	0	0	1,288	0	
Visit FL In State Summer 08	Newspaper Domestic NE/MW	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	
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,613	0	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	0	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	678	3,947	35	826	6	1,320	0	1,684	0	1,739	0	5,519	0	1,345	0	18	0	3	0	16,495	2,462	
Niche Markets (Bridal/Honeymoon):																												
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	32	0	9	0	1	0	14	0	0	0	1	0	2	0	0	0	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	20	525	11	175	1	67	0	38	0	18	0	11	0	13	0	10	0	3	0	1,224	47	
FL Wedding & Honeymoon Jan/Feb 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	236	0	390	0	136	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	762	
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	707	2	464	0	147	0	128	0	48	0	37	0	18	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	5	0	10	0	7	0	0	0	0	8	0	377	0	458	0	143	0	79	0	1,065	77	
FL Wedding & Honeymoon Mar/Apr 06	Niche Markets (Bridal/Honeymoon)	15	0	13	0	1	0	6	0	0	0	4	0	0	0	0	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	3	64	9	517	12	536	0	231	0	58	0	42	0	40	0	16	0	9	0	1,513	46	
FL Wedding & Honeymoon Mar/Apr 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	554	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	554	
FL Wedding & Honeymoon May/Jun 07	Niche Markets (Bridal/Honeymoon)	0	21	0	15	0	6	0	8	0	6	38	0	422	0	447	0	221	0	103	0	48	0	21	0	1,300	56	
FL Wedding & Honeymoon Sept/Oct 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	0	0	1	
FL Wedding & Honeymoon Sept/Oct 07	Niche Markets (Bridal/Honeymoon)	0	207	0	75	0	32	0	27	0	15	0	0	0	0	0	0	0	0	76	0	390	0	424	0	890	356	
FL Wedding & Honeymoon Nov/Dec 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	
FL Wedding & Honeymoon Nov/Dec 07	Niche Markets (Bridal/Honeymoon)	0	243	0	348	0	86	0	56	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	758	
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	
TOTAL Niche Markets (Bridal/Honeymoon):		754	522	509	483	490	392	737	511	740	756	683	0	712	0	557	0	672	0	711	0	620	0	545	0	7,730	2,664	

		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	
Niche Markets (ECO):																												
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	39	0	34	0	18	0	9	0	0	0	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	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	243	0
Audubon Nov/Dec 07	Niche Markets (ECO)	0	0	0	145	0	48	0	40	0	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	265	0
Audubon Mar/Apr 07	Niche Markets (ECO)	0	1	0	0	0	0	1	1	0	0	2	0	3	0	1	0	0	0	0	0	1	0	0	0	8	2	
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	168	0	83	0	49	0	35	0	13	0	13	0	4	0	365	0	
Audubon Jan/Feb 08	Niche Markets (ECO)	0	0	0	0	0	0	0	141	0	98	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	239	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	1	0	
Everglades Kayaking Story	Niche Markets (ECO)	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	0	199	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	201	0	
FL Echo In State Spring 2007	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	86	0	269	0	10	0	0	0	0	0	0	0	0	0	365	0	
Nat'l Geo Trvlr May/June 07	Niche Markets (ECO)	0	2	0	0	0	1	0	2	0	0	0	0	0	0	348	0	206	0	83	0	42	0	2	0	681	5	
Nat'l Geo Trvlr Oct 07	Niche Markets (ECO)	0	290	0	54	0	26	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	378	0
Undiscovered Florida	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	
TOTAL Niche Markets (ECO):		0	293	167	199	72	77	241	193	34	131	278	0	365	0	409	0	241	0	96	0	56	0	6	0	1,965	893	
Niche Markets (Fishing):																												
FL Fishing & Boating Guide	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	0	3	1
Florida Sportsman	Niche Markets (Fishing)	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	1	1
TOTAL Niche Markets (Fishing):		0	1	0	0	1	0	1	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	

		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
Niche Markets (Golf):																											
Golf Magazine	Niche Markets (Golf)	0	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	5	0
Golf for Women Mag Jan/Feb 08	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	0	0	1
Other/Unknown	Niche Markets (Golf)	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
TOTAL Niche Markets (Golf):		0	0	0	0	0	0	3	0	0	1	2	0	0	0	1	0	0	0	0	0	0	0	0	0	6	1
Niche Markets (Senior):																											
AAA Car & Travel Jan 08	Niche Markets (Senior)	0	0	0	0	0	1	0	149	0	48	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	198
AAA Going Places Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
AAA Home & Away Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	1	0	262	0	206	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	469
AAA Journeys Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	80	0	54	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	134
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	1	0	1	0
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	5	0
Reader's Digest June 07	Niche Markets (Senior)	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	309	4,186	0	1,020	0	263	0	3,367	0	616	0	564	0	43	0	11,400	804
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	0	23	0	7	0	1	0	2	0	0	0	0	0	33	0
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	9	0
Chicago - WLS	Target Markets	0	0	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	1	0	0	0	0	0	2	0	4	0	7	0	3	0	0	0	0	0	16	1
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	18	1
Miami - WTJV 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	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	0	10	0	1	0	1	0	0	0	0	0	0	0	13	2
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	8	4
Miami/Ft Laud - WPLG	Target Markets	0	2	1	3	0	0	0	0	0	0	0	0	8	0	4	0	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	0	0	1	0	0	0	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	0	2	0	14	0	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	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	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	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	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	0	0	1	0	7	0	2	0	3	0	0	0	0	0	14	0
Orlando - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	6	0	2	0	0	0	1	0	0	0	0	0	9	0
Orlando - WESH	Target Markets	0	0	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	5	0	1	0	0	0	0	0	0	6	0
Orlando Unknown	Target Markets	0	0	0	0	0	0	2	0	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	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	0	0	7	0	2	0	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	0	0	2	0	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	0	0	1	0	0	0	1	0	0	0	0	0	2	0

		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	
Tampa/St. Pete - WTTA	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	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	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	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	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	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	0	2	1	
West Palm Beach - WPTV NBC	Target Markets	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	
West Palm Beach - WTVX	Target Markets	0	0	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	1	0	0	1	0	142	0	139	0	93	0	44	0	1	0	0	0	463	19	
19																												
Travel Agent Directories:																												
FL Official TVI 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	0
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	0
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	0
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	0	
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	3	108	

	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	5	95	0	1	0	0	0	0	0	0	0	2	0	0	0	131	18	
Friend/Relative	0	3	0	5	0	4	6	14	2	10	14	0	19	0	24	0	0	0	9	0	3	0	1	0	78	36	
Other/Unknown	10	3	1	8	0	5	52	8	43	14	48	0	44	0	16	0	17	0	3	0	3	0	9	0	246	38	
Travel Agent	0	2	0	3	0	2	2	5	8	8	12	0	1	0	1	0	3	0	2	0	5	0	3	0	37	20	
Target Markets	0	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	0	
TOTAL Miscellaneous:	10	8	1	17	0	12	65	38	81	37	169	0	65	0	41	0	20	0	14	0	14	0	13	0	493	112	
SUB TOTAL (excludes Special Fulfill):																											
	3,489	1,449	1,519	2,837	1,285	1,574	6,002	2,137	2,770	2,157	7,669	0	4,822	0	4,201	0	11,149	0	11,458	0	7,223	0	1,231	0	63,340	10,154	
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	0
HSMIAI Affordable Conference	0	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	0	248	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	248
Mid America Pre-Show	0	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	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	0	409	0
Springtime 07	0	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	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	0	0	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	0
CMPCE	0	0	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
Florida Huddle	0	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	0	129	0	0	0	129	0	
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	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	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	0	0	176	0	176	0	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	0	
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	0	
Chicago VIP	0	0	0	0	0	0	0	0	0	0	51	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	76	0	0	0	0	0	0	0	76	0	
Meeting Planner Kit	0	12	0	10	0	7	2	11	1	6	3	0	3	0	0	7	0	11	0	19	0	14	0	60	46	0	
MP Non-Kit Fulfillment	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
TOUR OPERATORS	0	0	0	0	0	3	0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	53	3	
Huddle Follow-Up	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Motorcoach	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	1	0
TRADE SHOWS	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
Vakantiebeurs Trade Show	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	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	112	

3/18/2008

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	
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	0	302

	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	0	0	0	0	0	0	0	3	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	
GOLF 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	
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	0	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	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
AMEX	0	0	0	0	0	0	0	0	0	0	102	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	0	224	0	12	0	0	0	0	0	1	0	0	0	0	0	237	0	
PR MAILINGS	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	0	
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	0	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	0	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	0	0	0	354	0	0	0	0	0	1,350	1	
MAILINGS FOR PARTNERS	0	0	0	0	0	0	0	0	70	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	0	1	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	408	1,551	18	3,086	0	4,230	0	2,508	0	329	0	442	0	2,467	0	533	0	16,306	1,197	
GRAND TOTAL OF REQUESTED PUBS:	4,180	1,893	1,667	2,851	1,285	1,887	6,323	2,545	4,321	2,175	10,755	0	9,052	0	6,709	0	11,478	0	11,900	0	9,690	0	1,764	0	79,646	11,351	
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	106	42	0	3	0	43	0	1	0	5	0	7	0	8	0	115	179	
af - Arthur Frommers	0	1	2	1	0	7	10	17	1,238	74	90	0	26	0	6	0	11	0	2	0	1	0	7	0	1,393	100	
au - Audobon	0	0	112	6	37	1	9	3	3	1	5	0	0	0	1	0	0	1	0	0	0	0	0	0	168	11	
cl.paradisecoast.com	0	0	0	2	0	58	0	232	0	16	0	0	0	0	0	0	2	0	0	1	0	0	0	3	308		
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	2	69	0	1	0	5	0	0	0	0	0	1	0	98	0	174	703	
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 Spirit	0	0	2	0	3	0	3	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	9	2	
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	6	2	0	39	0	4	0	14	0	14	0	59	0	6	0	184	42	
gg.paradisecoast.com	0	4	0	51	0	1	0	2	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	1	9	0	2	0	6	0	0	0	2	0	2	0	1	0	1,118	6	
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	1,769	461	1,793	125	1,461	9	723	4	374	4	197	0	71	0	76	0	79	0	144	0	110	0	108	0	6,905	603	
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	

	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
mh - Miami Herald	1,895	752	2,066	418	1,267	234	804	315	486	221	314	0	309	0	251	0	280	0	198	0	170	0	294	0	8,334	1,940
ml - MNI Home Network	0	0	0	0	0	0	0	1	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
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	1	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	213	2	0	1	0	0	0	39	0	1	0	133	0	173	0	357	1,993
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	4	0	0	0	0	1	0	1	0	2	0	2	0	1	0	9	810
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	4	0	0	0	0	3	0	4	0	0	0	1	0	1	0	9	17
paradisecoast.milesmediagroup.com	0	0	0	1	0	2	0	16	0	6	0	0	15	0	10	0	4	0	0	0	0	0	7	0	36	25
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	4	2	0	10	0	2	0	1	0	1	0	3	0	2	0	64	39
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	667	742	0	489	0	436	0	527	0	467	0	587	0	784	0	19,382	6,863

		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	
Total Views		243,783	370,246	217,847	300,476	237,603	343,101	367,112	483,985	328,680	392,138	250,609	0	247,900	0	352,566	0	381,873	0	403,283	0	371,811	0	303,185	0	3,706,252	1,889,946	
Unique Monthly Visitors		54,529	96,851	59,941	83,190	74,245	89,648	94,903	108,055	85,457	87,410	78,290	0	73,191	0	90,945	0	94,150	0	112,252	0	112,235	0	90,160	0	1,020,298	465,154	
2007 PUBS WITH 2008 LEADS:																												
AAA Going Places May/Jun 06	Consumer Magazines	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Naples Daily News - Editorial	Newspaper Domestic NE/MW	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Everglades Angler	Television	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0
FL Official Travel Industry Guide 06	Travel Agent Directories	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
2007 PUBS WITH 2008 LEADS TOTALS:		5	0	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	41	0

**FLA USA
ITB, Berlin
March 5-9, 2008**



Attendance

Jack Wert attended the show during the first three trade days. Juliana attended the fair on behalf of Naples, Marco Island, Everglades CVB during all 5 days.

Fair facts

The fair took place from Wednesday March 5 up to and including Sunday March 9, 2008 (March 5-7: only for trade visitors and the press). Opening hours were each day from 10:00 a.m. - 6:00 p.m.

The closing report from the ITB stated that the fair felt substantial increases despite strikes at airports and in public transport:

The leading trade show for the global travel industry not only included more exhibitors than ever before this year but also attracted more visitors over the past five days than it did last year, despite strikes and snow. Just fewer than 40% of the trade visitors came to the German capital from abroad in search of information about the latest trends in the industry. Exhibitors revealed a high level of satisfaction with their participation in this event. The world's largest travel trade show attracted more exhibitors than ever before, with 11,147 companies from 186 countries presenting the latest products and services from the travel industry (previous year: 10,923 companies from 184 countries). Crowds of people came to the ITB Berlin each day and, shortly before it closed, attendance figures revealed a positive picture, with a total of 177,891 visitors to the exhibition halls. Between Wednesday and Friday a total of 110,322 trade visitors were registered (2007: 108,735). During the weekend 67,569 members of the public also came in search of information. The surveys conducted at the ITB Berlin revealed that more than 70% of the general public who attended intend to use a travel agency when making their travel arrangements.

Press event at the Leibniz-Klause in Berlin city on Wednesday night

This networking event of an open-house nature with guests coming and going throughout the evening was organised through Visit Florida's German press company based in Munich. 104 journalists signed up for the event, approximately 84 attended. Both, Jack and Juliana, got the chance to talk to new contacts as well as well known partners who already visited the area and published articles in various publications: Detailed conversations were held with the following journalists (Juliana's contacts):

**FLA USA
ITB, Berlin
March 5-9, 2008**



- Florida Sun Magazine: Mrs Jacqueline C. Freund (Publisher)
- InfoPool, Mr Thomas Ullmann (General Manager)
- InfoPool, Mrs Ivonne Ullmann (Senior Editor)
- Mr Kurt J. Ohlhoff, Travel Writer/Photographer (Freelancer)
- Atlas Spezial GmbH, Mr Holmer R. Knoerzer (Editor-in-Chief)
- Atlas Spezial GmbH, Mr Jürgen Kanzler (Manager book and tourism publications)
- Mr Ton Valk, journalist/photographer (Freelancer)
- Die Welt, Mrs Rita Schulze (Editor)

Individual follow up email planned this week to each of the above journalists.

Attendance felt very successful for Juliana & Jack. Both introduced themselves to potential journalists who have already been in contact with the CVB and they also got in contact with new press people. The chance that Juliana introduced herself as the German representative for the Naples area was of great value as most journalists are of course not aware of this contact yet.

Meetings during the trade days

Brief information about meetings held at the booth from March 5-7, 2008:

The Affluent Traveler, Mr Michael O'Day, Director of Sales:

- The magazine is distributed to TAs, airport lounges, affluent shops, etc.
- Cost per double page spread: US\$ 10,000
- Will launch their own booking system in 2 months time
- Current booking system through their own website which is linked with the requested hotel. The hotel can trace back that the booking came through Affluent Traveler.
- Jack showed great interest but needs support by other partners to share the cost. Potential partner: Inn on Fifth
- Follow up by Jack

America Unlimited, Mr Timo Kohlenberg, Marketing & Communication Manager:

- Flyer (16-20pages) to promote Florida in general has been discussed: America Unlimited will ask different Florida partners if participation is of any interest. Timo stated that further details will follow.
- Brochure extension has been discussed for next year (brochure 2009)

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- Brochure goes to print end of October 2008 and will be launched in November 08
- Cost per page as discussed during ITB: US\$ 1500
- Juliana already received a first proposal of US\$ 1300 on March 10, 2008
- Juliana will follow up on the possible partners LaPlaya and Naples Beach Hotel & Golf Club if cooperation is interesting
- Results of discussion with Jack after the meeting: Budget will be allocated to other projects from other TOs if the proposal remains the same

Neckermann, Mrs Yvonne Schmidt, Product Manager:

- Secured great achievement since portfolio meeting in Oct 07 where Juliana introduced them to 5 new properties in the area: Neckermann will increase its properties in the Naples area from 3 to at least 6 hotels.
- Current portfolio: GulfCoast Inn, Holiday Inn Naples & Lemon Tree on one page
- Extended portfolio for Winter 08/09 includes: Hilton Marco Island, Naples Beach Hotel & Golf Club, Vacation Homes, and if possible Ivey House.
- Juliana will follow up with Terri Lamaine to discuss possible contract in place with one of the receptives Neckermann works with; if problems occur Neckermann would do an exception and will offer a direct contract as they are really interested in this cooperation for their National Park section in the brochure.

Otto Bock, Mrs Nadine Ude, International Productmanagement:

- Company focused on mobility solutions in the health care segment
- Approached Naples booth to ask which properties (only 5* hotels requested) are adequate for this special wheel chair which Otto Bock as a company invented. This chair allows accessibility to an uneven environment (e.g. beaches).
- Juliana will follow up which 5* properties are accessible for this wheel chair and also show interest in a direct contract.

Jan Doets America Tours, Mrs Elske Doets, Owner President:

- After meeting with Jan Doets at Vakantiebeurs/Utrecht, Elske approached us to receive further information
- As requested Juliana will get her in contact with the following hotels:
 - Bellasera
 - Inn on Fifth

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- Naples Beach Hotel & Golf Club
- GreenLinks

Skytours, Beat Diggelmann, Senior Product Manager USA:

- Brochure extension for 2009 going along with marketing activities
- Cost: approximately US\$ 2,000
- Activity includes mailing of 200 flyers per travel agency (800 in total) + lead on for the whole destination in the brochure + 2 additional hotels
- Skytours stated that their focus is to offer more packaged tours again (flight & hotel stay) to avoid that consumers only book either the flight or the hotel
- Jack showed great interest in this marketing cooperation
- Juliana will follow up to receive proposal and provide Skytours with text samples for the flyer and the lead

TUI Netherlands, Mrs Karin van der Laan, Product Manager North America

- Karin has been to Huddle and the area of Naples to familiarize herself with this destination
- Showed great interest to increase the number of hotels in the brochure by the following:
 - Naples Beach Hotel & Golf Club
 - Edgewater
 - Marriott Marco Island (Sally Davis offered special such as 8=7 for the winter brochure)
- TUI Netherlands works with Travalco (receptive)
- Juliana will follow up

Canusa, Mrs Karin Buhse, Product Manager Florida:

- Karin stated that Canusa figures a 55% increase for Florida as a destination in general compared to 2007
- General length of stay per region within FLA: ¾ nights
- She introduced cooperation for Florida poster supplement in 2009 for the following two media publications:
 - "Welt am Sonntag" (THE German Sunday newspaper) and
 - GEO Saison, a travel magazine highly recognized among well educated readers

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- Cost: €20,000, time frame: Sept./Oct. 2009
- Interactive coupon will be added to measure the success
- This cooperation is already of interest to the following Florida partners: St. Petersburg/Clearwaters, Miami, The Keys, Gulf Islands
- Commitment needed till PowWow
- Exposure for Canusa's homepage: Naples is able to provide a PDF with information about the area which would be published on their website for free
- Juliana will create German PDF and follow up on the marketing opportunity and possible in-house training in Hamburg

Kuoni Switzerland, Mrs Claudia Weiland, Product Manager USA

- Kuoni will change their layout for their next brochure in 2009, new information will be available in summer 2008
- Production for Naples:
 - 10% decrease in 2007/08 compared to 2006/07
 - 15% increase in April 2008 compared to April 2007
- Proposed brochure extension as they do not feature any town hotels and Juliana requested image change for most properties currently featured as they are not up to date
- Claudia was very pleased about this and requested further information
- Contracting: directly through Maria

Dertour, Mrs Katja Wagner, Product Manager USA

- Discussed further details about the workshop in Orlando on May 11, 2008
- Jack will attend and will provide the training for 100 travel agents
- Juliana will prepare a tailor made presentation

Text & Style, Mrs Sandra Müller & Andrea Fischer, Freelancers:

- They write for many well known magazines such as Best Life, Bauer, Brigitte Online, Azur, Welt am Sonntag, Luna, etc.
- Has been to Naples in summer 2007 and met JoNell: publication followed which she will forward to Juliana
- Very interested to hear all the news from the area especially in terms of SPA developments and children attractions
- Juliana will forward information about the Golden Door Spa in the Naples Grande and information about the Collier Park

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Apart from all listed meetings above, many travel agents passed by enquiring information about the area and asking for guidance in the area if needed. Juliana introduced herself as the German representative for this area which they welcomed very much but did not know about yet.

Profile of consumer/attendance

Consumer visitors were from all ages and all social classes. All 2 days (weekend), during which Juliana was attending, the show was very busy with the busiest time during the mornings.

Consumer visitors were looking for the Florida booth particularly and were asking detailed questions about the area as some have already booked their vacation to Florida and were now looking for detailed information about the area they will visit.

Compared to last year and the experiences on other fairs, Berlin's consumers are always difficult to handle. They either, as mentioned above, will visit Florida and need particular information about the area or they just take the brochure and then leave without showing interest to receive further information from the area. Apart from the consumers which show great interest and share their needs it is difficult to judge if the great amount of brochures taken will be read, too.

Evaluation

Overall, the participation at the ITB in Berlin was very successful. Juliana was able to secure appointments with nearly all major tour operators in the German and Swiss markets which all showed great interest to push the Naples area by increasing the brochure pages. Many marketing opportunities have been discussed and the CVB needs to evaluate in cooperation with Juliana which strategies are valuable and affordable for the budget available. In general, Jack & Juliana agree to push the area towards a beautiful beach & shopping destination located very close to the Everglades. This allows most European travellers to combine nature and leisure which is usually a very important aspect for their travel ambitions.

Note

All visitor guides, leaflets and maps have been distributed.