



Tourist Development Council

April 28, 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

- **March (February Hotel Stays)**
 - **Actual March 08 vs. 07: -1.2%**
 - **Projected vs. Actual 08 -1.7%**
 - **FY 08 vs. 07 (Oct-Mar) 6 Mos. +5%**
 - **Calendar 08 vs. 07 (3 Mos.) +4.6%**

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	\$2,310,172			
Proj. 2008	\$1,118,600	\$1,850,000	\$2,350,000	\$2,620,000	\$1,510,000	\$910,000

Director's Activities

- **Tourism Days- Tallahassee**
- **Miccosukee TV Show**
- **State of the Coast Seminar- Rookery Bay**
- **Green Certification Ceremonies**
 - **Inn @ Pelican Bay, Naples Grand Resort**
- **Paradise Coast Blueway Opening**
- **SEE SW Florida Board Meeting**
- **UK Air Service Meetings- RSW**
- **DMAI CEO Forum- Naples Grande**
- **Visit Florida Co-Op Advertising Research**
- **Community Foundation Workshop- von Liebig**
- **Tamiami Trail 80th Anniversary- Everglades City**



SEARCH ENGINE MARKETING

Sales & Marketing Technologies

PARADISE COAST

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<u>Query</u>	<u>Position</u>	<u>Query</u>	April 28, 2008 Staff Report Presentations VIII - 2 7 of 56	<u>Position</u>
naples florida	3	naples florida		3
naples	8	naples fl		2
naples fl	2	naples		8
marco island florida	8	marco island		10
marco island	10	marco island florida		8
marco island fl	8	marco island hotels		14
visit florida	7	paradise coast		2
marco island hotels	15	marco island fl		8
naples zoo	10	naples florida tourism		12
collier county florida	8	naple florida		2
collier county fl	7	everglades national park boat tours		4
outdoor resorts of america	3	naples fl tourism		12
north collier regional park	3	getting to marco island		2
naples chamber of commerce	3	naples cvb		2
naples attractions	13	lake trafford		8
coastland mall	7	family at the beach		21
naples grande beach resort	6	silver lakes rv resort		4
marco island hotel	16	naples tourism		10
coastland center mall	3	thousand islands		15
naples florida county	4	art gallery naples florida		21

Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Conv.
March	\$954.51	2,595	\$0.37	\$16.46	58
February	\$870.62	2,336	\$0.37	\$16.74	52
January	\$930.38	2,538	\$0.37	\$15.25	61

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Conv.
March	\$483.57	1,249	\$0.39	\$48.36	10
February	\$461.77	1,153	\$0.40	\$20.08	23
January	\$490.99	1,251	\$0.39	\$15.34	32

Web Site Trends

	January	February	March
Page Views	483,985	392,138	537,181
S.E. Referrals	27,256	24,557	25,387
Sessions	108,055	87,410	109,982
Sign-ups	30	18	21
PPC Contacts	93	75	68



Web Site Activity

Miles Media Group

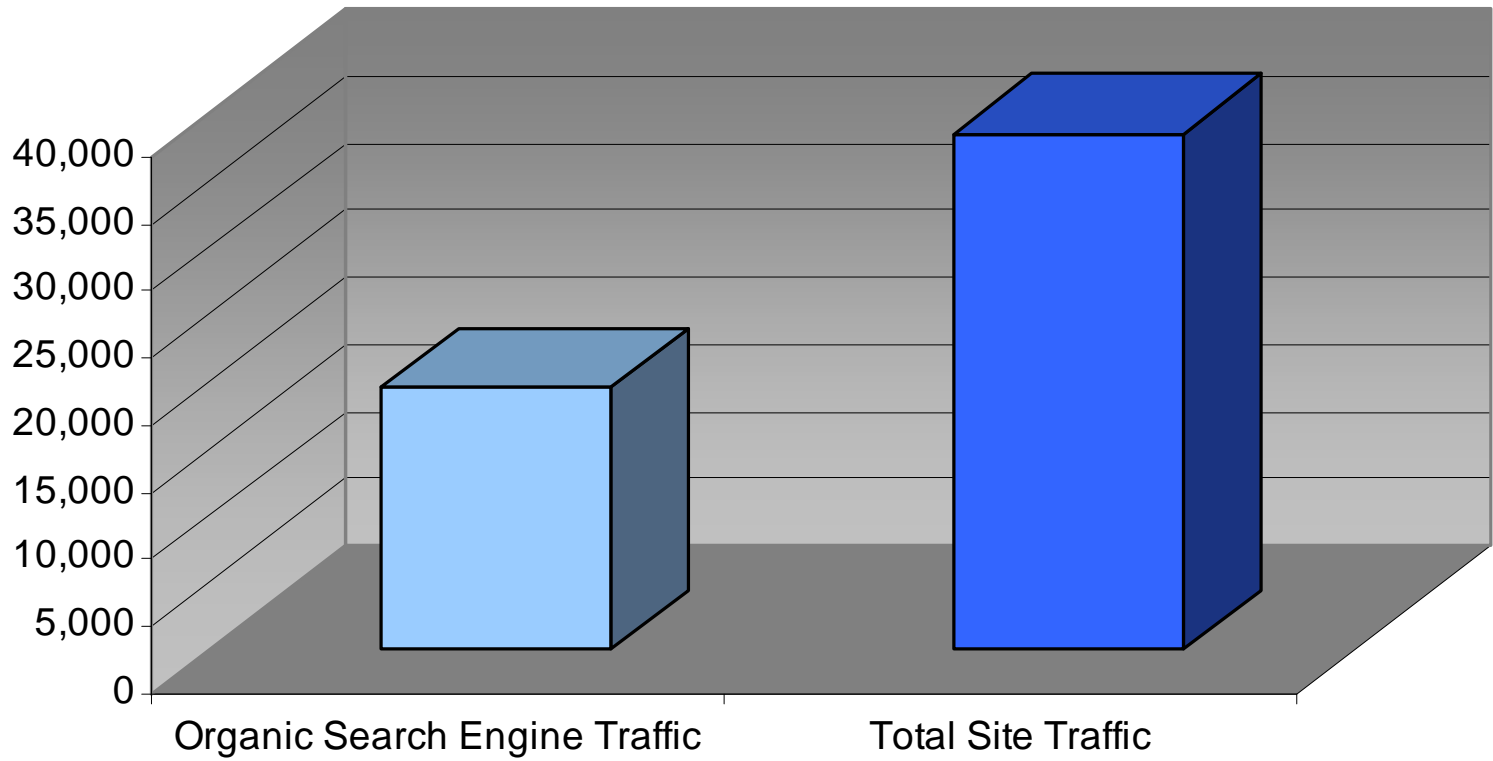
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Activity Stats at a Glance	Mar.	Feb.	Percent Change from Previous Month	Targeted DMAs	Mar.	Feb.	% Change from Previous Month
Page views	264,731	244,087	8.46%	Atlanta	1,040	965	7.77%
Visits	38,402	34,807	10.33%	Boston	935	1,186	-21.16%
Unique Visitors	34,978	32,136	8.84%	Chicago	1,305	1,631	-19.99%
Average Time on Site	5.3	5.42	-2.21%	New York	2,274	1,960	16.02%
Average Page views per Visit	6.89	7.01	-1.71%	Washington, DC	1,210	1,053	14.91%

Top 5 DMA's	Mar.	Feb.	Percent Change from Previous Month	Most Requested Pages – Page views	Staff Report Presentations		% Change from Previous Month
					12 of 56 Feb.	Mar.	
Orlando, Daytona Beach, Melbourne	3,266	2,771	17.86%	Home Page	26,119	25,016	-4.22%
New York	2,274	1,960	16.02%	Wedding Contest	672	22,935	3312.94%
Ft. Myers, Naples	2,190	1,668	31.29%	Things To Do In Paradise	18,887	17,937	-5.01%
Philadelphia	2,182	1,459	49.55%	Marco Island, Everglades Naples Hotels	9,962	8,507	-14.60%
Phoenix	1,616	131	1133.59%	About The Area	7,216	7,011	-2.84%
				Attractions	6,461	5,959	-7.76%
Top 5 Countries	Feb.	Mar.	Percent Change from Previous Month	Current Events	6,720	5,764	-14.22%
United States	31,530	32,557	3.25%	Events Calendar	6,101	5,519	-9.52%
Canada	1,504	1,370	-8.90%	Hotel Attraction Specials Packages	3,841	4,394	14.39%
Great Britain	1,006	983	-2.27%	Hotels in Naples Florida	5,232	4,308	-17.66%
Germany	354	403	13.84%				
Sweden	76	231	203.94%				

Traffic from Search Engines



Search Engine Traffic Overview	
Organic Search Engine Traffic	19,452
Total Search Engine Traffic	19,452
Total Site Traffic	38,402
Percent of Traffic from Search Engines	50.65%

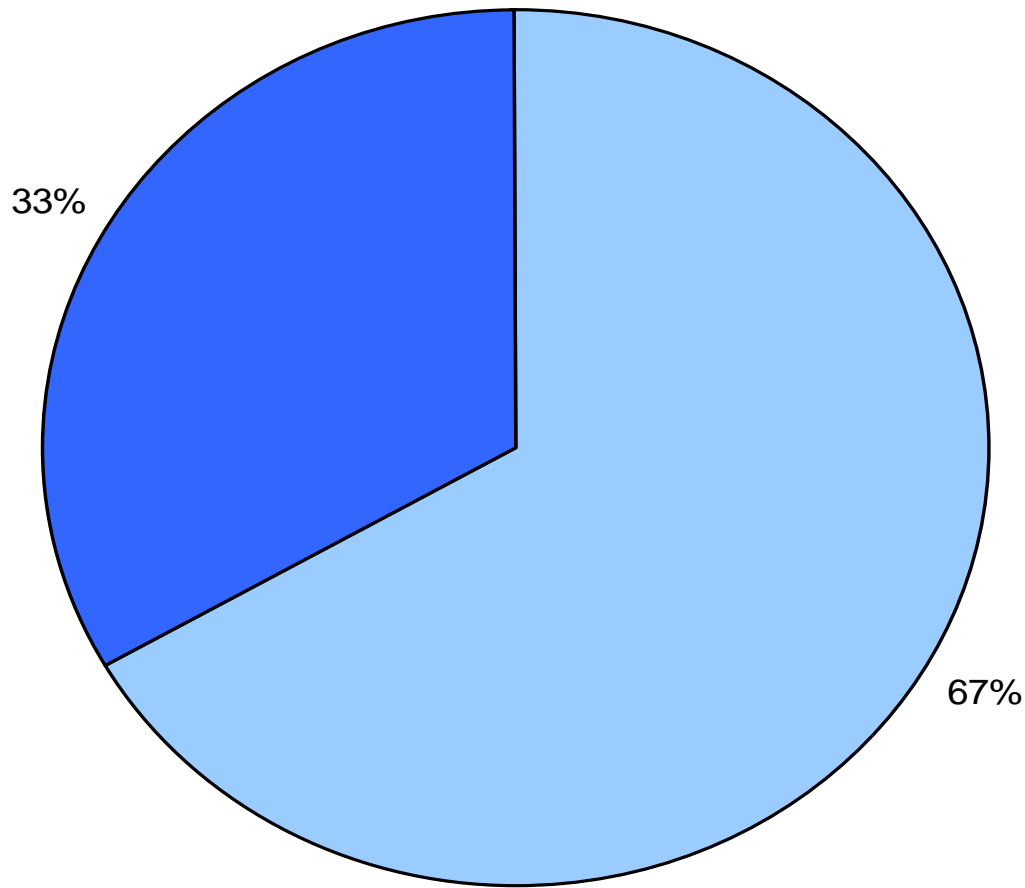
Top Keywords	Referrals
naples florida	3,020
naples fl	641
naples, fl	615
naples, florida	532
naples	276
marco island	252
florida vacations	219
marco island florida	167
marco island hotels	126
paradise coast	113

Campaign Conversions Feb. 2008

April 28, 2008

Staff Report Presentations VIII - 2

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□ Book Hotel

■ Guide Order



UK Rep Report

OMMAC- Oonagh McCullagh

PARADISE COAST

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HIGHLIGHT OF THE MONTH:

Visit USA Association – London, 16 January - Meet the Media Event.

Attended this event representing the benefits of Kissimmee as the ideal location to be based for the Florida & central Florida Holiday. Approx 20 media attended from trade & national press.

Full list of guests requested – for UK office & PR department to follow up with.

Approx 25 US destinations & US companies attended.

ITB – Berlin, Germany, 5 - 9 March

Joint meetings with trade representatives at adjoining Kissimmee & Naples booths.

TUR – Gothenburg Sweden, 13 – 16 March

Attend this trade & consumer show – co-sharing stand with specialist USA tour operator Go West. Naples participated with Brochure distribution. Co-sponsored a VIP tour operator Dinner with other Florida CVB – St Pete's, Ft Lauderdale, Ft. Myers, Miami & Kissimmee together with Delta Airlines & Alamo car rental & Hilton Hotels – see attached guest list.

**Tradeshows/Conferences:
(To include date, location, results)**

- | | |
|----|--|
| 1. | <p>Holiday Travel Show , Dublin Ireland January 24-27
 Participated with brochure distribution in partnership with the Visit USA Association on the USA Stand. Distributed:
 1 x box Naples Area Guide (remaining from WTM)
 Over 54,000 people attended over the four days mainly of consumers with Trade & Press on the first day.
 The new Chairman Ciaran Carragher represented the Visit USA Committee on TV3 Ireland AM, discussing the trends in travel the USA. This show was aired on TV3 on Friday Jan 25th and again on Saturday 26th.
 Most requested information was for:</p> <ol style="list-style-type: none"> 1. Tour operator brochures, discounts and booking facilities at the show. 2. New York 3. Las Vegas 4. Orlando / Kissimmee & other Florida including Naples area 5. Route 66 |
| 2. | <p>Confex, Earls Court London 13th Feb
 Attended this trade show – with view to establish if we should participate next year. Would recommend if V FI have Stand – encouraged V FI to participate. Show was busy & high number of corporate clients.</p> |

**Projects/Market Activities:
(Including interaction with other CVB departments and brief description)**

Complete review of the current budget for the remainder of 2008 budget year.

Following up with individual Tour Operators regarding product currently bring sold & how to enhance future sales.

Ongoing audit of Naples product in tour operator brochures.

Updated V. Florida information for their partner data

Several discussions with V Florida - regarding literature distribution at various consumer shows – as we are now not participating with them – we were then unable to distribute our literature. Followed up with various industry partner including Airlines – to distribute literature on their stand – secured partnership with Visit USA Assoc for Ireland.

Further discussions with V Florida regarding the Super Fam – dates now confirmed for April – Naples not able to participate this year as V FL looking at other areas - V FI will consider for next year

Working on new research program for greater Naples area – establishing timing & format – advising on way forward.

Coordinating TUR participation & arranging literature delivery

Revised the budget for 08/09 next year period – working with Jack & Debi.

Public Relations	
1.	12/2 Followed up on copy for Travel City Direct new brochure – JoNell forwarded latest What's New
2.	Coordinating opportunity for listing in the British Guild of Travel Writers Handbook – following up on detail, logo & payment with JoNell & Jack
3.	21/2 Assisted JoNell with information on the Virgin Atlantic / Holidays / V FL fam – recommended accommodations
4.	12/2 requested from JoNell images for Selling Long Haul April feature
5.	Followed up with Selling Long Haul – Rob Gill for editorial – forwarded latest releases from JoNell
6.	12/3 attended V FL PR meeting – ref: forthcoming activity.
7.	Forwarded latest releases from JoNell to V USA Ireland for the forthcoming News letter.
8.	28/3 Forwarded opportunity to JoNell for The Times from V FI – for Florida's biggest of anything – JoNell supplied detail required.



European Rep Report

Juliana Moehl- Dia Monde

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SUMMARY OF ACHIEVEMENTS

- ❖ Arranged proposal from German PR agency for the Marriott on Marco Island to create a German flyer.
- ❖ Progressed cooperation between the Ivey House and Neckermann through Teri Lamainet.
- ❖ ITB activities and meetings with TOs, please view ITB report as well.
- ❖ PR Event during ITB, where Juliana has been introduced to many press contacts

RETAIL AGENCY ACTIVITY

GENERAL SALES FEEDBACK

- ❖ Area focused on for Sales Calls: Stuttgart
- ❖ Date of Travel: March 12, 2008, 4 agents visited
- ❖ General feedback: Most of the agents stated that they are familiar with Florida and Naples due to personal trips/FAM-trips and many round trips booked in the past. This time most agents stated to feel a strong increase again for inquiries/bookings to the US which is definitely influenced by the beneficial conversion rate and the changing political situation.

<p>Airtours/TUI Mrs Heidrun Steidle Product Manager NA Hanover www.tui.de</p>	<p>Dec 12: Brief conversation with Heidrun. Are currently very happy with the portfolio chosen but will be in touch if changes will occur.</p>
<p>America Unlimited Mr Dirk Zielinski Product Manager Hanover www.america-unlimited.de</p> <p>Printrun: 50,000</p>	<p>Oct 10-11: Site inspection including 2 night stay at Naples BHGC, received very positive feedback from Mr. Zielinski.</p> <p>Nov 19: Telephone conversation with Mr Timo Kohlenberg (Managing Director) to discuss future cooperation and increasing the N, MI, E feature in brochure. 2008 brochure is finalized, inclusion of additional hotels planned for the 2009 brochure. Current Naples feature: 1 page – his aim: extension to 2 pages. Possible marketing activity: flyer in cooperation with other FLA destination. Regular (two-week) newsletter distribution to 100,000 contacts.</p> <p>ITB meeting:</p> <ul style="list-style-type: none"> ▪ 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), goes to print end of Oct. 2008, launched in Nov. 08 ▪ Cost per page as discussed during ITB: US\$ 1500 ▪ Juliana already received a first proposal of US\$ 1300 on March 10, 2008 ▪ Results of discussion with Jack after the meeting: Budget will be allocated to other projects from other TOs if the proposal remains the same <p>March 18, 2008: Requested room night production for the 3 hotels currently featured. Will follow up with Jack if it makes sense to approach LaPlaya and Naples Beach Hotel & Golf Club for brochure</p>

<p>FTI - Frosch Touristik Mrs Larissa Bertsch Product Manager FL München www.fti.de</p> <p>Print run winter: 300.000 Print run summer: 450.000</p>	<p>Dec 6: Reservation training for 11 people, only 2 have personally visited the Naples CVB area.</p> <p>Meeting with Larissa as well as Mrs Heike Pabst (Head of Department) about current portfolio in the FTI brochure. Very interested in increasing portfolio in their winter 2008/09 brochure including the following hotels:</p> <ul style="list-style-type: none">▪ LaPlaya▪ Lemon Tree Inn▪ Hilton Marco Island▪ Inn of Naples <p>Sent follow up email to each of the above hotels, introducing FTI and their cooperation with FTI NA (receptive) and their interest in featuring the hotel in their winter 2008/09 brochure. Recommended to ensure that a contract is in place with FTI NA.</p> <p>Room night production summer 06: 2200 for N, MI, E properties Room night production summer 07: 1700 for N, MI, E properties This decrease is mainly because of problems with the Edgewater Beach Hotel & Naples Grande due to the ongoing renovations. They presume summer 2008 will be more successful again after the renovations have been completed now.</p>
<p>Hotelplan Mrs Esther Schneitzer Head of Product Management USA Glattburg www.hotelplan.ch</p> <p>Printrun: 50.000 in German</p>	<p>Jan 31: Reservation training for 6 people out of 8 from the USA reservation team including portfolio meeting with Esther and Daniel who will be her successor from March 01, 2008 during her maternity leave.</p> <p>Current portfolio: Naples Beach Hotel & Golf Club + Marco Island Marriott Beach Resort (both direct contracts). 200 room nights for both hotels, whereas 2/3 are covered by the Marriott.</p> <p>Secured interest to increase their portfolio, their focus is on town hotels and one/two beach hotels, offered the following:</p>

Neckermann

Mrs Yvonne Schmidt
Product Manager FL
Oberursel

www.neckermann-
reisen.de

Printrun summer 950,000
Printrun winter 600,000

Oct 18: Reservation training for 8 agents.

Meeting with Yvonne about the current portfolio in the Neckermann brochure. Very interested in increasing portfolio including the following hotels:

- Naples Beach Hotel & Golf Club
- Inn of Naples
- Hilton Marco Island
- Ivey House
- Vacation Homes: Clausen Properties

Sent follow up email to each of the above hotels, introducing Neckermann and their cooperation with AlliedTpro (receptive) and their interest in featuring the hotel in their winter 2008/09 brochure. Recommended to ensure that a contract is in place with AlliedTpro. Follow up email to Yvonne with further information about the hotels (fact sheet, images, etc.).

Nov 1: Market share of total room nights booked to the SW Florida coast is very high for the two featured Naples properties, as follows:

Lemon Tree: 58%

Gulf Coast Inn: 23%



Sales & Marketing Report
Debi DeBenedetto
Niccole Haschak

PARADISE COAST

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March/April 2008 Sales Leads Report

- **13 RFP's sent to hotels since last report date**
 - **Over 1,483 potential room nights**
 - **Booked 1 group and 185 room nights**
 - **\$126,018 Estimated Economic Impact**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



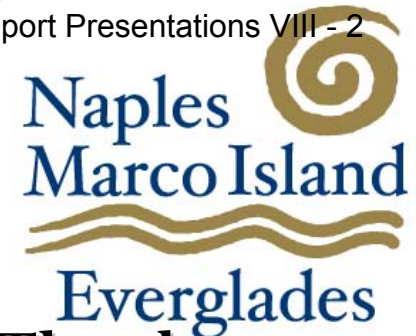
Projects Working

- **Official Meeting Planner Guide Completed**
- **VIP Summer Promo completed**
- **Tourism Awards Preparation**
- **September Travel Agent FAM**
 - **Travel Agent page on website**
 - **Registration open for FAM**
- **Meeting Planner FAM**
- **Golf Guide completed**



Debi's Trade Shows & Events

- **Springtime ASAE - DC**
- **HSMAI Affordable Meetings -Chicago**
- **Advisory Roundtable April 16**
- **Pow Wow Planning in progress**
- **“Kick in the Attitude” Seminar**
- **“Understanding Hotel Sales Cycles” Seminar**



Partner Testimonials

- **DoubleTree Guest Suites Naples – “Thanks to CVB efforts keeping the wholesales shows affordable to us little hotels we’ve been able to sign some new accounts.”**
- **Naples Bay Resort – “we have booked business thanks to the CVB by attending Huddle as CVB partner and through site conducted by CVB.”**
- **Bellasera Hotel – “As a result of the CVB tours Jan Doets Operator added Bellasera to their program.”**
- **Inn on Fifth – “I signed Jan Doets as a direct result of a CVB arranged site inspection from their attendance at Florida Huddle.”**



Niccole's Tradeshow & Sales Activities

- **Planning Connection – Government Meeting Planners – Gainesville**
- **Tallahassee Society of Association Executives Luncheon Sponsorship with Lee County VCB**
- **Florida Society of Association Executives Quarterly Advisory Committee Meeting**
- **Vacation Rental & Travel Expo – Atlanta**
- **Hosted Site visit with Travel Agent from Michigan**



Community Relations Activities

- **Southwest Florida Concierge Association Meeting**
- **Met with Intern Coordinator at FGCU School of Tourism & Hospitality**
- **DMAI VIP Reception**
- **3rd Quarter Advisory Roundtable**
- **After 5 Naples Chamber Event**



Public Relations Report

JoNell Modys

PARADISE COAST

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Media in the Destination

- Southern Lady magazine
- Golf for Women
- National Geographic Traveler Online
- Focus – national German news magazine
- Algemeen Dagblad – Netherlands Natl. paper
- De Telegraf – Netherlands Nat'l paper
- Daily Star – Nat'l UK paper
- Cosmopolitan Bride – UK magazine
- Full House – UK magazine
- Edinburgh Evening News – Scottish paper



Activities

April 28, 2008
Staff Report Presentations VIII - 2
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- **DMAI Welcome Committee**
- **Green Lodging ceremonies for Bellasera and Naples Grande**
- **Various FAM trip planning**
- **CVB Advisory meeting**
- **Planning meeting with Rookery Bay**
- **Gulfshore Life media event**
- **Naples Trolley event**
- **VF-UK Fam**
- **Holland Fam**
- **Collier Leadership**



PR/Communications

March/April 2008



- **Paradise Coast Blueway**
 - Ribbon Cutting Event was a big success at Mar-Good Harbor Park March 29





Coming up...



- **Continued promotion of Wedding in Paradise**
- **PR Focus on Learning and Enrichment Activities during Paradise Coast vacation**
- **Preparation for PowWow International Show**
- **Preparation for annual PRSA-SATW Tourism PR and Travel Writer Conference**



FILM OFFICE

Maggie McCarty



Film Activity



PRODUCTIONS

TOTAL 3 wrapped
2 print
1 TV



WORKING LEADS

ACTIVE/OPEN 10



ADR Creative

OPERATIONS



FILM FLORIDA MAP ON-LINE



FLORIDA TREND FEATURES TV



Sports Marketing

Ralph Pryor

PARADISE COAST

**Naples, Marco Island, Everglades
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Sports Marketing

EVENT FACTORS	Quantity	Multiplier	Event days	Total
How much will event organizers spend locally?				\$ 690.00
How many adult out-of-area participant days expected?	555	\$ 102.00	2.25	\$ 127,372.50
How many youth out-of-area participant-days are expected?	978	\$ 51.00	2	\$ 99,756.00
How many out-of-area spectator-days are expected?	967	\$ 51.00	2.2	\$ 108,497.40
How many out-of-town media-days are expected?		\$ 102.00		\$ -
How many in-area spectator days are expected?	140	\$ 25.00	2.2	\$ 7,700.00
What is the expected event-site spending?	Concessions			\$22,800.00
What other expenditures, if any, are anticipated?				\$ -
Total direct impact =				\$ 366,815.90
	Output multiplier	1.73	Total output impact	\$ 634,591.51
	Employment impact			12.8385565
	Total earnings impact			198080.586
Transient lodging tax				\$ 2,934.53
Local option gasoline tax				\$ 1,005.29
Occupational license tax rev.				\$ -
Payment for use of public facility				\$ -
Total gross revenue				\$ 3,939.82
Funds expended by local government to attract the event or team				\$ -
Cost of additional public services required by the event or team				\$ -
Additional items				\$ -
Total expenditures				\$ -
Gross revenue				\$ 3,939.82
Net revenue				\$ 3,939.82
Overview of All Events				
2nd Quarter FY '08 Sports Events Jan.1-Mar.31, 2008				

Ralph Pryor



Sports Marketing

Upcoming May Events



- **North Collier Spring Classic Soccer Tournament**
 - May 3-4, 2008
- **2008 Sunshine State Games Adult Flag Football Tournament**
 - May 17-18, 2008
- **EVP Beach Volleyball Tournament**
 - May 31, 2008

Ralph Pryor
Jacqueline Jensen



Sports Marketing

FY '08 Second Quarter Events



FY'08 Second Quarter Hotel Revenue Report

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
NSAWinter Nationals February 15-17,2008	\$153.20	30	119	2.82	336	\$51,475.20	\$2,059.01	\$510.00
3rd Annual 3 v 3 Challenge March 22, 2008	\$94.99	0	6	1	6	\$569.94	\$22.80	\$30.00
FYSA State Cup Tournament March 29-30, 2008	\$156.71	105	411	1.72	707	\$110,793.97	\$4,431.76	\$2,425.00
FY'08 Second Quarter	\$143.47	485	1186	1.83	2167	\$310,899.49	\$12,435.98	\$5,480.00

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	1,696	\$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	\$143.47	485	1,186	1.83	2,167	\$310,899.49	\$12,435.98	\$5,480.00
FY '08 YTD	\$119.10	855	1,470	1.97	2,765	\$364,365.64	\$14,574.63	\$7,765.00

Ralph Pryor
Jacqueline Jensen



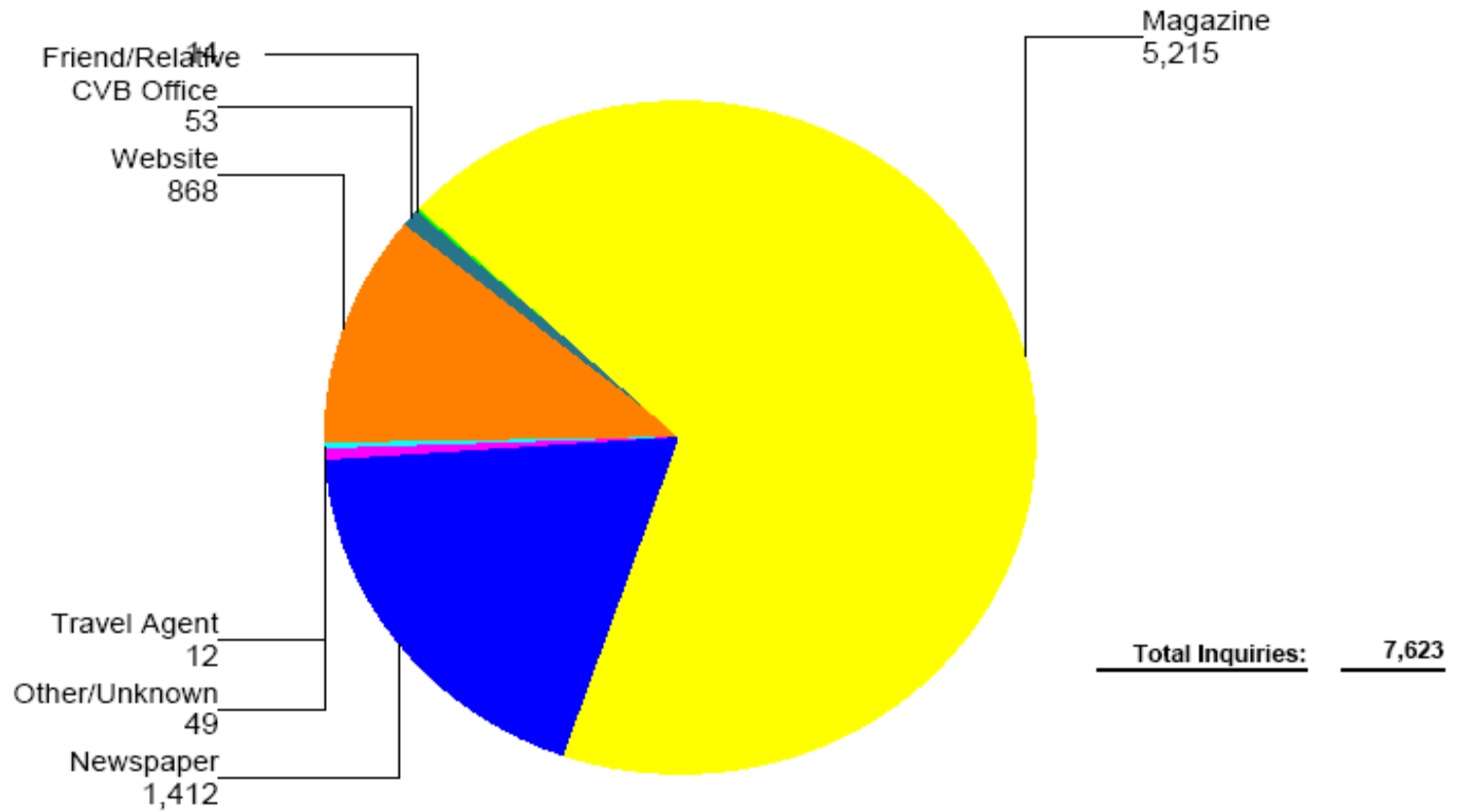
Inquiry Reports

Ginny DeMas, Phase V

PARADISE COAST

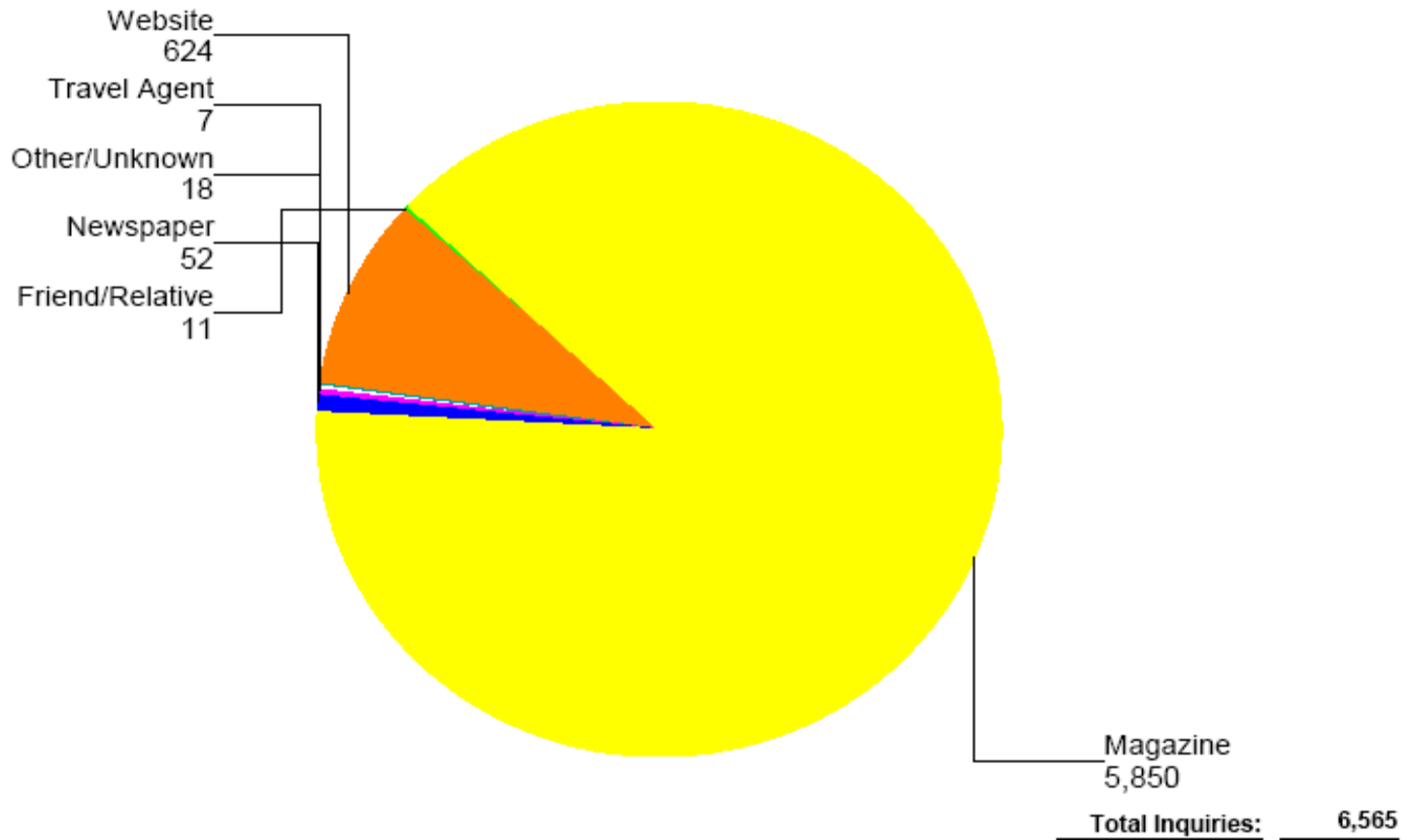
**Naples, Marco Island, Everglades
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Naples, Marco Island, Everglades CVB Request Summary by Source For the month of March 2007

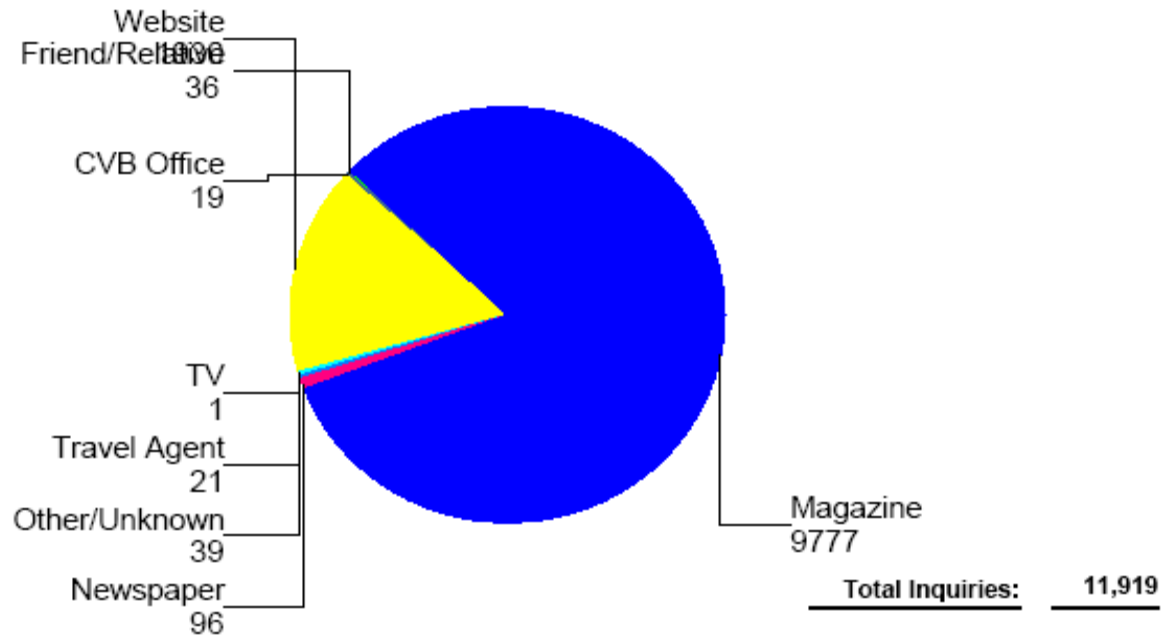


Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of March 2008



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



Inquiries - Leading 6 States

Mar 2008

- Ohio
- Illinois
- Michigan
- New York
- Indiana
- Pennsylvania

Y-T-D

Florida

New York

Ohio

Illinois

Pennsylvania

Texas

Inquiries – Leading 4 Countries

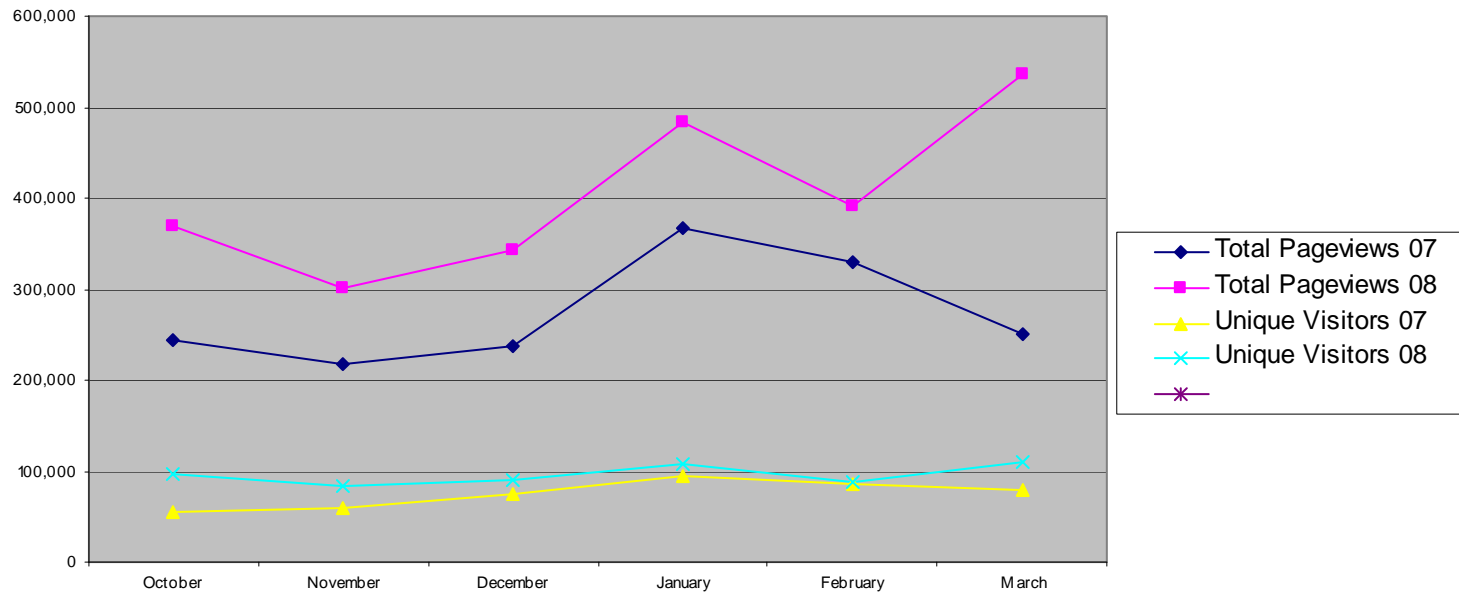
Mar 2008

- USA
- Germany
- Canada
- UK

Y-T-D

USA
Canada
Germany
UK

Web Site Stats



Collier County CVB

Inquiries by Type Calendar Year

	Mar 08	Y-T-D
Phone	278	654
Publications	9346	12,098
Web site	629	1,273
Info@ParadiseCoast	4	8

Special Mailings

Mar-08									
PUBLICATION NAME	MONTH	YTD	% YTD						
Play FL Golf	2541	2541	68%						
Golf Guide	2541	2544	68%						
Mailings to Partners	2	3	0%						
Meeting Planner Kit	7	53	1%						
Meeting Planner Kit	7	53	1%						
MP Non-Kit Fulfillment	1	3	0%						
Meeting Planner Non-Kit Fulfillment	1	3	0%						
CMPCE	0	146	4%						
TSAE Education Day Show	0	21	1%						
Post Show Followup	0	167	4%						
Destinations Showcase	0	248	7%						
TSAE Education Day Show	0	409	11%						
Pre-Show Post Card	0	657	18%						
Press Kit - Media	0	1	0%						
PR Mailings	0	1	0%						
Tour Operators	0	6	0%						
Vakantiebeurs Trade Show	0	1	0%						
Trade Shows	0	1	0%						
AAA Travel Conference	0	302	8%						
Other/Unknown	3	14	0%						
Travel Agents	3	316	8%						
Grand Total:	2,554	3,751							

Misc. CVB Services

Calendar Year

55 of 56

	Mar 08	Y-T-D
Hotel Bookings	6	13
Info Ctr. Shipments	3100	6800
Press Inquiry Calls	51	222
Mtg. Planner Calls	4	6
Storm Info Calls	0	0
Sports Council	0	3



Thank You

Questions?

PARADISE COAST

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