### Naples, Marco Island, Everglades CVB Tasks Report

Detailed Staff Reports IX 1 of 36

### Created - Between 3/12/2008 - 4/21/2008

Assigned S	Sales Rep: Debi DeBenedetto					
Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
3/12/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	Site all day Becky Beward UPMC					
3/13/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	Escort sites to Jan Doets Netherlands to on Fifth, downtown	our operator Sjannke and Elona	a had dinner and si	howed them a	round saw NBH, Beli	asera, Naples Bay, Inn
3/13/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	first meeting for MP FAM - all group hot	tels participating.				
3/14/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	Set up itinerary and discoounts for Sept	t Travel Agent FAM submitted a	and got approvals			
3/17/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	Play Florida golf guides in sent new gol	f guide to 12 cities from Play Fl	orida Golf leads			
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	Registered Encounter					
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	Prepare for mpi show Wed					
3/18/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	3/18/2008	4/1/2008	Debi DeBenedetto
014010000	Start working on tourism awards			0.11.0.10.0.0	4/4/0000	D 1: D D 1 ::
3/18/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	3/18/2008	4/1/2008	Debi DeBenedetto
	Begin process for April 1 Golf Blast					
3/18/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	Golf blast					
3/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/18/2008	3/18/2008	Debi DeBenedetto
	sent VG and golf guides out to partners					
3/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/18/2008	3/18/2008	Debi DeBenedetto
	Auction items for MPI SEC and MPI WE	EC .				
3/18/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	Began more paper work for Pow wow b	ooth, got labor, crpet, tables fo	rms etc. 2 hours			
3/19/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	Made Appointments Huddle 1 hour wbinair continue education unde	erstand hotel contracts				
3/19/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	registered MPI sec - partner contact pla	nnning				
* T I '		Tool - Book Bull	<b>"2074</b>			D.:

\* Task is assigned to multiple people

Tasks Report - Rpt#0071

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Printed: 4/22/2008

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April 28, 2008

					April 28, 20	
Assigned S	Sales Rep: Debi DeBenedetto				Detailed St	aff Reports IX
Task Date	Account Name	Task Type	Status	Due Date	Co <b>2</b> n <b>ဝါင်းခိ6</b> Date	Closed by Sales Rep
3/19/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	Attended MPI Tampa Clearwater meet	ting Gneral Sesson and trade sl	how exhibit with Hi	Iton Marco and	d JTM in Clearwater a	at Biltmore
3/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/15/2008	4/17/2008	Debi DeBenedetto
	Nominations out for Tourism week - file	es made, set new forms, follow	time line			
3/21/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	3/21/2008	4/17/2008	Debi DeBenedetto
	10 noon HBX training here - get rfp our Golf leads out- The Trade Show chang		ow how.			
3/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/7/2008	4/1/2008	Debi DeBenedetto
	Coordinate and communicate with Pau	ıl Griffin and NG re: DMAI CEC	o conf here April de	etails of CVB hi	hosted event	
3/21/2008	R. Buchholz & Associates	Sales - Assisted Mtg Planner	Closed	3/21/2008	4/15/2008	Niccole Haschak
	sent sample of all our marketing mater	rials to Claudia for upcoming me	eeting			
3/24/2008	Debi's Activity Tracking Account	General - Email	Closed	3/24/2008	4/17/2008	Debi DeBenedetto
	comp off					
3/25/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	Helped planner with Floirda Venture co	onference 2 hours, general offic	e and emails			
3/25/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	request and select judges for tourism r	nominations				
3/25/2008	Debi's Activity Tracking Account	General - Meeting	Closed	4/1/2008	4/17/2008	Debi DeBenedetto
	Meeting with Niccole to go over Budge	ets, duties and priorities 2 hours				
3/26/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	THE TRADE SHOW Sept. have partn Sept 6-8 - 5 hours	ers, registered. Created FAM it	tinerary, created F.	Am TA applicat	tion, posted on websit	te. FAM Sept 3-6 Show
3/26/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	took part in one hour Webinar from Me	eetings Media re: Contracting w	vith hotels = one C	MP credit		
3/26/2008	VISIT FLORIDA	Fam Itinerary - Planning	Open	4/25/2008		
	Saw Susan in Boston discussed FAM	for Visitor center volunteers, ad	ded to volunteer n	ewsletter		
3/27/2008	Debi's Activity Tracking Account	General - Research	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	8 hours working on 2009 budget and to	rade shows list etc.				
3/27/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	Took County Safety training, other gen Started budget	neral office and follow up				
3/28/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	worked 8 hours on budget two days					
3/28/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/17/2008	4/17/2008	Debi DeBenedetto

Finish Pow Wow appts, and send out email invite them all to booth, Sue Ferral Conference direct resolve show isue, worked on tourism week Created The Trade Show FAM application,

<sup>\*</sup> Task is assigned to multiple people

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Assigned S	sales Rep: Debi DeBenedetto					taff Reports IX
Task Date	Account Name	Task Type	Status	Due Date	Co <b>ကြောင်းမိတ်</b> Date	Closed by Sales Rep
3/28/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	Pow Wow several time appointment se	election 2 hours plus send email	ls to buyers and co	mmunication v	with partners attendin	g this show.
3/28/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	Assist Szi Winchell with upcoming Flor sent collateral, entertainment bids, sp		eting NG, airport co	ontaact greeter	rs, themes, welcome	letter, spouse programs
3/28/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	send collateral to Rose Danielson Ince	entive group at Marriott next Sep	nt ppmaps 200 200	post cards, 60	VG and 200 spa gui	ides
3/31/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	All information in for virtual Trade show	v in May sent to vendor ready fo	or expo			
3/31/2008	Debi's Activity Tracking Account	General - Meeting	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	staff meeting 8:30 - 12:30 and include	2 hours of follow up				
3/31/2008	Debi's Activity Tracking Account	General - Meeting	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
370172000	Staff meeting 4 hours catch up idss Started spread sheet for TA Fam	deficial - Meeting	Closed	4/17/2000	4/1//2000	Debi Debeneden
3/31/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/23/2008	4/17/2008	Debi DeBenedetto
	assisted Jack with Board meeting for E		ples Bay Yacht clu	b		
1/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/15/2008	4/17/2008	Debi DeBenedetto
	Tourism week follow up continued. 1 h	our				
1/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	7/22/2008		
	Created applications and forms to acco	ept Travel agents for Sept FAM	final date July 22			
4/1/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	input rfp's and data and taks into ldss	•				
4/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	Secured Golf giveaway for Golf eblast					
4/1/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/10/2008	4/17/2008	Debi DeBenedetto
	FOLLOW UP REVIEW OF PLANNER,		MEETING 3/19	SEND EMAIL A	AND NEW mp GUIDE	-
1/1/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed		4/17/2008	Debi DeBenedetto
	Assisted planner Min on fall program a agenda,, assisted partners various Five year anniversary with this job		eral office, Expedi	a contract follo	w up, Staff meeting բ	orep, roundtable
1/1/2008	FTI North America			4/1/2008		Note
<del>-</del>	sent offer to host spring fam as follow	un to Huddle 4/1/08				
1/1/2008	The Norman Group, LLC	Sales - Assisted Mtg Planner	Closed	4/1/2008	4/15/2008	Niccole Haschak
	contacted planner to get rfp blank and					
4/2/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
t Tools is as	inned to multiple		.40071			Delata d. 4/00/00
	igned to multiple people	Tasks Report - Rpt	#UU/1			Printed: 4/22/20

<sup>\*</sup> Task is assigned to multiple people

Tasks Report - Rpt#0071

April 28, 20	800
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					Aprii 20, 2	-000
Assigned S	ales Rep: Debi DeBenedetto				Detailed S	Staff Reports IX
Task Date	Account Name  Attended Springtime DC 3 days out	Task Type	Status	Due Date	Co <b>4n plēt36</b> Date	Closed by Sales Rep
4/15/2008	Wood Moulding & Millwork Producers Association	Fam Escort	Open	8/19/2008		
	Pick up at LaPlaya for Site at 9am					
1/17/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/16/2008	4/17/2008	Debi DeBenedetto
	4 hours advisory roundtable					
4/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/8/2008	4/17/2008	Debi DeBenedetto
	Spent 4 days Chicago and travel HSM.	Al Affordable meetings				
4/17/2008	Debi's Activity Tracking Account	General - TDC Report	Open	4/14/2008		
	worked several hours on TDC report /	s				
4/17/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/15/2008	4/17/2008	Debi DeBenedetto
	Spent 8 hours on tourism awards nom	inations, save, file, spread shee	t			
4/17/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/7/2008	4/17/2008	Debi DeBenedetto
	General office, Assisted Arelene remo	lders with restuarnt venue and t	ransportation			
4/17/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	4/4/2008	4/17/2008	Debi DeBenedetto
	Follow up on Springg time show sent to prep for Chicago Milo Cart confirm	o planners MP kit, send email s	ent to partners			
4/17/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	Follow up on Affordabel sent out leads catch up idss general office	, emailed planners, sent mp kits	5			
	Debi's Activity Tracking Account	General - Followup Call	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
4/18/2008	· · · · , · · · · · · · · · · · · · · ·					
4/18/2008	office work and emails, get AAA offer of select judges, decor for show,	co-op out, get nominations out				

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# COLLIER COUNTY FILM COMMISSION ACTIVITIES APRIL 28, 2008 TDC Meeting

### **PRODUCTION NOTES**

- The Tennis Channel TV special
- Runners World print
- ADR Creative print

### **WORKING LEADS**

- VideoPlus training film
- Gary Null Enterprises video
- PsychedAboutSports TV
- Spyglass Entertainment independent film
- "Hankie" independent film
- "Pictures of You" independent film
- Ronald Obas independent film
- High Integrity Productions- independent film
- Wise & Time Advertising print
- Untitled TV pilot/series in development
- ALL CURRENT PRODUCTION

### **OPERATIONS**

- Lead/inquiry response
- Monthly Revenue Tracking

- Polled participants for production activity
- -Followed-up with activity worksheets to clients
- Recorded data
- Client Management
- Issued film permits
- Opened a production file for each inquiry
- Annual Tourism luncheon coordination of speaker and Reel Star Award
- Prepped FY "09 budget for film office
- Website update on film office pages and analytics
- Assisted with location presentation for Locations 2008

### **MEETINGS**

- Production Coordinator, Introublezone Productions
- Production Coordinator, The Tennis Channel

### **SCOUT**

The Tennis Channel

# **Incentive war flares at AFCI**

By Borys Kit

Once again, film incentives dominated talk at the 23rd annual AFCI Locations Trade Show, held at the Santa Monica Auditorium, with several commissions, notably New York and Illinois, announcing new or renewed packages.

"I can't recall a year where everything started with incentives," said Richard Moskel of the Chicago Film Office.

But some film commissioners are beginning to grumble at how long this one-upmanship can last.

"It's a race to the bottom, we know," said one commission director who declined to be named. In fact, "race to the bottom" was a term used several times from

North American commissions as they wondered how high rebates and credits offered from state or regional governments will reach in an effort to attract the dollars generated by the film and television industry.

Canadian province Manitoba earlier this week unveiled a package that offered a combination of incentives that included a "Starbucks card" approach (shooting three films within a two-year period) and a rural bonus, with a possibility of receiving up to a whopping 65%.

"It's upping the ante to what? We're in danger of creating a false economy," said Kayla Thames-Berge of the Oregon Film Office. "But clearly, well-structured incentives do work."

The Hollywood Reporter April 14, 2008

# Naples, Marco Island, Everglades CVB Request Summary by Type

CALL TYPE	# OF CALLS	MINUTES
CALL-LIVE	233	591.10
DATA IMPORT	5,453	0.00
DATA IMPORT - NO FULFILLMENT	2,540	0.00
RDR RESPONSE	919	1,049.87
RDR RESPONSE - NO FULFILLMENT	3	0.00
RR-FULFILLED	55	116.42
WEBSITE	5	9.37
Grand Total:	9,208	1,766.75

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

TOLL FREE NUMBER	# OF CALLS	MINUTES
800-2ESCAPE	160	391.48
Naples Press	51	155.68
Guest Click	10	21.92
International	4	3.62
Storm Information	4	12.13
Meeting Planner	4	6.27
Collier County Sports Council	0	0.00
Grand Total:	233	591.10

# Naples, Marco Island, Everglades CVB

### Call Summary by Purpose

<u>PURPOSE</u>	REQUESTS	<u>MINUTES</u>	RESERVATIONS
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	6	11.60	0
Live Information	37	106.90	-
Meeting Planner	2	4.23	-
Partner Pack CD	0	0.00	-
Special Fulfillment	2554	28.15	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	6565	1,590.65	-
CVB Office Referral	0	0.00	-
Hang up	26	10.17	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	18	15.05	-
Grand Total:	9208	1,766.75	0

# Naples, Marco Island, Everglades CVB

### Request Summary by Source

	<u>CL</u>	JRRENT YEA	<u>R</u>	<u>L/</u>	AST YEAR	
SOURCE	<b>MONTH</b>	YTD*	<u>% YTD</u>	<u>MONTH</u>	YTD*	<u>%</u>
Consumer Magazines	1333	1804	11%	39	552	1%
Consumer Directories	49	389	2%	114	1679	2%
Leisure E-Marketing	624	2902	17%	844	3602	11%
Newspaper Domestic NE/MW	51	2513	15%	1317	6198	17%
TV/Target Markets	0	19	0%	1	45	0%
Niche Markets (Bridal/Honeymoon)	549	3213	19%	685	3913	9%
Niche Markets (ECO)	227	1120	7%	278	792	4%
Niche Markets (Fishing)	1	3	0%	0	3	0%
Niche Markets (Golf)	0	1	0%	2	5	0%
Niche Markets (Senior)	3692	4496	27%	4186	5524	55%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	0	108	1%	1	3	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%	0	121	0%
Friend/Relative	11	47	0%	14	52	0%
Naples, Marco Island, Everglades CVB	3	21	0%	53	132	1%
Other/Unknown	18	56	0%	44	196	1%
Target Markets	0	0	0%	0	0	0%
Travel Agent	7	27	0%	12	29	0%
Grand Total:	6,565	16,719	_	7,590	22,847	_

<sup>\*</sup>YTD = Fiscal Year

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

#### For the month of March 2008

PUBLICATION NAME Midwest Living Mar/Apr 08	<u>MONTH</u> 1113	<u>YTD*</u> 1113	<u>% YTD</u> 62%
Coastal Living Jan/Feb 08	84	336	19%
Ladies Home Journal Apr 08	72	72	4%
Florida Sun	41	225	12%
Other/Unknown	13	29	2%
Midwest Living Web	7	7	0%
Chicago Tribune Mag Feb 08	1	2	0%
Southern Living Travel Jun 07	1	4	0%
Visit FL-SW FL Getaways Apr 08	1	1	0%
2005 Official FL Vac Guide	0	0	0%
2006 Official FL Vac Guide	0	0	0%
AAA Going Places Jul/Aug 07	0	10	1%
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 Frommer's Bdgt Feb 08	0	2	0%
Arthur Frommers Bgt Tvl Feb 07	0	0	0%
Arthur Frommers Tvl Feb 07	0	0	0%
Atlantic SE Mag Nov/Dec 06	0	0	0%
Audubon/Corkscrew Mar/Apr 06	0	0	0%
Conde Nast Traveler May 06	0	0	0%
Conde Nast Traveler May 07	0	0	0%
Family Summer Getaways	0	0	0%
FL Official Trvl Ind Guide 06	0	0	0%
FL Wedding&Honeymoon Jul/Aug06	0	0	0%
Florida Experience Jun 05	0	0	0%
New York Times	0	0	0%
Southern Living July 06	0	0	0%
Southern Living June 06	0	0	0%
Southern Living Travel Jul 07	0	2	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%

PHASE V OF SOUTHWEST FLORIDA, INC.

3/31/2008

# Naples, Marco Island, Everglades CVB

Grand Total: 1,333 1,804

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Consumer Directories

PUBLICATION NAME Off. FL Vacation Guide	<u>MONTH</u> 21	<u>YTD*</u> 21	<u>% YTD</u> 5%
2008 Official FL Vac Guide	18	145	37%
2007 Official FL Vac Guide	10	172	44%
2005 Official FL Vac Guide	0	0	0%
2006 Family Summer Getaways	0	0	0%
2006 Official FL Vac Guide	0	49	13%
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%
Visit FL Intl Travel Planner	0	2	1%
Grand Total:	49	389	_

<sup>\*</sup>YTD = Fiscal Year

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

LEISURE E-MARKETING	<u>MONTH</u>	YTD*	% YTD
ParadiseCoast.com	538	2552	88%
DestinationBrochures.com	45	219	8%
TravelMeredith.com	32	32	1%
Other/Unknown	3	25	1%
Visit USA - UK	3	14	0%
VisitFlorida.com	3	20	1%
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:	624	2,902	_

<sup>\*</sup>YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Newspaper Domestic NE/MW

PUBLICATION NAME	<u>MONTH</u>	YTD*	% YTD
PrePrint Out State Spring 08	25	27	1%
Other/Unknown	22	76	3%
Visit FL In State Summer 08	2	3	0%
TMG Out of State Insert 08	1	3	0%
Visit FL In State Fall 07	1	2393	95%
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%
St. Paul Pioneer Press	0	7	0%
TMG Newspaper Insert	0	0	0%
TMG Out of State Insert	0	1	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 Florida In State Insert	0	0	0%
Grand Total:	51	2,513	_

<sup>\*</sup>YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by TV/Target Markets

#### For the month of March 2008

PUBLICATION NAME Chicago - Comcast	MONTH 0	<u>YTD*</u> 0	<u>% YTD</u> 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	0%
Miami/Ft Laud WSNV - TV CH 7	0	0	
Miami/Ft Laud WSVN - TV CH 7	0	1	5% 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%
Palm Beach - WPEC	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by TV/Target Markets

PUBLICATION NAME	<b>MONTH</b>	YTD*	% YTD
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	_

<sup>\*</sup>YTD = Fiscal Year

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

PUBLICATION NAME Niche Markets (Senior)	MONTH	YTD*	<u>% YTD</u>
AAA Car & Travel Jan 08	2	200	2%
AAA Going Places Jan/Feb 08	1	4	0%
AAA Going Places May/Jun 08	1	1	0%
AAA Home & Away Jan/Feb 08	40	509	6%
AAA Home & Away Mar/Apr 08	328	328	4%
AAA Journeys Jan/Feb 08	9	143	2%
AAA Living Mar/Apr 08	271	271	3%
AARP Mar/Apr 07	1766	1766	20%
AARP Mar/Apr 08	1274	1274	14%
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)	3692	4496	51%

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

<u>PUBLICATION NAME</u> Niche Markets (Bridal/Honeymoon)	<u>MONTH</u>	YTD*	<u>% YTD</u>
FL Wedding&Honeymoon Jan/Feb06	0	0	0%
FL Wedding&Honeymoon Jan/Feb07	0	47	1%
FL Wedding&Honeymoon Jan/Feb08	57	819	9%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	4	81	1%
FL Wedding&Honeymoon Mar/Apr06	0	0	0%
FL Wedding&Honeymoon Mar/Apr07	0	46	1%
FL Wedding&Honeymoon Mar/Apr08	450	1004	11%
FL Wedding&Honeymoon May/Jun07	2	58	1%
FL Wedding&Honeymoon May/Jun08	13	13	0%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	15	773	9%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	8	364	4%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Bridal/Honeymoon)	549	3213	36%

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

#### For the month of March 2008

PUBLICATION NAME Niche Markets (ECO)	<u>MONTH</u>	YTD*	<u>% YTD</u>
Audubon Jan/Feb 08	29	268	3%
Audubon Mar/Apr 07	1	3	0%
Audubon Mar/Apr 08	173	173	2%
Audubon Nov/Dec 06	0	0	0%
Audubon Nov/Dec 07	23	288	3%
Audubon/Corkscrew Mar/Apr 07	0	0	0%
Audubon/Corkscrew Nov 06	0	0	0%
Echo Encounter Mar 07	0	0	0%
Everglades Kayaking Story	1	4	0%
FL Echo In State Spring 2007	0	0	0%
FL Echo IS & OS Fall 2006	0	0	0%
Nat'l Geo Trvlr May/Jun 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	3%
Nat'l Geo. Trvlr Oct 07	0	86	1%
Undiscovered Florida	0	0	0%
Undiscovered Florida May 08	0	1	0%
Niche Markets (ECO)	227	1120	13%
Niche Markets (Fishing)			
FL Fishing & Boating Guide	1	2	0%
Florida Sportsman	0	1	0%
Niche Markets (Fishing)	1	3	0%
Niche Markets (Golf)			
Golf for Women Mag Jan/Feb 08	0	1	0%
Golf Magazine	0	0	0%
OTHER/UNKNOWN	0	0	0%
Niche Markets (Golf)	0	1	0%

#### PHASE V OF SOUTHWEST FLORIDA, INC.

3/31/2008

# Naples, Marco Island, Everglades CVB

Grand Total: 4,469 8,833

\*YTD = Fiscal Year

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

PUBLICATION NAME	<b>MONTH</b>	YTD	% YTD
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%
Grand Total:	0	108	_

<sup>\*</sup>YTD = Fiscal Year

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

PUBLICATION NAME	<b>MONTH</b>	YTD*	% YTD
Group Business (Association)			
FSAE Assoc. Resource	0	0	0%
Group Business (Association)	0	0	0%
Group Business (Corporate)			
FL Official Mtg Planners Guide	0	0	0%
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%
Group Business (Leisure)	0	0	0%
Grand Total:	0	0	_

<sup>\*</sup>YTD = Fiscal Year

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

For the month of March 2008

	CURRENT YEAR			LAST YEAR			
STATE OH	<b>MONTH</b> 537	<u>YTD*</u> 1225	<u>% YTD</u> 8%	<u>MONTH</u> 411	<u>YTD*</u> 1142	<u>%</u> 6%	
IL	535	852	5%	405	1111	5%	
MI	440	732	5%	336	862	5%	
NY	428	1025	6%	568	1703	8%	
IN	415	730	5%	307	711	4%	
PA	339	701	4%	418	1178	6%	
WI	322	497	3%	231	606	3%	
FL	288	3190	20%	589	2898	8%	
MN	275	458	3%	149	424	2%	
MO	250	413	3%	198	543	3%	
NJ	217	455	3%	265	740	4%	
TX	211	506	3%	341	897	5%	
IA	153	232	1%	89	251	1%	
CA	147	433	3%	298	790	4%	
MA	134	299	2%	225	528	3%	
GA	111	267	2%	200	782	3%	
NC	102	305	2%	182	531	2%	
СТ	98	238	1%	94	255	1%	
TN	96	244	2%	165	632	2%	
VA	94	263	2%	204	481	3%	
KS	92	163	1%	73	186	1%	
MD	86	208	1%	142	495	2%	
KY	85	255	2%	135	383	2%	
OK	81	196	1%	77	196	1%	
AZ	74	131	1%	83	227	1%	
WA	66	144	1%	104	282	1%	
CO	65	125	1%	93	239	1%	
LA	63	163	1%	91	282	1%	
NE	61	107	1%	47	130	1%	
AL	60	161	1%	106	341	1%	
SC	59	149	1%	84	315	1%	
AR	42	108	1%	89	201	1%	
OR	38	78	0%	62	179	1%	
SD	34	59	0%	20	53	0%	
WV	33	89	1%	68	163	1%	
DE	32	53	0%	35	105	0%	

PHASE V OF SOUTHWEST FLORIDA, INC.

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

	CL	JRRENT YEA	<u>R</u>	<u>LA</u>	ST YEAR	
STATE NH	<u>MONTH</u> 32	<b>YTD*</b> 69	<u>% YTD</u> 0%	<u>MONTH</u> 57	<u>YTD*</u> 121	<u>%</u> 1%
MS	31	86	1%	56	170	1%
ME	29	76	0%	57	121	1%
RI	29	52	0%	35	72	0%
ND	25	55	0%	12	44	0%
NV	24	54	0%	39	118	1%
ID	17	35	0%	17	52	0%
VT	14	31	0%	26	59	0%
NM	13	42	0%	22	76	0%
UT	10	32	0%	32	73	0%
MT	8	22	0%	19	64	0%
HI	7	12	0%	11	26	0%
AK	4	14	0%	15	34	0%
WY	4	13	0%	7	19	0%
DC	2	4	0%	7	28	0%
AP	1	3	0%	0	5	0%
PR	1	15	0%	13	59	0%
AA	0	0	0%	0	0	0%
AE	0	2	0%	1	3	0%
GU	0	1	0%	0	0	0%
VI	0	1	0%	2	5	0%
Grand Total:	6,414	15,873		7,412	21,991	

<sup>\*</sup>YTD = Fiscal Year

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

For the month of March 2008

	<u>Cl</u>	JRRENT YEA	<u>R</u>	<u>L</u> A	ST YEAR	
COUNTRY USA	MONTH 6414	<u>YTD*</u> 15873	<u>% YTD</u> 95%	MONTH 7412	<b>YTD*</b> 21991	<u>%</u> 98%
GERMANY	41	242	1%	63	156	1%
CANADA	39	243	1%	62	341	1%
UNITED KINGDOM	26	216	1%	27	181	0%
FRANCE	13	29	0%	4	12	0%
ITALY	5	16	0%	3	9	0%
NETHERLANDS	3	17	0%	3	10	0%
ARGENTINA	2	5	0%	0	13	0%
BELGIUM	2	9	0%	2	8	0%
BRAZIL	2	11	0%	0	6	0%
DENMARK	2	3	0%	2	3	0%
INDIA	2	5	0%	1	12	0%
AUSTRIA	1	4	0%	0	4	0%
BANGLADESH	1	2	0%	0	2	0%
GHANA	1	1	0%	0	6	0%
HUNGARY	1	2	0%	0	2	0%
IRAN	1	4	0%	1	11	0%
IRELAND	1	4	0%	2	7	0%
JAPAN	1	1	0%	0	0	0%
MEXICO	1	1	0%	0	3	0%
NORWAY	1	2	0%	0	4	0%
PAKISTAN	1	2	0%	3	16	0%
POLAND	1	3	0%	0	2	0%
ROMANIA	1	1	0%	0	0	0%
SWEDEN	1	4	0%	2	6	0%
SWITZERLAND	1	10	0%	1	4	0%
ALGERIA	0	1	0%	0	0	0%
AUSTRALIA	0	1	0%	1	6	0%
BELARUS	0	0	0%	0	1	0%
BERMUDA	0	0	0%	0	1	0%
BULGARIA	0	0	0%	0	2	0%
CHILE	0	0	0%	0	1	0%
CHINA	0	0	0%	0	1	0%
COLUMBIA	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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

	CL	JRRENT YEA	<u>R</u>	<u>L</u>	AST YEAR	
COUNTRY	<u>MONTH</u>	YTD*	<u>% YTD</u>	<b>MONTH</b>	YTD*	<u>%</u>
CROATIA	0	0	0%	0	0	0%
EGYPT	0	0	0%	0	0	0%
ESTONIA	0	0	0%	0	2	0%
ETHIOPIA	0	0	0%	0	2	0%
FINLAND	0	0	0%	0	1	0%
GEORGIA	0	1	0%	0	0	0%
GREECE	0	0	0%	0	1	0%
INDONESIA	0	0	0%	0	2	0%
IRAQ	0	0	0%	0	1	0%
ISRAEL	0	0	0%	0	1	0%
LITHUANIA	0	0	0%	0	1	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	0	1	0%
NEW ZEALAND	0	0	0%	0	3	0%
NIGERIA	0	0	0%	0	1	0%
PANAMA	0	0	0%	0	0	0%
PERU	0	0	0%	0	1	0%
PHILIPPINES	0	2	0%	1	5	0%
PUERTO RICO	0	1	0%	0	0	0%
QATAR	0	0	0%	0	1	0%
RUSSIA	0	1	0%	0	0	0%
SAUDI ARABIA	0	0	0%	0	0	0%
SCOTLAND	0	0	0%	0	1	0%
SINGAPORE	0	1	0%	0	0	0%
SOUTH AFRICA	0	0	0%	0	0	0%
SPAIN	0	0	0%	0	1	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	1	0%	0	1	0%
UKRAINE	0	0	0%	0	0	0%
VIETNAM	0	0	0%	0	0	0%
Grand Total:	6,565	16,719	_	7,590	22,847	•

<sup>\*</sup>YTD = Fiscal Year

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

PUBLICATION NAME Golf Guide	<u>MONTH</u>	YTD	<u>% YTD</u>
Golf Guide			
Other Golf	0	3	0%
Play FL Golf	2541	2541	68%
Golf Guide	2541	2544	68%
Mailings to Partners	2	3	0%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	7	53	1%
Meeting Planner Kit	7	53	1%
Meeting Planner Non-Kit Fulfill			
MP Non-Kit Fulfillment	1	3	0%
Meeting Planner Non-Kit Fulfill	1	3	0%
Post Show Followup			
CMPCE	0	146	4%
TSAE Education Day Show	0	21	1%
Post Show Followup	0	167	4%
Pre-Show Post Card			
Destinations Showcase	0	248	7%
TSAE Education Day Show	0	409	11%
Pre-Show Post Card	0	657	18%
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

PUBLICATION NAME Tour Operators	<u>MONTH</u>	YTD	<u>% YTD</u>
Tour Operators			
Huddle Follow-Up	0	2	0%
Motorcoach	0	1	0%
Other/Unknown	0	3	0%
Tour Operators	0	6	0%
Trade Show			
Trade Shows			
Vakantiebeurs Trade Show	0	1	0%
Trade Shows	0	1	0%
Travel Agents			
Travel Agents			
AAA Travel Conference	0	302	8%
Other/Unknown	3	14	0%
Travel Agents	3	316	8%
Grand Total:	2,554	3,751	_

	1	Oct	ober	Nove	mber	Dece	ember	Janu	iarv	Febru	arv	Mai	rch	Ap	ril	May	, 1	Ju	ne	July	, 1	Augu	ıst	Septemb	oer	To	al
		2006	2007	2006	2007	2006		2007	2008		2008		2008	2007		2007					2008		2008			YTD 2007	
REQUESTED PUBLICATIONS																											
Consumer Directories:	1																-				-						
2005 Official FL Vac Guide	Consumer Directories	67	0	36		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		271		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		47	_	74	0	57	0	101	0	88	0	78	0	79	0	51	0	73	0	74	0	729	49
2007 Official FL Vac Guide	Consumer Directories	0	56	2	64	2	27	7 1	12	2	3	11	10	9	0	36	0	13	0	9	0	6	0	4	0	95	172
2008 Official FL Vac Guide	Consumer Directories	0	1	0		C	1	0	29	0	96	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	145
VF Everglades City Info	Consumer Directories	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
Off. FL Vacation Guide	Consumer Directories	0	0	0	(	C	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	21
Other/Unknown	Consumer Directories	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	(	C	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	6,831	0	4,750	0	0	0	11,581	0
VF Intl. Travel Planner	Consumer Directories	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	(	C	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	49	102	0	141	0	93	0	7,515	0	5,022	0	78	0	14,647	389
Consumer Magazines:																											
AAA Going Places Sept/Oct 06	Consumer Magazines	161	0	7	(	C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	168	0
AAA Going Places May/Jun 07	Consumer Magazines	0	0	0	(	C	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	(	C	0	0	0	0	0	0	0	0	0	0	0	0	0	351	0	124	0	40	0	515	10
Arthur Frommer's Tvl Feb 07	Consumer Magazines	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	(	C	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	(	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	(	C	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Coastal Living Jan/Feb 08	Consumer Magazines	0	0	0	(	C	1	0	145	0	106	0	84	0	0	0	0	0	0	0	0	0	0	0	0	0	336
Conde Nast Traveler	Consumer Magazines	1	0	0	(	C	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Florida Sun - Germany	Consumer Magazines	0	89	0	(	17	19	0	1	0	75	8	41	13	0	53	0	0	0	31	0	41	0	6	0	169	225
Ladies Home Journal Mar/Apr 08	Consumer Magazines	0	0	0	(	C	0	0	0	0	0	0	72	0	0	0	0	0	0	0	0	0	0	0	0	0	72
Midwest Living Mar/Apr 08	Consumer Magazines	0	0	0	(	C	0	0	0	0	0	0	1,113	0	0	0	0	0	0	0	0	0	0	0	0	0	1,113
Midwest Living WEB	Consumer Magazines	0	0	0	(	C	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	7
New York Times	Consumer Magazines	0	0	0	(	C	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	C	3	0	1	0	7	0	13	0	0	8	0	3	0	14	0	7	0	4	0	36	29
Southern Living July 06	Consumer Magazines	60	0	24	(	10	0	18	0	15	0	12		9	0	10	0	4	0	17	0	1	0	0	0	180	0
Southern Living June 06	Consumer Magazines	37	0	17	(	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	(	C	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	(	C	1	1	0	1	2	0	1	1	0	4	0	2	0	1	0	2	0	0	0	12	4
Southern Living Travel Jul 08	Consumer Magazines	0	0	0	(	C	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Visit FL - SW FL Getaways Apr 08	Consumer Magazines	0	0	0	(	C	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Women's World	Consumer Magazines	0	0	0	(	C	0	29	0	3	0	2	0	3	0	2	0	0	0	2	0	1	0	1	0	43	0
TOTAL Consumer Magazines:		259	103	51	1	43	25	84	148	41	194	39	1,333	37	0	91	0	462	0	465	0	180	0	52	0	1,804	1,804
Group Business (Association):																											
FSAE Assoc. Resource	Group Business (Association)	0	0	0	(	C	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
TOTAL Group Business (Association):		0	0	0	(	0	0	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)	n	n	0	-		0	) n	0	0	n	n	n	0	n	0	0	n	n	n	0	n	n	0	0	n	0
FL Official Mtg Planners Guide	Group Business (Corporate)	0	0	0	-		0	0 0	0	0	n	0	n	0	0	1	0	0	0	0	0	0	0	0	0	1	0
Meeting South	Group Business (Corporate)	n	n	n	,	-	1 0	) 0	n	0	n	13	n	n	n	0	0	n	0	0	0	0	n	0	0	13	0
Meeting Guide South	Group Business (Corporate)	n	0	0			0	) 0	0	0	n	0	0	3	0	0	0	0	0	0	0	0	0	0	0	3	0
Successful Meetings	Group Business (Corporate)	n	n	n		-	1 0	) 0	n	0	n	n	n	n	n	0	0	n	0	0	0	0	n	0	0	0	0
Worth International Off. Meeting Planner	Group Business (Corporate)	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	89	0	0	0	13	0	3	0	1	0	0	0	0	n	0	0	0	0	106	0
				_ °		<u> </u>		33	۰	٩.		13	٩				۳		٩	- 1	- ºl	٧		<u> </u>		.30	
Group Business (Leisure):	Occurs Business (Leisune)	-									-		اء			- cl	.1			-		اء				ادر	
Group Tour Magazine Sept 06 Group Travel Planet Nov/Dec 06	Group Business (Leisure) Group Business (Leisure)	0	0	1			0	103	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18 103	0
<u> </u>		0	- 0	0				103	0	0	0	. 0	- 0	0	0	U	0	0	0	0	0	0	0	U	Ü		0
Group Travel Planet May/Jun 07	Group Business (Leisure)	0	0	0		0	0	1 1	0	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0	0	94 389	0
Group Travel Planet Jul/Aug 07		0	0	0	(	C	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	389	0		0
TOTAL Group Business (Leisure):		0	0	1	(	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	604	0
Leisure E-Marketing:																											
24-7Vacations.com	Leisure E-Marketing	124	32	75	(	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	(	C	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	45	14	0	18	0	24	0	37	0	17	0	13	0	213	219
FLAUSA.com	Leisure E-Marketing	0	2	4	(	2	0	1	1	3	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	11	3

March   Marc			Oct	ober	Nove	ember	Dec	ember	Jan	uary	Feb	ruary	Mai	rch	Ap	oril	M	av	Ju	ne	July	Aug	ust	Sente	ember	Т	otal
THE PROPERTY OF THE PROPERTY O																											
STATEMENT STATE OF STATEMENT STATEME	Friend/Relative	Leisure F-Marketing	2000	2007	2000	2007	2000	2007	2007	2000	2007	2000	2007	2000	2007	2000	1	2000	2007	2000	0 0	2007	2000	2007	2000	1110 2007	110 2000
Secretarism   Secretarism   12			0	2	0	5	,	1 4	0	6	0	5	0	3	0	0	- 5	0	3	0	1 0	7	0	6	5 0	22	25
Treatment of the control of the cont			312	326	290	197	218	336	527	598	582	557	447	538	449	0	583	0	383	0	378 0	468	0	317	7 0		
Teacher Annia			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
STATISTICS OF THE PARTY OF THE			0	0	0	0	(		0	0	0	0	0	32	0	0	0	0	0	0	0 0	0 0	0	0	0	0	32
Section Services (Services Services Ser			0	1	0	4	(	2	0	0	0	10	1	3	1	0	0	0	1	0	2 0	0	0	0	0	5	20
STATES A. C. S.	VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	(	1	0	2	0	0	0	0	0	0	0	0	2	0	0 0	0 0	0	0	0	2	5
Margae Flower   Margae Flowe	VisitFlorida.com - Germany	Leisure E-Marketing	0	0	0	0	(		0	0	0	0	1	0	1	0	2	0	0	0	1 0	) 1	0	0	0	6	0
Processor   Proc	Visit USA - UK	Leisure E-Marketing	0	1	0	0	(	1	0	4	40	5	4	3	5	0	1	0	1	0	3 0	0	0	0	0	54	14
Proceed Section   Succession Process (PAME)   Section   Section   Section Process (PAME)   Section   Section Process (PAME)   Section Process (P	TOTAL Leisure E-Marketing:		439	400	379	253	319	360	634	644	966	621	863	624	692	0	819	0	682	0	652 0	748	0	491	1 0	7,620	2,902
Proceed Section   Succession Process (PAME)   Section   Section   Section Process (PAME)   Section   Section Process (PAME)   Section Process (P	Newspaper Domestic NE/MW:																										
THE PRINT OF A 1998 SECTION SHOWEN SECTION S.		Newspaper Domestic NE/MW	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
Processes of the Processes of P			70	0	10	0	2		970	0	101	0	180	0	9	0	1	0	1	0	0 0	0 0	0	0	0	1,344	0
French Carlon Sanger			0	0	12	0	(		2.976	0	724	. 0	1.139	0	2	0	0	0	0	0	0 0	0 0	0	0	) (		. 0
Management   Management (Management (Man			0	0		0	,		2,070	1	124	1	1,100	25	0	0	0	0	0	0	0 0	) 0	0		) 0	4,000	27
8 May Allers Prove Market Mark			0	4	0	0		1 17		27	0	-	- 0			0	16	0	9	0	4 0	, ,	0		9 0	20	76
R. Promotory Promot      Noneyman Promot      Noneyman Promot      Noneyman Promotory      Noneyman Pr			-	4	-		-	1 1	-	- 21	-	4	- 1	- 22		0	10	-	3	0	7 0	1 -	-		1 0	30	
Mill Selegore brant			0	0	0	0		1 4	0	2	0	1	0	0	0	0	0	0	0	0	0 0	0	0	0	0		7
Miles   Mile			0	0	0	0			. 0	1	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	, 0	0	1
Month Table   Manageme Demonst MAM   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	52 0	17	0	0	. 0		0
None of the Management Field			0	1	0	0	(	0	0	2	1	0	0	1	1,670	0	108	0	71	0	1 0	1	0	0	0	1,852	4
Note   Proceeding   Processing   Processin			0	0	0	0	(	1	0	1	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	2
War Fire Share Share from 16   Nestogne Devolet NEARM   0   0   0   0   0   0   0   0   0			0	0	0	0	(	C	1	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	1	0
Note 11 - See See See See See See See See See S			0	4	0	1,732	(	656	0	0	0	0	0	1	0	0	0	0	0	0	0 0	0	0	0	0	0	2,393
W Genomic Manuel Por P			0	0	0	0	(	C	0	0	0	0	0	0	0	0	0	0	0	0	1,288 0	0	0	0	0	1,288	0
Wy Standard Market Standard Market Standard Stan	Visit FL In State Summer 08	Newspaper Domestic NE/MW	0	0	0	0	(	(	0	1	0	0	0	2	0	0	0	0	0	0	0 0	0	0	0	0	0	3
TOTAL Newsymbol Devices (NEWSW.)   Fig.	VF Vacation Values Apr 07	Newspaper Domestic NE/MW	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
No.	VF Vacation Values Jun 07	Newspaper Domestic NE/MW	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
Fit Visiting & Homegonic Journal of 10   Nucleo Market (Bookshirespressor)   3   0   0   0   0   0   0   0   0   0	TOTAL Newspaper Domestic NE/MW:		70	9	22	1,734	2	678	3,947	35	826	6	1,320	51	1,684	0	1,739	0	5,519	0	1,345 0	18	0	3	3 0	16,495	2,513
Fit Visiting & Homegonic Journal of 10   Nucleo Market (Bookshirespressor)   3   0   0   0   0   0   0   0   0   0	Niche Markets (Bridal/Honeymoon):							•													<u> </u>						
Fix Windows of Streegments and Fixed PT		Niche Markets (Bridal/Honeymoon)	32	0	9	0	1		14	0	0	0	1	0	2	0	0	0	0	0	0 0	0 0	0	0	0	59	0
Fix Needing & Hampsons Judy 20 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		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	3 0	1,224	47
Fix Weeding & Novemberon Allwing 06  Nove Markers (Indextreamproxis)  Fix Weeding & Novemberon Allwing 07  Fix Weeding & Novemberon Marker			0	0	0	0		_	_	390	0	136	0		0	0	0	0	0	0	0 0	0 0	0	0	0 0		
Fill Weeking & Homogenicon Alleving 07  Note Markets (BriddsHomogenicon)  10 22 0 0 2 0 0 0 0 0 0 0 0 0 0 0 0 0 0			707	2	464	0	147			0	48		37			0	26	0	21	0	21 0	) 13	0	9	9 0	1.639	
Fill Wedship & Fromerons Naturing of St. Machine Mental (Schild Fromeronium)   15		,	0	32		23		-		10	0	7	0	4	0	0	8	0		0		143	0	79	9 0		81
Fit Workship & Protegration Market (Protestation Market (Protestation Septical Protegration Market (Protestation Market (Protestation Septical Protegration Septical Protegration Market (Protestation Septical Protegration Septic			15	02	13		,				0		4	0	0	0	0	0	0.7	0	0 0	) 110	0		) 0		0.
Fit Westing a Frontymonon May/Lan 07  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon May/Lan 07  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon May/Lan 07  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon SegreCot 07  Fit Westing a Frontymonon SegreCot 08  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon SegreCot 08  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon SegreCot 07  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon SegreCot 07  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon SegreCot 07  Note Marketes (Bridal-Horopymonon)  Fit Westing a Frontymonon SegreCot 07  Note Marketes (Bridal-Horopymonon)  Not			13	- 11	13	11	,		64	0	E17	12	F26	0	224	0		0	42	0	40 0	16	0		, ,		
FL Wedding & Homymoon Marylun OT Note Makes (Biddil-Homymoon) 0 27 0 15 0 15 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			0		0				04	-	317	55.4	330	450	231	0	30	0	42	0	40 0	10	0		, ,	1,515	
FL Wedsing & Hensymon May/Jun 08 Niche Markes (Bedail-Noneymonn)   0   0   0   0   0   0   0   0   0			0	0	0	45				0	0	554	- 0	450	400	0	447	0	204	0	400 0	0 40	0	. 04		4 200	1,004
FL Working A Homymoon Seption 07  FL Working A Homymoon Seption 07  FL Working A Homymoon Seption 07  FL Working A Homymoon NoviDec 07  Nother Markets (BridalHomymoon)  O 0 11  O 0 0 7  O 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			0	21	0	15	(		0	8	0	6	38	2	422	0	447	0	221	0	103 0	48	0	21	1 0	1,300	58
Fil. Workfording & Homeymoon NowDec 00			0	0	0	0	(		0	0	0	0	0	13	0	0	0	0	0	0	0 0	0	0	0	) 0		13
FL Wedding & Honeymoon NoviDec 06 Niche Markets (BidalH-Oneymoon) 0 0 0 1 0 0 0 0 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	0	0	U 0	0	0		. 0	0	1
FL Wedding & Honeymoon Nov/Dec 07 Niche Markets (Bidal/Honeymoon)			0	207	0	75	(	32	0	27	0	15	0	8	0	0	0	0	0	0	76 0	390	0	424	+ 0	890	364
Chient/Linknown   Niche Markets (BridalHoneymoon)   0   0   0   0   0   0   0   0   0			0	0	0	1	(	4	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	5
TOTAL Niche Markets (Bridal/Honeymoon): 754 522 509 483 480 392 737 51 740 756 663 540 712 0 557 0 672 0 71 0 622 0 545 0 7,730 3,21   Niche Markets (ECO):   ***********************************			0	243	0	348	(	86	0	56	0	25	0	15	0	0	0	0	0	0	0 0	0 0	0	0	0	0	773
Niche Markets (ECO):  **Audubon NoviDeo 66   Niche Markets (ECO)   0   0   0   0   0   0   0   0   0		Niche Markets (Bridal/Honeymoon)	0	0	0	0	(	0	0	0	0	0	0	0	1	0	0	0	0	0	0 0	0 0	0	0	0	1	0
Audubon Nov/Dec 06 Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	TOTAL Niche Markets (Bridal/Honeymoon):		754	522	509	483	490	392	737	511	740	756	683	549	712	0	557	0	672	0	711 0	620	0	545	0	7,730	3,213
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	Niche Markets (ECO):																										
Audubon Nov/Dec 07 Niche Markets (ECO) 0 0 145 0 48 0 40 0 32 0 23 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	(		39	0	34	0	18	0	9	0	0	0	0	0	0 0	0	0	0	0	100	0
Audubon Mar/Apr 07 Niche Markets (ECO) 0 1 0 0 0 0 1 1 0 0 0 0 1 1 0 0 0 0 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	243	0
Audubon Mar/Apr 0B Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Audubon Nov/Dec 07	Niche Markets (ECO)	0	0	0	145	(	48	0	40	0	32	0	23	0	0	0	0	0	0	0 0	0	0	0	0	0	288
Audubon Mar/Apr 08 Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Audubon Mar/Apr 07	Niche Markets (ECO)	0	1	0	0	(		1	1	0	0	2	1	3	0	1	0	0	0	0 0	) 1	0	0	0	8	3
Audubon/Corkscrew Mar/Apr 07 Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	Audubon Mar/Apr 08	Niche Markets (ECO)	0	0	0	0	(	C	0	0	0	0	0	173	0	0	0	0	0	0	0 0	0 0	0	0	0	0	173
Audubon Jan/Feb 08 Niche Markets (ECO) 0 0 0 0 0 0 0 141 0 98 0 29 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	168	0	83	0	49	0	35	0	13 0	13	0	4	4 0	365	
Echo Encounter Mar 07 Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			0	0	0	0	(		0	141	0	98	0	29	0	0	0	0	0	0	0 0	0 0	0	0	0	0	268
Everglades Kayaking Story Niche Markets (ECO) 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	1	0	0	0	0	0	0	0	0 0	0 0	0	0	0	1	0
FL Echo IS & OS Fall 2006 Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			n	0	0	0		2	0	1	0	0	0	1	n	0	0	0	0	0	0 0	o n	0	0	0 0	0	4
FL Echo In State Spring 2007 Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0			n	n	n	n	,	-	199	n	n	0	2	0	n	n	0	n	n	0	0 0	0 0	n	0	) 1	201	ņ
Nart Geo Trvir May/Jun 07 Niche Markets (ECO) 0 2 0 0 0 1 0 2 0 0 0 0 0 0 0 0 348 0 206 0 83 0 42 0 2 0 681 3 0 3 0 3 0 0 0 0 0 0 0 0 0 0 0 0 0 0			0	^	^	0	,		139	^	^	0	96	0	260	0	10	^	0	0	0 0	2 2	^	-	. 0		
Nart Geo Trvir 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		, ,	-	-	-	-	-			-	-	-	00	-	209	0	10	-	202	0	92		-	-	2 0		
Undiscovered Florida Niche Markets (ECO) 0 0 0 0 0 0 0 0 0 1 0 0 0 1 0 0 0 0 0	·		0	2	0	0		1 1	, .	_ 2	- 0	0	. 0	0	- 0	. 0	348	0	206	0	83 0	42	- 0	2	2 0	681	
TOTAL Niche Markets (ECO): 0 293 167 199 72 77 241 193 34 131 278 227 365 0 409 0 241 0 96 0 56 0 6 0 1,965 1,12			0	290	0	54	-	26	0	8	0	0	0	0	0	0	0	0	0	0	U 0	0	0	0	0	0	378
		Niche Markets (ECO)	0	0	0	0	(		0	0	0	1	0	0	0	0	1	0	0	0	0 0	0	0	0	0	1	1
Niche Markets (Fishing):			0	293	167	199	72	77	241	193	34	131	278	227	365	0	409	0	241	0	96 0	56	0	6	0	1,965	1,120
	Niche Markets (Fishing):																										

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

		Oct	ober	Nove	ember	Dece	mber	Jan	uary	Febr	uary	Ma	rch	A	pril	М	ay	Ju	ine	Ju	ıly	Aug	just	Septe	ember	To	otal
		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
FL Fishing & Boating Guide	Niche Markets (Fishing)	0	1	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	3	2
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
TOTAL Niche Markets (Fishing):		0	1	0	0	1	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	3	3

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		Oct	ober	Nove	ember	Dece	mber	Janua	arv	Febru	uarv	Mar	ch	Ap	ril	Ma	ıv	Jur	ne	July	Aug	gust	September	Tc	otal
		2006		2006	2007	2006	2007	2007		2007			2008		2008	2007		2007		2007 2008		2008			
Niche Markets (Golf):																							2007   2000		1111111
	Niche Markets (Golf)	С	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0 0	0	C	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 C	0	1
	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
				ŭ			·	, i	<u> </u>	<u> </u>				Ů	<u> </u>		ŭ	•	<u> </u>	۰	, v	<u> </u>		<u> </u>	
Niche Markets (Senior):	her at the control										48				-										
AAA Car & Travel Jan 08	Niche Markets (Senior)	0	0	0	0	0	1	0	149	0	48	0	2	0	0	0	0	0	0	0 0	0	L 0	0 0	- 0	200
AAA Going Places Jan/Feb 08	Niche Markets (Senior)	O	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	0 0	0	0	0 0	0	4
AAA Going Places May/Jun 08	Niche Markets (Senior)	O	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
AAA Home & Away Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	1	0	262	0	206	0	40	0	0	0	0	0	0	0 0	0	0	0 0	0	509
AAA Home & Away Mar/Apr 08	Niche Markets (Senior)	C	0	0	0	0	0	0	0	0	0	0	328	0	0	0	0	0	0	0 0	0	0	0 0	0	328
AAA Journeys Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	80	0	54	0	9	0	0	0	0	0	0	0 0	0	0	0 0	0	143
AAA Living Mar/Apr 08	Niche Markets (Senior)	O	0	0	0	0	0	0	0	0	0	0	271									<u> </u>			
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)	C	0	0	0	0	0	2	0	2	0	4,186	1,766	1,020	0	263	0	61	0	0 0	0	0	0 0	5,534	1,766
AARP Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	1,274	0	0	0	0	0	0	0 0	0	0	0 0	0	1,274
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	0	5 0	0	0	0 0	5	0
Reader's Digest June 07	Niche Markets (Senior)	-	0	0	n	n	n	0	0	0	n	n	n	0	0	0	0	3,306	n	611 0	564	, ,	42 0	4,523	
TOTAL Niche Markets (Senior):		1,106	0	195	0	34	2	3	493	3	309	4,186	3,692	1,020	0	263	0	3,367	0	616 0	564		43 0	11,400	
		1,100		193		J.4			403	3	309	4,100	0,002	.,020	J	203	U	0,307	J.	0.0	304			.1,400	4,223
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	0	1	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 - WTVJ NBC	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	0	5	0	3	0	1 0	0	C	0 C	10	1
Miami/Ft Laud - Comcast	Target Markets		1	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		1	1	1	0	0	0	0	0	0	0	0	10	0	1	0	1	0	0 0	0		0 0	13	. 2
Miami/Ft Laud - WFOR	Target Markets		1	- 1		0	0	0	0	0	0	1	0	3	0		0	- 1	0	0 0	0	-	0 0		
					3	0	0	0	0	0	0		0	3	0	- 4	0	- 1	0	0 0	0	<del>_</del>	0 0	14	
Miami/Ft Laud - WPLG	Target Markets	0		1	3	0	0	0	0	0	0	0	0	8	0	4	U	1	0	0 0	0	L 0	0 0	14	3
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	
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	
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	C	0	0	0	0	0	0	0	0	0	0	0	10	0	11	0	5	0	3 0	0	0	0 0	29	
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	C	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	0	5	0	1 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	n	n	n	0	0	n	0	0	4	0	6	0	6	n	1 0	0		0 0	17	
Tampa/St. Pete - Brighthouse	Target Markets	,	0	n	n	n	n	0	0	0	n	0	n	7	0	2	n	0	n	0 0	n	<u> </u>	0 0	9	,
Tampa/St. Pete - WTVT	Target Markets	-		0			^	0	0	0	0	0	^	,	0	2	^	- 1	0	1 0	^	_			<u> </u>
Tampa/St. Pete - WTV1 Tampa/St. Pete - WFTS		-	- 0	0	0	0	0	0	0	٥	0	0	0	0	0	4	0	0	0	1 0	0	_	0 0	1	, 0
Tampa/St. Pete - WFTS Tampa/St. Pete - WTTA	Target Markets Target Markets	_	0	0	0	0	0	0	U ^	0	0	0	0	o o	0	1	0	0	0	0 0	0	<u> </u>	0 0	2	
-			0	0	0	0	0	U	U .	0	0	0	0	0	0	0	0	2	0	U 0	0	<u> </u>	0 0	2	- °
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	<u> </u>	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	C	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
Travel Agent Directories:																					_				
FL Official Tvl Ind Jan-Dec 07	Trough Agent Directoring	_	اء ا			_	-	- 1	اء	ام	اہ	.1	_	اء	اہ	ام		اء	اہ	ء اه	_	_			
FL Official Tvl Ind Jan-Dec 07 TIA Discover America	Travel Agent Directories	- 0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0 0	0	<u> </u>	0 0	2	, O
	Travel Agent Directories		0	0	/5	- 0	0	U	0	0	0	0	0	0	0	0	0	0	0	0 0	0		0 0		75
TIA Discover America Web	Travel Agent Directories	0	0	0	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	U 0	0		0 0	0	33
TIA See America	Travel Agent Directories	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0 0	1	0
TOTAL Travel Agent Directories:									33																

Aliscellaneous:  Japles, Marco Island, Everglades CVB Friend/Relative  Jither/Unknown Travel Agent Target Markets Vebsite  TOTAL Miscellaneous:  SUB TOTAL (excludes Special Fulfill): SPECIAL FULFILLMENT: ARETING PLANNERS  "Pre-Show Post Card  HSMAI Affordable Conference Destinations Showcase Mid America Pre-Show  MPISEC  TSAE Education Day Show Springtime 07  "Post Show Followup ConferenceDirect Show  CMPCE Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC  MPINEC  MPINEC  HSMAI Affordable Meetings MPINEC  MPINEC  MPINEC  Hanning Connection Chicago VIP Chicago Affordable Meetings Pow Wow		0 0 10 0	0 3	2006 0	2007	2006	2007	2007	2008		2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 200
Alaples, Marco Island, Everglades CVB  Friend/Relative  Direvel Agent  Forget Markets  Vebsite  TOTAL Miscellaneous:  SUB TOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT:  MEETING PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Pre-Show  MPISEC  TSAE Education Day Show  Springtime 07  *Post Show Followup  ConferenceDirect Show  CMP/CE  Fiorida Huddle  F. Marketplace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPISEC  Planning Connection  Chicago VIP		0 0 10 0	0 3	0	1	0	1	-																			
Friend/Relative  Sher/Unknown  Frayel Agent  Farget Markets  Vebaite  FOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT:  AEETINO PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Pre-Show  MPISEC  TSAE Education Day Show  Springtime 07  *Post Show Followup  ConferenceDirect Show  CMPCE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Giamour  HSMAI Affordable Meetings  MPISEC  MPINEC  Flanning Connection  Chicago VIP  Chica		0 0 10 0	3	0	1	0	- 1	-																			
Friend/Relative  Sher/Unknown  Frayel Agent  Farget Markets  Vebaite  FOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT:  AEETINO PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Pre-Show  MPISEC  TSAE Education Day Show  Springtime 07  *Post Show Followup  ConferenceDirect Show  CMPCE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Giamour  HSMAI Affordable Meetings  MPISEC  MPINEC  Flanning Connection  Chicago VIP  Chica		0 10 0	3	0					11	28	5	95	3	1	0	0	0	0	0	0	0	2	0	. 0	0	131	
Other/Unknown Travel Agent Trav		10	3		5	0	4	6	14	2	10	14	11	19	0	24	0	0	0	9	0	3	0	1	0	78	
Travel Agent arget Markets  Website  OTAL Miscellaneous:  SUB TOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT:  MEETING PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Pre-Show  MiSEC  TSAE Education Day Show  Spingtime 07  *Post Show Followup  ConferenceDirect Show  CMP/CE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPISEC  MPINEC  Planning Connection  Chego II  HSMAI Affordable Meetings  MPINEC  Planning Connection  Chicago VIP  Chicago Affordable Meetings		0	3	- 1	9	0	- 5	52	9	43	14	48		44	0	16	0	17	0	3	0	3	-		0	246	
Forget Markets Vebsite  TOTAL Miscellaneous:  SUB TOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT: MEETING PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Pre-Show MPISEC  TSAE Education Day Show Springtime 07  *Post Show Followup ConferenceDirect Show CMP/CE Fiorida Huddle  F. Marketplace FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPISEC  Planning Connection Chicago VIP Chicago VIIP Chicago VIIP Chicago VIII Chic		0	_	1	0	0	0	52		43	14	12	10	44	0	10	0	17	0	3	0	5	0	9	0	37	
Website  OTAL Miscellaneous:  SUB TOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT:  BEETIND PLANNERS  *Pre-Show Post Card  HSMAI Alfordable Conference  Destinations Showcase  Mid America Pre-Show  MPISEC  TSAE Education Day Show  Springtime 07  *Post Show Pollowup  ConferenceDirect Show  CMP/CE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Glamour  HSMAI Alfordable Meetings  MPISEC  MPINEC  Planning Connection  Chicago VIP  Chicago VIP  Chicago Alfordable Meetings		U		0	3	0		2	3	0	0	12	,	- 1	0	'	0	3	0	- 2	0	3	- 0	3	- 0	31	—— <i>'</i>
COTAL Miscellaneous:  SUB TOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT:  AEETING PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Pre-Show  MPISEC  TSAE Education Day Show  Springtime 07  *Post Show Followup  ConferenceDirect Show  CMPCE  Florida Huddle  FL Marketylace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPISEC  MPINEC  Planning Connection  Chago UP  Chicago VIP			0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	Ь——
SUB TOTAL (excludes Special Fulfill):  SPECIAL FULFILLMENT:  MEETING PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Pre-Show  MPISEG  TSAE Education Day Show  Syringtime 07  *Post Show Followup  ConferenceDirect Show  CMPOE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPINEC  Planning Connection  Chicago VIP  Chicago VIP  Chicago Affordable Meetings		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	<b>—</b>
SPECIAL FULFILLMENT:  AEETINO PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Per-Show  Missec  TSAE Education Day Show  Springtime 07  *Post Show Followup  ConferenceDirect Show  CMPCE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPINEC  Planning Connection  Chicago VIP  C		10	8	1	17	0	12	65	38	81	37	169	39	65	0	41	0	20	0	14	0	14	0	13	0	493	15
SPECIAL FULFILLMENT:  AEETINO PLANNERS  *Pre-Show Post Card  HSMAI Affordable Conference  Destinations Showcase  Mid America Per-Show  Missec  TSAE Education Day Show  Springtime 07  *Post Show Followup  ConferenceDirect Show  CMPCE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPINEC  Planning Connection  Chicago VIP  C		3,489	1,449	1,519	2,837	1,285	1,574	6,002	2,137	2,770	2,157	7,669	6,565	4,822	0	4,201	0	11,149	0	11,458	0	7,223	0	1,231	0	63,340	16,44
MEETING PLANNERS  'Pre-Show Post Card  HSMAI Affordable Conference  Dostinations Showcase  Mid America Pre-Show  MPISEC  TSAE Education Day Show  Syringtime 07  'Post Show Followup  ConferenceDirect Show  CMPCE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPISEC  Planning Connection  Chicago VIP  Chicago VIP  Chicago Affordable Meetings		0,100	1,110	1,010	2,007	1,200	1,01-1	0,002	2,.0.	2,	2,.07	1,000	0,000	-1,022	٠	-1,201	٠	,		11,100	Ů	,,,,,,		1,201		00,040	. 0, 1
*Pre-Show Post Card  HSMAI Affordable Conference Destinations Showcase Mid America Pre-Show MPISEC  TSAE Education Day Show Springtime 07  *Post Show Followup ConferenceDirect Show CMPCE Florida Huddle FL Marketplace FL Marketplace Glamour HSMAI Affordable Meetings MPISEC Planning Connection Chicago VIP Chicago VIP Chicago Affordable Meetings		1			1						-				-	1		-	-	1	-	1	-				
HSMAI Affordable Conference Destinations Showcase Mid America Pre-Show MPISEC TSAE Education Day Show Springtime 07 Post Show Followup ConferenceDirect Show CMPCE Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPINEC Planning Connection Chicago VIP Chicago Affordable Meetings Chicago VIP Chicago Affordable Meetings		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	
Destinations Showcase Mild America Pre-Show MPISEC TSAE Education Day Show Springtime 07 *Post Show Followup ConferenceDirect Show CMPCE Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPINEC Planning Connection Chicago VIP Chicago VIP Chicago Affordable Meetings		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	
Mid America Pre-Show MPISEC TSAE Education Day Show Springtime 07 Post Show Followup ConferenceDirect Show CMPCE Florida Huddle FL Marketplace FRAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC Planning Connection Chicago VIP Chicago VIIP Chicago VIP Chicag		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	
MPISEC TSAE Education Day Show Springtime 07 Post Show Followup ConferenceDirect Show CMPCE Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPINEC Planning Connection Chicago VIP Chicago Affordable Meetings		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	ئــــــا
TSAE Education Day Show Springtime 07  *Post Show Followup ConferenceDirect Show CMP/CE Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPINEC Planning Connection Chicago VIP Chicago Affordable Meetings		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	1,071	
Springtime 07  'Post Show Followup ConferenceDirect Show CMPCE Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPIVEC Planning Connection Chicago VIP Chicago VIP Chicago Affordable Meetings		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	
*Post Show Followup  ConferenceDirect Show  CMPCE  Florida Huddle  FL Marketplace  FSAE Annual Conference  Glamour  HSMAI Affordable Meetings  MPISEC  MPIPVEC  Planning Connection  Chicago VIP  Chicago Affordable Meetings		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	
ConferenceDirect Show CMPCE Florida Huddle FL Marketplace FSRE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPPWEC Planning Connection Chicago VIP Chicago VIP Chicago VIP Chicago VIP Chicago VIP Chicago VIP		0	0	0	0	0	0	169	0	0	0	0	0	0	0	2,209	0	0	0	0	0	0	0	0	0	2,209	<u> </u>
CMPCE Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Attordable Meetings MPISEC MPIVEC Planning Connection Chicago VIP Chicago Atfordable Meetings		76	0	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245	
Florida Huddle FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPIWEC Planning Connection Chicago VIP Chicago VIP Chicago Affordable Meetings		0	0	0	0	0	0	0	146	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	<del></del>
FL Marketplace FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPIPUEC Planning Connection Chicago VIP Chicago VIP Chicago Affordable Meetings		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 88	
FSAE Annual Conference Glamour HSMAI Affordable Meetings MPISEC MPIPVEC Planning Connection Chicago VIP Chicago Affordable Meetings		0	0	0	- 0	0	0	0	0	88	0	0	0	U	0	0	U	Û	0	0	0	0	0	- 0	U	88 46	
Glamour HSMAI Affordable Meetings MPISEC MPIWEC Planning Connection Chicago VIP Chicago Affordable Meetings		0	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	120	0	46		46 129	
HSMAI Affordable Meetings MPISEC MPINEC Planning Connection Chicago VIP Chicago VIP Chicago Affordable Meetings		0	0	0	- 0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	129	0	- 0	0	101	
MPISEC MPIWEC Planning Connection Chicago VIP Chicago Affordable Meetings		0	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	79	0	79	
MPIWEC Planning Connection Chicago VIP Chicago Affordable Meetings		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	176	. 0	176	
Planning Connection Chicago VIP Chicago Affordable Meetings		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	6	. 0	62	
Chicago VIP Chicago Affordable Meetings		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	0	0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0	0	0	51	
Pow Wow		0	0	0	0	0	0	0	0	0	0	0	0	100	0	0	0	0	0	0	0	0	0	0	0	100	
		0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	8	
PYM Spring Fling April		0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	0	75	
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	0	
Orlando PYM Event		0	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	94	
DC Springtime		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	0	0	0	0	0	76	
Meeting Planner Kit		0	12	0	10	0	7	2	11	1	6	3	7	3	0	0	0	7	0	11	0	19	0	14	0	60	
MP Non-Kit Fulfillment		0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	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	⊢—
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	<del>                                     </del>
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	<del>                                     </del>
TRADE SHOWS  Vakantiebeurs Trade Show		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	<del></del>
TRAVEL AGENTS		304	0	0	2	0	0	- 0	0	0	- 1	22	0	113	0	0	0	0	0	0	0	0	0	0	0	440	<del></del>
AAA Travel Conference		3U4	0	0	2	0	302	1	0	0	0	- 22	0	113	0	0	0	0	0	0	0	0	0	0		440	
Other/Unknown		0	0	0	0	0	302 n	0	2	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	
SOLF GUIDE	+	0	0	0	n	0	0	n	n	0	0	0	n	0	0	n	0	n	0	0	0	0	0	0		0	
Play Florida Golf		114	0	123	0	0	0	0	n	1,185	0	975	2.541	3,519	0	0	0	322	0	0	0	251	0	210	0	6,699	2.
Other Golf			2	.25	1	0	0	0	0	.,.55	0	0,0	2,041	0,0.0	0	65	n	0.2	0	0	n	0	0	- 10		65	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
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	
WEDDING GUIDE SMERF GROUP LEADERS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94	
MAILINGS TO PARTNERS		0	0	0	0	0	0	0	0	0	0	94		0	0	0	0	0	0	0	0	0	0	0	0		
MAILINGS TO PARTNERS MAILINGS FOR PARTNERS		197	0	0	0	0	1	0	0	0	0	259	2	475	0	65	0	0	0	354	0	0	0	- 0	0	1,350 70	
COLLIER FILM COMMISSION		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	
TOTAL SPECIAL FULFILLMENT:		691	444	148	14	0	313	321	408	1,551	18	3,086	2,554	4,230	0	2,508	0	329	0	442	0	2,467	0	533	- 0	16,306	3,
OTAL SPECIAL PULFILLMENT:		091	444	148	14	U	313	321	408	1,551	18	3,086	2,554	4,230	0	2,508	0	329	U	442	U	2,467	. 0	533	0	16,306	3,
GRAND TOTAL OF REQUESTED PUBS:					2,851		1,887																=				

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		Octo	ber	Noven	nber	Dece	mber	Janı	uary	Febr	ruary	Ma	rch	Ap	ril	May		June	е	Jul	ly	Augu	ust	Septe	mber	Tota	al
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007 2	008 2	007	2008	2007	2008		2008	2007	2008	YTD 2007	YTD 2008
PARADISE COAST WEBSITE LEADS:	<u> </u>		-																								
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	38	3	0	43	0	1	0	5	0	7	0	8	0	115	217
af - Arthur Frommers		0	1	2	- 1	0	7	10	17	1,238	74	90	9	26	0	6	0	11	0	2	0	1	0	7	0	1,393	109
au - Audobon		0	0	112	6	37	1	9	3	3	1	5	60	0	0	1	0	0	0	1	0	0	0	0	0	168	71
cl.paradisecoast.com		0	0	0	2	0	58	0	232	0	16	0	2	0	0	0	0	2	0	0	0	1	0	0	0	3	310
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	2	1	0	5	0	0	0	0	0	1	0	98	0	174	705
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	a	R	24	6	2	41	39	n	4	0	14	0	14	n	59	n	6	n	184	83
gg.paradisecoast.com	+	n	4	,	51	0	1	n	2	0	n	n	0	0	n	0	0	62	0	10	n	21	n	0	n	93	58
golf - Play FL Golf	-	0	3	0	1	n		879	1	217	1	q	89	2	0	6	0	0	0	2	0	21	n	1	n	1,118	95
gt - Group Tour	-	n	n	0	0	n	0	1	0	217	n	n	09	0	0	0	0	0	0	0	0	1	n	n	n	1,110	95
gtl - Group Tour Leader		0	0	0	0	1	0		0	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0	- 2	
ip - Florida International Travel Planner		0	0	0	1		0	2	1	3	0	3	1	0	0	0	0	1	0	1	0	1	0	1	0	12	3
is - Preprint In-State	+	1,769	461	1,793	125	1,461	9	723		374	4	197		71	0	76	0	79	0	144	0	110	0	108	0	6,905	603
mb - Modern Bride	+	1,769	401	1,793	123	1,461	9	723	- 4	3/4	0	197	0	- /1	0	76	0	19	0	144	0	110	0	100	0	13	003
mh - Miami Herald		1,895	752	2,066	418	1,267	234	804	315	486	221	314	246	309	0	251	0	280	0	198	0	170	0	294	0	8,334	2,186
ml - MNI Home Network		1,095	7.52	2,000	410	1,207	234	004	1	400	221	014	14	0	0	201	0	200	0	130	0	170	0	204	0	0,334	2,100
nta - NTA Courier	+	0	0	0	0	0	0	0		0	0	0	14	0	0	0	0	0	0	0	0	0	0	0	0	0	- 10
os - Orlando Sentinal		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	35	0	67	
pym - Plan Your Meetings	+	30	0	- 2	0	- 1	0	- 1	0	- 1	0	- 1	0	- 1	0	0	0	0	0	0	0	0	0	33	0	67	- 0
rd - Readers Digest		0	0	0	0	0	0	0	0	- 1	0	- 1	- 1	0	0	0	0	0	0	0	0	0	0	0	0	0	- 1
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	- 1	- '
sl - Southern Living		0	0	- 1	0	0	0	0	0	- 1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		- 0
sm - Successful Meetings	+	1	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
ta - FL Official Industry Guide		- 1	870	0	452	0	192	- 1	266	7	213	0	225	1	0	0	0	39	0	1	0	133	0	173	0	357	2,218
	+	0	870	0	402	0	192	- 1	200	,	213	- 2	223	0	0	0	0	39	0	0	0	133	0	1/3	0	337	2,210
tma - Tennis Life Magazine uf - Undiscovered Florida		0	558	0	242	0	0	- 0	0	- 0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	810
		0	008	0	242	0	4	- 1		1	4	0	0	0	0	0	0	- 0	Ü	2	0	- 2	0	1	0	9	010
usa - USA Today Meetings Marketplace 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
v v - Valassis Vacation Guide wed - Bridal Guide		U	4	U	1	0	0	0	0	0	0	0	10	0	0	0	0	0	U	44	0	0	0	0	0	44	33
wed - Bridai Guide wl - Waterline Magazine	+	Ü	4	0	- 1	0	5	0	5	0	0	0	18	0	0	0	0	0	Ü	44	0	0	0	0	0	-44	33
		0	0	0	0	0	0	0	0	0	0	0	19	0	0	3	0	4	0	0	0	0	0	0	0	0	20
www.paradisecoastblueway.com		0	2	0	4	0	6	0	1	0	4	0	36	0	0	10	U	4	0	0	0	1	0	1	0	36	36 61
paradisecoast.milesmediagroup.com	+	0	0	0	1	0	2	0	16	0	6	0	36	15	0	10	0	4	0	0	0	0	0		0	36	61
www.newsletter.paradisecoast.com		0	1	0	0	0	0	0	25	- 0	0	0	16	5	0	0	U	U	0	1	0	1	0	0	0	64	1 55
www.paradisecoast.com	-	0	2	27	3	3	5	6	25	7	4	2	16	10	0	20	0	24	0	39	0	42	0	41	0	64 220	55
www.paradisecoastnaples.com		0	4	9	0	11	0	11	0	6	0	5	0	4	0	28	U	24	0	39	0	42	0	41	0	220	4
www.sun.paradisecoast.com		0 005	0	0	0	0.761	538	0 470	0	0	0	0	0	0	0	0	0	0	0	0 467	0	0	0	0	0	40.000	7.000
TOTAL PARADISE COAST WEBSITE LEADS:		3,695	3,258	4,023	1,428	2,791			972	2,371	667	742	817	489	0	436	U	527	0		0	587	0	784	0	19,382	7,680
Total Views		243,783	370,246	217,847	300,476	237,603	343,101	367,112	483,985	328,680	392,138	250,609	537,181	247,900	0	352,566		1,873		403,283	0	371,811	0	303,185	0	-	2,427,127
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	109,982	73,191	0	90,945	0 9	4,150	0	112,252	0	112,235	0	90,160	0	1,020,298	575,136

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

		Octo	ober	Nove	mber	Dec	ember	Jai	nuary	Feb	oruary	Ma	arch	А	pril	N	lay	Ju	ine	Ju	ıly	Au	gust	Septe	ember	To	ıtal
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
2007 PUBS WITH 2008 LEADS:																											
AAA Going Places May/Jun 06	Consumer Magazines	1	0	0	0	C	(	) (	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	C		) (	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	C		) (	) (	)	0 (	) (		) (	0		) (	0	0	0	0	(	0	0	0	1	0
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	0	0	0	C		) (	0	)	0 (	0	) (	) (	0		) (	0	0	0	0	(	0	0	0	1	0
Everglades Angler	Television	0	0	35	0	C	(	) (	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	C		) (	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	41	0

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