

Naples, Marco Island, Everglades CVB
Tasks Report

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

Assigned 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
	<i>Site all day Becky Beward UPMC</i>					
3/13/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	<i>Escort sites to Jan Doets Netherlands tour operator Sjannke and Elona had dinner and showed them around saw NBH, Bellasera, Naples Bay, Inn on Fifth, downtown</i>					
3/13/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	<i>first meeting for MP FAM - all group hotels participating.</i>					
3/14/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	<i>Set up itinerary and discounts for Sept Travel Agent FAM submitted and got approvals</i>					
3/17/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	<i>Play Florida golf guides in sent new golf guide to 12 cities from Play Florida Golf leads</i>					
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	<i>Registered Encounter</i>					
3/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/17/2008	3/17/2008	Debi DeBenedetto
	<i>Prepare for mpi show Wed</i>					
3/18/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	3/18/2008	4/1/2008	Debi DeBenedetto
	<i>Start working on tourism awards</i>					
3/18/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	3/18/2008	4/1/2008	Debi DeBenedetto
	<i>Begin process for April 1 Golf Blast</i>					
3/18/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	<i>Golf blast</i>					
3/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/18/2008	3/18/2008	Debi DeBenedetto
	<i>sent VG and golf guides out to partners</i>					
3/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/18/2008	3/18/2008	Debi DeBenedetto
	<i>Auction items for MPI SEC and MPI WEC</i>					
3/18/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	<i>Began more paper work for Pow wow booth, got labor, crpet, tables forms etc. 2 hours</i>					
3/19/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
	<i>Made Appointments Huddle 1 hour wbinair continue education understand hotel contracts</i>					
3/19/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
	<i>registered MPI sec - partner contact planning</i>					

* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 4/22/2008

Assigned Sales Rep: Debi DeBenedetto

Detailed Staff Reports IX

Task Date	Account Name	Task Type	Status	Due Date	Completed 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
<i>Attended MPI Tampa Clearwater meeting Gneral Sesson and trade show exhibit with Hilton Marco and JTM in Clearwater at Biltmore</i>						
3/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/15/2008	4/17/2008	Debi DeBenedetto
<i>Nominations out for Tourism week - files made, set new forms, follow time line</i>						
3/21/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	3/21/2008	4/17/2008	Debi DeBenedetto
<i>10 noon HBX training here - get rfp out , Paul Griffin DMAI follow up Golf leads out- The Trade Show changes for Ivey house, Erin, Pow wow how.</i>						
3/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/7/2008	4/1/2008	Debi DeBenedetto
<i>Coordinate and communicate with Paul Griffin and NG re: DMAI CEO conf here April details of CVB hhosted event</i>						
3/21/2008	R. Buchholz & Associates	Sales - Assisted Mtg Planner	Closed	3/21/2008	4/15/2008	Niccole Haschak
<i>sent sample of all our marketing materials to Claudia for upcoming meeting</i>						
3/24/2008	Debi's Activity Tracking Account	General - Email	Closed	3/24/2008	4/17/2008	Debi DeBenedetto
<i>comp off</i>						
3/25/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>Helped planner with Floirda Venture conference 2 hours, general office and emails</i>						
3/25/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>request and select judges for tourism nominations</i>						
3/25/2008	Debi's Activity Tracking Account	General - Meeting	Closed	4/1/2008	4/17/2008	Debi DeBenedetto
<i>Meeting with Niccole to go over Budgets, duties and priorities 2 hours</i>						
3/26/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>THE TRADE SHOW Sept. have partners, registered. Created FAM itinerary, created FAm TA application, posted on website. FAM Sept 3-6 Show Sept 6-8 - 5 hours</i>						
3/26/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>took part in one hour Webinar from Meetings Media re: Contracting with hotels = one CMP credit</i>						
3/26/2008	VISIT FLORIDA	Fam Itinerary - Planning	Open	4/25/2008		
<i>Saw Susan in Boston discussed FAM for Visitor center volunteers, added to volunteer newsletter</i>						
3/27/2008	Debi's Activity Tracking Account	General - Research	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>8 hours working on 2009 budget and trade shows list etc.</i>						
3/27/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>Took County Safety training, other general office and follow up Started budget</i>						
3/28/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>worked 8 hours on budget two days</i>						
3/28/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>Finish Pow Wow appts, and send out email invite them all to booth, Sue Ferral Conference direct resolve show issue, worked on tourism week Created The Trade Show FAM application,</i>						

* Task is assigned to multiple people

Assigned Sales Rep: Debi DeBenedetto

Detailed Staff Reports IX

Task Date	Account Name	Task Type	Status	Due Date	Complete 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
<i>Pow Wow several time appointment selection 2 hours plus send emails to buyers and communication with partners attending this show.</i>						
3/28/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>Assist Szi Winchell with upcoming Florida Venture Capital Feb 09 meeting NG, airport contaact greeters, themes, welcome letter, spouse programs sent collateral , entertainment bids, spekers. 1 hour</i>						
3/28/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>send collateral to Rose Danielson Incentive group at Marriott next Sept ppmaps 200 200 post cards, 60 VG and 200 spa guides</i>						
3/31/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>All information in for virtual Trade show in May sent to vendor ready for expo</i>						
3/31/2008	Debi's Activity Tracking Account	General - Meeting	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>staff meeting 8:30 - 12:30 and include 2 hours of follow up</i>						
3/31/2008	Debi's Activity Tracking Account	General - Meeting	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>Staff meeting 4 hours catch up idss Started spread sheet for TA Fam</i>						
3/31/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/23/2008	4/17/2008	Debi DeBenedetto
<i>assisted Jack with Board meeting for ESTO group of FLA CVBs at Naples Bay Yacht club</i>						
4/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/15/2008	4/17/2008	Debi DeBenedetto
<i>Tourism week follow up continued. 1 hour</i>						
4/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	7/22/2008		
<i>Created applications and forms to accept Travel agents for Sept FAM final date July 22</i>						
4/1/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>input rfp's and data and taks into Idss 4 hours</i>						
4/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/1/2008	4/1/2008	Debi DeBenedetto
<i>Secured Golf giveaway for Golf eblast</i>						
4/1/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/10/2008	4/17/2008	Debi DeBenedetto
<i>FOLLOW UP REVIEW OF PLANNERS WHO ATTENDED mpi tAMPA MEETING 3/19 SEND EMAIL AND NEW mp GUIDE</i>						
4/1/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>Assisted planner Min on fall program at Marriott , follow up ESTO, general office, Expedia contract follow up, Staff meeting prep, roundtable agenda,, assisted partners various Five year anniversary with this job</i>						
4/1/2008	FTI North America			4/1/2008		Note
<i>sent offer to host spring fam as follow up to Huddle 4/1/08</i>						
4/1/2008	The Norman Group, LLC	Sales - Assisted Mtg Planner	Closed	4/1/2008	4/15/2008	Niccole Haschak
<i>contacted planner to get rfp blank and requested future bsuiness</i>						
4/2/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/17/2008	4/17/2008	Debi DeBenedetto

* Task is assigned to multiple people

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
<i>Attended Springtime DC 3 days out</i>						
4/15/2008	Wood Moulding & Millwork Producers Association	Fam Escort	Open	8/19/2008		
<i>Pick up at LaPlaya for Site at 9am</i>						
4/17/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/16/2008	4/17/2008	Debi DeBenedetto
<i>4 hours advisory roundtable</i>						
4/17/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/8/2008	4/17/2008	Debi DeBenedetto
<i>Spent 4 days Chicago and travel HSMAI Affordable meetings</i>						
4/17/2008	Debi's Activity Tracking Account	General - TDC Report	Open	4/14/2008		
<i>worked several hours on TDC report / s</i>						
4/17/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/15/2008	4/17/2008	Debi DeBenedetto
<i>Spent 8 hours on tourism awards nominations, save, file, spread sheet</i>						
4/17/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/7/2008	4/17/2008	Debi DeBenedetto
<i>General office, Assisted Arelene remodelers with restuarnt venue and transportation</i>						
4/17/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	4/4/2008	4/17/2008	Debi DeBenedetto
<i>Follow up on Springg time show sent to planners MP kit, send email sent to partners prep for Chicago Milo Cart confirm</i>						
4/17/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>Follow up on Affordabel sent out leads, emailed planners, sent mp kits catch up idss general office</i>						
4/18/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	4/17/2008	4/17/2008	Debi DeBenedetto
<i>office work and emails, get AAA offer co-op out, get nominations out select judges, decor for show,</i>						
Total Tasks:						56

* Task is assigned to multiple people



Naples Marco Island Everglades
The Paradise Coast

**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

For the month of March 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
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
<u>Grand Total:</u>	<u>9,208</u>	<u>1,766.75</u>

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of March 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
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

For the month of March 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
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

For the month of March 2008

<u>SOURCE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
Consumer Magazines	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	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Midwest Living Mar/Apr 08	1113	1113	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/June 06	0	0	0%
AAA Going Places May/June 07	0	0	0%
AAA Going Places Sept/Oct 06	0	0	0%
AARP Sep 05	0	0	0%
Arthur 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%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Off. FL Vacation Guide	21	21	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 & Sml 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	

*YTD = Fiscal Year

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

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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	

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Chicago - Comcast	0	0	0%
Chicago - WBBM	0	0	0%
Chicago - WLS	0	0	0%
Chicago Unknown	0	1	5%
Chicago WBBM - TV CH 2	0	0	0%
Chicago WLS - TV CH 7	0	0	0%
Florida Cable Program	0	1	5%
Miami/Ft Laud - Comcast	0	1	5%
Miami/Ft Laud Unknown	0	0	0%
Miami/Ft Laud WBFS - TV CH 33	0	2	11%
Miami/Ft Laud WFOR - TV CH 4	0	4	21%
Miami/Ft Laud WPLG - TV CH 10	0	5	26%
Miami/Ft Laud WSFL - TV CH 39	0	0	0%
Miami/Ft Laud WSNV - TV CH 7	0	0	0%
Miami/Ft Laud WSVN - TV CH 7	0	1	5%
Miami/Ft Laud WTVJ - TV CH 6	0	1	5%
New York - Comcast	0	0	0%
New York - WABC	0	0	0%
New York - WCBS	0	0	0%
New York - WNBC	0	0	0%
New York Unknown	0	0	0%
New York WABC - TV CH 7	0	0	0%
New York WCBS - TV CH 2	0	0	0%
New York WNBC - TV CH 4	0	0	0%
Orlando - Bighthouse	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%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Palm Beach - WPTV	0	0	0%
Palm Beach - WTVX	0	0	0%
Palm Beach Unknown	0	0	0%
Palm Beach WPEC - TV CH 12	0	1	5%
Palm Beach WPTV - TV CH 5	0	0	0%
Tampa/St. Pete - Brighthouse	0	0	0%
Tampa/St. Pete - WFTS	0	0	0%
Tampa/St. Pete - WTVT	0	0	0%
Tampa/St. Pete Unknown	0	1	5%
Tampa/St. Pete WFTS - TV CH 28	0	0	0%
Tampa/St. Pete WTTA - TV CH 38	0	0	0%
Tampa/St. Pete WTVT - TV CH 13	0	0	0%
W Palm/Ft. Pier WPBF - CH 25	0	1	5%
Grand Total:	0	19	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Senior)			
AAA Car & Travel Jan 08	2	200	2%
AAA Going Places Jan/Feb 08	1	4	0%
AAA Going Places May/June 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

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
FL Wedding&Honeymoon Jan/Feb06	0	0	0%
FL Wedding&Honeymoon Jan/Feb07	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

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (ECO)			
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/June 07	0	5	0%
Nat'l Geo Trvlr Oct 07	0	7	0%
Nat'l Geo. Trav. May/June 07	0	0	0%
Nat'l Geo. Traveler Oct 07	0	285	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%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
FL Official TVI 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	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of March 2008

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

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of March 2008

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
OH	537	1225	8%	411	1142	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%
CT	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.

Page 17 of 22

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of March 2008

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
NH	32	69	0%	57	121	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	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of March 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
USA	6414	15873	95%	7412	21991	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

For the month of March 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
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	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
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

For the month of March 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Tour Operators			
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	

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

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
REQUESTED PUBLICATIONS																												
Consumer Directories:																												
2005 Official FL Vac Guide	Consumer Directories	67	0	36	0	2	0	8	0	0	0	2	0	2	0	2	0	1	0	0	0	1	0	0	0	121	0	
2006 Family Summer Getaways	Consumer Directories	780	0	113	0	271	0	109	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1,274	0	
2006 Official FL Vac Guide	Consumer Directories	4	49	3	0	47	0	74	0	57	0	101	0	88	0	78	0	79	0	51	0	73	0	74	0	729	49	
2007 Official FL Vac Guide	Consumer Directories	0	56	2	64	2	27	11	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	0	0	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	0	23	0	0	0	0	624	0	192	0	0	0	839	
Off FL Vacation Guide	Consumer Directories	0	0	0	0	0	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	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	3	0	
Travel Agent	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	
VF DT & ST Sweepstakes	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6,831	0	4,750	0	0	0	11,581	0	
VF Intl. Travel Planner	Consumer Directories	0	0	0	0	0	0	1	0	1	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3	2	
VF SIP - Beaches	Consumer Directories	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
TOTAL Consumer Directories:		851	106	155	64	322	28	193	41	61	101	114	48	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	168	0	
AAA Going Places May/June 07	Consumer Magazines	0	0	0	0	0	0	0	0	1	0	2	0	2	0	8	0	393	0	39	0	4	0	0	0	449	0	
AAA Going Places Jul/Aug 07	Consumer Magazines	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	351	0	124	0	40	0	515	10	
Arthur Frommer's TV Feb 07	Consumer Magazines	0	0	0	0	1	0	16	0	5	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	
Arthur Frommer's TV Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Atlantic SE Magazine Nov/Dec 06	Consumer Magazines	0	0	2	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	
Chicago Tribune Mag Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Coastal Living Jan/Feb 08	Consumer Magazines	0	0	0	0	0	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	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Florida Sun - Germany	Consumer Magazines	0	89	0	0	17	19	0	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	72	
Midwest Living Mar/Apr 08	Consumer Magazines	0	0	0	0	0	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	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	0	1	0	0	0	0	0	0	54	
Other/Unknown	Consumer Magazines	0	4	0	1	0	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	0	10	0	18	0	15	0	12	0	9	0	10	0	4	0	17	0	1	0	0	0	180	0	
Southern Living June 06	Consumer Magazines	37	0	17	0	14	0	19	0	15	0	13	0	9	0	6	0	6	0	8	0	0	0	0	0	144	0	
Southern Living Travel Jul 07	Consumer Magazines	0	0	1	0	0	1	0	0	1	1	0	0	0	0	0	0	1	0	1	0	0	0	1	0	5	2	
Southern Living Travel Jun 07	Consumer Magazines	0	0	0	0	0	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	0	0	0	1	0	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	0	0	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	0	0	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	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
TOTAL Group Business (Association):		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Group Business (Corporate):																												
Convention South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FL Official Mtg Planners Guide	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	
Meeting South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0	
Meeting Guide South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Successful Meetings	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Worth International Off. Meeting Planner	Group Business (Corporate)	0	0	0	0	0	0	89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0	
TOTAL Group Business (Corporate):		0	0	0	0	0	0	89	0	0	0	13	0	3	0	1	0	0	0	0	0	0	0	0	0	106	0	
Group Business (Leisure):																												
Group Tour Magazine Sept 06	Group Business (Leisure)	0	0	1	0	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	0	
Group Travel Planet May/June 07	Group Business (Leisure)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0	0	94	0	
Group Travel Planet Jul/Aug 07	Group Business (Leisure)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	389	0	389	0	
TOTAL Group Business (Leisure):		0	0	1	0	0	0	104	0	17	0	0	0	0	0	0	0	0	0	93	0	0	0	389	0	604	0	
Leisure E-Marketing:																												
24-7vacations.com	Leisure E-Marketing	124	32	75	0	88	0	97	0	308	0	386	0	222	0	208	0	268	0	229	0	255	0	155	0	2,415	32	
Collier County CVB Office	Leisure E-Marketing	0	0	0																								

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

		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007	YTD 2007	YTD 2008
Friend/Relative	Leisure E-Marketing	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	1	0
Other/Unknown	Leisure E-Marketing	0	2	0	5	0	4	0	6	0	5	0	3	0	0	5	0	3	0	1	0	7	0	6	0	22	25		
ParadiseCoast.com	Leisure E-Marketing	312	326	290	197	218	336	527	598	582	557	447	536	448	0	583	0	383	0	378	0	468	0	317	0	4,954	2,552		
Travel Agent	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0		
TravelMeredith.com	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	32	0	0	0	0	0	0	0	0	0	0	0	0	0	32	0	
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	0	2	0	0	0	10	1	3	1	0	0	0	1	0	2	0	0	0	0	0	5	20		
VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	0	1	0	2	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	5		
VisitFlorida.com - Germany	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	2	0	0	1	0	1	0	0	0	6	0		
Visit USA - UK	Leisure E-Marketing	0	1	0	0	0	1	0	4	40	5	4	3	5	0	1	0	1	0	3	0	0	0	0	0	54	14		
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	0	7,620	2,902		
Newspaper Domestic NE/MW:																													
Friend/Relative	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	
Preprint In-State Fall 2006	Newspaper Domestic NE/MW	70	0	10	0	2	0	970	0	101	0	180	0	9	0	1	0	1	0	0	0	0	0	0	0	0	1,344	0	
Preprint Out-State Fall 2006	Newspaper Domestic NE/MW	0	0	12	0	0	0	2,976	0	724	0	1,139	0	2	0	0	0	0	0	0	0	0	0	0	0	0	4,853	0	
Preprint Out-State Spring 08	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	1	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27	
Other/Unknown	Newspaper Domestic NE/MW	0	4	0	2	0	17	0	27	0	4	1	22	3	0	16	0	3	0	4	0	0	0	3	0	30	76		
St. Paul Pioneer Press	Newspaper Domestic NE/MW	0	0	0	0	0	4	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	
St. Petersburg Times	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
TMG Newspaper Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52	0	17	0	0	0	69	0		
TMG Out of State Insert	Newspaper Domestic NE/MW	0	1	0	0	0	0	2	1	0	0	1	1,670	0	108	0	71	0	1	0	1	0	0	0	0	1,852	4		
Union Tribune	Newspaper Domestic NE/MW	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2		
Valassis FSI	Newspaper Domestic NE/MW	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
Visit Florida In State Fall 07	Newspaper Domestic NE/MW	0	4	0	1,732	0	656	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2,393	0		
Visit Florida In State Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,288	0	0	0	0	0	1,288	0		
Visit FL In State Summer 08	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	3		
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,813	0	3,565	0	0	0	0	0	0	0	5,178	0		
VF Vacation Values Jun 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,879	0	0	0	0	0	0	0	0	1,879	0		
TOTAL Newspaper Domestic NE/MW:		70	9	22	1,734	2	678	3,947	35	826	6	1,320	51	1,684	0	1,739	0	5,519	0	1,345	0	18	0	3	0	16,495	2,513		
Niche Markets (Bridal/Honeymoon):																													
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	32	0	9	0	1	0	14	0	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	59	0	
FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon)	0	6	23	9	341	20	525	11	175	1	67	0	38	0	18	0	11	0	13	0	10	0	3	0	1,224	47		
FL Wedding & Honeymoon Jan/Feb 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	236	0	390	0	136	0	57	0	0	0	0	0	0	0	0	0	0	0	0	0	819	0	
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	707	2	464	0	147	0	128	0	48	0	37	0	18	0	26	0	21	0	21	0	13	0	9	0	1,639	2		
FL Wedding & Honeymoon Jul/Aug 07	Niche Markets (Bridal/Honeymoon)	0	32	0	23	0	5	0	10	0	7	0	4	0	0	8	0	377	0	458	0	143	0	79	0	1,065	81		
FL Wedding & Honeymoon Mar/Apr 06	Niche Markets (Bridal/Honeymoon)	15	0	13	0	1	0	6	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	39	0		
FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	0	11	0	11	0	3	64	9	517	12	536	0	231	0	58	0	42	0	40	0	16	0	9	0	1,513	46		
FL Wedding & Honeymoon Mar/Apr 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	554	0	450	0	0	0	0	0	0	0	0	0	0	0	0	0	1,004	0		
FL Wedding & Honeymoon May/Jun 07	Niche Markets (Bridal/Honeymoon)	0	21	0	15	0	6	0	8	0	6	38	2	422	0	447	0	221	0	103	0	48	0	21	0	1,300	58		
FL Wedding & Honeymoon May/Jun 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	13		
FL Wedding & Honeymoon Sept/Oct 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1		
FL Wedding & Honeymoon Sept/Oct 07	Niche Markets (Bridal/Honeymoon)	0	207	0	75	0	32	0	27	0	15	0	8	0	0	0	0	0	0	76	0	390	0	424	0	890	364		
FL Wedding & Honeymoon Nov/Dec 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5		
FL Wedding & Honeymoon Nov/Dec 07	Niche Markets (Bridal/Honeymoon)	0	243	0	348	0	86	0	56	0	25	0	15	0	0	0	0	0	0	0	0	0	0	0	0	0	773		
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0		
TOTAL Niche Markets (Bridal/Honeymoon):		754	522	509	483	490	392	737	511	740	756	683	548	712	0	557	0	672	0	711	0	620	0	545	0	7,730	3,213		
Niche Markets (ECO):																													
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	38	0	34	0	18	0	9	0	0	0	0	0	0	0	0	0	0	0	0	100	0	
Audubon Nov/Dec 06	Niche Markets (ECO)	0	0	167	0	72	0	2	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	243	0	
Audubon Nov/Dec 07	Niche Markets (ECO)	0	0	0	145	0	48	0	40	0	32	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	288	0	
Audubon Mar/Apr 07	Niche Markets (ECO)	0	1	0	0	0	0	1	1	0	0	2	1	3	0	1	0	0	0	0	0	1	0	0	0	8	3		
Audubon Mar/Apr 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	173	0	0	0	0	0	0	0	0	0	0	0	0	0	173	0	
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	168	0	83	0	49	0	35	0	13	0	13	0	4	0	365	0		
Audubon Jan/Feb 08	Niche Markets (ECO)	0	0	0	0	0	0	141	0	98	0	29	0	0	0	0	0	0	0	0	0	0	0	0	0	0	268	0	
Echo Encounter Mar 07	Niche Markets (ECO)																												

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

		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
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

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
Miscellaneous:																											
Naples, Marco Island, Everglades CVB	0	0	0	1	0	1	5	11	28	5	95	3	1	0	0	0	0	0	0	0	2	0	0	0	131	21	
Friend/Relative	0	3	0	5	0	4	6	14	2	10	14	11	19	0	24	0	0	9	0	3	0	1	0	78	47		
Other/Unknown	10	3	1	8	0	5	52	8	43	14	48	18	44	0	16	0	17	0	3	0	3	0	9	0	246	56	
Travel Agent	0	2	0	3	0	2	2	5	8	8	12	7	1	0	1	0	3	0	2	0	5	0	3	0	37	27	
Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
Website	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL Miscellaneous:	10	8	1	17	0	12	65	38	81	37	169	39	65	0	41	0	20	0	14	0	14	0	13	0	493	151	
SUB TOTAL (excludes Special Fulfill):	3,489	1,449	1,519	2,837	1,285	1,574	6,002	2,137	2,770	2,157	7,669	6,565	4,822	0	4,201	0	11,149	0	11,458	0	7,223	0	1,231	0	63,340	16,448	
SPECIAL FULFILLMENT:																											
MEETING PLANNERS																											
*Pre-Show Post Card	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
HSMIAI Affordable Conference	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,531	0	1	0	1,532	0	
Destinations Showcase	0	0	0	0	0	0	248	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	248	
Mid America Pre-Show	0	0	0	0	0	0	0	0	0	0	1,071	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,071	
MPISEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	481	0	0	0	481	0	
TSAE Education Day Show	0	409	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	409	
Springtime 07	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,209	0	0	0	0	0	0	0	0	0	0	2,209	
*Post Show Followup	79	0	0	0	0	0	165	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245	
Conference/Direct Show	3	0	0	0	0	0	0	0	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	
CMPCE	3	0	0	0	0	0	0	146	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	146	
Florida Huddle	3	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	
FL Marketplace	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	46	0	46	0	
FSAE Annual Conference	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	123	0	0	0	123	0	
Glamour	3	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101	
HSMIAI Affordable Meetings	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	79	0	79	0	
MPISEC	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	178	0	178	0	
MPWEC	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	58	0	0	0	58	0	
Planning Connection	3	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	
Chicago VIP	3	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	
Chicago Affordable Meetings	3	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	
Pow Wow	3	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	3	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	0	0	75	
TSAE Education Day Show	3	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21	
Orlando PYM Event	3	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	94	
DC Springtime	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	78	0	0	0	78	0	
Meeting Planner Kit	3	12	0	10	0	7	2	111	1	6	3	7	3	0	0	0	7	0	11	0	19	0	14	0	60	53	
MP Non-Kit Fulfillment	3	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
TOUR OPERATORS																											
Huddle Follow-Up	3	0	0	0	0	3	0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	3
Motorcoach	3	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
TRADE SHOWS																											
Vakantiebeurs Trade Show	3	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	
TRAVEL AGENTS																											
AAA Travel Conference	394	0	0	2	0	0	1	0	0	0	22	0	113	0	0	0	0	0	0	0	0	0	0	0	0	440	2
Other/Unknown	3	0	0	0	0	302	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	302	0
GOLF GUIDE																											
Play Florida Golf	114	0	123	0	0	0	0	0	1,185	0	975	2,541	3,518	0	0	0	322	0	0	0	251	0	210	0	6,699	2,541	
Other Golf	3	2	0	1	0	0	0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	0	65	3
SPA GUIDE																											
BOATING & FISHING GUIDE																											
PROMOTIONS																											
AMEX	3	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	102	0
Summer VIP	3	0	0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	0	0	1	0	0	0	0	237	0
PR MAILINGS																											
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	0	74	1
Press Kit - MP	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Press Kit - Tour Operators	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio Show Consumer	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	0
Florida Huddle Press	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0
WEDDING GUIDE																											
SMERF GROUP LEADERS																											
MAILINGS TO PARTNERS																											
MAILINGS FOR PARTNERS	197	0	0	0	0	1	0	0	0	0	259	2	475	0	65	0	0	0	0	354	0	0	0	0	1,350	3	
COLLIER FILM COMMISSION	3	0	0	0	0	0	0	0	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	0
TOTAL SPECIAL FULFILLMENT:	691	444	146	14	0	313	321	406	1,551	18	3,086	2,554	4,230	0	2,508	0	329	0	442	0	2,467	0	533	0	16,306	3,751	
GRAND TOTAL OF REQUESTED PUBS:	4,180	1,893	1,667	2,851	1,285	1,887	6,323	2,545	4,321	2,175	10,755	9,119	9,052	0	6,709	0	11,478	0	11,900	0	9,690	0	1,764	0	79,646	20,199	

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

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
PARADISE COAST WEBSITE LEADS:																										
aaa - AAA Going Places	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
aaa.ParadiseCoast.com	0	1	0	0	1	4	3	68	2	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	590	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	9	8	24	6	2	41	39	0	4	0	14	0	14	0	59	0	6	0	184	83
gg.paradisecoast.com	0	4	0	51	0	1	0	2	0	0	0	0	0	0	0	0	62	0	10	0	21	0	0	0	93	58
golf - Play FL Golf	0	3	0	1	0	0	879	1	217	1	9	89	2	0	6	0	0	0	2	0	2	0	1	0	1,118	95
gt - Group Tour	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0
gtl - Group Tour Leader	0	0	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
ip - Florida International Travel Planner	0	0	0	1	0	0	2	1	3	0	3	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	4	374	4	197	0	71	0	76	0	79	0	144	0	110	0	108	0	6,905	603
mb - Modern Bride	0	0	1	0	0	0	5	0	1	0	1	0	1	0	0	0	4	0	0	0	0	0	0	0	13	0
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	0	0	0	0	0	0	1	0	3	0	0	14	0	0	0	0	0	0	0	0	0	0	0	0	0	18
nta - NTA Courier	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
os - Orlando Sentinel	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
pb - Palm Beach Post	30	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	67	0
pym - Plan Your Meetings	0	0	0	0	1	0	1	0	1	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	5	0
rd - Readers Digest	0	0	0	0	0	0	0	0	0	0	0	0	1	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	0	1	0
sl - Southern Living	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
sm - Successful Meetings	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
ta - FL Official Industry Guide	0	870	0	452	0	192	1	266	7	213	2	225	1	0	0	0	39	0	1	0	133	0	173	0	357	2,218
tma - Tennis Life Magazine	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
uf - Undiscovered Florida	0	558	0	242	0	4	1	2	1	4	0	0	0	0	1	0	1	0	2	0	2	0	1	0	9	810
usa - USA Today Meetings Marketplace	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
uw - USA Weekends	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
v v - Valassis Vacation Guide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
wed - Bridal Guide	0	4	0	1	0	5	0	5	0	0	18	0	0	0	0	0	0	44	0	0	0	0	0	0	44	33
wl - Waterline Magazine	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
www.paradisecoastblueway.com	0	2	0	4	0	6	0	1	0	4	0	19	0	0	3	0	4	0	0	1	0	1	0	9	36	
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	7	0	36	61
www.newsletter.paradisecoast.com	0	1	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	1	0	1	0	0	0	7	1
www.paradisecoast.com	0	2	27	3	3	5	6	25	7	4	2	16	10	0	2	0	1	0	1	0	3	0	2	0	64	55
www.paradisecoastnaples.com	0	4	9	0	11	0	11	0	6	0	5	0	4	0	28	0	24	0	39	0	42	0	41	0	220	4
www.sun.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL PARADISE COAST WEBSITE LEADS:	3,695	3,258	4,023	1,428	2,791	538	2,470	972	2,371	667	742	817	489	0	436	0	527	0	467	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	0	381,873	0	403,283	0	371,811	0	303,185	0	3,706,252	2,427,127
Unique Monthly Visitors	54,529	96,851	59,941	83,190	74,245	89,649	94,903	108,055	85,457	87,410	78,290	109,982	73,191	0	90,945	0	94,150	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

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