



Tourist Development Council

May 19, 2008

PARADISE COAST

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



DIRECTOR'S REPORT

PARADISE COAST

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



TOURIST TAX COLLECTIONS

- **April (March Hotel Stays)**
 - **Actual April 08 vs. 07: +4%**
 - **Projected vs. Actual 08 +3.6%**
 - **FY 08 vs. 07 (Oct-April) 7 Mos. +4.7%**
 - **Calendar 08 vs. 07 (4 Mos.) +4.4%**

Tourist Tax Collections History

	Jan	Feb	Mar	Apr	May	Jun
1999	\$640,480	\$1,267,608	\$1,317,499	\$1,371,476	\$784,833	\$488,066
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153
2006	\$1,058,211	\$1,735,579	\$2,241,964	2,441,129	\$1,500,894	\$954,244
2007	\$1,056,702	\$1,835,999	\$2,338,801	\$2,608,708	\$1,501,529	\$907,302
2008	\$1,240,865	\$1,923,205	\$2,310,172	\$2,713,577		
Proj. 2008	\$1,118,600	\$1,850,000	\$2,350,000	\$2,620,000	\$1,510,000	\$910,000

Director's Activities

- **Sports Council Board Meeting**
- **Lee County & Charlotte County Tourism Week Events**
- **Bob Harden Radio Interview**
- **Naples City Council Workshop on Events**
- **Leadership Collier Graduation**
- **Visit Florida Committee Meetings**
- **FGCU Resort & Hospitality Advisory Comm.**
- **Collier Lodging Association Board Meeting**
- **Governor's Hurricane Conference Presentation**



SEARCH ENGINE MARKETING

Sales & Marketing Technologies

PARADISE COAST

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<u>Query</u>	<u>Position</u>	<u>Query</u>	<u>Position</u>
naples florida	3	naples florida	3
naples	10	naples fl	3
marco island	10	marco island	10
naples fl	3	naples	10
marco island florida	9	marco island florida	9
visit florida	9	marco island hotels	15
marco island fl	9	paradise coast	2
naples zoo	7	everglades national park boat tours	2
marco island hotels	15	family on the beach	2
collier county florida	9	baleen info	8
naples grande beach resort	5	naples cvb	3
naples bay resort	10	everglades hotels	4
collier county fl	8	vanderbilt beach and harbour club	2
outdoor resorts of america	3	marco island fl	9
florida sports park naples	9	family at the beach	2
hotels in marco island	15	golden gate country club	2
naples chamber of commerce	4	naples events	4
coastland mall	8	naples attractions	13
high point country club	14	eagle lakes golf club	2
endless summer rv	8	marco walk	2

Web Site Trends

	February	March	April
Page Views	392,138	537,181	492,071
S.E. Referrals	24,557	25,387	21,421
Sessions	87410	109,982	123,312
Sign-ups	18	21	26
PPC Contacts	75	68	60

Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Conv.
April	\$1022.08	2,606	\$0.39	\$23.23	44
March	\$954.51	2,595	\$0.37	\$16.46	58
February	\$870.62	2,336	\$0.37	\$16.74	52

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Conv.
April	\$462.71	1,205	\$0.38	\$28.92	16
March	\$483.57	1,249	\$0.39	\$48.36	10
February	\$461.77	1,153	\$0.40	\$20.08	23



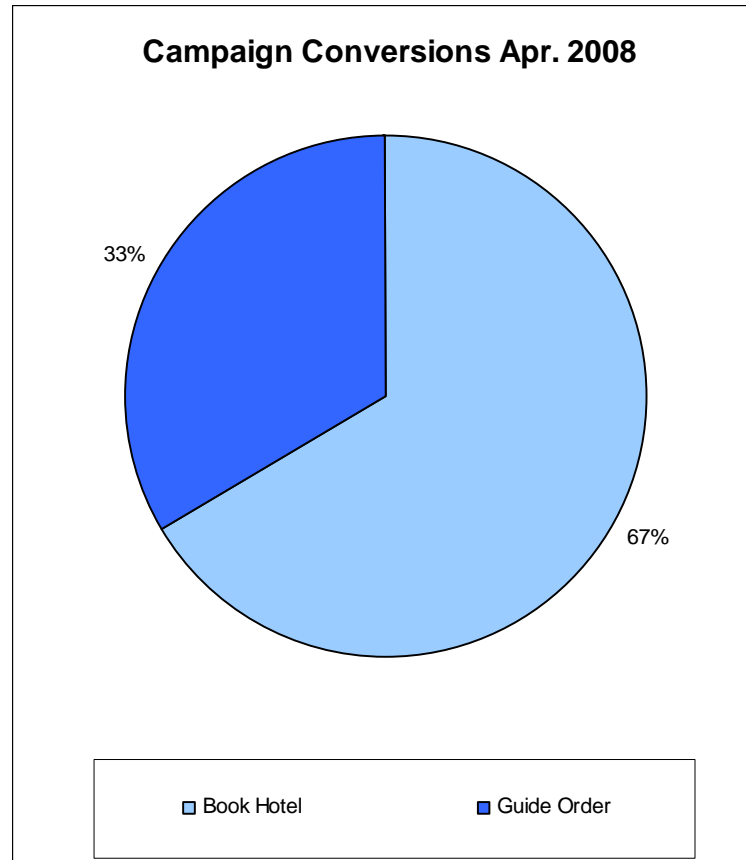
Web Site Activity

Miles Media Group

PARADISE COAST

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Activity Stats at a Glance	Apr.	Mar.	Percent Change from Previous Month	Targeted DMAs		% Change from Previous Month	
				Apr.	Mar.	Apr.	Mar.
Page views	212,062	264,731	-19.90%	Atlanta	1,037	1,040	-0.29%
Visits	32,438	38,402	-15.53%	Boston	711	935	-23.96%
Unique Visitors	29,414	34,978	-15.91%	Chicago	1,216	1,305	-6.82%
Average Time on Site	5.21	5.3	-1.70%	New York	1,783	2,274	-21.59%
Average Page views per Visit	6.53	6.89	-5.22%	Washington, DC	923	1,210	-23.72%



Top 5 DMAs	Apr.	Mar.	Percent Change from Previous Month	Most Requested Pages - Page views	Mar.	Apr.	% Change from Previous Month
Orlando, Daytona Beach, Melbourne	3,148	3,266	-3.61%	/Home	25,016	23,163	-7.40%
Miami, Ft. Lauderdale	2,040	1,596	27.82%	/wedding/ParadiseCoast.com	22,935	14,496	-36.79%
New York	1,783	2,274	-21.59%	/Things To Do In Paradise	17,937	13,998	-21.96%
Tampa, St. Petersburg, Sarasota	1,468	1,252	17.25%	/Stay In Paradise/Marco Island, Everglades Naples Hotels	8,507	7,437	-12.57%
Ft. Myers, Naples	1,358	2,190	-37.99%	/About The Area	7,011	5,525	-21.19%
				/Great Offers / Hotel Attraction Specials Packages	4,394	4,933	12.26%
Top 5 Countries	Mar.	Apr.	Percent Change from Previous Month	/Things To Do In Paradise / Attractions	5,959	4,477	-24.86%
United States	32,557	27,207	-16.43%	/Events Calendar / Current Events	5,764	4,213	-26.90%
Great Britain	983	1,078	9.66%	/Events Calendar	5,519	4,213	-23.66%
Canada	1,370	907	-33.79%	/Stay In Paradise / Accommodation Listings	2,302	4,202	82.53%
Germany	403	361	-10.42%				
France	166	157	-5.42%				



Sales & Marketing Report

Debi DeBenedetto

Niccole Haschak

PARADISE COAST

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April /May 2008 Sales Leads Report

- **11 RFP's sent to hotels since last report date**
 - **3,626 potential room nights**
 - **Booked 4 groups and 316 room nights**
 - **\$150,000 minimum Revenue estimate**
 - **\$350,000 economic impact minimum estimate**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Projects Working

- **Tourism Awards Complete**
- **Travel Agent FAM**
- **Meeting Planner FAM**
- **Two Site Visits**
- **Chicago VIP event**
- **Orlando Sales Calls**
- **Wedding in Paradise**
- **Florida CAB**
- **ESTO**



Debi's Trade Shows & Events

- **Conference Direct – April 29 – May 2**
- **MILO – May 4 – 7**
- **Virtual Trade Show - May 8 & 9**
- **Pow Wow - May 31 – June 4**
- **Destination Showcase June 25**
- **Chicago VIP June 27**



Education, Seminars, Etc.

- **Webinar – Hotel Contracts: Balancing the Legal Issues with your Business Considerations**
- **Assisted two planners who booked Transportation**
- **Assisted three planners who booked offsite venues in local Restaurants**

Niccole's Tradeshow & Sales Activities

- **Sponsored Society of Government Meeting Planners (SGMP) Passing of the Gavel Event – Gainesville**
- **Attended Central Florida Society of Association Executives “Green” meeting - Orlando**
- **Created & Sent out E-Blast to 2,450 Travel Agents**
- **Created & Sent out the Quarterly Meeting Planner Newsletter to 3,350 Meeting & Event Planners**

Upcoming Projects & Objectives

- **Create & distribute all sales leads out of iDSS to Collier partners**
- **Secure Sales & Marketing Intern for CVB Office**
- **VISIT FLORIDA Corporate Social Responsibility program in place**



Public Relations Report

JoNell Modys

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PR & Communications

April-May 2008



- **UK and Holland Travel Writer FAM's**
- **Tourism Week – Pre and Post-Event PR**
- **Updating International Press Materials – POW WOW**
- **Restarting Industry e-News Paradise Press**
- **Planning for Travel Writer e-News Paradise Connection**
- **Destination Release – Learning & Enrichment During your Paradise Coast Vacation**



Wedding in Paradise PR



Hollie & Jeff

- **NDN/Studio 55**
- **Arizona Republic**
- **Continuing to work with other sources**
- **Preparing to produce a complete destination wedding experience video for our Web site**
- **Web stats from Wedding Voting**
 - **5,726 Visits – 35,740 Page views**

FILM OFFICE

Maggie McCarty



Film Activity

PRODUCTIONS

TOTAL 3 wrapped

1 print

2 TV/video



WORKING LEADS



ACTIVE/OPEN 11



OPERATIONS

- **MySpace, FaceBook, iGoogle, the Biz pages**
- **FILM PRODUCTION GUIDE**
- **INCENTIVE LEGISLATION**
 - Cutbacks = \$5 million**
 - Don Davis Film Finishing Fund**
- **FILM FLORIDA BOARD MEETING**



Sports Marketing

Ralph Pryor

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Sports Marketing



Economic Impact Report 4/26-5/5,2008

- FSSA Adult Soccer State Cup - \$139,285.00
- North Collier Spring Classic Soccer - \$91,295.00
- Total Direct Economic Impact - \$230,580.00

Ralph Pryor
Jacqueline Jensen



Sports Marketing

Upcoming May/June Events



Upcoming March/April Events	Expected Number of Teams	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Actual Room Nights	Approximate Hotel Room Revenue	Approximate Tourist Tax Revenue
Adult Flag Football May 17-18, 2008	20	\$101.92	215	90*	1.67*	150*	\$15,288.00*	\$611.52*
NSA Regional June 7-8, 2008	50	\$98.55	190	140*	1.79*	250*	\$24,637.50*	\$985.50*
Inaugural Naples Summer 3v3 Challenge June 28-29, 2008	60	\$89.50	210	75*	1.8*	135*	\$12,082.50*	\$483.30*

*Data is an estimation.

Ralph Pryor
Jacqueline Jensen



Sports Marketing

FY '08 Third Quarter Events YTD



FY'08 Third Quarter Hotel Revenue Report YTD

April '08- June '08

FY'08 Third Quarter Events	Average Room Rate	Total Rooms Booked	Total Rooms Booked	Average Number of Nights Stayed	Actual Room Nights	Approximate Hotel Room Revenue	Approximate Tourist Tax Revenue	Expected SOCC Rebate
FSSA State Cup April 26-27, 2008	\$96.67	240	92	1.59	146	\$14,113.82	\$5,645.55	\$5,200.00
North Naples Spring Classic May 3-4, 2008	\$97.75	85	151	1.62	245	\$23,948.75	\$9,579.95	\$9,850.00
FY'08 Third Quarter	\$97.21	325	243	1.61	391	\$38,062.57	\$15,225.50	\$15,050.00

Ralph Pryor
Jacqueline Jensen



Sports Marketing

Hotel Sport Business Report



Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Total Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
FY '07 Second Quarter Report	\$211.67	15	588	1.65	968	\$205,116.00	\$8,204.64	\$2,265.00
FY '07 Third Quarter Report	\$123.04	135	304	1.86	564	\$86,709.03	\$3,468.36	\$2,265.00
FY '07 Fourth Quarter Report	\$74.50	25	92	1.8	167	\$12,346.73	\$493.87	\$805.00
FY '07 Yearly Report	\$141.80	175	984	1.72	1,696	\$304,171.76	\$12,166.87	\$5,335.00

*FY '07 First Quarter Data is not available.

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Total Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
FY '08 First Quarter Report	\$94.72	370	284	2.11	598	\$53,466.15	\$2,138.64	\$2,285.00
FY '08 Second Quarter Report	\$143.47	485	1,186	1.83	2,167	\$310,899.49	\$12,435.98	\$5,480.00
FY '08 Third Quarter YTD	\$97.21	325	243	1.61	391	\$38,062.57	\$1,522.50	\$1,505.00
FY '08 YTD	\$111.80	1180	1,713	1.84	3,156	\$402,428.21	\$19,097.12	\$9,270.00

Ralph Pryor
Jacqueline Jensen



Inquiry Reports

Ginny DeMas, Phase V

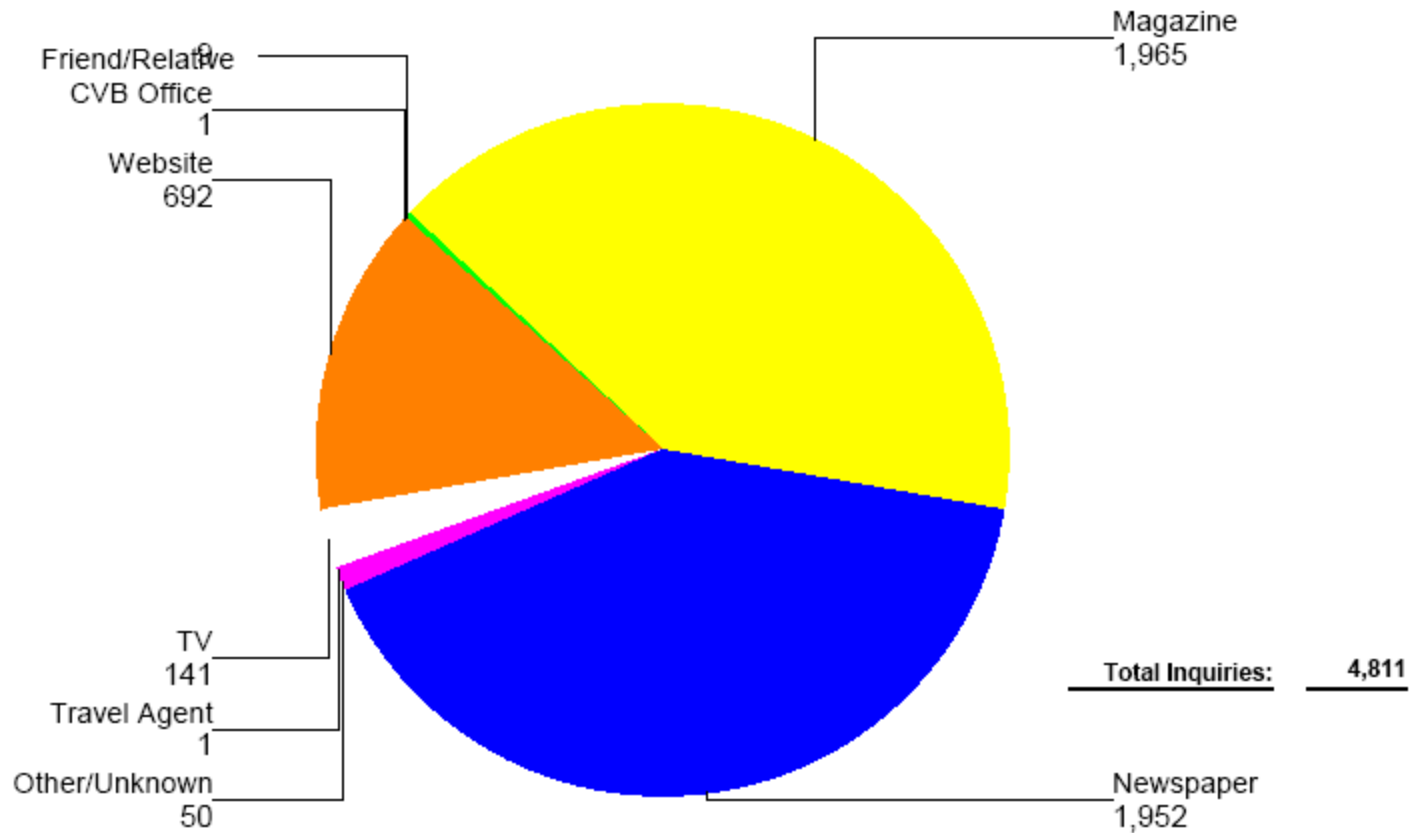
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Naples, Marco Island, Everglades CVB

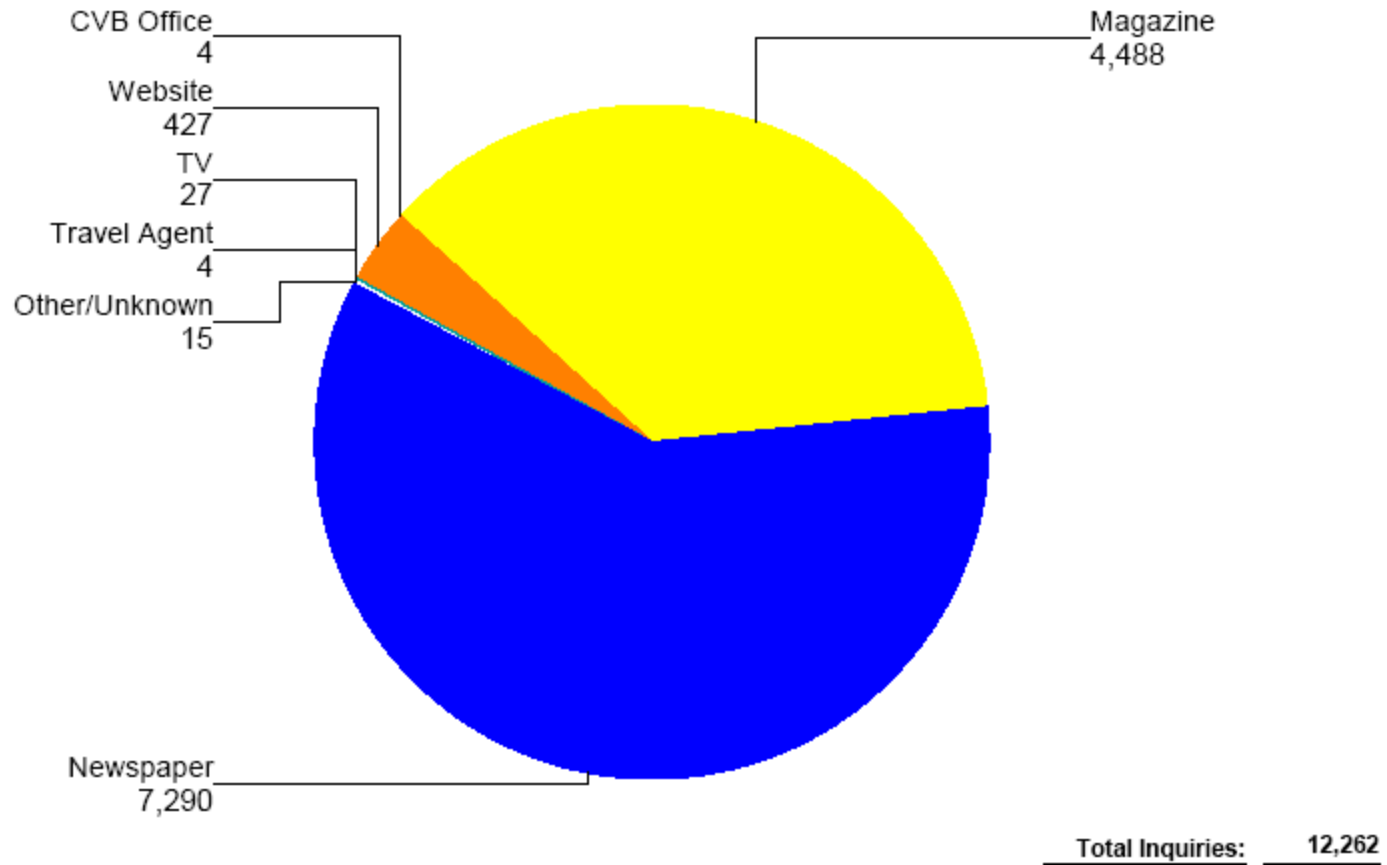
Request Summary by Source

For the month of April 2007

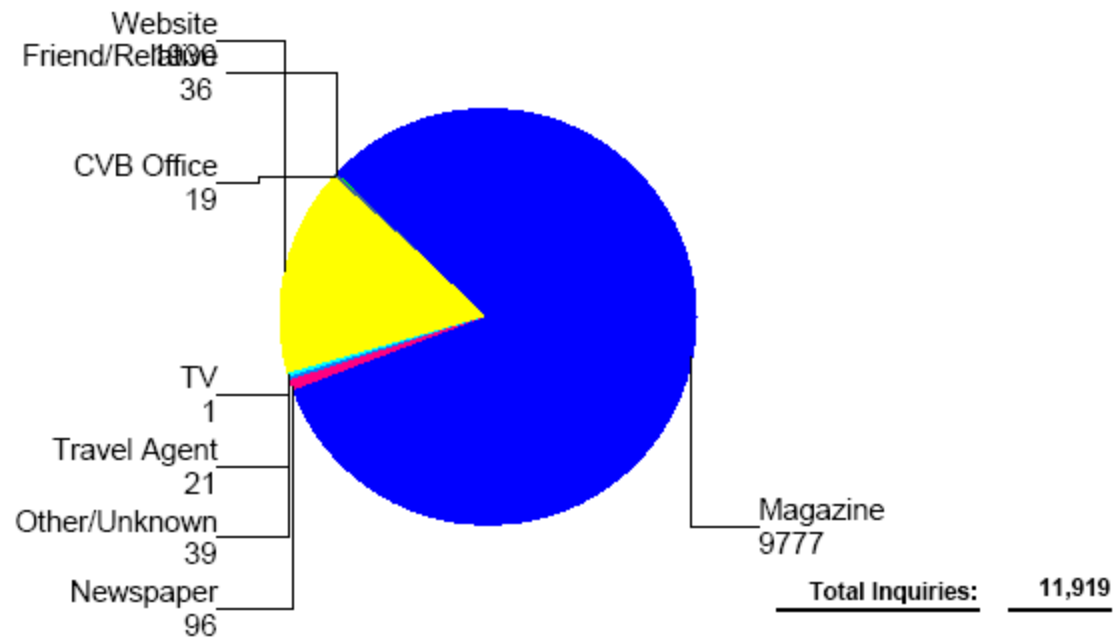


Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of April 2008



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



Inquiries - Leading 6 States

Apr 2008

- Ohio
- Illinois
- Michigan
- Florida
- New York
- Indiana

Y-T-D

Florida
New York
Ohio
Illinois
Pennsylvania
Texas

Inquiries – Leading 4 Countries

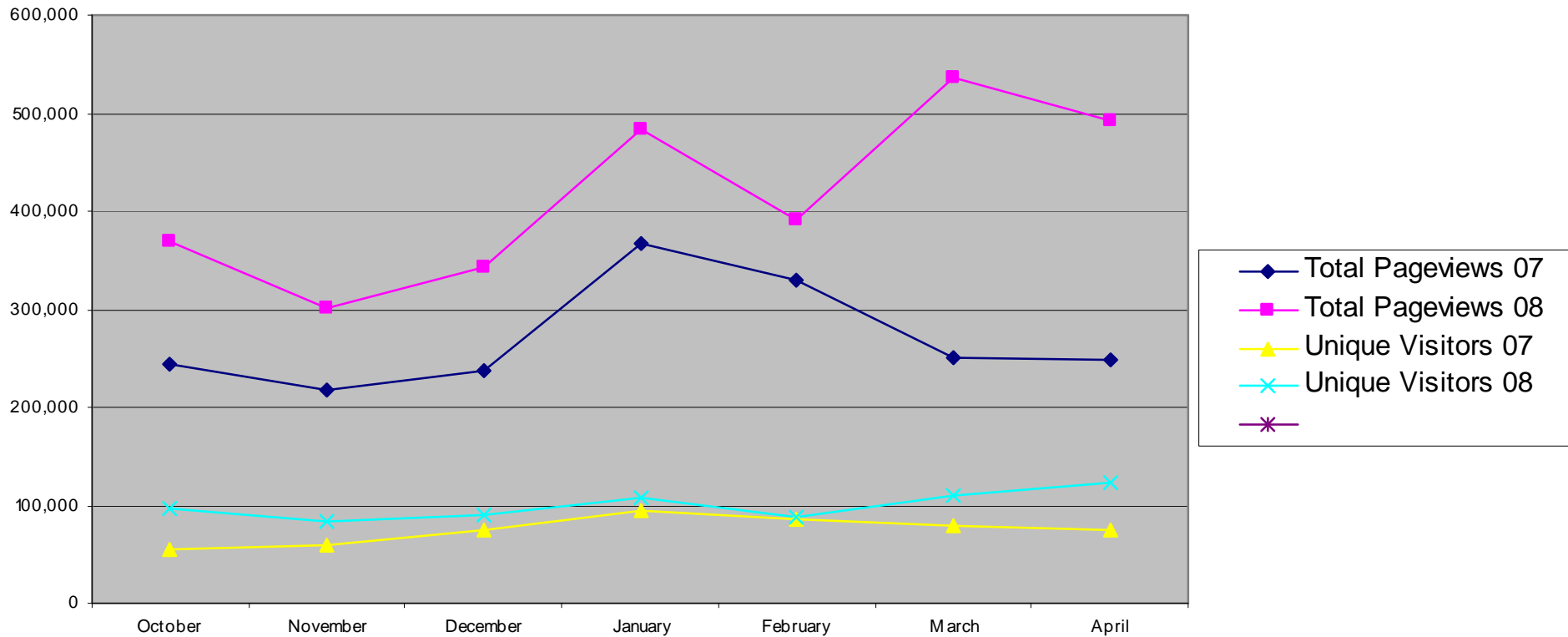
Apr 2008

- USA
- Canada
- Germany
- UK

Y-T-D

USA
Canada
Germany
UK

Web Site Activity



Inquiries by Type Calendar Year

	Apr 08	Y-T-D
Phone	239	893
Publications	14535	25,241
Web site	435	1,708
Info@ParadiseCoast	8	16

Special Fulfillment April 2008

Publication	MONTH	YTD	%						
Golf Guide									
Play FL Golf	2,016	4,557							
Golf Guide Total:	2,016	4,560	69.61%						
Mailings to Partners	280	283	4.32%						
Meeting Planners									
2008 Springtime DC Expo	228	228							
Chicago Affordable Meetings	145	145							
DC Springtime	34	34							
Meeting Planner Kit	8	61							
Tampa MPI Expo	44	44							
Meeting Planners Total:	459	1,339	20.44%						
Tour Operators									
Other/Unknown	2	5							
Tour Operators Total:	2	8	0.12%						
Travel Agents									
Other/Unknown	7	21							
Travel Agents	36	36							
Travel Agents Total:	43	359	5.48%						
Total Fulfilled via Mail from Phas	2,800	6,551							

Misc. CVB Services

Calendar Year

	Apr 08	Y-T-D
Hotel Bookings	8	21
Info Center Shipments	2300	9100
Press Inquiry Calls	65	287
Mtg Planner Calls	4	10
Storm Info Calls	0	0
Sports Council	1	4



Questions?

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