

Naples, Marco Island, Everglades CVB  
Tasks Report

Created - Between 4/16/2008 - 5/10/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
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	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	Closed	4/14/2008	4/22/2008	Debi DeBenedetto
		<i>worked several hours on TDC report / s</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>				
4/22/2008	Broadcast Cable Financial Management Association	Sales - Assisted Mtg Planner	Open	5/21/2008		
		<i>contact planner to see if booked</i>				
4/22/2008	Broadcast Cable Financial Management Association	Sales - Assisted Mtg Planner	Closed	4/22/2008	4/22/2008	Debi DeBenedetto
		<i>got rfp, sent to hotels, sent mP kit, sent email, put in idss</i>				
4/22/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/21/2008	5/9/2008	Debi DeBenedetto
		<i>Collection of tourism judges scores, spread sheet and select winners writ up on winners 7 hours</i>				
4/22/2008	Debi's Activity Tracking Account	General - Research	Open	4/22/2008		
		<i>Created top 20 meeting planner list</i>				
4/22/2008	Global RCBI Meeting Team	Sales - Assisted Mtg Planner	Closed	4/22/2008	4/22/2008	Debi DeBenedetto
		<i>sent rfp, sent mp kit, sent email, put in idss</i>				
4/22/2008	Global RCBI Meeting Team			4/22/2008		Note
		<i>rate so low no hotel will take this</i>				

\* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 5/9/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
4/22/2008	VISIT FLORIDA	Sales - Assisted Mtg Planner	Open	5/13/2008		
<i>contact Elizabeth about offsite venue CVB sponsorship</i>						
4/22/2008	VISIT FLORIDA	Sales - Assisted Mtg Planner	Closed	4/22/2008	4/22/2008	Debi DeBenedetto
<i>recorded booked business contacted planner for assistance</i>						
4/24/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	4/24/2008	5/9/2008	Debi DeBenedetto
<i>Assisted Naples Grnade with ASAE support of sponsor for 2011 conference \$7,000 reception</i>						
4/25/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	4/25/2008	5/9/2008	Debi DeBenedetto
<i>Consumer complaint contact partner and sent letter Susan Weiler</i>						
4/25/2008	Debi's Activity Tracking Account	General - Drafted / Sent Letter	Closed	4/25/2008	4/25/2008	Debi DeBenedetto
<i>Escalante Letter and communication to satisfy guest 1.5 hours</i>						
4/25/2008	Debi's Activity Tracking Account	General - Drafted / Sent Letter	Closed	4/25/2008	4/25/2008	Debi DeBenedetto
<i>Letter in support and sponsorship of Naples Grande host ASAE CEO Forum 2011 approved by Jack</i>						
4/25/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/14/2008	5/9/2008	Debi DeBenedetto
<i>remind participants VIP in process</i>						
4/25/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/25/2008	4/25/2008	Debi DeBenedetto
<i>Spent 3 hours on VIP promo address sheet, letter of training, commiunication emails</i>						
4/25/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/25/2008	4/25/2008	Debi DeBenedetto
<i>final details for Pow Wow, MILO and Conference complete 2 hours</i>						
4/25/2008	Debi's Activity Tracking Account	Fam Escort	Open	5/19/2008		
<i>Meeting Planner FAM committee 2 hours</i>						
4/28/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/28/2008	5/9/2008	Debi DeBenedetto
<i>2 hour meeting with wedding bride and group of donations to plan Jne 8 wedding</i>						
4/29/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/1/2008	5/9/2008	Debi DeBenedetto
<i>Conference Direct April 29 - May 1 New Orleans Meet with 30 of 300 planners. Returned with one rfp and rfp for Hilton under separate cover. Saw repeat planners building relationships. See CD report filed. Did put into IDss some and follow up emails sent out asking for business. Put planners on MP newsletter and FAM list.</i>						
5/1/2008	ConferenceDirect	Sales - Assisted Mtg Planner	Open	5/15/2008		
<i>send email and remind Fraternity 20 rooms in April 2 - 3 nights looking upscale april 09</i>						
5/1/2008	ConferenceDirect	Sales - Assisted Mtg Planner	Open	5/14/2008		
<i>Contact aboutthe 9 leads she has send her info</i>						
5/1/2008	ConferenceDirect	Sales - Assisted Mtg Planner	Open	5/12/2008		
<i>Contact re presidents club for Ritz Spring 2010 120 pp client for FAM</i>						
5/1/2008	ConferenceDirect	Sales - Assisted Mtg Planner	Open	5/12/2008		
<i>she sent Robin Hilton RFP see if you can assist</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
5/1/2008	ConferenceDirect	Sales - Assisted Mtg Planner	Open	5/16/2008		
<i>send aall 08 conf direct mp kits and FM notice</i>						
5/1/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	5/9/2008	5/9/2008	Debi DeBenedetto
<i>AAA ad in 2009 AAA tourbook has 5 partners plus CVB Debi made happen Paradise will coordinate. This is the first year we have afforded AAA tourbook Florida.</i>						
5/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/7/2008	5/9/2008	Debi DeBenedetto
<i>Attended MILO - see report in file Great show one on one contact with 75 planners for 3 days and nights. Full schedule of events. Sponsored Golf beverage cart. Follow up emails asking for business. Send all MP kit.</i>						
5/8/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	5/1/2008	5/9/2008	Debi DeBenedetto
<i>Supported Downtown Naples with letters to City Council 7 letters written in support of Downtown events for tourism.</i>						
5/8/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	5/8/2008	5/9/2008	Debi DeBenedetto
<i>Assisted meeting planner OPUS Bette Nelson booked Naples Bay for Baord and NG for annual meeting, suggested and quoted offsite events and spouse programs .45</i>						
5/9/2008	Debi's Activity Tracking Account	General - TDC Report	Open	5/9/2008		
<i>working on TDC report 2 hours</i>						
5/9/2008	Debi's Activity Tracking Account	General - TDC Report	Closed	4/28/2008	5/9/2008	Debi DeBenedetto
<i>TDC meeting 3 hours</i>						
5/9/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/9/2008	5/9/2008	Debi DeBenedetto
<i>Updated VIP</i>						
5/9/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Open	5/12/2008		
<i>Esto update and conference call to be continued plan event to get them down</i>						
5/9/2008	Florida Dance Champions, Inc.	Sales - Assisted Mtg Planner	Closed	5/9/2008	5/9/2008	Debi DeBenedetto
<i>sent rfp Dance</i>						
5/9/2008	Global RCBI Meeting Team	Sales - Assisted Mtg Planner	Open	5/9/2008		
<i>Will be here for site on lates rfp FLA ASSN Architects to NBH NG Ritz arriott</i>						
5/9/2008	Global RCBI Meeting Team	Fam Escort	Open	5/9/2008		
<i>call romy about site</i>						
5/9/2008	Leadership Health Care	Sales - Assisted Mtg Planner	Closed	5/9/2008	5/9/2008	Debi DeBenedetto
<i>sent letter to show attractions as intro for site, assisted site and sent info for future 2011 meeting - no rfp yet</i>						
5/9/2008	Opus Corporation	Sales - Assisted Mtg Planner	Open	5/9/2008		
<i>sent her info on area attractions and hotels, email and recommendations for events and spouse programs</i>						
5/9/2008	Travel Counsellors	Sales - Assisted Mtg Planner	Closed	5/9/2008	5/9/2008	Debi DeBenedetto
<i>Assisted in girlfriend getaway info, sent sales kit, invited to TA FAM sept</i>						

Total Tasks: 45

\* Task is assigned to multiple people



**Tourism PR & Communications – April/May 2008**  
**Submitted by: JoNell Modys**  
**TDC Meeting – May 19, 2008**

The last week of April was active with our ongoing efforts to promote our destination to international visitors culminating in two group press trips. The first was a group of four UK journalists, brought over by VISIT FLORIDA for a joint destination visit that included both Ft. Lauderdale and Naples. They particularly enjoyed our boat trip to Keewaydin Island, along with visits to the Naples Pier, downtown Naples, Corkscrew Swamp Sanctuary. They were hosted by the Inn on Fifth, with dinner experiences at McCabe's Irish Pub and Pinchers Crab Shack at Tin City.

Overlapping the UK trip was a visit by travel writers for two of Holland's largest newspapers. These writers began with a stay in Everglades City, a kayak camping expedition to Pavillion Key, followed by a pampering visit in Naples that included a spa experience, shopping and dinners at Pinchers and the Turtle Club, complete with a spectacular Naples on the Gulf sunset.

We had another successful Tourism Week event and worked hard to publicize the winners, in recognition of all their hard work to make our guests feel special.

Updates to our international press releases were completed in advance of the upcoming PowWow International trade show, that includes a very large international travel media marketplace.

We worked to initiate an improved version of our industry e-Newsletter Paradise Press, and we are preparing to initiate a new travel writer e-Newsletter.

Our focus this month for destination news is a destination press release about the many opportunities for learning and enrichment experiences that are available during a Paradise Coast vacation.

Promotion has been ongoing since identifying the winners of our Wedding in Paradise Web site promotion. The winners, Hollie & Jeff, have already been the subject of some good publicity, and we will generate more leading up to and after the actual wedding on June 8.



Naples Marco Island Everglades  
The Paradise Coast

**COLLIER COUNTY  
FILM COMMISSION  
ACTIVITIES  
MAY 19, 2008  
TDC Meeting**

**PRODUCTION NOTES**

- Home Depot Outdoor - print
- The Tennis Channel – TV special (wrap)
- Gary Null Enterprises – video

**WORKING LEADS**

- VideoPlus – training film
- “The Island of Dr. Moreau” – independent film
- 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 Reel Star Award
- Preliminary organization on 2009 production guide
- Prep agenda Film Florida meeting
- Up-loading photos REEL-SCOUT

# Naples, Marco Island, Everglades CVB

## Call Summary by Toll Free Number

For the month of April 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	138	284.98
Naples Press	65	158.58
Guest Click	8	11.90
International	6	5.07
Storm Information	4	9.73
Meeting Planner	4	8.47
Collier County Sports Council	1	2.23
<b>Grand Total:</b>	<b>226</b>	<b>480.97</b>

## Naples, Marco Island, Everglades CVB

## Call Summary by Purpose

For the month of April 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	2	2.87	0
Live Information	46	140.60	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	2800	76.67	-
Sports Council of Collier County Information	1	2.23	-
Visitors Guide	12262	1,725.42	-
CVB Office Referral	0	0.00	-
Hang up	41	16.43	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	36	16.30	-
<b>Grand Total:</b>	<b>15188</b>	<b>1,980.52</b>	<b>0</b>



## Naples, Marco Island, Everglades CVB

## Request Summary by Source

For the month of April 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	1418	3222	11%	38	569	1%
Consumer Directories	165	554	2%	132	1831	3%
Leisure E-Marketing	427	3329	11%	693	4295	14%
Newspaper Domestic NE/MW	7219	9732	34%	1686	7884	34%
TV/Target Markets	27	46	0%	144	189	3%
Niche Markets (Bridal/Honeymoon)	616	3829	13%	872	4786	17%
Niche Markets (ECO)	177	1297	4%	365	1157	7%
Niche Markets (Fishing)	0	3	0%	0	3	0%
Niche Markets (Golf)	0	1	0%	0	5	0%
Niche Markets (Senior)	2183	6679	23%	1020	6544	20%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	0	108	0%	0	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	7	54	0%	10	62	0%
Naples, Marco Island, Everglades CVB	4	25	0%	1	133	0%
Other/Unknown	15	71	0%	43	239	1%
Target Markets	0	0	0%	0	0	0%
Travel Agent	4	31	0%	1	30	0%
<b>Grand Total:</b>	<b>12,262</b>	<b>28,981</b>		<b>5,005</b>	<b>27,852</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Consumer Magazines

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Ladies Home Journal Apr 08	974	1046	32%
Midwest Living Mar/Apr 08	227	1340	42%
Florida Sun	149	374	12%
Coastal Living Jan/Feb 08	56	392	12%
Midwest Living Web	5	12	0%
Other/Unknown	5	34	1%
Southern Living Travel Jun 07	1	5	0%
Visit FL-SW FL Getaways Apr 08	1	2	0%
AAA Going Places Jul/Aug 07	0	10	0%
Arthur Frommer's Bdgt Feb 08	0	2	0%
Chicago Tribune Mag Feb 08	0	2	0%
Southern Living Travel Jul 07	0	2	0%
Southern Living Travel Jul 08	0	1	0%
<b>Grand Total:</b>	<b>1,418</b>	<b>3,222</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Directories

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	164	330	60%
2007 Official FL Vac Guide	1	173	31%
2006 Official FL Vac Guide	0	49	9%
Visit FL Intl Travel Planner	0	2	0%
<b>Grand Total:</b>	<b>165</b>	<b>554</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Leisure E-Marketing

For the month of April 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	337	2889	87%
TravelMeredith.com	45	77	2%
DestinationBrochures.com	35	254	8%
Other/Unknown	4	29	1%
Visit USA - UK	3	17	1%
VisitFlorida.com	3	23	1%
24-7Vacations.com	0	32	1%
FLAUSA.COM	0	3	0%
VisitFlorida.com - France	0	5	0%
<b>Grand Total:</b>	<b>427</b>	<b>3,329</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
PrePrint Out State Spring 2008	6032	6059	62%
TMG Out of State Insert 08	1175	1178	12%
Other/Unknown	9	85	1%
Ft Lauderdale Sun Sentinel	2	2	0%
Visit FL In State Summer 08	1	4	0%
St Petersburg Times	0	1	0%
St. Paul Pioneer Press	0	7	0%
TMG Out of State Insert 07	0	1	0%
Union Tribune	0	2	0%
Visit FL In State Fall 07	0	2393	25%
<b>Grand Total:</b>	<b>7,219</b>	<b>9,732</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by TV/Target Markets

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Florida Cable Program	4	5	11%
Miami/Ft Laud WFOR - TV CH 4	3	7	15%
Miami/Ft Laud WPLG - TV CH 10	3	8	17%
Other/Unknown	3	3	7%
Miami/Ft Laud WBFS - TV CH 33	2	4	9%
Miami/Ft Laud WSVN - TV CH 7	2	3	7%
Orlando Unknown	2	2	4%
Orlando WFTV - TV CH 9	2	2	4%
Tampa/St. Pete Unknown	2	3	7%
Tampa/St. Pete WTVT - TV CH 13	2	2	4%
Miami/Ft Laud Unknown	1	1	2%
New York WCBS - TV CH 2	1	1	2%
Chicago Unknown	0	1	2%
Miami/Ft Laud - Comcast	0	1	2%
Miami/Ft Laud WTVJ - TV CH 6	0	1	2%
Palm Beach WPEC - TV CH 12	0	1	2%
W Palm/Ft. Pier WPBF - CH 25	0	1	2%
<b>Grand Total:</b>	<b>27</b>	<b>46</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Niche Market

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (Senior)</b>			
AAA Car & Travel Jan 08	1	201	2%
AAA Going Places Jan/Feb 08	0	4	0%
AAA Going Places May/June 08	5	6	0%
AAA Home & Away Jan/Feb 08	0	509	4%
AAA Home & Away Mar/Apr 08	289	617	5%
AAA Journeys Jan/Feb 08	0	143	1%
AAA Living Mar/Apr 08	536	807	7%
AARP Mar/Apr 07	0	1766	15%
AARP Mar/Apr 08	1352	2626	22%
<b>Niche Markets (Senior)</b>	<b>2183</b>	<b>6679</b>	<b>57%</b>
<b>Niche Markets (Bridal/Honeymoon)</b>			
FL Wedding&Honeymoon Jan/Feb07	0	47	0%
FL Wedding&Honeymoon Jan/Feb08	22	841	7%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	7	88	1%
FL Wedding&Honeymoon Mar/Apr07	3	49	0%
FL Wedding&Honeymoon Mar/Apr08	210	1214	10%
FL Wedding&Honeymoon Mar/Jun08	1	1	0%
FL Wedding&Honeymoon May/Jun07	6	64	1%
FL Wedding&Honeymoon May/Jun08	354	367	3%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	6	779	7%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	7	371	3%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>616</b>	<b>3829</b>	<b>32%</b>

## Naples, Marco Island, Everglades CVB

### Visitor Guide Request Summary by Niche Market

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (ECO)</b>			
Audubon Jan/Feb 08	15	283	2%
Audubon Mar/Apr 07	0	3	0%
Audubon Mar/Apr 08	81	254	2%
Audubon Nov/Dec 07	7	295	2%
Echo Encounter Mar 08	71	71	1%
Everglades Kayaking Story	0	4	0%
Nat'l Geo. Trav. May/June 07	1	5	0%
Nat'l Geo. Traveler Oct 07	2	381	3%
Undiscovered Florida May 08	0	1	0%
<b>Niche Markets (ECO)</b>	<b>177</b>	<b>1297</b>	<b>11%</b>
<b>Niche Markets (Fishing)</b>			
FL Fishing & Boating Guide	0	2	0%
Florida Sportsman	0	1	0%
<b>Niche Markets (Fishing)</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>Niche Markets (Golf)</b>			
Golf for Women Mag Jan/Feb 08	0	1	0%
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Grand Total:</b>	<b>2,976</b>	<b>11,809</b>	

\*YTD = Fiscal Year



## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Travel Agent Directories

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
TIA Discover America	0	75	69%
TIA Discover America Web	0	33	31%
<b>Grand Total:</b>	<b>0</b>	<b>108</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Group Business

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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**Grand Total:** \_\_\_\_\_

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of April 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	830	2055	8%	186	1328	4%
IL	787	1639	6%	537	1648	11%
MI	737	1469	5%	285	1147	6%
FL	717	3907	14%	658	3556	13%
NY	703	1728	6%	192	1895	4%
IN	573	1303	5%	312	1023	6%
MO	558	971	4%	188	731	4%
PA	527	1228	4%	202	1380	4%
MN	476	934	3%	131	555	3%
TX	447	953	3%	123	1020	3%
WI	439	936	3%	432	1038	9%
NJ	412	867	3%	166	906	3%
GA	396	663	2%	99	881	2%
CA	373	806	3%	119	909	2%
MA	288	587	2%	44	572	1%
NC	252	557	2%	60	591	1%
IA	230	462	2%	149	400	3%
TN	209	453	2%	60	692	1%
KY	203	458	2%	107	490	2%
AL	199	360	1%	27	368	1%
MD	193	401	1%	69	564	1%
CT	167	405	1%	38	293	1%
VA	161	424	2%	56	537	1%
SC	149	298	1%	46	361	1%
AR	148	256	1%	103	304	2%
KS	128	291	1%	72	258	1%
WA	111	255	1%	31	313	1%
NE	107	214	1%	75	205	2%
OK	106	302	1%	24	220	0%
CO	96	221	1%	40	279	1%
AZ	87	218	1%	11	238	0%
LA	83	246	1%	35	317	1%
OR	72	150	1%	32	211	1%
NV	62	116	0%	17	135	0%
MS	59	145	1%	23	193	0%
NH	57	126	0%	12	133	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of April 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>
ME	55	131	0%	12	133	0%
WV	47	136	0%	17	180	0%
NM	41	83	0%	4	80	0%
RI	28	80	0%	10	82	0%
UT	28	60	0%	8	81	0%
SD	27	86	0%	8	61	0%
ID	26	61	0%	8	60	0%
PR	26	41	0%	27	86	1%
ND	25	80	0%	8	52	0%
DE	20	73	0%	13	118	0%
AK	13	27	0%	4	38	0%
MT	13	35	0%	6	70	0%
VT	12	43	0%	6	65	0%
HI	10	22	0%	4	30	0%
WY	9	22	0%	3	22	0%
DC	3	7	0%	3	31	0%
AE	1	3	0%	0	3	0%
AA	0	0	0%	0	0	0%
AP	0	3	0%	0	5	0%
GU	0	1	0%	0	0	0%
VI	0	1	0%	1	6	0%
<b>Grand Total:</b>	<b>11,526</b>	<b>27,399</b>		<b>4,903</b>	<b>26,894</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of April 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	11526	27399	95%	4903	26894	98%
CANADA	646	889	3%	34	375	1%
UNITED KINGDOM	28	244	1%	26	207	1%
GERMANY	26	268	1%	18	174	0%
FRANCE	5	34	0%	3	15	0%
BRAZIL	3	14	0%	2	8	0%
ITALY	3	19	0%	1	10	0%
BELGIUM	2	11	0%	1	9	0%
HUNGARY	2	4	0%	0	2	0%
IRELAND	2	6	0%	1	8	0%
PHILIPPINES	2	4	0%	0	5	0%
SWITZERLAND	2	12	0%	0	4	0%
ALGERIA	1	2	0%	0	0	0%
ARGENTINA	1	6	0%	0	13	0%
AUSTRALIA	1	2	0%	0	6	0%
AUSTRIA	1	5	0%	0	4	0%
DENMARK	1	4	0%	0	3	0%
ECUADOR	1	1	0%	0	0	0%
FINLAND	1	1	0%	1	2	0%
GREECE	1	1	0%	0	1	0%
INDONESIA	1	1	0%	1	3	0%
IRAN	1	5	0%	0	11	0%
ISRAEL	1	1	0%	0	1	0%
LUXEMBOURG	1	1	0%	0	0	0%
PAKISTAN	1	3	0%	3	19	0%
POLAND	1	4	0%	1	3	0%
UKRAINE	1	1	0%	0	0	0%
BANGLADESH	0	2	0%	0	2	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%	1	2	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 April 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%
GEORGIA	0	1	0%	1	1	0%
GHANA	0	1	0%	0	6	0%
INDIA	0	5	0%	1	13	0%
IRAQ	0	0	0%	0	1	0%
JAPAN	0	1	0%	0	0	0%
LITHUANIA	0	0	0%	0	1	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	0	1	0%
MEXICO	0	1	0%	1	4	0%
NETHERLANDS	0	17	0%	2	12	0%
NEW ZEALAND	0	0	0%	0	3	0%
NIGERIA	0	0	0%	0	1	0%
NORWAY	0	2	0%	0	4	0%
PANAMA	0	0	0%	0	0	0%
PERU	0	0	0%	0	1	0%
PUERTO RICO	0	1	0%	0	0	0%
QATAR	0	0	0%	0	1	0%
ROMANIA	0	1	0%	0	0	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%	1	1	0%
SPAIN	0	0	0%	2	3	0%
SWEDEN	0	4	0%	0	6	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	1	0%	1	2	0%
VIETNAM	0	0	0%	0	0	0%

## Naples, Marco Island, Everglades CVB

<b>Grand Total:</b>	<u>12,262</u>	<u>28,981</u>	<u>5,005</u>	<u>27,852</u>
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\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Golf Guide</b>			
<b>Golf Guide</b>			
Other Golf	0	3	0%
Play FL Golf	2016	4557	70%
<b>Golf Guide</b>	<b>2016</b>	<b>4560</b>	<b>70%</b>
<b>Mailing to Partners</b>			
<b>Mailings to Partners</b>			
Mailing to Partners	280	280	4%
<b>Mailings to Partners</b>	<b>280</b>	<b>280</b>	<b>4%</b>
<b>Mailings to Partners</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>Meeting Planners</b>			
<b>Meeting Planner Kit</b>			
Meeting Planner Kit	8	61	1%
<b>Meeting Planner Kit</b>	<b>8</b>	<b>61</b>	<b>1%</b>
<b>Meeting Planner Non-Kit Fulfill</b>			
MP Non-Kit Fulfillment	0	3	0%
<b>Meeting Planner Non-Kit Fulfill</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>Post Show Followup</b>			
Chicago Affordable Meetings	145	145	2%
CMPCE	0	146	2%
DC Springtime	34	34	1%
TSAE Education Day Show	0	21	0%
<b>Post Show Followup</b>	<b>179</b>	<b>346</b>	<b>5%</b>
<b>Pre-Show Post Card</b>			
2008 Springtime DC Expo	228	228	3%
Destinations Showcase	0	248	4%
Tampa MPI Expo	44	44	1%
TSAE Education Day Show	0	409	6%
<b>Pre-Show Post Card</b>	<b>272</b>	<b>929</b>	<b>14%</b>



# Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of April 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>PR Mailings</b>			
<b>PR Mailings</b>			
Press Kit - Media	0	1	0%
<b>PR Mailings</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Tour Operators</b>			
<b>Tour Operators</b>			
Huddle Follow-Up	0	2	0%
Motorcoach	0	1	0%
Other/Unknown	2	5	0%
<b>Tour Operators</b>	<b>2</b>	<b>8</b>	<b>0%</b>
<b>Trade Show</b>			
<b>Trade Shows</b>			
Vakantiebeurs Trade Show	0	1	0%
<b>Trade Shows</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Travel Agents</b>			
<b>Travel Agents</b>			
AAA Travel Conference	0	302	5%
Other/Unknown	7	21	0%
Travel Agents	36	36	1%
<b>Travel Agents</b>	<b>43</b>	<b>359</b>	<b>5%</b>
<b>Grand Total:</b>	<b>2,800</b>	<b>6,551</b>	

## Naples, Marco Island, Everglades CVB

## Request Summary by Type

For the month of April 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	226	480.97
DATA IMPORT	10,543	0.00
DATA IMPORT - NO FULFILLMENT	2,600	0.00
RDR RESPONSE	1,566	1,358.67
RDR RESPONSE - NO FULFILLMENT	159	0.00
RR-FULFILLED	86	126.20
WEBSITE	8	14.68
<b><u>Grand Total:</u></b>	<b><u>15,188</u></b>	<b><u>1,980.52</u></b>

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	
<b>REQUESTED PUBLICATIONS</b>																												
<b>Consumer Directories:</b>																												
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	86	0	76	0	79	0	51	0	73	0	74	0	729	49	
2007 Official FL Vac Guide	Consumer Directories	0	56	2	64	2	27	1	12	2	3	11	10	9	1	36	0	13	0	9	0	6	0	4	0	95	173	
2008 Official FL Vac Guide	Consumer Directories	0	1	0	0	0	1	0	29	0	96	0	18	0	164	0	0	0	0	0	0	0	0	0	0	0	309	
VF Everglades City Info	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	0	0	624	0	192	0	0	0	839	0	
OR, 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	0	1	0	0	0	0	0	0	0	0	0	1	0	
VF DT & ST Sweepstakes	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	
<b>TOTAL Consumer Directories:</b>		<b>851</b>	<b>106</b>	<b>155</b>	<b>64</b>	<b>322</b>	<b>28</b>	<b>193</b>	<b>41</b>	<b>61</b>	<b>101</b>	<b>114</b>	<b>49</b>	<b>102</b>	<b>165</b>	<b>141</b>	<b>0</b>	<b>93</b>	<b>0</b>	<b>7,515</b>	<b>0</b>	<b>5,022</b>	<b>0</b>	<b>78</b>	<b>0</b>	<b>14,647</b>	<b>554</b>	
<b>Consumer Magazines:</b>																												
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/Jun 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 TVI 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 TVI 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	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	0	0	1	0	145	0	106	0	84	0	56	0	0	0	0	0	0	0	0	0	0	0	392	
Cande 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	149	53	0	0	0	31	0	41	0	6	0	169	374	
Ladies Home Journal Mar/Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	72	0	974	0	0	0	0	0	0	0	0	0	0	0	1,046	
Midwest Living Mar/Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	1,113	0	227	0	0	0	0	0	0	0	0	0	0	0	1,340	
Midwest Living WEB	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	7	0	5	0	0	0	0	0	0	0	0	0	0	0	12	
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	0	1	0	0	0	0	0	54	0	
Other/Unknown	Consumer Magazines	0	4	0	1	0	3	0	1	0	7	0	13	0	5	8	0	3	0	14	0	7	0	4	0	36	34	
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	1	4	0	2	0	1	0	2	0	0	0	12	5	
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	1	0	0	0	0	0	0	0	0	0	0	0	2	
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	
<b>TOTAL Consumer Magazines:</b>		<b>259</b>	<b>103</b>	<b>51</b>	<b>1</b>	<b>43</b>	<b>25</b>	<b>84</b>	<b>148</b>	<b>41</b>	<b>194</b>	<b>39</b>	<b>1,333</b>	<b>37</b>	<b>1,418</b>	<b>91</b>	<b>0</b>	<b>462</b>	<b>0</b>	<b>465</b>	<b>0</b>	<b>180</b>	<b>0</b>	<b>52</b>	<b>0</b>	<b>1,804</b>	<b>3,222</b>	
<b>Group Business (Association):</b>																												
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
<b>TOTAL Group Business (Association):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	
<b>Group Business (Corporate):</b>																												
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	0	3	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	
<b>TOTAL Group Business (Corporate):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>89</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>106</b>	<b>0</b>	
<b>Group Business (Leisure):</b>																												
Group Tour Magazine Sept 06	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	0	18	0	
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	0	
Group Travel Planet May/Jun 07	Group Business (Leisure)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0	0	94	0	
Group Travel Planet Jul/Aug 07	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	
<b>TOTAL Group Business (Leisure):</b>		<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>117</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>93</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>604</b>	<b>0</b>	
<b>Leisure E-Marketing:</b>																												
24-7Vacations.com	Leisure E-Marketing	124	32	75	0	88	0	97	0	306	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																										

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	
Friend/Relative	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
Other/Unknown	Leisure E-Marketing	0	2	0	5	0	4	0	6	0	5	0	3	0	4	5	0	3	0	1	0	7	0	6	0	22	29	
ParadiseCoast.com	Leisure E-Marketing	312	326	290	197	218	336	527	598	582	557	447	538	449	337	583	0	383	0	378	0	468	0	317	0	4,954	2,889	
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	45	0	0	0	0	0	0	0	0	0	0	0	77	
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	0	2	0	0	0	10	1	3	1	3	0	0	1	0	2	0	0	0	0	0	5	23	
VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	0	1	0	2	0	2	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	5	
VisitFlorida.com - Germany	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	1	0	1	0	2	0	0	0	1	0	1	0	0	0	6	0	
Visit USA - UK	Leisure E-Marketing	0	1	0	0	0	1	0	4	40	5	4	3	5	3	1	0	1	0	3	0	0	0	0	0	54	17	
<b>TOTAL Leisure E-Marketing:</b>		<b>439</b>	<b>400</b>	<b>379</b>	<b>253</b>	<b>319</b>	<b>360</b>	<b>634</b>	<b>644</b>	<b>966</b>	<b>621</b>	<b>863</b>	<b>624</b>	<b>692</b>	<b>427</b>	<b>819</b>	<b>0</b>	<b>682</b>	<b>0</b>	<b>652</b>	<b>0</b>	<b>748</b>	<b>0</b>	<b>491</b>	<b>0</b>	<b>7,620</b>	<b>3,329</b>	
<b>Newspaper Domestic NE/MW:</b>																												
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	1	0	
Ft. Lauderdale Sun Sentinel	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	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	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	4,853	0	
Preprint Out-State Spring 2008	Newspaper Domestic NE/MW	0	0	0	0	0	0	1	0	1	0	25	0	6,032	0	0	0	0	0	0	0	0	0	0	0	0	6,059	0
Other/Unknown	Newspaper Domestic NE/MW	0	4	0	2	0	17	0	27	0	4	1	22	3	9	16	0	3	0	4	0	0	0	3	0	30	85	
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	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	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 08	Newspaper Domestic NE/MW	0	1	0	0	0	0	2	1	0	0	1	1,670	1,175	108	0	71	0	1	0	1	0	0	0	0	1,852	1,179	
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	1	0	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	1	0	0	0	0	0	0	0	0	0	0	0	4	
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,613	0	3,565	0	0	0	0	0	0	0	5,178	0	
VF Vacation Values Jun 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,879	0	0	0	0	0	0	0	1,879	0	
<b>TOTAL Newspaper Domestic NE/MW:</b>		<b>70</b>	<b>9</b>	<b>22</b>	<b>1,734</b>	<b>2</b>	<b>678</b>	<b>3,947</b>	<b>35</b>	<b>826</b>	<b>6</b>	<b>1,320</b>	<b>51</b>	<b>1,684</b>	<b>7,219</b>	<b>1,739</b>	<b>0</b>	<b>5,519</b>	<b>0</b>	<b>1,345</b>	<b>0</b>	<b>18</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>16,495</b>	<b>9,732</b>	
<b>Niche Markets (Bridal/Honeymoon):</b>																												
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	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	22	0	0	0	0	0	0	0	0	0	0	0	841	0
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	707	2	464	0	147	0	128	0	49	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	7	8	0	377	0	458	0	143	0	79	0	1,065	88	
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	3	58	0	42	0	40	0	16	0	9	0	1,513	49	
FL Wedding & Honeymoon Mar/Apr 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	554	0	450	0	211	0	0	0	0	0	0	0	0	0	0	0	0	1,215	0
FL Wedding & Honeymoon May/Jun 07	Niche Markets (Bridal/Honeymoon)	0	21	0	15	0	6	0	8	0	6	38	2	422	6	447	0	221	0	103	0	48	0	21	0	1,300	64	
FL Wedding & Honeymoon May/Jun 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	13	0	354	0	0	0	0	0	0	0	0	0	0	0	0	367	0
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	0
FL Wedding & Honeymoon Sept/Oct 07	Niche Markets (Bridal/Honeymoon)	0	207	0	75	0	32	0	27	0	15	0	8	0	7	0	0	0	0	76	0	390	0	424	0	890	371	
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	6	0	0	0	0	0	0	0	0	0	0	0	779	0
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	
<b>TOTAL Niche Markets (Bridal/Honeymoon):</b>		<b>754</b>	<b>522</b>	<b>509</b>	<b>483</b>	<b>490</b>	<b>392</b>	<b>737</b>	<b>511</b>	<b>740</b>	<b>756</b>	<b>683</b>	<b>549</b>	<b>712</b>	<b>616</b>	<b>557</b>	<b>0</b>	<b>672</b>	<b>0</b>	<b>711</b>	<b>0</b>	<b>620</b>	<b>0</b>	<b>545</b>	<b>0</b>	<b>7,730</b>	<b>3,829</b>	
<b>Niche Markets (ECO):</b>																												
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	39	0	34	0	18	0	9	0	0	0	0	0	0	0	0	0	0	0	100	0	
Audubon Nov/Dec 06	Niche Markets (ECO)	0	0	167	0	72	0	2	0	0	0	1	0	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	7	0	0	0	0	0	0	0	0	0	0	0	295	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	81	0	0	0	0	0	0	0	0	0	0	0	254	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	15	0	0	0	0	0	0	0	0	0	0	0	0	283	0
Echo Encounter Mar 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Echo Encounter Mar 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	71	0	0	0	0	0	0	0	0	0	0	0	0	71	0
Everglades Kayaking Story	Niche Markets (ECO)	0	0	0	0	2	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	199	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	201	0	
FL Echo In State Spring 2007	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	86	0	269	0	10	0	0	0	0	0	0	0	0	0	0	365	0
Nat'l Geo Trvir May/Jun 07	Niche Markets (ECO)	0	2	0	0	1	0	2	0	0	0	0	0	1	348	0	206	0	83	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	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
<b>Miscellaneous:</b>																											
Naples, Marco Island, Everglades CVB	0	0	0	1	0	1	5	11	28	5	95	3	1	4	0	0	0	0	0	2	0	0	0	131	25		
Friend/Relative	0	3	0	5	0	4	6	14	2	10	14	11	19	7	24	0	0	9	0	3	0	1	0	78	54		
Other/Unknown	10	3	1	8	0	5	52	8	43	14	46	18	44	15	16	0	17	0	3	0	3	0	9	0	246	71	
Travel Agent	0	2	0	3	0	2	2	5	8	8	12	7	1	4	1	0	3	0	2	0	5	0	3	0	37	31	
Target Markets	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	
<b>TOTAL Miscellaneous:</b>	<b>10</b>	<b>8</b>	<b>1</b>	<b>17</b>	<b>0</b>	<b>12</b>	<b>65</b>	<b>38</b>	<b>81</b>	<b>37</b>	<b>169</b>	<b>39</b>	<b>65</b>	<b>30</b>	<b>41</b>	<b>0</b>	<b>20</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>14</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>493</b>	<b>181</b>	
<b>SUB TOTAL (excludes Special Fulfill):</b>	<b>3,489</b>	<b>1,449</b>	<b>1,519</b>	<b>2,837</b>	<b>1,285</b>	<b>1,574</b>	<b>6,002</b>	<b>2,137</b>	<b>2,770</b>	<b>2,157</b>	<b>7,669</b>	<b>6,565</b>	<b>4,822</b>	<b>12,262</b>	<b>4,201</b>	<b>0</b>	<b>11,149</b>	<b>0</b>	<b>11,458</b>	<b>0</b>	<b>7,223</b>	<b>0</b>	<b>1,231</b>	<b>0</b>	<b>63,340</b>	<b>28,174</b>	
<b>SPECIAL FULFILLMENT:</b>																											
<b>MEETING PLANNERS</b>																											
*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	
2008 Springtime DC Expo	0	0	0	0	0	0	0	0	0	0	0	0	0	228	0	0	0	0	0	0	0	0	0	0	0	228	
HSMIAI Affordable Conference	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,531	0	1	0	0	0	0	1,532	
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	1,071	0	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	481	0	0	0	0	0	0	481	
Tampa MPI Expo	0	0	0	0	0	0	0	0	0	0	0	0	44	0	0	0	0	0	0	0	0	0	0	0	0	44	
TSAE Education Day Show	0	489	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	489	
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	76	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245	
Conference/Direct Show	0	0	0	0	0	0	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	
CMPCE	0	0	0	0	0	0	146	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	146	
Florida Huddle	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	
FL Marketplace	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	46	0	0	46	0	
FSAE Annual Conference	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	129	0	0	0	0	0	0	129	
Glamour	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101	
HSMIAI Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	79	0	0	79	0	
MPISEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	176	0	0	0	176	0	
MPWEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	6	0	0	0	62	0	
Planning Connection	0	0	0	0	0	0	0	0	0	179	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	179	
Chicago VIP	0	0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	
Chicago Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	100	145	0	0	0	0	0	0	0	0	0	0	0	0	100	145
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0
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	0	75	0
TSAE Education Day Show	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21	
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	0	94	0
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0	0	0	0	76	0	0	0	0	0	0	76	34
Meeting Planner Kit	0	12	0	10	0	7	2	11	1	6	3	7	3	8	0	0	7	0	11	0	19	0	14	0	0	60	61
MP Non-Kit Fulfillment	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
<b>TOUR OPERATORS</b>																											
Huddle Follow-Up	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	0	2
Motorcoach	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other/Unknown	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	2	
<b>TRADE SHOWS</b>																											
Vakantiebeurs Trade Show	0	0	0	0	0	0	0	0	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11
<b>TRAVEL AGENTS</b>																											
AAA Travel Conference	304	0	0	2	0	302	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	440	38
Other/Unknown	0	0	0	0	0	0	3	0	6	0	3	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	19
<b>GOLF GUIDE</b>																											
Play Florida Golf	114	0	123	0	0	0	0	1,185	0	975	2,541	3,519	2,016	0	0	322	0	0	251	0	210	0	0	0	6,699	4,557	
Other Golf	0	2	0	1	0	0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	0	0	65	3
<b>SPA GUIDE</b>																											
<b>BOATING &amp; FISHING GUIDE</b>																											
<b>PROMOTIONS</b>																											
AMEX	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	102	0
Summer VIP	0	0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	1	0	0	0	0	0	0	0	237	0
<b>PR MAILINGS</b>																											
Press Kit - Media	0	0	25	1	0	45	0	0	0	4	0	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	1	0	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	103	0	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
<b>WEDDING GUIDE</b>																											
<b>SMERF GROUP LEADERS</b>																											
MAILINGS TO PARTNERS	197	0	0	0	0	1	0	0	0	259	2	475	280	65	0	0	354	0	0	0	0	0	0	0	0	1,350	283
MAILINGS FOR PARTNERS	0	0	0	0	0	0	0	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	0
<b>COLLIER FILM COMMISSION</b>																											
<b>TOTAL SPECIAL FULFILLMENT:</b>	<b>691</b>	<b>444</b>	<b>148</b>	<b>14</b>	<b>0</b>	<b>313</b>	<b>321</b>	<b>408</b>	<b>1,551</b>	<b>18</b>	<b>3,086</b>	<b>2,554</b>	<b>4,230</b>	<b>2,800</b>	<b>2,508</b>	<b>0</b>	<b>329</b>	<b>0</b>	<b>442</b>	<b>0</b>	<b>2,467</b>	<b>0</b>	<b>533</b>	<b>0</b>	<b>16,306</b>	<b>6,551</b>	
<b>GRAND TOTAL OF REQUESTED PUBS:</b>	<b>4,180</b>	<b>1,893</b>	<b>1,667</b>	<b>2,851</b>	<b>1,285</b>	<b>1,887</b>	<b>6,323</b>	<b>2,545</b>	<b>4,321</b>	<b>2,175</b>	<b>10,755</b>	<b>9,119</b>	<b>9,052</b>	<b>15,062</b>	<b>6,709</b>	<b>0</b>	<b>11,478</b>	<b>0</b>	<b>11,900</b>	<b>0</b>	<b>9,690</b>	<b>0</b>	<b>1,764</b>	<b>0</b>	<b>79,646</b>	<b>34,725</b>	

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
<b>PARADISE COAST WEBSITE LEADS:</b>																										
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	153	43	0	1	0	5	0	7	0	8	0	115	370
af - Arthur Frommers	0	1	2	1	0	7	10	17	1,238	74	90	9	28	32	6	0	11	0	2	0	1	0	7	0	1,393	141
au - Audobon	0	0	112	6	37	1	9	3	3	1	5	80	0	3	1	0	0	0	1	0	0	0	0	0	168	74
cd.paradisecoast.com	0	0	0	2	0	58	0	232	0	16	0	2	0	2	0	0	2	0	0	0	1	0	0	0	3	312
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	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
fy - 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	1	0	9	2	0
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	2	4	0	14	0	14	0	59	0	6	0	184	85
gg.paradisecoast.com	0	4	0	51	0	1	0	2	0	0	0	0	4	0	0	62	0	10	0	21	0	0	0	93	62	
golf - Play FL Golf	0	3	0	1	0	0	879	1	217	1	9	89	2	3	6	0	0	2	0	2	0	1	0	1,118	98	
gt - Group Tour	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	0
gtl - Group Tour Leader	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	0
ip - Florida International Travel Planner	0	0	0	1	0	0	2	1	3	0	3	1	0	2	0	0	1	0	1	0	1	0	1	0	12	5
is - Preprint In-State	1,769	481	1,793	125	1,461	9	723	4	374	4	197	0	71	7	76	0	144	0	110	0	108	0	0	6,905	610	
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	13	0	0
mh - Miami Herald	1,895	752	2,006	418	1,267	234	804	315	486	221	314	246	309	177	251	0	280	0	198	0	170	0	294	8,334	2,363	
mi - MNI Home Network	0	0	0	0	0	1	0	0	1	0	3	0	14	0	1	0	0	0	0	0	0	0	0	0	0	19
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	35	0	67	0	0
pym - Plan Your Meetings	0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	5	0	0
rd - Readers Digest	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
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	0	0
sl - Southern Living	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	0
sm - Successful Meetings	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	1	2	0
ta - FL Official Industry Guide	0	870	0	452	0	192	1	266	7	213	2	225	1	164	0	39	0	1	0	133	0	173	0	357	2,382	
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	3	1	0	1	0	2	0	2	0	1	9	813	0
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	36	0	0	0	0	44	0	0	0	0	0	44	69	0
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	4	3	0	4	0	0	1	0	1	0	9	40	0
paradisecoast.milesmediagroup.com	0	0	0	1	0	2	0	16	0	6	0	36	15	91	10	0	4	0	0	0	0	0	7	0	36	152
www.newsletter.paradisecoast.com	0	1	0	0	0	0	0	0	0	0	0	5	6	0	0	0	1	0	1	0	0	0	0	7	7	0
www.paradisecoast.com	0	2	27	3	3	5	6	25	7	4	2	16	10	46	2	0	1	0	3	0	2	0	2	64	101	0
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
<b>TOTAL PARADISE COAST WEBSITE LEADS:</b>	<b>3,695</b>	<b>3,258</b>	<b>4,023</b>	<b>1,428</b>	<b>2,791</b>	<b>538</b>	<b>2,470</b>	<b>972</b>	<b>2,371</b>	<b>667</b>	<b>742</b>	<b>817</b>	<b>489</b>	<b>738</b>	<b>436</b>	<b>0</b>	<b>527</b>	<b>0</b>	<b>467</b>	<b>0</b>	<b>587</b>	<b>0</b>	<b>784</b>	<b>0</b>	<b>19,382</b>	<b>8,418</b>
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	492,071	352,566	0	381,873	0	403,283	0	371,811	0	303,185	0	3,706,252	2,919,198
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	123,312	90,945	0	94,150	0	112,252	0	112,235	0	90,160	0	1,020,298	698,448

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	
<b>2007 PUBS WITH 2008 LEADS:</b>																												
AAA Going Places May/Jun 06	Consumer Magazines	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Naples Daily News - Editorial	Newspaper Domestic NEMW	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	
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	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	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	1	0	
<b>2007 PUBS WITH 2008 LEADS TOTALS:</b>		<b>5</b>	<b>0</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41</b>	<b>0</b>	