



Tourist Development Council

June 23, 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

- **May (April Hotel Stays)**
 - **Actual May 08 vs. 07: +5%**
 - **Projected vs. Actual 08 +4.4%**
 - **FY 08 vs. 07 (Oct-May) 8 Mos. +4.8%**
 - **Calendar 08 vs. 07 (5Mos.) +4.5%**

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	\$1,577,193	
Proj. 2008	\$1,118,600	\$1,850,000	\$2,350,000	\$2,620,000	\$1,510,000	\$910,000

Director's Activities

- **United Arts Council Advisory Board**
- **Sports Council Board Meeting**
- **Green Lodging Inspection**
- **EVP Volleyball Event**
- **Intl. Pow Wow Trade Show**
- **SEE Southwest Florida Annual Meeting**
- **Destination Marketing Accreditation Board**
- **Visit Florida Board of Directors**
- **Bob Harden Radio Interviews**



SEARCH ENGINE MARKETING

Sales & Marketing Technologies

PARADISE COAST

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Web Site Trends

	March	April	May
Page Views	537,181	492,071	469,921
S.E. Referrals	25,387	21,421	19,724
Sessions	109,982	123,312	119,685
Sign-ups	21	26	24
PPC Contacts	68	60	54

Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
May	\$677.42	1,932	\$0.35	\$16.13	42
April	\$1022.08	2,606	\$0.39	\$23.23	44
March	\$954.51	2,595	\$0.37	\$16.46	58

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
May	\$489.71	1,253	\$0.39	\$40.81	12
April	\$462.71	1,205	\$0.38	\$28.92	16
March	\$483.57	1,249	\$0.39	\$48.36	10



Web Site Activity

Miles Media Group

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Measurement Dashboard

May 2008

LM = vs. last month | IB= vs. Industry Benchmarks | B = vs. baseline



Good



Not Significant



Needs Attention

ENGAGEMENT

Time on Site: 5.54

Minutes



LM

IB

B

5.16

5.38

Bounce Rate: 36.8%

of Home Page



33%

28.5%

Bounce Rate: 43.6%

Overall



45.3%

39.4%

SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

0.6%

of total pg views*

1,289

Signals of Intent to Travel

ACTIVITY

30,644 visits

LM



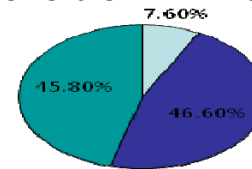
5%

197,378 pg views



7%

SOURCES OF TRAFFIC



Campaigns

Search Engines

Other

Baseline average percentages for 2007*:

Search Engines:

14%

Other:

86%

* Baseline data per Urchin5

MOST REQUESTED PAGES

1. Home Page
2. Things to Do
3. Stay in Paradise
4. About the Area
5. Great Offers

CAMPAIGN RESPONSE

2,329

Total Responses

7.6%

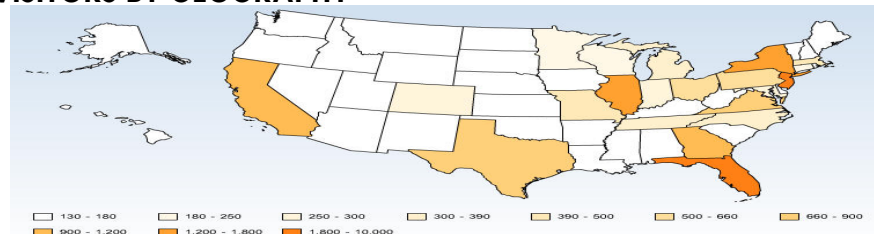
Percent of total visits

CONVERSION BREAKDOWN

Guide Orders 407

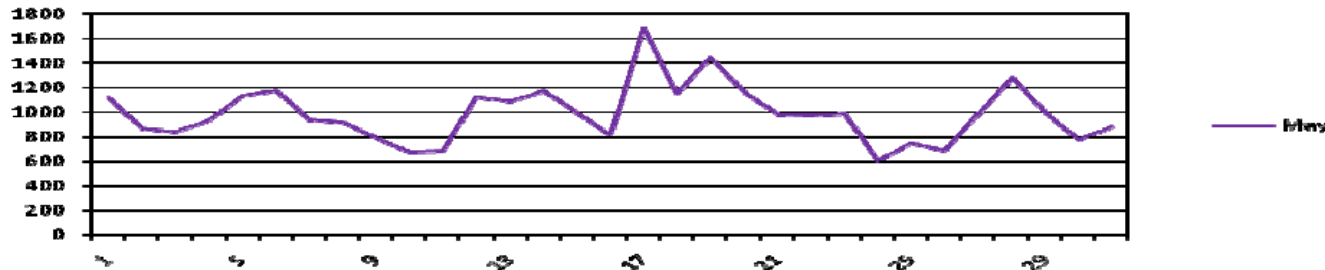
Book Hotel 882

VISITORS BY GEOGRAPHY

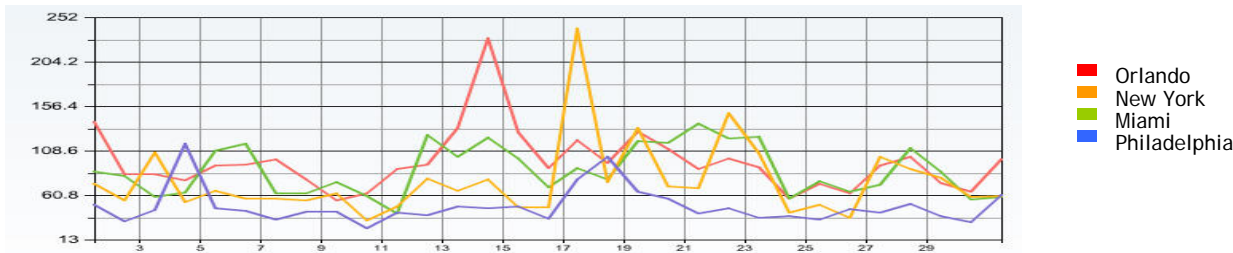




Visits by Day for This Month



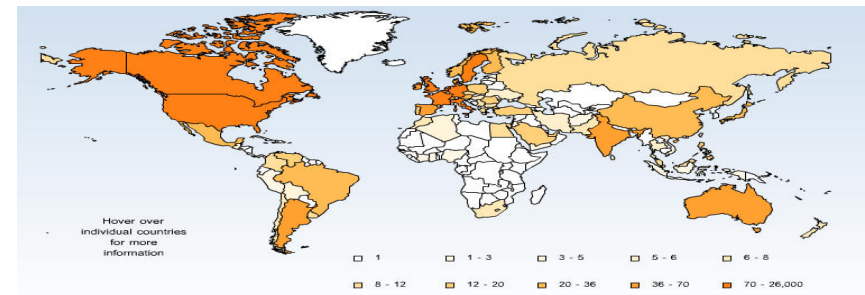
Trended Top 4 Markets for month



International

USA (% of all traffic) **87%** N/C
International: **13%** N/C

	Unique visits for Month	LM	% Change
Canada	771	↓	11%
Germany	131	↓	3%
UK	862	↓	14%





Sales & Marketing Report

Debi DeBenedetto

Niccole Haschak

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May/June 2008 Sales Leads Report

- **13 RFP's sent to hotels since last report date**
 - **4,304 potential room nights**
 - **80 Travel Agent leads sent to hotels from Virtual Trade Show**
 - **Pow Wow leads sent to hotels**

Debi DeBenedetto, CHA
Tourism Sales & Marketing Manager



Projects Working

- **Travel Agent FAM 22 Agents**
- **Meeting Planner FAM**
- **Wedding in Paradise - Married**
- **Florida CAB** Visit Florida Customer Advisory Board
- **ESTO** Educational Seminars for Tourism Organizations
- **Goals & Accomplishments**
- **Sept. LTUR FAM**
- **Weddings & honeymoons web page**



Debi's Trade Shows & Events

- **Virtual Trade Show - May 8 & 9**
- **Pow Wow - May 31 – June 4**
- **Destination Showcase June 25**



Education, Seminars, Etc.

- **Webinar – Mining Meeting Leads, Virtual Gold**
- **Webinar – Small Meetings, Big Opportunities**



Niccole's Tradeshow & Sales Activities

- **Attended Florida Society of Association Executives (FSAE) Advisory Council Meeting in Palm Beach**
- **Attended Win Chesley Tradeshow & Tallahassee Society of Association Executives (TSAE) function in Tallahassee**
- **E-blast sent out to 4,847 Meeting Planners for October Meeting Planner FAM**
- **Conducted Two Site Visits**



Upcoming Projects & Objectives

- **Create & distribute all sales leads out of iDSS to Collier partners**
- **Create marketing strategy & plan for leisure markets**
- **Monitor our first campaign results using HBX**
- **Create & send 3rd Quarter Travel Agent Newsletter promoting destination**
- **Create & send 3rd Quarter Volunteer Newsletter**

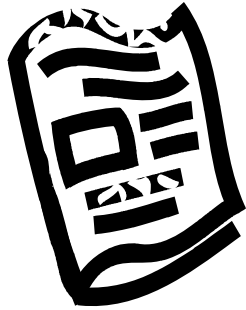


Public Relations Report

JoNell Modys

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PR & Communications

May-June 2008



- **FAM for Canadian Web portal travel-travel-travel.com**
- **FAM for REIZEN, Dutch travel magazine (3rd Netherlands FAM within last 2 months)**
- **Travel editor desk-side visits to Nashville, Lexington and Louisville**
- **International Pow Wow – excellent media meetings with indication of great interest in visiting our area in conjunction with next year’s Pow Wow in Miami**
- **PRSA-SATW media conference**



Publicity Update

- African American Golfer's Digest – 2-page story with positive coverage of The Rookery and Marco Island Marriott resulting from last October's Writer's Cup regional golf FAM
- Peter Greenberg's nationally syndicated travel radio show taped at LaPlaya.
 - CVB recommended the Dolphin Explorer as a topic featuring interview with Capt. Chris Desmond
 - Likely will result dolphin research cruise featured on the NBC Today Show.



Wedding in Paradise PR



Hollie & Jeff

- CVB issued a syndicated newswire news & photo release on June 11. To date, over 10 pages of news hits on Google from article pick-up, including many news and wedding sites including USA Today.com Miami Herald online.



FILM OFFICE

Maggie McCarty



Film Activity



PRODUCTIONS

TOTAL wrapped 4
all TV segments



WORKING LEADS

ACTIVE/OPEN 10



“Discover South Florida”



OPERATIONS



- FILM FLORIDA BOARD MEETING
 - Marketing Committee
- “Still Green” – the documentary, the blog...





Sports Marketing

Ralph Pryor

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Sports Marketing



Economic Impact Report May 6 – June 13, 2008

- **EVP Beach Volleyball Tournament - \$ 105,000.00**

- **NSA Girl's Fast Pitch Tournament - \$46,500.00**

- **Total Direct Economic Impact -
\$151,500.00**

**Ralph Pryor
Jacqueline Jensen**



Sports Marketing

EVP Beach Volleyball Event May 31st, 2008

June 23, 2008
Staff Report Presentations VIII - 2
27 of 42



At the Pre-Party Friday night at
Scenes on the Bay

Ed Torroni and Team St. Louis
at the Pre-Party Friday night.



Ralph Pryor
Jacqueline Jensen



Sports Marketing

EVP Beach Volleyball Event May 31st, 2008

June 23, 2008
Staff Report Presentations VIII - 2
28 of 42



EVP Tournament Action



Ralph Pryor
Jacqueline Jensen

EVP Volunteers





Sports Marketing

FY '08 Third Quarter Events YTD



FY'08 Third Quarter Hotel Revenue Report

April '08 - June '08

FY'08 Third Quarter Events	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Number of Nights Stayed	Actual Room Nights	Approximate Hotel Room Revenue	Approximate Tourist Tax Revenue	Expected SCOC Rebate
FSSA State Cup April 26-27, 2008	\$96.67	240	92	1.6	147	\$18,367.30	\$734.69	NA
North Collier Spring Classic May 3-4, 2008	\$92.44	140	151	1.62	245	\$22,647.80	\$905.91	\$985.00
NSA Girls Fast Pitch June 7-8, 2008	\$91.45	210	108	1.86	201	\$18,381.45	\$735.26	\$640.00
FY'08 Third Quarter	\$93.52	590	351	1.69	593	\$59,396.55	\$2,375.86	\$1,625.00

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 Report	\$93.52	590	351	1.69	593	\$59,396.55	\$2,375.86	\$1,625.00
FY '08 YTD	\$110.57	1,445	1,821	1.88	3,358	\$423,762.19	\$16,950.48	\$9,390.00

Ralph Pryor
Jacqueline Jensen



Sports Marketing

Upcoming June/July Events



Upcoming June/July 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
Inaugural Naples Summer 3 v 3 Challenge June 28-29, 2008	60	\$88.60	210	75	1.8	135	\$12,082.50	\$483.30
NSA Girl's Fast Pitch "B" State Championship July 10-13, 2008	30	\$66.00	170	60	2.2	132	\$8,712.00	\$348.48
NSA Men's "Water Slam" Softball Tournament July 10-13, 2008	15	\$67.20	170	30	1.5	45	\$3,024.00	\$120.96

*Data is an estimation.

Ralph Pryor
Jacqueline Jensen



Inquiry Reports

Ginny DeMas, Phase V

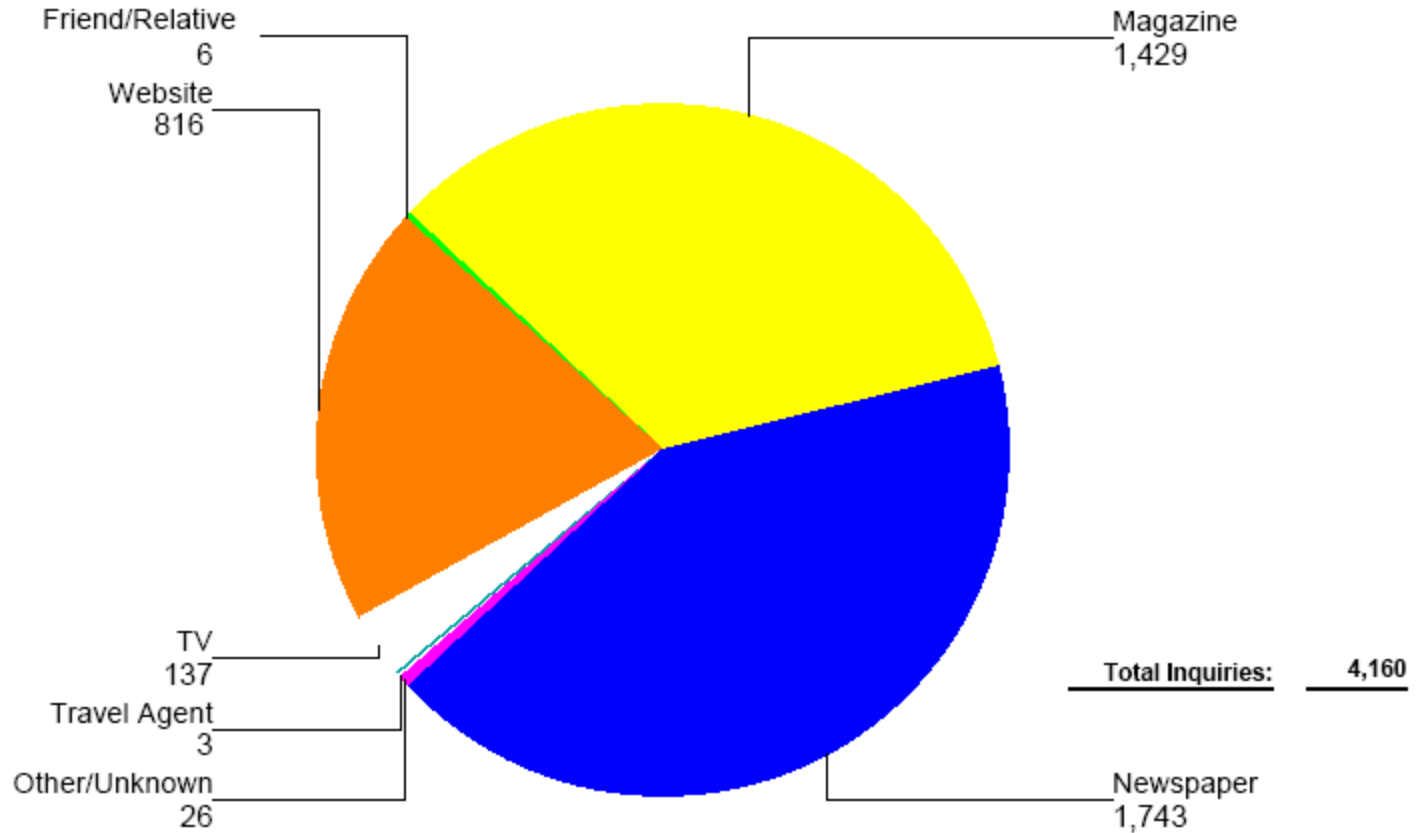
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Naples, Marco Island, Everglades CVB

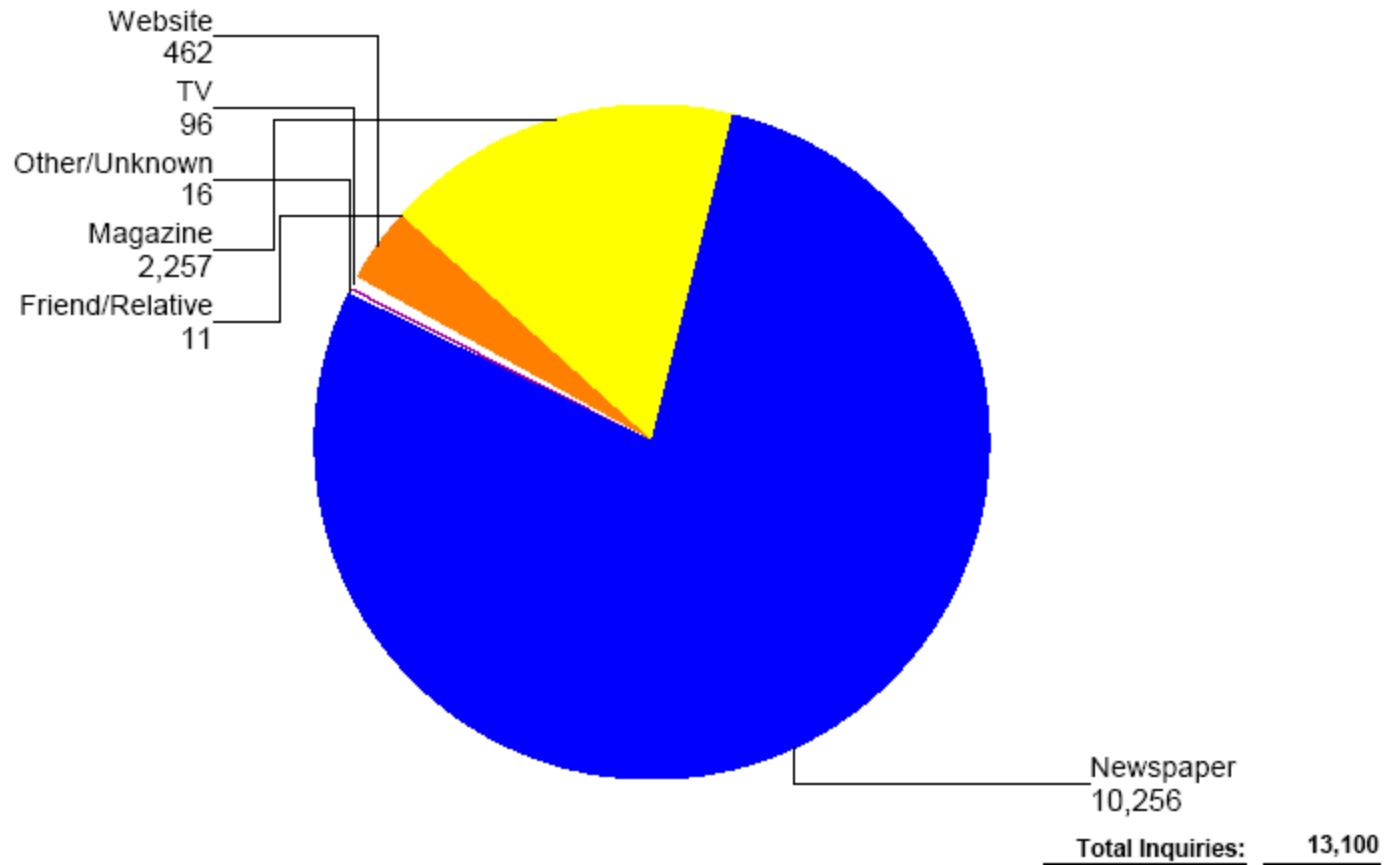
Request Summary by Source

For the month of May 2007

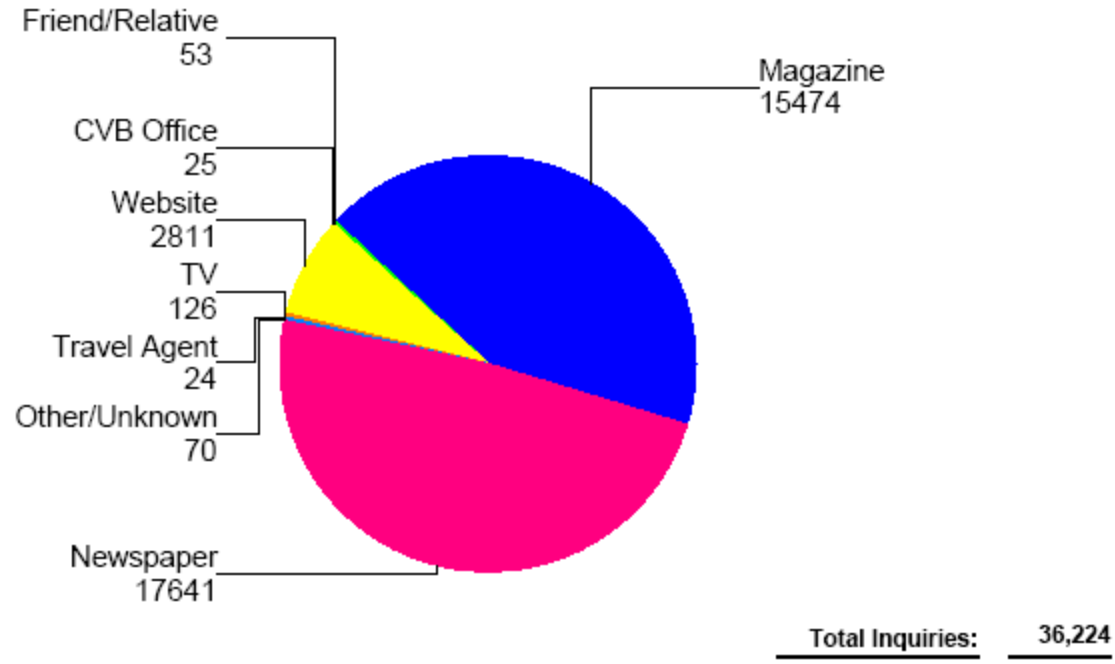


Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of May 2008



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



Inquiries - Leading 6 States

May 2008

- Florida
- New York
- Illinois
- California
- Pennsylvania
- Ohio

Y-T-D

Florida
New York
Illinois
Ohio
Pennsylvania
Texas

Inquiries – Leading 4 Countries

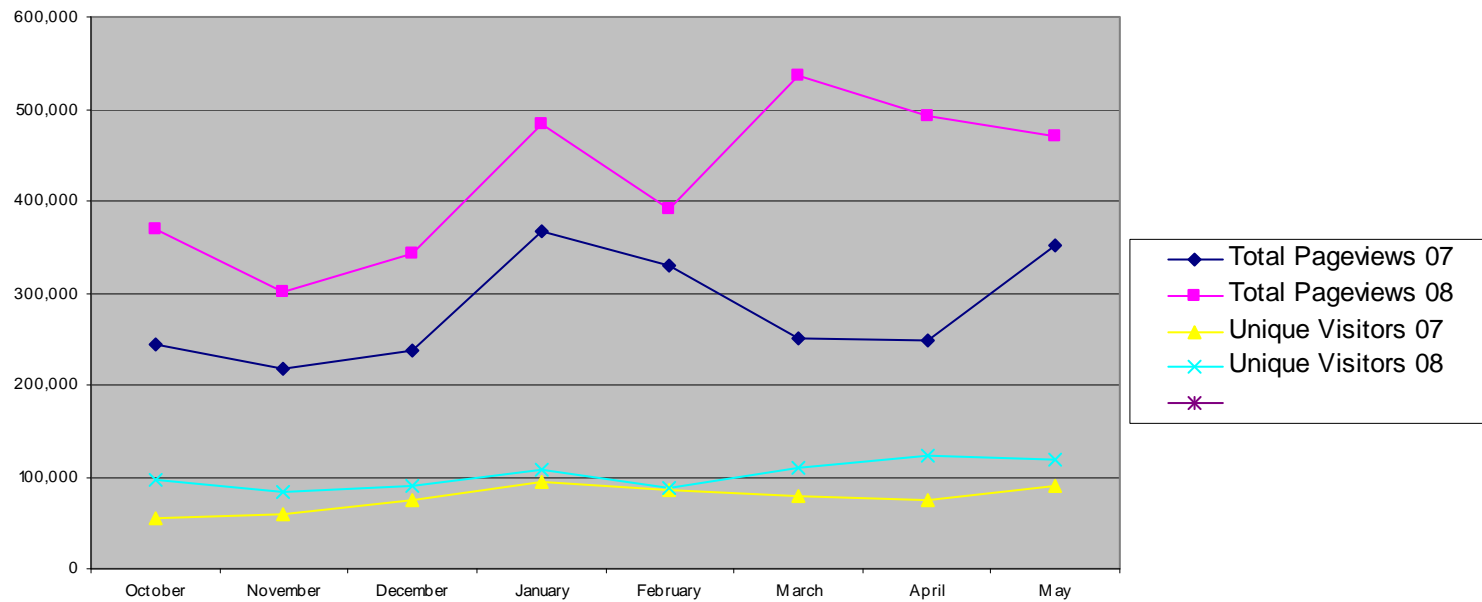
May 2008

- USA
- Canada
- UK
- Germany

Y-T-D

USA
Canada
Germany
UK

Web Site Inquiries



Inquiries by Type

	Apr 08	Y-T-D
Phone	389	1282
Publications	14535	25,241
Web site	464	2,172
Info@ParadiseCoast	2	18

Misc. CVB Services

Calendar Year

	May 08	Y-T-D
Hotel Bookings	19	40
Info Center Shipments	1600	10,700
Press Inquiry Calls	55	342
Mtg. Planner Calls	1	11
Storm Info Calls	8	8
Sports Council	0	4



Questions?

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