

Naples, Marco Island, Everglades CVB
Tasks Report

Created - Between 5/10/2008 - 6/11/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/12/2008	5/13/2008	Debi DeBenedetto
		<i>Staff meeting 8:30 - 11:30 Monday</i>				
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/13/2008	5/13/2008	Debi DeBenedetto
		<i>continue organize details tourism lunch 1 hour varied</i>				
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/13/2008	5/16/2008	Debi DeBenedetto
		<i>planning sales calls for Chicago Destination show, VIP planner event and Destinaation showcase 8 hours in this week</i>				
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/13/2008	5/16/2008	Debi DeBenedetto
		<i>planning ESTO event dine around - task list, assignments, contact hotel, Downtown Assn. Restaurants, conference call ESTO 3 hours this week - to be continued August 25 event</i>				
5/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/13/2008	5/13/2008	Debi DeBenedetto
		<i>Attending NAWP meeting tonight 6:30 - 8:30 Windstar</i>				
5/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/15/2008	5/16/2008	Debi DeBenedetto
		<i>Meet Margie and Rovin 12:30 Zizi to discuss plans for Destination VIP event Chicago</i>				
5/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/13/2008	5/16/2008	Debi DeBenedetto
		<i>sing up MPI WEC booth, make flight and hotel</i>				
5/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/15/2008	5/16/2008	Debi DeBenedetto
		<i>Complete Pow Wow, pull appointments, make dinner reservations, fill out final shipping forms, get weights and info to Robin</i>				
5/13/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	5/13/2008	5/16/2008	Debi DeBenedetto
		<i>two sites working for ROMY and ALEX, Archetects and NAHB for this month, communications with hotels 2 hours</i>				
5/13/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	5/13/2008	5/13/2008	Debi DeBenedetto
		<i>follow up MILO sent collateral and email to all, put on newsletter list and FAM announce</i>				
5/16/2008	Global RCBI Meeting Team	General - Followup Call	Closed	5/22/2008	6/11/2008	Debi DeBenedetto
		<i>Call to see how site went</i>				
5/21/2008	ConferenceDirect	General - Followup Call	Closed	5/21/2008	5/21/2008	Debi DeBenedetto
		<i>sent follow up email requesting business and telling about fam</i>				
5/21/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	5/20/2008	5/21/2008	Debi DeBenedetto
		<i>Begin planning ad fair. Doing forms for Fact sheets trade show. Secured date and location.</i>				
5/21/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	5/20/2008	5/21/2008	Debi DeBenedetto
		<i>8:30 - 9 meeting with Ralph, sent rfp to hotels for SECOG group Nancy Olson North Collier Regional park</i>				
5/21/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	5/21/2008	5/21/2008	Debi DeBenedetto

* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 6/11/2008

Assigned Sales Rep: Debi DeBenedetto

Detailed Staff Reports IX

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
<i>Site with Roger - bringing a group of 3,000 families in July 2010 in waves to Hyatt - will do area attractions. lunch and Visitor guide review and tour of Naples noon - 4</i>						
5/21/2008	Debi's Activity Tracking Account	General - Drafted / Sent Letter	Closed	5/16/2008	5/21/2008	Debi DeBenedetto
<i>Sent 5 thanks you letters to Tourism week sponsors</i>						
5/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/20/2008	5/21/2008	Debi DeBenedetto
<i>worked on forms for Experience paradise FAM Oct so ready to go online for website sent to Miles Media</i>						
5/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/15/2008	6/11/2008	Debi DeBenedetto
<i>ESTO planning</i>						
5/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/16/2008	5/21/2008	Debi DeBenedetto
<i>booked flights for several upcoming trips 2 hours</i>						
5/21/2008	Debi's Activity Tracking Account	General - Email	Closed	5/14/2008	5/21/2008	Debi DeBenedetto
<i>Tourism week lunch 9:30 - 4</i>						
5/21/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/16/2008	5/21/2008	Debi DeBenedetto
<i>Shipped final pow wow stuff for booth, worked on issue and problems result of booth almost all day 5 hours</i>						
5/21/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/9/2008	5/21/2008	Debi DeBenedetto
<i>Registered WEC Hotel and partner communication 1 hour</i>						
5/21/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/12/2008	5/21/2008	Debi DeBenedetto
<i>details for Destination show Chicago, flight, hotel - cancelled VIP event bad dates</i>						
5/21/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	5/15/2008	5/21/2008	Debi DeBenedetto
<i>3:00 met with Rosie from LaPlaya new employee for Leisure contact</i>						
5/21/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	5/15/2008	5/21/2008	Debi DeBenedetto
<i>Attended Business after 5 Chamber 5 - 7 met several new people</i>						
5/21/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	5/6/2008	5/21/2008	Debi DeBenedetto
<i>sent out UK golf leads and fulfilled with golf guide</i>						
5/21/2008	Ikebana Intenational	Sales - Send Promotional Item / Collateral	Closed	5/13/2008	5/21/2008	Debi DeBenedetto
<i>Gave sales kit future Ikebana</i>						
5/21/2008	Ikebana Intenational	Sales - Assisted Mtg Planner	Closed	5/14/2008	5/21/2008	Debi DeBenedetto
<i>called with info on Big Cypress future meeting 300-400 pp</i>						
5/22/2008	Connections Corp	Sales - Assisted Mtg Planner	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>reviewed rfp hotels could not do</i>						
5/22/2008	D. Teske & associates	Sales - Send Sales Kit	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>sent sales kit</i>						
5/22/2008	Debi's Activity Tracking Account	General - Research	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>data into idss 2 hours</i>						
5/22/2008	Debi's Activity Tracking Account	General - Expense Reports	Closed	5/22/2008	5/22/2008	Debi DeBenedetto

* 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
<i>30 min expense reports for 1st qtr and last two trips</i>						
5/22/2008	Debi's Activity Tracking Account	General - Incoming Call	Closed	5/21/2008	5/22/2008	Debi DeBenedetto
<i>reports into idss 2 hours</i>						
5/22/2008	Debi's Activity Tracking Account	General - Incoming Call	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>Contact with Chambers and partners re VIP</i>						
5/22/2008	Destinations, Meetins & Incentives, Inc.	General - Followup Call	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>sent email to see if SOPRIS booked, saw her at MILO she said she was booking it.</i>						
5/22/2008	Global Connections	Sales - Send Sales Kit	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>sent sales kit and assisted planner with off site event - site Elks for planner</i>						
5/22/2008	Independent Office Products and Furniture Dealers Association	General - Followup Call	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>checked to see if booked</i>						
5/22/2008	Mad Travel Incorporated	Sales - Assisted Travel Agent	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>sent message and sent 10 VG she registered on website</i>						
5/22/2008	Naples Elks Lodge #2010	Sales - Assisted Mtg Planner	Closed	5/22/2008	6/11/2008	Debi DeBenedetto
<i>Contact with GIA re: group Military Tribute for Global Conections offsite 300 people will do site for planner and report back 5/23/08</i>						
5/22/2008	Phase V	Sales - Meeting / Show / Conference	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>Meeting at Phasev to see new booth and logistics and meet with Eventz 9-11 + drive time</i>						
5/22/2008	Roger Brenner and Comapny	Fam Escort	Closed	5/21/2008	5/22/2008	Debi DeBenedetto
<i>escort site for 5 hours with lunch for attractions venues</i>						
5/22/2008	Skadden	General - Followup Call	Open	6/24/2008		
<i>follow if booked</i>						
5/22/2008	Skadden	Sales - Assisted Mtg Planner	Closed	5/22/2008	5/22/2008	Debi DeBenedetto
<i>sent rfp and sales kit</i>						
5/22/2008	Southeast Class Owners Group	Sales - Assisted Mtg Planner	Closed	5/22/2008	6/11/2008	Debi DeBenedetto
<i>sent out rfp / follow up</i>						
5/22/2008	Southeast Class Owners Group	General - Followup Call	Open	6/30/2008		
<i>see who booked</i>						
5/22/2008	Southeast Class Owners Group	General - Followup Call	Open	6/30/2008		
<i>see who booked</i>						
5/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	6/11/2008	6/10/2008	Debi DeBenedetto
<i>sent email to 5th avenue restaurants on ESTO offer to coordinate dine around.</i>						
5/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	5/23/2008	6/11/2008	Debi DeBenedetto
<i>Site inspect to Elks club for planner</i>						
5/23/2008	Global RCBI Meeting Team	General - Followup Call	Closed	5/23/2008	5/23/2008	Debi DeBenedetto
<i>send email to see how site went</i>						
5/27/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	6/10/2008	5/27/2008	Debi DeBenedetto
<i>Meeting planner fam meeting 1 hour</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
5/28/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	6/10/2008	6/10/2008	Debi DeBenedetto
<i>Sent Several applications to FAM participat requests from TA Sept FAM. 22 total. Will have meeting to get final who qualify Wed June 11 - several hours</i>						
5/28/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	6/10/2008	6/10/2008	Debi DeBenedetto
<i>Sent Several applications to FAM participat requests from TA Sept FAM. 22 total. Will have meeting to get final who qualify Wed June 11 - several hours</i>						
6/9/2008	Meeting Industry Ladies Organization	General - Followup Call	Open	8/9/2008		
<i>Find out if they booked MILI in our destination</i>						
6/9/2008	Meister Meeting Services	Sales - Assisted Mtg Planner	Closed	5/15/2008	5/15/2008	Niccole Haschak
<i>Assisted w/client John McDonald for golf course</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>sent Visitor guides from leads from Virtual Travel Agent show, sent leads to hotels.</i>						
6/11/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>Spent 4 hours in follow up on Pow Wow report to partners, contacted operators and follow up with programs, leads and marketing and VIP</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>several follow up calls from June 6 Wedding in Paradise. Sent out Thank you to all participants</i>						
6/11/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Open	6/11/2008		
<i>Begin work with LTUR on Sept FAM with Cathy Christopher and Jost open file plan</i>						
6/11/2008	Debi's Activity Tracking Account	General - Web update	Open	6/11/2008		
<i>Meeting with SWFLA dist for website content and listing link - will do Chris</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>Assisted planner Tina Gant with dine around and rfp</i>						
6/11/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>one hour webinar on Virtual gold mine internet leads excellent</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>Destination showcase Chicago shipped collateral and giveaways, prepared for show, sent pre mailer post card</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Open	6/11/2008		
<i>Bon Voyag Trave set up page in brochure for wholesale market they do 25 area hotels promo \$3,000 will get with Paradise to design</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>Attended Pow Wow 2 travel days, 1 day set up 3 day conference lots of hours 60 +</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/11/2008	6/6/2008	Debi DeBenedetto
<i>Virtual Trade show watch 2 hours - collected 80 leads and more to come in next 90 days even after show not live</i>						
6/11/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>sent info and boating guides to partner Stacy Kanzler on Key Wadin</i>						
6/11/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/11/2008	6/11/2008	Debi DeBenedetto

* 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
<i>follow up to partners on VIP training and request for stats on usage.</i>						
6/11/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>Continue planning ESTO event, invitations and secured Alligator and music and all restaurants</i>						
6/11/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>Sept Travel Agent FAM applications reviewed, contact list started and one hour meeting with partners to secure FAM details 22 participants- several hours</i>						
6/11/2008	Debi's Activity Tracking Account	General - TDC Report	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>TDC report, input tasks idss and run reports, create power point 3 hours</i>						
6/11/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/11/2008	6/11/2008	Debi DeBenedetto
<i>Worked on upcoming CAB conference to be held here. Selected dinner arrangements, menu and invite Bill Briscoe, completed forms and reservations.</i>						
6/11/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	6/11/2008		
<i>Working on self evaluation and goals and tasks for annual evaluation 4 hours</i>						

Total Tasks: 72

Naples, Marco Island, Everglades CVB
Tasks Report

Created - Between 5/11/2008 - 6/12/2008

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
5/12/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	5/12/2008	5/12/2008	Nicole Haschak
	<i>Worked on final details for Tourism Awards</i>					
5/12/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	5/12/2008	6/11/2008	Nicole Haschak
	<i>Attended staff meeting</i>					
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	7/23/2008		
	<i>Nicole please order 20 WELCOME ESTO signs on white Coreboard in Dark blue lettering capital letters 12/15 or so in size for the ESTO group July 23 due for Aug 25</i>					
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	8/25/2008		
	<i>Place or assign someone to place sign in restaurant windows on Fifth Avenue who are participating in ESTO WELCOME - Aug 25</i>					
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	5/13/2008		
	<i>get bottled water, animal crackers goldfish and vip bags on buses for ESTO coordinate with volunteers how many people coordinate with buses</i>					
5/13/2008	Jensen Beach Travel	Sales - Send Promotional Item / Collateral	Closed	5/13/2008	5/13/2008	Nicole Haschak
	<i>Sent marketing materials to Helen via phone call to me</i>					
5/13/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	5/13/2008	5/13/2008	Nicole Haschak
	<i>Worked on final details for Tourism Awards</i>					
5/13/2008	National Association of Federal Credit Unions	Sales - Assisted Mtg Planner	Closed	5/13/2008	5/13/2008	Nicole Haschak
	<i>Connected Cara w/ Marco Chamber for help with literature</i>					
5/14/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	5/14/2008	5/19/2008	Nicole Haschak
	<i>Drove to Orlando to attend FSAE Green Meeting - 3.5hrs</i>					
5/14/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	5/14/2008	5/14/2008	Nicole Haschak
	<i>Attended Tourism Awards</i>					
5/15/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	5/15/2008	5/19/2008	Nicole Haschak
	<i>Attended FSAE Green Meeting 8-noon. Drove to Gainesville to sponsor SGMP Passing of Gavel event.4-9pm</i>					
5/16/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	5/16/2008	5/19/2008	Nicole Haschak
	<i>Drove home from Gainesville. Worked on emails from home</i>					
5/19/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	5/14/2008	5/19/2008	Nicole Haschak
	<i>Attended Tourism Awards 9:30-3:00</i>					
5/19/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	5/19/2008	5/19/2008	Nicole Haschak
	<i>Attended TDC Meeting 9-11:30am</i>					

* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 6/11/2008

Assigned Sales Rep: Nicole Haschak

Detailed Staff Reports IX

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
5/19/2008	Naples, Marco Island, Everglades CVB <i>Drafted f/up letter to nominees for Tourism awards & sent to Jack</i>	General - Worked on upcoming CVB event	Closed	5/19/2008	5/28/2008	Nicole Haschak
5/19/2008	University of Florida - Center for Tourism Research & Development <i>Sent email regarding internship program to Elaine</i>	General - Email	Closed	5/19/2008	5/19/2008	Nicole Haschak
5/20/2008	Bellaser Hotel <i>sent invoices for Dest Showcase</i>	General - SAP/Billing/Finance	Closed	5/20/2008	5/20/2008	Nicole Haschak
5/20/2008	Hilton Marco Island Beach Resort <i>sent invoice for dest showcase</i>	General - SAP/Billing/Finance	Closed	5/20/2008	5/20/2008	Nicole Haschak
5/20/2008	Miles Media Group, Incorporated <i>Worked on tracking codes for HBX Sales tracking of our newsletters</i>	General - Web update	Open	5/20/2008		
5/20/2008	Naples, Marco Island, Everglades CVB <i>did all receipts for COnf Direct, MILO, SGMP Sponsor, MPI WEC, etc</i>	General - SAP/Billing/Finance	Closed	5/20/2008	5/20/2008	Nicole Haschak
5/20/2008	Naples, Marco Island, Everglades CVB <i>Made sure all TDC Members were in iDSS w/ correct contact info & connections</i>	General - TDC Report	Closed	5/20/2008	5/20/2008	Nicole Haschak
5/20/2008	Naples, Marco Island, Everglades CVB <i>MPI WEC-completed PO for registration</i>	Sales - Meeting / Show / Conference	Closed	5/20/2008	5/20/2008	Nicole Haschak
5/20/2008	Northwood Map Designs, Inc. <i>Pulled together final map mailing list & sent</i>	General - Worked on upcoming CVB event	Closed	5/20/2008	5/20/2008	Nicole Haschak
5/20/2008	Seminole Casino - Immokalee <i>created and sent contact lists per Cathy's request</i>	Sales - Partner Contact	Closed	5/20/2008	5/20/2008	Nicole Haschak
5/23/2008	Naples, Marco Island, Everglades CVB <i>Sent out letter of commendation to all tourism nominees</i>	General - Worked on upcoming CVB event	Closed	5/23/2008	5/23/2008	Nicole Haschak
5/31/2008	Naples, Marco Island, Everglades CVB <i>Volunteered for EVP Volleyball Tournament 8am-5pm</i>	General - Meeting	Closed	5/31/2008	5/31/2008	Nicole Haschak
6/2/2008	Door and Hardware Institute <i>Processed & Sent out RFP</i>	Sales - Assisted Mtg Planner	Closed	6/2/2008	6/2/2008	Nicole Haschak
6/2/2008	Miles Media Group, Incorporated <i>Sent final staff changes RE: CSR program</i>	General - Web update	Closed	6/2/2008	6/2/2008	Nicole Haschak
6/2/2008	Naples, Marco Island, Everglades CVB <i>Participated in Jon Gordon teleseminar</i>	General - Continuing Education	Closed	6/2/2008	6/3/2008	Nicole Haschak
6/3/2008	Florida Society of Association Executives <i>Participated in Marketing task force conference call (1hr)</i>	General - Meeting	Closed	6/3/2008	6/3/2008	Nicole Haschak
6/3/2008	Florida Society of Association	General - Meeting	Closed	6/3/2008	6/3/2008	Nicole Haschak

* Task is assigned to multiple people

Assigned Sales Rep: Nicole Haschak

Detailed Staff Reports IX

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
Executives						
<i>FSAE Marketing Committee conference call</i>						
6/3/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	6/3/2008	6/3/2008	Nicole Haschak
<i>Brenda Patek (hospitality consultant)stopped by office-sat w/her to go over local hospitality industry (1hr)</i>						
6/3/2008	Naples, Marco Island, Everglades CVB	General - Followup Call	Closed	6/3/2008	6/3/2008	Nicole Haschak
<i>assisted debi w/while at POW-WOW answering emails & returning phone calls</i>						
6/4/2008	Naples, Marco Island, Everglades CVB	Sales - Assisted Travel Agent	Closed	6/4/2008	6/4/2008	Nicole Haschak
<i>Sent applications upon request to several TA's for Sept TA FAM</i>						
6/4/2008	Naples, Marco Island, Everglades CVB	Sales - Partner Contact	Closed	6/4/2008	6/4/2008	Nicole Haschak
<i>Solicited testimonials from partners for Ad Fair</i>						
6/5/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	6/5/2008	6/5/2008	Nicole Haschak
<i>Monitored online virtual tradeshow 5:30pm-8:30pm</i>						
6/5/2008	National Association of Home Builders	Fam Escort	Closed	6/5/2008	6/5/2008	Nicole Haschak
<i>Hosted fam for 3 planners at NAHB - tour of destination</i>						
6/5/2008	The Kellen Company	Sales - Assisted Mtg Planner	Closed	6/5/2008	6/5/2008	Nicole Haschak
<i>Processed RFP recvd-sent to partners</i>						
6/5/2008	The Naples Beach Hotel & Golf Club	Fam Itinerary - Planning	Closed	6/5/2008	6/5/2008	Nicole Haschak
<i>Worked on 6/18-19/08 Davey Tree FAM Agenda & specifics</i>						
6/6/2008	Naples, Marco Island, Everglades CVB	Sales - Assisted Mtg Planner	Closed	6/6/2008	6/6/2008	Nicole Haschak
<i>Researched home & garden tour for planner Joan O'Leary -also ideas on dining & excursions</i>						
6/6/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	6/6/2008	6/6/2008	Nicole Haschak
<i>Planned,executed & attended special Toastmasters seminar</i>						
6/6/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	6/6/2008	6/6/2008	Nicole Haschak
<i>Created & Sent Save the Date for Advisory Roundtable</i>						
6/6/2008	National Association of Home Builders	Fam Escort	Closed	6/6/2008	6/6/2008	Nicole Haschak
<i>Followed up on NAHB site w/planner & hotel partners</i>						
6/6/2008	The Kellen Company	General - Followup Call	Open	7/6/2008		
<i>Find out if booked</i>						
6/9/2008	American Society for Colposcopy & Cervical Pathology	General - Followup Call	Open	7/9/2008		
<i>Find out if booked</i>						
6/9/2008	American Wire Producers Association	General - Followup Call	Open	7/9/2008		
<i>find out if booked</i>						
6/9/2008	Collier County Purchasing	General -	Closed	6/9/2008	6/9/2008	Nicole Haschak

* Task is assigned to multiple people

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Complete Date	Closed by Sales Rep
	Department	SAP/Billing/Finance				
	<i>Worked on sun trust dispute for Lion Expos.</i>					
6/9/2008	Contemporary Communications	General - Followup Call	Open	7/9/2008		
	<i>Find out if booked</i>					
6/9/2008	DCI Groups	General - Followup Call	Open	7/9/2008		
	<i>Find out if booked</i>					
6/9/2008	Door and Hardware Institute	General - Followup Call	Open	7/9/2008		
	<i>Find out if booked</i>					
6/9/2008	Marco Island Marriott Beach Resort, Golf Club & Spa	Sales - Partner Contact	Closed	6/9/2008	6/9/2008	Nicole Haschak
	<i>researched & sent flight statistic info for RFP bid on mtg-Amanda & Meg Pfaff</i>					
6/9/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	6/9/2008	6/9/2008	Nicole Haschak
	<i>copied & scanned biz cards collected at POW WOW</i>					
6/9/2008	Naples, Marco Island, Everglades CVB	Sales - Assisted Mtg Planner	Closed	6/9/2008	6/9/2008	Nicole Haschak
	<i>Assisted mtg plnr Dana Atkins w/question re: Marco Vacation-sent info</i>					
6/9/2008	Telcordia Technologies	General - Followup Call	Open	7/9/2008		
	<i>Find out if booked</i>					
6/9/2008	The Naples Beach Hotel & Golf Club	Sales - Meeting / Show / Conference	Closed	6/9/2008	6/9/2008	Nicole Haschak
	<i>Completed & Confirmed details for Win Chesley show w/booth partner</i>					
6/10/2008	Naples, Marco Island, Everglades CVB	Sales - Prospecting	Closed	6/10/2008	6/10/2008	Nicole Haschak
	<i>Created MP Fam E-Blast, distribution list & sent out to 4847 unique addresses. Also created list of undeliverable emails to erase from iDSS & future distribution lists</i>					
6/11/2008	American Bar Association	Sales - Assisted Mtg Planner	Closed	6/11/2008	6/11/2008	Nicole Haschak
	<i>Corresponded RE: Mtg Plnr FAM</i>					
6/11/2008	American Concrete Institutes	Sales - Assisted Mtg Planner	Closed	6/11/2008	6/11/2008	Nicole Haschak
	<i>Correspondance RE: Mtg Plnr FAM</i>					
6/11/2008	American Library Association	Sales - Assisted Mtg Planner	Closed	6/11/2008	6/11/2008	Nicole Haschak
	<i>Correspondance RE: mtg plnr Fam</i>					
6/11/2008	Attorney's Title Guaranty Fund, Incorporated	Sales - Assisted Mtg Planner	Closed	6/11/2008	6/11/2008	Nicole Haschak
	<i>Correspondance-RE: Mtg Plnr FAM</i>					
6/11/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	6/11/2008	6/11/2008	Nicole Haschak
6/11/2008	Naples, Marco Island, Everglades CVB	General - SAP/Billing/Finance	Closed	6/10/2008	6/10/2008	Nicole Haschak
	<i>Created Req's/processed remaining billing & finance questions</i>					
6/11/2008	The Naples Beach Hotel & Golf Club	Sales - Meeting / Show / Conference	Closed	6/10/2008	6/10/2008	Nicole Haschak
	<i>Corresponded to get check for ASAE cut & sent</i>					

* Task is assigned to multiple people

Assigned Sales Rep: Niccole Haschak

Detailed Staff Reports IX

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
Total Tasks:						63



Naples Marco Island Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
JUNE 23, 2008
TDC Meeting**

PRODUCTION NOTES

- Discover South Florida –FL PBS TV series
- Ocean Television, “Travelling in RVs”- Canada TV series
- “The Today Show Throws A Wedding” – TV segment
- PsychedAboutSports – TV segment

WORKING LEADS

- Casual Living – print/catalog
- Gurney Productions/Discovery Channel – “Predator Instinct” – TV segment
- st16/U.K. – training film
- Spyglass Entertainment – independent film
- “Hankie” - independent film
- “Pictures of You” - independent film
- Capital Films – independent feature
- High Integrity Productions- independent film
- Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

OPERATIONS

- Lead/inquiry response
- Monthly Revenue Tracking
- --Followed-up with activity worksheets to clients
- -Recorded data
- Client Management
- Issued film permits
- -Opened a production file for each inquiry
- Updating 2009 production guide
- Updated film office website prep
- Up-loading photos REEL-SCOUT
- Monitored Virtual Expo
- Prep CVB location scout and photo shoot
- VisionNet (web-based location service) prep

SCOUTS

- D. Van Wermer – location scout (Germany)

MEETINGS

- Film Florida Annual Board Meeting – Orlando
- Florida Film Commissioners Council - Orlando

Naples, Marco Island, Everglades CVB^{13 of 42}

Request Summary by Type

For the month of May 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	310	804.55
DATA IMPORT	12,003	0.00
DATA IMPORT - NO FULFILLMENT	1,050	0.00
RDR RESPONSE	870	390.72
RDR RESPONSE - NO FULFILLMENT	14	0.00
RR-FULFILLED	45	60.85
WEBSITE	2	3.03
<u>Grand Total:</u>	<u>14,294</u>	<u>1,259.15</u>

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of May 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	224	530.62
Naples Press	55	148.63
Guest Click	19	87.90
International	3	15.50
Storm Information	8	21.73
Meeting Planner	1	0.17
Collier County Sports Council	0	0.00
<u>Grand Total:</u>	<u>310</u>	<u>804.55</u>

Naples, Marco Island, Everglades CVB ^{15 of 42}

Call Summary by Purpose

For the month of May 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	7	65.43	0
Live Information	64	190.57	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	1066	19.93	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	13100	954.07	-
CVB Office Referral	0	0.00	-
Hang up	30	10.83	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	27	18.32	-
<u>Grand Total:</u>	<u>14294</u>	<u>1,259.15</u>	<u>0</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of May 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	474	3696	9%	169	738	3%
Consumer Directories	82	636	2%	116	1947	2%
Leisure E-Marketing	462	3791	9%	863	5158	14%
Newspaper Domestic NE/MW	10256	19988	47%	3590	11474	59%
TV/Target Markets	96	142	0%	137	326	2%
Niche Markets (Bridal/Honeymoon)	308	4137	10%	508	5294	8%
Niche Markets (ECO)	532	1829	4%	455	1612	7%
Niche Markets (Fishing)	0	3	0%	0	3	0%
Niche Markets (Golf)	0	1	0%	1	6	0%
Niche Markets (Senior)	849	7528	18%	263	6807	4%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	12	120	0%	0	3	0%
Group Business (Association)	0	0	0%	0	1	0%
Group Business (Corporate)	0	0	0%	1	1	0%
Group Business (Leisure)	0	0	0%	0	121	0%
Friend/Relative	11	65	0%	6	68	0%
Naples, Marco Island, Everglades CVB	2	27	0%	0	133	0%
Other/Unknown	16	87	0%	17	256	0%
Travel Agent	0	31	0%	3	33	0%
Grand Total:	13,100	42,081		6,129	33,981	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB ^{17 of 42}

Visitor Guide Request Summary by Consumer Magazines

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Ladies Home Journal Apr 08	305	1351	37%
Midwest Living Mar/Apr 08	124	1464	40%
Florida Sun	29	403	11%
Other/Unknown	8	42	1%
Coastal Living Jan/Feb 08	3	395	11%
Southern Living Travel Jun 08	2	2	0%
Conde Nast Traveler Apr 08	1	1	0%
Midwest Living Web	1	13	0%
New York Times	1	1	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%
Southern Living Travel Jun 07	0	5	0%
Visit FL-SW FL Getaways Apr 08	0	2	0%
Grand Total:	474	3,696	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB 18 of 42

Visitor Guide Request Summary by Consumer Directories

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	80	410	64%
2007 Official FL Vac Guide	1	223	35%
Great FL Getaways 08	1	1	0%
Visit FL Intl Travel Planner	0	2	0%

<u>Grand Total:</u>	<u>82</u>	<u>636</u>	
----------------------------	------------------	-------------------	--

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure E-Marketing

19 of 42

For the month of May 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	412	3301	87%
DestinationBrochures.com	26	280	7%
Visit USA - UK	11	28	1%
TravelMeredith.com	7	84	2%
Other/Unknown	4	33	1%
VisitFlorida.com	1	24	1%
VisitFlorida.com - France	1	6	0%
24-7Vacations.com	0	32	1%
FLAUSA.COM	0	3	0%
Grand Total:	462	3,791	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB ^{20 of 42}

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
VF Downtowns & Small Towns	5252	5252	26%
Visit FL In State Spring 08	3431	3431	17%
PrePrint Out State Spring 2008	1424	7483	37%
TMG Out of State Insert 08	134	1312	7%
Other/Unknown	12	97	0%
Visit FL In State Summer 08	2	6	0%
Ft Lauderdale Sun Sentinel	1	3	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	12%
<u>Grand Total:</u>	<u>10,256</u>	<u>19,988</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB ^{21 of 42}

Visitor Guide Request Summary by TV/Target Markets

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Florida Cable Program	15	20	14%
Miami/Ft Laud WPLG - TV CH 10	9	17	12%
Orlando Unknown	8	10	7%
Other/Unknown	8	11	8%
Tampa/St. Pete Unknown	7	10	7%
Miami/Ft Laud Unknown	6	7	5%
Miami/Ft Laud WSVN - TV CH 7	6	9	6%
Orlando - Brighthouse	5	5	4%
Miami/Ft Laud - Comcast	4	5	4%
Orlando WFTV - TV CH 9	4	6	4%
Tampa/St. Pete WFTS - TV CH 28	4	4	3%
Miami/Ft Laud WBFS - TV CH 33	3	7	5%
Miami/Ft Laud WFOR - TV CH 4	3	10	7%
Tampa/St. Pete - Brighthouse	3	3	2%
Orlando WESH - TV CH 2	2	2	1%
Palm Beach Unknown	2	2	1%
Chicago Unknown	1	2	1%
Chicago WLS - TV CH 7	1	1	1%
Miami/Ft Laud WTVJ - TV CH 6	1	2	1%
New York WNBC - TV CH 4	1	1	1%
Palm Beach WPEC - TV CH 12	1	2	1%
Tampa/St. Pete WTVT - TV CH 13	1	3	2%
W Palm/Ft. Pier WFLX - CH 29	1	1	1%
New York WCBS - TV CH 2	0	1	1%
W Palm/Ft. Pier WPBF - CH 25	0	1	1%
Grand Total:	96	142	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Senior)			
AAA Car & Travel Jan 08	1	202	1%
AAA Going Places Jan/Feb 08	0	4	0%
AAA Going Places May/June 08	434	440	3%
AAA Home & Away Jan/Feb 08	0	509	4%
AAA Home & Away Mar/Apr 08	17	634	5%
AAA Journeys Jan/Feb 08	0	143	1%
AAA Living Mar/Apr 08	57	864	6%
AARP Mar/Apr 07	0	1766	13%
AARP Mar/Apr 08	228	2854	21%
Readers Digest Jun 08	111	111	1%
Reader's Digest Jun 08	1	1	0%
Niche Markets (Senior)	849	7528	56%
Niche Markets (ECO)			
Audubon Jan/Feb 08	9	292	2%
Audubon Mar/Apr 07	0	3	0%
Audubon Mar/Apr 08	44	298	2%
Audubon Nov/Dec 07	5	300	2%
Echo Encounter Mar 08	0	71	1%
Everglades Kayaking Story	0	4	0%
Nat'l Geo. Trav. May/June 07	0	5	0%
Nat'l Geo. Traveler Oct 07	0	381	3%
Nat'l Geo. Trvlr May/June 08	474	474	4%
Undiscovered Florida May 08	0	1	0%
Niche Markets (ECO)	532	1829	14%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
FL Wedding&Honeymoon Jan/Feb07	0	47	0%
FL Wedding&Honeymoon Jan/Feb08	6	847	6%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	0	88	1%
FL Wedding&Honeymoon Jul/Aug08	5	5	0%
FL Wedding&Honeymoon Mar/Apr07	0	49	0%
FL Wedding&Honeymoon Mar/Apr08	48	1262	9%
FL Wedding&Honeymoon Mar/Jun08	0	1	0%
FL Wedding&Honeymoon May/Jun07	1	65	0%
FL Wedding&Honeymoon May/Jun08	244	611	5%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	3	782	6%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	1	372	3%
Niche Markets (Bridal/Honeymoon)	308	4137	31%
Niche Markets (Fishing)			
FL Fishing & Boating Guide	0	2	0%
Florida Sportsman	0	1	0%
Niche Markets (Fishing)	0	3	0%
Niche Markets (Golf)			
Golf for Women Mag Jan/Feb 08	0	1	0%
Niche Markets (Golf)	0	1	0%
Grand Total:	1,689	13,498	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB ^{24 of 42}

Visitor Guide Request Summary by Travel Agent Directories

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Recommend Magazine May 08	11	11	9%
FL Official Tvl Ind Jan-Dec 07	1	1	1%
TIA Discover America	0	75	63%
TIA Discover America Web	0	33	28%
<u>Grand Total:</u>	<u>12</u>	<u>120</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB ^{25 of 42}
Visitor Guide Request Summary by Group Business

For the month of May 2008

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

Grand Total: _____

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB ^{26 of 42}

Visitor Guide Request Summary by State

For the month of May 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>
FL	4576	8483	21%	3903	7459	65%
NY	666	2394	6%	198	2093	3%
IL	538	2177	5%	170	1818	3%
CA	500	1306	3%	91	1000	2%
PA	464	1692	4%	134	1514	2%
OH	447	2502	6%	127	1455	2%
TX	427	1380	3%	92	1112	2%
GA	369	1032	3%	86	967	1%
MI	341	1810	5%	83	1230	1%
NJ	313	1180	3%	128	1034	2%
IN	295	1598	4%	63	1086	1%
MA	250	837	2%	44	616	1%
WI	229	1165	3%	68	1106	1%
VA	223	647	2%	49	586	1%
NC	221	778	2%	52	643	1%
MO	211	1182	3%	65	796	1%
MN	202	1136	3%	46	601	1%
TN	193	646	2%	52	744	1%
CT	190	595	1%	32	325	1%
MD	180	581	1%	34	598	1%
AL	159	519	1%	24	392	0%
WA	137	392	1%	27	340	0%
AZ	135	353	1%	26	264	0%
CO	134	355	1%	20	299	0%
KY	131	589	1%	36	526	1%
LA	130	376	1%	33	350	1%
SC	91	389	1%	38	399	1%
IA	88	550	1%	15	415	0%
OR	87	237	1%	22	233	0%
OK	77	379	1%	17	237	0%
KS	73	364	1%	16	274	0%
AR	66	322	1%	27	331	0%
ME	63	194	0%	11	144	0%
MS	61	206	1%	15	208	0%
WV	56	192	0%	16	196	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 13 of 19

Naples, Marco Island, Everglades CVB ^{27 of 42}

Visitor Guide Request Summary by State

For the month of May 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>
NV	52	168	0%	21	156	0%
RI	49	129	0%	8	90	0%
NE	48	262	1%	9	214	0%
NH	47	173	0%	13	146	0%
DE	37	110	0%	10	128	0%
UT	36	96	0%	8	89	0%
PR	31	73	0%	14	100	0%
ID	28	89	0%	2	62	0%
NM	27	110	0%	3	83	0%
SD	20	106	0%	4	65	0%
VT	20	63	0%	1	66	0%
HI	17	39	0%	3	33	0%
WY	17	39	0%	1	23	0%
DC	16	23	0%	3	34	0%
ND	13	93	0%	11	63	0%
AK	8	35	0%	1	39	0%
MT	7	42	0%	2	72	0%
VI	3	4	0%	1	7	0%
GU	1	2	0%	0	0	0%
AA	0	0	0%	0	0	0%
AE	0	3	0%	3	6	0%
AP	0	3	0%	0	5	0%
Grand Total:	12,800	40,200		5,978	32,872	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB 28 of 42

Visitor Guide Request Summary by Country

For the month of May 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	12800	40200	96%	5978	32872	98%
CANADA	221	1110	3%	36	411	1%
UNITED KINGDOM	28	272	1%	34	241	1%
GERMANY	24	292	1%	57	231	1%
AUSTRIA	3	8	0%	1	5	0%
GHANA	3	4	0%	1	7	0%
BRAZIL	2	16	0%	0	8	0%
ARGENTINA	1	7	0%	1	14	0%
AUSTRALIA	1	3	0%	0	6	0%
BANGLADESH	1	3	0%	1	3	0%
BELGIUM	1	12	0%	2	11	0%
BULGARIA	1	1	0%	0	2	0%
DENMARK	1	5	0%	1	4	0%
ESTONIA	1	1	0%	0	2	0%
FRANCE	1	35	0%	0	15	0%
INDONESIA	1	2	0%	1	4	0%
IRELAND	1	7	0%	1	9	0%
NETHERLANDS	1	18	0%	1	13	0%
NORWAY	1	3	0%	1	5	0%
PERU	1	1	0%	1	2	0%
PHILIPPINES	1	5	0%	0	5	0%
POLAND	1	5	0%	0	3	0%
SWEDEN	1	5	0%	0	6	0%
SWITZERLAND	1	13	0%	1	5	0%
TAIWAN	1	1	0%	0	0	0%
URUGUAY	1	1	0%	0	0	0%
ALGERIA	0	2	0%	0	0	0%
BELARUS	0	0	0%	0	1	0%
BERMUDA	0	0	0%	0	1	0%
CHILE	0	0	0%	0	1	0%
CHINA	0	0	0%	0	2	0%
COLUMBIA	0	0	0%	0	0	0%
CROATIA	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 15 of 19

Naples, Marco Island, Everglades CVB

29 of 42

Visitor Guide Request Summary by Country

For the month of May 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>
ECUADOR	0	1	0%	0	0	0%
EGYPT	0	0	0%	0	0	0%
ETHIOPIA	0	0	0%	0	2	0%
FINLAND	0	1	0%	0	2	0%
GEORGIA	0	1	0%	0	1	0%
GREECE	0	1	0%	0	1	0%
HUNGARY	0	4	0%	0	2	0%
INDIA	0	5	0%	1	14	0%
IRAN	0	5	0%	1	12	0%
IRAQ	0	0	0%	0	1	0%
ISRAEL	0	1	0%	0	1	0%
ITALY	0	19	0%	5	15	0%
JAPAN	0	1	0%	0	0	0%
LITHUANIA	0	0	0%	0	1	0%
LUXEMBOURG	0	1	0%	0	0	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	1	2	0%
MEXICO	0	1	0%	1	5	0%
NEW ZEALAND	0	0	0%	0	3	0%
NIGERIA	0	0	0%	0	1	0%
PAKISTAN	0	3	0%	0	19	0%
PANAMA	0	0	0%	0	0	0%
PUERTO RICO	0	0	0%	0	0	0%
QATAR	0	0	0%	0	1	0%
ROMANIA	0	1	0%	0	0	0%
RUSSIA	0	1	0%	1	1	0%
SAUDI ARABIA	0	0	0%	0	0	0%
SCOTLAND	0	0	0%	0	1	0%
SINGAPORE	0	1	0%	1	1	0%
SOUTH AFRICA	0	0	0%	0	1	0%
SPAIN	0	0	0%	0	3	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	1	0%	0	2	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 16 of 19

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of May 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>
UKRAINE	0	1	0%	0	0	0%
VIETNAM	0	0	0%	0	0	0%
Grand Total:	13,100	42,081		6,129	33,981	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of May 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	656	5213	68%
Play FL Golf - UK	320	320	4%
Golf Guide	976	5536	73%
Mailings to Partners	0	283	4%
Mailings to Partners			
Meeting Planner			
Post Show Followup			
MILO	74	74	1%
Post Show Followup	74	74	1%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	12	73	1%
Meeting Planner Kit	12	73	1%
Meeting Planner Non-Kit Fulfill			
MP Non-Kit Fulfillment	0	3	0%
Meeting Planner Non-Kit Fulfillment	0	3	0%
Post Show Followup			
Chicago Affordable Meetings	0	145	2%
CMPCE	0	146	2%
DC Springtime	0	34	0%
TSAE Education Day Show	0	21	0%
Post Show Followup	0	346	5%
Pre-Show Post Card			
2008 Springtime DC Expo	0	228	3%
Destinations Showcase	0	248	3%
Tampa MPI Expo	0	44	1%
TSAE Education Day Show	0	409	5%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 18 of 19

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of May 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Meeting Planners			
Pre-Show Post Card	0	929	12%
PR Mailings			
PR Mailings			
Press Kit - Media	0	1	0%
PR Mailings	0	1	0%
Tour Operators			
Tour Operators			
Huddle Follow-Up	0	2	0%
Motorcoach	0	1	0%
Other/Unknown	0	5	0%
Tour Operators	0	8	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	4%
Other/Unknown	4	25	0%
Travel Agents	0	36	0%
Travel Agents	4	363	5%
Grand Total:	1,066	7,617	

		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	1	12	2	3	11	10	9	1	36	1	13	0	9	0	6	0	4	0	95	174	
2008 Official FL Vac Guide	Consumer Directories	0	1	0	0	0	1	0	29	0	96	0	18	0	164	0	80	0	0	0	0	0	0	0	0	0	389	
Great FL Getaways 08	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	0	1	
VF Everglades City Info	Consumer Directories	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	0	
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	49	102	165	141	82	93	0	7,515	0	5,022	0	78	0	14,647	636	
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/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	351	0	124	0	40	0	0	515	10	
Arthur Frommer's Tvl 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 Tvl Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	3	0	0	0	0	0	0	0	0	0	395	
Conde Nast Traveler Apr 08	Consumer Magazines	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	2	1	
Florida Sun - Germany	Consumer Magazines	0	89	0	0	17	19	0	1	0	75	8	41	13	149	53	29	0	31	0	41	0	6	0	0	169	403	
Ladies Home Journal Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	72	0	974	0	305	0	0	0	0	0	0	0	0	0	1,351	
Midwest Living Mar/Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	1,113	0	227	0	124	0	0	0	0	0	0	0	0	0	1,464	
Midwest Living WEB	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	7	0	5	0	1	0	0	0	0	0	0	0	0	0	13	
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	53	0	1	0	0	0	0	0	0	54	1	
Other/Unknown	Consumer Magazines	0	4	0	1	0	3	0	1	0	7	0	13	0	5	8	8	3	0	14	0	7	0	4	0	36	42	
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 Jun 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	2	
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	
TOTAL Consumer Magazines:		259	103	51	1	43	25	84	148	41	194	39	1,333	37	1,418	91	474	462	0	465	0	180	0	52	0	1,804	3,696	
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	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	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	0	3	0	0	0	0	0	0	0	0	0	0	0	3	0

		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		
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	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		
TOTAL 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	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	0	0	0	0	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0		
DestinationBrochures.com	Leisure E-Marketing	3	34	10	47	11	16	9	33	30	44	27	45	14	35	18	26	24	0	37	0	17	0	13	0	213	280		
FLAUSA.com	Leisure E-Marketing	0	2	4	0	2	0	1	1	3	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	11	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
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	1	0
Other/Unknown	Leisure E-Marketing	0	2	0	5	0	4	0	6	0	5	0	3	0	4	5	4	3	0	1	0	7	0	6	0	22	33
ParadiseCoast.com	Leisure E-Marketing	312	326	290	197	218	336	527	598	582	557	447	538	449	337	583	412	383	0	378	0	468	0	317	0	4,954	3,301
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	7	0	0	0	0	0	0	0	0	0	84
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	0	2	0	0	0	10	1	3	1	3	0	1	1	0	2	0	0	0	0	0	5	24
VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	0	1	0	2	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	2	6
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	11	1	0	3	0	0	0	0	0	54	28
TOTAL Leisure E-Marketing:		439	400	379	253	319	360	634	644	966	621	863	624	692	427	819	462	682	0	652	0	748	0	491	0	7,620	3,791
Newspaper Domestic NE/MW:																											
Friend/Relative	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	1	0	0	0	0	0	0	0	0	0	3
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	0	1	0	1	0	25	0	6,032	0	1,424	0	0	0	0	0	0	0	0	0	7,483
Other/Unknown	Newspaper Domestic NE/MW	0	4	0	2	0	17	0	27	0	4	1	22	3	9	16	12	3	4	0	0	0	3	0	30	97	
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	7	
St. Petersburg Times	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	
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	134	71	0	1	0	1	0	0	0	1,852	1,313	
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	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	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	
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 Spring 08	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,431	0	0	0	0	0	0	0	0	0	3,431
Visit FL In State Summer 08	Newspaper Domestic NE/MW	0	0	0	0	0	0	1	0	0	0	2	0	1	0	2	0	0	0	0	0	0	0	0	0	6	
VF Downtowns & Small Towns	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,252	0	0	0	0	0	0	0	0	0	5,252
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	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	7,219	1,739	10,256	5,519	0	1,345	0	18	0	3	0	16,495	19,988
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	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	6	0	0	0	0	0	0	0	0	0	847
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	7	8	0	377	0	458	0	143	0	79	0	1,065	88
FL Wedding & Honeymoon Jul/Aug 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	0	5
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	48	0	0	0	0	0	0	0	0	0	0	1,263
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	1	221	0	103	0	48	0	21	0	1,300	65
FL Wedding & Honeymoon May/Jun 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	13	0	354	0	244	0	0	0	0	0	0	0	0	0	0	611
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	7	0	1	0	0	76	0	390	0	424	0	890	372
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

		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 Wedding & Honeymoon Nov/Dec 07	Niche Markets (Bridal/Honeymoon)	0	243	0	348	0	86	0	56	0	25	0	15	0	6	0	3	0	0	0	0	0	0	0	0	0	0	782
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	
TOTAL Niche Markets (Bridal/Honeymoon):		754	522	509	483	490	392	737	511	740	756	683	549	712	616	557	308	672	0	711	0	620	0	545	0	7,730	4,137	
Niche Markets (ECO):																												
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	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	7	0	5	0	0	0	0	0	0	0	0	0	0	300
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	44	0	0	0	0	0	0	0	0	0	298	
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	0	141	0	98	0	29	0	15	0	9	0	0	0	0	0	0	0	0	0	292	
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	0	71	0	0	0	0	0	0	0	0	0	0	0	71	
Everglades Kayaking Story	Niche Markets (ECO)	0	0	0	0	0	2	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	0	199	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	365	0	
Nat'l Geo Trvlr May/June 07	Niche Markets (ECO)	0	2	0	0	0	1	0	2	0	0	0	0	0	1	348	0	206	0	83	0	42	0	2	0	681	6	
Nat'l Geo Trvlr May/June 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	474	0	0	0	0	0	0	0	0	0	474	
Nat'l Geo Trvlr Oct 07	Niche Markets (ECO)	0	290	0	54	0	26	0	8	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	380	
Undiscovered Florida	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	
TOTAL Niche Markets (ECO):		0	293	167	199	72	77	241	193	34	131	278	227	365	177	409	532	241	0	96	0	56	0	6	0	1,965	1,829	
Niche Markets (Fishing):																												
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	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	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	
Niche Markets (Golf):																												
Golf Magazine	Niche Markets (Golf)	0	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	5	0	
Golf for Women Mag Jan/Feb 08	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other/Unknown	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
TOTAL Niche Markets (Golf):		0	0	0	0	0	0	3	0	0	1	2	0	0	0	1	0	0	0	0	0	0	0	0	0	6	1	
Niche Markets (Senior):																												
AAA Car & Travel Jan 08	Niche Markets (Senior)	0	0	0	0	0	1	0	149	0	48	0	2	0	1	0	1	0	0	0	0	0	0	0	0	0	0	202
AAA Going Places Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	
AAA Going Places May/Jun 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	1	0	5	0	434	0	0	0	0	0	0	0	0	0	440	
AAA Home & Away Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	1	0	262	0	206	0	40	0	0	0	0	0	0	0	0	0	0	0	0	0	509	
AAA Home & Away Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	328	0	289	0	17	0	0	0	0	0	0	0	0	0	634	
AAA Journeys Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	80	0	54	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	143	
AAA Living Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	271	0	536	0	57	0	0	0	0	0	0	0	0	0	864	
AARP Sept/Oct 06	Niche Markets (Senior)	1,106	0	195	0	34	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,337	0	
AARP Sept/Oct 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	2	0	2	0	4,186	1,766	1,020	0	263	0	61	0	0	0	0	0	0	0	5,534	1,766	
AARP Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	1,274	0	1,352	0	228	0	0	0	0	0	0	0	0	0	2,854	
Audubon/Corkscrew Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	5	0	
Reader's Digest June 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,306	0	611	0	564	0	42	0	4,523	0	
Reader's Digest June 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	112	0	0	0	0	0	0	0	0	0	112	
TOTAL Niche Markets (Senior):		1,106	0	195	0	34	2	3	493	3	309	4,186	3,692	1,020	2,183	263	849	3,367	0	616	0	564	0	43	0	11,400	7,416	
TV / Target Markets:																												
PITV	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chicago - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	23	0	7	0	1	0	2	0	0	0	0	0	33	0	
Chicago - WBBM	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	5	0	1	0	0	0	0	0	9	0	
Chicago - WLS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	11	0	8	1	12	0	11	0	0	0	0	0	42	1	
Chicago - Unknown	Target Markets	0	0	0	0	0	0	1	0	0	0	0	0	2	0	4	1	7	0	3	0	0	0	0	0	16	2	
Florida Cable Program	Target Markets	0	1	0	0	0	0	0	0	0	0	0	0	4	0	15	0	0	0	0	0	0	0	0	0	0	20	
Miami - WSNV FOX	Target Markets	0	0	1	1	1	0	0	0	0	0	0	0	7	2	4	6	5	0	0	0	0	0	0	0	18	9	
Miami - WTVJ NBC	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	0	5	1	3	0	1	0	0	0	0	0	10	2	
Miami/Ft Laud - Comcast	Target Markets	0	1	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	5	
Miami/Ft Laud - WBFS	Target Markets	0	1	1	1	0	0	0	0	0	0	0	0	10	2	1	3	1	0	0	0	0	0	0	0	13	7	
Miami/Ft Laud - WFOR	Target Markets	0	1	1	3	0	0	0	0	0	0	1	0	3	3	2	3	1	0	0	0	0	0	0	0	8	10	
Miami/Ft Laud - WPLG	Target Markets	0	2	1	3	0	0	0	0	0	0	0	0	8	3	4	9	1	0	0	0	0	0	0	0	14	17	
Miami/Ft Laud - WSFL	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	
Miami/Ft Laud Unknown	Target Markets	0	0	21	0	1	0	0	0	0	0	0	0	2	1	14	6	7	0	1	0	0	0	0	0	46	7	
New York - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	11	0	9	0	2	0	1	0	0	0	0	0	23	0	
New York - WABC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	9	0	23	0	2	0	0	0	0	0	0	0	34	0	
New York - WCBS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	1	3	0	2	0	0	0	0	0	0	0	8	1	
New York - WNBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	10	0	11	1	5	0	3	0	0	0	0	0	29	1	
New York - Unknown	Target Markets	0	0	1	0	0	0	0	0	0	0	0	0	1	0	7	0	2	0	3	0	0	0	0	0	14	0	
Orlando - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	6	0	2	5	0	0	1	0	0	0	0	0	9	5	
Orlando - WESH	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	2	0	0	0	0	0	0	0	0	4	2	
Orlando - WFTV	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	4	5	0	1	0	0	0	0	0	6	6	
Orlando Unknown	Target Markets	0	0	0	0	0	0	2	0	0	0	0	0	9	2	8	8	5	0	2	0	0	0	0	0	26	10	
Other/Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	4	3	6	8	6	0	1	0	0	0	0	0	17	11	
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	7	0	2	3	0	0	0	0	0	0	0	0	9	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	
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1	1	0	1	0	0	0	0	0	4	3	
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4	0	0	1	0	0	0	0	0	2	4	
Tampa/St. Pete - WTTA	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	0	
Tampa/St. Pete Unknown	Target Markets	0	1	2	0	0	0	0	0	0	0	0	0	0	2	2	6	7	13	0	7	0	0	0	0	30	10	
West Palm Beach - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	1	0	0	0	0	0	0	5	0	
West Palm Beach Unknown	Target Markets	0	0	11	0	0	0	0	0	0	0	0	0	0	1	0	5	2	4	0	1	0	1	0	0	23	2	
West Palm Beach - WFLX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	
West Palm Beach/Ft. Pier - WPBF	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	1	
West Palm Beach - WPEC	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	0	0	0	0	0	0	0	2	2	
West Palm Beach - WPTV NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	0	3	0	
West Palm Beach - WTVX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2	0	
TOTAL TV / Target Markets:		0	7	39	11	2	0	2	1	0	0	1	0	142	27	139	96	93	0	44	0	1	0	0	0	463	142	
Travel Agent Directories:																												
FL Official Tvl Ind Jan-Dec 07	Travel Agent Directories	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	2	1
Recommend Magazine May 08	Travel Agent Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	0	0	0	0	0	0	0	0	0	11
TIA Discover America	Travel Agent Directories	0	0	0	75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75
TIA Discover America Web	Travel Agent Directories	0	0	0	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	
TIA See America	Travel Agent Directories	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
TOTAL Travel Agent Directories:		0	0	0	75	0	0	2	33	0	0	1	0	0	0	12	0	0	0	0	0	0	0	0	0	3	120	

	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	4	0	2	0	0	0	2	0	0	131	27			
Friend/Relative	0	3	0	5	0	4	6	14	2	10	14	11	19	7	24	11	0	0	9	0	3	0	1	0	78	65	
Other/Unknown	10	3	1	8	0	5	52	8	43	14	48	18	44	15	16	16	17	0	3	0	3	0	9	0	246	87	
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	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	30	41	29	20	0	14	0	14	0	13	0	493	210	
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	12,262	4,201	13,100	11,149	0	11,458	0	7,223	0	1,231	0	63,340	41,969	
SPECIAL FULFILLMENT:																											
MEETING PLANNERS	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
*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	0
2008 Springtime DC Expo	0	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	0	0	1,531	0	1	0	1,532	0	
Destinations Showcase	0	0	0	0	0	0	0	248	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0
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	
Tampa MPI Expo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0	0	0	0	0	0	0	0	0	0	44	
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	76	0	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245	
ConferenceDirect Show	0	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	0	0	0	0	0	0	0	146	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	146	
Florida Huddle	0	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	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	0	0	129	0	0	0	129	0	
Glamour	0	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	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	
MILO	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74	0	0	0	0	0	0	0	0	0	0	74	
MPISEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	176	0	0	176	0	
MPIWEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	6	0	0	62	0	
Planning Connection	0	0	0	0	0	0	0	0	0	0	179	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	0	51	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	0	0	100	145	0	0	0	0	0	0	0	0	0	100	145	
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	8	
PYM Spring Fling April	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	0	0	75	
TSAE Education Day Show	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0	0	0	76	0	0	0	0	76	34	
Meeting Planner Kit	12	0	10	0	7	2	11	1	6	3	7	3	8	0	12	7	0	11	0	19	0	14	0	0	60	73	
MP Non-Kit Fulfillment	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
TOUR OPERATORS	0	0	0	0	3	0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	53	3	
Huddle Follow-Up	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Motorcoach	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other/Unknown	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	
TRADE SHOWS	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	
Vakantiebeurs Trade Show	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	
TRAVEL AGENTS	304	0	0	2	0	0	1	0	0	0	22	0	113	36	0	0	0	0	0	0	0	0	0	0	0	440	38
AAA Travel Conference	0	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	
Other/Unknown	0	0	0	0	0	0	3	0	6	0	3	0	7	0	4	0	0	0	0	0	0	0	0	0	0	23	
GOLF 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	
Play FL Golf	114	0	123	0	0	0	0	0	1,185	0	975	2,541	3,519	2,016	0	656	322	0	0	251	0	210	0	0	6,699	5,213	
Play FL Golf - UK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	320	0	0	0	0	0	0	0	0	0	0	320	
Other Golf	0	2	0	1	0	0	0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	65	3	
SPA GUIDE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
BOATING & FISHING GUIDE	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
PROMOTIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	

	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	
AMEX	0	0	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	102	0
Summer VIP	0	0	0	0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	0	0	0	0	0	0	237	0
PR MAILINGS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Press Kit - Media	0	0	25	1	0	0	45	0	0	0	0	4	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	0	1	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	0	103	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	0	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0
WEDDING 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	0
SMERF GROUP LEADERS	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0
MAILINGS TO PARTNERS	197	0	0	0	0	0	1	0	0	0	0	259	2	475	280	65	0	0	0	354	0	0	0	0	0	1,350	283
MAILINGS FOR PARTNERS	0	0	0	0	0	0	0	0	0	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	0
COLLIER FILM COMMISSION	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	0
TOTAL SPECIAL FULFILLMENT:	691	444	148	14	0	313	321	408	1,551	18	3,086	2,554	4,230	2,800	2,508	1,066	329	0	442	0	2,467	0	533	0	16,306	7,617	
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	15,062	6,709	14,166	11,478	0	11,900	0	9,690	0	1,764	0	79,646	49,586	

	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	153	43	25	1	0	5	0	7	0	8	0	115	395	
af - Arthur Frommers	0	1	2	1	0	7	10	17	1,238	74	90	9	26	32	6	6	11	0	2	0	1	0	7	0	1,393	147	
au - Audobon	0	0	112	6	37	1	9	3	3	1	5	60	0	3	1	1	0	0	1	0	0	0	0	0	168	75	
cl.paradisecoast.com	0	0	0	2	0	58	0	232	0	16	0	2	0	2	0	3	2	0	0	0	1	0	0	3	315	0	
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	1	0	0	0	0	0	2	0	0	0	0	0	3	0	0	
df - paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
echo-paradisecoast.com	0	580	0	117	0	0	0	4	0	2	69	2	1	0	5	1	0	0	0	0	1	0	98	0	174	706	
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	2	4	9	14	0	14	0	59	0	6	0	184	94	
gg.paradisecoast.com	0	4	0	51	0	1	0	2	0	0	0	0	0	4	0	5	62	0	10	0	21	0	0	0	93	67	
golf - Play FL Golf	0	3	0	1	0	0	879	1	217	1	9	89	2	3	6	3	0	0	2	0	2	0	1	0	1,118	101	
gt - Group Tour	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	2	1	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	2	0	1	1	0	1	0	1	0	1	0	12	6	
is - Preprint In-State	1,769	461	1,793	125	1,461	9	723	4	374	4	197	0	71	7	76	0	79	0	144	0	110	0	108	0	6,905	610	
mb - Modern Bride	0	0	1	0	0	0	5	0	1	0	1	0	1	0	0	1	4	0	0	0	0	0	0	0	13	1	
mh - Miami Herald	1,895	752	2,066	418	1,267	234	804	315	486	221	314	246	309	177	251	359	280	0	198	0	170	0	294	0	8,334	2,722	
ml - MNI Home Network	0	0	0	0	0	0	0	1	0	3	0	14	0	1	0	0	0	0	0	0	0	0	0	0	0	19	0
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	0	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	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
sa - Skylights	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
sl - Southern Living	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	1	88	
sm - Successful Meetings	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	1	3	
ta - FL Official Industry Guide	0	870	0	452	0	192	1	266	7	213	2	225	1	164	0	297	39	0	1	0	133	0	173	0	357	2,679	
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	0	9	813	
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	0	18	0	36	0	204	0	0	44	0	0	0	0	0	44	273	
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	1	4	0	0	0	1	0	1	0	9	41	
paradisecoast.milesmediagroup.com	0	0	0	1	0	2	0	16	0	6	0	36	15	91	10	37	4	0	0	0	0	0	7	0	36	189	
www.newsletter.paradisecoast.com	0	1	0	0	0	0	0	0	0	0	0	0	5	6	0	0	0	0	1	0	1	0	0	0	7	7	
www.paradisecoast.com	0	2	27	3	3	5	6	25	7	4	2	16	10	46	2	13	1	0	1	0	3	0	2	0	64	114	
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	738	436	1,056	527	0	467	0	587	0	784	0	19,382	9,474	
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	469,921	381,873	0	403,283	0	371,811	0	303,185	0	3,706,252	3,389,119	
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	119,685	94,150	0	112,252	0	112,235	0	90,160	0	1,020,298	818,133	

		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/June 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 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