



# **Tourist Development Council**

## **September 22, 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**

- **July & Aug (April & May Hotel Stays)**
  - **Actual July & Aug 08 vs. 07: + 7.3%**
  - **Projected vs. Actual 08 + 5.2%**
  - **Calendar 08 vs. 07 (8 Mos.) + 4.1%**
  - **FY 08 vs. 07 (Oct-Aug) 11 Mos. + 4.3%**

# Tourist Tax Collections History

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
1999	\$640,480	\$1,267,608	\$1,317,499	\$1,371,476	\$784,833	\$488,066	\$364,773	\$433,180
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455	\$451,648	\$414,920
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759	\$410,521	\$484,722
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400	\$364,389	\$370,036
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456	\$398,901	\$426,851
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052	\$452,253	\$521,027
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153	\$507,831	\$542,394
2006	\$1,058,211	\$1,735,579	\$2,241,964	\$2,441,129	\$1,500,894	\$954,244	\$734,243	\$725,247
2007	\$1,056,702	\$1,835,999	\$2,338,801	\$2,608,708	\$1,501,529	\$907,302	\$746,001	\$710,183
2008	\$1,240,865	\$1,923,205	\$2,310,172	\$2,713,577	\$1,577,193	\$866,202	\$805,292	\$757,042
Proj. 0 8	\$1,118,600	\$1,850,000	\$2,350,000	\$2,620,000	\$1,510,000	\$910,000	\$760,000	\$725,000

# Director's Activities

- **FACVB Education Summit**
- **Media Interviews with TV, Radio, Newspaper**
- **Advisory Roundtable- NCRP**
- **Cultural Arts Council**
- **Naples Airport Authority**
- **Strategic Planning Retreat**
- **DMAI Annual Meeting**
- **Seminole Casino Marketing Team**
- **Green Lodging Certification- Ritz Carlton's**
- **TIA's ESTO Conference**
- **Collier Sports Council**
- **Leadership Collier- Class of 2008**
- **Visit Florida Board Meetings- Ritz Carlton Golf Resort**



# **SEARCH ENGINE MARKETING**

## **Sales & Marketing Technologies**

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## Web Site Trends

	May	June	July
Page Views	469,921	564,081	399,587
S.E. Referrals	19,724	20,141	19,187
Sessions	119685	94,909	76,237
Sign-ups	24	48	20
PPC Contacts	54	9	46

## Search Engine Submissions

Directory.Trout  
dmozdb  
Fatinfo.com  
Free Top Directory  
Freewebdirectories.com  
Invo.info

LQQK4  
N1 Web Directory  
O2Listings  
PakAdTrader  
Pblake  
SmartWebDirectory

Top Search Engine Ranking  
URLMoz Directory  
Visit A Link WWW Directory



# **Web Site Activity**

## **Miles Media Group**

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# Measurement Dashboard

## June, July, Aug. 2008 ReCap

LM = vs. last month | MB = vs. industry benchmarks | B = vs. baseline



Good



Not Significant



Needs Attention

### ENGAGEMENT

	June	July	Aug
Time on Site: <i>Minutes</i>	6.15	6.03	5.50
Bounce Rate: <i>of Home Page</i>	35.2%	35.8%	34.4%
Bounce Rate:	44.2%	43.2%	42.5%

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

**0.7%**

of total pg views

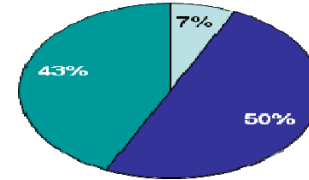
**3,598**

Signals of Intent to Travel

### ACTIVITY

	June	July	Aug
Visits	30,640	25,332	20,106
Page views	201,100	161,136	108,503

### SOURCES OF TRAFFIC



Baseline average percentages for 2007\*:

- Campaigns
  - Search Engines
  - Other Sources
- Search Engines:** 14%  
**Other:** 86%  
 \* Baseline data per Urchin5

### MOST REQUESTED PAGES

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

### CAMPAIGN RESPONSE

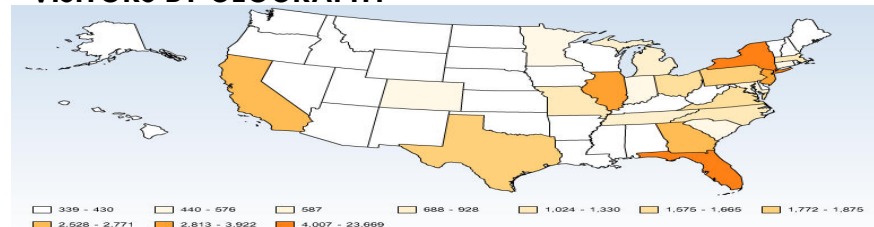
**5,467**  
Total Responses

**7%**  
Percent of total visits

### CONVERSION BREAKDOWN

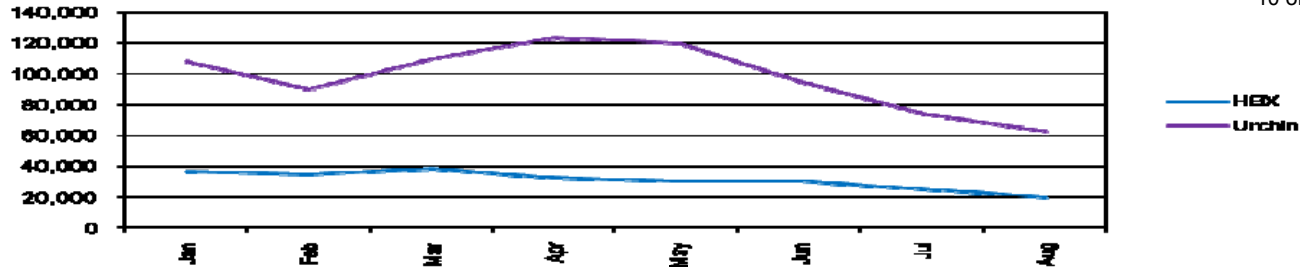
	June	July	Aug
Guide Orders	<b>410</b>	<b>361</b>	<b>272</b>
Book Hotel	<b>913</b>	<b>536</b>	<b>1,106</b>

### VISITORS BY GEOGRAPHY

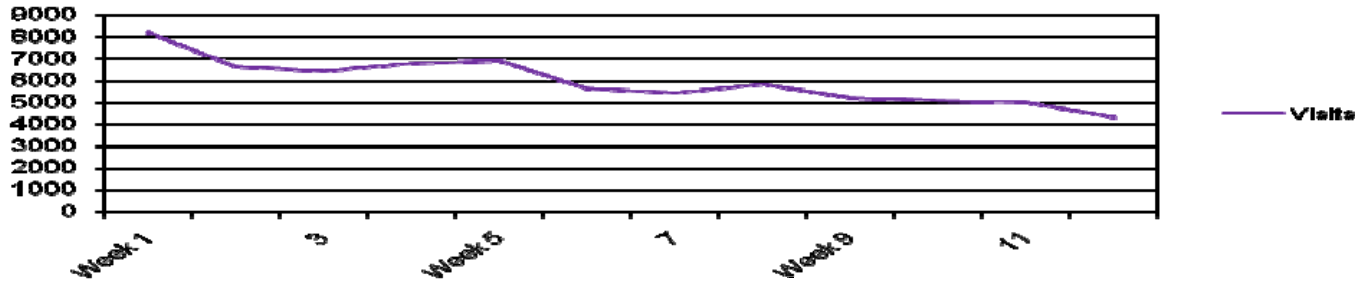




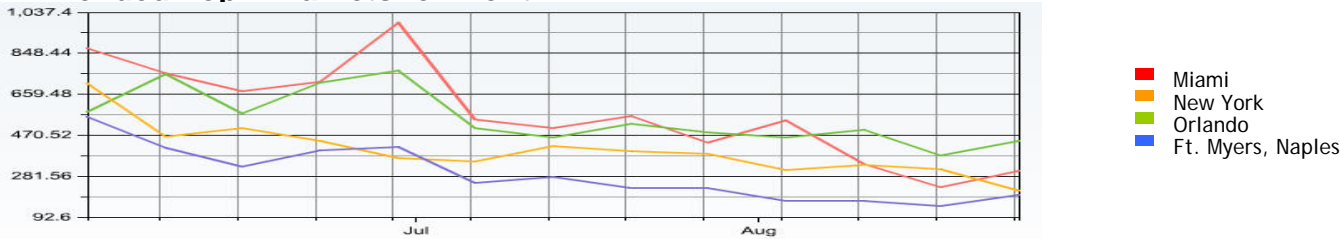
### Visits – Urchin vs. HBX



### Visits by Week for This Quarter



### Trended Top 4 Markets for Month

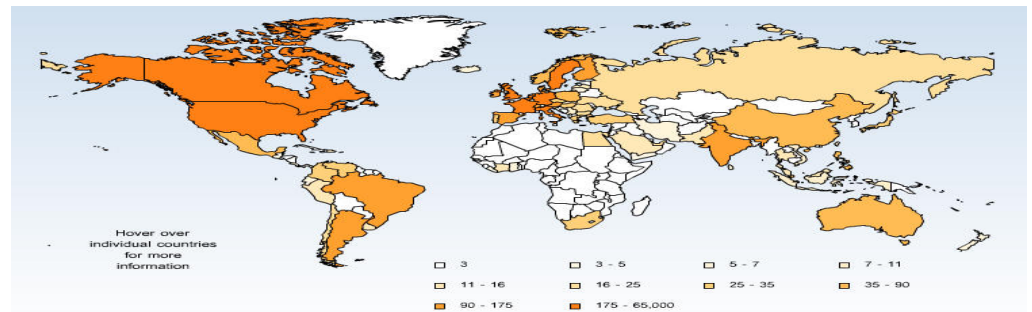


### International

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

Unique visits for Quarter

Canada **1,937**



# Measurement Dashboard

## July 2008

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



Good



Not Significant



Needs Attention

### ENGAGEMENT

Time on Site: **6.03**

Minutes

Bounce Rate: **35.8%**

of Home Page

Bounce Rate: **43.2%**

	LM	IB	B
Time on Site	↓	5.16	5.38
Bounce Rate	↑	33%	28.5%
Bounce Rate	↓	45.3%	39.4%

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

**0.5%**

of total pg views

**897**

Signals of Intent to Travel

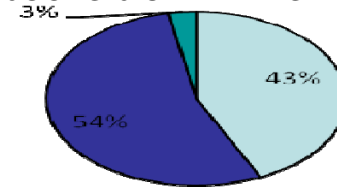
### ACTIVITY

**25,332** visits

**161,136** pg views

	LM	
Visits	↓	-17.3%
Page Views	↓	-20%

### SOURCES OF TRAFFIC



- Campaigns
- Search Engines
- Other

Baseline average percentages for 2007\*:

Search Engines: 14%  
 Other: 86%

\* Baseline data per Urchin5

### MOST REQUESTED PAGES

- Home Page
- Things to Do
- Stay in Paradise
- About the Area
- Attractions

### CAMPAIGN RESPONSE

**1,077**  
Total Responses

**43%**  
Percent of total visits

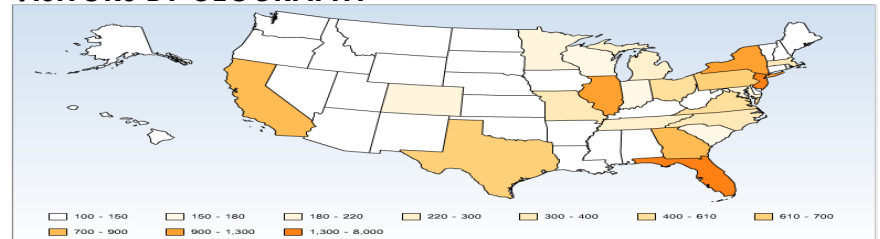
### CONVERSION BREAKDOWN

Guide Orders **361**

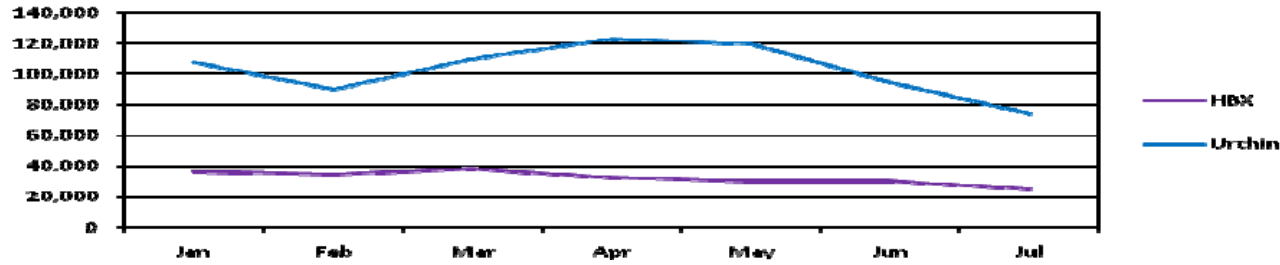
Book Hotel **536**

	LM	
Guide Orders	↓	-11.9%
Book Hotel	↓	-41.3%

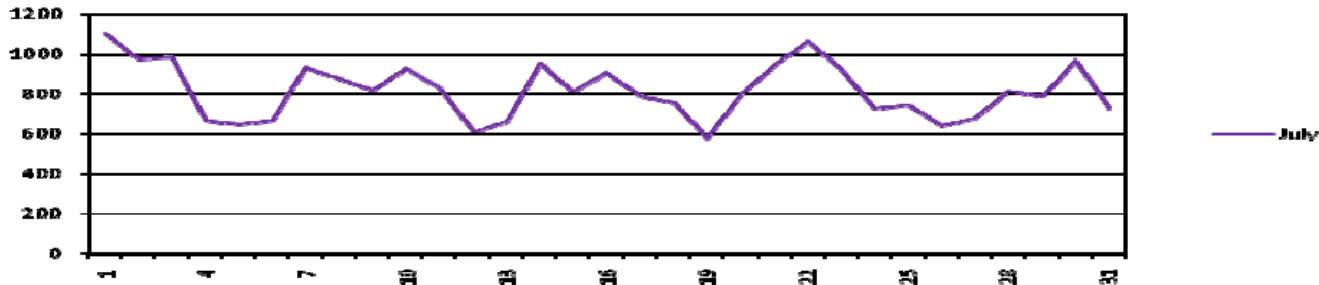
### VISITORS BY GEOGRAPHY



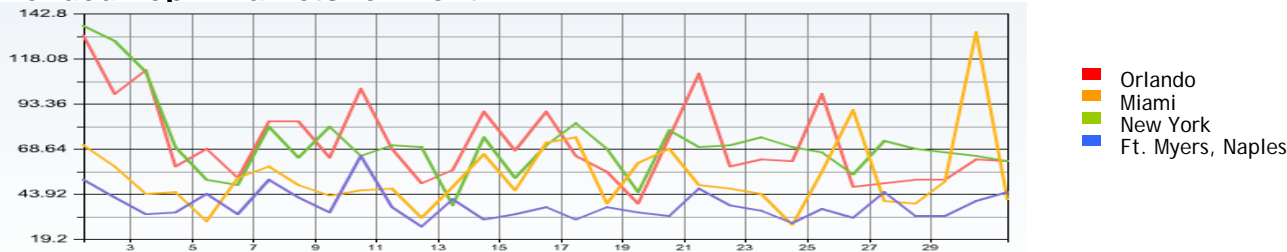
### Visits – Urchin vs. HBX



### Visits by Day for This Month



### Trended Top 4 Markets for Month



### International

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

Unique visits for Month

**Canada** **572**

**Germany** **409**

**UK** **854**

LM % Change

1%

1%



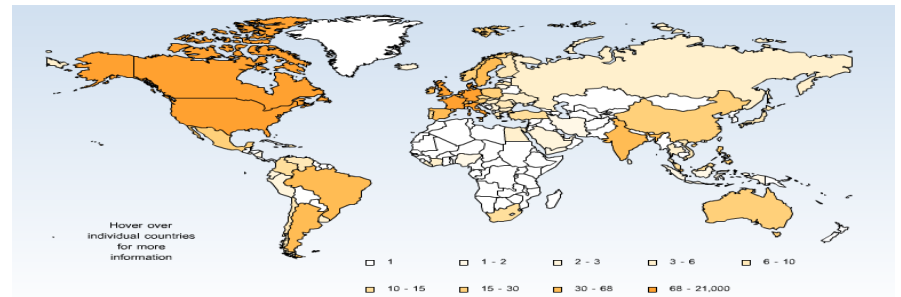
3%



45%



3%



# Measurement Dashboard

## August 2008

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



Good



Not Significant



Needs Attention

### ENGAGEMENT

Time on Site: 5.50

Minutes

Bounce Rate: 34.4%

of Home Page

Bounce Rate: 42.5%

	LM	IB	B
Time on Site	↓	5.16	5.38
Bounce Rate	↓	33%	28.5%
Bounce Rate	↓	45.3%	39.4%

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

1.2%

of total pg views

1,378

Signals of Intent to Travel

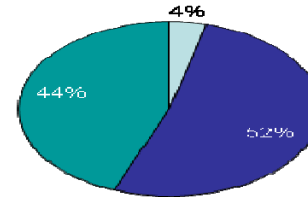
### ACTIVITY

20,106 visits

108,503 pg views

	LM	
Visits	↓	21%
pg views	↓	33%

### SOURCES OF TRAFFIC



- Campaigns
- Search Engines
- Other

Baseline average percentages for 2007\*:

Search Engines: 14%  
 Other: 86%  
\* Baseline data per Urchin5

### MOST REQUESTED PAGES

- Home Page
- Stay In Paradise – Accommodations Listings
- Attractions
- Beaches & Parks
- Stay in Paradise

### CAMPAIGN RESPONSE

741

Total Responses

44%

Percent of total visits

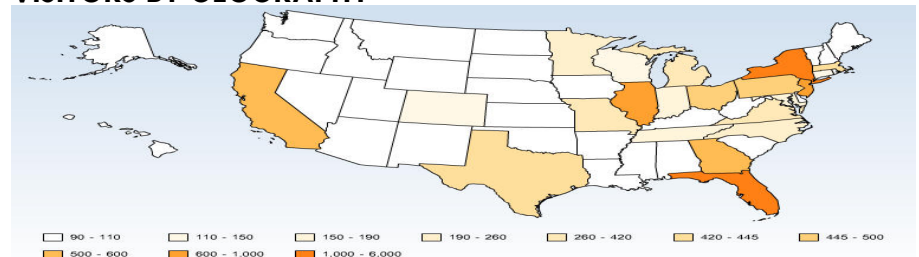
### CONVERSION BREAKDOWN

Guide Orders 272

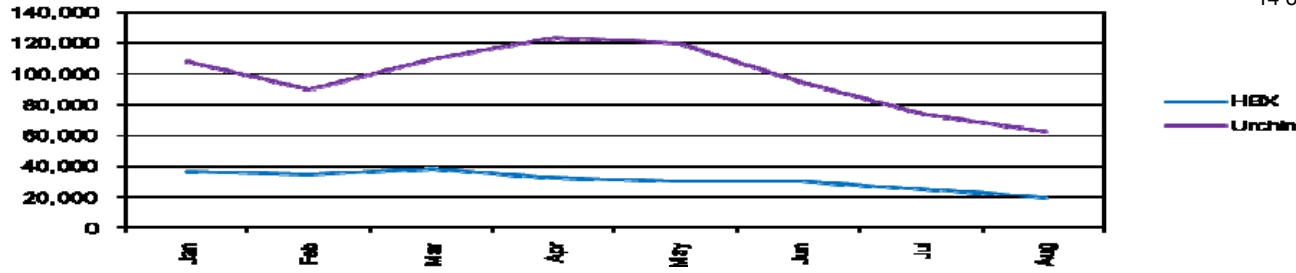
Book Hotel 1,106

	LM	
Guide Orders	↓	25%
Book Hotel	↑	106%

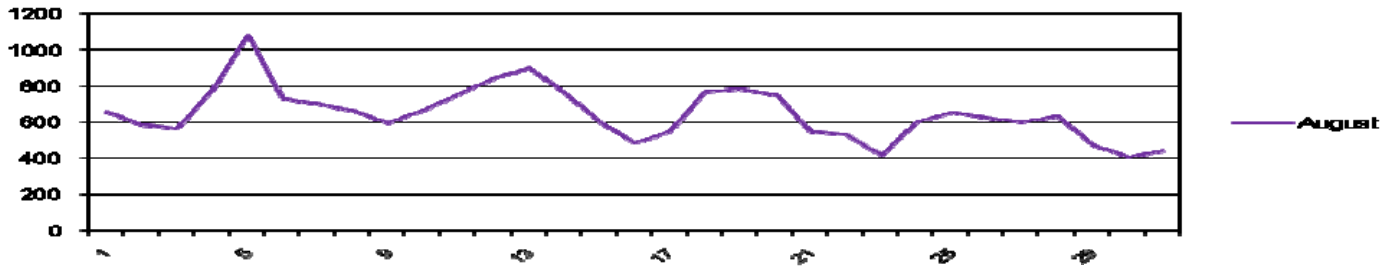
### VISITORS BY GEOGRAPHY



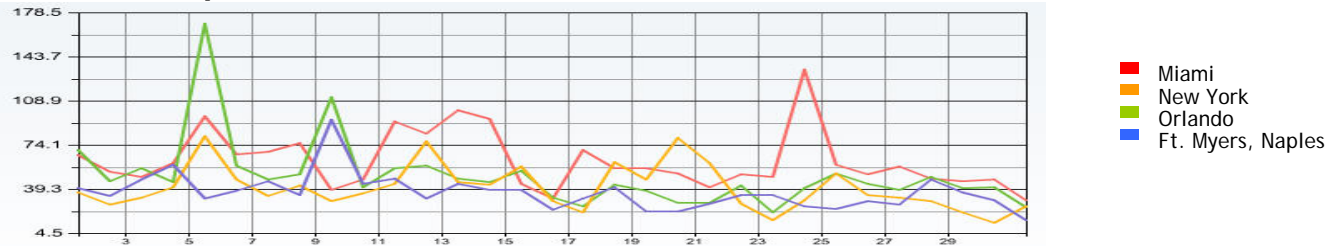
### Visits – Urchin vs. HBX



### Visits by Day for This Month



### Trended Top 4 Markets for Month



### International

**USA** (% of all traffic) **83%**  
**International:** **17%**

*Unique visits for Month*

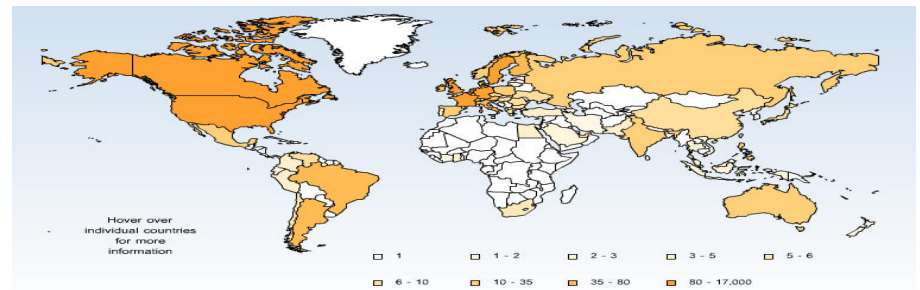
**Canada** **896**

**Germany** **342**

**UK** **791**

LM % Change

- ↓ 51%
- ↑ 20%
- ↑ 5%
- ↓ 12%





# **Sales & Marketing Report**

**Debi DeBenedetto**

**Niccole Haschak**

PARADISE COAST

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



# **June/July/August 2008 Sales Leads Report**

- **41 RFP's sent to hotels since last report date**
  - **33,449 potential room nights**
  - **1,335 room nights booked to date**
  - **Leads sent to hotels from Virtual Travel Agent Trade Show**

**Debi DeBenedetto, CHA  
Tourism Sales & Marketing Manager**



# Projects



- **Meeting Planner FAM**
- **ESTO** Educational Seminars for Tourism Organizations Hosted 80
- **Sept. LTUR FAM – itinerary – Niccole hosted**
- **Weddings & honeymoons web page**
- **Juliana Daniel FAM**
  - German Rep for Europe**
- **Kuoni Site – Switzerland**
- **International Marketing plan**
- **Promo items order**
- **2008/2009 Sales & Marketing goals/Plan**



## **Debi's Trade Shows & Events**

- **Hosted Community Advisory Board here June 29**
- **Hosted 2 Meeting planner sites**
- **Staff Marketing plan/retreat**
- **Ad Fair – partners**
- **MPI SEC** —Meeting Professional Int. SE Chapter conference
- **Successful Meetings Market Place**
- **Travel Agent FAM**
- **HSMAI Affordable Meetings DC** Hotel Sales & Marketing Assn. Int.
- **July Partner Roundtable**

**Debi DeBenedetto, CHA**  
**Tourism Sales & Marketing Manager**



## **Debi's Education & Seminars**

- **Webinar – Star Cite**
- **Seminar – Whole Brain Thinking**
- **Seminar- Relationships/Cultural**
- **Seminar – Creativity & Innovation Effectiveness**

**Debi DeBenedetto, CHA**  
**Tourism Sales & Marketing Manager**



## **Niccole's Tradeshow Activities**

- **Win Chesley Tradeshow - Tallahassee**
- **Society of Association Executives (TSAE) function in Tallahassee**
- **Florida Society of Association Executives (FSAE) Annual Conference in Palm Beach**
- **Society of Government Meeting Planners (SGMP) in Jacksonville**
- **Chuck Cook Show in Tallahassee**

**Niccole Haschak**  
**Sales Associate**



## **Niccole's Sites/Familiarization Tours & Speaking Engagements**

- **Juliana Daniel Everglades Experience**
- **ESTO Dine Around Group**
- **Travel Agent Familiarization Tour**
- **German/Swiss Incentive Travel  
Professionals**
- **Welcome Remarks for SWIM Conference**
- **Destination Presentation for Board Meeting**

**Niccole Haschak  
Sales Associate**



# Public Relations Report

**JoNell Modys**

**Angela Bryant**

PARADISE COAST

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



## PR & Communications June-Sept. 2008



- **Ghost Orchid Strikes Again!**
  - Organized hotel specials
  - Pitched USA Today for article June 27
  - Approx 70 room nights, increased visitation to Corkscrew, July visitation up 4.5%
  - Submitted for Adrian Award Competition
  - Great publicity – *see report*





www.usatoday.com

USA TODAY

Life  
SECTION D

Friday, June 27, 2008

# Destinations & Diversions



## Barkin' Biscotti!

Hotels offer gourmet treats for traveling pets, 4D

Paws-abilities fare at L.A. Hyatt, by Tom Hincley



RWileyphoto.com

**Blooming:** You can see why they call it a ghost orchid. It's rare, and it's a big hit in Corkscrew Swamp.

### Travel

## Orchid lovers swamped with Florida hotel deals

A rare ghost orchid discovered last year in Florida's Audubon Corkscrew Swamp Sanctuary began blooming this week, and Naples-area hotels are making the most of the event with special promotions.

The elusive plant was the subject of the best seller *The Orchid Thief* and its movie spinoff, *Adaptation*, which charted the sometimes-bizarre world of orchid enthusiasts. There are believed to be about 1,000 ghost orchids in southwest Florida, but few

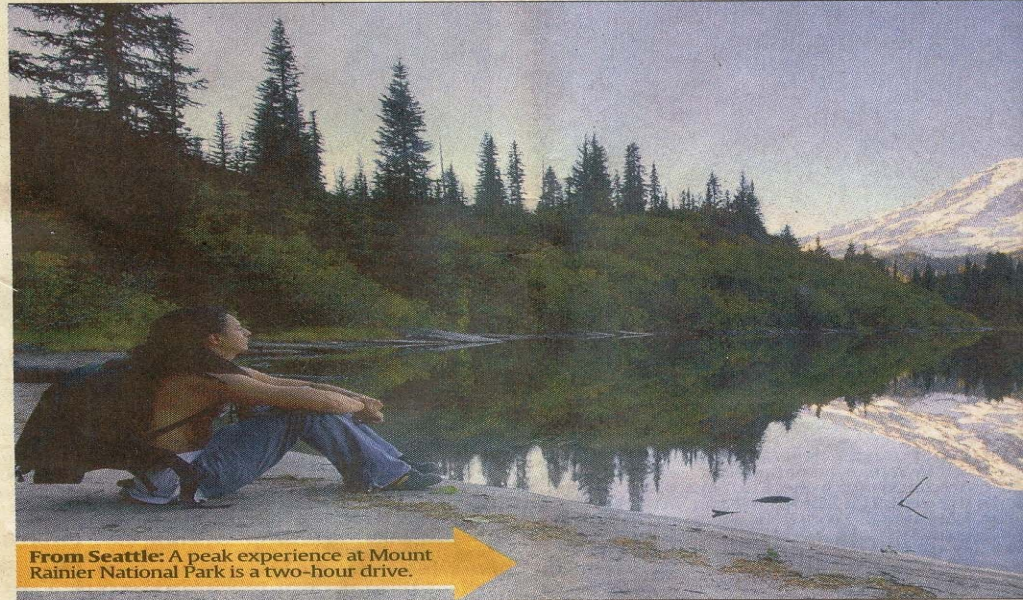
### Dispatches

are easily accessible, and their whereabouts are kept under wraps to protect them from poachers.

But the Corkscrew Swamp specimen is within 100 feet of a visitor boardwalk and visible with a spotting scope. Even better, the plant produced 12 flowers in a single blooming last year — unprecedented, says executive director Ed Carlson. Blooms typically last three weeks, but last year this plant blossomed three times into September. Tourism types are keeping their fingers crossed.

Sixteen area hotels are offering ghost orchid rates from \$59 to \$299. Sanctuary admission is \$10; 239-348-9151; corkscrew.audubon.org. For hotel specials: 800-688-3600; paradiscoast.com/ghostorchid.

— Jayne Clark



From Seattle: A peak experience at Mount Rainier National Park is a two-hour drive.

# STAY NATION

Cover story

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# PR Report

- **Golf Punk (UK) FAM with Kissimmee + Virgin**
- **USA Today – “Life on Vacation” feature Aug. 8**
- **Southern Lady – *July / Aug feature result of April FAM***
- **Business Currents – ‘Off Season’ article with my byline explains the business of tourism and addresses myths about the industry – will be used by FGCU School of Hospitality Management**



# PR Report

- Learning + Enrichment Activities Release Issued
- Research begun on restaurants' use of local/regional food
- Annual strategic planning retreat
- FAM for BCF team
- Re-launch of Paradise Press Industry E-News
- Working on Paradise Connection Travel Media E-News that will contain tourism partner releases



## Coming Soon...



- *Adventures in Paradise – New video series for Web site – pilot episode is on the site now about the ghost orchid*
- **Spirit Airlines Skylights magazine feature Nov/Dec issue**
- **Annual Writer Cup “Golf Coast” FAM**
  - *hosted this year at GreenLinks Golf Resort*



# FILM OFFICE

Maggie McCarty



# Film Activity



## PRODUCTIONS

5 print, video  
and still

## WORKING LEADS

calket

THE PAINFUL TRUTH



14 including  
Jamie Oliver's new series





## OPERATIONS



- FILM FLORIDA BOARD MEETING
- INDEPENDENT FILM WEEK  
NEW YORK CITY  
FASHION INSTITUTE
- VISION NET – Web-based location library



# Naples Marco Island Everglades



Zurich HelpPoint™

ZURICH  
Catastrophe Team

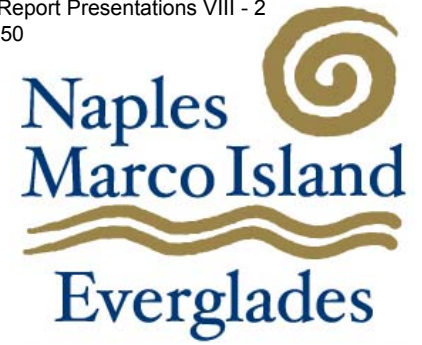
Provides a dedicated response team the moment you need a response.

Insurance companies are traditionally known for reacting slowly to a disaster, only after things have settled. At Zurich, we are different. We are the only insurance company that can respond to a disaster in a matter of hours. We have a dedicated team of experts who are ready to help you at any time. We have the knowledge to make the process and start the recovery process. So let us be your first point of contact. We can give you the help you need. Visit our help page online. [www.zurich.com](http://www.zurich.com)

**ZURICH**  
Because change happens.™







Original story board

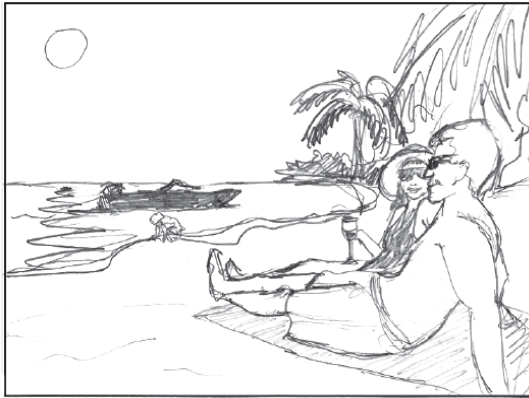


Photo Assistant

Props

Hair and Make-Up



Talent

Camera

Operator

Grips Team

Director

Creative Team



Selected Image





# **Sports Marketing**

## **Ralph Pryor**

PARADISE COAST

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



# Sports Marketing



## Economic Impact Report 3<sup>rd</sup> & 4<sup>th</sup> Quarter FY '08 to Date:

- **FSSA Adult Soccer State Cup - \$139,285.00**
- **North Collier Spring Classic Soccer - \$91,295.00**
- **EVP Beach Volleyball Tournament - \$ 131,000.00**
- **NSA Girl's Fast Pitch Tournament - \$46,500.00**
- **Naples 3v3 Soccer Challenge - \$72,875.00**

**Ralph Pryor**  
**Jacqueline Jensen**



# Sports Marketing

(Continued)



- **NSA Girls Fast Pitch Softball States - \$40,950.00**
  
- **NSA Adult Softball States - \$80,238.00**

- 
- ***Total Direct Economic Impact***  
***3<sup>rd</sup> & 4<sup>th</sup> Quarter to Date: = \$602,143.00***
  
  - ❖ **Total Direct Economic Impact**  
**FY'07-'08 to Date: = \$2,071,563.00**

**Ralph Pryor**  
**Jacqueline Jensen**



# Sports Marketing

FY '08 Third Quarter Events



**FY '08 Third Quarter Hotel Revenue Report  
 April '08 - June '08**

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Length of Stay	Actual Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
FSSA State Cup Tournament April 26-27, 2008	\$96.67	240	92	1.6	147	\$14,210.49	\$568.42	\$520.00
North Naples 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
Naples Summer Challenge 3v3 Soccer June 28-29, 2008	\$85.00	210	89	1.6	142	\$12,070.00	\$482.80	\$710.00
<b>FY '08 Third Quarter Report</b>	<b>\$91.58</b>	<b>800</b>	<b>440</b>	<b>1.67</b>	<b>735</b>	<b>\$67,309.74</b>	<b>\$2,692.39</b>	<b>\$2,855.00</b>

**Ralph Pryor  
 Jacqueline Jensen**



# Sports Marketing

FY '08 Fourth Quarter Events To Date



**FY '08 Fourth Quarter Hotel Revenue Report**  
 July '08 - September '08

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Length of Stay	Actual Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
NSA Girls "B" State Championship July 12-13, 2008	\$83.00	540	130	1.82	236	\$19,587.71	\$783.51	\$945.00
NSA Men/Women State Tournament August 2-3, 2008	\$73.82	355	117	1.56	182	\$13,435.24	\$537.41	\$750.00
<b>FY '08 Fourth Quarter Report YTD</b>	<b>\$79.00</b>	<b>895</b>	<b>247</b>	<b>1.69</b>	<b>418</b>	<b>\$33,022.95</b>	<b>\$1,320.92</b>	<b>\$1,695.00</b>

**Ralph Pryor**  
**Jacqueline Jensen**



# Sports Marketing

Hotel Sport-Related Business Report  
 Comparative Quarterly and YTD



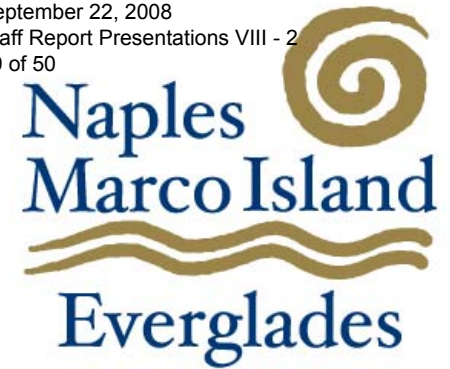
	First Quarter		Second Quarter		Third Quarter		Fourth Quarter		YTD Report	
	FY '07	FY '08	FY '07	FY '08	FY '07	FY '08	FY '07	FY '08	FY '07	FY '08
Average Room Rate	N/A	\$94.72	\$211.67	\$143.47	\$123.04	\$91.58	\$74.50	\$79.00	\$141.80	\$118.61
Total Rooms Blocked	N/A	370	15	485	135	800	25	895	175	2,550
Total Rooms Booked	N/A	284	588	1,186	304	440	92	247	984	2,157
Average Length of Stay	N/A	2.10	1.64	1.83	1.86	1.67	1.80	1.69	1.72	1.82
Actual Room Nights	N/A	598	965	2,167	564	735	167	418	1,696	3,918
Approximate Hotel Revenue	N/A	\$53,466.15	\$205,116.00	\$310,899.49	\$86,709.03	\$67,309.74	\$12,346.73	\$33,022.95	\$304,171.76	\$464,698.33
Tourist Tax Revenue	N/A	\$2,138.64	\$8,204.64	\$12,435.98	\$3,468.36	\$2,692.39	\$493.87	\$1,320.92	\$12,166.87	\$18,587.93
Expected SCCC Rebate	N/A	\$2,285.00	\$2,265.00	\$5,480.00	\$2,265.00	\$2,855.00	\$805.00	\$1,695.00	\$5,335.00	\$12,315.00

**Ralph Pryor**  
**Jacqueline Jensen**



# Sports Marketing

## Upcoming September Events



Upcoming September Events	Estimated Number of Participants	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Length of Stay	Actual Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
IBC Baseball Naples Fall Classic September 27-28, 2008	450	\$78.71	450	120	1.5	180	\$14,167.80	\$566.71	N/A
AAU Champions Junior Golf Tour September 27-28, 2008	40	\$77.67	140	25	1.5	38	\$2,951.49	\$118.06	N/A

\*All data is an estimation.

**Ralph Pryor**  
**Jacqueline Jensen**



# **Inquiry Reports**

## **Ginny DeMas, Phase V**

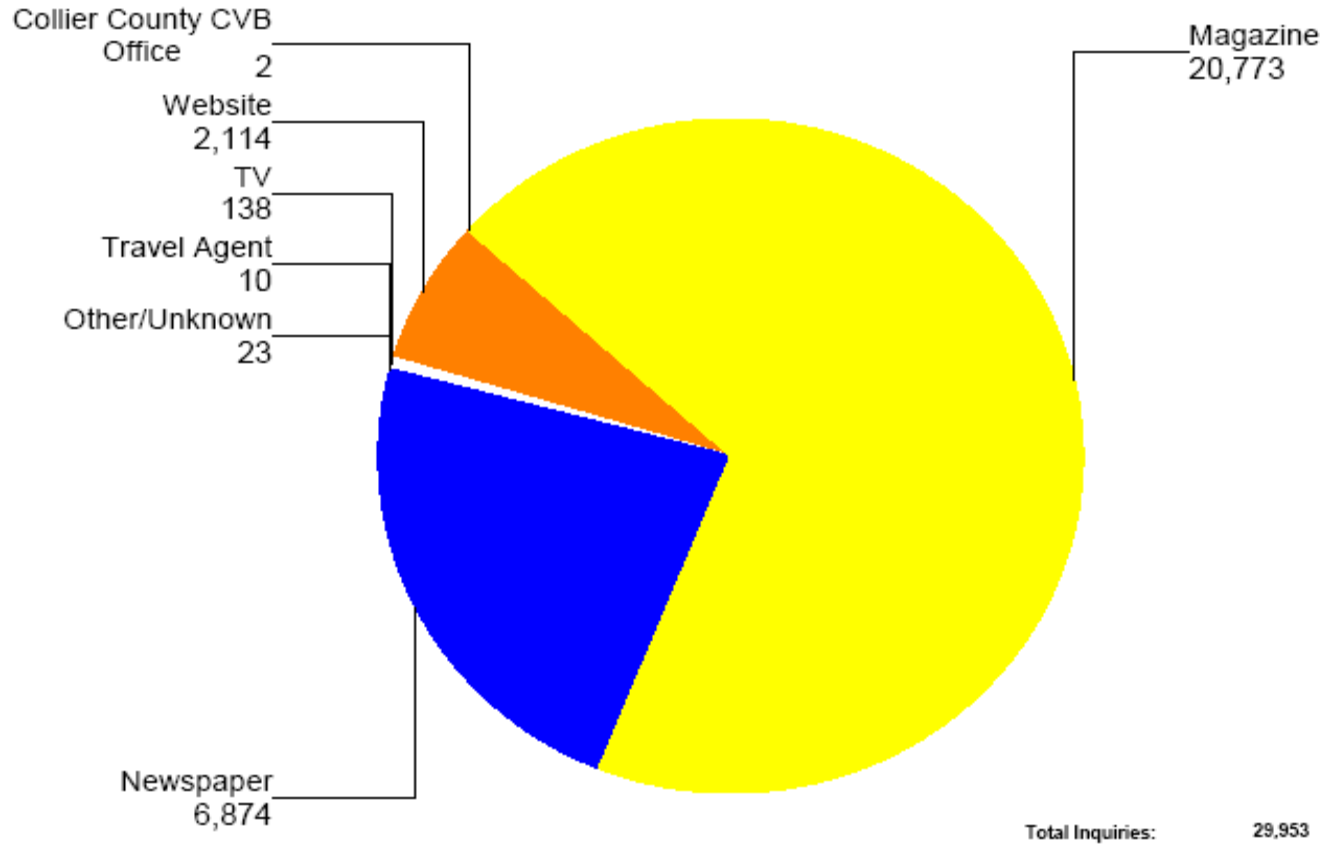
PARADISE COAST

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



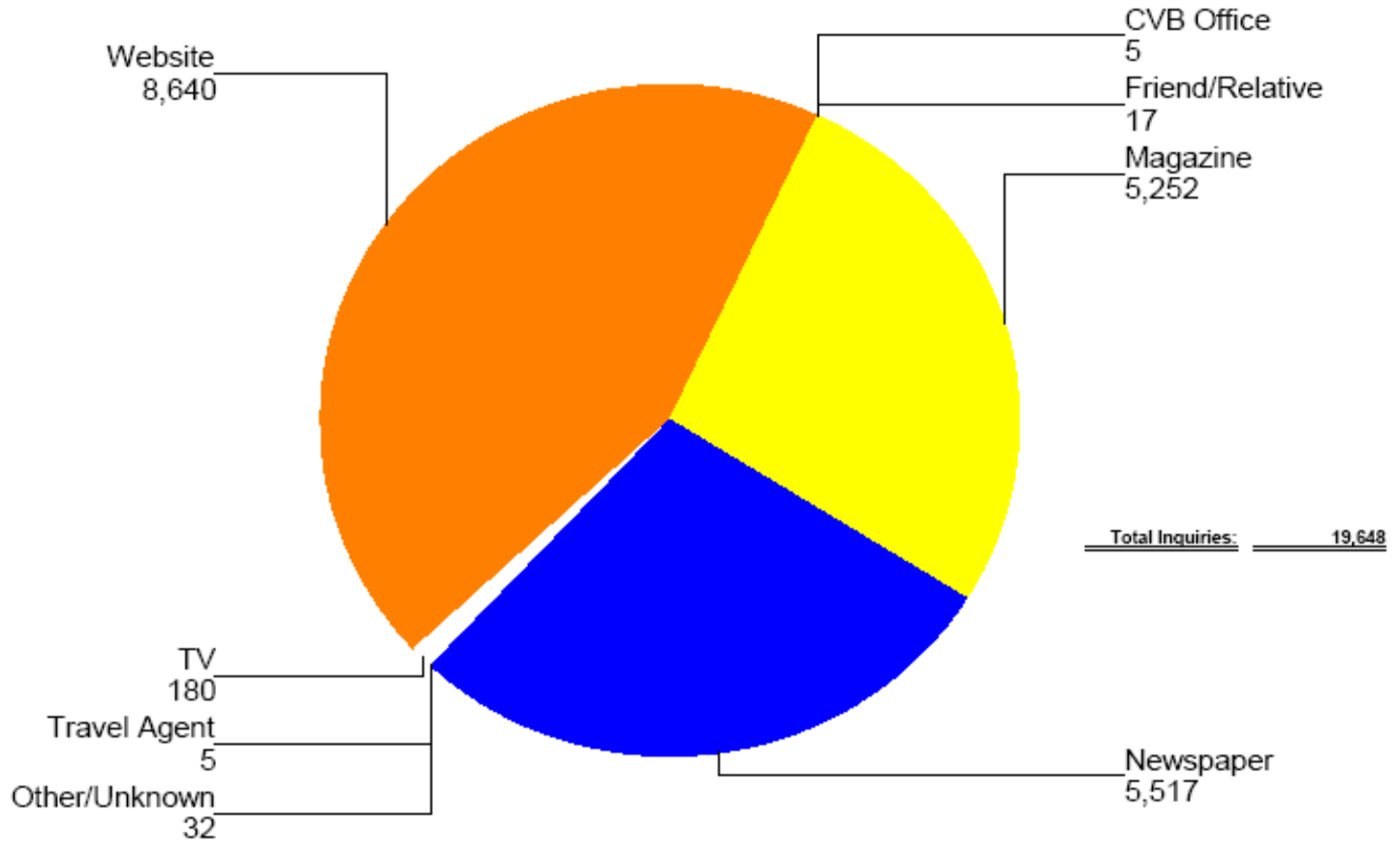
## Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of June, July, August 2007

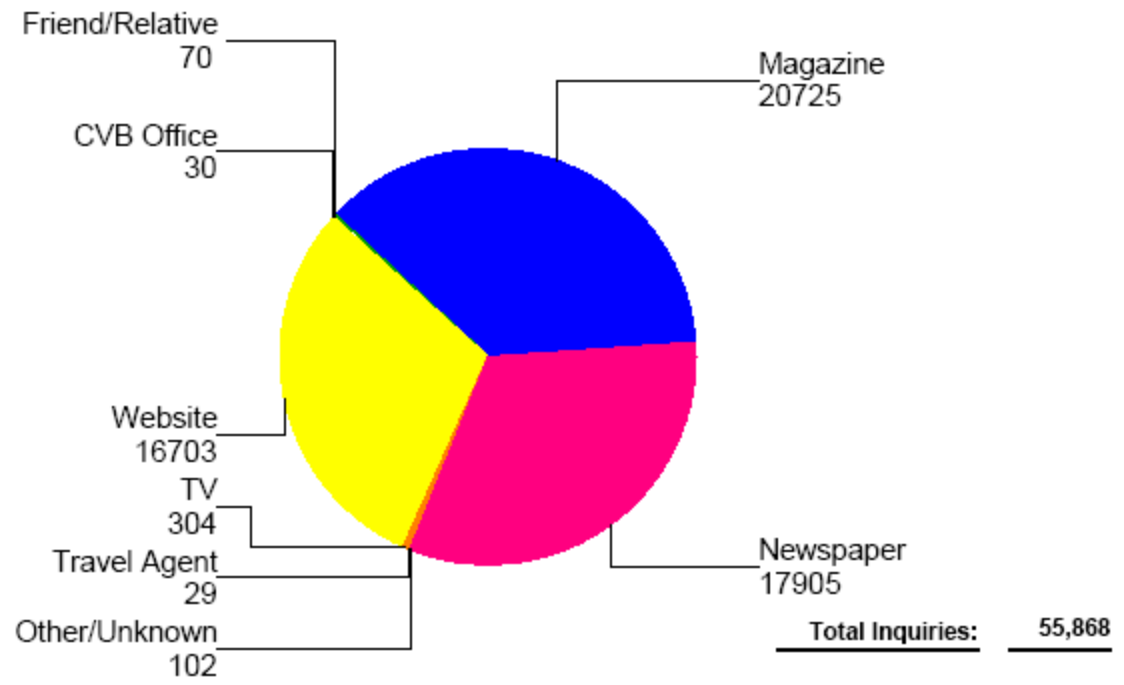


## Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of June, July, August 2008



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



# Inquiries - Leading 6 States

## June, July August

### **2007**

Florida

New York

Texas

Pennsylvania

Ohio

Illinois

### **2008**

Florida

New York

Ohio

Illinois

Pennsylvania

Texas

# Inquiries – Leading 4 Countries

## June, July, August

**2007**

US

UK

Canada

Germany

**2008**

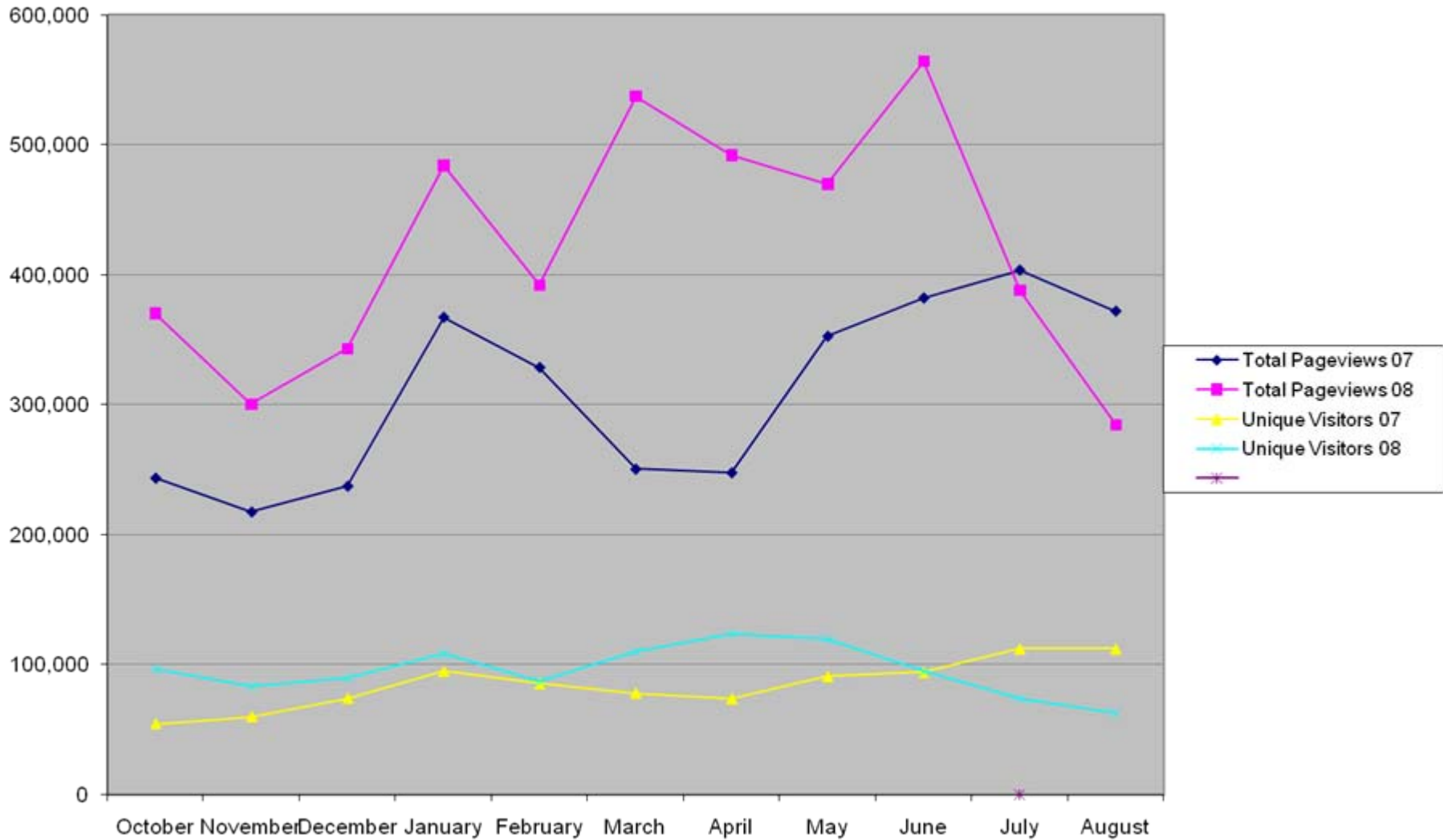
USA

UK

Canada

Germany

# Web Site Activity



# Inquiries by Type Calendar Year

	<u>Jun</u>	<u>Jul</u>	<u>Aug 08</u>	<u>Y-T-D</u>
<b>Phone</b>			<b>919</b>	<b>2,201</b>
<b>Publications</b>		<b>19448</b>		<b>39,022</b>
<b>Web site</b>			<b>3369</b>	<b>5,089</b>
<b>Info@ParadiseCoast</b>			<b>64</b>	<b>79</b>

# Miscellaneous Services

<u>Jun Jul Aug 08</u>		<u>Y-T-D</u>
<b>Hotel Bookings</b>	<b>25</b>	<b>46</b>
<b>Info Center Shipments</b>	<b>3525</b>	<b>12,125</b>
<b>Press Inquiry Calls</b>	<b>164</b>	<b>402</b>
<b>Mtg. Planner Calls</b>	<b>1</b>	<b>11</b>
<b>Storm Info Calls</b>	<b>3</b>	<b>11</b>
<b>Storm Accommodations</b>	<b>151</b>	<b>151</b>
<b>Sports Council</b>	<b>0</b>	<b>4</b>



# Jun, Jul, Aug Special Fulfillment

Publication	MONTH	YTD	% OF TOTAL
Other Golf	0	3	
Play FL Golf	266	5,479	
<b>Golf Guide Total:</b>	<b>266</b>	<b>5,802</b>	<b>67.01%</b>
Chesley/Richards Tradeshow	56	56	
Destinations Showcase Chicago	520	520	
Meeting Planner Kit	56	129	
MP Non-Kit Fulfillment	17	20	
MPI WEC Tradeshow	25	25	
<b>Meeting Planners Total:</b>	<b>677</b>	<b>2,028</b>	<b>23.42%</b>
Press Kit - Media	0	1	
Press Kit - MP	0	1	
Press Kit - Tour Operators	1	1	
<b>PR Mailings Total:</b>	<b>2</b>	<b>3</b>	<b>0.03%</b>
AAA Travel Conference	0	302	
Other/Unknown	18	46	
Travel Agents	0	36	
Virtual Trade Show Follow Up	75	75	
<b>Travel Agents Total:</b>	<b>88</b>	<b>459</b>	<b>5.30%</b>
<b>Total Fulfilled via Mail Phase V:</b>	<b>1,042</b>	<b>8,659</b>	



# Questions?

PARADISE COAST

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