

Naples, Marco Island, Everglades CVB
 Tasks Report
 Closed - Between 6/12/2008 - 9/12/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
6/12/2008	Site Selection Plus, Incorporated	Sales - Assisted Mtg Planner	Closed	6/12/2008	6/12/2008	Debi DeBenedetto
	<i>sent rfp to hotels qualified for this group, sent planner MP kit</i>					
6/12/2008	Divas Travel Service	Sales - Assisted Travel Agent	Closed	6/12/2008	6/12/2008	Debi DeBenedetto
	<i>Sent TA VG and email for assistance</i>					
6/12/2008	Institute of Scrap Recycling Industries	Sales - Assisted Mtg Planner	Closed	6/12/2008	6/12/2008	Debi DeBenedetto
	<i>sent rfp and sales kit</i>					
6/21/2008	National Space Society	Sales - Assisted Mtg Planner	Closed	6/21/2008	6/21/2008	Niccole Haschak
	<i>Sent MP FAM Info</i>					
6/25/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/21/2008	6/25/2008	Debi DeBenedetto
	<i>Attended Destination Showcase Chicago - completed follow up and mailing - got leads to partners</i>					
7/21/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/2/2008	7/2/2008	Debi DeBenedetto
	<i>Meeting with Niccole to discuss goals for new plan</i>					
7/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/21/2008	7/7/2008	Debi DeBenedetto
	<i>preparation for Marketing retreat 1.5 hours</i>					
7/14/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/8/2008	7/8/2008	Debi DeBenedetto
	<i>Fact sheets complete again for ad fair - added 7 more</i>					
7/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/21/2008	7/8/2008	Debi DeBenedetto
	<i>Prepared excel spreadsheet of travel agent FAM - sent to partners for reservations and confirmation 3 hours - confirmed all activities</i>					
7/14/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/9/2008	7/9/2008	Debi DeBenedetto
	<i>Advisory roundtable 9-noon</i>					
7/21/2008	Debi's Activity Tracking Account	Fam Escort	Closed	7/21/2008	7/10/2008	Debi DeBenedetto
	<i>Site all day with Cindy Desirant Colonppy meeting - Naples chosen destination 8 hours</i>					
7/14/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/11/2008	7/11/2008	Debi DeBenedetto
	<i>Cultural Tourism meeting conducted for Elaine on committee 9- 10 :30</i>					
5/22/2008	Skadden	General - Followup Call	Closed	6/24/2008	7/14/2008	Debi DeBenedetto
	<i>follow if booked</i>					
4/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/22/2008	7/14/2008	Debi DeBenedetto
	<i>Created applications and forms to accept Travel agents for Sept FAM final date July 22</i>					
6/11/2008	Debi's Activity Tracking Account	General - Web update	Closed	6/11/2008	7/14/2008	Debi DeBenedetto
	<i>Meeting with SWFLA dist for website content and listing link - will do Chris</i>					
6/11/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/11/2008	7/14/2008	Debi DeBenedetto

* Task is assigned to multiple people

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
<i>Working on self evaluation and goals and tasks for annual evaluation 4 hours</i>						
7/14/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>Booked comp accommodations for Voyageurs du Monde agent OCT. stay Bellasera</i>						
7/14/2008	Site Selection Plus, Incorporated	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>followed up with planner and hotels to book this account they want Naples</i>						
7/14/2008	JHG Marketing	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>sent rfp and sales kit for FFEDA annual conf 09</i>						
7/14/2008	Hyatt Regency Coconut Point	Sales - Partner Contact	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>sent VIP cards 08 for local promotion</i>						
7/14/2008	YTB Travel Network	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>sent email and sales kit from web reg</i>						
7/14/2008	YTB Travel Network	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>sent email and sales kit</i>						
7/14/2008	Strategic Meetings Solutions	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>Assisted planner with site and sent mp kit - offsite info given</i>						
7/14/2008	NAED, Inc.	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>sent sales kit and contact for offsite Marriott Nov</i>						
7/14/2008	Travel One Services & Tours	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>sent email for more info from reg on website</i>						
7/14/2008	Branders.com	Consumer Assistance	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>update info new person Rity</i>						
7/14/2008	Expedia	General - Drafted / Sent Letter	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>contacted by Debi to market proposals for Expedia Canadian market sent to Paradise adv.</i>						
7/14/2008	Worldview Travel	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>contact with agent send requested information and email with sales kit for client</i>						
7/14/2008	The Fun Planner	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>Sent Candy thompson 8 planner friend person welcome, send mp kit and sent gifts for group o 8 planners visiting July 22</i>						
7/14/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/1/2008	7/14/2008	Debi DeBenedetto
<i>Attended 2 day CAB, follow up, put in idss (Nic), sent fam info, sent notes of follow up, sent welcome, hosted dinner, sent mp kits to planners</i>						
7/14/2008	American Business Women's Association	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>ABWA sent rfp to hotels, contact planner, sent sales kit</i>						
7/14/2008	Marco Island Marriott Beach Resort, Golf Club & Spa	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
<i>send VIP cards to concierge</i>						
7/14/2008	Site Selection & Meeting	Sales - Assisted Mtg	Closed	7/14/2008	7/14/2008	Debi DeBenedetto

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Tasks Report - Rpt#0071

Printed: 9/11/2008

Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
	Consultants, Inc <i>sent rfp and assisted planner sent sales kit 7/8/</i>	Planner				
7/14/2008	Site Selection & Meeting Consultants, Inc <i>sent two rfp</i>	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
7/14/2008	Debi's Activity Tracking Account <i>Big ideas and prep for Marketing retreat 3 hours</i>	General - Worked on upcoming CVB event	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
7/14/2008	Debi's Activity Tracking Account <i>Partner notice an sign up for Huddle, get invoice and partners</i>	Sales - Partner Contact	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
7/14/2008	Meeting Dynamics & Dynamic Productions, Inc. <i>repeat planner / assisted with offsit venues for Naples Grande group in Feb, sent sales kit</i>	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account <i>Meeting with Inn on Fifth TCC Incentive L Tur FAM Sept 7 - completed fam itinerary 4.0 hours sent to all and confirmed</i>	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/15/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account <i>tutor on Clean pix - now sending approval for planners to use photos off website. 1.0</i>	General - Continuing Education	Closed	7/21/2008	7/15/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account <i>Attended Staff Marketing retreat all day 8.0 hours</i>	General - Meeting	Closed	7/21/2008	7/16/2008	Debi DeBenedetto
7/17/2008	Taurus Inc. <i>Debi sent out request to partners for net rates</i>	Sales - Assisted Travel Agent	Closed	7/17/2008	7/17/2008	Nicole Haschak
7/21/2008	Debi's Activity Tracking Account <i>Downloaded photos for wedding site to Paraadise site to prepare for meeting .5</i>	Event Service Task	Closed	7/21/2008	7/17/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account <i>Took Boxes to Parkshore Resort for Candy Thompson meeting planner event .75 min</i>	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account <i>prospecting sales calls. contacted 3 planners and mailed info</i>	Sales - Prospecting	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account <i>took SAP safety course for county on Investing an accident 1.0 hour</i>	General - Continuing Education	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account <i>Meeting with Miles Media on new 09 VG 2.0 hours</i>	General - Meeting	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
7/21/2008	Pekin Insurance <i>contacted Todd about this account - lost to Mexico</i>	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
7/21/2008	The Capital Grille <i>Contacted new partner about CVB offers and partnership - welcome - called and email .25</i>	Sales - Partner Contact	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
7/21/2008	Warm Spirit <i>sent out Warm Spirit rfp to hotels, contacted client, sent mp kit</i>	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
6/11/2008	Debi's Activity Tracking Account	Sales - Meeting / Show /	Closed	6/11/2008	7/21/2008	Debi DeBenedetto

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Conference						
<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	Fam Itinerary - Planning	Closed	6/11/2008	7/21/2008	Debi DeBenedetto
<i>Begin work with LTUR on Sept FAM with Cathy Christopher and Jost open file plan</i>						
7/14/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/14/2008	7/21/2008	Debi DeBenedetto
<i>Registered for creative Tourism workshop</i>						
7/14/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/14/2008	7/21/2008	Debi DeBenedetto
<i>get quotes for journals and find Encounter promo gift</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Collection of menus for ESTO event and follow up tasks for esto event .5</i>						
7/21/2008	Clayton Design Group	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>sent ok for planner to use phtos for upcoming conference at Marriott</i>						
7/21/2008	Citizens Property Insurance Corp.	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>sent rfp for planner assist with Citizens Property Insurance Corp for emergency rooms during weather event</i>						
7/21/2008	Meeting Expectations, Incorporated	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Assisted planner, sent sales kit, sent rfp to hotles for group 200 room nights</i>						
7/21/2008	JHG Marketing	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Debi sent gift certificate for auction and sent rfp to hotels for this planner</i>						
7/21/2008	Kuoni Travel Belgium	Sales - Assisted Travel Agent	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Sent info for tour operator Belgium press kit and mp kit and juliana contact info - sent email</i>						
7/21/2008	Kuoni Travel Belgium	General - Research	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Data entry to idss 3 hours</i>						
7/21/2008	Debi's Activity Tracking Account	General - Research	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>data entry into idss 3 hours</i>						
7/14/2008	Wisconsin Historical Foundation	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/22/2008	Debi DeBenedetto
<i>sent rfp for this planner and off site to Palm cottage and museum</i>						
7/14/2008	Port of the Islands Resort and Marina	Sales - Partner Contact	Closed	7/14/2008	7/22/2008	Debi DeBenedetto
<i>meeting with Chris on sales - sent follow up email</i>						
7/14/2008	American Society for Colposcopy & Cervical Pathology	Sales - Assisted Mtg Planner	Closed	7/18/2008	7/22/2008	Debi DeBenedetto
<i>site all day with planner CCindy Disirant will book Marriott or Ritz Debi follow up this week</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	7/22/2008	Debi DeBenedetto
<i>Downloaded all wedding information gatered for wedding pages to Miles Media for website</i>						
6/11/2008	Kuoni Travel Belgium	General - Email	Closed	7/21/2008	7/22/2008	Debi DeBenedetto
<i>general month of email about 4 hours per day</i>						

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6/12/2008	Pekin Insurance	Sales - Partner Contact	Closed	6/25/2008	7/22/2008	Debi DeBenedetto
<i>Assisted NG Todd Mickey with Pekin bid by offering VIP and 3 bags for site - Todd to pick up, sent letter</i>						
7/22/2008	Southeast Class Owners Group	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>follow up with SECOG - this was booked 150 room nights</i>						
5/22/2008	Southeast Class Owners Group	General - Followup Call	Closed	6/30/2008	7/22/2008	Debi DeBenedetto
<i>see who booked</i>						
5/22/2008	Southeast Class Owners Group	General - Followup Call	Closed	6/30/2008	7/22/2008	Debi DeBenedetto
<i>see who booked</i>						
7/22/2008	Bethel College	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>Sent rfp for Board of Trustees conf 90 room nights</i>						
7/22/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>Responded to customer complaint about Hilton Marco Island - sent letter - contacted GM</i>						
7/22/2008	Debi's Activity Tracking Account	PR - Meet with media	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>Spent 1 hour with Kathy Straach travel writer about article in meeting planner guide she is writing, interview with Debi</i>						
7/23/2008	The Trade Show	Sales - Meeting / Show / Conference	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>Spent 3 hours on website for paperwork and sign up for booth and travel info, ship booth, order VG and screen, giveaways, lead retrieval, material handling</i>						
7/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>worked with Melissa and Eva on Expedia set up for website 1 hour - emails and calls</i>						
7/23/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>booked flight and rental car for Creative Tourism conference</i>						
7/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>Contact VF Canada show</i>						
7/23/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>Rented Vans for next travel shows, MPI, Successful Meetings, TA FAM, The Trade Show, Creative Tourism</i>						
7/23/2008	State Law Resources	Sales - Assisted Mtg Planner	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>sent 75 pp maps to planner for conference</i>						
7/23/2008	Debi's Activity Tracking Account	General - Web update	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>downloaded wedding pages to Miles media website again</i>						
8/18/2008	HelmsBriscoe	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/1/2008	Debi DeBenedetto
<i>sent rfp out for planner sent info to planner</i>						
8/1/2008	Sunset Cove Resort & Suites	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
<i>got them listed on the website today, put in data base</i>						
7/14/2008	Sunset Cove Resort & Suites	Sales - Partner Contact	Closed	7/14/2008	8/1/2008	Debi DeBenedetto
<i>Made contact with new owners</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	8/1/2008	Debi DeBenedetto
<i>Follow up to Virtual trade show choose winner and emailed notice Travel Agent</i>						

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Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
7/22/2008	Debi's Activity Tracking Account	Sales - Prospecting	Closed	7/22/2008	8/1/2008	Debi DeBenedetto
	<i>Sent list to Expedia of hotels with contact info gathered to be on book it. Assist with book it website</i>					
8/1/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	<i>Started an excel list of entertainers for referrals - frequently asked questions</i>					
8/1/2008	Adventure Travel Trade Association	Sales - Send Promotional Item / Collateral	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	<i>sent CVB, NG and VF proposals DHL and email for this event</i>					
7/21/2008	Adventure Travel Trade Association	Sales - Assisted Mtg Planner	Closed	7/21/2008	8/1/2008	Debi DeBenedetto
	<i>Sent rfp to hotels for Adventure Travel World Summit- solicited staff support - VF involve, memo, and sent message.</i>					
7/21/2008	Adventure Travel Trade Association	Sales - Assisted Mtg Planner	Closed	7/26/2008	8/1/2008	Debi DeBenedetto
	<i>solicit final support and get bid from Naples Grande, others, send in proposal</i>					
8/1/2008	National Association of Wedding Professionals	Sales - Send Promotional Item / Collateral	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	<i>Sent auction item Hilton stay for National Conference</i>					
8/1/2008	Dia Monde	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	<i>Assisted Juliana to find 2 star hotel for DER program</i>					
8/1/2008	Certified Vacations	General - Followup Call	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	<i>general communication with new contact for cetified - sent Geri goodluck</i>					
8/1/2008	Classic Taxi	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	<i>added partner to website</i>					
8/1/2008	HelmsBriscoe	Sales - Assisted Mtg Planner	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	<i>Contacted peter to get invited to Helmsbriscoe annual conference 2010</i>					
7/27/2008	Illinois Bankers Association	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/2/2008	Debi DeBenedetto
	<i>Repeat planner from Affordable sent rfp - sent to hotels and contact with client</i>					
8/4/2008	Expedia		Closed	8/4/2008	8/4/2008	Note
	<i>Faye is Uk contact for advertising with Expedia</i>					
8/4/2008	Experient	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	<i>Planner contact for personal vacation sent info and mailed VG</i>					
7/29/2008	ETC Services Inc	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	<i>sent rfp to hotels for ETC 2012 meeting sent planner info</i>					
8/4/2008	Bon Voyage Travel and Tours	Sales - Assisted Travel Agent	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	<i>Debi communication psot pow wow, placed ad in tour op brochure to support partners, proof ad and follow up</i>					
8/4/2008	Expedia	Event Service Task	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	<i>Debi spend 4 hours assist with CVB booking engine website and critique for new booking on website</i>					
8/4/2008	Expedia	General - Followup Call	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	<i>sent Faye info to Paradise Agency to use for Intrnational plan</i>					
8/4/2008	Yamaha Motor Co.	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto

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Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
<i>Debi assisted planner with personal vacation</i>						
8/4/2008	The Mayer Business Group	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
<i>Notified patnes of booked business LaPlaya Doris Mayer</i>						
7/29/2008	Finance and Resource Management Consultants	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
<i>Sent rfp to hotels for this group Study Feb 09 - sent planner kit and emails</i>						
8/4/2008	Land Star	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
<i>assisted planner with overflow hotel info for Marco and sent a sales kit</i>						
8/4/2008	Palm Breeze Charters	Sales - Partner Contact	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
<i>Shared info with staff and took short tour with planner. Got new attraction on website 2 hours</i>						
8/4/2008	Debi's Activity Tracking Account	General - Web update	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
<i>Critique new website 2 hours</i>						
8/4/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
<i>Assisted Krista Maffeo with entertainment needs for group</i>						
8/5/2008	American Medical Tennis Association	Sales - Assisted Mtg Planner	Closed	8/5/2008	8/5/2008	Niccole Haschak
<i>Sent tennis info</i>						
8/5/2008	Custom Tours	Sales - Assisted Mtg Planner	Closed	8/5/2008	8/5/2008	Niccole Haschak
<i>Debi sent MP Kit via email request</i>						
8/18/2008	American Furniture Rentals	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/7/2008	Debi DeBenedetto
<i>updated planner info</i>						
8/18/2008	VISIT FLORIDA	Sales - Meeting / Show / Conference	Closed	8/18/2008	8/7/2008	Debi DeBenedetto
<i>Signed up; for VF Atlanta Travel Expo</i>						
8/18/2008	HelmsBriscoe	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/8/2008	Debi DeBenedetto
<i>got data base for HelmsBricoes from Saralene and sent them all FAM invite</i>						
8/18/2008	At your Service Travel	Sales - Assisted Travel Agent	Closed	8/18/2008	8/10/2008	Debi DeBenedetto
<i>Assisted TA with area discounts and travel put info in idss</i>						
8/18/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	8/18/2008	8/11/2008	Debi DeBenedetto
<i>delt with customer complaint about VIP card Blg Cypress 30 min.</i>						
8/18/2008	VenueQuest	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/12/2008	Debi DeBenedetto
<i>sent out rfp for passover event</i>						
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
<i>sent info to ESTO client sales kit</i>						
8/18/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
<i>Contact with New World Travel re advertising - evaluated and declined</i>						

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Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
8/18/2008	Komatsuna	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
	<i>sent rfp to hotels for planner, sent planner info, contacted planner</i>					
8/18/2008	Naples Transportation, Tours and Event Planning	Sales - Partner Contact	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
	<i>Series of emails with partner regarding lost bid 30 minutes</i>					
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	<i>Sent brochures to Ontario for Addison Travel Shows with Visit Florida</i>					
8/18/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	<i>3 hours on marketing plan and trade shows and budget worksheet</i>					
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	<i>donated auction items to MPI SEC 2 each, mailed 30 min.</i>					
8/18/2008	Kuoni Destination Management - Scandinavia & Nordic Countries	Fam Itinerary - Planning	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	<i>3 hours planned FAM itinerary and confirmed for Swiss Kuoni through Juliana</i>					
8/18/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	8/18/2008	8/15/2008	Debi DeBenedetto
	<i>4 hours planned itinerary for Juliana Daniels site visit</i>					
8/18/2008	Debi's Activity Tracking Account	Event Service Task	Closed	8/18/2008	8/15/2008	Debi DeBenedetto
	<i>More work to finalize Visit Florida Board group event - complete several hours</i>					
8/18/2008	Debi's Activity Tracking Account	General - SAP/Billing/Finance	Closed	8/15/2008	8/15/2008	Debi DeBenedetto
	<i>July reimburse request done</i>					
8/18/2008	Debi's Activity Tracking Account	General - Web update	Closed	8/18/2008	8/15/2008	Debi DeBenedetto
	<i>Several updates to website for partners, fishing, Venetian Village, BBjLinen others</i>					
8/18/2008	Wood Moulding & Millwork Producers Association	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Debi DeBenedetto
	<i>spent 2 hours in contact and setting up sites, getting tickets arrangements for site - cancelled due to hurricane Faye</i>					
8/18/2008	Allstate Midwest Regional office	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Debi DeBenedetto
	<i>sent sample pp map for client who has group booked to supply for registration</i>					
8/18/2008	Dia Monde	Fam Escort	Closed	8/18/2008	8/18/2008	Debi DeBenedetto
	<i>Hosted Juliana lunch and FAM</i>					
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/23/2008	8/23/2008	Debi DeBenedetto
	<i>Attended trade show and conference and 3 seminars for MPI SEC in Ponte Verde - during FAYE! Great conference</i>					
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/27/2008	8/27/2008	Debi DeBenedetto
	<i>Attended Successful Meetings Marketplace in PGA West Palm met with 26 planners one on one got 6 rfps and some coming to FAM in Oct. plus did follow up after</i>					
9/4/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	8/28/2008	8/28/2008	Debi DeBenedetto
	<i>office day and follow up on past shows - prepare for next round</i>					
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/2/2008	9/2/2008	Debi DeBenedetto

* Task is assigned to multiple people

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Assigned Sales Rep: Debi DeBenedetto

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
		<i>4:00 meeting planner fam meeting 2 hours</i>				
9/4/2008	Debi's Activity Tracking Account	General - Meeting	Closed	9/3/2008	9/3/2008	Debi DeBenedetto
		<i>4 hours planning FAM spread sheets, contact planers, contact rejects, sponsor list, notes and communication</i>				
9/4/2008	Debi's Activity Tracking Account	Fam Escort	Closed	9/4/2008	9/4/2008	Debi DeBenedetto
		<i>Escorted 22 Travel agent FAM for 3 day Sept 3-5 - great agents with lots of potential business and nice itinerar 15 hour days for me.</i>				
9/4/2008	Debi's Activity Tracking Account	Fam Escort	Closed	9/4/2008	9/4/2008	Debi DeBenedetto
		<i>Planned week fam and escorted 2 times Juliana Daniels German CVB rep for sites and fam attractions met with her and follow up</i>				
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/9/2008	9/9/2008	Debi DeBenedetto
		<i>Attended THE TRADE SHOW Travel agent show in Orlando with partners Double Tree and Inn on Fifth Orlando</i>				
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/12/2008	9/12/2008	Debi DeBenedetto
		<i>Attended HSMAI Affordable meetings in DC 3 days</i>				
Total Tasks:						140

Naples, Marco Island, Everglades CVB
 Tasks Report
 Closed - Between 6/12/2008 - 9/12/2008

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
6/12/2008	Naples, Marco Island, Everglades CVB <i>Attended Travel Agent FAM mtg 1hr</i>	Fam Itinerary - Planning	Closed	6/12/2008	6/12/2008	Nicole Haschak
6/23/2008	OpenDoor Resources, LLC <i>Sat in on Conference Call with JB & Jack</i>	Sales - Assisted Mtg Planner	Closed	6/23/2008	6/23/2008	Nicole Haschak
6/25/2008	Marco Island Marriott Beach Resort, Golf Club & Spa <i>Created list of assn contacts per Laura's request</i>	Sales - Partner Contact	Closed	6/25/2008	6/25/2008	Nicole Haschak
6/27/2008	Naples, Marco Island, Everglades CVB <i>Put together concierge, DOS & GM lists from iDSS per Ralphs request</i>	Sales - Partner Contact	Closed	6/27/2008	6/27/2008	Nicole Haschak
6/27/2008	Naples, Marco Island, Everglades CVB <i>Cleaned 198 bounced emails from TA Eblast out of iDSS (3hrs)</i>	Sales - Newsletter	Closed	6/27/2008	6/27/2008	Nicole Haschak
6/30/2008	Collier County Purchasing Department <i>Processed P-card transactions/ f/up on credits/sent partner checks to finance</i>	General - SAP/Billing/Finance	Closed	6/30/2008	6/30/2008	Nicole Haschak
6/30/2008	Miles Media Group, Incorporated <i>Researched HBX-made up list of questions for Suzanne; pulled reports for MP Eblast</i>	General - Web update	Closed	6/30/2008	6/30/2008	Nicole Haschak
6/30/2008	Naples, Marco Island, Everglades CVB <i>Went through HotelResources proposal for lead generation-LM for Dawn Plankey to get questions answered. Called Backyard Marketing & clarified some questions w/ Mike</i>	General - Research	Closed	6/30/2008	6/30/2008	Nicole Haschak
6/30/2008	Naples, Marco Island, Everglades CVB <i>Sent TA Newsletter to all prospects in iDSS (1838)-cleaned remaining duplicates out of idss & bounced emails</i>	Sales - Newsletter	Closed	6/30/2008	6/30/2008	Nicole Haschak
6/30/2008	Naples, Marco Island, Everglades CVB <i>Researched, wrote up & sent submissions for VF Travel Agent newsletter</i>	Sales - Media Contact	Closed	6/30/2008	6/30/2008	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	Closed	5/20/2008	6/30/2008	Nicole Haschak
7/1/2008	Naples, Marco Island, Everglades CVB <i>Completed Year end Self Evaluation</i>	General - Research	Closed	7/1/2008	7/1/2008	Nicole Haschak
7/2/2008	Naples Transportation, Tours and Event Planning <i>Met with Colleen & Pete about new publication</i>	Sales - Partner Contact	Closed	7/2/2008	7/2/2008	Nicole Haschak
7/2/2008	Naples, Marco Island, Everglades CVB <i>Sent out final RSVP for advisory roundtable; confirmed guest speakers; sent out email to staff about what was done & what still needs to be completed.</i>	General - Worked on upcoming CVB event	Closed	7/2/2008	7/2/2008	Nicole Haschak
7/2/2008	Naples, Marco Island, Everglades	General - Research	Closed	7/2/2008	7/2/2008	Nicole Haschak

* Task is assigned to multiple people

Tasks Report - Rpt#0071

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Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
	CVB					
	<i>Researched email advertising campaign info Debi had sent to me-put list of questions & sent to soliciting company</i>					
7/4/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	7/14/2008	7/14/2008	Nicole Haschak
	<i>VACATION from 7/4/08-7/14/08</i>					
5/9/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/22/2008	7/14/2008	Debi DeBenedetto
	<i>Put Conference direct list into idss - I only put some contacts, import list and put them on FAM and newsletter list.</i>					
3/20/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	5/5/2008	7/14/2008	Debi DeBenedetto
	<i>Call John 470 0491 and remind him to send 1550 official tourist guides to Shaune Wilson at Naples Grande - also be sure 1550 pp maps go out and remind Michelle Klinowski to send the downtown guides as well.</i>					
7/15/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	7/15/2008	7/15/2008	Nicole Haschak
	<i>Caught up on emails/phone calls missed while on vacation</i>					
7/15/2008	University Of Florida - Department of Conferences and Seminars	Sales - Meeting / Show / Conference	Closed	7/15/2008	7/15/2008	Nicole Haschak
	<i>Confirmed final details for SGMP SEC</i>					
7/22/2008	Chuck Cook & Associates, Incorporated	Sales - Meeting / Show / Conference	Closed	7/15/2008	7/15/2008	Nicole Haschak
	<i>Worked on details for Chuck Cook Tradeshow in August</i>					
7/16/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	7/16/2008	7/16/2008	Nicole Haschak
	<i>Attended Paradise Marketing Retreat 8am-noon</i>					
7/16/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/16/2008	7/20/2008	Nicole Haschak
	<i>Attended FSAE Annual Conference in Palm Beach 7/16-20/2008</i>					
7/21/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	7/21/2008	7/21/2008	Nicole Haschak
	<i>Worked on billing/finance items piled up while on vacation/at FSAE</i>					
7/21/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/21/2008	Nicole Haschak
	<i>Located & sent insurance form for MPI WEC</i>					
7/21/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/21/2008	Nicole Haschak
	<i>Secured booth for SGMP Conference</i>					
7/21/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	7/21/2008	7/21/2008	Nicole Haschak
	<i>Worked on L'Tur European FAM</i>					
7/21/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	7/21/2008	7/21/2008	Nicole Haschak
	<i>Worked on special edition TA newsletter for September TA FAM</i>					
7/21/2008	University Of Florida - Department of Conferences and Seminars	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/21/2008	Nicole Haschak
	<i>Worked on sponsorship for SGMP SEC in Aug</i>					
7/22/2008	Site Selection & Meeting Consultants, Inc	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Nicole Haschak
	<i>Spoke to Regina @ details for presentation for Board mtg on 8/26/08</i>					

* Task is assigned to multiple people

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
7/22/2008	Suburban Travel Agency, Incorporated	Sales - Assisted Travel Agent	Closed	7/22/2008	7/22/2008	Nicole Haschak
	<i>Met at Philly Travel show - assisted w/accomodations & attractions</i>					
7/22/2008	University Of Florida - IFAS Office of Conferences & Inst	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Nicole Haschak
	<i>Researched & sent list of security service providers in Naples</i>					
1/24/2008	American Membrane Technology Association	Sales - Send Promotional Item / Collateral	Closed	7/7/2008	7/22/2008	Nicole Haschak
	<i>send 1000 pp maps to her for July 8th Naples Grande conference</i>					
7/31/2007	University Of Florida - IFAS Office of Conferences & Inst	General - Followup Call	Closed	12/15/2008	7/22/2008	Nicole Haschak
	<i>Send email/questionnaire to follow up on quality of meeting facility/etc</i>					
7/22/2008	American Membrane Technology Association	Sales - Send Promotional Item / Collateral	Closed	7/22/2008	7/22/2008	Nicole Haschak
	<i>send 1000 pp maps to her for July 8th Naples Grande conference</i>					
7/23/2008	Naples, Marco Island, Everglades CVB	General - SAP/Billing/Finance	Closed	7/23/2008	7/23/2008	Nicole Haschak
	<i>New P-Card software training 2hrs</i>					
7/23/2008	University Of Florida - IFAS Office of Conferences & Inst	Sales - Assisted Mtg Planner	Closed	7/23/2008	7/23/2008	Nicole Haschak
	<i>Assisted Holly w/addtnl Photographers for meeting</i>					
7/24/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/24/2008	7/24/2008	Nicole Haschak
	<i>Sent followup letter & MP Kit to attendees at Donna Richards show</i>					
7/24/2008	The Naples Beach Hotel & Golf Club	Sales - Meeting / Show / Conference	Closed	7/24/2008	7/24/2008	Nicole Haschak
	<i>Cleaned list recvd from Donna Richards show & sent prospect list to Claudia & Bill (2hrs)</i>					
7/25/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	7/24/2008	7/24/2008	Nicole Haschak
	<i>Annual Review</i>					
7/25/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	7/25/2008	7/25/2008	Nicole Haschak
	<i>Finished Special Edition Newsletter for TA FAM</i>					
7/25/2008	Naples, Marco Island, Everglades CVB	General - Continuing Education	Closed	7/25/2008	7/25/2008	Nicole Haschak
	<i>Toastmasters meeting</i>					
2/13/2008	University Of Florida - IFAS Office of Conferences & Inst	General - Followup Call	Closed	7/21/2008	7/25/2008	Nicole Haschak
	<i>find out if RFP was placed in Naples/MI</i>					
4/15/2008	The Mayer Business Group	General - Followup Call	Closed	7/28/2008	7/28/2008	Nicole Haschak
	<i>find out if booked</i>					
7/28/2008	Alachua County/Gainesville Visitors & Convention Bureau	Sales - Meeting / Show / Conference	Closed	7/28/2008	7/28/2008	Nicole Haschak
	<i>Worked on SGMP Sponsorship w/Nancy(organizer of CVB Sponsorship)</i>					
7/28/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	7/28/2008	7/28/2008	Nicole Haschak
	<i>Spent 1.5 hours on PO's P-Card txns</i>					

* Task is assigned to multiple people

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
7/28/2008	Naples, Marco Island, Everglades CVB <i>Assisted w/compiling golf country club list</i>	General - Research	Closed	7/28/2008	7/28/2008	Nicole Haschak
7/28/2008	Naples, Marco Island, Everglades CVB <i>Spent a lot of time on RSVP list/details/answering partner questions for ad fair</i>	General - Worked on upcoming CVB event	Closed	7/28/2008	7/28/2008	Nicole Haschak
7/28/2008	Naples, Marco Island, Everglades CVB <i>Created TA Special Edition Newsletter for TA FAM</i>	Fam Itinerary - Planning	Closed	7/28/2008	7/28/2008	Nicole Haschak
7/29/2008	Naples, Marco Island, Everglades CVB <i>Completed TA Newsletter for FAM & Sent out</i>	Fam Itinerary - Planning	Closed	7/29/2008	7/29/2008	Nicole Haschak
7/30/2008	Collier County Purchasing Department <i>Worked on billing/SAP 2.5 hours</i>	General - SAP/Billing/Finance	Closed	7/30/2008	7/30/2008	Nicole Haschak
7/30/2008	Island One Resorts <i>Created/sent invoice for TA FAM</i>	Sales - Partner Contact	Closed	7/30/2008	7/30/2008	Nicole Haschak
7/30/2008	Naples, Marco Island, Everglades CVB <i>Lot of time on Co-op ad fair answering partner questions/maintaining RSVP list</i>	General - Worked on upcoming CVB event	Closed	7/30/2008	7/30/2008	Nicole Haschak
7/30/2008	Naples, Marco Island, Everglades CVB <i>Shipped out for SGMP & The Trade show</i>	Sales - Meeting / Show / Conference	Closed	7/30/2008	7/30/2008	Nicole Haschak
7/30/2008	The Naples Beach Hotel & Golf Club <i>Registered to attend TSAE Education Day w/Claudia-made arrangements</i>	Sales - Meeting / Show / Conference	Closed	7/30/2008	7/30/2008	Nicole Haschak
7/31/2008	Jackson Travel <i>spoke to & sent requested materials</i>	Sales - Assisted Travel Agent	Closed	7/31/2008	7/31/2008	Nicole Haschak
7/31/2008	Naples, Marco Island, Everglades CVB <i>Made changes to ESTO evite/completed ESTO newsletter draft/requested welcome bag stuffers (3 hours)</i>	General - Worked on upcoming CVB event	Closed	7/31/2008	7/31/2008	Nicole Haschak
7/31/2008	Residence Inn by Marriott Naples <i>Assisted w/mailing lists</i>	Sales - Partner Contact	Closed	7/31/2008	7/31/2008	Nicole Haschak
8/6/2008	Naples, Marco Island, Everglades CVB <i>Attended SGMP Regional Conference in Jacksonville</i>	Sales - Meeting / Show / Conference	Closed	8/6/2008	8/6/2008	Nicole Haschak
8/7/2008	Haworth, Inc <i>Responded to inquiry on teambuilding</i>	Sales - Assisted Mtg Planner	Closed	8/7/2008	8/7/2008	Nicole Haschak
8/7/2008	Naples, Marco Island, Everglades CVB <i>Completed edits on ESTO NEWSletter & Sent</i>	General - Worked on upcoming CVB event	Closed	8/7/2008	8/7/2008	Nicole Haschak
8/7/2008	Naples, Marco Island, Everglades CVB <i>Caught up on emails/phone messages while out of town (3 hrs)</i>	General - Email	Closed	8/7/2008	8/7/2008	Nicole Haschak
8/7/2008	Naples, Marco Island, Everglades <i>* Task is assigned to multiple people</i>	General -	Closed	8/7/2008	8/7/2008	Nicole Haschak

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Printed: 9/11/2008

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
	CVB	SAP/Billing/Finance				
	<i>Completed outstanding transactions</i>					
8/7/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/7/2008	8/7/2008	Nicole Haschak
	<i>Participated in meeting for Encounter</i>					
8/11/2008	Greater Miami Convention and Visitors Bureau	Fam Itinerary - Planning	Closed	8/11/2008	8/11/2008	Nicole Haschak
	<i>Spoke w/Nancy Masse about Oct tour operator FAM (30 min)</i>					
8/11/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	8/11/2008	8/11/2008	Nicole Haschak
	<i>Followed up on email requests (3.5hrs)</i>					
8/11/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/11/2008	8/11/2008	Nicole Haschak
	<i>Worked on Volunteer Newsletter (2 hrs)</i>					
8/11/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	8/11/2008	8/11/2008	Nicole Haschak
	<i>Met w/Debi to go over marketing plan & goals</i>					
8/11/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/11/2008	8/11/2008	Nicole Haschak
	<i>Tied up loose ends for Chuck Cook Show in Tally (1 hr)</i>					
8/11/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/11/2008	8/11/2008	Nicole Haschak
	<i>Responded to several ESTO questions/sent more E-vites out (30 min)</i>					
8/11/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/11/2008	8/11/2008	Nicole Haschak
	<i>Completed MP Newsletter (3 hours)</i>					
8/12/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	8/12/2008	8/12/2008	Nicole Haschak
	<i>Worked on SAP/created PO's (2 hrs)</i>					
8/12/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/12/2008	8/12/2008	Nicole Haschak
	<i>Worked on ESTO & VF Board mtg dine around (1hr)</i>					
8/12/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	8/13/2008	8/12/2008	Nicole Haschak
	<i>Responded to emails & inbox requests(2.5hr)</i>					
8/12/2008	Naples, Marco Island, Everglades CVB	General - Continuing Education	Closed	8/12/2008	8/12/2008	Nicole Haschak
	<i>Led new member orientation for 4 new Toastmaster members (1.5 hrs)</i>					
8/12/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/12/2008	8/12/2008	Nicole Haschak
	<i>Sent out MP Newsletter (3 hrs)</i>					
8/12/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/12/2008	8/12/2008	Nicole Haschak
	<i>Mtg with Debi, Greg Allard & Beth Fromm about Travel Agent FAM in Sept</i>					
8/12/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/12/2008	8/12/2008	Nicole Haschak
	<i>Attended SWFL Concierge Assn Meeting (3 hrs)</i>					

* Task is assigned to multiple people

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
8/12/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/12/2008	8/12/2008	Nicole Haschak
	<i>Sent out 2008 SGMP Conference Attendee List to partners (45min)</i>					
8/13/2008	Collier County	Sales - Meeting / Show / Conference	Closed	8/13/2008	8/13/2008	Nicole Haschak
	<i>Sent Aff Mtgs Exhibitor Spotlight PO for payment</i>					
8/13/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/13/2008	8/13/2008	Nicole Haschak
	<i>Completed sending out MP Newsletter to all planners 2hrs</i>					
8/13/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	8/13/2008	8/13/2008	Nicole Haschak
	<i>Updated tasks in iDSS (1 hr)</i>					
8/14/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/14/2008	8/14/2008	Nicole Haschak
	<i>Traveled to Tally & attended Chuck Cook show w/ Cathy Christopher</i>					
8/15/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/15/2008	8/15/2008	Nicole Haschak
	<i>Traveled home from Chuck Cook</i>					
8/18/2008	Mainline Information Systems	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Nicole Haschak
	<i>Sent contacts for potential program she may bring to Naples</i>					
8/18/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	8/18/2008	8/18/2008	Nicole Haschak
	<i>Responded to email requests 1.75 hrs</i>					
8/18/2008	Naples, Marco Island, Everglades CVB	General - Followup Call	Closed	8/18/2008	8/18/2008	Nicole Haschak
	<i>Sent MPI WEC attendees newsletter, MP Guide, added to iDss (.75 hrs)</i>					
8/18/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	8/18/2008	8/18/2008	Nicole Haschak
	<i>Worked on iDSS - tasks, cleaned tradeshow dropdown & added new upcoming shows (1.5hrs)</i>					
8/18/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/18/2008	8/18/2008	Nicole Haschak
	<i>Cleaned up bounced back email address of MP distribution list (3hrs)</i>					
8/19/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	8/19/2008	8/19/2008	Nicole Haschak
	<i>Office closed for Faye Tropical Storm</i>					
8/20/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	8/20/2008	8/20/2008	Nicole Haschak
	<i>Billing/SAP/Partner Checks (3.5hrs)</i>					
8/20/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/20/2008	8/20/2008	Nicole Haschak
	<i>ESTO details/Incentive FAM details (1hr)</i>					
8/20/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	8/20/2008	8/20/2008	Nicole Haschak
	<i>Update idss/put in rfps (1.5hrs)</i>					
8/20/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/20/2008	8/20/2008	Nicole Haschak

* Task is assigned to multiple people

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
<i>Clean up bouncebacked MP Emails in idss (1hr)</i>						
8/20/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	8/20/2008	8/20/2008	Nicole Haschak
<i>Stuff TA Fam bags</i>						
8/20/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/20/2008	8/20/2008	Nicole Haschak
<i>Stuffed ESTO Bags (1.5hrs)</i>						
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/23/2008	8/20/2008	Nicole Haschak
<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	Closed	5/13/2008	8/20/2008	Nicole Haschak
<i>get bottled water, animal crackers goldfish and vip bags on buses for ESTO coordinate with volunteers how many people coordinate with buses</i>						
8/21/2008	Dia Monde	Fam Itinerary - Planning	Closed	8/21/2008	8/21/2008	Nicole Haschak
<i>Confirmed details for Site (30 min)</i>						
8/21/2008	Florida Aquatic Plant Management Society	Sales - Assisted Mtg Planner	Closed	8/21/2008	8/21/2008	Nicole Haschak
<i>Processed & sent out RFP (30 min)</i>						
8/21/2008	The Greater Naples Chamber of Commerce	General - Meeting	Closed	8/21/2008	8/21/2008	Nicole Haschak
<i>Attended Chamber Tradeshow (1.5hrs)</i>						
8/22/2008	Dia Monde	Fam Escort	Closed	8/22/2008	8/22/2008	Nicole Haschak
<i>All day escort of Juliana to Everglades (8+ hrs)</i>						
8/25/2008	Travel Industry Association	General - Meeting	Closed	8/25/2008	8/25/2008	Nicole Haschak
<i>All day confirmation/details/attend ESTO Event (8+ hrs)</i>						
9/11/2008	Chuck Cook & Associates, Incorporated	Sales - Assisted Mtg Planner	Closed	8/26/2008	8/26/2008	Nicole Haschak
<i>Processed & sent out RFP (30 min)</i>						
9/11/2008	Travelers	Sales - Assisted Mtg Planner	Closed	8/26/2008	8/26/2008	Nicole Haschak
<i>Processed & Sent out RFP (30 min)</i>						
7/14/2008	Site Selection & Meeting Consultants, Inc	Sales - Assisted Mtg Planner	Closed	8/26/2008	8/28/2008	Nicole Haschak
<i>Nicole to do presentation for site selection at board meeting - Debi is out of town</i>						
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	8/25/2008	8/28/2008	Nicole Haschak
<i>Place or assign someone to place sign in restaurant windows on Fifth Avenue who are participating in ESTO WELCOME - Aug 25</i>						
7/22/2008	Site Selection & Meeting Consultants, Inc	Sales - Meeting / Show / Conference	Closed	8/26/2008	8/28/2008	Nicole Haschak
<i>Presentation for SEAC Meeting - 8am MI Hilton</i>						
6/9/2008	American Society for Colposcopy & Cervical Pathology	General - Followup Call	Closed	8/28/2008	8/28/2008	Nicole Haschak
<i>Find out if booked</i>						
12/10/2007	Association Of Adventists	General - Followup Call	Closed	8/28/2008	8/28/2008	Nicole Haschak
<i>sent email - did I get a response? find out if planner placed this meeting</i>						

* Task is assigned to multiple people

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
12/11/2007	Destinations, Meetins & Incentives, Inc.	General - Email	Closed	12/11/2007	8/28/2008	Nicole Haschak
	<i>find out if booked and where and what date</i>					
4/15/2008	Destinations, Meetins & Incentives, Inc.	General - Followup Call	Closed	8/28/2008	8/28/2008	Nicole Haschak
	<i>find out if booked</i>					
12/11/2007	AMVETS National Headquarters	General - Email	Closed	8/28/2007	8/28/2008	Nicole Haschak
	<i>find out if booked</i>					
1/11/2008	US Army	General - Followup Call	Closed	8/28/2008	8/28/2008	Nicole Haschak
	<i>Find out if Marriott's quote of \$188 per room was acceptable - only hotel that could fit this meeting. Ask if in the running?</i>					
10/11/2007	National Credit Reporting Association, Incorporated	General - Email	Closed	8/28/2008	8/28/2008	Nicole Haschak
	<i>FOLLOW up with Terry about the 2009 or 2011 meetings - ask how the 2007 meeting went at the Hyatt in Bonita Springs</i>					
12/27/2007	NEP Broadcasting, LLC	General - Email	Closed	8/28/2008	8/28/2008	Nicole Haschak
	<i>as of 12/11/07 Scott was still waiting for room rates - find out if he ever book rooms.</i>					
3/5/2008	City of Winter Park	General - Followup Call	Closed	8/28/2008	8/28/2008	Nicole Haschak
	<i>send survey after meeting in July - see notes</i>					
1/24/2008	American Membrane Technology Association	Sales - Send Promotional Item / Collateral	Closed	7/7/2008	8/28/2008	Nicole Haschak
7/3/2008	National Tour Association	General - Followup Call	Closed	8/3/2008	8/28/2008	Nicole Haschak
	<i>find out if booked along with the summer & spring board meetings</i>					
1/11/2008	AC Events	General - Followup Call	Closed	8/28/2008	8/28/2008	Nicole Haschak
	<i>Call to make sure Veronica received responses from area partners - find out when decision will be made and what other destinations are being considered.</i>					
9/2/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	9/2/2008	9/2/2008	Nicole Haschak
	<i>Created VF Event Invitation (2.5 hrs)</i>					
9/2/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	9/2/2008	9/2/2008	Nicole Haschak
	<i>Created MLT Flyer for VF TA Show (1 hr)</i>					
9/2/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	9/2/2008	9/2/2008	Nicole Haschak
	<i>TA FAM Arrangements (2.5 hrs)</i>					
9/3/2008	Naples, Marco Island, Everglades CVB	Fam Escort	Closed	9/6/2008	9/6/2008	Nicole Haschak
	<i>All day escort for TA FAM (Sept 3,4,5,6)</i>					
9/6/2008	First Incentive Travel Incorporated	Fam Itinerary - Planning	Closed	9/6/2008	9/6/2008	Nicole Haschak
	<i>Final details for LTUR Fam (2 hrs)</i>					
9/7/2008	First Incentive Travel Incorporated	Fam Escort	Closed	9/8/2008	9/8/2008	Nicole Haschak
	<i>All day escort for Joost & 8 German/Swiss tour operators in destination (Sept. 7 & 8)</i>					
9/9/2008	Naples, Marco Island, Everglades CVB	General - Continuing Education	Closed	9/9/2008	9/9/2008	Nicole Haschak
	<i>Attended PR Writing Seminar at Naples Chamber (1.5hrs)</i>					
9/11/2008	Duke University Medical Center	General - Followup Call	Closed	9/11/2008	9/11/2008	Nicole Haschak
	<i>Sent f/up email to see if booked</i>					

* Task is assigned to multiple people

Tasks Report - Rpt#0071

Printed: 9/11/2008

Assigned Sales Rep: Nicole Haschak

Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
9/11/2008	Naples, Marco Island, Everglades CVB <i>TDC Report/Expense Reports/Time Sheet/idss Update (5.5.hrs)</i>	General - TDC Report	Closed	9/11/2008	9/11/2008	Nicole Haschak
9/11/2008	OpenDoor Resources, LLC <i>Sent email to find out if booked</i>	General - Followup Call	Closed	9/11/2008	9/11/2008	Nicole Haschak
8/27/2008	Travelers <i>Find out if booked</i>	General - Followup Call	Closed	9/12/2008	9/11/2008	Nicole Haschak
7/3/2008	Meetings in General <i>find out if booked</i>	General - Followup Call	Closed	10/1/2008	9/11/2008	Nicole Haschak
7/3/2008	Nikki Romanik <i>Find out if booked</i>	General - Followup Call	Closed	8/3/2008	9/11/2008	Nicole Haschak
7/3/2008	Sunny Delight Beverages Company <i>find out if booked</i>	General - Followup Call	Closed	8/3/2008	9/11/2008	Nicole Haschak

Total Tasks: 134



Naples Marco Island Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
September 22, 2008
TDC Meeting**

PRODUCTION NOTES

- “Calvet” – documentary
- Gary Null and Assoc. – educational video
- CVB/Greyhouse – photo shoot
- Fiddler Productions – commercial
- MSNBC/Digital Café – photo shoot

WORKING LEADS

- “Jamie’s American Dream” – TV series/U.K.
- Zurich Insurance – print ad
- Kismet Films-documentary
- Sony/Lifetime- MOW
- Ovation Marketing – print catalogue
- GSL Movie – independent film
- Joy Asbury – print catalogue
- ABC TV/”Super Nanny” – TV series
- Boston Proper-print catalogue
- Orvis-print catalogue
- Shepherd Frankel – independent film
- Comcast - commercial
- Orion Bank – TV commercial
- “Hankie” - independent film
- “Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

OPERATIONS

- VisionNet (web-based location service) upload
120+ digital photo files
- 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
- 2009 Annual Production Guide-prep
- Website – finalize changes
- ESTOS – assist CVB event

SCOUTS

- Paul Wormer/Germany

MEETINGS

- Film Florida Annual Board Meeting – Manatee
- Florida Film Commissioners Council – Manatee
- Film Florida Marketing Committee – Manatee

FAM

- Juliana Daniels – European CVB rep

TRADE SHOWS

- Independent Film Week/NYC
- Film Florida Filmmaker's Reception, IFP-NYC

FLORIDA wasabi party

TUES
SEPTEMBER 16, 2008
7-10PM

JEOLADO: 116 E 4 Street (between 1&2 AV)

RSVP by September 15 at film@miamibeachfl.gov or show your Independent Film Week badge to enter

FREE sushi

FREE beer

dj

FREE sake

Film Florida
filmflorida.org

filmflorida.com
The Governor's Office of Film & Television
FL 9074-PLA-FLM LK 878-568-1772

JACKSONVILLE
Film & Television
A Division of the JEDC

MIAMIBeach
Film & Television
A Division of the JEDC

ORLANDO
Film & Television
A Division of the JEDC

SEASIDE
Film & Television
A Division of the JEDC

WINTER GARDENS
Film & Television
A Division of the JEDC

IFP

FLORIDA FILM SOCIETY

FLORIDA FILM SOCIETY

FLORIDA FILM SOCIETY

Florida's indie incentives are as fresh as our fish

FREE sushi

FREE Sake

Film Florida
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The Governor's Office of Film & Television
FL 9074-PLA-FLM LK 878-568-1772

present

FLORIDA wasabi party

BCF, Inc. PR Activity Summary

- Distributed Ghost Orchid release to more than 400 journalists including editors of travel and lifestyle publications, national, and regional print and broadcast media, trade publications. Discussed news with top media such as Associate Editor Tanner Latham of *Southern Living* regarding interview request, suggested images; contacted Inn at Naples, Inn on Fifth and Corkscrew Swamp Sanctuary to identify potential media interviews for *Southern Living* Ghost Orchid story. Spoke with Gardening Editor Steve Bender of the *Grumpy Gardener*, which resides on *SouthernLiving.com*; suggested images of ghost orchid. Coverage included *Associated Press*, *Tampa Tribune*, *Fort Mills Times (S.C.)* and more than 10 blog entries verifying word of mouth in social media.
- Drafted and distributed Learning Activities release to more than 400 journalists including travel editors of national and regional print media. Spoke with Elaine LaBalme of Sally's Place online, six million readership. Currently providing ongoing media follow up.
- Drafted Story Ideas release for VF Media Mission for distribution to journalists in Ohio.

Pitched media leads including:

- Madison Freeman of *Affluent Magazine* regarding Collier County's luxurious lifestyle
- Ellen Parlapiano of *Family Circle* regarding Tween/Teen activities in Naples based on a Visit Florida media lead
- Corresponded with Pat Perry of the *Saturday Evening Post*; suggested freelancers for upcoming Naples story
- George Poveromo of *Saltwater Sportsfishing Magazine* regarding fishing in Collier County
- Freelancer Tracey Porpora on romance on the Paradise Coast
- Jennifer Dienst of Meetings & Conventions on venues and meeting facilities in Collier County
- Sandra Friend of the *Florida Guidebooks* regarding What's New in the area, suggested green hotels and tours available.
- Darren Smith of *MyOutdoorPlaces.com* regarding state parks in Collier County.
- Pitched learning opportunities while on a Paradise Coast vacation to Elaine Glusac of *Forbes Traveler*

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of June 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	212	529.08
Naples Press	57	156.03
Guest Click	12	43.80
International	9	2.72
Storm Information	0	0.00
Meeting Planner	0	0.00
Collier County Sports Council	0	0.00
Grand Total:	290	731.63

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of June 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	9	46.58	2
Live Information	51	132.30	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	863	28.08	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	9503	961.73	-
CVB Office Referral	0	0.00	-
Hang up	33	13.17	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	23	9.80	-
Grand Total:	10482	1,191.67	2

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of June 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	581	4277	8%	383	1121	4%
Consumer Directories	75	711	1%	61	2008	1%
Leisure E-Marketing	325	4116	8%	638	5796	7%
Newspaper Domestic NE/MW	2191	16927	33%	3659	15133	41%
TV/Target Markets	112	254	0%	93	419	1%
Niche Markets (Bridal/Honeymoon)	501	4638	9%	560	5854	6%
Niche Markets (ECO)	154	1983	4%	195	1807	2%
Niche Markets (Fishing)	0	3	0%	0	3	0%
Niche Markets (Golf)	0	1	0%	0	6	0%
Niche Markets (Senior)	236	7764	15%	3367	10174	37%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	16	136	0%	0	3	0%
Group Business (Association)	5	5	0%	0	1	0%
Group Business (Corporate)	0	0	0%	0	1	0%
Group Business (Leisure)	0	0	0%	0	121	0%
Luxury Interest	5289	10541	20%	0	0	0%
Friend/Relative	3	68	0%	7	75	0%
Naples, Marco Island, Everglades CVB	2	29	0%	0	133	0%
Other/Unknown	11	98	0%	15	271	0%
Travel Agent	2	33	0%	3	36	0%
Grand Total:	9,503	51,584		8,981	42,962	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Southern Living Travel Jun 08	339	341	8%
Ladies Home Journal Apr 08	110	1461	34%
Florida Sun	64	467	11%
Midwest Living Mar/Apr 08	63	1527	36%
Midwest Living Web	2	15	0%
Other/Unknown	2	44	1%
Southern Living Travel Jul 08	1	2	0%
AAA Going Places Jul/Aug 07	0	10	0%
Arthur Frommer's Bdgt Feb 08	0	2	0%
Chicago Tribune Mag Feb 08	0	2	0%
Coastal Living Jan/Feb 08	0	395	9%
Conde Nast Traveler Apr 08	0	1	0%
New York Times	0	1	0%
Southern Living Travel Jul 07	0	2	0%
Southern Living Travel Jun 07	0	5	0%
Visit FL-SW FL Getaways Apr 08	0	2	0%
Grand Total:	581	4,277	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	67	477	67%
2007 Official FL Vac Guide	8	231	32%
Great FL Getaways 08	0	1	0%
Visit FL Intl Travel Planner	0	2	0%
Grand Total:	75	711	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure E-Marketing

For the month of June 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	293	3594	87%
TravelMeredith.com	16	100	2%
DestinationBrochures.com	8	288	7%
Other/Unknown	3	36	1%
VisitFlorida.com	3	27	1%
24-7Vacations.com	1	33	1%
Visit USA - UK	1	29	1%
FLAUSA.COM	0	3	0%
VisitFlorida.com - France	0	6	0%
Grand Total:	325	4,116	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Visit FL In State Spring 08	1184	4615	27%
PrePrint Out State Spring 2008	950	8433	50%
TMG Out of State Insert 08	44	1356	8%
Other/Unknown	10	107	1%
Visit FL In State Summer 08	3	9	0%
Ft Lauderdale Sun Sentinel	0	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	14%
Grand Total:	2,191	16,927	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Florida Cable Program	22	42	17%
Tampa/St. Pete Unknown	14	24	9%
Orlando Unknown	11	21	8%
Orlando WFTV - TV CH 9	10	16	6%
Other/Unknown	8	19	7%
Miami/Ft Laud WBFS - TV CH 33	6	13	5%
Miami/Ft Laud WPLG - TV CH 10	6	23	9%
Tampa/St. Pete - Brighthouse	5	8	3%
Orlando WESH - TV CH 2	4	6	2%
Palm Beach WPTV - TV CH 5	4	4	2%
Miami/Ft Laud WSVN - TV CH 7	3	12	5%
Miami/Ft Laud WTVJ - TV CH 6	3	5	2%
Chicago Unknown	2	4	2%
Miami/Ft Laud - Comcast	2	7	3%
Miami/Ft Laud WFOR - TV CH 4	2	12	5%
Palm Beach Unknown	2	4	2%
Palm Beach WPEC - TV CH 12	2	4	2%
Chicago WLS - TV CH 7	1	2	1%
Miami/Ft Laud Unknown	1	8	3%
New York WCBS - TV CH 2	1	2	1%
Palm Beach - Comcast	1	1	0%
W Palm/Ft. Pier WFLX - CH 29	1	2	1%
W Palm/Ft. Pier WPBF - CH 25	1	2	1%
New York WNBC - TV CH 4	0	1	0%
Orlando - Brighthouse	0	5	2%
Tampa/St. Pete WFTS - TV CH 28	0	4	2%
Tampa/St. Pete WTVT - TV CH 13	0	3	1%
Grand Total:	112	254	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of June 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	7	854	6%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	3	91	1%
FL Wedding&Honeymoon Jul/Aug08	314	319	2%
FL Wedding&Honeymoon Mar/Apr07	0	49	0%
FL Wedding&Honeymoon Mar/Apr08	36	1298	9%
FL Wedding&Honeymoon Mar/Jun08	0	1	0%
FL Wedding&Honeymoon May/Jun07	19	84	1%
FL Wedding&Honeymoon May/Jun08	118	729	5%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	3	785	5%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	1	373	3%
Niche Markets (Bridal/Honeymoon)	501	4638	32%
Niche Markets (Senior)			
AAA Car & Travel Jan 08	2	204	1%
AAA Going Places Jan/Feb 08	0	4	0%
AAA Going Places May/Jun 08	31	471	3%
AAA Home & Away Jan/Feb 08	0	509	4%
AAA Home & Away Mar/Apr 08	0	634	4%
AAA Journeys Jan/Feb 08	0	143	1%
AAA Living Mar/Apr 08	0	864	6%
AARP Mar/Apr 07	0	1766	12%
AARP Mar/Apr 08	202	3056	21%
Readers Digest Jun 08	0	111	1%
Reader's Digest Jun 08	1	2	0%
Niche Markets (Senior)	236	7764	54%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (ECO)			
Audubon Jan/Feb 08	6	298	2%
Audubon Mar/Apr 07	0	3	0%
Audubon Mar/Apr 08	15	313	2%
Audubon Nov/Dec 07	0	300	2%
Echo Encounter Mar 08	0	71	0%
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	132	606	4%
Undiscovered Florida May 08	1	2	0%
Niche Markets (ECO)	154	1983	14%
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:	891	14,389	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Recommend Magazine May 08	16	27	20%
FL Official Tvl Ind Jan-Dec 07	0	1	1%
TIA Discover America	0	75	55%
TIA Discover America Web	0	33	24%
Grand Total:	16	136	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Group Business (Association)			
FSAE Assoc. Resource	5	5	100%
Group Business (Association)	5	5	100%
Grand Total:	5	5	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Luxury Interest

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Luxury Interest			
VF D&ST Sweepstakes	4810	10062	95%
VF D&ST Sweepstakes - SoGoNow	479	479	5%
Luxury Interest	5289	10541	100%
Grand Total:	5,289	10,541	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of June 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	1988	10471	21%	3476	10935	39%
NY	550	2944	6%	384	2477	4%
CA	514	1820	4%	273	1273	3%
TX	418	1798	4%	488	1600	5%
PA	416	2108	4%	318	1832	4%
IL	371	2548	5%	291	2109	3%
OH	345	2847	6%	325	1780	4%
NJ	309	1489	3%	176	1210	2%
GA	283	1315	3%	219	1186	2%
MI	278	2088	4%	200	1430	2%
NC	258	1036	2%	160	803	2%
TN	234	880	2%	161	905	2%
IN	228	1826	4%	192	1278	2%
MA	198	1035	2%	99	715	1%
VA	195	842	2%	101	687	1%
MD	190	771	2%	93	691	1%
MO	165	1347	3%	178	974	2%
KY	153	742	2%	103	629	1%
WI	142	1307	3%	151	1257	2%
WA	139	531	1%	84	424	1%
MN	134	1270	3%	132	733	1%
CT	132	727	1%	77	402	1%
AL	131	650	1%	93	485	1%
LA	131	507	1%	77	427	1%
SC	128	517	1%	79	478	1%
AZ	109	462	1%	64	328	1%
CO	98	453	1%	78	377	1%
IA	77	627	1%	106	521	1%
AR	75	397	1%	82	413	1%
KS	70	434	1%	65	339	1%
OR	70	307	1%	35	268	0%
OK	69	448	1%	75	312	1%
MS	64	270	1%	53	261	1%
NV	46	214	0%	30	186	0%
NH	44	217	0%	23	169	0%
WV	44	236	0%	36	232	0%

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of June 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>
NM	38	148	0%	22	105	0%
DE	36	146	0%	31	159	0%
PR	35	108	0%	12	112	0%
UT	33	129	0%	26	115	0%
ME	32	226	0%	28	172	0%
NE	31	293	1%	32	246	0%
RI	31	160	0%	20	110	0%
ID	28	117	0%	31	93	0%
SD	21	127	0%	27	92	0%
DC	19	42	0%	8	42	0%
VT	18	81	0%	11	77	0%
HI	17	56	0%	12	45	0%
MT	15	57	0%	13	85	0%
ND	12	105	0%	14	77	0%
AK	10	45	0%	9	48	0%
WY	5	44	0%	9	32	0%
VI	2	6	0%	2	9	0%
GU	1	3	0%	0	0	0%
AA	0	0	0%	0	0	0%
AE	0	3	0%	1	7	0%
AP	0	3	0%	1	6	0%
Grand Total:	9,180	49,380		8,886	41,758	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of June 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	9180	49380	96%	8886	41758	99%
CANADA	208	1318	3%	39	450	0%
GERMANY	45	337	1%	4	235	0%
UNITED KINGDOM	31	303	1%	14	255	0%
AUSTRALIA	4	7	0%	3	9	0%
BRAZIL	4	20	0%	2	10	0%
FRANCE	4	39	0%	5	20	0%
NETHERLANDS	4	22	0%	3	16	0%
NIGERIA	3	3	0%	1	2	0%
AUSTRIA	2	10	0%	0	5	0%
ALGERIA	1	3	0%	0	0	0%
BANGLADESH	1	4	0%	5	8	0%
BELGIUM	1	13	0%	2	13	0%
BERMUDA	1	1	0%	1	2	0%
COLUMBIA	1	1	0%	0	0	0%
EGYPT	1	1	0%	0	0	0%
FINLAND	1	2	0%	0	2	0%
INDIA	1	6	0%	1	15	0%
IRELAND	1	8	0%	1	10	0%
MEXICO	1	2	0%	1	6	0%
MOROCCO	1	1	0%	0	0	0%
NEW ZEALAND	1	1	0%	0	3	0%
POLAND	1	6	0%	1	4	0%
PORTUGAL	1	1	0%	0	0	0%
RIO	1	1	0%	0	0	0%
SOUTH AFRICA	1	1	0%	0	1	0%
SWITZERLAND	1	14	0%	0	5	0%
TAIWAN	1	2	0%	0	0	0%
ARGENTINA	0	7	0%	1	15	0%
BELARUS	0	0	0%	0	1	0%
BULGARIA	0	1	0%	0	2	0%
CHILE	0	0	0%	0	1	0%
CHINA	0	0	0%	0	2	0%
CROATIA	0	0	0%	1	1	0%

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of June 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>
DENMARK	0	5	0%	1	5	0%
ECUADOR	0	1	0%	0	0	0%
ESTONIA	0	1	0%	0	2	0%
ETHIOPIA	0	0	0%	0	2	0%
GEORGIA	0	1	0%	0	1	0%
GHANA	0	4	0%	1	8	0%
GREECE	0	1	0%	1	2	0%
HUNGARY	0	4	0%	0	2	0%
INDONESIA	0	2	0%	1	5	0%
IRAN	0	5	0%	0	12	0%
IRAQ	0	0	0%	0	1	0%
ISRAEL	0	1	0%	0	1	0%
ITALY	0	19	0%	0	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%	0	2	0%
NORWAY	0	3	0%	1	6	0%
PAKISTAN	0	3	0%	1	20	0%
PANAMA	0	0	0%	0	0	0%
PERU	0	1	0%	1	3	0%
PHILIPPINES	0	5	0%	0	5	0%
QATAR	0	0	0%	0	1	0%
ROMANIA	0	1	0%	0	0	0%
RUSSIA	0	1	0%	2	3	0%
SAUDI ARABIA	0	0	0%	0	0	0%
SCOTLAND	0	0	0%	0	1	0%
SINGAPORE	0	1	0%	0	1	0%
SPAIN	0	0	0%	0	3	0%
SWEDEN	0	5	0%	0	6	0%
THAILAND	0	0	0%	1	1	0%
TURKEY	0	1	0%	0	2	0%
UKRAINE	0	1	0%	0	0	0%

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of June 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>
URUGUAY	0	1	0%	0	0	0%
VIETNAM	0	0	0%	0	0	0%
Grand Total:	9,503	51,584		8,981	42,962	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of June 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	253	5466	64%
Play FL Golf - UK	0	320	4%
Golf Guide	253	5789	68%
Mailings to Partners	0	283	3%
Mailings to Partners			
Meeting Planner			
Post Show Followup			
MILO	0	74	1%
Post Show Followup	0	74	1%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	11	84	1%
Meeting Planner Kit	11	84	1%
Meeting Planner Non-Kit Fulfill			
MP Non-Kit Fulfillment	1	4	0%
Meeting Planner Non-Kit Fulfillment	1	4	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	4%
Pre-Show Post Card			
2008 Springtime DC Expo	0	228	3%
Destinations Showcase	0	248	3%
Destinations Showcase Chicago	520	520	6%
Tampa MPI Expo	0	44	1%
TSAE Education Day Show	0	409	5%

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of June 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Meeting Planners			
Pre-Show Post Card	520	1449	17%
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	3	28	0%
Travel Agents	0	36	0%
Virtual Trade Show Follow Up	75	75	1%
Travel Agents	78	441	5%
Grand Total:	863	8,480	

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
		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	7	0	0	0	0	0	0	0
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	3	458	0	143	0	79	0	1,065	91	
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	314	0	0	0	0	0	0	0	0	319	
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	36	0	0	0	0	0	0	0	0	1,299	
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	19	103	0	48	0	21	0	1,300	84	
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	118	0	0	0	0	0	0	0	0	729	
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	
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	3	0	0	0	0	0	0	0	785	
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	1	
TOTAL Niche Markets (Bridal/Honeymoon):		754	522	509	483	490	392	737	511	740	756	683	549	712	616	557	308	672	501	711	0	620	0	545	0	7,730	4,638	
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	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	1	0	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	15	0	0	0	0	0	0	0	313	
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	168	0	83	0	49	0	35	0	13	0	13	0	4	0	365	0	
Audubon Jan/Feb 08	Niche Markets (ECO)	0	0	0	0	0	0	141	0	98	0	29	0	15	0	9	0	6	0	0	0	0	0	0	0	0	298	
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	0	201	
FL Echo In State Spring 2007	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	86	0	269	0	10	0	0	0	0	0	0	0	0	0	0	365	
Natl Geo Trvlr May/Jun 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	
Natl Geo Trvlr May/Jun 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	474	0	132	0	0	0	0	0	0	0	606	
Natl 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 May 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	2	
TOTAL Niche Markets (ECO):		0	293	167	199	72	77	241	193	34	131	278	227	365	177	409	532	241	154	96	0	56	0	6	0	1,965	1,983	

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4	0	0	1	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	0	2	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	2	2	6	7	13	14	7	0	0	0	0	0	30	24
West Palm Beach - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	1	1	0	0	0	0	0	0	5	1
West Palm Beach Unknown	Target Markets	0	0	11	0	0	0	0	0	0	0	0	0	1	0	5	2	4	2	1	0	1	0	0	0	23	4
West Palm Beach - WFLX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	2
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	1	1	0	0	0	0	0	1	2
West Palm Beach - WPEC	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	2	0	0	0	0	0	0	2	4
West Palm Beach - WPTV NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	4	2	0	0	0	0	0	3	4
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	112	44	0	1	0	0	0	463	254
Travel Agent Directories:																											
FL Official Tvl Ind Jan-Dec 07	Travel Agent Directories	0	0	0	0	0	0	1	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	16	0	0	0	0	0	0	0	27
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	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	0	12	0	16	0	0	0	0	0	0	3	136

9/16/2008

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
Radio Show Consumer	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	0
Florida Huddle Press	0	0	0	0	0	0	0	0	23	0	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	94	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0
MAILINGS TO PARTNERS	197	0	0	0	0	1	0	0	0	0	259	2	475	280	65	0	0	0	354	0	0	0	0	0	0	1,350	283
MAILINGS FOR PARTNERS	0	0	0	0	0	0	0	0	70	0	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	1	0	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	863	442	0	2,467	0	533	0	16,306	8,480	
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	10,366	11,900	0	9,690	0	1,764	0	79,646	54,662	

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
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	0	1	0
aaa.ParadiseCoast.com	0	1	0	0	1	4	3	68	2	106	42	38	3	153	43	25	1	7	5	0	7	0	8	0	115	402	
af - Arthur Frommers	0	1	2	1	0	7	10	17	1,238	74	90	9	26	32	6	6	11	6	2	0	1	0	7	0	1,393	153	
au - Audobon	0	0	112	6	37	1	9	3	3	1	5	60	0	3	1	1	0	5	1	0	0	0	0	0	168	80	
cl.paradisecoast.com	0	0	0	2	0	58	0	232	0	16	0	2	0	2	0	3	2	2	0	0	1	0	0	3	317	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	0
cs - Convention South	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	0	3	0	
df - paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
echo-paradisecoast.com	0	580	0	117	0	0	0	4	0	2	69	2	1	0	5	1	0	1	0	0	1	0	98	0	174	707	
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	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	0
fv - FLAUSA Official Vacation Guide (2005)	0	15	7	3	6	10	9	8	24	6	2	41	39	2	4	9	14	5	14	0	59	0	6	0	184	99	
gg.paradisecoast.com	0	4	0	51	0	1	0	2	0	0	0	0	0	4	0	5	62	1	10	0	21	0	0	0	93	68	
golf - Play FL Golf	0	3	0	1	0	0	879	1	217	1	9	89	2	3	6	3	0	15	2	0	2	0	1	0	1,118	116	
gt - Group Tour	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	2	1	
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	4	1	0	1	0	1	0	12	10	
is - Preprint In-State	1,769	461	1,793	125	1,461	9	723	4	374	4	197	0	71	7	76	0	79	1	144	0	110	0	108	0	6,905	611	
mb - Modern Bride	0	0	1	0	0	0	5	0	1	0	1	0	1	0	0	1	4	1	0	0	0	0	0	0	13	2	
mh - Miami Herald	1,895	752	2,066	418	1,267	234	804	315	486	221	314	246	309	177	251	359	280	505	198	0	170	0	294	0	8,334	3,227	
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	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	0
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	0
sa - Skylights	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
sl - Southern Living	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	88	0	11	0	0	0	0	0	1	99	0	
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	509	1	0	133	0	173	0	357	3,188	
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	0
uf - Undiscovered Florida	0	558	0	242	0	4	1	2	1	4	0	0	0	3	1	0	1	2	2	0	2	0	1	0	9	815	
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	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	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	0
wed - Bridal Guide	0	4	0	1	0	5	0	5	0	0	0	18	0	36	0	204	0	491	44	0	0	0	0	0	44	764	
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	0
www.paradisecoastblueway.com	0	2	0	4	0	6	0	1	0	4	0	19	0	4	3	1	4	3	0	0	1	0	1	0	9	44	
paradisecoast.milesmediagroup.com	0	0	0	1	0	2	0	16	0	6	0	36	15	91	10	37	4	112	0	0	0	0	7	0	36	301	
www.newsletter.paradisecoast.com	0	1	0	0	0	0	0	0	0	0	0	0	5	6	0	0	0	7	1	0	1	0	0	0	7	14	
www.paradisecoast.com	0	2	27	3	3	5	6	25	7	4	2	16	10	46	2	13	1	8	1	0	3	0	2	0	64	122	
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	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	1,696	467	0	587	0	784	0	19,382	11,170	
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	564,081	403,283	0	371,811	0	303,185	0	3,706,252	3,953,200	
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	94,909	112,252	0	112,235	0	90,160	0	1,020,298	913,042	

9/16/2008

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008		
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	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	

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of June 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	290	731.63
DATA IMPORT	8,418	0.00
RDR RESPONSE	826	303.63
RDR RESPONSE - NO FULFILLMENT	26	0.00
RR-FULFILLED	917	146.48
WEBSITE	5	9.92
<u>Grand Total:</u>	<u>10,482</u>	<u>1,191.67</u>

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of August 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	100	251.32
Naples Press	60	157.43
Guest Click	8	33.77
International	20	29.83
Storm Information	0	0.00
Meeting Planner	0	0.00
Collier County Sports Council	0	0.00
<u>Grand Total:</u>	<u>188</u>	<u>472.35</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of August 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	6	28.85	0
Live Information	50	105.70	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	113	36.50	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	3916	416.70	-
CVB Office Referral	0	0.00	-
Hang up	16	16.38	-
Storm Accommodations Info	3	2.93	-
Update Accommodations Info	151	420.30	-
Wrong Number	18	8.50	-
<u>Grand Total:</u>	<u>4273</u>	<u>1,035.87</u>	<u>0</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of August 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	258	5289	9%	179	1765	2%
Consumer Directories	39	867	1%	5021	14545	69%
Leisure E-Marketing	2571	7142	12%	759	7225	10%
Newspaper Domestic NE/MW	24	20253	33%	18	16496	0%
TV/Target Markets	38	322	1%	1	464	0%
Niche Markets (Bridal/Honeymoon)	612	5767	9%	620	7186	9%
Niche Markets (ECO)	50	2161	4%	56	1964	1%
Niche Markets (Fishing)	0	3	0%	0	3	0%
Niche Markets (Golf)	0	1	0%	0	6	0%
Niche Markets (Senior)	294	8961	15%	564	11349	8%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	2	148	0%	0	3	0%
Group Business (Association)	0	5	0%	0	1	0%
Group Business (Corporate)	0	0	0%	0	1	0%
Group Business (Leisure)	0	0	0%	0	214	0%
Luxury Interest	0	10541	17%	0	0	0%
Friend/Relative	8	82	0%	3	87	0%
Naples, Marco Island, Everglades CVB	3	32	0%	2	135	0%
Other/Unknown	14	119	0%	3	277	0%
Travel Agent	3	36	0%	5	43	0%
Grand Total:	3,916	61,729		7,231	61,764	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Florida Sun	91	588	11%
Southern Living Travel Jun 08	90	732	14%
Arthur Frommer's Bdgt Jun 08	45	441	8%
Midwest Living Mar/Apr 08	25	1573	30%
Other/Unknown	4	49	1%
Midwest Living Web	2	18	0%
Southern Living Travel Jul 08	1	4	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%
Coastal Living Jan/Feb 08	0	396	7%
Conde Nast Traveler Apr 08	0	1	0%
Ladies Home Journal Apr 08	0	1463	28%
New York Times	0	1	0%
Southern Living Travel Jul 07	0	2	0%
Southern Living Travel Jun 07	0	5	0%
Visit FL-SW FL Getaways Apr 08	0	2	0%
<u>Grand Total:</u>	<u>258</u>	<u>5,289</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	39	631	73%
2007 Official FL Vac Guide	0	231	27%
Great FL Getaways 08	0	1	0%
Visit FL Intl Travel Planner	0	3	0%
Visit FL SIP - Beaches	0	1	0%
<u>Grand Total:</u>	<u>39</u>	<u>867</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure E-Marketing

For the month of August 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Go America Sweepstakes	2415	2415	34%
ParadiseCoast.com	56	4062	57%
Go America Spring 2008	41	41	1%
Go America Online Brochure	31	31	0%
DestinationBrochures.com	14	322	5%
TravelMeredith.com	5	120	2%
Other/Unknown	4	44	1%
VisitFlorida.com	3	33	0%
Visit USA - UK	2	32	0%
24-7Vacations.com	0	33	0%
FLAUSA.COM	0	3	0%
VisitFlorida.com - France	0	6	0%
<u>Grand Total:</u>	<u>2,571</u>	<u>7,142</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
TMG Out of State Insert 08	24	1426	7%
Ft Lauderdale Sun Sentinel	0	3	0%
Other/Unknown	0	110	1%
PrePrint Out State Spring 2008	0	8727	43%
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%
Visit FL In State Spring 08	0	6616	33%
Visit FL In State Summer 08	0	967	5%
<u>Grand Total:</u>	<u>24</u>	<u>20,253</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Other/Unknown	10	32	10%
Miami/Ft Laud Unknown	5	15	5%
Miami/Ft Laud WPLG - TV CH 10	4	27	8%
Palm Beach Unknown	4	8	2%
Miami/Ft Laud WSVN - TV CH 7	3	15	5%
Florida Cable Program	2	56	17%
Miami/Ft Laud WFOR - TV CH 4	2	14	4%
Miami/Ft Laud WTVJ - TV CH 6	2	10	3%
Chicago WLS - TV CH 7	1	3	1%
Miami/Ft Laud WBFS - TV CH 33	1	15	5%
New York WNBC - TV CH 4	1	2	1%
Palm Beach WPTV - TV CH 5	1	5	2%
W Palm/Ft. Pier WFLX - CH 29	1	3	1%
W Palm/Ft. Pier WPBF - CH 25	1	3	1%
Chicago Unknown	0	4	1%
Miami/Ft Laud - Comcast	0	7	2%
New York Unknown	0	1	0%
New York WCBS - TV CH 2	0	2	1%
Orlando - Brighthouse	0	5	2%
Orlando Unknown	0	23	7%
Orlando WESH - TV CH 2	0	6	2%
Orlando WFTV - TV CH 9	0	17	5%
Palm Beach - Comcast	0	1	0%
Palm Beach WPEC - TV CH 12	0	4	1%
Tampa/St. Pete - Brighthouse	0	10	3%
Tampa/St. Pete Unknown	0	27	8%
Tampa/St. Pete WFTS - TV CH 28	0	4	1%
Tampa/St. Pete WTVT - TV CH 13	0	3	1%
Grand Total:	38	322	

*YTD = Fiscal Year

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of August 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	9	872	5%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	2	94	1%
FL Wedding&Honeymoon Jul/Aug08	150	811	5%
FL Wedding&Honeymoon Mar/Apr07	0	49	0%
FL Wedding&Honeymoon Mar/Apr08	16	1341	8%
FL Wedding&Honeymoon Mar/Jun08	0	1	0%
FL Wedding&Honeymoon May/Jun07	0	85	1%
FL Wedding&Honeymoon May/Jun08	31	810	5%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	5	796	5%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	1	379	2%
FL Wedding&Honeymoon Sep/Oct08	398	474	3%
Niche Markets (Bridal/Honeymoon)	612	5767	34%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Senior)			
AAA Car & Travel Jan 08	0	204	1%
AAA Going Places Jan/Feb 08	0	4	0%
AAA Going Places Jul/Aug 08	265	813	5%
AAA Going Places May/June 08	5	602	4%
AAA Home & Away Jan/Feb 08	1	510	3%
AAA Home & Away Mar/Apr 08	0	634	4%
AAA Journeys Jan/Feb 08	0	143	1%
AAA Living Mar/Apr 08	0	864	5%
AARP Mar/Apr 07	0	1766	10%
AARP Mar/Apr 08	1	3057	18%
AARP Sept/Oct 08	3	3	0%
Readers Digest Jun 08	19	361	2%
Niche Markets (Senior)	294	8961	53%
Niche Markets (ECO)			
Audubon Jan/Feb 08	0	304	2%
Audubon Mar/Apr 07	0	3	0%
Audubon Mar/Apr 08	14	351	2%
Audubon Nov/Dec 07	0	300	2%
Echo Encounter Mar 08	0	71	0%
Everglades Kayaking Story	0	4	0%
Nat'l Geo. Trav. May/June 07	0	5	0%
Nat'l Geo. Traveler Oct 07	0	381	2%
Nat'l Geo. Trvlr May/June 08	36	740	4%
Undiscovered Florida May 08	0	2	0%
Niche Markets (ECO)	50	2161	13%
Niche Markets (Fishing)			
FL Fishing & Boating Guide	0	2	0%
Florida Sportsman	0	1	0%
Niche Markets (Fishing)	0	3	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Golf)			
Golf for Women Mag Jan/Feb 08	0	1	0%
Niche Markets (Golf)	0	1	0%
Grand Total:	956	16,893	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Recommend Magazine May 08	2	39	26%
FL Official Tvl Ind Jan-Dec 07	0	1	1%
TIA Discover America	0	75	51%
TIA Discover America Web	0	33	22%
<u>Grand Total:</u>	<u>2</u>	<u>148</u>	

*YTD = Fiscal Year

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Visitor Guide Request Summary by Group Business

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Group Business (Association)			
FSAE Assoc. Resource	0	5	100%
Group Business (Association)	0	5	100%
Grand Total:	0	5	

*YTD = Fiscal Year

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Visitor Guide Request Summary by Luxury Interest

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Luxury Interest			
VF D&ST Sweepstakes	0	10062	95%
VF D&ST Sweepstakes - SoGoNow	0	479	5%
Luxury Interest	0	10541	100%
Grand Total:	0	10,541	

*YTD = Fiscal Year

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Visitor Guide Request Summary by State

For the month of August 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	320	14650	26%	570	13845	8%
NY	75	3259	6%	467	3617	7%
OH	75	3071	5%	347	2576	5%
CA	62	1973	3%	444	2375	6%
IL	60	2727	5%	315	2922	5%
GA	53	1472	3%	222	1793	3%
TX	46	1963	3%	428	2603	6%
PA	42	2270	4%	376	2737	5%
MI	41	2204	4%	258	2064	4%
NJ	41	1598	3%	228	1808	3%
NC	39	1147	2%	233	1344	3%
TN	35	1012	2%	208	1365	3%
IN	34	1936	3%	161	1692	2%
MO	32	1437	3%	150	1346	2%
LA	31	583	1%	118	680	2%
SC	30	583	1%	97	709	1%
VA	25	947	2%	189	1114	3%
KY	24	824	1%	132	920	2%
AL	22	714	1%	136	745	2%
WI	22	1384	2%	154	1632	2%
WA	18	574	1%	119	730	2%
AR	16	439	1%	70	581	1%
MA	16	1107	2%	185	1131	3%
IA	15	664	1%	52	660	1%
KS	15	473	1%	54	475	1%
MS	14	311	1%	61	397	1%
OK	14	490	1%	74	495	1%
MD	13	828	1%	142	1030	2%
CT	12	771	1%	83	632	1%
CO	11	493	1%	89	636	1%
MN	11	1310	2%	110	990	2%
AZ	9	500	1%	89	532	1%
ME	8	250	0%	45	264	1%
PR	8	119	0%	16	163	0%
NH	7	237	0%	37	255	1%

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Visitor Guide Request Summary by State

For the month of August 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	7	231	0%	54	306	1%
WV	6	257	0%	41	329	1%
MT	5	67	0%	11	104	0%
NE	5	312	1%	45	340	1%
NM	5	160	0%	22	180	0%
OR	5	335	1%	78	439	1%
DE	4	157	0%	28	234	0%
ID	4	129	0%	22	145	0%
RI	3	167	0%	35	193	1%
UT	3	142	0%	37	215	1%
AK	2	50	0%	8	81	0%
ND	2	112	0%	8	105	0%
SD	2	133	0%	19	126	0%
DC	1	49	0%	13	69	0%
VT	1	85	0%	16	101	0%
AA	0	0	0%	1	1	0%
AE	0	4	0%	1	8	0%
AP	0	3	0%	0	6	0%
GU	0	3	0%	0	1	0%
HI	0	63	0%	22	88	0%
VI	0	6	0%	1	10	0%
WY	0	48	0%	8	52	0%
Grand Total:	1,351	56,833		6,929	59,991	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of August 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>
UNITED KINGDOM	2399	2720	4%	35	341	0%
USA	1351	56833	92%	6929	59991	96%
GERMANY	43	399	1%	51	322	1%
SCOTLAND	34	34	0%	0	1	0%
CANADA	17	1390	2%	175	744	2%
WALES	17	17	0%	0	0	0%
ENGLAND	15	15	0%	0	0	0%
N. IRELAND	9	9	0%	0	0	0%
NETHERLANDS	7	31	0%	1	20	0%
FRANCE	4	46	0%	3	25	0%
IRELAND	4	13	0%	2	13	0%
SWITZERLAND	4	21	0%	2	12	0%
SPAIN	3	3	0%	1	8	0%
AUSTRIA	2	12	0%	0	7	0%
OTHER	2	2	0%	0	0	0%
AUSTRALIA	1	8	0%	0	9	0%
BELGIUM	1	15	0%	2	15	0%
BULGARIA	1	4	0%	0	3	0%
DENBIGHSHIRE	1	1	0%	0	0	0%
POLAND	1	8	0%	2	7	0%
ALGERIA	0	3	0%	0	0	0%
ARGENTINA	0	8	0%	1	19	0%
BANGLADESH	0	4	0%	0	10	0%
BELARUS	0	0	0%	0	1	0%
BERMUDA	0	1	0%	0	2	0%
BRAZIL	0	30	0%	5	23	0%
CHILE	0	1	0%	0	1	0%
CHINA	0	0	0%	0	2	0%
COLOMBIA	0	1	0%	1	1	0%
CROATIA	0	0	0%	0	1	0%
DENMARK	0	7	0%	4	10	0%
ECUADOR	0	1	0%	0	0	0%
EGYPT	0	1	0%	0	1	0%

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Visitor Guide Request Summary by Country

For the month of August 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>
ESTONIA	0	1	0%	1	3	0%
ETHIOPIA	0	0	0%	0	2	0%
FINLAND	0	3	0%	1	3	0%
GEORGIA	0	1	0%	0	1	0%
GHANA	0	4	0%	0	9	0%
GREECE	0	1	0%	0	2	0%
HUNGARY	0	4	0%	0	3	0%
INDIA	0	8	0%	5	24	0%
INDONESIA	0	2	0%	0	5	0%
IRAN	0	5	0%	0	12	0%
IRAQ	0	0	0%	0	2	0%
ISRAEL	0	1	0%	0	1	0%
ITALY	0	19	0%	3	21	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	1	0%
MALAYSIA	0	1	0%	0	3	0%
MEXICO	0	2	0%	0	6	0%
MOROCCO	0	1	0%	0	0	0%
NEW ZEALAND	0	1	0%	0	3	0%
NIGERIA	0	3	0%	1	3	0%
NORWAY	0	3	0%	1	10	0%
PAKISTAN	0	3	0%	0	21	0%
PANAMA	0	0	0%	0	1	0%
PERU	0	1	0%	1	4	0%
PHILIPPINES	0	5	0%	0	8	0%
PORTUGAL	0	1	0%	0	0	0%
QATAR	0	0	0%	0	1	0%
RIO	0	1	0%	0	0	0%
ROMANIA	0	1	0%	0	2	0%
RUSSIA	0	2	0%	1	4	0%
SAUDI ARABIA	0	0	0%	1	1	0%

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of August 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>
SINGAPORE	0	1	0%	0	1	0%
SOUTH AFRICA	0	1	0%	0	2	0%
SWEDEN	0	5	0%	0	9	0%
TAIWAN	0	2	0%	0	0	0%
THAILAND	0	1	0%	0	1	0%
TURKEY	0	2	0%	2	4	0%
UKRAINE	0	1	0%	0	1	0%
URUGUAY	0	1	0%	0	0	0%
VIETNAM	0	0	0%	0	0	0%
YEMEN	0	1	0%	0	0	0%
Grand Total:	3,916	61,729		7,231	61,764	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of August 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	0	5479	63%
Play FL Golf - UK	0	320	4%
Golf Guide	0	5802	67%
Mailings to Partners	0	283	3%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	8	129	1%
Meeting Planner Kit	8	129	1%
Meeting Planner Non-Kit Fulfillment			
MP Non-Kit Fulfillment	15	20	0%
Meeting Planner Non-Kit Fulfillment	15	20	0%
Post Show Followup			
Chesley/Richards Tradeshow	56	56	1%
Chicago Affordable Meetings	0	145	2%
CMPCE	0	146	2%
DC Springtime	0	34	0%
MILO	0	74	1%
MPI WEC Tradeshow	25	25	0%
Pow Wow	0	3	0%
TSAE Education Day Show	0	21	0%
Post Show Followup	81	504	6%
Pre-Show Post Card			
2008 Springtime DC Expo	0	228	3%
Destinations Showcase	0	248	3%
Destinations Showcase Chicago	0	520	6%
Tampa MPI Expo	0	44	1%
TSAE Education Day Show	0	409	5%

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Special Fulfillment Requests by Category

For the month of August 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Meeting Planners			
Pre-Show Post Card	0	1449	17%
PR Mailings			
PR Mailings			
Press Kit - Media	0	1	0%
Press Kit - MP	0	1	0%
Press Kit - Tour Operators	1	1	0%
PR Mailings	1	3	0%
Tour Operators			
Tour Operators			
Huddle Follow-Up	0	2	0%
Motorcoach	0	1	0%
Other/Unknown	0	6	0%
Tour Operators	0	9	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	3%
Other/Unknown	8	46	1%
Travel Agents	0	36	0%
Virtual Trade Show Follow Up	0	75	1%
Travel Agents	8	459	5%
Grand Total:	113	8,659	

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of August 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	188	472.35
DATA IMPORT	3,297	0.00
OUTBOUND CALL	150	419.38
RDR RESPONSE	411	52.18
RDR RESPONSE - NO FULFILLMENT	3	0.00
RR-FULFILLED	208	45.35
WEBSITE	16	46.60
Grand Total:	4,273	1,035.87

Naples, Marco Island, Everglades CVB Monthly Phase V Responses: 2008 Fiscal Year

9/16/2008

		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	
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	564,081	403,283	387,936	371,811	294,818	303,185	0	3,706,252	4,625,954	
Unique Monthly Visitors		54,528	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	94,909	112,252	74,006	112,235	62,909	90,160	0	1,020,298	1,049,957	
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