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

Assigned S Task Date	ales Rep: Debi DeBenedetto Account Name	Task Type	Status	Due Date	Completed	Closed by
					Date	Sales Rep
6/12/2008	Site Selection Plus, Incorporated	Sales - Assisted Mtg Planner	Closed	6/12/2008	6/12/2008	Debi DeBenedetto
	sent rfp to hotels qualified for this group	o, sent planner MP kit				
6/12/2008	Divas Travel Service	Sales - Assisted Travel Agent	Closed	6/12/2008	6/12/2008	Debi DeBenedetto
	Sent TA VG and email for assistance					
6/12/2008	Institute of Scrap Recycling Industries	Sales - Assisted Mtg Planner	Closed	6/12/2008	6/12/2008	Debi DeBenedetto
	sent rfp and sales kit					
6/21/2008	National Space Society	Sales - Assisted Mtg Planner	Closed	6/21/2008	6/21/2008	Niccole Haschak
	Sent MP FAM Info					
6/25/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/21/2008	6/25/2008	Debi DeBenedetto
	Attended Destination Showcase Chica	go - completed follow up and n	nailing - got leads to	o partners		
7/21/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/2/2008	7/2/2008	Debi DeBenedetto
	Meeting with Niccole to discuss goals t	or new plan				
/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/21/2008	7/7/2008	Debi DeBenedetto
	preparation for Marketing retreat 1.5 ho	ours				
//14/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/8/2008	7/8/2008	Debi DeBenedetto
	Fact sheets complete again for ad fair	added 7 more				
7/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/21/2008	7/8/2008	Debi DeBenedetto
	Prepared excel spreadsheet of travel a	gent FAM - sent to partners for	r reservations and o	confirmation 3 l	hours - confirmed all a	activities
7/14/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/9/2008	7/9/2008	Debi DeBenedetto
	Advisory roundtable 9-noon					
7/21/2008	Debi's Activity Tracking Account	Fam Escort	Closed	7/21/2008	7/10/2008	Debi DeBenedetto
	Site all day with Cindy Desirant Colonp	py meeting - Naples chosen de	estination 8 hours			
7/14/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/11/2008	7/11/2008	Debi DeBenedetto
	Cultural Tourism meeting conducted fo	r Elaine on committee 9- 10 :3	0			
5/22/2008	Skadden	General - Followup Call	Closed	6/24/2008	7/14/2008	Debi DeBenedetto
	follow if booked					
/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/22/2008	7/14/2008	Debi DeBenedetto
	Created applications and forms to acce	pt Travel agents for Sept FAM	final date July 22			
/11/2008	Debi's Activity Tracking Account	General - Web update	Closed	6/11/2008	7/14/2008	Debi DeBenedetto
	Meeting with SWFLA dist for website c	ontent and listing link - will do (Chris			
6/11/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/11/2008	7/14/2008	Debi DeBenedetto
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Assigned S	ales Rep: Debi DeBenedetto				2 of 81	
Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
	Working on self evaluation and goals a		4 hours			
7/14/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	Booked comp accommodations for Vo	yageurs du Monde agent OCt.	stay Bellasera			
7/14/2008	Site Selection Plus, Incorporated	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	followed up with planner and hotels to	book this account they want N	aples			
7/14/2008	JHG Marketing	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	sent rfp and sales kit for FFEDA annua	al conf 09				
7/14/2008	Hyatt Regency Coconut Point	Sales - Partner Contact	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	sent VIP cards 08 for local promotion					
7/14/2008	YTB Travel Network	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	sent email and sales kit from web reg					
7/14/2008	YTB Travel Network	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	sent email and sales kit					
7/14/2008	Strategic Meetings Solutions	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	Assisted planner with site and sent mp	kit - offsite info given				
7/14/2008	NAED, Inc.	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	sent sales kit and contact for offsite Ma	arriott Nov				
7/14/2008	Travel One Services & Tours	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	sent email for more info from reg on w	ebsite				
7/14/2008	Branders.com	Consumer Assistance	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	update info new person Rity					
7/14/2008	Expedia	General - Drafted / Sent Letter	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	contacted by Debi to market proposals	for Expedia Canadian market	sent to Paradis	se adv.		
7/14/2008	Worldview Travel	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	contact with agent send requested info	ormation and email with sales k	it for client			
7/14/2008	The Fun Planner	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	Sent Candy thompson 8 planner friend	l person welcome, send mp kit	and sent gifts f	for group o 8 planne	ers visiting July 22	,
7/14/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/1/2008	7/14/2008	Debi DeBenedetto
	Attended 2 day CAB, follow up, put in	idss (Nic), sent fam info, sent n	otes of follow u	ıp, sent welcome, h	osted dinner, sent	t mp kits to planners
7/14/2008	American Business Women's Association	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	ABWA sent rfp to hotels, contact plan	ner, sent sales kit				
7/14/2008	Marco Island Marriott Beach Resort, Golf Club & Spa	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	send VIP cards to concierge					
7/14/2008	Site Selection & Meeting	Sales - Assisted Mtg	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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ask Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
	Consultants, Inc	Planner				
114/2009	Site Selection & Machine		Closed	7/14/2008	7/14/2009	Dahi DaBanadatta
/14/2008	Site Selection & Meeting Consultants, Inc	Sales - Assisted Mtg Planner	Closed	//14/2008	7/14/2008	Debi DeBenedetto
(1.4/2000	sent two rfp	Osussus Westerd on	Olasad	7/14/0000	7/14/0000	Dahi DaDawa daw
/14/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	Big ideas and prep for Marketing retre					
/14/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	Partner notice an sign up for Huddle,	get invoice and partners				
//14/2008	Meeting Dynamics & Dynamic Productions, Inc.	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	repeat planner / assisted with offsit ve	enues for Naples Grande group in	n Feb, sent sa	les kit		
//21/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/15/2008	Debi DeBenedetto
	Meeting with Inn on Fifth TCC Incenti	ve L Tur FAM Sept 7 - completed	d fam itinerary	4.0 hours sent to a	ll and confirmed	
/21/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	7/21/2008	7/15/2008	Debi DeBenedetto
	tutor on Clean pix - now sending appr	oval for planners to use photos o	off website. 1.0	0		
/21/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/21/2008	7/16/2008	Debi DeBenedetto
	Attended Staff Marketing retreat all da	ay 8.0 hours				
/17/2008	Taurus Inc.	Sales - Assisted Travel Agent	Closed	7/17/2008	7/17/2008	Niccole Haschak
	Debi sent out request to partners for i	net rates				
/21/2008	Debi's Activity Tracking Account	Event Service Task	Closed	7/21/2008	7/17/2008	Debi DeBenedette
	Downloaded photos for wedding site	to Paraadise site to prepare for n	neeting .5			
//21/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/18/2008	Debi DeBenedette
	Took Boxes to Parkshore Resort for C	Candy Thompson meeting planne	er event .75 m	in		
//21/2008	Debi's Activity Tracking Account	Sales - Prospecting	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
	prospecting sales calls. contacted 3 p	lanners and mailed info				
//21/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
	took SAP safety course for county on	Investing an accident 1.0 hour				
/21/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
	Meeting with Miles Media on new 09	VG 2.0 hours				
/21/2008	Pekin Insurance	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
	contacted Todd about this account -	lost to Mexico				
/21/2008	The Capital Grille	Sales - Partner Contact	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
	Contacted new partner about CVB of	fers and partnership - welcome -	called and em	nail .25		
7/21/2008	Warm Spirit	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
	sent out Warm Spirit rfp to hotels, cor					
6/11/2008	Debi's Activity Tracking Account	Sales - Meeting / Show /	Closed	6/11/2008	7/21/2008	Debi DeBenedetto
	igned to multiple people 004 - 2008 iDSS. All Rights Reserved.	Tasks Report - Rpt	#UU / I			Printed: 9/11/20 Page: 3 of 9

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-	Sales Rep: Debi DeBenedetto Account Name	Task Type	Status	Due Date	4 of 81 Completed Date	Closed by Sales Rep
		Conference		44 444		
	Bon Voyag Trave set up page in broch				-	-
6/11/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	6/11/2008	7/21/2008	Debi DeBenedette
	Begin work with LTUR on Sept FAM w	ith Cathy Christopher and Jost c	open file plan			
//14/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/14/2008	7/21/2008	Debi DeBenedette
	Registered for creative Tourism works	hop				
//14/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/14/2008	7/21/2008	Debi DeBenedette
	get quotes for journals and find Encou	nter promo gift				
//21/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
	Collection of menus for ESTO event a	nd follow up tasks for esto event	±.5			
7/21/2008	Clayton Design Group	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
	sent ok for planner to use phtos for up	coming conference at Marriott				
7/21/2008	Citizens Property Insurance Corp.	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedette
	sent rfp for planner assist with Citizens	s Property Insurance Corp for en	nergency rooms	during weather e	vent	
/21/2008	Meeting Expectations, Incorporate	ed Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedett
	Assisted planner, sent sales kit, sent r	fp to hotles for group 200 room r	nights			
/21/2008	JHG Marketing	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedett
	Debi sent gift certificate for auction and	d sent rfp to hotels for this plann	er			
/21/2008	Kuoni Travel Belgium	Sales - Assisted Travel Agent	Closed	7/21/2008	7/21/2008	Debi DeBenedette
	Sent info for tour operator Belgium pre	ess kit and mp kit and juliana con	ntact info - sent e	mail		
//21/2008	Kuoni Travel Belgium	General - Research	Closed	7/21/2008	7/21/2008	Debi DeBenedette
	Data entry to idss 3 hours					
//21/2008	Debi's Activity Tracking Account	General - Research	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
	data entry into idss 3 hours					
//14/2008	Wisconsin Historical Foundation	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/22/2008	Debi DeBenedette
	sent rfp for this planner and off site to	Palm cottage and museum				
//14/2008	Port of the Islands Resort and Marina	Sales - Partner Contact	Closed	7/14/2008	7/22/2008	Debi DeBenedette
	meeting with Chris on sales - sent follo	ow up email				
/14/2008	American Society for Colposcopy Cervical Pathology	& Sales - Assisted Mtg Planner	Closed	7/18/2008	7/22/2008	Debi DeBenedette
	site all day with planner CCindy Disira	nt will book Marriott or Ritz Debi	follow up this we	ek		
//21/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	7/22/2008	Debi DeBenedette
	Downloaded all wedding information g	atered for wedding pages to Mil	es Media for web	osite		
6/11/2008	Kuoni Travel Belgium	General - Email	Closed	7/21/2008	7/22/2008	Debi DeBenedette

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	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
6/12/2008	Pekin Insurance	Sales - Partner Contact	Closed	6/25/2008	7/22/2008	Debi DeBenedetto
	Assisted NG Todd Mickey with Pekin b	nid by offering VIP and 3 bags fo	er site - Todd to pl	ick up, sent lette	r	
7/22/2008	Southeast Class Owners Group	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
	follow up with SECOG - this was book	ed 150 room nights				
5/22/2008	Southeast Class Owners Group see who booked	General - Followup Call	Closed	6/30/2008	7/22/2008	Debi DeBenedetto
5/22/2008	Southeast Class Owners Group	General - Followup Call	Closed	6/30/2008	7/22/2008	Debi DeBenedetto
	see who booked					
7/22/2008	Bethel College	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
	Sent rfp for Board of Trustees conf 90	room nights				
7/22/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
	Responded to customer complaint abo	out Hilton Marco Island - sent let	ter - contacted G	М		
7/22/2008	Debi's Activity Tracking Account	PR - Meet with media	Closed		7/22/2008	Debi DeBenedetto
	Spent 1 hour with Kathy Straach trave	l writer about article in meeting r	olanner quide she	e is writing interv	view with Debi	
7/23/2008	The Trade Show	Sales - Meeting / Show / Conference	Closed		7/23/2008	Debi DeBenedetto
	Spent 3 hours on website for paperwon handling	rk and sign up for booth and tarv	vel info, ship boot	th, order VG and	screen, giveaways	s, lead retrevial, material
7/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
	worked with Melissa and Eva on Expe	dia set up for website 1 hour - ei	mails and calls			
7/23/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
	boked flight and rental car for Creative	Tourism conference				
7/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
	Contact VF Canada show					
7/23/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
	Rented Vans for next travel shows, MP	PI, Successful Meetings, TA FAI	M, The Trade Sho	ow, Creative Tou	ırism	
7/23/2008	State Law Resources	Sales - Assisted Mtg Planner	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
	sent 75 pp maps to planner for confere	ence				
7/23/2008	Debi's Activity Tracking Account	General - Web update	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
	downloaded wedding pages to Miles n	nedia website again				
8/18/2008	HelmsBriscoe	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/1/2008	Debi DeBenedetto
	sent rfp out for planner sent info to plan	nner				
8/1/2008	Sunset Cove Resort & Suites	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	got them listed on the website today, p	ut in data base				
7/14/2008	Sunset Cove Resort & Suites	Sales - Partner Contact	Closed	7/14/2008	8/1/2008	Debi DeBenedetto
	Made contact with new owners					
7/21/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	8/1/2008	Debi DeBenedetto
	Follow up to Virtual trade show choose	winner and emailed notice Tra	vel Agent			
* Task is ass	igned to multiple people	Tasks Report - Rpt	#0071			Printed: 9/11/200

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-	ales Rep: Debi DeBenedetto Account Name	Task Type	Status	Due Date	6 of 81 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
	Sent list to Expedia of hotels with conta	act info gathered to be on book i	it. Assist with book	it website		
3/1/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	Started an excel list of entertainers for	referrals - frequently asked que	stions			
8/1/2008	Adventure Travel Trade Association	Sales - Send Promotional Item / Collateral		8/1/2008	8/1/2008	Debi DeBenedetto
	sent CVB, NG and VF proposals DHL	and email for this event				
7/21/2008	Adventure Travel Trade Association	Sales - Assisted Mtg Planner	Closed	7/21/2008	8/1/2008	Debi DeBenedetto
	Sent rfp to hotels for Adventure Travel	World Summit- solicited staff su	ıpport - VF involve,	memo, and se	ent message.	
7/21/2008	Adventure Travel Trade Association	Sales - Assisted Mtg Planner	Closed	7/26/2008	8/1/2008	Debi DeBenedetto
	solicit final support and get bid from Na	aples Grande, others,send in pro	oposal			
8/1/2008	National Association of Wedding Professionals	Sales - Send Promotional Item / Collateral	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
	Sent auction item Hilton stay for Nation	nal Conference				
8/1/2008	Dia Monde	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedette
	Assisted Juliana to find 2 star hotel for	DER program				
3/1/2008	Certified Vacations	General - Followup Call	Closed	8/1/2008	8/1/2008	Debi DeBenedett
	general communication with new conta	act for cetified - sent Geri goodlu	ick			
3/1/2008	Classic Taxi	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedett
	added partner to website					
8/1/2008	HelmsBriscoe	Sales - Assisted Mtg Planner	Closed	8/1/2008	8/1/2008	Debi DeBenedett
	Contacted peter to get invited to Helms	sbriscoe annual conference 201	0			
7/27/2008	Illinois Bankers Association	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/2/2008	Debi DeBenedette
	Repeat planner from Affordable sent ri	fp - sent to hotels and contact wi	ith client			
8/4/2008	Expedia		Closed	8/4/2008	8/4/2008	Note
	Faye is Uk contact for advertising with	Expedia				
8/4/2008	Experient	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	Planner contact for personal vacation s	sent info and mailed VG				
7/29/2008	ETC Services Inc	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedette
	sent rfp to hotels for ETC 2012 meeting	g sent planner info				
3/4/2008	Bon Voyage Travel and Tours	Sales - Assisted Travel Agent	Closed	8/4/2008	8/4/2008	Debi DeBenedett
	Debi communication psot pow wow, pl	aced ad in tour op brochure to s	upport partners, pr	oof ad and foll	ow up	
8/4/2008	Expedia	Event Service Task	Closed	8/4/2008	8/4/2008	Debi DeBenedette
	Debi spend 4 hours assist with CVB bo	ooking engine website and critiq	ue for new booking	on website		
	Typodia	General - Followup Call	Closed	8/4/2008	8/4/2008	Debi DeBenedett
3/4/2008	Expedia					
3/4/2008	sent Faye info to Paradise Agency to u					
8/4/2008 8/4/2008	-		Closed	8/4/2008	8/4/2008	Debi DeBenedett

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Assigned S	Sales Rep: Debi DeBenedetto				7 of 81	
Fask Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
	Debi assisted planner with personal va	cation				
8/4/2008	The Mayer Business Group	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	Notified patnes of booked business La	Playa Doris Mayer				
7/29/2008	Finance and Resource Management Consultants	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	Sent rfp to hotels for this group Study	Feb 09 - sent planner kit and em	nails			
3/4/2008	Land Star	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	assisted planner with overflow hotel in	fo for Marco and sent a sales kit	<u>t</u>			
8/4/2008	Palm Breeze Charters	Sales - Partner Contact	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	Shared info with staff and took short to	ur with planner. Got new attrac	tion on website 2 h	ours		
3/4/2008	Debi's Activity Tracking Account	General - Web update	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	Critique new website 2 hours	.	~ .	0///0000		
3/4/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
	Assisted Krista Maffeo with entertainm			0/5/0000	0.5.0000	
8/5/2008	American Medical Tennis Association	Sales - Assisted Mtg Planner	Closed	8/5/2008	8/5/2008	Niccole Haschak
	Sent tennis info					
8/5/2008	Custom Tours	Sales - Assisted Mtg Planner	Closed	8/5/2008	8/5/2008	Niccole Haschak
	Debi sent MP Kit via email request					
3/18/2008	American Furniture Rentals	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/7/2008	Debi DeBenedetto
	updated planner info					
8/18/2008	VISIT FLORIDA	Sales - Meeting / Show / Conference	Closed	8/18/2008	8/7/2008	Debi DeBenedetto
	Signed up; for VF Atlanta Travel Expo					
3/18/2008	HelmsBriscoe	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/8/2008	Debi DeBenedetto
	got data base for HelmsBricoes from S	Caralene and sent them all FAM	invite			
3/18/2008	At your Service Travel	Sales - Assisted Travel Agent	Closed	8/18/2008	8/10/2008	Debi DeBenedetto
	Assisted TA with area discounts and tr					
8/18/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	8/18/2008	8/11/2008	Debi DeBenedetto
	delt with customer complaint about VI	P card Blg Cypress 30 min.				
/18/2008	VenueQuest	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/12/2008	Debi DeBenedette
	sent out rfp for passover event					
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/13/2008	Debi DeBenedette
	sent info to ESTO client sales kit					
8/18/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
	Contact with New World Travel re adv	ertising - evaluated and declined	1			
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ask 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
	sent rfp to hotels for planner, sent plan	ner info, contacted planner				
/18/2008	Naples Transportation, Tours and Event Planning	Sales - Partner Contact	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
	Series of emails with partner regarding	lost bid 30 minuites				
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	Sent brochures to Ontario for Addison	Travel Shows with Visit Floirda				
3/18/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	3 hours on marketing plan and trade sh	ows and budget worksheet				
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	donated auction items to MPI SEC 2 ea	ach, mailed 30 min.				
3/18/2008	Kuoni Destination Management - Scandinavia & Nordic Countries	Fam Itinerary - Planning	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
	3 hours planned FAM itinerary and con	firmed for Swiss Kuoni through	Juliana			
/18/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	8/18/2008	8/15/2008	Debi DeBenedette
	4 hours planned itinerary for Juliana Da	aniels site visit				
/18/2008	Debi's Activity Tracking Account	Event Service Task	Closed	8/18/2008	8/15/2008	Debi DeBenedett
	More work to finalize Visit Florida Board	d group event - complete severa	al hours			
8/18/2008	Debi's Activity Tracking Account	General - SAP/Billing/Finance	Closed	8/15/2008	8/15/2008	Debi DeBenedette
	July reimburse request done					
8/18/2008	Debi's Activity Tracking Account	General - Web update	Closed	8/18/2008	8/15/2008	Debi DeBenedette
	Several updates to website for partners	s, fishing, Venetian Village, BBjl	Linen others			
8/18/2008	Wood Moulding & Millwork Producers Association	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Debi DeBenedette
	spent 2 hours in contact and setting up	sites, getting tickets arrangmer	nts for site - cance	elled due to hurr	icane Faye	
8/18/2008	Allstate Midwest Regional office	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Debi DeBenedette
	sent sample pp map for client who has	group booked to supply for reg	istration			
/18/2008	Dia Monde	Fam Escort	Closed	8/18/2008	8/18/2008	Debi DeBenedette
	Hosted Juliana lunch and FAM					
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/23/2008	8/23/2008	Debi DeBenedette
	Attended trade show and conference a	nd 3 seminars for MPI SEC in F	Ponte Verde - duri	ing FAYE! Grea	nt conference	
/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/27/2008	8/27/2008	Debi DeBenedette
	Attended Successful Meetings Marketp did follow up after	lace in PGA West Palm met wi	th 26 planners on	e on one got 6 r	fps and some coming	g to FAM in OCt. plus
/4/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	8/28/2008	8/28/2008	Debi DeBenedette
	office day and follow up on past shows	- prepare for next round				
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/2/2008	9/2/2008	Debi DeBenedette
	igned to multiple people 004 - 2008 iDSS. All Rights Reserved.	Tasks Report - Rpt	#0071			Printed: 9/11/20 Page: 8 of 9

					September 22	,
Assigned S	ales Rep: Debi DeBenedetto				Detailed Staff 9 of 81	Reports IX
Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
	4:00 meeting planner fam meeting 2 ho	ours				
9/4/2008	Debi's Activity Tracking Account	General - Meeting	Closed	9/3/2008	9/3/2008	Debi DeBenedetto
	4 hours planning FAM spread sheets, o	contact planers, contact rejects,	, sponsor list, notes	and commun	ication	
9/4/2008	Debi's Activity Tracking Account	Fam Escort	Closed	9/4/2008	9/4/2008	Debi DeBenedetto
	Escorted 22 Travel agent FAM for 3 da	y Sept 3-5 - great agents with l	ots of potential bus	iness and nice	itinerar 15 hour days	s for me.
9/4/2008	Debi's Activity Tracking Account	Fam Escort	Closed	9/4/2008	9/4/2008	Debi DeBenedetto
	Planned week fam and escorted 2 time	es Juliana Daniels German CVE	B rep for sites and f	am attractions	met with her and follo	ож ир
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/9/2008	9/9/2008	Debi DeBenedetto
	Attended THE TRADE SHOW Travel a	gent show in Orlando with part	ners Double Tree a	nd Inn on Fifth	n Orlando	
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/12/2008	9/12/2008	Debi DeBenedetto
	Attended HSMAI Affordable meetings i	in DC 3 days				
				Т	otal Tasks:	140

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

	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
6/12/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	6/12/2008	6/12/2008	Niccole Haschak
	Attended Travel Agent FAM mtg 1hr					
6/23/2008	OpenDoor Resources, LLC	Sales - Assisted Mtg Planner	Closed	6/23/2008	6/23/2008	Niccole Haschak
	Sat in on Conference Call with JB & Ja	-				
6/25/2008	Marco Island Marriott Beach Resort, Golf Club & Spa	Sales - Partner Contact	Closed	6/25/2008	6/25/2008	Niccole Haschak
	Created list of assn contacts per Laura	•				
6/27/2008	Naples, Marco Island, Everglades CVB		Closed	6/27/2008	6/27/2008	Niccole Haschak
	Put together concierge, DOS & GM list	s from iDSS per Ralphs reques	st			
6/27/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	6/27/2008	6/27/2008	Niccole Haschak
	Cleaned 198 bounced emails from TA	Eblast out of iDSS (3hrs)				
6/30/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	6/30/2008	6/30/2008	Niccole Haschak
	Processed P-card transactions/ f/up on	credits/sent partner checks to	finance			
6/30/2008	Miles Media Group, Incorporated	General - Web update	Closed	6/30/2008	6/30/2008	Niccole Haschak
	Researched HBX-made up list of quest	tions for Suzanne; pulled repor	ts for MP Eblast			
6/30/2008	Naples, Marco Island, Everglades	General - Research	Closed	6/30/2008	6/30/2008	Niccole Haschak
	CVB					
	CVB Went through HotelResources propoal some questions w/ Mike	for lead generation-LM for Dat	wn Plankey to get o	questions answ	ered. Called Backy	ard Marketing & clarified
6/30/2008	Went through HotelResources propoal		wn Plankey to get o Closed	questions answ 6/30/2008	ered. Called Backy 6/30/2008	<i>rard Marketing & clarified</i> Niccole Haschak
6/30/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades	Sales - Newsletter	Closed	6/30/2008	6/30/2008	
	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB	Sales - Newsletter DSS (1838)-cleaned remaining	Closed	6/30/2008	6/30/2008	
	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in it Naples, Marco Island, Everglades	Sales - Newsletter DSS (1838)-cleaned remaining Sales - Media Contact	Closed g duplicates out of Closed	6/30/2008 idss & bouncea	6/30/2008 emails	Niccole Haschak
6/30/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in the Naples, Marco Island, Everglades CVB	Sales - Newsletter DSS (1838)-cleaned remaining Sales - Media Contact	Closed g duplicates out of Closed	6/30/2008 idss & bouncea	6/30/2008 emails	Niccole Haschak
6/30/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in the Naples, Marco Island, Everglades CVB Researched, wrote up & sent submission Miles Media Group, Incorporated	Sales - Newsletter <i>DSS (1838)-cleaned remaining</i> Sales - Media Contact <i>ons for VF Travel Agent newsla</i> General - Web update	Closed g duplicates out of Closed etter	6/30/2008 idss & bouncea 6/30/2008	6/30/2008 / <i>emails</i> 6/30/2008	Niccole Haschak
5/30/2008 5/20/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in it Naples, Marco Island, Everglades CVB Researched, wrote up & sent submission	Sales - Newsletter <i>DSS (1838)-cleaned remaining</i> Sales - Media Contact <i>ons for VF Travel Agent newsle</i> General - Web update <i>es tracking of our newsletters</i>	Closed g duplicates out of Closed etter	6/30/2008 idss & bouncea 6/30/2008	6/30/2008 / <i>emails</i> 6/30/2008	Niccole Haschak
5/30/2008 5/20/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in Maples, Marco Island, Everglades CVB Researched, wrote up & sent submissi Miles Media Group, Incorporated Worked on tracking codes for HBX Sale Naples, Marco Island, Everglades	Sales - Newsletter <i>DSS (1838)-cleaned remaining</i> Sales - Media Contact <i>ons for VF Travel Agent newsle</i> General - Web update <i>es tracking of our newsletters</i>	Closed <i>g duplicates out of</i> Closed <i>etter</i> Closed	6/30/2008 idss & bouncea 6/30/2008 5/20/2008	6/30/2008 <i>emails</i> 6/30/2008 6/30/2008	Niccole Haschak Niccole Haschak Niccole Haschak
5/20/2008 5/20/2008 7/1/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in it Naples, Marco Island, Everglades CVB Researched, wrote up & sent submission Miles Media Group, Incorporated Worked on tracking codes for HBX Sala Naples, Marco Island, Everglades CVB	Sales - Newsletter <i>DSS (1838)-cleaned remaining</i> Sales - Media Contact <i>ons for VF Travel Agent newsle</i> General - Web update <i>es tracking of our newsletters</i>	Closed <i>g duplicates out of</i> Closed <i>etter</i> Closed	6/30/2008 idss & bouncea 6/30/2008 5/20/2008	6/30/2008 <i>emails</i> 6/30/2008 6/30/2008	Niccole Haschak Niccole Haschak Niccole Haschak
5/20/2008 5/20/2008 7/1/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in Maples, Marco Island, Everglades CVB Researched, wrote up & sent submissi Miles Media Group, Incorporated Worked on tracking codes for HBX Sale Naples, Marco Island, Everglades CVB Completed Year end Self Evaluation Naples Transportation, Tours and	Sales - Newsletter DSS (1838)-cleaned remaining Sales - Media Contact ons for VF Travel Agent newsle General - Web update es tracking of our newsletters General - Research Sales - Partner Contact	Closed <i>g duplicates out of</i> Closed <i>etter</i> Closed Closed	6/30/2008 idss & bounced 6/30/2008 5/20/2008 7/1/2008	6/30/2008 <i>emails</i> 6/30/2008 6/30/2008 7/1/2008	Niccole Haschak Niccole Haschak Niccole Haschak Niccole Haschak Niccole Haschak
5/20/2008 5/20/2008 7/1/2008 7/2/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in it Naples, Marco Island, Everglades CVB Researched, wrote up & sent submission Miles Media Group, Incorporated Worked on tracking codes for HBX Salu Naples, Marco Island, Everglades CVB Completed Year end Self Evaluation Naples Transportation, Tours and Event Planning	Sales - Newsletter DSS (1838)-cleaned remaining Sales - Media Contact ons for VF Travel Agent newsle General - Web update es tracking of our newsletters General - Research Sales - Partner Contact blication	Closed <i>g duplicates out of</i> Closed <i>etter</i> Closed Closed	6/30/2008 idss & bounced 6/30/2008 5/20/2008 7/1/2008	6/30/2008 <i>emails</i> 6/30/2008 6/30/2008 7/1/2008	Niccole Haschak Niccole Haschak Niccole Haschak Niccole Haschak
5/30/2008 5/20/2008 7/1/2008 7/2/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in it Naples, Marco Island, Everglades CVB Researched, wrote up & sent submission Miles Media Group, Incorporated Worked on tracking codes for HBX Salu Naples, Marco Island, Everglades CVB Completed Year end Self Evaluation Naples Transportation, Tours and Event Planning Met with Colleen & Pete about new put Naples, Marco Island, Everglades	Sales - Newsletter DSS (1838)-cleaned remaining Sales - Media Contact Sales - Media Contact ons for VF Travel Agent newsle General - Web update es tracking of our newsletters General - Research Sales - Partner Contact blication General - Worked on upcoming CVB event	Closed <i>g duplicates out of</i> Closed <i>etter</i> Closed Closed Closed Closed	6/30/2008 idss & bouncea 6/30/2008 5/20/2008 7/1/2008 7/2/2008 7/2/2008	6/30/2008 1 emails 6/30/2008 6/30/2008 7/1/2008 7/2/2008 7/2/2008	Niccole Haschak
6/30/2008 6/30/2008 5/20/2008 7/1/2008 7/2/2008 7/2/2008	Went through HotelResources propoal some questions w/ Mike Naples, Marco Island, Everglades CVB Sent TA Newsletter to all prospects in it Naples, Marco Island, Everglades CVB Researched, wrote up & sent submission Miles Media Group, Incorporated Worked on tracking codes for HBX Salu Naples, Marco Island, Everglades CVB Completed Year end Self Evaluation Naples Transportation, Tours and Event Planning Met with Colleen & Pete about new put Naples, Marco Island, Everglades CVB	Sales - Newsletter DSS (1838)-cleaned remaining Sales - Media Contact Sales - Media Contact ons for VF Travel Agent newsle General - Web update es tracking of our newsletters General - Research Sales - Partner Contact blication General - Worked on upcoming CVB event	Closed <i>g duplicates out of</i> Closed <i>etter</i> Closed Closed Closed Closed	6/30/2008 idss & bouncea 6/30/2008 5/20/2008 7/1/2008 7/2/2008 7/2/2008	6/30/2008 1 emails 6/30/2008 6/30/2008 7/1/2008 7/2/2008 7/2/2008	Niccole Haschak

Assigned S Fask Date 7/4/2008 5/9/2008	ales Rep: Niccole Haschak Account Name CVB <i>Researched email advertising campaig</i> Naples, Marco Island, Everglades CVB	Task Type n info Debi had sent to me-put	Status	Due Date	11 of 81 Completed	Closed by
	Naples, Marco Island, Everglades	n info Debi had sent to me-put			Date	Sales Rep
			list of questions	& sent to solicitin	g company	
5/9/2008	CVD	General - Meeting	Closed	7/14/2008	7/14/2008	Niccole Haschak
5/9/2008	VACATION from 7/4/08-7/14/08					
	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/22/2008	7/14/2008	Debi DeBenedetto
	Put Confierence direct list into idss - I o	nly put some contacts, import l	list and put them	on FAM and new	vsletter list.	
3/20/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	5/5/2008	7/14/2008	Debi DeBenedetto
	Call John 470 0491 and remind him to a and remind Michelle Klinowski to send		s to Shauney Wil	son at Naples Gi	rande - also be sure	e 1550 pp maps go out
7/15/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	7/15/2008	7/15/2008	Niccole Haschak
	Caught up on emails/phone calls misse	d while on vacation				
7/15/2008	University Of Florida - Department of Conferences and Seminars	Sales - Meeting / Show / Conference	Closed	7/15/2008	7/15/2008	Niccole Haschak
	Confirmed final details for SGMP SEC					
7/22/2008	Chuck Cook & Associates, Incorporated	Sales - Meeting / Show / Conference	Closed	7/15/2008	7/15/2008	Niccole Haschak
	Worked on details for Chuck Cook Trac	leshow in August				
7/16/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	7/16/2008	7/16/2008	Niccole Haschak
	Attended Paradise Marketing Retreat 8	am-noon				
7/16/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/16/2008	7/20/2008	Niccole Haschak
	Attended FSAE Annual Conference in I	Palm Beach 7/16-20/2008				
7/21/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	7/21/2008	7/21/2008	Niccole Haschak
	Worked on billing/finance items piled up	o while on vacation/at FSAE				
7/21/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/21/2008	Niccole Haschak
	Located & sent insurance form for MPI	WEC				
7/21/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/21/2008	Niccole Haschak
	Secured booth for SGMP Conference					
7/21/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	7/21/2008	7/21/2008	Niccole Haschak
	Worked on L'Tur European FAM					
7/21/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	7/21/2008	7/21/2008	Niccole Haschak
	Worked on special edition TA newslette	er for September TA FAM				
7/21/2008	University Of Florida - Department of Conferences and Seminars	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/21/2008	Niccole Haschak
	Worked on sponsorship for SGMP SEC	C in Aug				
7/22/2008	Site Selection & Meeting Consultants, Inc	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Niccole Haschak
	Spoke to Regina @ details for presenta	tion for Board mtg on 8/26/08				
* Task is assi	gned to multiple people	Tasks Report - Rpt	#0071			Printed: 9/11/2008

l ask is assigned to multiple people

					September 22, Detailed Staff F	
Assigned S	ales Rep: Niccole Haschak				12 of 81	
ask Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
/22/2008	Suburban Travel Agency, Incorporated	Sales - Assisted Travel Agent	Closed	7/22/2008	7/22/2008	Niccole Haschak
	Met at Philly Travel show - assisted w/ac	ccomodations & attractions				
//22/2008	University Of Florida - IFAS Office of Conferences & Inst	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Niccole Haschak
	Researched & sent list of security service	e providers in Naples				
/24/2008	American Membrane Technology Association	Sales - Send Promotional Item / Collateral	Closed	7/7/2008	7/22/2008	Niccole Haschak
	send 1000 pp maps to her for July 8th N	aples Grande conference				
7/31/2007	University Of Florida - IFAS Office of Conferences & Inst	General - Followup Call	Closed	12/15/2008	7/22/2008	Niccole Haschak
	Send email/questionnaire to follow up or	n quality of meeting facility/etc				
7/22/2008	American Membrane Technology Association	Sales - Send Promotional Item / Collateral	Closed	7/22/2008	7/22/2008	Niccole Haschak
	send 1000 pp maps to her for July 8th N	aples Grande conference				
7/23/2008	Naples, Marco Island, Everglades CVB	General - SAP/Billing/Finance	Closed	7/23/2008	7/23/2008	Niccole Haschak
	New P-Card software training 2hrs					
//23/2008	University Of Florida - IFAS Office of Conferences & Inst	Sales - Assisted Mtg Planner	Closed	7/23/2008	7/23/2008	Niccole Haschak
	Assisted Holly w/addtnl Photographers t	for meeting				
//24/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/24/2008	7/24/2008	Niccole Haschak
	Sent followup letter & MP Kit to attendee	es at Donna Richards show				
//24/2008	The Naples Beach Hotel & Golf Club	Sales - Meeting / Show / Conference	Closed	7/24/2008	7/24/2008	Niccole Haschak
	Cleaned list recvd from Donna Richards	show & sent prospect list to C	laudia & Bill (2hrs)			
7/25/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	7/24/2008	7/24/2008	Niccole Haschak
	Annual Review					
7/25/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	7/25/2008	7/25/2008	Niccole Haschak
	Finished Special Edition Newsletter for	TA FAM				
7/25/2008	Naples, Marco Island, Everglades CVB	General - Continuing Education	Closed	7/25/2008	7/25/2008	Niccole Haschak
	Toastmasters meeting					
2/13/2008	University Of Florida - IFAS Office of Conferences & Inst	General - Followup Call	Closed	7/21/2008	7/25/2008	Niccole Haschak
	find out if RFP was placed in Naples/MI					
/15/2008	The Mayer Business Group	General - Followup Call	Closed	7/28/2008	7/28/2008	Niccole Haschak
	find out if booked					
//28/2008	Alachua County/Gainesville Visitors & Convention Bureau	Sales - Meeting / Show / Conference	Closed	7/28/2008	7/28/2008	Niccole Haschak
	Worked on SGMP Sponsorship w/Nancy	v(organizer of CVB Sponsorsh	ip)			
7/28/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	7/28/2008	7/28/2008	Niccole Haschak
	Spent 1.5 hours on PO's P-Card txns					
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Assigned S	ales Rep: Niccole Haschak				September Detailed Sta 13 of 81	22, 2008 aff Reports IX
•	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
7/28/2008	Naples, Marco Island, Everglades CVB	General - Research	Closed	7/28/2008	7/28/2008	Niccole Haschak
	Assisted w/compiling golf country club	list				
7/28/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	7/28/2008	7/28/2008	Niccole Haschak
	Spent a lot of time on RSVP list/details	answering partner questions fo	or ad fair			
7/28/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	7/28/2008	7/28/2008	Niccole Haschak
	Created TA Special Edition Newsletter	for TA FAM				
7/29/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	7/29/2008	7/29/2008	Niccole Haschak
	Completed TA Newsletter for FAM & S	ent out				
7/30/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	7/30/2008	7/30/2008	Niccole Haschak
	Worked on billing/SAP 2.5 hours					
7/30/2008	Island One Resorts	Sales - Partner Contact	Closed	7/30/2008	7/30/2008	Niccole Haschak
	Created/sent invoice for TA FAM					
7/30/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	7/30/2008	7/30/2008	Niccole Haschak
	Lot of time on Co-op ad fair answering	partner questions/maintaining	RSVP list			
7/30/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	7/30/2008	7/30/2008	Niccole Haschak
	Shipped out for SGMP & The Trade sh	OW				
7/30/2008	The Naples Beach Hotel & Golf Club	Sales - Meeting / Show / Conference	Closed	7/30/2008	7/30/2008	Niccole Haschak
	Registered to attend TSAE Education	Day w/Claudia-made arrangem	ents			
7/31/2008	Jackson Travel	Sales - Assisted Travel Agent	Closed	7/31/2008	7/31/2008	Niccole Haschak
	spoke to & sent requested materials					
7/31/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	7/31/2008	7/31/2008	Niccole Haschak
	Made changes to ESTO evite/complete					
7/31/2008	Residence Inn by Marriott Naples	Sales - Partner Contact	Closed	7/31/2008	7/31/2008	Niccole Haschak
	Assisted w/mailing lists					
8/6/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/6/2008	8/6/2008	Niccole Haschak
	Attended SGMP Regional Conference	in Jacksonville				
3/7/2008	Haworth, Inc	Sales - Assisted Mtg Planner	Closed	8/7/2008	8/7/2008	Niccole Haschak
	Responded to inquiry on teambuilding					
3/7/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/7/2008	8/7/2008	Niccole Haschak
	Completed edits on ESTO NEwsletter					
3/7/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	8/7/2008	8/7/2008	Niccole Haschak
	Caught up on emails/phone messages	while out of town (3 hrs)				
	Naples, Marco Island, Everglades igned to multiple people 004 - 2008 iDSS. All Rights Reserved.	General - <i>Tasks Report - Rp</i>	Closed ##0071	8/7/2008	8/7/2008	Niccole Haschak Printed: 9/11/2008 Page: 4 of 9

					September 22, 2008 Detailed Staff Reports IX		
•	Sales Rep: Niccole Haschak		_		14 of 81		
Fask Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep	
	CVB	SAP/Billing/Finance					
	COmpleted outstanding transactions						
8/7/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/7/2008	8/7/2008	Niccole Haschak	
	Participated in meeting for Encounter						
8/11/2008	Greater Miami Convention and Visitors Bureau	Fam Itinerary - Planning	Closed	8/11/2008	8/11/2008	Niccole Haschak	
	Spoke w/Nancy Masse about Oct tour	operator FAM (30 min)					
8/11/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	8/11/2008	8/11/2008	Niccole Haschak	
	Followed up on email requests (3.5hrs))					
8/11/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/11/2008	8/11/2008	Niccole Haschak	
	Worked on Volunteer Newsletter (2 hrs)					
3/11/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	8/11/2008	8/11/2008	Niccole Haschak	
	Met w/Debi to go over marketing plan &	& goals					
8/11/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/11/2008	8/11/2008	Niccole Haschak	
	Tied up loose ends for Chuck Cook Sh	ow in Tally (1 hr)					
8/11/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/11/2008	8/11/2008	Niccole Haschak	
	Responded to several ESTO questions	s/sent more E-vites out (30 min,)				
8/11/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/11/2008	8/11/2008	Niccole Haschak	
	Completed MP Newsletter (3 hours)						
8/12/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	8/12/2008	8/12/2008	Niccole Haschak	
	Worked on SAP/created PO's (2 hrs)						
8/12/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/12/2008	8/12/2008	Niccole Haschak	
	Worked on ESTO & VF Board mtg dine	e around (1hr)					
8/12/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	8/13/2008	8/12/2008	Niccole Haschak	
	Responded to emails & inbox requests	(2.5hr)					
8/12/2008	Naples, Marco Island, Everglades CVB	General - Continuing Education	Closed	8/12/2008	8/12/2008	Niccole Haschak	
	Led new member orientation for 4 new	Toastmaster members (1.5 hrs	s)				
8/12/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/12/2008	8/12/2008	Niccole Haschak	
	Sent out MP Newsletter (3 hrs)						
8/12/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/12/2008	8/12/2008	Niccole Haschak	
	Mtg with Debi, Greg Allard & Beth Fron	nm about Travel Agent FAM in	Sept				
	Naples, Marco Island, Everglades	-	Closed	8/12/2008	8/12/2008	Niccole Haschak	
8/12/2008	CVB	Conference		0, 12, 2000			

Assigned S	ales Rep: Niccole Haschak				September : Detailed Sta 15 of 81	22, 2008 aff Reports IX
•	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	Niccole Haschak
	Sent out 2008 SGMP Conference Atter	ndee List to partners (45min)				
8/13/2008	Collier County	Sales - Meeting / Show / Conference	Closed	8/13/2008	8/13/2008	Niccole Haschak
	Sent Aff Mtgs Exhibitor Spotlight PO fo	r payment				
8/13/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/13/2008	8/13/2008	Niccole Haschak
	Completed sending out MP Newsletter	to all planners 2hrs				
8/13/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	8/13/2008	8/13/2008	Niccole Haschak
	Updated tasks in iDSS (1 hr)					
8/14/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/14/2008	8/14/2008	Niccole Haschak
	Traveled to Tally & attended Chuck Co	ok show w/ Cathy Christopher				
8/15/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	8/15/2008	8/15/2008	Niccole Haschak
	Traveled home from Chuck Cook					
8/18/2008	Mainline Information Systems	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Niccole Haschak
	Sent contacts for potential program she	e may bring to Naples				
8/18/2008	Naples, Marco Island, Everglades CVB	General - Email	Closed	8/18/2008	8/18/2008	Niccole Haschak
	Responded to email requests 1.75 hrs					
8/18/2008	Naples, Marco Island, Everglades CVB	General - Followup Call	Closed	8/18/2008	8/18/2008	Niccole Haschak
	Sent MPI WEC attendees newsletter, N	IP Guide, added to iDss (.75 h	rs)			
8/18/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	8/18/2008	8/18/2008	Niccole Haschak
	Worked on iDSS - tasks,cleaned trades	show dropdown & added new u	pcoming show	s (1.5hrs)		
8/18/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/18/2008	8/18/2008	Niccole Haschak
	Cleaned up bounced back email addre	ss of MP distribution list (3hrs)				
8/19/2008	Naples, Marco Island, Everglades CVB	General - Meeting	Closed	8/19/2008	8/19/2008	Niccole Haschak
	Office closed for Faye Tropical Storm					
8/20/2008	Collier County Purchasing Department	General - SAP/Billing/Finance	Closed	8/20/2008	8/20/2008	Niccole Haschak
	Billing/SAP/Partner Checks (3.5hrs)					
8/20/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/20/2008	8/20/2008	Niccole Haschał
	ESTO details/Incentive FAM details (1)	hr)				
8/20/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	8/20/2008	8/20/2008	Niccole Haschał
	Update idss/put in rfps (1.5hrs)					
8/20/2008	Naples, Marco Island, Everglades CVB	Sales - Newsletter	Closed	8/20/2008	8/20/2008	Niccole Haschak

						22, 2008 aff Reports IX
Assigned S Fask Date	ales Rep: Niccole Haschak Account Name	Task Type	Status	Due Date	16 of 81 Completed Date	Closed by Sales Rep
	Clean up bouncebacked MP Emails in	idss (1hr)				
3/20/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	8/20/2008	8/20/2008	Niccole Haschak
	Stuff TA Fam bags					
/20/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	8/20/2008	8/20/2008	Niccole Haschak
	Stuffed ESTO Bags (1.5hrs)					
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/23/2008	8/20/2008	Niccole Haschak
	<i>Niccole please order 20 WELCOME ES 23 due for Aug 25</i>	STO signs on white Coreboard	in Dark blue le	ttering capital letter	rs 12/15 or so in si	ze for the ESTO group Ju
/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/13/2008	8/20/2008	Niccole Haschak
	get bottled water, animal crackers gold	fish and vip bags on buses for	ESTO coordina	ate with volunteers	how many people	coordinate with buses
/21/2008	Dia Monde	Fam Itinerary - Planning	Closed	8/21/2008	8/21/2008	Niccole Haschak
	Confirmed details for Site (30 min)					
/21/2008	Florida Aquatic Plant Management Society	Sales - Assisted Mtg Planner	Closed	8/21/2008	8/21/2008	Niccole Haschak
	Processed & sent out RFP (30 min					
/21/2008	The Greater Naples Chamber of Commerce	General - Meeting	Closed	8/21/2008	8/21/2008	Niccole Haschak
	Attended Chamber Tradeshow (1.5hrs)					
/22/2008	Dia Monde	Fam Escort	Closed	8/22/2008	8/22/2008	Niccole Haschak
	All day escort of Juliana to Everglades	(8+ hrs)				
/25/2008	Travel Industry Association	General - Meeting	Closed	8/25/2008	8/25/2008	Niccole Haschak
	All day confirmation/details/attend EST	O Event (8+ hrs)				
/11/2008	Chuck Cook & Associates, Incorporated	Sales - Assisted Mtg Planner	Closed	8/26/2008	8/26/2008	Niccole Haschak
	Processed & sent out RFP (30 min)					
/11/2008	Travelers	Sales - Assisted Mtg Planner	Closed	8/26/2008	8/26/2008	Niccole Haschak
	Processed & Sent out RFP (30 min)					
//14/2008	Site Selection & Meeting Consultants, Inc	Sales - Assisted Mtg Planner	Closed	8/26/2008	8/28/2008	Niccole Haschak
	Niccole to do presentation for site selec	tion at board meeting - Debi is	out of town			
5/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	8/25/2008	8/28/2008	Niccole Haschak
	Place or assign someone to place sign	in restaurant windows on Fifth	Avenue who a	· · •		- Aug 25
/22/2008	Site Selection & Meeting Consultants, Inc	Sales - Meeting / Show / Conference	Closed	8/26/2008	8/28/2008	Niccole Haschak
10 10 5 5 5	Presentation for SEAC Meeting - 8am I				0/00/2020	
6/9/2008	American Society for Colposcopy & Cervical Pathology	General - Followup Call	Closed	8/28/2008	8/28/2008	Niccole Haschak
	Find out if booked	• • • •			0.00.000	
2/10/2007	Association Of Adventists	General - Followup Call	Closed	8/28/2008	8/28/2008	Niccole Haschak
	sent email - did I get a response? find	out if planner placed this meet	ina			

					September 22, Detailed Staff R	
Assigned S			-		17 of 81	
Fask 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	Niccole Haschak
	find out if booked and where and what o	date				
/15/2008	Destinations, Meetins & Incentives, Inc.	General - Followup Call	Closed	8/28/2008	8/28/2008	Niccole Haschak
	find out if booked					
2/11/2007	AMVETS National Headquarters find out if booked	General - Email	Closed	8/28/2007	8/28/2008	Niccole Haschak
/11/2008	US Army	General - Followup Call	Closed	8/28/2008	8/28/2008	Niccole Haschak
	Find out if Marriott's quote of \$188 per r					
0/11/2007	National Credit Reporting Association, Incorporated	General - Email	Closed	8/28/2008		Niccole Haschak
	FOllow up with Terry about the 2009 or	2011 meetings - ask how the 2	2007 meeting went a	at the Hyatt in	Bonita Springs	
2/27/2007	NEP Broadcasting, LLC	General - Email	Closed	8/28/2008	· •	Niccole Haschak
	as of 12/11/07 Scott was still waiting for	room rates - find out if he ever	book rooms.			
/5/2008	City of Winter Park	General - Followup Call	Closed	8/28/2008	8/28/2008	Niccole Haschak
	send survey after meeting in July - see					
/24/2008	American Membrane Technology Association	Sales - Send Promotional Item / Collateral	Closed	7/7/2008	8/28/2008	Niccole Haschak
/3/2008	National Tour Association	General - Followup Call	Closed	8/3/2008	8/28/2008	Niccole Haschak
	find out if booked along with the summe	er & spring board meetings				
/11/2008	AC Events	General - Followup Call	Closed	8/28/2008	8/28/2008	Niccole Haschak
	Call to make sure Veronica received resconsidered.	sponses from area partners - fil	nd out when decisio	on will be made	e and what other desti	nations are being
)/2/2008	Naples, Marco Island, Everglades CVB	General - Worked on upcoming CVB event	Closed	9/2/2008	9/2/2008	Niccole Haschak
	Created VF Event Invitation (2.5 hrs)					
/2/2008	Naples, Marco Island, Everglades CVB	Sales - Meeting / Show / Conference	Closed	9/2/2008	9/2/2008	Niccole Haschak
	Created MLT Flyer for VF TA Show (1 h	nr)				
/2/2008	Naples, Marco Island, Everglades CVB	Fam Itinerary - Planning	Closed	9/2/2008	9/2/2008	Niccole Haschak
	TA FAM Arrangements (2.5 hrs)					
/3/2008	Naples, Marco Island, Everglades CVB	Fam Escort	Closed	9/6/2008	9/6/2008	Niccole Haschak
	All day escort for TA FAM (Sept 3,4,5,6))				
/6/2008	First Incentive Travel Incorporated	Fam Itinerary - Planning	Closed	9/6/2008	9/6/2008	Niccole Haschak
	Final details for LTUR Fam (2 hrs)					
/7/2008	First Incentive Travel Incorporated	Fam Escort	Closed	9/8/2008	9/8/2008	Niccole Haschak
	All day escort for Joost & 8 German/Sw	iss tour operators in destination	n (Sept. 7 & 8)			
/9/2008	Naples, Marco Island, Everglades CVB	General - Continuing Education	Closed	9/9/2008	9/9/2008	Niccole Haschak
	Attended PR Writing Seminar at Naples	Chamber (1.5hrs)				
9/11/2008	Duke University Medical Center	General - Followup Call	Closed	9/11/2008	9/11/2008	Niccole Haschak
	Sent f/up email to see if booked igned to multiple people 004 - 2008 iDSS. All Rights Reserved.	Tasks Report - Rpt	#0071			Printed: 9/11/200 Page: 8 of 9

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Assigned S	Sales Rep: Niccole Haschak				18 of 81	
Task Date	Account Name	Task Type	Status	Due Date	Completed Date	Closed by Sales Rep
9/11/2008	Naples, Marco Island, Everglades CVB	General - TDC Report	Closed	9/11/2008	9/11/2008	Niccole Haschak
	TDC Report/Expense Reports/Time Sh	eet/idss Update (5.5.hrs)				
9/11/2008	OpenDoor Resources, LLC	General - Followup Call	Closed	9/11/2008	9/11/2008	Niccole Haschak
	Sent email to find out if booked					
8/27/2008	Travelers	General - Followup Call	Closed	9/12/2008	9/11/2008	Niccole Haschak
	Find out if booked					
7/3/2008	Meetings in General	General - Followup Call	Closed	10/1/2008	9/11/2008	Niccole Haschak
	find out if booked					
7/3/2008	Nikki Romanik	General - Followup Call	Closed	8/3/2008	9/11/2008	Niccole Haschak
	Find out if booked					
7/3/2008	Sunny Delight Beverages Company	General - Followup Call	Closed	8/3/2008	9/11/2008	Niccole Haschak
	find out if booked					
				Т	otal Tasks:	134



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

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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

<u>SCOUTS</u>

Paul Wormer/Germany

MEETINGS

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

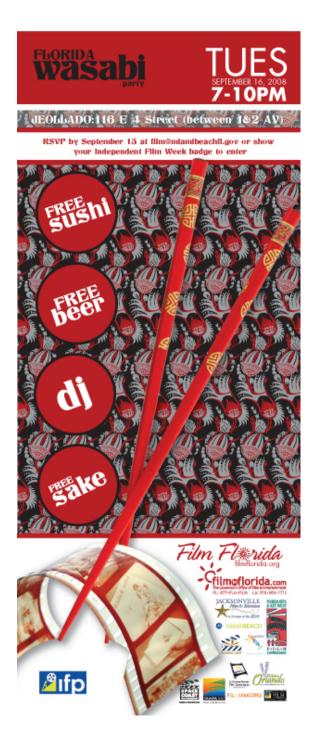
<u>FAM</u>

Juliana Daniels – European CVB rep

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TRADE SHOWS

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





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 f
- 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

TOLL FREE NUMBER	<u># OF CALLS</u>	MINUTES
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

PURPOSE	REQUESTS	MINUTES	RESERVATIONS
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

PHASE V OF SOUTHWEST FLORIDA, INC. Page 2 of 20 P:\Naples, Marco Island, Everglades CVB\Reports\Monthly Reports\2008\June\02 Naples, Marco Island, Everglades CVB Monthly Reports06302008.pdf

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of June 2008

	CURRENT YEAR			L	LAST YEAR		
SOURCE	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	MONTH	<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	-	

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Consumer Magazines

For the month of June 2008

PUBLICATION NAME	MONTH	<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	_

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Consumer Directories

For the month of June 2008

PUBLICATION NAME 2008 Official FL Vac Guide	<u>MONTH</u> 67	<u>YTD*</u> 477	<u>% YTD</u> 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	_

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Leisure E-Marketing

For the month of June 2008

LEISURE E-MARKETING	MONTH	<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	_

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of June 2008

PUBLICATION NAME Visit FL In State Spring 08	<u>МОМТН</u> 1184	<u>YTD*</u> 4615	<u>% YTD</u> 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	-

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by TV/Target Markets

For the month of June 2008

PUBLICATION NAME Florida Cable Program	<u>MONTH</u> 22	<u>YTD*</u> 42	<u>% YTD</u> 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	-

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Niche Market

For the month of June 2008

<u>PUBLICATION NAME</u> Niche Markets (Bridal/Honeymoon)	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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%

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Niche Market

For the month of June 2008

PUBLICATION NAME Niche Markets (ECO)	MONTH	<u>YTD*</u>	<u>% YTD</u>
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

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Travel Agent Directories

For the month of June 2008

PUBLICATION NAME	MONTH	YTD	<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	_

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Group Business

For the month of June 2008

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

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Luxury Interest

For the month of June 2008

PUBLICATION NAME	MONTH	YTD*	<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	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of June 2008

	CURRENT YEAR		LAST YEAR			
<u>STATE</u> FL	<u>MONTH</u> 1988	<u>YTD*</u> 10471	<u>% YTD</u> 21%	<u>MONTH</u> 3476	<u>YTD*</u> 10935	<u>%</u> 39%
NY	550	2944	6%	384	2477	4%
CA	514	1820	4%	273	1273	3%
ТХ	418	1798	4%	488	1600	5%
PA	416	2108	4%	318	1832	4%
IL	371	2548	5%	291	2109	3%
ОН	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%
МО	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%
СТ	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%
ОК	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%

PHASE V OF SOUTHWEST FLORIDA, INC.

Visitor Guide Request Summary by State

For the month of June 2008

	<u>Cl</u>	JRRENT YEA	<u>R</u>	LA	ST YEAR	
<u>STATE</u>	MONTH	YTD*	<u>% YTD</u>	MONTH	<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

PHASE V OF SOUTHWEST FLORIDA, INC.

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For the month of June 2008

	<u>CI</u>	JRRENT YEA	<u>R</u>	<u>L4</u>	AST YEAR	
<u>COUNTRY</u> USA	<u>MONTH</u> 9180	<u>YTD*</u> 49380	<u>% YTD</u> 96%	<u>MONTH</u> 8886	<u>YTD*</u> 41758	<u>%</u> 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%

PHASE V OF SOUTHWEST FLORIDA, INC.

For the month of June 2008

	<u>CL</u>	JRRENT YEA	<u>AR</u>	<u>L/</u>	AST YEAR	
<u>COUNTRY</u> DENMARK	MONTH 0	<u>YTD*</u> 5	<u>% YTD</u> 0%	MONTH 1	<u>YTD*</u> 5	<u>%</u> 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%

PHASE V OF SOUTHWEST FLORIDA, INC.

For the month of June 2008

	CU	IRRENT YEA	<u>R</u>	<u>L</u>	AST YEAR	
<u>COUNTRY</u> URUGUAY	MONTH 0	<u>YTD*</u> 1	<u>% YTD</u> 0%	MONTH 0	<u>YTD*</u> 0	<u>%</u> 0%
VIETNAM	0	0	0%	0	0	0%
Grand Total:	9,503	51,584	_	8,981	42,962	-

*YTD = Fiscal Year

Special Fulfillment Requests by Category

For the month of June 2008

PUBLICATION NAME Golf Guide	MONTH	YTD	<u>% YTD</u>
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%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Special Fulfillment Requests by Category

For the month of June 2008

PUBLICATION NAME Meeting Planners	MONTH	<u>YTD</u>	<u>% YTD</u>
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	

PHASE V OF SOUTHWEST FLORIDA, INC.

		Octo	ober	Nove	ember	Dece	mber	January		February		March	A	oril	N	lay	Ju	ne	July	Au	gust	September	Tota	al
		2006	2007	2006	2007	2006	2007	2007 200	8 20	07 200	08 200	07 2008	2007	2008	2007	2008	2007	2008	2007 2008	3 2007	2008	2007 2008	YTD 2007	YTD 2008
REQUESTED PUBLICATIONS		<u> </u>						<u> </u>				_	1		L	<u> </u>				•		<u> </u>	<u> </u>	
Consumer Directories:																								_
2005 Official FL Vac Guide	Consumer Directories	67	0	36	0	2	0	8	0	0	0	2 0	2	0	2	0	1	0	0	0 1	6		0 121	
2006 Family Summer Getaways	Consumer Directories	780	0	113	0	271	0	109	0	0	0	2 0	1	0		0	0	0	0	0 0			0 1,274	
2006 Official FL Vac Guide	Consumer Directories	700	49	-		47	0	74	0	57	0	101 0	88	0	78		79	0	51	0 73		0 74	0 729	49
2007 Official FL Vac Guide	Consumer Directories	4	43	-	64		27	14	12	2	2	11 10		1	36		13	8	51	0 /3		74	0 725	182
2007 Official FL Vac Guide		0	30	2	64	2	27	1	29	2	3 96	0 18		164		80	13	67	9	0 0		4	0 95	456
Great FL Getaways 08	Consumer Directories	0	1	0	0	0	1	0	29	0	90	0 10	0	104	0	00	0	67	0	0 0		0	0 0	430
	Consumer Directories Consumer Directories	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0	23		0	0	624	0 192		0	0 839	
VF Everglades City Info Off. FL Vacation Guide		0	0	0	0	0	0	0	0	0	0	0 21	0 0	0	23	0	0	0	624	0 192		0	0 839	21
	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0 21	0	0	0	0 0	0	0	0	0 0		0	0 0	21
Other/Unknown	Consumer Directories	0	0	0	0	0	0	0	0	1	0	0 0	1	0	1	0	0	0	0	0 0		0	0 3	0
Travel Agent	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0	1	0	0	0	0	0 0	(0 0	0 1	
VF DT & ST Sweepstakes	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0	0	6,831	0 4,750		0	0 11,581	
VF Intl. Travel Planner	Consumer Directories	0	0	0	0	0	0	1	0	1	2	0 0	0 1	0	0	0 0	0	0	0	0 0	0	0 0	0 3	2
VF SIP - Beaches	Consumer Directories	0	0	1	0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0	0	0	0 0	0	0 0	0 1	0
TOTAL Consumer Directories:		851	106	155	64	322	28	193	41	61 ⁻	101	114 49	102	165	141	82	93	75	7,515	0 5,022	0	78	0 14,647	711
Consumer Magazines:																								
AAA Going Places Sept/Oct 06	Consumer Magazines	161	0	7	0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0	0	0	0 0	0	0 0	0 168	C
AAA Going Places May/Jun 07	Consumer Magazines	0	0	0	0	0	0	0	0	1	0	2 0	2	0	8	0	393	0	39	0 4	. C	0 0	0 449	C
AAA Going Places Jul/Aug 07	Consumer Magazines	0	10	0	0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0	0	351	0 124	. C	40	0 515	10
Arthur Frommer's Tvl Feb 07	Consumer Magazines	0	0	0	0	1	0	16	0	5	0	1 0	0 0	0	0	0 0	0	0	0	0 0	0	0 0	0 23	C
Arthur Frommer's Tvl Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	2	0 0	0 0	0	0	0 0	0	0	0	0 0	0	0 0	0 0	2
Atlantic SE Magazine Nov/Dec 06	Consumer Magazines	0	0	2	0	1	0	1	0	0	0	0 0	0 0	0	0	0 0	0	0	0	0 0	0	0 0	0 4	(
Chicago Tribune Mag Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	1	0 1	0	0	0	0 0	0	0	0	0 0	0	0 0	0 0	2
Coastal Living Jan/Feb 08	Consumer Magazines	0	0	0	0	0	1	0	145	0	106	0 84	4 O	56	0) 3	0	0	0	0 0	0	0 0	0 0	395
Conde Nast Traveler Apr 08	Consumer Magazines	1	0	0	0	0	0	0	0	0	0	1 0	0 0	0	0) 1	0	0	0	0 0	0	0 0	0 2	1
Florida Sun - Germany	Consumer Magazines	0	89	0	0	17	19	0	1	0	75	8 41	13	149	53	29	0	64	31	0 41	C	6	0 169	467
Ladies Home Journal Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0 72	2 0	974	0	305	0	110	0	0 0	C	0 0	0 0	1,461
Midwest Living Mar/Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0 1,113	8 0	227	0	124	0	63	0	0 0	C	0 0	0 0	1,527
Midwest Living WEB	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0 7	0	5	0) 1	0	2	0	0 0	0	0 0	0 0	15
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0	0) 1	53	0	1	0 0	C	0 0	0 54	1
Other/Unknown	Consumer Magazines	0	4	0	1	0	3	0	1	0	7	0 13	8 0	5	8	8 8	3	2	14	0 7		0 4	0 36	44
Southern Living July 06	Consumer Magazines	60	0	24	0	10	0	18	0	15	0	12 0	9	0	10	0 0	4	0	17	0 1	C	0 0	0 180	(
Southern Living June 06	Consumer Magazines	37	0	17	0	14	0	19	0	15	0	13 0	9	0	6	6 0	6	0	8	0 0	0	0 0	0 144	(
Southern Living Travel Jul 07	Consumer Magazines	0	0	1	0	0	1	0	0	1	1	0 0	0 0	0	0	0 0	1	0	1	0 0	0	0 1	0 5	;
Southern Living Travel Jun 07	Consumer Magazines	0	0	0	0	0	1	1	0	1	2	0 1	1	1	4	4 O	2	0	1	0 2	0	0 0	0 12	f
Southern Living Travel Jun 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0	0	2	0	339	0	0 0	0	0 0	0 0	341
Southern Living Travel Jul 08	Consumer Magazines	0	0	0	0	0	0	0	1	0	0	0 0	0 0	0	0	0 0	0	1	0	0 0	0	0 0	0 0	;
Visit FL - SW FL Getaways Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0 1	0	1	0	0 0	0	0	0	0 0	C	0 0	0 0	2
Women's World	Consumer Magazines	0	0	0	0	0	0	29	0	3	0	2 0) 3	0	2	2 0	0	0	2	0 1	C	0 1	0 43	(
TOTAL Consumer Magazines:		259	103	51	1	43	25	84	148	41 [·]	194	39 1,333	37	1,418	91	474	462	581	465	0 180	0	52	0 1,804	4,277
Group Business (Association):																								
FSAE Assoc. Resource	Group Business (Association)	0	0	0	0	0	0	1	0	0	0	0 0	0 0	0	0	0 0	0	5	0	0 0	0	0 0	0 1	Ę
TOTAL Group Business (Association):		0	0	0	0	0	0	1	0	0	0	0 0	0 0	0	0	0 0	0	5	0	0 0	0	0 0	0 1	Ę
Group Business (Corporate):																								
Convention South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0	0	0 0	0	0	0	0 0	0	0 0	0 0	(
FL Official Mtg Planners Guide	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0	1	0	0	0	0	0 0	C	0 0	0 1	(
Meeting South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	13 0	0 0	0	0	0 0	0	0	0	0 0	C	0 0	0 13	C
Meeting Guide South	Group Business (Corporate)	0	0	0		0	0		0	~			1 .			1 .					1 .	i i		

		Oct	ober	Nov	ember	Dece	mber	January	1	Februar	rv	Marcl	h	Ар	ril	Ма	av	June		July	Au	gust	Septe	mber	Total	
		2006	2007	2006	2007	2006	2007				-		2008	2007	2008	2007	-		008	2007 2008	2007	2008	2007			D 2008
Successful Meetings	Group Business (Corporate)	2000	200.	2000	200.	2000			000		0				2000	200.		0	000	2000	2001	2000	2001	2000	0	0
Worth International Off. Meeting Planner	Group Business (Corporate)	0				0	0	89	0	0	0	0	0	0	0	0	0	0	0	0 0			0	0	89	0
TOTAL Group Business (Corporate):	Croup Duancas (Corporate)	0				0	0		0	0	0	13	0	3	0	1	0	0	0	0 0			0	0	106	0
		°	1	<u> </u>	, °			03		<u> </u>		10	•	<u> </u>			0	<u> </u>	•		1 .	<u> </u>	Ů		100	
Group Business (Leisure):			J	J						47															40	
Group Tour Magazine Sept 06	Group Business (Leisure)	0				0	0	0	0	17	0	0	0	0	0	0	0	0	0	0 0		0 0	0	0	18	0
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	0			0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0 0		0 0	0	0	103 94	0
Group Travel Planet May/Jun 07	Group Business (Leisure)	0			0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	93 (0 0	0	0	389	0
Group Travel Planet Jul/Aug 07		0			0 0	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0 0		0	389	0	389 604	0
TOTAL Group Business (Leisure):		0	, (1	0	0	0	U	U	17	U	U	U	U	U	U	U	0	U	0 (ן נ	0 0	U	0	604	0
Leisure E-Marketing:		1	1	1	1										T						1	1	1 1			
24-7Vacations.com	Leisure E-Marketing	124	32	2 75	5 0	88	0	97	0	308	0	386	0	222	0	208	0	268	1	229 (255	6 0	155	0	2,415	33
Collier County CVB Office	Leisure E-Marketing	0	0 0) (0 0	0	0	0	0	3	0	1	0	0	0	0	0	0	0	0 0	0 0	0 0	0	0	4	0
DestinationBrochures.com	Leisure E-Marketing	3	34	10	47	11	16	9	33	30	44	27	45	14	35	18	26	24	8	37 () 17	0	13	0	213	288
FLAUSA.com	Leisure E-Marketing	0) 2	2 4	4 0	2	0	1	1	3	0	0	0	0	0	0	0	0	0	1 (0 0	0 0	0	0	11	3
Friend/Relative	Leisure E-Marketing	0	0 () (0 0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0 0	0 0	0 0	0	0	1	0
Other/Unknown	Leisure E-Marketing	0) 2	2 (5	0	4	0	6	0	5	0	3	0	4	5	4	3	3	1 (0 7	0	6	0	22	36
ParadiseCoast.com	Leisure E-Marketing	312	326	3 290	197	218	336	527	598	582	557	447	538	449	337	583	412	383	293	378 0	468	8 0	317	0	4,954	3,594
Travel Agent	Leisure E-Marketing	0) () (0 0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0 0	0 0	0 0	0	0	1	0
TravelMeredith.com	Leisure E-Marketing	0) () (0 0	0	0	0	0	0	0	0	32	0	45	0	7	0	16	0 0	0 0	0 0	0	0	0	100
VisitFlorida.com	Leisure E-Marketing	0) 1	() 4	0	2	0	0	0	10	1	3	1	3	0	1	1	3	2 (0 0	0 0	0	0	5	27
VisitFlorida.com - France	Leisure E-Marketing	0) 2	2 (0 0	0	1	0	2	0	0	0	0	0	0	0	1	2	0	0 0	0 0	0 0	0	0	2	6
VisitFlorida.com - Germany	Leisure E-Marketing	0) () (0 0	0	0	0	0	0	0	1	0	1	0	2	0	0	0	1 () 1	0	0	0	6	0
Visit USA - UK	Leisure E-Marketing	0) 1	0	0 0	0	1	0	4	40	5	4	3	5	3	1	11	1	1	3 (0 0	0 0	0	0	54	29
TOTAL Leisure E-Marketing:		439	400	379	253	319	360	634	644	966	621	863	624	692	427	819	462	682	325	652 0	748	8 0	491	0	7,620	4,116
Luxury Interest:																										
VF D&ST Sweepstakes	Luxury Interest	0) () (0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,810	0 0	0 0	0 0	0	0	0	4,810
VF D&ST Sweepstakes - SoGoNow	Luxury Interest	0) () (0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	479	0 0	0 0	0 0	0	0	0	479
TOTAL Luxury Interest:		0) () (0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,289	0 0	0 0	0 0	0	0	0	5,289
Newspaper Domestic NE/MW:		I								I		I		I						l						
Friend/Relative	Newspaper Domestic NE/MW						0		0	0	0	0	0	0	0	4	0	0	0					0	4	
		0			0 0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0 0		0 0	0	0	1	0
Ft. Lauderdale Sun Sentinel	Newspaper Domestic NE/MW	0) () (0 0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0 0	0 0	0 0	0	0	0	3
Preprint In-State Fall 2006	Newspaper Domestic NE/MW	70	0 0	10		2	0	970	0	101	0	180	0	9	0	1	0	1	0	0 0	0 0	0 0	0	0	1,344	0
Preprint Out-State Fall 2006	Newspaper Domestic NE/MW	0) () 12	2 0	0	0	2,976	0	724	0	1,139	0	2	0	0	0	0	0	0 0	0 0	0 0	0	0	4,853	0
Preprint Out-State Spring 2008	Newspaper Domestic NE/MW	0	0 0) (0 0	0	0	0	1	0	1	0	25	0	6,032	0	1,424	0	950	0 0	0 0	0 0	0	0	0	8,433
Other/Unknown	Newspaper Domestic NE/MW	0) 4	L (2	0	17	0	27	0	4	1	22	3	9	16	12	3	10	4 (0 0	0 0	3	0	30	107
St. Paul Pioneer Press	Newspaper Domestic NE/MW	0	0 0) (0 0	0	4	0	2	0	1	0	0	0	0	0	0	0	0	0 0	0 0	0 0	0	0	0	7
St. Petersburg Times	Newspaper Domestic NE/MW	0) () (0 0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0 0	0 0	0 0	0	0	0	1
TMG Newspaper Insert	Newspaper Domestic NE/MW	0) () (0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52 0) 17	0	0	0	69	0
TMG Out of State Insert 08	Newspaper Domestic NE/MW	0) 1	(0 0	0	0	0	2	1	0	0	1	1,670	1,175	108	134	71	44	1 () 1	0	0	0	1,852	1,357
Union Tribune	Newspaper Domestic NE/MW	0) () (0 0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0 (n c	0	0	0	0	2
Valassis FSI	Newspaper Domestic NE/MW	0			0 0	۰ ۱		1	0	0	-	0	-	0	n	n N	0	0	0	0 0			0	-	1	0
Visit Florida In State Fall 07	Newspaper Domestic NE/MW	0			0 1,732		656	0	0	0	0	0	1	0	0	0	0	0	0	0 0			0	0	0	2,393
Visit Florida In State Insert	Newspaper Domestic NE/MW				, 1,732	0	0.00	0	0	0	0	0	' 0	0	0	0	0	0	0	1,288 (0	0	1,288	2,355
		0	, · ·	, (, 0	0	0	0	U	U	U	U	U	U	U	U	U	0	U	1,200		, 0	0	U	1,288	U
Visit FL In State Spring 08	Newspaper Domestic NE/MW	0	0 () (0 0	0	0	0	0	0	0	0	0	0	0	0	3,431	0	1,184	0 0	0 0	0 0	0	0	0	4,615
Visit FL In State Summer 08	Newspaper Domestic NE/MW	0) () (0 0	0	0	0	1	0	0	0	2	0	1	0	2	0	3	0 0	0 0	0 0	0	0	0	9
VF Downtowns & Small Towns	Newspaper Domestic NE/MW	0) () (0 0	0	0	0	0	0	0	0	0	0	0	0	5,252	0	0	0 0	0 0	0 0	0	0	0	5,252
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	0) () (0 0	0	0	0	0	0	0	0	0	0	0	1,613	0	3,565	0	0 0	0 0	0 0	0	0	5,178	0
VF Vacation Values Jun 07	Newspaper Domestic NE/MW	0	0 0) (0 0	0	0	0	0	0	0	0	0	0	0	0	0	1,879	0	0 0	0 0	0 0	0	0	1,879	0
TOTAL Newspaper Domestic NE/MW:		70	9	22	1,734	2	678	3,947	35	826	6	1,320	51	1,684	7,219	1,739	10,256	5,519	2,191	1,345 (0 18	6 0	3	0	16,495	22,179
Niche Markets (Bridal/Honeymoon):								· · · · · · · · · · · · · · · · · · ·																		
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	32					0	4.4	0	0	0	4	0	_	_			0	0	0 (0	59	
FL Wedding & Honeymoon Jan/Feb 06 FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon) Niche Markets (Bridal/Honeymoon)	32		5 23	0	1 341	20	14 525	14	175	0	07	U	2	0	10	0	14	0	10 (0	U	59 1,224	0 47
		1 0	/ t	1 23	9	341	20	- ⊃∠⊃	1.1	1/5	1	07	U	38	0	18	U	11	U	13 (10 ע	/ 0	3	U	1,224	47

		Oct	ober	Nove	ember	Dece	mber	Janu	uary	Febr	ruary	Ма	rch	Ар	oril	Ma	ay	Ju	ne	Ju	uly	Au	gust	Septe	mber	То	tal
		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	6 0	7	0	0 0	() (0 0	0	0	854
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	C	21	0	21	C	13	8 (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	C	377	3	458	S (143	8 (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	0	5	5 0	314	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	C	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	C	42	0	40) (16	6 (9	0	1,513	49
FL Wedding & Honeymoon Mar/Apr 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	554	0	450	0	211	0	48	8 0	36	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	8 C	48	8 (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	0	13	0	354	0	244	4 O	118	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	C	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	6 C	390) (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	C	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	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	C	0 0	1	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) (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	C	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	C	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	5 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	C	0 0	0	0) (1	(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	4 O	15	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	C	35	0	13	s (13	8 (4	0	365	0
Audubon Jan/Feb 08	Niche Markets (ECO)	0	0	0	0	0	0	0	141	0	98	0	29	0	15	0	g	0 0	6	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	C	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	C	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	C	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	C	0 0	0	0	0 0	() (0	0	201	0
FL Echo In State Spring 2007	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	86	0	269	0	10	C	0 0	0	0) (() (0	0	365	0
Nat'l Geo Trvir May/Jun 07	Niche Markets (ECO)	0	2	0	0	0	1	0	2	0	0	0	0	0	1	348	C	206	0	83	8 C	42	2 (2	0	681	6
Nat'l Geo Trvir May/Jun 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	474	4 O	132	0) (0) (0	0	0	606
Nat'l Geo Trvir Oct 07	Niche Markets (ECO)	0	290	0	54	0	26	0	8	0	0	0	0	0	2	0	C	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	C	0 0	1	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	5 O	56	6 (6	0	1,965	1,983

		Oct	ober	Nov	ember	Decen	abor	Janua		Februar		Mar	ah	April		May		June	1	July	A	gust	Septen	abor	Total	_
		2006	2007	2006	2007	2006	2007		2008		2008	2007	2008	2007 20	08 2		2008		008	2007 2008		2008			TD 2007 YTD 2	008
		2000	2007	2003	2007	2000	2007	2007	-000			2007	1000	2007 20	1		2300	2307 2		2000	2007	2003	2007	-000		
Niche Markets (Fishing):		1 .						<u>г т</u>														1	F			
	Niche Markets (Fishing)	0	1	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0 0	0	0	0	3	2
-	Niche Markets (Fishing)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	1
TOTAL Niche Markets (Fishing):		0	1	0	U	1	0	1	0	1	1	U	1	U	U	U	U	U	U	U	0 0	0	0	U	3	3
Niche Markets (Golf):		-																			-					
	Niche Markets (Golf)	0	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0	0 0	0	0	0	5	0
Golf for Women Mag Jan/Feb 08	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	1
	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0 0	0	0	0	1	0
TOTAL Niche Markets (Golf):		0	0	0	0	0	0	3	0	0	1	2	0	0	0	1	0	0	0	0	0 0	0	0	0	6	1
Niche Markets (Senior):																										
AAA Car & Travel Jan 08	Niche Markets (Senior)	0	0	0	0	0	1	0	149	0	48	0	2	0	1	0	1	0	2	0	0 0	0	0	0	0	204
AAA Going Places Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	0	0 0	0	0	0	0	4
AAA Going Places May/Jun 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	1	0	5	0	434	0	31	0	0 0	0	0	0	0	471
AAA Home & Away Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	1	0	262	0	206	0	40	0	0	0	0	0	0	0	0 0	0	0	0	0	509
AAA Home & Away Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	328	0	289	0	17	0	0	0	0 0	0	0	0	0	634
AAA Journeys Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	80	0	54	0	9	0	0	0	0	0	0	0	0 0	0	0	0	0	143
AAA Living Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	271		536		57	0	0	0	0 0	0	0	0	0	864
AARP Sept/Oct 06	Niche Markets (Senior)	1,106	0	195	0	34	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	1,337	0
AARP Sept/Oct 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	1	0	1	0
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	2	0	2	0	4,186	1,766		0	263	0	61	0	0	0 0	0	0	0		,766
	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	1,274	0 1	,352	0	228	0	202	0	0 0	0	0	0	0 3	3,056
	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0 0	0	0	0	5	0
	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,306	0	611	0 564	0	42	0	4,523	0
	Niche Markets (Senior)	0	0	0	0	34	0	0	493	0	0	0	0	0	0	263	112 849	0	236	0	0 564	0	0	0		113
TOTAL Niche Markets (Senior):		1,106	U	195	U	34	2	3	493	3	309	4,186	3,692	1,020 2	,183	263	849	3,367	236	616	0 564	0	43	U	11,400 7	,651
TV / Target Markets:		1	r —		r —			<u>г г</u>		<u>г г</u>												1				
PITV	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0
Chicago - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	23	0	7	0	1	0	2	0 0	0	0	0	33	0
Chicago - WBBM	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	5	0	1	0 0	0	0	0	9	0
Chicago - WLS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	11	0	8	1	12	1	11	0 0	0	0	0	42	2
Chicago - Unknown	Target Markets	0	0	0	0	0	0	0	1	0	0	0	0	2	0	4	1	7	2	3	0 0	0	0	0	16	4
Florida Cable Program	Target Markets	0	1	0	0	0	0	0	0	0	0	0	0	0	4	0	15	0	22	0	0 0	0	0	0	0	42
Miami - WSNV FOX	Target Markets	0	0	1	1	1	0	0	0	0	0	0	0	7	2	4	6	5	3	0	0 0	0	0	0	18	12
Miami - WTVJ NBC	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	0	5	1	3	3	1	0 0	0	0	0	10	5
Miami/Ft Laud - Comcast	Target Markets	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	2	0	0 0	0	0	0	0	7
Miami/Ft Laud - WBFS	Target Markets	0	1	1	1	0	0	0	0	0	0	0	0	10	2	1	3	1	6	0	0 0	0	0	0	13	13
Miami/Ft Laud - WFOR	Target Markets	0	1	1	3	0	0	0	0	0	0	1	0	3	3	2	3	1	2	0	0 0	0	0	0	8	12
Miami/Ft Laud - WPLG	Target Markets	0	2	1	3	0	0	0	0	0	0	0	0	8	3	4	9	1	6	0	0 0	0	0	0	14	23
Miami/Ft Laud - WSFL	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0 0	0	0	0	1	0
Miami/Ft Laud Unknown	Target Markets	0	0	21	0	1	0	0	0	0	0	0	0	2	1	14	6	7	1	1	0 0	0	0	0	46	8
New York - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	11	0	9	0	2	0	1	0 0	0	0	0	23	0
New York - WABC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	9	0	23	0	2	0	0	0 0	0	0	0	34	0
New York - WCBS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	1	3	0	2	1	0	0 0	0	0	0	8	2
New York - WNBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	10	0	11	1	5	0	3	0 0	0	0	0	29	1
New York - Unknown	Target Markets	0	0	1	0	0	0	0	0	0	0	0	0	1	0	7	0	2	0	3	0 0	0	0	0	14	0
Orlando - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	6	0	2	5	0	0	1	0 0	0	0	0	9	5
Orlando - WESH	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	2	0	4	0	0 0	0	0	0	4	6
Orlando - WFTV	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	4	5	10	1	0 0	0	0	0	6	16
Orlando Unknown	Target Markets	0	0	0	0	0	0	2	0	0	0	0	0	9	2	8	8	5	11	2	0 0	0	0	0	26	21
Other/Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	4	3	6	8	6	8	1	0 0	0	0	0	17	19
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	7	0	2	3	0	5	0	0 0	0	0	0	9	8
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1	1	0	1	0 0	0	0	0	4	3

		Oct	ober	Nove	ember	Dec	ember	Ja	nuary	Feb	ruary	Ma	irch	Ap	oril	N	lay	Ju	ine	J	uly	Aug	gust	Septe	ember	Т	otal
		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 (D C) (0	0	0) 1	4	4 O	0	1	1 0	0 0	0	C	0 0	2	. 4
Tampa/St. Pete - WTTA	Target Markets	0	0	C	0		0	C	0 () () (0	0	0) (() 2	0	0	0 0	0 0	0	C	0 0	2	. 0
Tampa/St. Pete Unknown	Target Markets	0	1	2	0		0	C	0 () C	,) (0	2	2	: 6	1	7 13	14	7	7 0	0 0	0	C	0 0	30	24
West Palm Beach - Comcast	Target Markets	0	0	C	0		0	C	0 () () () (0	3	0) 1	() 1	1	C	0 0	0 0	0	C	0 0	5	1
West Palm Beach Unknown	Target Markets	0	0	11	0		0	C	0 (0 0) () (0	1	0) E	2	2 4	2	1	1 0) 1	0	C	0 0	23	4
West Palm Beach - WFLX	Target Markets	0	0	0	0		0	D	0 (0 0) () (0	0	0) (1	0	1	C	0 0	0 0	0	C	0 0	0	2
West Palm Beach/Ft. Pier - WPBF	Target Markets	0	0	0	1		0	C	0 (0 0) () (0	0	0) ((0 0	1	1	1 0	0 0	0	C	0 0	1	2
West Palm Beach - WPEC	Target Markets	0	0	C	1		0	C	0 () C	,) (0	1	0) 1	1	0	2	C	0 0	0 0	0	C	0 0	2	. 4
West Palm Beach - WPTV NBC	Target Markets	0	0	C	0		0	C	0 () () () (0	1	0) ((0 0	4	2	2 0	0 0	0	C	0 0	3	4
West Palm Beach - WTVX	Target Markets	0	0	C	0		0	C	0 () () () (0	1	0) 1	(0 0	0	C	0 0	0 0	0	C	0 0	2	0
TOTAL TV / Target Markets:	8	0	7	39	11		2	D	2 1	0	1) 1	0	142	27	139	96	93	112	44	4 0	1	0	0) 0	463	3 254
Travel Agent Directories:			· · · · · · · · · · · · · · · · · · ·										-								-			-			
FL Official TvI Ind Jan-Dec 07	Travel Agent Directories	0	0	C	0		0	о С	1 (0 0) () 1	0	0	0	0	1	0	0	0	0 0	0 0	0	C	0 0	2	. 1
Recommend Magazine May 08	Travel Agent Directories	0	0	0	0		0	C	0 (0 0) () (0	0	0	(11	0	16	C	0 0	0 0	0	C	0 0	0	27
TIA Discover America	Travel Agent Directories	0	0	0	75		0	0	0 () (,) (0	0	0		(0 0	0	C	0 0	0 0	0	C	0 0	0	75
TIA Discover America Web	Travel Agent Directories	0	0	C	0		0	C	0 33	8 C) (0	0	0		(0 0	0	0	0 0	0 0	0	C	0 0	0	33
TIA See America	Travel Agent Directories	0	0	0	0		0	о [.]	1 (0 C) () (0	0	0	0	(0 0	0	C	0 0	0 0	0	C	0 0	1	0
TOTAL Travel Agent Directories:		0	0	0	75		0	D	2 33	3 O		0 1	0	0	0) (12	2 0	16	C	0 0	0 0	0	C	0 0	3	3 136

		Octob	ber	Nove	mber	Dec	cember	Jan	nuary	Feb	ruary	Ma		A	pril	M	ay	Ju	ine	J	uly		August	Septer			Total	1
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	200	7 2008	2007	2008	YTD 20	07 Y	/TD 20
liscellaneous:										•							•											
Naples, Marco Island, Everglades CVB		0	0	0	1		0 1	5	5 11	28		95	3	1	1 4	0			2		0		2		<u> </u>	n	131	
											-		-				-		~				-		<u> </u>			
Friend/Relative		0	3	0	5		0 4	6	6 14		2 10	14		19	5	24		1 0	3	S	0		3 (ן 1	(0	78	
Dther/Unknown		10	3	1	8		0 5	52	2 8	43	8 14	48	18	44	4 15	16	16	6 17	11	3	0		3 (0 9	(0	246	
Travel Agent		0	2	0	3		0 2	2 2	5	8	8 8	12	7	1	1 4	1	0) 3	2	2	0		5	ე 3	(D	37	
Farget Markets		0	0	0	0		0 0	0	0	0) (0	0	(0	0	(0	0	(0		1 1	0 0	(n	1	
Vebsite		0	0	0	0		0 0	0 0) 0	0) (0 0	0		0	0	() 0	0		0		0	0 0		0	0	
TOTAL Miscellaneous:		10	8	1	17		0 12	65	38	81	3	169	39	65	5 30	41	29	20	18	14	. 0		14	0 13		n	493	
			-				12		,			100			5 50				10					10	<u> </u>		100	
SUB TOTAL (excludes Special Fulfill):		3,489	1,449	1,519	2,837	1,28	5 1,574	6,002	2,137	2,770	2,157	7,669	6,565	4,822	2 12,262	4,201	13,100	11,149	9,503	11,458	0	7,2	23 (0 1,231	0	63,3	340	46
SPECIAL FULFILLMENT:																												_
MEETING PLANNERS		0	0	0	0	r .	0 0						0						0			<u> </u>	0			1	0	
		0	0	0	0		0 0			0			0		0 0	0			0		0		0	/ 0	<u> </u>	0	0	
*Pre-Show Post Card		0	0	0	0		0 0	0		0		0	0		0 0	0			0		0		0	/ 0	<u> </u>	0	0	
2008 Springtime DC Expo		0	0	0	0		0 0	0 0	0	0) (0 0	0	(228	0	(0	0	C	0		0	0	L		0	
HSMAI Affordable Conference		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	(0 0	0	C	0	1,5	531 (1 1	0	01,	532	
Destinations Showcase		0	0	0	0		0 0	0 0	248	0) (0 0	0	(0 0	0	(0 0	0	C	0		0	0 0		0	0	
Destinations Showcase Chicago		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	0	0 0	0	0	0 0	520	C	•	L	0	0 0		D	0	
Mid America Pre-Show		0	0	0	0		0 0	0 0	0 0	0) (1,071	0	(0 0	0	0	0 0	0	C	0	L	0	•			071	
MPISEC		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	0	0 0	0	C	0	4	181 (D	481	
Tampa MPI Expo		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 44	0	(0 0	0	C	0	L	0	0 0	(0	0	
TSAE Education Day Show		0	409	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	0	0 0	0	C	0	L	0	0 נ	(D	0	
Springtime 07		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	2,209	0	0 0	0	0	0		0) O	(209	
*Post Show Followup		76	0	0	0		0 0	169	0 0	0) (0 0	0	(0 0	0	0	0 0	0	C	0		0) O	(245	
ConferenceDirect Show		0	0	0	0		0 0	0 0	0 0	132	2 (0 0	0	(0 0	0	0	0 0	0	0	0	L	0	0 נ	(D	132	
CMPCE		0	0	0	0		0 0	0 0	146) (0 0	0	(0 0	0	0	0 0	0	C	0		0	0 0	(D	0	
Florida Huddle		0	0	0	0		0 0	0 0	0 0	88	3 (0 0	0	(0 0	0	0	0 0	0	C	0		0) 0	(D	88	
FL Marketplace		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	0	0 0	0	C	0		0	0 46	(46	
FSAE Annual Conference		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	0	0 0	0	C	0	1	29	0 0	C		129	
Glamour		0	0	0	0		0 0	0 0	0 0	0) (101	0	(0 0	0	(0 0	0	C	0		0	0 0	C	0	101	
HSMAI Affordable Meetings		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	0	0 0	0	C	0		0	0 79	(D	79	
MILO		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	74	4 C	0	C	0		0) O	(0	0	
MPISEC		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 C	0	0	0 0	0	C	0		0	0 176	(D	176	
MPIWEC		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	(0 0	0	C	0		56	0 6	(D	62	
Planning Connection		0	0	0	0		0 0	0 0	0 0	0) (179	0	(0 0	0	(0 0	0	C	0		0	J 0	(D	179	
Chicago VIP		0	0	0	0		0 0	0 0) 0	0) (51	0	(0 0	0	(0 0	0	C	0		0	J 0	(0	51	
Chicago Affordable Meetings		0	0	0	0		0 0	0 0) 0	0) (0 0	0	100	0 145	0	(0 0	0	C	0		0	0 0	(0	100	_
Pow Wow		0	0	0	0		0 0	0 0) 0	0) (0 0	0	8	в 0	0	(0 0	0	C	0		0	0 0	(0	8	_
PYM Spring Fling April		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	75	(0 0	0	C	0		0	0 0	(D	75	
TSAE Education Day Show		0	21	0	0		0 0	0 0) 0	0) (0 0	0	(0 0	0	(0 0	0	C	0		0	J 0	(0	0	
Orlando PYM Event		0	0	0	0		0 0	0 0) 0	0) (0 0	0	(0 0	94	(0 0	0	C	0		0	0 0	(0	94	
DC Springtime		0	0	0	0		0 0	0 0) 0	0) (0 0	0	(34	0	(0 0	0	76	0		0	0 0	(0	76	_
Meeting Planner Kit		0	12	0	10		0 7	2	2 11	1	6	5 3	7	3	3 8	0	12	2 7	11	11	0		19 (0 14	(0	60	_
MP Non-Kit Fulfillment		0	0	0	0		0 0	0 0) 0	0) 2	2 0	1	(0 0	0	(0 0	1	C	0		0	0 0	(0	0	
OUR OPERATORS		0	0	0	0		0 3	0	0 0	52	2 (0 0	0	(0 0	0	0	0 0	0	0	0		0 (0 1	(D	53	
Huddle Follow-Up		0	0	0	0		0 0	0 0	0 0	0) 2	0	0	(0 0	0	0	0 0	0	C	0		0	J 0	C	D	0	
Motorcoach		0	0	0	0		0 0	0 0	0 0	0) .	0	0	(0 0	0	0	0 0	0	C	0		0	0 C	C	D	0	
Other/Unknown		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 2	0	(0 0	0	0	0		0	0 ر	C	D	0	
RADE SHOWS		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	0	0 0	0	C	0		0	0 0	C	D	0	
Vakantiebeurs Trade Show		0	0	0	0		0 0	0 0	0 0	0)	0	0	(0 0	0	0	0 0	0	0	0		0	0 U	(D	0	
RAVEL AGENTS		304	0	0	2		0 0) 1	0	0) (22	0	113	3 36	0	0	0 0	0	C	0		0	0 0	(D	440	
AAA Travel Conference		0	0	0	0		0 302	2 0	0 0	0) (0 0	0	(0 0	0	(0 0	0	C	0		0	0 0	(0	0	
Other/Unknown		0	0	0	0		0 0	0 0) 3	0) (6 0	3	. (0 7	0	4	4 C	3	C	0		0	0 0	(D	0	
Virtual Trade Show Follow Up		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	0	0 0	75	C	0		0	0 0	(D	0	
GOLF GUIDE	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	J 0	(D	0	
Play FL Golf		114	0	123	0		0 0	0 0	0 0	1,185	5 (975	2,541	3,519	9 2,016	0	656	322	253	C	0	2	251 (0 210	(6,	699	5
Play FL Golf - UK		0	0	0	0		0 0	0 0	0 0	0) (0 0	0	(0 0	0	320	0 0	0	C	0	1	0	J 0	(0	0	
Other Golf	1	0	2	0	1		0 0	0 0	0 0	0) (0 0	0	(0 0	65		0 0	0	C	0		0	J 0	(D	65	
SPA GUIDE		0	0	0	0		0 0	0 0	0 0	0) (0 0	0		0 0	0	0	0 0	0	0	0		0	0 0	(D	0	
BOATING & FISHING GUIDE	1	0	0	0	0		0 0	0 0	0 0	0) (0 0	0		0 0	0	0	0 0	0	0	0	1	-	0 0	-	0	0	
PROMOTIONS		0	0	n n	0		0 0	0 0	0 0	0) (0 0	0	0	0 O	0	(0 0	0	0	0		0 0			D	0	
AMEX		0	0	n	0		0 0		0 0	0) (102	0) O	0	0) n	0	0	0		0 0			D	102	
Summer VIP		0	0	0	0		0 0	0 0		0		224	0	12	-	0			0	4	0	<u> </u>	0		\square		237	
PR MAILINGS		0	0	0	0		0 0			0		0 0	0	12		0			0		0	<u> </u>	0		\square	n	0	
Press Kit - Media		0	0	25	1		0 0	45		0		0 4	0			0			0		0		0				74	
		U	0	2 0	1			40	1 0		4 .	4	0		- 0	0			0			<u> </u>	0			-	1	_
Press Kit - MP		0																										

	Octo	ber	Nove	ember	Dece	ember	Jan	uary	Febr	ruary	Ma	rch	Ap	oril	Ma	iy	Ju	ne	J	ıly	Aug	gust	Septe	mber	To	otal
	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	C	(103	C	0	0	0	0	0	0	0	0	0	0	C	0	0	C	0	0	103	0
Florida Huddle Press	0	0	0	0	C	(0 0	0	23	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	23	0
WEDDING GUIDE	0	0	0	0	C	0) C	0	0	0	0	0	0	0	0	0	0	0	C	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	94	0
MAILINGS TO PARTNERS	197	0	0	0	C	1	C	0	0	0	259	2	475	280	65	0	0	0	354	0	0	C	0	0	1,350	283
MAILINGS FOR PARTNERS	0	0	0	0	C	() (0	70	0	0	0	0	0	0	0	0	0	C	0	0	C	0	0	70	0
COLLIER FILM COMMISSION	0	0	0	0	0	() 1	0	0	0	0	0	0	0	0	0	0	0	C	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

		Oct	ober	Nove	ember	Dece	mber	Janua	arv	Febru	uarv	Ma	arch	A	pril	M	lay	June		July		Aug	ust	Septe	mber	Tot	tal
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007		2007	2008	2007	-		008		2008	2007	2008	2007		YTD 2007	
		2000	200.	2000	2001	2000	2001	200.	2000	2001	2000	2001	2000	200.	2000	2001	2000 1	2				2001	2000	2001	2000		
PARADISE COAST WEBSITE LEADS:	1	1	1	1			1					r	1	1		1											
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		-	153		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	-	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	0	3	317
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	0
cs - Convention South		0	0	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	0
echo-paradisecoast.com		0	580	0 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
fg - Summer Family Getaway		0	0	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	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	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	0	4	0	5	62	1	10	0	21	0	0	0	93	68
golf - Play FL Golf	1	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	0	1	0	0	0	0	0 0	0	0	0	1	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		71	7	76	0	79	1	144	0	110	0	108	0	6,905	611
mb - Modern Bride		1,100		1,100	.20	1,101	0	5		1		101	0	1			1	4	1	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		1,035	132	2,000	410	1,207	234	004	1	400	221	0	14		1//	231	553	200	303	130	0	170	0	234		0,004	3,227
nta - NTA Courier		0		0	0	0	0	0	1	0		0	14	0	1	0	0	0	0	0	0	0	0	0	0	0	13
os - Orlando Sentinal		0		0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
pb - Palm Beach Post		30	0		0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	67	
		30	0	2	. 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	0	67	0
pym - Plan Your Meetings		0	0	0	0	1	0	1	0	1	0	1	0		0	0	0	0	0	0	0	0	0	0	0	5	
rd - Readers Digest		0	0	0	0 0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
sa - Skylights		0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-	0	0	0	0	0	0		0
sl - Southern Living		0	0	0 0	0	0	0	0	0	1	0	0	0 0	0	0	0	88	0	11	0	0	0	0	0	0	1	99
sm - Successful Meetings		1	0	0 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 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	0
uf - Undiscovered Florida		0	558	0	242	0	4	1	2	1	4	0	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	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	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	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 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 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	n	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	-	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 38	31,873 56	64,081 4	03,283	0	371,811	0	303,185	0	3,706,252	3,953,200
Unique Monthly Visitors	1	54,529							108,055	85,457	87,410									12,252	0	112,235	0	90,160	0	1,020,298	913,042
		0.,020			22, 200	,= 10		,0			2.,.10	,_00						,	,	,	5	,_50	Ľ		Ŭ	,,-50	

		Oct	ober	Nov	ember	Dec	ember	Jar	uary	Feb	ruary	Ma	rch	A	pril	N	lay	Ju	ine	Ju	ıly	Aug	gust	Sept	ember	T	otal
		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/Jun 06	Consumer Magazines	1	0	C) ()) () () (C	0	C	0	0	0	(0 0	0	0	0	0	C	0	C	0 0	1	i (
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1)) (0 0) (C	0	C	0	O	0	C	0 0	0	0	0	0	C	a	C	0	2	2 0
Naples Daily News - Editorial	Newspaper Domestic NE/MW	1	0	C) ()) () () (C	0	C	0	0	0	(0 0	0	0	0	0	C	0	C	0 0	1	I C
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	0	C) ()) () () (C	0	C	0	0	0	(0 0	0	0	0	0	C	0	C	0 0	1	ı c
Everglades Angler	Television	0	0	35	5 ()) (0 0		C	0	C	0	0	0	(0 0	0	0	0	0	C	0	C	0 0	35	5 0
FL Official Travel Industry Guide 06	Travel Agent Directories	1	0	C) ()) () () (C	0	C	0	0	0	(0 0	0	0	0	0	C	0	C	0 0	1	i (
2007 PUBS WITH 2008 LEADS TOTALS:		5	0	36	6 () () () (0	0	0	0	0	0	0	C) 0	0	0	0	0	0	0	0	0	41	0

Request Summary by Type

For the month of June 2008

CALL TYPE	# OF CALLS	MINUTES
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
Grand Total:	10,482	1,191.67

Naples, Marco Island, Everglades CVB Call Summary by Toll Free Number

For the month of August 2008

TOLL FREE NUMBER	# OF CALLS	MINUTES
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
Grand Total:	188	472.35

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Call Summary by Purpose

For the month of August 2008

PURPOSE	REQUESTS	MINUTES	RESERVATIONS
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	-
Grand Total:	4273	1,035.87	0

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Request Summary by Source

For the month of August 2008

	<u>Cl</u>	JRRENT YEA	<u>R</u>	L	LAST YEAR		
SOURCE	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	MONTH	<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

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Consumer Magazines

For the month of August 2008

PUBLICATION NAME	MONTH	<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%
Grand Total:	258	5,289	_

*YTD = Fiscal Year

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Visitor Guide Request Summary by Consumer Directories

For the month of August 2008

PUBLICATION NAME 2008 Official FL Vac Guide	<u>MONTH</u> 39	<u>YTD*</u> 631	<u>% YTD</u> 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%
Grand Total:	39	867	

*YTD = Fiscal Year

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Leisure E-Marketing

For the month of August 2008

LEISURE E-MARKETING Go America Sweepstakes	<u>MONTH</u> 2415	<u>YTD*</u> 2415	<u>% YTD</u> 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%
Grand Total:	2,571	7,142	=

*YTD = Fiscal Year

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of August 2008

PUBLICATION NAME TMG Out of State Insert 08	<u>MONTH</u> 24	<u>YTD*</u> 1426	<u>% YTD</u> 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%
Grand Total:	24	20,253	:

*YTD = Fiscal Year

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by TV/Target Markets

For the month of August 2008

PUBLICATION NAME Other/Unknown	<u>МОМТН</u> 10	<u>YTD*</u> 32	<u>% YTD</u> 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> Niche Markets (Bridal/Honeymoon)	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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%

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Niche Market

For the month of August 2008

PUBLICATION NAME Niche Markets (Senior)	MONTH	<u>YTD*</u>	<u>% YTD</u>
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/Jun 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%

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

*YTD = Fiscal Year

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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Travel Agent Directories

For the month of August 2008

PUBLICATION NAME	MONTH	YTD	<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%
Grand Total:	2	148	_

*YTD = Fiscal Year

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Visitor Guide Request Summary by Group Business

For the month of August 2008

PUBLICATION NAME	MONTH	YTD*	<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

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

	CURRENT YEAR		LAST YEAR			
<u>STATE</u> FL	<u>MONTH</u> 320	<u>YTD*</u> 14650	<u>% YTD</u> 26%	<u>MONTH</u> 570	<u>YTD*</u> 13845	<u>%</u> 8%
NY	75	3259	6%	467	3617	7%
ОН	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%
ТХ	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%
СТ	12	771	1%	83	632	1%
СО	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%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Visitor Guide Request Summary by State

For the month of August 2008

	CURRENT YEAR			LA	LAST YEAR		
<u>STATE</u> NV	MONTH 7	<u>YTD*</u> 231	<u>% YTD</u> 0%	<u>MONTH</u> 54	<u>YTD*</u> 306	<u>%</u> 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

PHASE V OF SOUTHWEST FLORIDA, INC.

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For the month of August 2008

	CURRENT YEAR			LAST YEAR		
<u>COUNTRY</u> UNITED KINGDOM	<u>MONTH</u> 2399	<u>YTD*</u> 2720	<u>% YTD</u> 4%	<u>МОNTН</u> 35	<u>YTD*</u> 341	<u>%</u> 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%

PHASE V OF SOUTHWEST FLORIDA, INC.

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For the month of August 2008

	CURRENT YEAR			LAST YEAR		
<u>COUNTRY</u> ESTONIA	MONTH 0	<u>YTD*</u> 1	<u>% YTD</u> 0%	MONTH 1	<u>YTD*</u> 3	<u>%</u> 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%

PHASE V OF SOUTHWEST FLORIDA, INC.

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For the month of August 2008

	<u>cu</u>	CURRENT YEAR			LAST YEAR		
<u>COUNTRY</u> SINGAPORE	MONTH 0	<u>YTD*</u> 1	<u>% YTD</u> 0%	MONTH 0	<u>YTD*</u> 1	<u>%</u> 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							

PHASE V OF SOUTHWEST FLORIDA, INC.

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Special Fulfillment Requests by Category

For the month of August 2008

PUBLICATION NAME Golf Guide	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
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%

PHASE V OF SOUTHWEST FLORIDA, INC.

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Special Fulfillment Requests by Category

For the month of August 2008

PUBLICATION NAME Meeting Planners	MONTH	<u>YTD</u>	<u>% YTD</u>
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	_

PHASE V OF SOUTHWEST FLORIDA, INC.

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Request Summary by Type

For the month of August 2008

CALL TYPE	# OF CALLS	MINUTES
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

PHASE V OF SOUTHWEST FLORIDA, INC. Page 1 of 1 c:\program files\christiansteven\crd\Cache\01 naples, marco island, everglades cvb request summary by type{273405642}.rpt

		Oct	ober	Nove	mber	Dece	ember	Jan	uary	Febr	uary	March	April		May		lune	July	Au	gust	Septe	ember	Total
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007 2008	2007 20	08 20	2008			2007 2008		2008	2007		YTD 2007 YTD 20
REQUESTED PUBLICATIONS	4							<u> </u>		<u> </u>			<u>, , .</u>			-							
Consumer Directories:																							101
2005 Official FL Vac Guide	Consumer Directories	67		36	0	2	(0 8	0	0	U	2 (2	0	2	0	1 0	0	0 1	0	0	0	121
2006 Family Summer Getaways	Consumer Directories	780		113	0	271	0	0 109	0	0	0	0 (0 1	0	0	0	0 0	0	0 0	0 0	0	0	1,274
2006 Official FL Vac Guide	Consumer Directories	4	49	3	0	47	(0 74	0	57	0	101 0	88	0	78	0 7	-	51	0 73	3 0	74	0	729
2007 Official FL Vac Guide	Consumer Directories	C	56	2	64	2	27	/ 1	12	2	3	11 10		1	36	1 1	0	9	0 6	5 0	4	0	95
2008 Official FL Vac Guide	Consumer Directories	0	1	0	0	0		1 0	29	0	96	0 18	3 0	164	0	80	0 67	0 1	15 0	39	0	0	0
Great FL Getaways 08	Consumer Directories	0	0 0	0	0	0	(0 0	0	0	0	0 0	0 0	0	0	1	0 0	0	0 0	0 0	0	0	0
VF Everglades City Info	Consumer Directories	C	0 0	0	0	C		0 0	0	0	0	0 0	0 0	0	23	0	0 0	624	0 192	2 0	0	0	839
Off. FL Vacation Guide	Consumer Directories	0	0 0	0	0	0		0 0	0	0	0	0 21	0	0	0	0	0 0	0	0 0	0 0	0	0	0
Other/Unknown	Consumer Directories	0	0 0	0	0	C		0 0	0	1	0	0 0	0 1	0	1	0	0 0	0	0 0	0 0	0	0	3
Travel Agent	Consumer Directories	C	0 0	0	0	C	(0 0	0	0	0	0 0	0 0	0	1	0	0 0	0	0 0	0 0	0	0	1
VF DT & ST Sweepstakes	Consumer Directories	0	0 0	0	0	C		0 0	0	0	0	0 0	0 0	0	0	0	0 0	6,831	0 4,750	0 0	0	0	11,581
VF Intl. Travel Planner	Consumer Directories	C	0 0	0	0	C	(0 1	0	1	2	0 0	0 1	0	0	0	0 0	0	1 0	0 0	0	0	3
VF SIP - Beaches	Consumer Directories	C	0 0	1	0	C	(0 0	0	0	0	0 0	0 0	0	0	0	0 0	0	1 0	0 0	0	0	1
TOTAL Consumer Directories:		851	106	155	64	322	21	B 193	41	61	101	114 49	9 102	165	141	82 9	3 75	7,515 1	17 5,022	39	78	0	14,647
Consumer Magazines:																	_		_		-		
AAA Going Places Sept/Oct 06	Consumer Magazines	161	0	7	0	C	(0 0	0	0	0	0 0	0 0	0	0	0	0 0	0	0 0	0 0	0	0	168
AAA Going Places May/Jun 07	Consumer Magazines	C	0 0	0	0	C	(0 0	0	1	0	2 (2	0	8	0 39	3 0	39	0 4	4 O	0	0	449
AAA Going Places Jul/Aug 07	Consumer Magazines	C	10	0	0	C	(0 0	0	0	0	0 0	0 0	0	0	0	0 0	351	0 124	4 O	40	0	515
Arthur Frommer's Tvl Feb 07	Consumer Magazines	C	0	0	0	1	(0 16	0	5	0	1 0	0 0	0	0	0	0 0	0	0 0	0 0	0	0	23
Arthur Frommer's Tvl Feb 08	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	2	0 0	0 0	0	0	0	0 0	0 3	96 C	0 0	0	0	0
Arthur Frommer's Tvl Jun 08	Consumer Magazines	C	0 0	0	0	C		0 0	0	0	0	0 0	0 0	0	0	0	0 0	0	0 0	45	0	0	0
Atlantic SE Magazine Nov/Dec 06	Consumer Magazines	C	0 0	2	0	1	(D 1	0	0	0	0 0	0 0	0	0	0	0 0	0	0 0	0 0	0	0	4
Chicago Tribune Mag Feb 08	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	1	0 1	1 0	0	0	0	0 0	0	0 0	0 0	0	0	0
Coastal Living Jan/Feb 08	Consumer Magazines	C	0 0	0	0	C		1 0	145	0	106	0 84	4 0	56	0	3	0 0	0	1 0	0 0	0	0	0
Conde Nast Traveler Apr 08	Consumer Magazines	1	0	0	0	C	(0 0	0	0	0	1 0	0 0	0	0	1	0 0	0	0 0	0 0	0	0	2
Florida Sun - Germany	Consumer Magazines	C	89	0	0	17	19	9 0	1	0	75	8 41	1 13	149	53	29	0 64	31	30 41	91	6	0	169
Ladies Home Journal Apr 08	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	0	0 72	2 0	974	0 3	05	0 110	0	2 0	0 0	0	0	0 1
Midwest Living Mar/Apr 08	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	0	0 1,113	3 0	227	0 1	24	0 63	0	21 C	25	0	0	0 1
Midwest Living WEB	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	0	0 7	7 0	5	0	1	0 2	0	1 0	2	0	0	0
New York Times	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	0	0 0	0 0	0	0	1 5	3 0	1	0 0	0 0	0	0	54
Other/Unknown	Consumer Magazines	C) 4	0	1	C		3 0	1	0	7	0 13	3 0	5	8	8	3 2	14	1 7	4	4	0	36
Southern Living July 06	Consumer Magazines	60	0 0	24	0	10	(0 18	0	15	0	12 (9	0	10	0	4 0	17	0 1	0	0	0	180
Southern Living June 06	Consumer Magazines	37	0	17	0	14	. (0 19	0	15	0	13 (9	0	6	0	6 0	8	0 0	0 0	0	0	144
Southern Living Travel Jul 07	Consumer Magazines	C	0 0	1	0	C		1 0	0	1	1	0 0	0 0	0	0	0	1 0	1	0 0	0 0	1	0	5
Southern Living Travel Jun 07	Consumer Magazines	C	0 0	0	0	C		1 1	0	1	2	0 1	1 1	1	4	0	2 0	1	0 2	2 0	0	0	12
Southern Living Travel Jun 08	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	0	0 0	0 0	0	0	2	0 339	0 3	D1 C	90	0	0	0
Southern Living Travel Jul 08	Consumer Magazines	C	0 0	0	0	C	(0 0	1	0	0	0 0	0 0	0	0	0	0 1	0	1 0) 1	0	0	0
Visit FL - SW FL Getaways Apr 08	Consumer Magazines	C	0 0	0	0	C	(0 0	0	0	0	0 1	1 0	1	0	0	0 0	0	0 0	0 0	0	0	0
Women's World	Consumer Magazines	C	0 0	0	0	C	(0 29	0	3	0	2 () 3	0	2	0	0 0	2	0 1	0	1	0	43
TOTAL Consumer Magazines:	•	259	103	51	1	43	2	5 84	148	41	194	39 1,333	3 37 1	418	91 4	74 46	2 581	465 7	54 180	258	52	0	1,804 5
Group Business (Association):																							
FSAE Assoc. Resource	Group Business (Association)	0	0	0	0	0		0 1	0	0	0	0 0		0	0	0	0 5	0	0 0	0	0	0	1
TOTAL Group Business (Association):	croup Eddinose (ricecoldicien)	0	0	0	0	0		0 1	0	0	0	0 0	0	0	0	0	0 5	0	0 0	0 0	0	0	1
			-	_	-			-	-	-				_	-	-	-			-	-	-	
Group Business (Corporate): Convention South	Group Business (Corporate)									0				0	0	0	0 0		0			0	
				0	0			0 0	0	0	0	0 0	0	0	0	0	0 0	0	0 0	0 0	0	0	0
FL Official Mtg Planners Guide	Group Business (Corporate)			0	0			0 0	0	0	0	13 (0	0	1	0	0 0	0	0 0	0 0	0	0	1
Meeting South Meeting Guide South	Group Business (Corporate)			0	0		<u> </u>		0	0	0	13 (0	0	0	0 0	0	0 0	0		0	13
-	Group Business (Corporate)	-	0	0	0			- 0	0	0	- 0	C		0	0	0	0 0	0	0 0	, 0	- 0	0	3
Successful Meetings	Group Business (Corporate)			0	0			0 0	0	0	- 0	0 0		0	0	0	0 0	U	0 0	, 0	0	0	0
Worth International Off. Meeting Planner	Group Business (Corporate)	C	0	0	0	C	(0 89	0	0	0	0 0	0	0	0	0	0	0	0 0	, 0	0	0	89
TOTAL Group Business (Corporate):		0	0	0	0	0		0 89	0	0	0	13 (3	0	1	U	0 0	0	U 0	0	0	0	106
Group Business (Leisure):	1									-													
Group Tour Magazine Sept 06	Group Business (Leisure)	C	0	1	0	C	(0 0	0	17	0	0 0	0 0	0	0	0	0 0	0	0 0	0 0	0	0	18
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	C	0 0	0	0	C	(0 103	0	0	0	0 0	0 0	0	0	0	0 0	0	0 0	0 0	0	0	103
Group Business (Leisure)	Group Business (Leisure)	C	0	0	0	C	(0 1	0	0	0	0 0	0 0	0	0	0	0 0	93	0 0	0 0	0	0	94
Group Travel Planet Jul/Aug 07	Group Business (Leisure)	C	0	0	0	C	(0 0	0	0	0	0 0	0 0	0	0	0	0 0	0	0 0	0 0	389	0	389
TOTAL Group Business (Leisure):										17								93			389		604

· · · · · · · · · · · · · · · · · · ·					and a	~									-11							•		C			
		2006	ober 2007	Nove 2006	2007 2007	Dece 2006	2007	Janu 2007	2008 2008	Febr 2007	uary 2008	Mar 2007	2008	Ар 2007	2008	Ma 2007	2008	Ju 2007	ne 2008	Ju 2007	ily 2008	Augu 2007	2008	Septer 2007		Total YTD 2007 YT	CD 2008
Leisure E. Masketing.		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	TTD 2007 YT	D 2008
Leisure E-Marketing:			. 32					07		000		000		000		000	0	000				055		155		0.445	
24-7Vacations.com	Leisure E-Marketing Leisure E-Marketing	124	32	75	0	88	0	97	0	308	0	386	0	222	0	208	0	268	1	229	0	255	0	155	0	2,415	33
Collier County CVB Office		0	34	10	47	11	16	0	33	30	44	27	45	14	35	10	26	24	0	37	20	17	14	12	0	4 213	322
DestinationBrochures.com FLAUSA.com	Leisure E-Marketing Leisure E-Marketing	3	34	10	4/		16	9	33	30	44	27	40	14	35	10	20	24	0	3/	20	17	14	13	0	213	322
Fiend/Relative	Leisure E-Marketing	0	2	4	0	2	0	1	1	3	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	11	3
Go America Online Brochure	Leisure E-Marketing	0	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
	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	41	0	0	0	41
Go America Spring 2008 Go America Sweepstakes	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,415	0	0	0	2,415
Other/Unknown	Leisure E-Marketing	0	2	0	5	0	4	0	6	0	5	0	3	0	4	5	4	3	3	1	4	7	2,413	6	0	22	2,413
ParadiseCoast.com	Leisure E-Marketing	312	326	290	197	218	336	527	598	582	557	447	538	449	337	583	412	383	293	378	412	468	56	317	0	4,954	4,062
Travel Agent	Leisure E-Marketing	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
TravelMeredith.com	Leisure E-Marketing	0	0 0	0	0	0	0	0	0	0	0	0	32	0	45	0	7	0	16	0	15	0	5	0	0	0	120
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	0	2	0	0	0	10	1	3	1	3	0	1	1	3	2	3	0	3	0	0	5	33
VisitFlorida.com - France	Leisure E-Marketing	0	2	0	0	0	1	0	2	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	2	6
VisitFlorida.com - Germany	Leisure E-Marketing	0	0 0	0	0	0	0	0	0	0	0	1	0	1	0	2	0	0	0	1	0	1	0	0	0	6	0
Visit USA - UK	Leisure E-Marketing	0	1	0	0	0	1	0	4	40	5	4	3	5	3	1	11	1	1	3	1	0	2	0	0	54	32
TOTAL Leisure E-Marketing:	÷	439	400	379	253	319	360	634	644		621	867	624	692	427	819	462	682	325	652	455	748	2,571	491	0	7,688	7,142
Luxury Interest:																											_
	Luxury Interest								-					_			E 050		4.040							ما	10,062
	Luxury Interest	0		0	0	0	0	U	0	0	0	0	U	0	0	0	5,252	0	4,810	0	0	U	U	U	U	0	-
VF D&ST Sweepstakes - SoGoNow	Luxury Interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	479	0	0	0	0	0	0	0	479
TOTAL Luxury Interest:		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,252	0	5,289	0	0	0	0	0	0	0	10,541
Newspaper Domestic NE/MW:																											
Friend/Relative	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
Ft. Lauderdale Sun Sentinel	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	3
Preprint In-State Fall 2006	Newspaper Domestic NE/MW	70	0 0	10	0	2	0	970	0	101	0	180	0	9	0	1	0	1	0	0	0	0	0	0	0	1,344	0
Preprint Out-State Fall 2006	Newspaper Domestic NE/MW	0	0 0	12	0	0	0	2,976	0	724	0	1,139	0	2	0	0	0	0	0	0	0	0	0	0	0	4,853	0
Preprint Out-State Spring 2008	Newspaper Domestic NE/MW	0	0 0	0	0	0	0	0	1	0	1	0	25	0	6,032	0	1,424	0	950	0	294	0	0	0	0	0	8,727
	Newspaper Domestic NE/MW	0	4	0	2	0	17	0	27	0	4	1	22	3	9	16	12	3	10	4	3	0	0	3	0	30	110
St. Paul Pioneer Press	Newspaper Domestic NE/MW	0	0	0	0	0	4	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7
	Newspaper Domestic NE/MW	0	0 0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	-	0	0	0	0	0	0	0	-	0	52	-	17	0	0	0	69	0
TMG Out of State Insert 08	Newspaper Domestic NE/MW	0	1	0	0	0	0	0	3	1	0	0	1	1,670	1,175	108	134	71	44	1	46		24	0	0	1,852	1,427
	Newspaper Domestic NE/MW	0		0	0	0	0	0	2	1	0	0	1	1,070	1,175	108	134	/1	44		40	1	24	0	0	1,052	1,427
Valassis FSI		0	0 0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	2
	Newspaper Domestic NE/MW	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
	Newspaper Domestic NE/MW	0	4	0	1,732	0	656	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2,393
Visit Florida In State Insert Visit FL In State Spring 08	Newspaper Domestic NE/MW Newspaper Domestic NE/MW	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	3.431	0	0 1.184	1,288	2.001	0	0	0	0	1,288	0 6,616
	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	0	0	2	0	1	0	3,431	0	1,164	0	2,001	0	0	0	0	0	967
VF Vacation Values Apr 07	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,613	0	3,565	0	0	0	0	0	0	0	5,178	0
	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,879	0	0	0	0	0	0	0	1,879	0
TOTAL Newspaper Domestic NE/MW:		70	9	22	1,734	2	678	3,947	35	826	6	1,320	51	1,684	7,219	1,739	5,004	5,519	2,191	1,345	3,302	18	24	3	0	16,495	20,253
					.,			-,				.,===	- 1	.,	.,	.,	-,	-,	_,	.,	-,				_	,	
Niche Markets (Bridal/Honeymoon):		1	1	1	1		1																				
	Niche Markets (Bridal/Honeymoon)	32	0	9	0	1	0	14	0	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	59	0
	Niche Markets (Bridal/Honeymoon)	0	6	23	9	341	20	525	11	175	1	67	0	38	0	18	0	11	0	13	0	10	0	3	0	1,224	47
FL Wedding & Honeymoon Jan/Feb 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	236	0	390	0	136	0	57	0	22	0	6	0	7	0	9	0	9	0	0	0	872
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	1	143	2	79	0	1,065	94
FL Wedding & Honeymoon Jul/Aug 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	314	0	342	0	150	0	0	0	811
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
	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	554	0	450	0	211	0	48	0	36	0	27	0	16	0	0	0	1,342
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	1	48	0	21	0	1,300	85
	Niche Markets (Bridal/Honeymoon)	0	0	0	10	0	0	0	0	0	0	0	12	 0	354	0	244	1 	118		50	0	31	0	0	0	810
	Niche Markets (Bridal/Honeymoon)	-	-	0	4	0	0	0	0	0	0	0	13	0		0	244	0	110	0	50	0	0	0	0	0	010
	Niche Markets (Bridal/Honeymoon) Niche Markets (Bridal/Honeymoon)	0	207	0	75	0	32	0	27	0	15	0	0	0	7	0	1	0	0	76	0 	390	1	424	0	890	1 378
	Niche Markets (Bridal/Honeymoon)	0	207	0	,5	0		0	2/	0	15	0	0	0	0	0	0	0	0	0	5 76	0	398	+24	0	0	474
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		2006	tober 2007	Noven 2006	nber 2007	Dece 2006	mber 2007	Janua 2007	ary 2008	February 2007 20		Mai 2007	rch 2008	Ap 2007	ril 2008	2007	lay 2008	Ju 2007	ne 2008	2007	ily 2008	Aug 2007	2008	Septer 2007		To YTD 2007	YTD 2008
FL Wedding & Honeymoon Nov/Dec 06	Niche Markets (Bridal/Honeymoon)	2000	2007	2000	2007	2000	2007	2007	£000	2007 20	0	007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	2007	2000	110 2007	5
FL Wedding & Honeymoon Nov/Dec 00	Niche Markets (Bridal/Honeymoon)	0	243	0	348	0	- 86	0	56	0	25	0	15	0	6	0	3	0	3	0	6	0	5	0	0	0	796
Other/Unknown	Niche Markets (Bridal/Honeymoon)	-	0 0	0	0+0 0	0	00	0	00	0		0	0	1	0	0	0	0	1	0	0	0	0	0	0	1	1 30
TOTAL Niche Markets (Bridal/Honeymoon):	Niche Markets (Bridain Ioneymoon)	754	522	509	483	490	392	737	511	740	756	683	549	712	616	557	308	-	501	711	517	620	612	545	0	7,730	5,767
Niche Markets (ECO):																					<u> </u>						
Audubon/Corkscrew Nov 06	Niche Markets (ECO)			0	0		0	39	0	34	0	18	0	0	0				0	0	0	0	0	0	0	100	0
Audubon Nov/Dec 06	Niche Markets (ECO)			167	0	72	0	39	0	34	0	10	0	3	0	0	0	0	0	0	0	0	0	0	0	243	0
Audubon Nov/Dec 00	Niche Markets (ECO)	0		107	145	72	48	0	40	0	32	, 0	23		7	0	5	0	0	0	0	0	0	0	0	240	300
Audubon Mar/Apr 07	Niche Markets (ECO)			0	145	0	40	1	40	0	0	0	23	0	1	1		0	0	0	0	1	0	0	0	0	300
	, ,		, ,	0	0	0	0	1	1	0	0	2	173	3	81	1	44	0	15	0	24	1	0	0	0	°	351
Audubon Mar/Apr 08 Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO) Niche Markets (ECO)			0	0	0	0	0	0	0	0	168	173	83	01	49	44	35	15	13	24	13	14	0	0	365	331
	, ,		0	0	0	0	0	0	141	0	98	100	0	63	45	49	0	35	0	13	0	13	0	4	0	305	304
Audubon Jan/Feb 08	Niche Markets (ECO)	C C	0 0	0	0	0	0	0	141	0	98	0	29	0	15	0	9	0	6	0	6	0	0	0	0	0	304
Echo Encounter Mar 07	Niche Markets (ECO)	C	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)	C	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 FL Echo IS & OS Fall 2006	Niche Markets (ECO) Niche Markets (ECO)	0	0 0	0	0	0	2	0 199	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0 201	4
FL Echo IS & OS Fall 2006 FL Echo In State Spring 2007	Niche Markets (ECO) Niche Markets (ECO)		, 0) 0	0	0	0	0	199	0	0	0	2 86	0	0 269	0	10	0	0	0	0	0	0	0	0	0	201 365	0
Nat'l Geo Trvir May/Jun 07	Niche Markets (ECO)	0	2	0	0	0	1	Ŭ	2	0	0	0	0	0	1	348	0	206	0	83	0	42	0	2	0	681	6
Nat'l Geo Trvir May/Jun 08	Niche Markets (ECO)	C	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	474	0	132	0	98	0	36	0	0	0	740
Nat'l Geo Trvir Oct 07	Niche Markets (ECO)	C	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)	C	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	128	56	50	6	0	1,965	2,161
Niche Markets (Fishing):																											
FL Fishing & Boating Guide	Niche Markets (Fishing)	C) 1	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	3	2
Florida Sportsman	Niche Markets (Fishing)	C	0 0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TOTAL Niche Markets (Fishing):		0) 1	0	0	1	0	1	0	1	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	3	3
Niche Markets (Golf):																											
Golf Magazine	Niche Markets (Golf)	C	0 0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	5	0
Golf for Women Mag Jan/Feb 08	Niche Markets (Golf)	C	0 0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other/Unknown	Niche Markets (Golf)	C	0 0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
TOTAL Niche Markets (Golf):	•	C	0 0	0	0	0	0	3	0	0	1	2	0	0	0	1	0	0	0	0	0	0	0	0	0	6	1
Niche Markets (Senior):																		-									
AAA Car & Travel Jan 08	Niche Markets (Senior)	0	0 0	0	0	0	1	0	149	0	48	0	2	0	1	0	1	0	2	0	0	0	0	0	0	0	204
AAA Going Places Jan/Feb 08	Niche Markets (Senior)	C	0 0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4
AAA Going Places May/Jun 08	Niche Markets (Senior)	C	0 0	0	0	0	0	0	0	0	0	0	1	0	5	0	434	0	31	0	126	0	5	0	0	0	602
AAA Going Places Jul/Aug 08	Niche Markets (Senior)	C	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	548	0	265	0	0	0	813
AAA Home & Away Jan/Feb 08	Niche Markets (Senior)	0	0 0	0	0	0	1	0	262	0	206	0	40	0	0	0	0	0	0	0	0	0	1	0	0	0	510
AAA Home & Away Mar/Apr 08	Niche Markets (Senior)		0 0	0	0	0	0	0	0	0	0	0	328	0	289	0	17	0	0	0	0	0	0	0	0	0	634
AAA Journeys Jan/Feb 08	Niche Markets (Senior)	0	0 0	0	0	0	0	0	80	0	54	0	9	n	0	0	0	0	0	0	0	0	0	0	0	0	143
AAA Living Mar/Apr 08	Niche Markets (Senior)	0	0 0	0	0	0	0	0	0	0	0	0	271		536		57	0	0	0	0	0	0	0	0	0	864
AARP Sept/Oct 06	Niche Markets (Senior)	1,106	s 0	195	0	34	0	1	0	1	0	0	0	0	0	C	0	0	0	0	0	0	0	0	0	1,337	0
AARP Sept/Oct 07	Niche Markets (Senior)	0	0 0	0	0	0	0	0	0	0	0	0	n	n	0	0	0	0	0	0	0	0	0	1	0	.,	0
AARP Sept/Oct 08	Niche Markets (Senior)	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0		3
AARP Mar/Apr 07	Niche Markets (Senior)	0	0 0	0	0	0	0	2	0	2	0	4,186	1,766	1,020	0	263	0	61	0	0	0	0	0	0	0	5,534	1,766
AARP Mar/Apr 08	Niche Markets (Senior)	C	0 0	0	0	0	0	0	0	0	0	0	1,274	0	1,352				202	0	0	0	1	0	0	0	3,057
Audubon/Corkscrew Mar/Apr 07	Niche Markets (Senior)	C	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	5	0
Reader's Digest June 07	Niche Markets (Senior)	C	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,306	0	611	0	564	0	42	0	4,523	0
Reader's Digest June 08	Niche Markets (Senior)	C	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	112		1	0	229	0	19	0	0	0	361
TOTAL Niche Markets (Senior):		1,106	6 0	195	0	34	2	3	493	3	309	4,186	3,692	1,020	2,183	263	849	3,367	236	616	903	564	294	43	0	11,400	8,961
TV / Target Markets:																											
PITV	Television	C	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chicago - Comcast	Target Markets	C	0 0	0	0	0	0	0	0	0	0	0	0	23	0	7	0	1	0	2	0	0	0	0	0	33	0
Chicago - WBBM	Target Markets	C	0 0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	5	0	1	0	0	0	0	0	9	0
Chicago - WLS	Target Markets	C	0 0	0	0	0	0	0	0	0	0	0	0	11	0	8	1	12	1	11	0	0	1	0	0	42	3
Chicago - Unknown	Target Markets	C	0 0	0	0	0	0	0	1	0	0	0	0	2	0	4	1	7	2	3	0	0	0	0	0	16	4
Florida Cable Program	Target Markets	C) 1	0	0	0	0	0	0	0	0	0	0	0	4	0	15	0	22	0	12	0	2	0	0	0	56
Miami - WSNV FOX	Target Markets	C	0 0	1	1	1	0	0	0	0	0	0	0	7	2	4	6	5	3	0	0	0	3	0	0	18	15
Miami - WTVJ NBC	Target Markets	C	0 0	0	1	0	0	0	0	0	0	0	0	1	0	5	1	3	3	1	3	0	2	0	0	10	10

		Oct	ober	Nove	ember	Dec	ember	Jar	nuary	Febr	uary	Ma	irch	Ар	oril	М	ay	Ju	une	Ju	ly	Aug	just	Septe	mber	To	tal
		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
Miami/Ft Laud - Comcast	Target Markets	0) 1	1 0) () (0 0	0	0 0	0	0	0	0	0	0	0	4	0	2	0	0	0	0	0	0	0	7
Miami/Ft Laud - WBFS	Target Markets	0) 1	1 1	1	1 (0 0	0	0 0	0	0	0	0	10	2	1	3	1	6	0	1	0	1	0	0	13	15
Miami/Ft Laud - WFOR	Target Markets	0	1	1 1	3	3 (0 0	0	0 0	0	0	1	0	3	3	2	3	1	2	0	0	0	2	0	0	8	14
Miami/Ft Laud - WPLG	Target Markets	0		2 1	3	3 () (0	0 0	0	0	0	0	8	3	4	9	1	6	0	0	0	4	0	0	14	27
Miami/Ft Laud - WSFL	Target Markets	0		0				0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Miami/Ft Laud Unknown	Target Markets	0		21		- 1	1 0		0	0	0	0	0	2	1	14	6	7	1	1	2	0	5	0	0	46	15
New York - Comcast	Target Markets	0		0 0))			0	0	0	0	0	- 11	. 0		0		. 0	. 1	-	0	0	0	0	23	
New York - WABC	Target Markets	0								0	0	0	0		0	23	0		0		0	0	0	0	0	34	
		0		0 0					0	0	0	0	0	9	0	23	0	2	0	0	0	0	0	0	0	34	0
New York - WCBS	Target Markets	0		0 0				(0 0	0	0	0	0	3	1	3	0	2	1	0	0	0	0	0	0	8	2
New York - WNBC	Target Markets	0		0 0) (0 0	0 0	C	0 0	0	0	0	0	10	0	11	1	5	0	3	0	0	1	0	0	29	2
New York - Unknown	Target Markets	0) () 1	(0 (0 0	C	0 0	0	0	0	0	1	0	7	0	2	0	3	1	0	0	0	0	14	1
Orlando - Brighthouse	Target Markets	0) (0 0) (0 0	0 0	0	0 0	0	0	0	0	6	0	2	5	0	0	1	0	0	0	0	0	9	5
Orlando - WESH	Target Markets	0) (0 0	0 0	0 0	0 0	0	0 0	0	0	0	0	2	0	2	2	0	4	0	0	0	0	0	0	4	6
Orlando - WFTV	Target Markets	0) (0 0) (0 0	0 0	0	0 0	0	0	0	0	0	2	0	4	5	10	1	1	0	0	0	0	6	17
Orlando Unknown	Target Markets	0	0 (0 0) () (0 0	2	0	0	0	0	0	9	2	8	8	5	11	2	2	0	0	0	0	26	23
Other/Unknown	Target Markets	0) (0 0) () C	0 0	C	0 0	0	0	0	0	4	3	6	8	6	8	1	3	0	10	0	0	17	32
Tampa/St. Pete - Brighthouse	Target Markets	0) (0 0) () () (0	0 0	0	0	0	0	7	0	2	3	0	5	0	2	0	0	0	0	9	10
Tampa/St. Pete - WTVT	Target Markets	0) (0 0) () () (0	0 0	0	0	0	0	0	2	2	1	1	0	1	0	0	0	0	0	4	3
Tampa/St. Pete - WFTS	Target Markets	0) (0 0) () () (0	0 0	0	0	0	0	0	0	1	4	0	0	1	0	0	0	0	0	2	4
Tampa/St. Pete - WTTA	Target Markets	0) (0 0) () (0 0	0	0 0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	0
Tampa/St. Pete Unknown	Target Markets	0	1	1 2	2) (0 0	0	0 0	0	0	0	0	2	2	6	7	13	14	7	3	0	0	0	0	30	27
West Palm Beach - Comcast	Target Markets	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		11					0	0	0	0	0	1	0	5	2	4	2	1	0	1	4	0	0	23	8
West Palm Beach - WFLX	Target Markets	0		0 0					0	0	0	0	0		0	0	- 1		- 1		0		1	0	0		3
West Palm Beach/Ft. Pier - WPBF	Target Markets	0		0 0		1 (0 0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	1	3
West Palm Beach - WPEC	Target Markets	0) (0 0) 1	1 (0 0	C	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	1	0	0	3	5
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	1	7 39	11	1 :	2 (2	2 1	0	0	1	0	142	27	139	96	93	112	44	30	1	38	0	0	463	322
Travel Agent Directories:																											
FL Official Tvl Ind Jan-Dec 07	Travel Agent Directories	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	11	0	16	0	10	0	2	0	0	-	39
TIA Discover America	Travel Agent Directories	0		0 0	75	5 (0 0	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75
TIA Discover America Web	Travel Agent Directories	0		0 0) (0 () (0	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 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	5 (0 0	2	33	0	0	1	0	0	0	0	12	0	16	0	10	0	2	0	0	3	148
Miscellaneous:																											
Naples, Marco Island, Everglades CVB		0		0 0	0 1	1 0	0 1	6	5 11	28	5	95	3	1	4	0	2	0	2	0	0	2	3	0	0	131	32
Friend/Relative		0		3 0) 6	5 () 4	6	5 14	2	10	14	11	19	7	24	11	0	3	9	6	3	8	1	0	78	82
Other/Unknown		10) 3	3 1	8	в	0 5	52	8	43	14	48	18	44	15	16	16	17	11	3	7	3	14	9	0	246	119
Travel Agent		0) 2	2 0) 3	3 () 2	2	5	8	8	12	7	1	4	1	0	3	2	2	0	5	3	3	0	37	36
Target Markets		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	0	0	1	0
Website TOTAL Miscellaneous:		10		J 0	17	7 (12	10	0	0 81	37	0	39	0 65	0	0	29	20	18	14	13	0	28	0	0	0 493	269
		10			1/	-	12	00	30											14	13	14			0		
SUB TOTAL (excludes Special Fulfill):		3,489	1,449	1,519	2,837	1,285	5 1,574	6,106	2,137	2,770	2,157	7,673	6,565	4,822	12,262	4,201	7,848	11,149	9,503	11,551	6,229	7,223	3,916	1,620	0	63,408	51,188

		Oct	ober	Nove	mber	Dece	mber	Janu	iary	Febr	uary	Ma	irch	Ар	oril	м	ay	Ju	ne	Jı	uly	Aug	just	Sept	ember	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
SPECIAL FULFILLMENT:	•																										
MEETING PLANNERS		0) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	_
*Pre-Show Post Card		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	_
2008 Springtime DC Expo		0	0 0	0	0	0	0	0	0	0	0	0	0	0	228	0	0	0	0	C	0	0	0	0	0 0	0	22
HSMAI Affordable Conference		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	1,531	0	1	1 0	1,532	
Destinations Showcase		0	0 0	0	0	0	0	0	248	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	24
Destinations Showcase Chicago		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	520	0	0	0	0	0	0 0	0	52
Mid America Pre-Show		0) 0	0	0	0	0	0	0	0	0	1,071	0	0	0	0	0	0	0	C	0	0	0	0	0 0	1,071	
MPISEC		0) 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	481	0	0	0 0	481	
Tampa MPI Expo		0) 0	0	0	0	0	0	0	0	0	0	0	0	44	. 0	0	0	0	C	0	0	0	0	0 0	0	4
TSAE Education Day Show		0	409	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	40
Springtime 07		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	2,209	0	0	0	C	0	0	0	0	0 0	2,209	
*Post Show Followup		76	6 0	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	245	
ConferenceDirect Show		0	0 0	0	0	0	0	0	0	132	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	132	
Chesley/Richards Tradeshow		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	56	0	0 0	0	5
CMPCE		0	0 0	0	0	0	0	0	146		0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	14
Florida Huddle		0	0 0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	88	
FL Marketplace		0	0 0	0	0	0	C	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	46		46	
FSAE Annual Conference		0	0 0	0	0	0	C	0	0	0	0	0	0	0	0	0	0	0	0	C	0	129	0	0		129	
Glamour		0	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	0	-	101	_
HSMAI Affordable Meetings MILO		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	79	9 0	79	7
MILO		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	/4	0	0	0	0	0	U	176	0 0	176	
MPISEC	ł	0	0	0	0	0		0	0	0	0	0	0	0	0	0	0	0	0		0	56	25	1/6	0	62	2
Planning Connection	ł	0	0	0	0	0		0	0	0	0	179	0	0	0	0	0	0	0		0	dc 0	25			62 179	2
Chicago VIP		0		0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0			51	-
Chicago Affordable Meetings		0		0	0	0	0	0	0	0	0	0	0	100	145	0	0	0	0	,	0	0	0			100	14
Pow Wow		0		0	0	0	0	0	0	0	0	0	0	100	140	0	0	0	0	0	3	0	0			100	- 14
PYM Spring Fling April		0		0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	,	0	0	0		0	75	-
TSAE Education Day Show		0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		2
Orlando PYM Event		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	94	
DC Springtime		0	0 0	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0	0	76	0	0	0	0	0 0	76	3
Meeting Planner Kit		0	12	0	10	0	7	2	11	1	6	3	7	3	8	0	12	7	11	11	37	19	8	14	4 0	60	12
MP Non-Kit Fulfillment		0	0 0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	1	C	1	0	15	0	0 0	0	2
TOUR OPERATORS		0	0 0	0	0	0	3	0	0	52	0	0	0	0	0	0	0	0	0	C	0	0	0	1	1 0	53	-
Huddle Follow-Up		0) 0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	
Motorcoach		0) 0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	
Other/Unknown		0) 0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	C	1 1	0	0	0	0 0	0	
TRADE SHOWS		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	
Vakantiebeurs Trade Show		0	0 0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	
TRAVEL AGENTS		304	0	0	2	0	0	1	0	0	0	22	0	113	36	0	0	0	0	C	0	0	0	0	0 0	440	3
AAA Travel Conference		0	0 0	0	0	0	302	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	30
Other/Unknown		0	0 0	0	0	0	0	0	3	0	6	0	3	0	7	0	4	0	3	C	10	0	8	0	0 0	0	4
Virtual Trade Show Follow Up		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75		0	0	0	0	0 0	0	7
GOLF GUIDE		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0	0	0	0 0	0	
Play FL Golf		114	0	123	0	0	0	0	0	1,185	0	975	2,541	3,519	2,016	0	656	322	253		13	251	0	210		6,699	5,47
Play FL Golf - UK		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	320	0	0	,	0	0	0	0	0 0	0	32
Other Golf	 	0	2	0	1	0	0	0	0	0	0	0	0	0	0	65	0	0	0	2	0	0	0	0	0 0	65	
SPA GUIDE	 	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	(0 0	0	
BOATING & FISHING GUIDE		0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	0	0 0	0	
PROMOTIONS		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0	(0 0	0	
AMEX		0	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	C	0	0	0	0	0 1	102	
Summer VIP PR MAILINGS		0		0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	1	0	0	0	0	0 0	237	_
PR MAILINGS Press Kit - Media	ł	0		25	0	0	0	45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		0	0 74	
Press Kit - Media Press Kit - MP	ł	0		25	1	0	0	45	0	0	U	4	0	0	0	0	0	0	0		0	0				/4	_
Press Kit - MP Press Kit - Tour Operators	ł	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0			0	1			0	_
Radio Show Consumer	1	0		0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0			103	_
Florida Huddle Press	1	0		0	0	0	0	103	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0			23	_
WEDDING GUIDE	1	0		0	0	0		0	0	23	0	0	0	0	0	0		0	0		0	0				23	
SMERF GROUP LEADERS	ł	0		0	0	0		0	0		U	94	0	0	0	0	0	0	0		0	0	-			94	_
	ł	197	, 0	0	0	0		0	0	0	0	94 259	0	475	280	65	0	0	0	2	0	0	0		0	94	
MAILINGS TO PARTNERS MAILINGS FOR PARTNERS		197		0	0	0	1	0	0	0 70	0	259	2	4/5	280	65	0	0	0	354	0	0	0		0	1,350 70	28
COLLIER FILM COMMISSION	1	-		0	0	0	-	0	0	/0	0	0	0	0	0	0	0	0	0		-	0	-		. 0	70	
	I	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	C	0	0	0		0 0	1	_
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	66	2,467	113	533	30	16,306	8,65
GRAND TOTAL OF REQUESTED PUBS:		4,180	1,893	1,667	2,851	1,285	1,887	6,427	2,545	4,321	2,175	10 750	9,119	0.052	15,062	6,709	8 014	11,478	10.266	44.000	C 205	0.000	4,029	2,153		79,714 5	59,84

		Oct	ober	Nove	mber	Decer	nber	Janu	iary	Febru	lary	Ma	rch	Ap	oril	Ma	iy	Ju	ine	Ju	ly	Aug	just	Septe	ember	Tot	ıtal
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007		YTD 2007	
PARADISE COAST WEBSITE LEADS:						• • • •																					
aaa - AAA Going Places		0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
aaa.ParadiseCoast.com		0	1	0	0	1	4	3	68	2	106	42	38	3	153	43	25	1	7	5	9	7	0	8	0	115	411
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	1	7	0	1,393	154
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	
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	0	3	317
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	C
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	C
is.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-	2	0	82	0	0	0	84
ta - paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	418	0	133		0	0	551
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	с С
af - paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	4
echo-paradisecoast.com		0	580	0	117	. 0	0	0	4	0	2	69	2	1	0	5	1	0	1	0	12	- 1	0	98	0	174	719
wed.paradisecoast.com		0	000	0		0	0	0	0	0		00	-		0	0		0		0	416		90		0		506
mh.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	410	0	137	0	0	0	547
mpp.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	410	0	137	0	0	0	1
sl.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	58	0	32	0	0	0	90
golf.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56 18	0	3Z 0	0	0	0	26
goil.paradisecoast.com mail.paradisecoast.com	1	0	0	-	0		0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	20
		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	
fv.paradisecoast.com		-	0	0	0	0	0	0	0	0	0	0	0	0	0	U	0	0	0	0	2	0	0	0	0	0	2
au.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	<u> </u>
ek - Every Kiss Magazine		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
fg - Summer Family Getaway		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31	0	0	0	31	0
fly - Southwest Airlines Inflight magazine Spirit		0	0	2	0	3	0	3	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	1	0	9	2
free - 4th Night Free ads		0	0	0	0	0	10	0	0	0	0	0	0	39	0	0	0	0	0	0 14	0	0	0	0	0	0	0
fv - FLAUSA Official Vacation Guide (2005)		0	15	/	3	6	10	9	8	24	6	2	41	39	2	4	9	14		14	0	59	5	6	0	184	
gg.paradisecoast.com		0	4	0	51	0	1	0	2	0	0	0	0	0	4	0	5	62		10	56	21	0	0	0	93	
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	0	1	0	0	0	0	0	0	0	0	1	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	
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	
mh - Miami Herald		1,895	752	2,066	418	1,267	234	804	315	486	221	314		309	177	251	359	280	505	198	0	170	0	294		8,334	
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	1	0	0	0	20
nta - NTA Courier		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
os - Orlando Sentinal		0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
pb - Palm Beach Post		30	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	67	0
pym - Plan Your Meetings		0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	0	0	0	0	0	0	1	0	0	5	1
rd - Readers Digest		0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
sa - Skylights		0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
sl - Southern Living		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	88	0	11	0	0	0	0	0	0	1	99
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
uf - Undiscovered Florida		0	558	0	242	0	4	1	2	1	4	0	0	0	3	1	0	1	2	2	0	2	1	1	0	9	816
usa - USA Today Meetings Marketplace		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
uw - USA Weekends		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
v v - Valassis Vacation Guide		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
wed - Bridal Guide		0	4	0	1	0	5	0	5	0	0	0	18	0	36	0	204	0	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
www.paradisecoastblueway.com		0	2	0	4	0	6	0	1	0	4	0	19	0	4	3	1	4	3	0	3	1	0	1	0	9	47
paradisecoast.milesmediagroup.com		0	0	0	1	0	2	0	16	0	6	0	36	15	91	10	37	4	112	0	87	0	0	7	0	36	
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	5	0	0	7	19
www.paradisecoast.com		0	2	27	3	3	5	6	25	7	4	2	16	10	46	2	13	1	8	1	0	3	4	2	0	64	
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

		Octo	ober	Nove	mber	Dece	mber	Jan	uary	Feb	ruary	Ма	rch	A	pril	м	ay	Ju	ine	Jı	uly	Aug	just	Septe	mber	T	otal
		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	284,818	303,185	0	3,706,252	2 4,625,954
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	74,006	112,235	62,909	90,160	0	1,020,298	8 1,049,957
2007 PUBS WITH 2008 LEADS:	·							-																			
AAA Going Places May/Jun 06	Consumer Magazines	1	0	0	0	0	0	0	0	C	0 0	0	0	0 0	0	0	0	0	0	0	0 0	0	0	0	0	1	1 (
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1	0	0	0	0	0	C	0 0	0	0	0 0	0	0	0	0	0	0	0 0	0	0	0	0	2	2 (
Naples Daily News - Editorial	Newspaper Domestic NE/MW	1	0	0	0	0	0	0	0	C	0 0	0	0	0 0	0	0	0	0	0	0	0 0	0	0	0	0	1	1 (
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	0	0	0	0	0	0	0	C	0 0	0	0) (0	0	0	0	0	0	0 0	0	0	0	0	1	i (
Everglades Angler	Television	0	0	35	0	0	0	0	0	C	0 0	0	0) (0	0	0	0	0	0	0 0	0	0	0	0	35	5 (
FL Official Travel Industry Guide 06	Travel Agent Directories	1	0	0	0	0	0	0	0	C	0 0	0	0	0 0	0	0	0	0	0	0	0 0	0	0	0	0	1	í (
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