



# **Tourist Development Council**

## **October 27, 2008**

PARADISE COAST

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



# **DIRECTOR'S REPORT**

## PARADISE COAST

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



## **TOURIST TAX COLLECTIONS**

- **July, Aug, Sept (May-Aug. Hotel Stays)**
  - **Calendar 08 vs. 07 (9 Mos.) + 3.67%**
  - **FY 08 vs. 07 (Oct-Sept) 12Mos. + 3.92%**

# Tourist Tax Collections History

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
1999	\$640,480	\$1,267,608	\$1,317,499	\$1,371,476	\$784,833	\$488,066	\$364,773	\$433,180	\$345,039
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455	\$451,648	\$414,920	\$364,720
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759	\$410,521	\$484,722	\$361,650
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400	\$364,389	\$370,036	\$395,650
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456	\$398,901	\$426,851	\$408,007
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052	\$452,253	\$521,027	\$580,653
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153	\$507,831	\$542,394	\$385,377
2006	\$1,058,211	\$1,735,579	\$2,241,964	\$2,441,129	\$1,500,894	\$954,244	\$734,243	\$725,247	\$544,998
2007	\$1,056,702	\$1,835,999	\$2,338,801	\$2,608,708	\$1,501,529	\$907,302	\$746,001	\$710,183	\$622,286
2008	\$1,240,865	\$1,923,205	\$2,310,172	\$2,713,577	\$1,577,193	\$866,202	\$805,292	\$757,042	\$586,617
Proj. 2 0 0 8	\$1,118,600	\$1,850,000	\$2,350,000	\$2,620,000	\$1,510,000	\$910,000	\$760,000	\$725,000	\$625,000

# Director's Activities

5 of 7

- **FACVB Education Summit**
- **Media Interviews with TV, Radio, Newspaper**
- **Advisory Roundtable- NCRP**
- **Cultural Arts Council**
- **Naples Airport Authority**
- **Strategic Planning Retreat**
- **DMAI Annual Meeting**
- **Seminole Casino Marketing Team**
- **Green Lodging Certification- Ritz Carlton's**
- **TIA's ESTO Conference**
- **Collier Sports Council**
- **Leadership Collier- Class of 2008**
- **Visit Florida Board Meetings- Ritz Carlton Golf Resort**
- **TIA Leadership Summit- Washington DC**
- **FACVB Annual Meeting & Offshore Drilling Summit**
- **Visit Florida New Product Development & Florida/Spain Heritage Committees**
- **Hawthorn Suites Green Certification**



# **SEARCH ENGINE MARKETING**

## **Sales & Marketing Technologies**

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<b>Web Site Trends</b>			
	<b>July</b>	<b>August</b>	<b>September</b>
<b>Page Views</b>	<b>399,587</b>	<b>284,818</b>	<b>247,279</b>
<b>S.E. Referrals</b>	<b>19,187</b>	<b>14,940</b>	<b>13,031</b>
<b>Sessions</b>	<b>76,237</b>	<b>62,909</b>	<b>58,285</b>
<b>Sign-ups</b>	<b>20</b>	<b>26</b>	<b>16</b>
<b>PPC Contacts</b>	<b>46</b>	<b>33</b>	<b>35</b>

### **Last Month's Top Search Engine Referrals**

- |                  |                      |                 |
|------------------|----------------------|-----------------|
| <b>1) Google</b> | <b>2) MSN</b>        | <b>3) Yahoo</b> |
| <b>4) AOL</b>    | <b>5) Ask Jeeves</b> |                 |

### **Marketing Services Performed**

- \* Tracked and analyzed site traffic statistics to determine course of action
- \* Tracked and adjusted Overture and Google Adwords PPC accounts

[www.teamdirectory.info](http://www.teamdirectory.info)  
[www.teamster463.org](http://www.teamster463.org)  
[www.techecenter.org](http://www.techecenter.org)  
[www.teendirectory.net](http://www.teendirectory.net)  
[www.text-link-dir.com](http://www.text-link-dir.com)  
[www.textlinkdir.info](http://www.textlinkdir.info)  
[www.texts-link-ads.com](http://www.texts-link-ads.com)  
[www.thebakeshopberkeley.com](http://www.thebakeshopberkeley.com)  
[www.thelinklister.com](http://www.thelinklister.com)  
[www.themissinglink.info](http://www.themissinglink.info)  
[www.thevivededge.com](http://www.thevivededge.com)  
[www.thewebmasterstool.com/directory](http://www.thewebmasterstool.com/directory)  
[www.thewebsiteassistant.com](http://www.thewebsiteassistant.com)  
[www.tlink.org](http://www.tlink.org)  
[www.tndir.com](http://www.tndir.com)  
[www.topdirectory1.com](http://www.topdirectory1.com)  
[www.topdirlisting.com](http://www.topdirlisting.com)  
[www.topdirs.info](http://www.topdirs.info)  
[www.topdot.org](http://www.topdot.org)  
[www.topicindex.info](http://www.topicindex.info)  
[www.towerlodge.net/phpLD](http://www.towerlodge.net/phpLD)  
[www.tqoo.com](http://www.tqoo.com)  
[www.traffic2web.com/links](http://www.traffic2web.com/links)  
[www.trafficdump.com](http://www.trafficdump.com)  
[www.travelrealestatecareers.info/links](http://www.travelrealestatecareers.info/links)  
[www.trimiko.com](http://www.trimiko.com)  
[www.truemaster.org](http://www.truemaster.org)  
[www.typu.org](http://www.typu.org)  
[www.uiev.com](http://www.uiev.com)  
[www.ukdirectory.com.ar](http://www.ukdirectory.com.ar)  
[www.uniquedirectory.info](http://www.uniquedirectory.info)  
[www.uolx.com](http://www.uolx.com)  
[www.urlchief.com](http://www.urlchief.com)  
[www.urldaily.com](http://www.urldaily.com)

[www.uxxmm.com](http://www.uxxmm.com)  
[www.v2s.info](http://www.v2s.info)  
[www.vbdirectory.info](http://www.vbdirectory.info)  
[www.venomlinks.co.uk](http://www.venomlinks.co.uk)  
[www.vipabout.com/directory](http://www.vipabout.com/directory)  
[www.vipdirectory.com.ar](http://www.vipdirectory.com.ar)  
[www.vividdesigns.ca](http://www.vividdesigns.ca)  
[www.vrvodir.org](http://www.vrvodir.org)  
[www.w3designfirm.com](http://www.w3designfirm.com)  
[www.w6o.net](http://www.w6o.net)  
[www.w8f.net](http://www.w8f.net)  
[www.waikey.com](http://www.waikey.com)  
[www.way2link.com](http://www.way2link.com)  
[www.web-links.org](http://www.web-links.org)  
[www.web-sites-hosting.org](http://www.web-sites-hosting.org)  
[www.webaffiliateprogram.info/links](http://www.webaffiliateprogram.info/links)  
[www.webbacklinks.info](http://www.webbacklinks.info)  
[www.webd1r.com](http://www.webd1r.com)  
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[www.websitehotlist.com](http://www.websitehotlist.com)  
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[www.webworlddir.com](http://www.webworlddir.com)  
[www.webworldever.com](http://www.webworldever.com)  
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[www.wesites.info](http://www.wesites.info)  
[www.what-is-it.info](http://www.what-is-it.info)  
[www.whoa.in](http://www.whoa.in)

[www.worldwebatlas.com](http://www.worldwebatlas.com)  
[www.worldwebdir.net](http://www.worldwebdir.net)  
[www.xasia.net](http://www.xasia.net)  
[www.xhii.com](http://www.xhii.com)  
[www.xigre.com/linkdirectory](http://www.xigre.com/linkdirectory)  
[www.xviii.info](http://www.xviii.info)  
[www.yaww.in](http://www.yaww.in)  
[www.yoursimpledirectory.com](http://www.yoursimpledirectory.com)  
[www.yourwebsiteadd.com.ar](http://www.yourwebsiteadd.com.ar)  
[www.yswv.org](http://www.yswv.org)  
[www.zimple.info](http://www.zimple.info)  
[www.zippychimp.com](http://www.zippychimp.com)  
[www.zosy.com](http://www.zosy.com)  
[apple.worldinthe.com](http://apple.worldinthe.com)  
[dir.blueboxsite.com](http://dir.blueboxsite.com)  
[directory.perfectoffer.com](http://directory.perfectoffer.com)  
[laboratory-balances.torbalscales.com](http://laboratory-balances.torbalscales.com)  
[www.123directory.ca](http://www.123directory.ca)  
[www.a2zlinkdir.com](http://www.a2zlinkdir.com)  
[www.avenuedirectory.net](http://www.avenuedirectory.net)  
[www.bestwebcatalogue.com](http://www.bestwebcatalogue.com)  
[www.biglinkbazaar.com](http://www.biglinkbazaar.com)  
[www.bonusblackjack.net/directory](http://www.bonusblackjack.net/directory)  
[www.directorycosmos.com](http://www.directorycosmos.com)  
[www.directorydeck.com](http://www.directorydeck.com)  
[www.exodusdirectory.com](http://www.exodusdirectory.com)  
[www.indexuonline.com](http://www.indexuonline.com)  
[www.linkbite.com](http://www.linkbite.com)  
[www.linkdirectorynet.com](http://www.linkdirectorynet.com)  
[www.linkhulk.com](http://www.linkhulk.com)  
[www.loopdirectory.net](http://www.loopdirectory.net)  
[www.mydirectorylink.info](http://www.mydirectorylink.info)  
[www.onewaybacklink.com](http://www.onewaybacklink.com)  
[www.palladiumdirectory.info](http://www.palladiumdirectory.info)





# **Web Site Activity**

## **Miles Media Group**

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Convention and Visitors Bureau**

# Measurement Dashboard

## September 2008

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



Good



Not Significant



Needs Attention

### ENGAGEMENT

Time on Site: 5.53

Minutes

LM	IB	B
	5.16	5.38

Bounce Rate: 48.4%

of Home Page

	33%	28.5%
	45.3%	39.4%

Bounce Rate: 50.5%

Overall

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

0.5%

of total pg views

490

Signals of Intent to Travel

### ACTIVITY

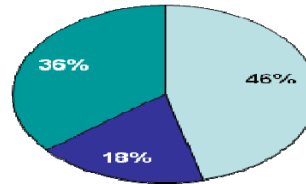
18,815 visits

LM	
	6%

92,328 pg views

	15%
--	-----

### SOURCES OF TRAFFIC



Search Engines  
 Campaigns  
 Other Sources

Baseline average percentages for 2007\*:

Search Engines: 14%

Other: 86%  
\* Baseline data per Urchin5

### MOST REQUESTED PAGES

1. Home Page
2. Stay In Paradise – Accommodations Listings
3. Attractions
4. Things to Do in Paradise
5. Beaches & Parks

### CAMPAIGN RESPONSE

3,316

Total Responses

18%

Percent of total visits

### CONVERSION BREAKDOWN

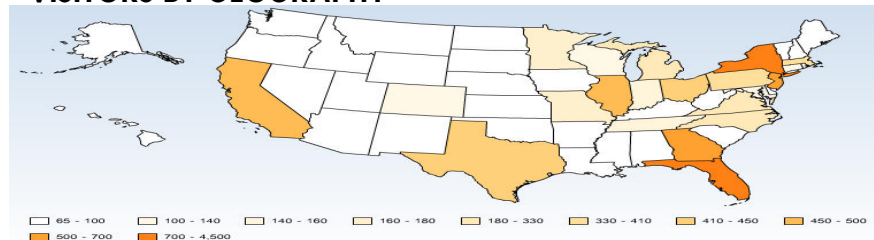
Guide Orders 251

LM	
	8%

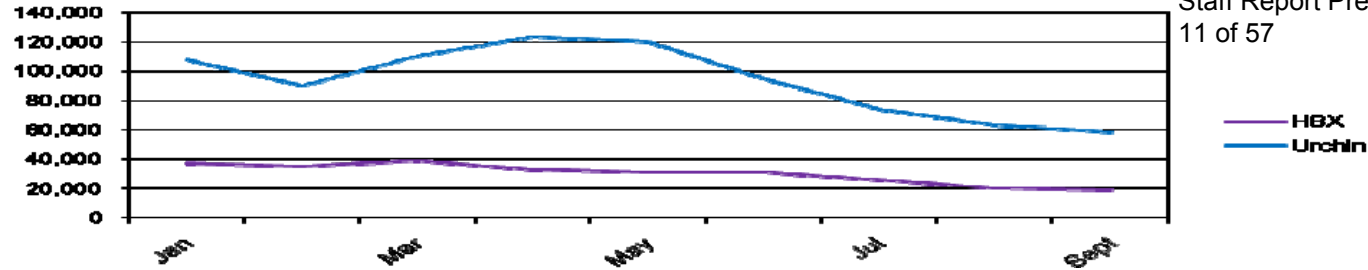
Book Hotel 239

	78%
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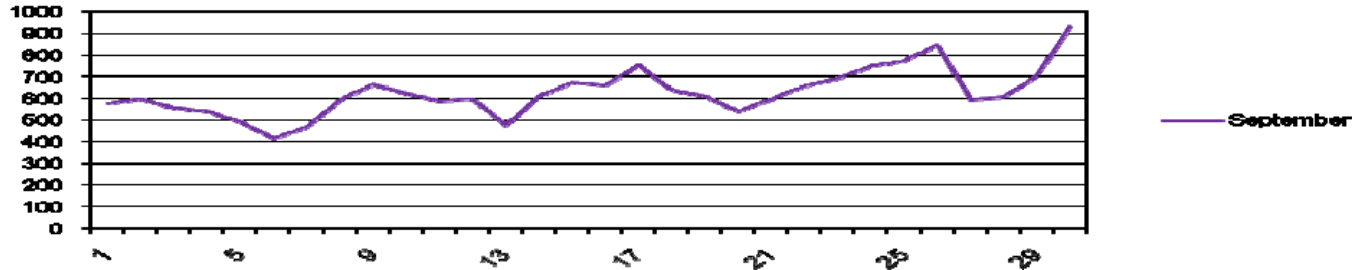
### VISITORS BY GEOGRAPHY



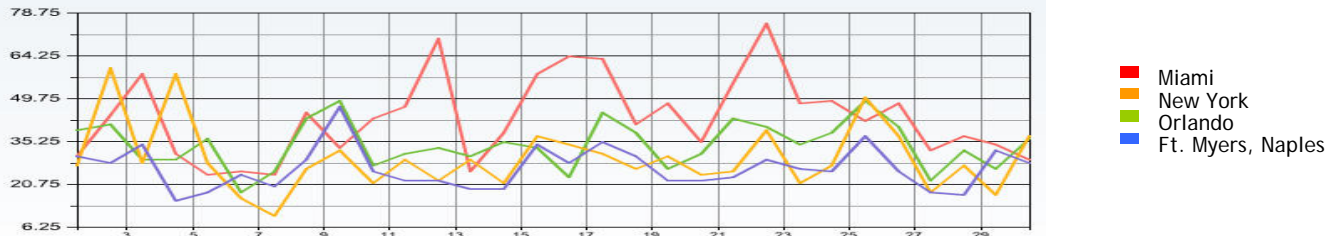
### Visits – Urchin vs. HBX



### Visits by Day for This Month



### Trended Top 4 Markets for Month



### International

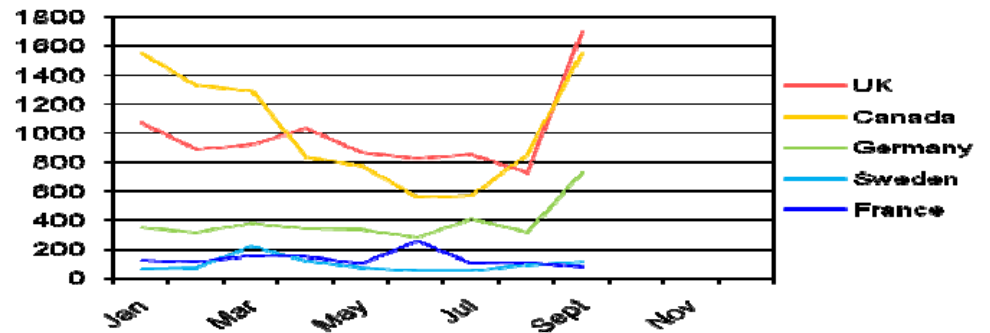
USA (% of all traffic) **69%**  
 International: **31%**

Canada **1,549**  
*Unique visits for Month*

Germany **730**  
 UK **1,696**

LM % Change

- 17%
- 82%
- 73%
- 113%
- 114%





# **Golf Marketing**

## **GolfPac, Inc.**

PARADISE COAST

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

**NAPLES, MARCO ISLAND, EVERGLADES CVB  
YTD Company Sales Report**

**Golf Pac Report**

**Report: Company Sales by Source** Page 1

**Run Date: 20-OCT-08 13:20:07**

**Fiscal Year: 2008**

<b><u>Source</u></b>	<b><u>Count</u></b>	<b><u>Total Dollars</u></b>
Internet	117	\$221,465.00
CVB Lead	83	\$197,815.30
<b>Status Total:</b>	<b>200</b>	<b>\$419,280.30</b>
<b>Grand Total</b>	<b>200</b>	<b>\$419,280.30</b>



# **Sales & Marketing Report**

## **Debi DeBenedetto**

PARADISE COAST

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



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

- 55 RFP's sent to hotels since last report date
  - 46,903 potential room nights
  - 1,335 room nights booked,
  - Travel Agent leads sent to hotels from Virtual Trade Show

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



## **Estimated Revenue Impact**

- \$ 491,320 estimated revenue
- \$849,793 total output impact





# Projects Working

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



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

- **Cab Board here June 29 hosted**
- **2 Meeting planner sites**
- **Staff Marketing plan**
- **Ad Fair – partners**
- **MPI SEC –Meeting Professional Int. SE Chapter conference**
- **Successful Meetings Market Place**
- **Travel Agent FAM**
- **HSMAI Affordable Meetings DC Hotel Sales & Marketing Assn. Int.**
- **July Partner Roundtable**
- **The Trade Show Orlando**
- **Creative Tourism Conference**



## **Education, Seminars, Etc.**

- Webinar – Star Cite
- Seminar – Whole Brain Thinking
- Seminar- Relationships/Cultural
- Seminar – Creativity & Innovation Effectiveness
- Creative Tourism Seminars through out conference



## **VIP Summer Promotion**

- VIP Ran May – Oct. 15, 2008
  - Successful Program with 38,000 cards distributed
  - Testimonial “Good Program with Interesting Results!”
  - Riverwalk & Dock Restaurants got 169 VIP uses for over \$4,400 in sales
  - Naples Zoo – 100 new customers
- 2009 Program planning has begun



## Travel Agent FAM Survey

- CVB assistance – “Debi & Niccole were the best host anyone could ask for, they were very warm, professional and welcoming”
- Transportation – “Couldn’t have been better”!
- Inn on Fifth - “Excellent!!! Already promoting it to my clients”
- “The destination exceeded my expectations”



# Expedia Booking Report

- Assisted Expedia and Miles Media with new booking engine on our ParadiseCoast.com website
- Results for August-September
  - Total bookings: 23 room nights
  - 18 reservations at a variety of hotels from the Ritz-Carlton to Ivey House



# Public Relations Report

**JoNell Modys**

**Angela Bryant**

PARADISE COAST

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# **PR & Communications**

## **Summer/Fall 08**

- **Annual Writer Cup “Golf Coast” Regional FAM**
  - *hosted this year at GreenLinks Golf Resort*
- **CVB FAM – What’s New and Sneak Preview of NWWF**
- **Golf Punk (UK) FAM with Kissimmee + Virgin**
- **Learning + Enrichment Activities Release Issued**
- **Research begun on restaurants’ use of local/regional food**
- **Re-launch of *Paradise Press* Industry E-News**
- **First Issue of *Paradise Connection* Travel Media E-News with What’s New, Story Ideas, Partner News Releases**





## **PR Report...**

- **Launched *Destination Diary* Expert Blog on Web**
- **Copy edits and design input on European Web sites**
- **Press materials for World Travel Market**
- **Met with Canadian writers here on Bonita Bay golf FAM**
- **Work on 2009 Visitor Guide**



## In the News...

October 27, 2008  
Staff Report Presentations VIII - 2  
26 of 57



- *Cleveland Plain Dealer – Sun. Oct 12 – feature on Naples resulting from visit last Spring with CVB recommendations*
- *USA Today – “Life on Vacation” feature Aug. 8*
- *Southern Lady – July/Aug feature result of April FAM*
- *UK Daily Star – Aug. 18 story result of April FAM with VISIT FLORIDA*
- *Business Currents – ‘Off Season’ article explains the business of tourism and addresses myths about the industry – will be used by FGCU School of Hospitality Management*

# Ghost Orchid Strikes Again!



- Organized hotel specials
- Pitched USA Today for article June 27
- Approx 70 room nights, increased visitation to Corkscrew, July visitation up 4.5%
- Submitted for Adrian Award Competition
- Great publicity



www.usatoday.com

USA TODAY

Life  
SECTION D

Friday, June 27, 2008

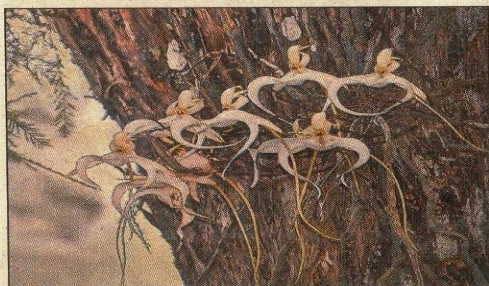
# Destinations & Diversions



## Barkin' Biscotti!

Hotels offer gourmet treats for traveling pets, 4D

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



RWileyphoto.com

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

### Travel

## Orchid lovers swamped with Florida hotel deals

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

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

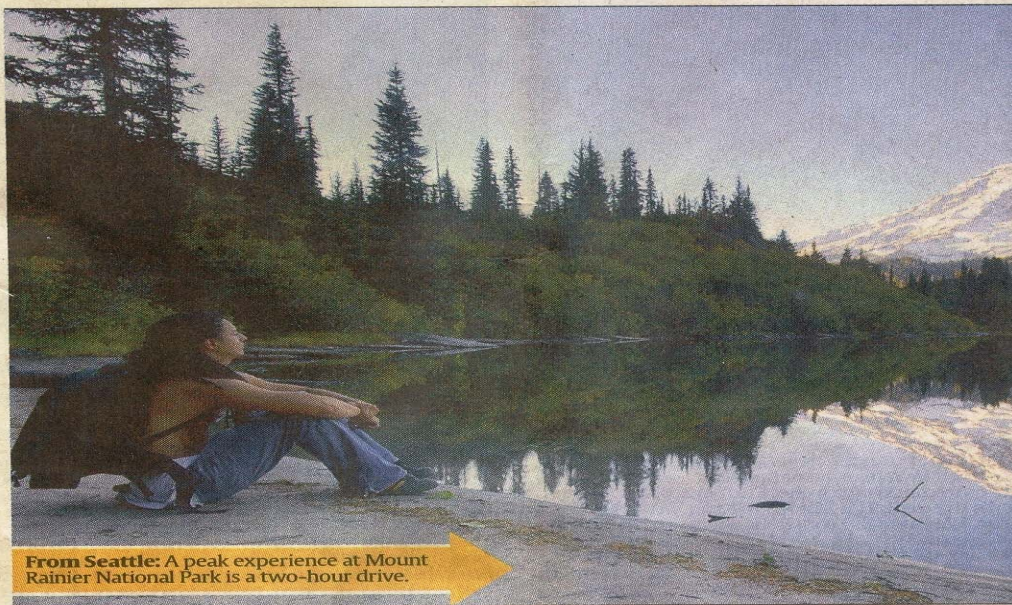
### Dispatches

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

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

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

— Jayne Clark



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

# STAY NATION

Cover story

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## Coming Soon...

- *Adventures in Paradise – New video series for Web site – pilot episode is on the site now about the ghost orchid*
- Spirit Airlines Skylights magazine feature Nov/Dec issue
- January Research visit for *Diversion* (travel magazine for physicians) focusing on Everglades restoration, Marco Island and recreation.



# FILM OFFICE

Maggie McCarty



# Film Activity

## PRODUCTIONS

Print catalogue  
Print ad



## WORKING LEADS

13 including  
Jamie Oliver's new series



# Naples Marco Island Everglades



**Zurich HelpPoint™**

**ZURICH**  
Catastrophe Team

**ZURICH**  
Because change happens.™

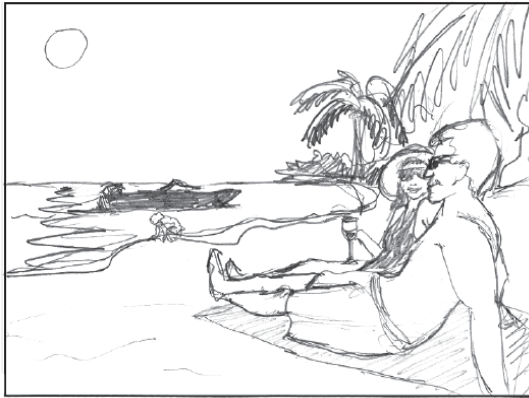
Provides a dedicated response team the moment you need a response.

Insurance companies are traditionally known for reacting slowly to a disaster, only after things have settled. At Zurich, we are different. We are ready to respond to a major incident, any time, any day. We have a dedicated team of experts who can help you with the recovery process. So we can help you get back to work as quickly as possible. Visit our website at [www.zurich.com](http://www.zurich.com).





Original story board



Selected Image



## OPERATIONS




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





# "Big Cypress Swamp: Western Everglades"

Saturday, October 25 Media Event

-  Elam Stolfus
-  Clyde Butcher
-  Joe Browder



# **Sports Marketing**

## **Ralph Pryor**

## **Jacqueline Jensen**

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Convention and Visitors Bureau**



# Sports Marketing



## Economic Impact Report 3<sup>rd</sup> & 4<sup>th</sup> Quarter:

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

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



# Sports Marketing

(Continued)



- NSA Girls Fast Pitch Softball States - \$40,950.00
- NSA Adult Softball States - \$80,238.00
- IBC Youth Baseball Tournament - \$62,992.00

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- ***Total Direct Economic Impact  
3<sup>rd</sup> & 4<sup>th</sup> Quarter: = \$665,135.00***

- ❖ **Total Direct Economic Impact  
FY'07-'08 = \$2,134,555.00**

**Ralph Pryor  
Jacqueline Jensen**



# Sports Marketing

FY '08 Third Quarter Events



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

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Length of Stay	Actual Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
FSSA State Cup Tournament April 26-27, 2008	\$96.67	240	92	1.6	147	\$14,210.49	\$568.42	\$520.00
North Naples Spring Classic May 3-4, 2008	\$92.44	140	151	1.62	245	\$22,647.80	\$905.91	\$985.00
NSA Girls Fast Pitch June 7-8, 2008	\$91.45	210	108	1.86	201	\$18,381.45	\$735.26	\$640.00
Naples Summer Challenge 3v3 Soccer June 28-29, 2008	\$85.00	210	89	1.6	142	\$12,070.00	\$482.80	\$710.00
<b>FY '08 Third Quarter Report</b>	<b>\$91.58</b>	<b>800</b>	<b>440</b>	<b>1.67</b>	<b>735</b>	<b>\$67,309.74</b>	<b>\$2,692.39</b>	<b>\$2,855.00</b>

**Ralph Pryor  
 Jacqueline Jensen**



# Sports Marketing

FY '08 Fourth Quarter Events



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

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Length of Stay	Actual Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
NSA Girls "B" State Championship July 12-13, 2008	\$83.00	540	130	1.82	236	\$19,587.71	\$783.51	\$945.00
NSA Men/Women State Tournament August 2-3, 2008	\$73.82	355	117	1.56	182	\$13,435.24	\$537.41	\$750.00
IBC Baseball Naples Fall Classic September 27-28, 2008	\$78.71	450	7	1	7	\$550.97	\$22.04	\$35.00
<b>FY '08 Fourth Quarter Report</b>	<b>\$78.51</b>	<b>1345</b>	<b>254</b>	<b>1.67</b>	<b>425</b>	<b>\$33,366.75</b>	<b>\$1,334.67</b>	<b>\$1,730.00</b>

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





# Sports Marketing

FY '08 At A Glance



- 18 - Sports Events hosted by the Sports Council of Collier County
- 6 - Collier County Sports Facilities Used
- 3,925 Sports-related room nights tracked

Total Direct Economic Impact = \$2,134.555.00

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



# Sports Marketing

## First Quarter Economic Impact Report

EVENT FACTORS	Quantity	Multiplier	Event days	Total
How much will event organizers spend locally?				\$ -
How many adult out-of-area participant days expected?		\$ 102.00		\$ -
How many youth out-of-area participant-days are expected?	405	\$ 51.00	1.5	\$ 30,982.50
How many out-of-area spectator-days are expected?	250	\$ 51.00	1.5	\$ 19,125.00
How many out-of-town media-days are expected?		\$ 102.00		\$ -
How many in-area spectator days are expected?	675	\$ 25.00	1.5	\$ 25,312.50
What is the expected event-site spending?	\$3,000.00			\$ 3,000.00
What other expenditures, if any, are anticipated?				\$ -
Total direct impact =				\$ 78,420.00
	Output multiplier	1.73	Total output impact	\$ 135,666.60
			Employment impact	2,7447
			Total earnings impact	42346.8
Transient lodging tax				\$ 627.36
Local option gasoline tax				\$ 214.92
Occupational license tax rev.				
Payment for use of public facility				\$ -
Total gross revenue				\$ 842.28
Funds expended by local government to attract the event or team				\$ -
Cost of additional public services required by the event or team				\$ -
Additional items				\$ -
Total expenditures				\$ -
Gross revenue				\$ 842.28
Net revenue				\$ 842.28
October 11 & 12, 2008				

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



# Sports Marketing

FY '09 First Quarter Events YTD



**FY '09 First Quarter Hotel Revenue Report YTD**  
**October '08 - December '08**

Time Period	Average Room Rate	Total Rooms Blocked	Total Rooms Booked	Average Length of Stay	Actual Room Nights	Approximate Hotel Room Revenue	Tourist Tax Revenue	Expected SCCC Rebate
Naples Shark Shootout Soccer Tournament October 11-12, 2008	\$74.61	425	171	1.48	253	\$18,876.33	\$755.05	\$1,145.00
FY '09 First Quarter Report YTD	\$74.61	425	171	1.48	253	\$18,876.33	\$755.05	\$1,145.00

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



# Sports Marketing

Hotel Sports-Related Business Report  
 Comparative Quarterly and YTD



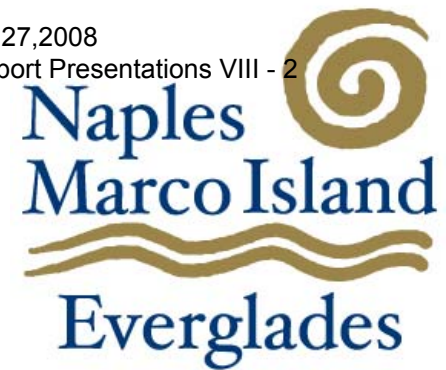
	First Quarter			Second Quarter		Third Quarter		Fourth Quarter		YTD Report		
	FY'07	FY'08	FY'09 YTD	FY'07	FY'08	FY'07	FY'08	FY'07	FY'08	FY'07	FY'08	FY'09
Average Room Rate	NA	\$94.72	\$74.61	\$211.67	\$143.47	\$123.04	\$91.58	\$74.50	\$78.51	\$141.80	\$102.07	\$74.61
Total Rooms Blocked	NA	370	425	15	485	135	800	25	1,345	175	3,000	425
Total Rooms Booked	NA	284	171	588	1,186	304	440	92	254	984	2,164	171
Average Length of Stay	NA	2.10	1.48	1.64	1.83	1.86	1.67	1.80	1.67	1.72	1.81	1.48
Actual Room Nights	NA	598	253	965	2,167	564	735	167	425	1,696	3,925	253
Approximate Hotel Revenue	NA	\$53,466.15	\$18,876.33	\$205,116.00	\$310,899.49	\$86,709.03	\$67,309.74	\$12,346.73	\$33,366.75	\$304,171.76	\$465,042.13	\$18,876.33
Tourist Tax Revenue	NA	\$2,138.64	\$755.05	\$8,204.64	\$12,435.98	\$3,468.36	\$2,692.39	\$493.87	\$1,334.67	\$12,166.87	\$18,601.69	\$755.05
Expected SOOC Rebate	NA	\$2,285.00	\$1,145.00	\$2,265.00	\$5,480.00	\$2,265.00	\$2,855.00	\$805.00	\$1,730.00	\$5,335.00	\$12,350.00	\$1,145.00

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



# Sports Marketing

Upcoming Events



- Gulf Coast Adult Soccer League Halloween Fright Fest Adult Soccer Classic: October 25-26, 2008
- Formula One ChampBoat Series Naples Grand Prix: November 1-2, 2008
- IBC Baseball League Southwest Regional Championships: November 1-2, 2008
- Senior Softball USA 2008 Winter Nationals: November 11-16, 2008

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

# F1 ChampBoat Naples Grand Prix



**1st Annual Naples ChampBoat Grand Prix, a world class F1 style powerboat racing event. This event will be the 2008 National Championship, televised on SPEED Channel and will attract some of the best powerboat racers in the world.**

November 1-2, 2008

Lake Avalon at Sugden Regional Park

All proceeds benefit Child Speed a local, non-profit children's corporation hosting the event.

[www.NaplesGrandPrix.com](http://www.NaplesGrandPrix.com)



# **Inquiry Reports**

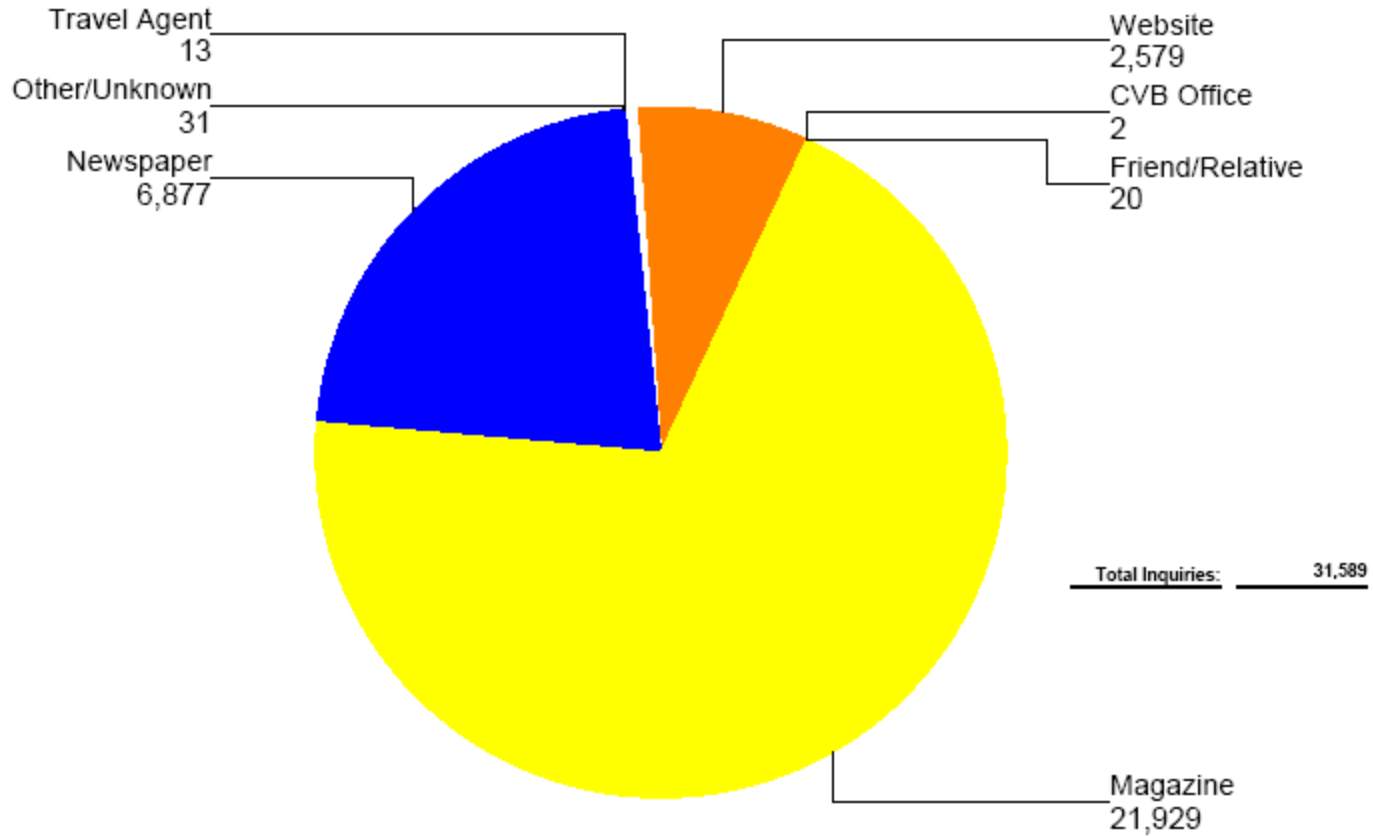
## **Ginny DeMas, Phase V**

PARADISE COAST

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

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

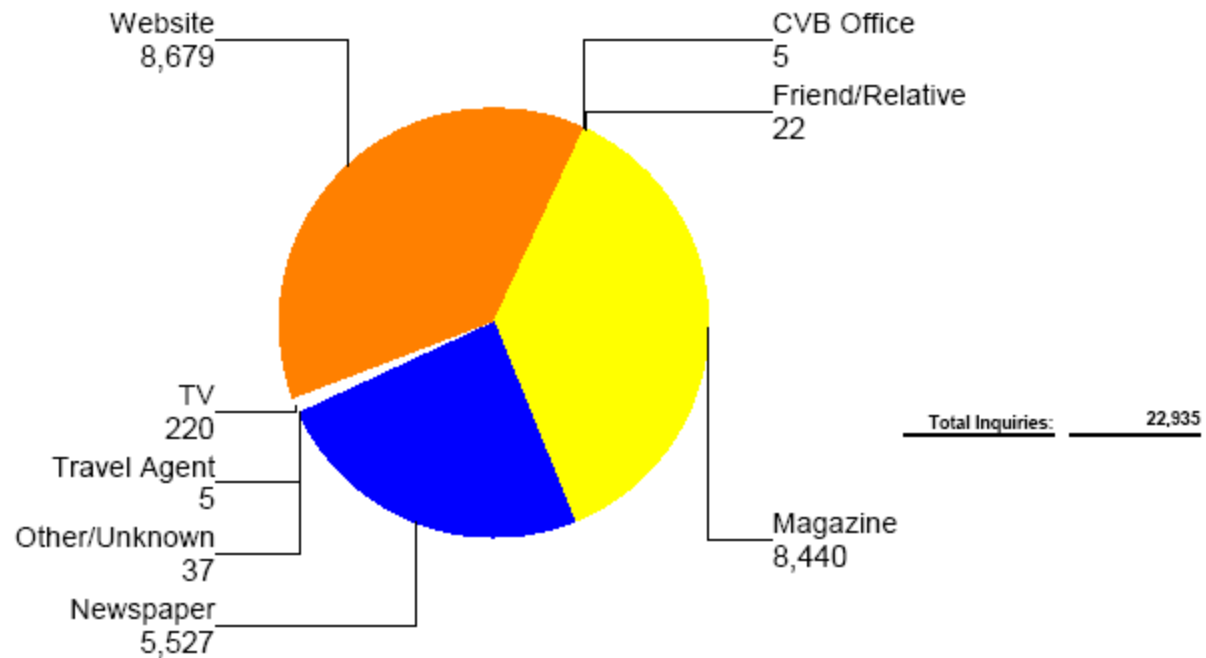
For the months of June, July, August & September 2007



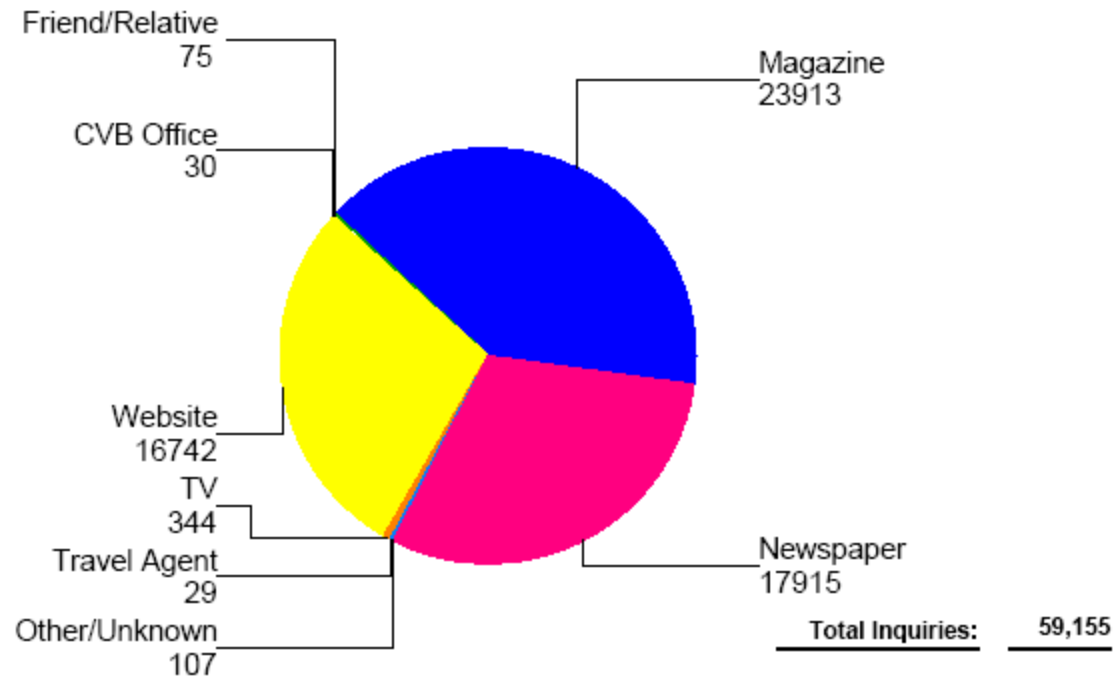


## Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of June, July, August & September 2008



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



# Inquiries – Leading 4 Countries

June, July, August, Sept

**2007**

US

UK

Canada

Germany

**2008**

USA

UK

Canada

Germany

# Inquiries - Leading 6 States

## June, July, August, Sept

### **2007**

Florida

New York

Texas

Pennsylvania

Ohio

Illinois

### **2008**

Florida

New York

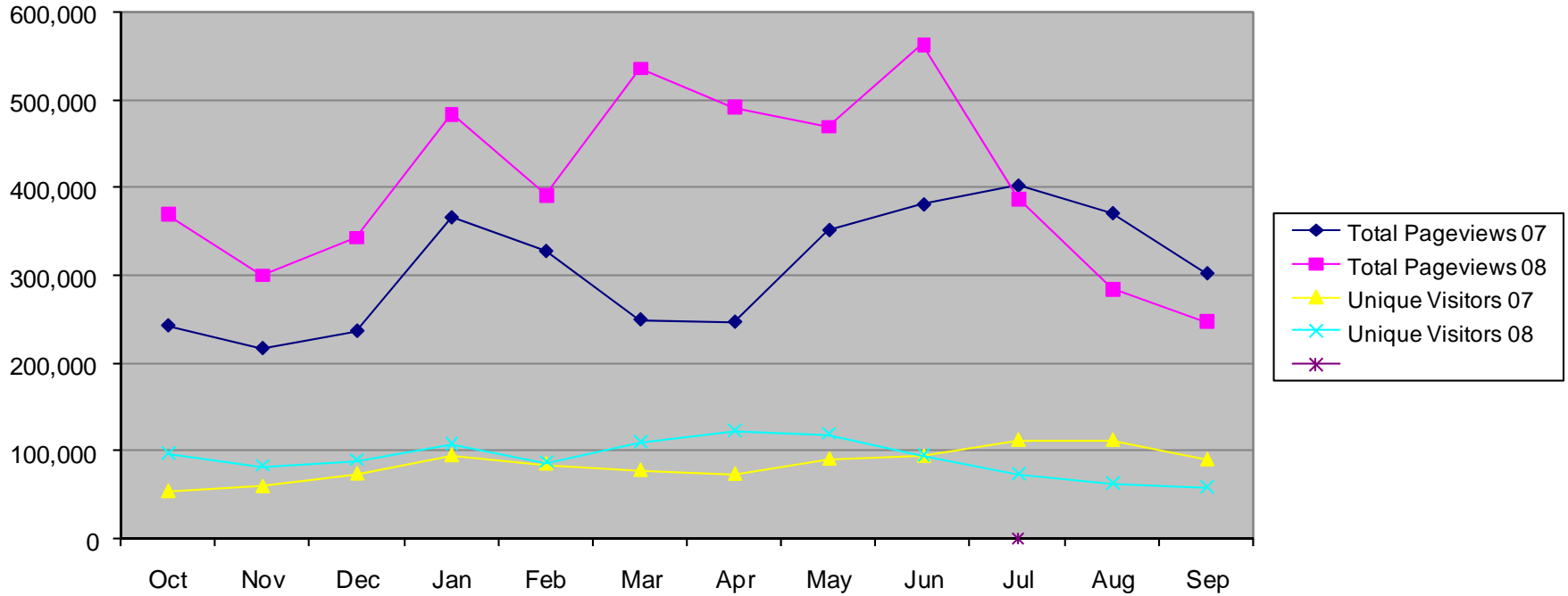
Ohio

Illinois

Pennsylvania

Texas

# Web Site Views



# Collier County CVB

## Inquiries by Type Calendar Year

	<u>Jun Jul Aug Sep 08</u>	<u>Y-T-D</u>
Phone	1186	2,468
Publications	22,912	42,486
Web site	3,843	5,563
Info@ParadiseCoast	73	88

# Misc. CVB Services

## Calendar Year

<u>Jun Jul Aug Sep 08</u>	<u>Y-T-D</u>
Hotel Bookings	26 47
Info Center Shipments	6,625 15,225
Press Inquiry Calls	203 441
Mtg. Planner Calls	2 12
Storm Info Calls	3 11
Storm Accommodations	502 502
Sports Council	1 5

# Special Fulfillment

## Jun, Jul, Aug, Sept, 2008

<b>Meeting Planners</b>									
Chesley/Richards Tradeshow	56	56							
Destinations Showcase Chicago	520	520							
HSMAI Affordable Meetings DC	79	79							
Meeting Planner Kit	63	136							
MP Non-Kit Fulfillment	18	21							
MPI WEC Tradeshow	25	25							
Pow Wow	3	3							
Meeting Planners Total:	764	2,189	24.56%						
<b>PR Mailings</b>									
Press Kit - MP	1	1							
Press Kit - Tour Operators	1	1							
PR Mailings Total:	2	3	0.03%						
<b>Tour Operators</b>									
Other/Unknown	1	6							
Tour Operators Total:	1	9	0.10%						
<b>Travel Agents</b>									
Other/Unknown	26	51							
Virtual Trade Show Follow Up	75	75							
Travel Agents Total:	101	464	5.21%						
<b>Total Fulfilled via Mail from Phase V:</b>	<b>1,296</b>	<b>8,913</b>							





**Questions?**

PARADISE COAST

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