

Naples, Marco Island, Everglades CVB  
 Task Report  
 Due - Between 6/15/2008 - 10/14/2008

October 27, 2008  
 Detailed Staff Reports IX  
 1 of 55

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
6/21/2008	National Space Society  Jeffery Liss <i>Sent MP FAM Info</i>	Sales - Assisted Mtg Planner	Closed	6/21/2008	6/21/2008	Niccole Haschak
5/22/2008	Skadden  <i>follow if booked</i>	General - Followup Call	Closed	6/24/2008	7/14/2008	Debi DeBenedetto
6/12/2008	Pekin Insurance  <i>Assisted NG Todd Mickey with Pekin bid by offering VIP and 3 bags for site - Todd to pick up, sent letter</i>	Sales - Partner Contact	Closed	6/25/2008	7/22/2008	Debi DeBenedetto
5/22/2008	Southeast Class Owners Group  <i>see who booked</i>	General - Followup Call	Closed	6/30/2008	7/22/2008	Debi DeBenedetto
5/22/2008	Southeast Class Owners Group  <i>see who booked</i>	General - Followup Call	Closed	6/30/2008	7/22/2008	Debi DeBenedetto
7/14/2008	Debi's Activity Tracking Account  <i>Attended 2 day CAB, follow up, put in idss (Nic), sent fam info, sent notes of follow up, sent welcome, hosted dinner, sent mp kits to planners</i>	Sales - Meeting / Show / Conference	Closed	7/1/2008	7/14/2008	Debi DeBenedetto
7/21/2008	Debi's Activity Tracking Account  <i>Meeting with Niccole to discuss goals for new plan</i>	General - Meeting	Closed	7/2/2008	7/2/2008	Debi DeBenedetto
7/14/2008	Debi's Activity Tracking Account  <i>Fact sheets complete again for ad fair - added 7 more</i>	General - Worked on upcoming CVB event	Closed	7/8/2008	7/8/2008	Debi DeBenedetto
7/14/2008	Debi's Activity Tracking Account  <i>Advisory roundtable 9-noon</i>	General - Meeting	Closed	7/9/2008	7/9/2008	Debi DeBenedetto
7/14/2008	Debi's Activity Tracking Account  <i>Cultural Tourism meeting conducted for Elaine on committee 9- 10 :30</i>	General - Meeting	Closed	7/11/2008	7/11/2008	Debi DeBenedetto
7/14/2008	American Business Women's Association  <i>ABWA sent rfp to hotels, contact planner, sent sales kit</i>	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
7/14/2008	Branders.com  <i>update info new person Rity</i>	Consumer Assistance	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
7/14/2008	Debi's Activity Tracking Account  <i>update info new person Rity</i>	General - Worked on upcoming CVB event	Closed	7/14/2008	7/14/2008	Debi DeBenedetto

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*Big ideas and prep for Marketing retreat 3 hours*

7/14/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/14/2008	7/21/2008	Debi DeBenedetto
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*get quotes for journals and find Encounter promo gift*

7/14/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/14/2008	7/21/2008	Debi DeBenedetto
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*Registered for creative Tourism workshop*

7/14/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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*Booked comp accommodations for Voyageurs du Monde agent Oct. stay Bellasera*

7/14/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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*Partner notice an sign up for Huddle, get invoice and partners*

7/14/2008	Expedia	General - Drafted / Sent Letter	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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Tobias Berger

*contacted by Debi to market proposals for Expedia Canadian market sent to Paradise adv.*

7/14/2008	Hyatt Regency Coconut Point	Sales - Partner Contact	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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*sent VIP cards 08 for local promotion*

7/14/2008	JHG Marketing	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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*sent rfp and sales kit for FFEDA annual conf 09*

7/14/2008	Marco Island Marriott Beach Resort, Golf Club & Spa	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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Larry Purvis

*send VIP cards to concierge*

7/14/2008	Meeting Dynamics & Dynamic Productions, Inc.	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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*repeat planner / assisted with offsite venues for Naples Grande group in Feb, sent sales kit*

7/14/2008	NAED, Inc.	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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Lesley Wall

*sent sales kit and contact for offsite Marriott Nov*

7/14/2008	Port of the Islands Resort and Marina	Sales - Partner Contact	Closed	7/14/2008	7/22/2008	Debi DeBenedetto
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*meeting with Chris on sales - sent follow up email*

7/14/2008	Site Selection & Meeting Consultants, Inc	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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*sent rfp and assisted planner sent sales kit 7/8/*

7/14/2008	Site Selection & Meeting	Sales - Assisted Mtg	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Consultants, Inc	Planner				
	<i>sent two rfp</i>					
7/14/2008	Site Selection Plus, Incorporated	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	<i>followed up with planner and hotels to book this account they want Naples</i>					
7/14/2008	Strategic Meetings Solutions	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	<i>Assisted planner with site and sent mp kit - offsite info given</i>					
7/14/2008	Sunset Cove Resort & Suites	Sales - Partner Contact	Closed	7/14/2008	8/1/2008	Debi DeBenedetto
	<i>Made contact with new owners</i>					
7/14/2008	The Fun Planner	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	<i>Sent Candy thompson 8 planner friend person welcome, send mp kit and sent gifts for group o 8 planners visiting July 22</i>					
7/14/2008	Travel One Services & Tours Rodolfo Cardozo	Sales - Send Sales Kit	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	<i>sent email for more info from reg on website</i>					
7/14/2008	Wisconsin Historical Foundation	Sales - Assisted Mtg Planner	Closed	7/14/2008	7/22/2008	Debi DeBenedetto
	<i>sent rfp for this planner and off site to Palm cottage and museum</i>					
7/14/2008	Worldview Travel	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	<i>contact with agent send requested information and email with sales kit for client</i>					
7/14/2008	YTB Travel Network Teri McMichael	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	<i>sent email and sales kit from web reg</i>					
7/14/2008	YTB Travel Network Gerie Iacono	Sales - Assisted Travel Agent	Closed	7/14/2008	7/14/2008	Debi DeBenedetto
	<i>sent email and sales kit</i>					
7/17/2008	Taurus Inc. Vadym Govorovskyy	Sales - Assisted Travel Agent	Closed	7/17/2008	7/17/2008	Niccole Haschak
	<i>Debi sent out request to partners for net rates</i>					
7/14/2008	American Society for Colposcopy & Cervical Pathology	Sales - Assisted Mtg Planner	Closed	7/18/2008	7/22/2008	Debi DeBenedetto
	<i>site all day with planner CCindy Disirant will book Marriott or Ritz Debi follow up this week</i>					
6/11/2008	Kuoni Travel Belgium	General - Email	Closed	7/21/2008	7/22/2008	Debi DeBenedetto
	<i>general month of email about 4 hours per day</i>					

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Task Assigned User: Debi DeBenedetto

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6/25/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/21/2008	6/25/2008	Debi DeBenedetto
<i>Attended Destination Showcase Chicago - completed follow up and mailing - got leads to partners</i>						
7/21/2008	Adventure Travel Trade Association Chris Chesak	Sales - Assisted Mtg Planner	Closed	7/21/2008	8/1/2008	Debi DeBenedetto
<i>Sent rfp to hotels for Adventure Travel World Summit- solicited staff support - VF involve, memo, and sent message.</i>						
7/21/2008	Citizens Property Insurance Corp.	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>sent rfp for planner assist with Citizens Property Insurance Corp for emergency rooms during weather event</i>						
7/21/2008	Clayton Design Group	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>sent ok for planner to use photos for upcoming conference at Marriott</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	7/22/2008	Debi DeBenedetto
<i>Downloaded all wedding information gatered for wedding pages to Miles Media for website</i>						
7/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/21/2008	7/7/2008	Debi DeBenedetto
<i>preparation for Marketing retreat 1.5 hours</i>						
7/21/2008	Debi's Activity Tracking Account	General - Research	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>data entry into idss 3 hours</i>						
7/21/2008	Debi's Activity Tracking Account	Event Service Task	Closed	7/21/2008	7/17/2008	Debi DeBenedetto
<i>Downloaded photos for wedding site to Paraadise site to prepare for meeting .5</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/21/2008	7/15/2008	Debi DeBenedetto
<i>Meeting with Inn on Fifth TCC Incentive L Tur FAM Sept 7 - completed fam itinerary 4.0 hours sent to all and confirmed</i>						
7/21/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	7/21/2008	7/15/2008	Debi DeBenedetto
<i>tutor on Clean pix - now sending approval for planners to use photos off website. 1.0</i>						
7/21/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/21/2008	7/16/2008	Debi DeBenedetto
<i>Attended Staff Marketing retreat all day 8.0 hours</i>						
7/21/2008	Debi's Activity Tracking Account	General - Meeting	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Meeting with Miles Media on new 09 VG 2.0 hours</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
<i>Took Boxes to Parkshore Resort for Candy Thompson meeting planner event .75 min</i>						

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7/21/2008	Debi's Activity Tracking Account	Sales - Prospecting	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
<i>prospecting sales calls. contacted 3 planners and mailed info</i>						
7/21/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/21/2008	7/8/2008	Debi DeBenedetto
<i>Prepared excel spreadsheet of travel agent FAM - sent to partners for reservations and confirmation 3 hours - confirmed all activities</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Collection of menus for ESTO event and follow up tasks for esto event .5</i>						
7/21/2008	Debi's Activity Tracking Account	Fam Escort	Closed	7/21/2008	7/10/2008	Debi DeBenedetto
<i>Site all day with Cindy Desirant Colonppy meeting - Naples chosen destination 8 hours</i>						
7/21/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	8/1/2008	Debi DeBenedetto
<i>Follow up to Virtual trade show choose winner and emailed notice Travel Agent</i>						
7/21/2008	Debi's Activity Tracking Account	General - Drafted / Sent Letter	Closed	7/21/2008	10/6/2008	Debi DeBenedetto
<i>Gather promotional item quotes- decide items and amounts, estimate costs .5</i>						
7/21/2008	Debi's Activity Tracking Account	General - Continuing Education	Closed	7/21/2008	7/18/2008	Debi DeBenedetto
<i>took SAP safety course for county on Investing an accident 1.0 hour</i>						
7/21/2008	JHG Marketing	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Debi sent gift certificate for auction and sent rfp to hotels for this planner</i>						
7/21/2008	Kuoni Travel Belgium	Sales - Assisted Travel Agent	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Sent info for tour operator Belgium press kit and mp kit and juliana contact info - sent email</i>						
7/21/2008	Kuoni Travel Belgium	General - Research	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Data entry to idss 3 hours</i>						
7/21/2008	Meeting Expectations, Incorporated	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Assisted planner, sent sales kit, sent rfp to hotles for group 200 room nights</i>						
7/21/2008	Pekin Insurance	Sales - Send Promotional Item / Collateral	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>contacted Todd about this account - lost to Mexico</i>						
7/21/2008	The Capital Grille	Sales - Partner Contact	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>Contacted new partner about CVB offers and partnership - welcome - called and email .25</i>						

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Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
7/21/2008	Warm Spirit	Sales - Assisted Mtg Planner	Closed	7/21/2008	7/21/2008	Debi DeBenedetto
<i>sent out Warm Spirit rfp to hotels, contacted client, sent mp kit</i>						
4/1/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	7/22/2008	7/14/2008	Debi DeBenedetto
<i>Created applications and forms to accept Travel agents for Sept FAM final date July 22</i>						
7/22/2008	Bethel College	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>Sent rfp for Board of Trustees conf 90 room nights</i>						
7/22/2008	Bethel College	General - Followup Call	Closed	7/22/2008	10/6/2008	Debi DeBenedetto
<i>Call or email lisa get status of where booked.</i>						
7/22/2008	Debi's Activity Tracking Account	Sales - Prospecting	Closed	7/22/2008	8/1/2008	Debi DeBenedetto
<i>Sent list to Expedia of hotels with contact info gathered to be on book it. Assist with book it website</i>						
7/22/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>Responded to customer complaint about Hilton Marco Island - sent letter - contacted GM</i>						
7/22/2008	Debi's Activity Tracking Account	PR - Meet with media	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>Spent 1 hour with Kathy Straach travel writer about article in meeting planner guide she is writing, interview with Debi</i>						
7/22/2008	Southeast Class Owners Group	Sales - Assisted Mtg Planner	Closed	7/22/2008	7/22/2008	Debi DeBenedetto
<i>follow up with SECOG - this was booked 150 room nights</i>						
7/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>worked with Melissa and Eva on Expedia set up for website 1 hour - emails and calls</i>						
7/23/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>booked flight and rental car for Creative Tourism conference</i>						
7/23/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>Contact VF Canada show</i>						
7/23/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>Rented Vans for next travel shows, MPI, Successful Meetings, TA FAM, The Trade Show, Creative Tourism</i>						
7/23/2008	Debi's Activity Tracking Account	General - Web update	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
<i>downloaded wedding pages to Miles media website again</i>						
7/23/2008	State Law Resources	Sales - Assisted Mtg Planner	Closed	7/23/2008	7/23/2008	Debi DeBenedetto

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*sent 75 pp maps to planner for conference*

7/23/2008	The Trade Show	Sales - Meeting / Show / Conference	Closed	7/23/2008	7/23/2008	Debi DeBenedetto
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*Spent 3 hours on website for paperwork and sign up for booth and travel info, ship booth, order VG and screen, giveaways, lead retrieval, material handling*

7/21/2008	Adventure Travel Trade Association	Sales - Assisted Mtg Planner	Closed	7/26/2008	8/1/2008	Debi DeBenedetto
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*solicit final support and get bid from Naples Grande, others, send in proposal*

7/28/2008	OSI Pharmaceuticals	Sales - Assisted Mtg Planner	Closed	8/1/2008	10/6/2008	Debi DeBenedetto
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Valerie Richard

*Sent rfp to hotels from planner*

8/1/2008	Adventure Travel Trade Association	Sales - Send Promotional Item / Collateral	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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*sent CVB, NG and VF proposals DHL and email for this event*

8/1/2008	Certified Vacations Tom Slone	General - Followup Call	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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*general communication with new contact for certified - sent Geri goodluck*

8/1/2008	Classic Taxi Ronald Doino Jr	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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*added partner to website*

8/1/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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*Started an excel list of entertainers for referrals - frequently asked questions*

8/1/2008	Dia Monde	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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*Assisted Juliana to find 2 star hotel for DER program*

8/1/2008	HelmsBriscoe	Sales - Assisted Mtg Planner	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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Peter Shelly

*Contacted peter to get invited to Helmsbriscoe annual conference 2010*

8/1/2008	National Association of Wedding Professionals	Sales - Send Promotional Item / Collateral	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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*Sent auction item Hilton stay for National Conference*

8/1/2008	OSI Pharmaceuticals	General - Followup Call	Closed	8/1/2008	10/6/2008	Debi DeBenedetto
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*call to see if booked*

8/1/2008	Sunset Cove Resort & Suites	Sales - Partner Contact	Closed	8/1/2008	8/1/2008	Debi DeBenedetto
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*got them listed on the website today, put in data base*

7/27/2008	Illinois Bankers Association	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/2/2008	Debi DeBenedetto
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*Repeat planner from Affordable sent rfp - sent to hotels and contact with client*

7/29/2008	ETC Services Inc Anne Meadows	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*sent rfp to hotels for ETC 2012 meeting sent planner info*

7/29/2008	Finance and Resource Management Consultants	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*Sent rfp to hotels for this group Study Feb 09 - sent planner kit and emails*

8/4/2008	Bon Voyage Travel and Tours Teresa Yound	Sales - Assisted Travel Agent	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*Debi communication psot pow wow, placed ad in tour op brochure to support partners, proof ad and follow up*

8/4/2008	Debi's Activity Tracking Account	General - Web update	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*Critique new website 2 hours*

8/4/2008	Debi's Activity Tracking Account	Event Service Task	Closed	8/4/2008	10/6/2008	Debi DeBenedetto
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*Created Entertainment data base one hour*

8/4/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*Assisted Krista Maffeo with entertainment needs for group*

8/4/2008	Expedia	Event Service Task	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*Debi spend 4 hours assist with CVB booking engine website and critique for new booking on website*

8/4/2008	Expedia Faye Sheppard		Closed	8/4/2008	8/4/2008	Note
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*Faye is Uk contact for advertising with Expedia*

8/4/2008	Expedia	General - Followup Call	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*sent Faye info to Paradise Agency to use for Intrnational plan*

8/4/2008	Experient	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*Planner contact for personal vacation sent info and mailed VG*

8/4/2008	Land Star Courtney Salars	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*assisted planner with overflow hotel info for Marco and sent a sales kit*

8/4/2008	Palm Breeze Charters	Sales - Partner Contact	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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*Shared info with staff and took short tour with planner. Got new attraction on website 2 hours*

8/4/2008	The Mayer Business Group	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>Notified patnes of booked business LaPlaya Doris Mayer</i>						
8/4/2008	Yamaha Motor Co.  Ashley Renew	Sales - Assisted Mtg Planner	Closed	8/4/2008	8/4/2008	Debi DeBenedetto
<i>Debi assisted planner with personal vacation</i>						
8/5/2008	American Medical Tennis Association Betty Olsen	Sales - Assisted Mtg Planner	Closed	8/5/2008	8/5/2008	Nicole Haschak
<i>Sent tennis info</i>						
8/5/2008	Custom Tours  Reginald Worthington	Sales - Assisted Mtg Planner	Closed	8/5/2008	8/5/2008	Nicole Haschak
<i>Debi sent MP Kit via email request</i>						
6/9/2008	Meeting Industry Ladies Organization	General - Followup Call	Closed	8/9/2008	10/6/2008	Debi DeBenedetto
<i>Find out if they booked MILL in our destination</i>						
8/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	8/13/2008	10/13/2008	Debi DeBenedetto
<i>Worked on future trade shows put on calendar</i>						
8/18/2008	Debi's Activity Tracking Account	General - SAP/Billing/Finance	Closed	8/15/2008	8/15/2008	Debi DeBenedetto
<i>July reimburse request done</i>						
8/18/2008	Allstate Midwest Regional office	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Debi DeBenedetto
<i>sent sample pp map for client who has group booked to supply for registration</i>						
8/18/2008	American Business Women's Association	Sales - Partner Contact	Open	8/18/2008		
<i>follow up with hotels and planner for more bids to rfp</i>						
8/18/2008	American Furniture Rentals  Stacey Feldman	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/7/2008	Debi DeBenedetto
<i>updated planner info</i>						
8/18/2008	At your Service Travel	Sales - Assisted Travel Agent	Closed	8/18/2008	8/10/2008	Debi DeBenedetto
<i>Assisted TA with area discounts and travel put info in idss</i>						
8/18/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	8/18/2008	8/11/2008	Debi DeBenedetto
<i>delt with customer complaint about VIP card Blg Cypress 30 min.</i>						
8/18/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
<i>Contact with New World Travel re advertising - evaluated and declined</i>						
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional	Closed	8/18/2008	8/14/2008	Debi DeBenedetto

\* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type Item / Collateral	Status	Due Date	Closed Date	Closed by User
8/18/2008	Debi's Activity Tracking Account	Event Service Task	Closed	8/18/2008	8/15/2008	Debi DeBenedetto
<i>donated auction items to MPI SEC 2 each, mailed 30 min.</i>						
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
<i>More work to finalize Visit Florida Board group event - complete several hours</i>						
8/18/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
<i>sent info to ESTO client sales kit</i>						
8/18/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	8/18/2008	8/15/2008	Debi DeBenedetto
<i>3 hours on marketing plan and trade shows and budget worksheet</i>						
8/18/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
<i>4 hours planned itinerary for Juliana Daniels site visit</i>						
8/18/2008	Debi's Activity Tracking Account	General - Web update	Closed	8/18/2008	8/15/2008	Debi DeBenedetto
<i>Sent brochures to Ontario for Addison Travel Shows with Visit Floirda</i>						
8/18/2008	Dia Monde	Fam Escort	Closed	8/18/2008	8/18/2008	Debi DeBenedetto
<i>Several updates to website for partners, fishing, Venetian Village, BBJLinen others</i>						
8/18/2008	HelmsBriscoe	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/1/2008	Debi DeBenedetto
<i>Hosted Juliana lunch and FAM</i>						
8/18/2008	HelmsBriscoe	Sales - Send Promotional Item / Collateral	Closed	8/18/2008	8/8/2008	Debi DeBenedetto
<i>Andrea Milrad sent rfp out for planner sent info to planner</i>						
8/18/2008	Komatsuna	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
<i>got data base for HelmsBricoes from Saralene and sent them all FAM invite</i>						
8/18/2008	Kuoni Destination Management - Scandinavia & Nordic Countries	Fam Itinerary - Planning	Closed	8/18/2008	8/14/2008	Debi DeBenedetto
<i>sent rfp to hotels for planner, sent planner info, contacted planner</i>						
8/18/2008	Naples Transportation, Tours and Event Planning	Sales - Partner Contact	Closed	8/18/2008	8/13/2008	Debi DeBenedetto
<i>3 hours planned FAM itinerary and confirmed for Swiss Kuoni through Juliana</i>						
<i>Series of emails with partner regarding lost bid 30 minutes</i>						

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
8/18/2008	TA Instruments Waters LLC	Sales - Assisted Mtg Planner	Closed	8/18/2008	10/6/2008	Debi DeBenedetto
	<i>Sent rfp out for planner, sent slaes kit,planner contact</i>					
8/18/2008	VenueQuest	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/12/2008	Debi DeBenedetto
	<i>sent out rfp for passover event</i>					
8/18/2008	VISIT FLORIDA  Mary Warmka	Sales - Meeting / Show / Conference	Closed	8/18/2008	8/7/2008	Debi DeBenedetto
	<i>Signed up; for VF Atlanta Travel Expo</i>					
8/18/2008	Wood Moulding & Millwork Producers Association	Sales - Assisted Mtg Planner	Closed	8/18/2008	8/18/2008	Debi DeBenedetto
	<i>spent 2 hours in contact and setting up sites, getting tickets arrangments for site - cancelled due to hurricane Faye</i>					
4/15/2008	Wood Moulding & Millwork Producers Association Kellie Schroeder	Fam Escort	Closed	8/19/2008	10/6/2008	Debi DeBenedetto
	<i>Pick up at LaPlaya for Site at 9am</i>					
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/23/2008	8/23/2008	Debi DeBenedetto
	<i>Attended trade show and conference and 3 seminars for MPI SEC in Ponte Verde - during FAYE! Great conference</i>					
8/27/2008	BTE Performance Group  Monica Shafer	Sales - Send Promotional Item / Collateral	Closed	8/27/2008	8/27/2008	Nicole Haschak
	<i>Sent marketing materials for booked group</i>					
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	8/27/2008	8/27/2008	Debi DeBenedetto
	<i>Attended Successful Meetings Marketplace in PGA West Palm met with 26 planners one on one got 6 rfps and some coming to FAM in Oct. plus did follow up after</i>					
9/4/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	8/28/2008	8/28/2008	Debi DeBenedetto
	<i>office day and follow up on past shows - prepare for next round</i>					
9/2/2008	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	9/2/2008	9/2/2008	Nicole Haschak
	<i>updated entertainment spreadsheet</i>					
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/2/2008	9/2/2008	Debi DeBenedetto
	<i>4:00 meeting planner fam meeting 2 hours</i>					
9/4/2008	Debi's Activity Tracking Account	General - Meeting	Closed	9/3/2008	9/3/2008	Debi DeBenedetto
	<i>4 hours planning FAM spread sheets, contact planers, contact rejects, sponsor list, notes and communication</i>					
9/4/2008	Debi's Activity Tracking Account	PR - General	Closed	9/4/2008	10/6/2008	Debi DeBenedetto

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>Vacation Sept 15-19</i>						
9/4/2008	Debi's Activity Tracking Account	Fam Escort	Closed	9/4/2008	9/4/2008	Debi DeBenedetto
<i>Escorted 22 Travel agent FAM for 3 day Sept 3-5 - great agents with lots of potential business and nice itinerar 15 hour days for me.</i>						
9/4/2008	Debi's Activity Tracking Account	Fam Escort	Closed	9/4/2008	9/4/2008	Debi DeBenedetto
<i>Planned week fam and escorted 2 times Juliana Daniels German CVB rep for sites and fam attractions met with her and follow up</i>						
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/9/2008	9/9/2008	Debi DeBenedetto
<i>Attended THE TRADE SHOW Travel agent show in Orlando with partners Double Tree and Inn on Fifth Orlando</i>						
9/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/12/2008	9/12/2008	Debi DeBenedetto
<i>Attended HSMIA Affordable meetings in DC 3 days</i>						
9/15/2008	Naples Grande Beach Resort Frank Cavella	Sales - Partner Contact	Closed	9/15/2008	9/15/2008	Niccole Haschak
<i>Wrote memo &amp; sent about about '09 Pharma Mtg Mngmt forum</i>						
9/4/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	9/17/2008	10/6/2008	Debi DeBenedetto
<i>Continue planning Visit Florida board event</i>						
9/23/2008	Materials Marketing Associates Diana Grabeman	Sales - Assisted Mtg Planner	Closed	9/23/2008	9/23/2008	Niccole Haschak
<i>Spoke about 2011 Mtg - Napels made short list</i>						
9/24/2008	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	9/24/2008	9/24/2008	Niccole Haschak
<i>Sent Aug Play FL golf leads to partners</i>						
9/24/2008	GROWMARK, Incorporated Denis Shaffer	Sales - Assisted Mtg Planner	Closed	9/24/2008	9/24/2008	Niccole Haschak
<i>sent email &amp; mp kit after he registered on website</i>						
10/1/2008	TBA Global Donna DiLorenzo	Sales - Assisted Mtg Planner	Closed	9/25/2008	9/25/2008	Niccole Haschak
<i>Sent lead for team bldg activity to partners &amp; email to Donna</i>						
10/13/2008	Debi's Activity Tracking Account	General - Meeting	Closed	9/26/2008	9/26/2008	Debi DeBenedetto
<i>Cultural Arts Tourism meeting</i>						
10/6/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/6/2008	10/6/2008	Debi DeBenedetto
<i>Sept 29- Oct 3 attending Creative Tourism Conference Santa Fe</i>						
10/6/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	10/6/2008	10/6/2008	Debi DeBenedetto
<i>Follow up notes on creative tourism conference - wrote report 2 hours</i>						

\* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
10/6/2008	Jimmy Garvin Legacy Tournament	Sales - Assisted Mtg Planner	Open	10/6/2008		
<i>Contacted planner to pick up bags and pp maps for sponsorship CVB</i>						
10/6/2008	Women On Course  Donna Hoffman	Sales - Assisted Mtg Planner	Closed	10/6/2008	10/6/2008	Debi DeBenedetto
<i>sent email to see if I could assist with meeting/prospecting</i>						
10/7/2008	Americas Rep International, Inc.	Sales - Send Promotional Item / Collateral	Closed	10/7/2008	10/7/2008	Debi DeBenedetto
<i>wrote email and added to Idss data base for Int LatinAmerica Visitors lead - sent info</i>						
10/7/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/7/2008	10/7/2008	Debi DeBenedetto
<i>3 hours emails and partner communication</i>						
10/7/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/7/2008	10/15/2008	Debi DeBenedetto
<i>Meeting Lois Bolin Historical Cultural Trails 30 min</i>						
10/7/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	10/7/2008	10/15/2008	Debi DeBenedetto
<i>Meeting planner FAM spreadsheets and communication included 1 hour meeting fam committee</i>						
10/7/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	10/7/2008	10/7/2008	Debi DeBenedetto
<i>Sent Auction item to planner Chereho for AM. College -Marriott Conference Auction</i>						
10/7/2008	Debi's Activity Tracking Account	General - Meeting	Closed	10/7/2008	10/7/2008	Debi DeBenedetto
<i>Meeting planner fam committee meeting 1/5 hours</i>						
8/1/2008	Adventure Travel Trade Association	General - Followup Call	Open	10/8/2008		
<i>Contact and find out if booked</i>						
10/9/2008	American College of Phlebology  Linda Chreno	Sales - Assisted Mtg Planner	Closed	10/9/2008	10/9/2008	Niccole Haschak
<i>sent 3 night DoubleTree &amp; 2 Princess tix for silent auction</i>						
10/9/2008	Americas Rep International, Inc. Julio Stieffel	Sales - Partner Contact	Closed	10/9/2008	10/9/2008	Niccole Haschak
<i>discussed Latin Market with hime</i>						
10/9/2008	CFA Institute  Gary Queen	Sales - Assisted Mtg Planner	Open	10/9/2008		
<i>CFA requested we sponsor in their Annual Convention</i>						
10/9/2008	Ruth's Chris Steak House Shannon Porter	Sales - Partner Contact	Closed	10/9/2008	10/9/2008	Niccole Haschak
<i>Discussed wedding page on website - added to lists</i>						
10/9/2008	The Point Orlando Resort	Sales - Send Sales Kit	Closed	10/9/2008	10/9/2008	Niccole Haschak

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date Account Name Contact Name Task Type Status Due Date Closed Date Closed by User

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Mariela Perre <i>sent email &amp; sales kit</i>					
10/9/2008	VISIT FLORIDA Canada Pam Fiamelli <i>New Canadian rep for VISIT FLORIDA is Pam - sent list from Incentive Travel</i>	Sales - Partner Contact	Closed	10/9/2008	10/9/2008	Niccole Haschak
10/10/2008	Debi's Activity Tracking Account <i>MP fam site selection spreadsheet 1 hour</i>	Fam Itinerary - Planning	Closed	10/10/2008	10/10/2008	Debi DeBenedetto
10/10/2008	Debi's Activity Tracking Account <i>General emails on weekly basis average 3 hours daily with follow up</i>	General - Email	Closed	10/10/2008	10/10/2008	Debi DeBenedetto
10/10/2008	Debi's Activity Tracking Account <i>Gathered quotes and review of promo items, order items 6 hours over time - order time now</i>	General - Research	Closed	10/10/2008	10/10/2008	Debi DeBenedetto
8/13/2008	Debi's Activity Tracking Account <i>ordered shirts for encounter</i>	Sales - Meeting / Show / Conference	Closed	10/13/2008	10/15/2008	Debi DeBenedetto
10/10/2008	Debi's Activity Tracking Account <i>ordered 2009 promo items - 2 hours</i>	Sales - Send Promotional Item / Collateral	Open	10/13/2008		
10/13/2008	Debi's Activity Tracking Account <i>Interview with writer for Successful Meetings Mag article</i>	Advertorial writing/editing	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
10/13/2008	Debi's Activity Tracking Account <i>Auction items donated for MPI Chef and for meeting planner</i>	Sales - Assisted Mtg Planner	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
10/13/2008	Debi's Activity Tracking Account <i>Solicit partners for theme packages remind of themes on website and package due dates.</i>	Sales - Partner Contact	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
10/13/2008	Debi's Activity Tracking Account <i>arranged rental car for MP FAM</i>	Fam Itinerary - Planning	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
10/13/2008	Debi's Activity Tracking Account <i>prep for TDC report Idss entry</i>	General - TDC Report	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
10/13/2008	Debi's Activity Tracking Account <i>sent pp maps for planner show upon her request 100</i>	Sales - Assisted Mtg Planner	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
10/13/2008	Debi's Activity Tracking Account <i>website updates for several partners complete, Greg, Gallery, Ruth Chris more</i>	General - Web update	Closed	10/13/2008	10/13/2008	Debi DeBenedetto

10/13/2008 Debi's Activity Tracking Account Sales - Meeting / Show / Conference Closed 10/13/2008 10/15/2008 Debi DeBenedetto  
 \* Task is assigned to multiple people Printed: 10/15/2008

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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Conference

*Encounter updates, communication, preparation 2 hours*

10/13/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*Creative tourism follow up report complete and communication with those met, sent emails follow up 2 hours*

10/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*worked on Trade show list update, partner solicitation 2 hours*

10/13/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*Meeting planner FAM updates, site schedules and brunch rsvp hours*

10/13/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*promotion Expedia for spa and VIP - conversations and emails to Eva*

10/13/2008	Debi's Activity Tracking Account	Sales - Prospecting	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*signed up for RCMA membership \$100 for free listing and information on shows*

10/13/2008	Debi's Activity Tracking Account	Copy Edits	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*worked on Visitor Guide listings review 1.5 hours*

10/13/2008	Debi's Activity Tracking Account	General - Meeting	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*Marketing 2 meetings with Paradise on Virtuoso market plan 2 hours*

10/13/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	10/13/2008	10/15/2008	Debi DeBenedetto
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*Review survey results from TA FAM - excellent reviews!*

10/13/2008	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*Conference call on International brochure 1 hour*

10/13/2008	Debi's Activity Tracking Account	General - Meeting	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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*spent 2 hours with Niccole going over duties, Idss, exit interview, etc.*

10/14/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/14/2008	10/14/2008	Debi DeBenedetto
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*Sales meeting with Paradise 1.5 hours Jack Katies and conference going over Media plan*

10/14/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	10/14/2008	10/14/2008	Debi DeBenedetto
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*Meeting planner phone and hand wrote her rfp from discussion and sent to hotels Principles Political overnighted package 1.5 hours*

Total Tasks: 195

\* Task is assigned to multiple people

Summer 2008 RFP Business Report									October 27, 2008 Detailed Staff Reports IX	
Event Name	Company Name	Primary FirstName	Primary LastName	PrimaryCity	Event StartDate	lu_EventStatus	Reason Lost	Total Rooms	16 of 55 lu_EventSource	Date RFP Received
2010 Annual Meeting & Trade Show	American Spice Trade Association, Inc.	Chantalle	Hinton	Chicago,	04/22/10	Booked Business		880	Received Email from Planner	07/03/08
2009 IRgA Winter Board Meeting	SmithBucklin Corpotation	Shannon	Greenfield	Chicago,	02/05/09	Booked Business		54	Repeat Planner Contact	07/03/08
2008 Board Meeting	Site Selection & Meeting Consultants, Inc	Regina	Day	Naples,	08/25/08	Booked Business		14	Repeat Planner Contact	07/14/08
2011 Annual Spring Meeting	Site Selection & Meeting Consultants, Inc	Regina	Day	Naples,	06/06/11	Booked Business		222	Repeat Planner Contact	07/14/08
2009 Board of Trustees Retreat	Bethel College	Lisa	Greco		01/22/08	Booked Business		90	Received Email from Planner	07/22/08
2009 Mentor Series	Hachette Filipacchi Media U.S.				12/04/08	Booked Business		75		07/28/08
	<b>booked total</b>							<b>1335</b>		
2009 PBLC	IBM	Karla	Calvo		04/02/09	Lost Business	Group Too Large	8799	Received Email from Planner	07/03/08
New client Dec	Meeting Expectations, Incorporated	Lisa	Burton	Atlanta,	12/11/08	Lost Business	Alternate Location	200		07/21/08
2010 Passover	VenueQuest	Angela	Gennari		03/28/10	Lost Business	Group Too Large	6000	RFP's received - Florida	08/18/08
2008 RVP Conference	Travelers	Cathy	Keefe	Hartford,	10/20/08	Lost Business		68	Received Email from Planner	08/27/08
2009 Executive Committee	National Association of Boards of Pharmacy	Dana	Oberman	Mount Prospect,	02/04/09	Lost Business	St. Petersburg	40	Received Email from Planner	08/28/08
2009 SITE Florida Summer Seminar	Society of Incentive & Travel Executives	J.B.	Ryan, CPC	Orlando,	07/19/09	RFP Pending		120	Received Phone Call from Planner	07/03/08
2009 National Sales Meeting	D.A. Stuart	Kim	Kurtzrock	Warrenville,	01/05/09	RFP Pending		210	Tradeshaw Attended	07/03/08
2009 Sales Meeting	Sunny Delight Beverages Company	Kim	Thompson	Cincinnati,	09/29/09	RFP Pending		280	Tradeshaw Attended	07/03/08
2009 Family Affair	Nikki Romanik	Nikki	Romanik	Smyrna,	07/31/09	RFP Pending		120	Received Email from Planner	07/03/08
2009 NGB State CSM Conference	Meetings in General	Russ	Kraus, CMP	Centennial,	05/31/09	RFP Pending		1420	Received Email from Planner	07/03/08
2009 Winter Board & Leadership Meeting	National Tour Association	Christy	Cleveland	Lexington,	02/04/09	RFP Pending		202	Repeat Planner Contact	07/03/08
2009 Warm Spirit Convention	Warm Spirit	Maria	Dowd	Chicago,	08/15/09	RFP Pending		210		07/21/08
2009 Adventure Travel World Summit	Adventure Travel Trade Association	Chris	Chesak		10/22/09	RFP Pending		2100		07/21/08
2010 District I Conference	American Business Women's Association	Kerri	Craven	Kansas City,	03/18/10	RFP Pending		135	Received Phone Call from Planner	07/28/08
2009 OSI National Sales Meeting	OSI Pharmaceuticals	Valerie	Richard	Boulder,	02/07/09	RFP Pending		510		08/01/08
2010 Annual Conference	Illinois Bankers Association	Amy	Ostermeier	Springfield,	06/21/08	RFP Pending		840	Tradeshaw Attended	08/04/08
2012 IEEE NSREC	ETC Services Inc	Anne	Meadows	Castle Rock,	07/12/12	RFP Pending		2364	RFP's received - Out of Florida	08/04/08
2009 Studygroup 1400	Finance and Resource Management Consultants	Lisa	Langford	Divide,	02/23/09	RFP Pending		76		08/04/08
2009 Regional Sales & Service meeting	TA Instruments Waters LLC	Elaine	Holmquist	New Castle,	01/10/09	RFP Pending		540	Tradeshaw Attended	08/18/08
2009 Finance Seminar	Komatsuna	Susan	Crosby		10/11/09	RFP Pending		480	Received Email from Planner	08/18/08
2009 Passover Group	Frischerman				04/08/09	RFP Pending		2000		08/18/08
2009 Clinical Research Institute (Pharmacy)	Duke University Medical Center	Wendy	Sprintz	Durham,	06/16/09	RFP Pending		800	Received Email from Planner	08/20/08
2009 President's Club	Videojet Technologies	Nancy	French	Wood Dale,	03/18/09	RFP Pending		240	Tradeshaw Attended	08/27/08
2009 Annual Retreat	Florida Dairy Farmers Association	Chuck	Cook	Tallahassee,	06/25/09	RFP Pending		53	Tradeshaw Attended	08/27/08
2009 Annual Meeting	Florida Aquatic Plant Management Society	Bill	Torres		10/26/09	RFP Pending		450	Tradeshaw Attended	08/27/08
2010 NIOSH CE Directors' Meeting	National Institute for Occupational Safety & Health	Vickie	Mason	Houston,	02/08/10	RFP Pending		110	Tradeshaw Attended	08/28/08
2010 Annual Convention	Wisconsin Transportation Builders Association	Karen	Brown	Madison,	02/07/10	RFP Pending		600	Tradeshaw Attended	08/28/08
2010 National Sales Meeting	Pepperl+Fuchs Inc.	Doris	Mayer	Solon,	05/10/10	RFP Pending		180	Tradeshaw Attended	08/28/08
2009 National Conference	Construction Users Roundtable	Greg	Palmer	Cincinnati,	11/09/09	RFP Pending		1000	Tradeshaw Attended	08/28/08
2009 Annual Sales Meeting	Mobile Instrument Service, Inc.	Anne	Reed	Smyrna,	10/13/09	RFP Pending		555	CVB Website	09/11/08
2008 TAB	VISIT FLORIDA	Joyce	Stillwell	Tallahassee,	10/16/08	RFP Pending		41	Repeat Planner Contact	09/11/08
21st SMOGS Annual Meeting	Trusty & Associates	Steve	Trusty	Council Bluffs,	02/26/09	RFP Pending		32	Repeat Planner Contact	09/11/08
2008 MAAA-Florida Chapter Meeting	Massachusetts Maritime Academy Alumni Assn	Chuck	Gilmor		10/31/08	RFP Pending		40		09/11/08
2009 USEPA TSP / USGS Training	US Environmental Protection Agency	Gary	Turner	Washington,	01/25/09	RFP Pending		1163		09/11/08
2009 FFEDA Annual Conference	JHG Marketing	Janet	Gay	Tallahassee,	06/04/09	RFP Pending		136	Repeat Planner Contact	09/11/08
<b>41 Total RFP's</b>								<b>34784</b>	<b>Total Rooms</b>	





Naples Marco Island Everglades  
The Paradise Coast

**COLLIER COUNTY  
FILM COMMISSION  
ACTIVITIES  
October 27, 2008  
TDC Meeting**

**PRODUCTION NOTES**

- ADR Creative – print catalogue
- Zurich Insurance – print ad

**WORKING LEADS**

- Frito-Lay - commercial
- “Jamie’s American Dream” – TV series/U.K.
- “Loved I Not Honor More” – indie film
- HGTV’s “My House Is Worth What?” – TV series
- foundationworld – still shoot
- “Born and Raised” - indie film
- Boston Proper-print catalogue
- Cox Communications – still ad
- Dreamworks-film
- Mesimex - commercial
- “Hankie” - independent film
- “Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

## **OPERATIONS**

- VisionNet (web-based location service) upload and tagged 125+ 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 -completed
- Website – completed

## **SCOUTS**

- West Scout Locations

## **MEETINGS**

- Advisory Roundtable – presentation
- Cultural Tourism Committee



**Tourism PR & Communications**  
**Submitted by: JoNell Modys**  
**TDC Meeting – October 27, 2008**

The PR effort has remained in high gear since we last met. There has been a steady stream of writers in the destination along with ongoing news bureau activities.

**FAMs**

Writer Cup 2008 Regional Golf Writer FAM

The trip started in Naples this year and concluded in Tampa. There were ten attendees representing publications in the UK, Germany, China and the US.

CVB Fam

What's New and Sneak Peak of the Naples Winter Wine Festival

FAM for upscale lifestyle media including Florida Travel & Life, Sophisticated Living, Stone magazine, Farmer & Rancher, Naples Illustrated. Hosted by Naples Bay Resort, included a special sneak preview of the Feb. 2009 wine festival hosted at the home of the festival chairmen.

Golf Punk

Joint FAM with Kissimmee area for hip UK lifestyle/golf publication.

South FL - An Explorer's Guide

FAM for guidebook author to update new edition

Reisen – German travel/golf for physicians

Quickly arranged hotel and golf for journalist team on a return visit for another article after they were here last year.

**News Bureau**

News release on the variety of Learning, Enrichment & Voluntourism activities available in the destination went out to hundreds of consumer media.

Intense news distribution and pitching efforts surrounding the Corkscrew Swamp Sanctuary ghost orchid event.

Research underway for a future release about local restaurant's use of regional food products and the distinctive character of local restaurants.

Relaunched Paradise Press industry e-newsletter.

Launched new Paradise Connection e-newsletter for travel media, with information on What's New, Story Ideas and links to partner press releases.

### **Publicity**

News coverage has been outstanding. Some highlights include the ghost orchid effort which produced an article in USA Today and many others; an article in USA Today on Naples as a vacation home destination; a feature in Southern Lady magazine as the result of a CVB Fam; an article in the UK Daily Star as the result of a CVB Fam; a travel feature in the Cleveland Plain Dealer including coverage of many locations recommended by CVB; and a bylined article in Business Currents on the business of tourism and its importance in our community – among many others. Publicity evaluation reports are provided for the ghost orchid and wedding in paradise projects – both of these were submitted for HSMAI Adrian Awards.

### **Marketing Activities**

Launched Destination Diary expert blog on ParadiseCoast.com.

Copy edits and design input on UK and Germany Web sites.

Press materials for World Travel Market

Met with Canadian writers in the region for a Bonita Bay golf fam.

Worked with Miles Media on the new visitors guide.

Supervised production of video telling the full story of the Wedding in Paradise for use on Web site

Produced pilot episode of new Web video series Adventures in Paradise.

## Ghost Orchid Event 2008

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
<b>Naples Marco Island Everglades CVB 2008</b>													
<b>Ghost Orchid Summer 08</b>													
<b>Internet</b>													
miamiherald.com		06/26/08	Sub Page			45	5	7	5	450.64	3	1,351.92	8,705
Green Notes (Blog) - Ghosts in the swamp. Blog by garden writer Georgia Tasker about the new ghost orchid bloom event.													
nbc-2.com		06/26/08	Main Page			550	9	8	7	6,085.42	3	18,256.26	29,447
Ghostly sight grabbing attention - Web version with photo of package aired previous night, resulting from CVB news release and set up of story.													
tampabays10.com		06/30/08	Main Page			137	9	8	7	2,154.79	3	6,464.37	20,486
Rare ghost orchid back at southwest Florida Park - AP - Mentions new bloom at Corkscrew Swamp. Photo.													
ap.org		06/30/08	Main Page			140	9	8	7	40,190.45	3	120,571.35	373,910
DOMESTIC NEWS: Florida: Naples. A rare ghost orchid spotted in the...item placed on wire uses info from CVB's June 25 wire release.													
sun-sentinel.com		06/30/08	Sub Page			150	8	0	0	1,298.01	3	3,894.03	7,522
Pick up from AP.													
orlandosentinel.com		06/30/08	Main Page			150	9	7	6	9,143.43	3	27,430.29	79,394
Rare ghost orchid back at Naples park - AP.													
tampatribune.com		07/02/08	Sub Page			250	6	9	9	68.55	3	205.65	379
Home section feature encourages readers to visit to see orchid and includes link to hotel deals.													
southernliving.com		08/06/08	Sub Page			700	9	7	8	619.36	3	1,858.08	2,725
Tales From the Road blog entry includes encouragement for visitors, mention of hotel deals and 2 CVB provided photos.													
naplesnews.com		09/09/08	Sub Page			150	8	8	7	696.27	3	2,088.81	4,035
'Ghost' visible at Corkscrew - Story and photo from CVB wire release about rare ghost orchid. Appears in the Collier Citizen (weekly) section.													
floridatoday.com		09/09/08	Main Page			200	9	8	7	3,532.64	3	10,597.92	23,006
Rare ghost orchid back at SW FL Park, Naples - AP.													
Subtotals - Internet: 10				0 : 0	0.00	2,472	8.1	7.8	7.0	64,239.56		192,718.68	549,609
<b>Magazine</b>													
Gardening and Horticulture	Orchids	08/01/08	4-Color		33.00		9	8	7	1,236.84	3	3,710.52	22,000
"Special Report: Ghost orchid flowers at Audubon's Corkscrew Swamp Sanctuary." CVB provided by-lined story for Orchids, the national magazine of the American Orchid Society. This resulted from a pitch to the magazine by BCF. Also includes a photo and story about a member's trip to view another ghost orchid.													
Subtotals - Magazine: 1				0 : 0	33.00	0	9.0	8.0	7.0	1,236.84		3,710.52	22,000
<b>Newspaper</b>													
Washington DC (Hagerstown)	USA Today (National)	06/27/08	Color		7.00		9	8	5	14,764.88	3	44,294.64	2,665,815
"Orchid lovers swamped with Florida hotel deals." Front page, under masthead, Destinations &													

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
Diversions/Life Section D. Details new sighting of ghost orchid and the background. Link to all hotel specials offered on CVB Web site. CVB PR manager pitched writer with idea and had deals and info ready in days to meet tight deadline.													
Fort Myers - Naples	News-Press, The	06/30/08	Color		85.00		9	8	5	10,217.85	3	30,653.55	96,675
Corkscrew Swamp: Rare Ghost Orchid Returns. Article covering the latest blooming of this rare plant. Details information on deals from hotels, and quotes from JoNeil Modys. 2 photos ,1 map.													
Mobile - Pensacola (Fort Wal	Pensacola News Journal	07/01/08	B/W		4.50		7	7	3	774.86	3	2,324.58	56,310
Ghost orchid back at nature sanctuary. Story about the reappearance of the ghost orchid at Corkscrew Swamp Sanctuary.													
Palatka Daily News	Palatka Daily News	07/01/08	B/W		3.00		9	9	7	66.33	3	198.99	11,569
Naples - "Endangered ghost orchid back at nature sanctuary." Brief about the reappearance of the Corkscrew ghost orchid. Info taken from CVB Business Wire release.													
Tampa - Saint Petersburg (Sa	Sarasota Herald-Tribune	07/01/08	B/W		4.00		9	0	0	741.52	3	2,224.56	88,972
IN BRIEF: Naples - Rare orchid blooms at nature preserve. Picked up from AP report.													
Tampa - Saint Petersburg (Sa	Sarasota Herald-Tribune	07/01/08	B/W		4.00		9	0	0	741.52	3	2,224.56	88,972
IN BRIEF: Naples - Rare orchid blooms at nature preserve. Picked up from AP report.													
Fort Myers - Naples	Charlotte Sun Herald	07/01/08	B/W		24.00		9	9	7	0.00	3	0.00	0
"Rare ghost orchid blooms at Corkscrew Swamp." Pick-up of Ft. Myers New-Press story on rare ghost orchid bloom, which originated from CVB news release.													
Washington DC (Hagerstown)	USA Today (National)	07/01/08	B/W		1.50		9	8	7	1,127.39	3	3,382.17	2,220,863
Across the USA-News From Every State. Florida: Naples - Item about rare ghost orchid, picked up from AP.													
Tampa - Saint Petersburg (Sa	Bradenton Herald	07/01/08	B/W		3.00		9	8	7	199.74	3	599.22	38,851
Rare ghost orchid back in southwest. AP pickup.													
Tampa - Saint Petersburg (Sa	St. Petersburg Times	07/05/08	B/W		18.00		8	9	7	12,935.88	3	38,807.64	288,807
"Plan to glimpse rare ghost orchid." Article about blooming of rare plant incorporates info from CVB's Business Wire release and encourages people to visit.													
Tampa - Saint Petersburg (Sa	St. Petersburg Times	07/05/08	B/W		20.00		0	9	7	14,373.20	3	43,119.60	288,807
Plan to glimpse rare ghost orchid: Staff story uses info from Business Wire release and uses file photo.													
Miami - Fort Lauderdale	El Nuevo Herald	07/06/08	Color		39.00		7	7	3	5,811.00	3	17,433.00	90,024
Spanish article about the ghost orchid appearing at Corkscrew Swamp Sanctuary. 2 photos													
West Palm Beach - Fort Pierc	Fort Pierce Tribune	07/06/08	Color		16.50		9	9	9	1,647.30	3	4,941.90	27,213
WEEKEND GETAWAY, Naples: 'Ghost' hunting? Rare orchid in bloom again near Naples. Story uses Business Wire release and enhances with their own information. Encourages east coast residents to take a trip to see the ghost orchid. Includes breakout box with hotel deals and photo.													
Fort Myers - Naples	Naples Daily News	07/08/08	B/W		6.00		8	0	0	483.30	3	1,449.90	44,014
GET OUT - Plan Your Day. TODAY: The rare ghost orchid is blooming again. Breakout with photo encouraging visitation on front page.													
Fort Myers - Naples	Naples Daily News	07/08/08	B/W		6.00		8	9	8	483.30	3	1,449.90	44,014
GET OUT - Plan Your Day. TODAY: The rare ghost orchid is blooming again. Breakout with photo encouraging visitation on front page.													
Fort Myers - Naples	Collier Citizen	07/09/08	B/W		9.00		8	8	7	158.85	3	476.55	17,000
'Ghost Visible at Corkscrew - Story and photo pickup from CVB release on rare ghost orchid bloom.													
Fort Myers - Naples	Naples Daily News	07/10/08	Color		214.00		9	9	8	17,237.70	3	51,713.10	44,014
The ghost: Fans come and go, but apostles of the ghost orchid are faithful in their devotion - extensive feature story with photos on the die hard devotees of the rare ghost orchid and the spiritual nature of their quest for photos or just opportunities to be in the presence of the flower.													
Fort Myers - Naples	Naples Daily News	07/11/08	B/W		2.00		8	8	3	161.10	3	483.30	44,014
5 most e-mailed stories Thursday. Most e-mailed stories Thursday by users of NaplesNews.com were: 1. Ghost orchid in bloom. Breakout box ID's previous day's story as #1.													
Fort Myers - Naples	Naples Daily News	07/13/08	Color		48.00		9	8	3	9,426.60	3	28,279.80	75,553
Front page of Perspective section. Story about Corkscrew Swamp Sanctuary through dry times, how it does not hurt and details areas of interest including the ghost orchid there. 4 photos.													

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
Fort Myers - Naples	Naples Daily News	07/26/08	B/W			450	8	8	3	1,449.90	3	4,349.70	44,014
Guest commentary: Beauty around us is not by accident. Writer uses ghost orchid bloom as example of creator's influence.													
Fort Myers - Naples	Naples Daily News	07/27/08	B/W		30.00		8	8	3	5,420.29	3	16,260.87	75,553
Guest Commentary in Perspective. Reader expounds on the the natural wonders Naples has and in particular the Ghost Orchid at Corkscrew Swamp Sanctuary. 1 photo of orchid.													
Fort Myers - Naples	Naples Daily News	07/31/08	Color		25.00		8	8	4	2,013.75	3	6,041.25	44,014
Appeared in the weekly Naples Sun Times. Interview with photographer.													
Greensboro - High Point - Wir	News & Record, The	08/16/08	Color		138.00		3	9	6	15,282.12	3	45,846.36	82,580
"Soul mates in the sunshine state." Feature article about outdoor activities in Southwest Florida, including an ending section of the article about a trip to Corkscrew Swamp Sanctuary including the rare ghost orchid and photo of a red shouldered hawk.													
Fort Myers - Naples	Cape Coral Daily Breeze	09/09/08	B/W		4.00		9	8	7	38.08	3	114.24	3,992
BRIEFS: Ghost orchid back at nature sanctuary - Naples (AP). Brief about reappearance of ghost orchid.													
Subtotals - Newspaper: 24				0 : 0	711.50	450	8.2	8.3	5.7	115,556.46		346,669.38	6,481,640

### Television

Fort Myers - Naples	WBBH	06/25/08	5:00 PM	0 : 30			6	8	6	326.14	3	978.42	38,606
NBC affiliate picked up CVB news release, sent reporter. VO with b-roll in 5 pm newscast.													
Fort Myers - Naples	WBBH	06/25/08	6:00 PM	3 : 34			6	9	6	6,991.38	3	20,974.14	69,076
Full package shot the afternoon of the CVB's initial press release detailing the rare ghost orchid and a dedicated nature photographer's quest.													
Fort Myers - Naples	WBBH	06/25/08	11:00 PM	1 : 0			4	8	4	1,046.30	3	3,138.90	45,998
VO/SOT cut from 6 pm package. SOT of photographer.													
Fort Myers - Naples	WFTX	06/25/08	10:00 PM	0 : 25			3	8	5	725.34	3	2,176.02	45,919
VO anchor read taken from news release issued that day and file video from last year.													
Fort Myers - Naples	WINK	06/25/08	11:00 AM	0 : 30			4	8	4	181.98	3	545.94	26,666
VO anchor read about ghost orchid bloom from that day's news release.													
Fort Myers - Naples	WXCW	06/25/08	10:00 PM	0 : 30			4	8	5	84.24	3	252.72	8,642
VO anchor read result of that day's news release.													
Fort Myers - Naples	WZVN	06/25/08	11:00 PM	2 : 4			6	8	7	938.72	3	2,816.16	19,968
Feature package from NBC-2 - stations share news staff, result of that day's news release.													
West Palm Beach - Fort Pierc	WPTV	06/26/08	5:30 PM	2 : 30			3	8	7	2,721.05	3	8,163.15	92,962
Full Package fed from NBC-2, result of news release.													
Fort Myers - Naples	WBBH	06/26/08	5:00 AM	0 : 25			6	8	5	87.27	3	261.81	19,669
VO anchor read using package video.													
Fort Myers - Naples	WBBH	06/26/08	6:30 AM	0 : 25			6	8	5	349.99	3	1,049.97	41,250
VO anchor read from previous package.													
Fort Myers - Naples	WFTX	06/26/08	8:00 AM	0 : 30			6	8	5	87.05	3	261.15	8,554
VO with file video													
Fort Myers - Naples	WFTX	06/26/08	7:00 AM	0 : 30			6	8	5	91.96	3	275.88	9,033
Anchor read with file video.													
Fort Myers - Naples	WINK	06/26/08	5:00 AM	0 : 25			6	8	5	55.97	3	167.91	12,613
VO on reappearance of ghost orchid.													
Fort Myers - Naples	WINK	06/26/08	6:00 AM	0 : 25			4	8	5	202.22	3	606.66	23,836
VO about reappearance of ghost orchid													
Fort Myers - Naples	WZVN	06/26/08	5:00 AM	0 : 30			6	8	5	20.00	3	60.00	2,346
VO anchor read.													
Tampa - Saint Petersburg (Sa	WFLA	09/09/08	11:00 AM	0 : 30			4	8	5	185.99	3	557.97	25,660
VO with NBC-2 video.													

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
Fort Myers - Naples	WINK	09/09/08	11:00 PM	1 : 0			1	8	3	1,132.64	3	3,397.92	49,800
Mention of rare ghost orchid attracting visitors from around the world in story on dry swamp lands.													
Subtotals - Television: 17				15 : 43	0.00	0	4.8	8.1	5.1	15,228.24		45,684.72	540,598
Subtotals - Ghost Orchid Summer 08: 52				15 : 43	744.50	2,922	7.1	8.1	5.8	196,261.10		588,783.30	7,593,847
Subtotals - Naples Marco Island Everglades CVB 2008: 52				15 : 43	744.50	2,922	7.1	8.1	5.8	196,261.10		588,783.30	7,593,847
<b>Report Totals</b>													
Total Placements: 52				15 : 43	744.50	2,922	7.1	8.1	5.8	196,261.10		588,783.30	7,593,847

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## Wedding in Paradise Top Publicity

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
<b>Naples Marco Island Everglades CVB 2008</b>													
<b>Wedding in Paradise</b>													
<b>Internet</b>													
forbes.com		12/12/07	Sub Page			800	9	8	9	115,294.80	3	345,884.39	74,066
Wire release pick up announcing the online contest.													
smartmoney.com		12/12/07	Sub Page			800	9	8	9	12,043.80	3	36,131.40	7,737
Contest announcement.													
news-observer.com		12/12/07	Sub Page			800	9	8	9	475.80	3	1,427.40	384
Contest announcement.													
Excite.co.uk		12/12/07	Sub Page			800	9	8	9	232.20	3	696.60	365
Contest announcement.													
naplesnews.com		04/15/08	Main Page			300	9	9	8	17,667.67	3	53,003.01	40,910
Internet text intro to 4-minute Studio 55 vodcast interview with Holly, the bride-to-be.													
azcentral.com		04/25/08	Sub Page			510	7	8	4	38,545.54	3	115,636.62	46,747
"Chandler couple win dream wedding". Article detailing winners of the CVB's Wedding in Paradise and what their prize consists of.													
naplesnews.com		06/08/08	Sub Page			630	9	7	3	3,264.50	3	9,793.50	5,728
'Naples thunderstorm moves beach wedding winners' ceremony indoors'. Details of the Wedding in Paradise winners and how they moved ceremony to Inn on 5th because of rain.													
reuters.com		06/11/08	Main Page			811	9	8	9	267,540.30	3	802,620.84	296,554
Full wire release pick up.													
bizjournals.com		06/11/08	Sub Page			811	9	8	9	45,602.63	3	136,807.89	28,898
Full news wire pickup in the Phoenix edition, as a result of the winning couple being from the area.													
usatoday.com/life		06/11/08	Sub Page			811	9	8	9	5,470.30	3	16,410.90	6,383
Wire story pickup on Wedding in Paradise.													
foxbusiness.com		06/11/08	Main Page			811	9	8	9	52,863.61	3	158,590.83	58,596
wire release pickup Wedding in Paradise.													
forbes.com		06/11/08	Sub Page			811	9	8	9	116,880.10	3	350,640.30	74,066
Wedding in Paradise wire story pick up.													
aol.com		09/08/08	Sub Page			811	9	8	9	5,196,455.00	3	15,589,365.00	8,053,486
news.aol.com wire story pickup													
Subtotals - Internet: 13				0 : 0	0.00	9,506	8.8	8.0	8.1	5,872,336.23		17,617,008.68	8,693,920
<b>Magazine</b>													
Florida	Florida Weddings & Special Events	08/01/08	4-Color		100.00		9	9	9	6,806.25	3	20,418.75	10,000
2-page centerfold with photos of the Wedding in Paradise contest winner's wedding, plus an additional full page story detailing the contest, the winning couple, their wedding and all the sponsors.													
Subtotals - Magazine: 1				0 : 0	100.00	0	9.0	9.0	9.0	6,806.25		20,418.75	10,000
<b>Newspaper</b>													
Fort Myers - Naples	News-Press, The	01/01/08	B/W		20.00		7	8	7	3,876.77	3	11,630.31	96,675

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
Say 'I Do' with much ado at 'Wedding in Paradise'. Front page, Business, giving details of the online contest to win a free wedding in Naples.													
Fort Myers - Naples	Naples Daily News	03/03/08	B/W		21.00		9	8	5	3,171.66	3	9,514.98	67,776
"Couples to compete for chance to win Naples beach wedding." Story about the contest at paradisecoast.com and the free services offered by different vendors for the occasion.													
Phoenix (Prescott)	Arizona Republic, The	04/24/08	Color		25.00		9	9	5	25,055.16	3	75,165.48	382,414
'Jeff and Hollie win 'Wedding in Paradise'". Photo of couple on front page by banner, plus story about their win. Details all the services that will be provided to them from donors in their hometown newspaper.													
Fort Myers - Naples	News-Press, The	05/04/08	B/W		4.00		5	7	2	610.64	3	1,831.92	115,783
In Tropicalia section, under Celebrations - weddings, anniversaries, engagements. Gives details of Hollie and Jeff's engagement and their upcoming wedding. 1 photo of couple.													
Fort Myers - Naples	Naples Daily News	06/09/08	B/W		22.00		9	7	7	2,215.13	3	6,645.39	67,776
Couple get Soggy Start. Report on the wedding nuptials for Hollie and Jeff. Mentions ceremony and sponsors.													
Fort Myers - Naples	Naples Daily News	06/09/08	B/W		20.00		9	7	3	2,013.75	3	6,041.25	67,776
'Couple get soggy start'. Story about Wedding in Paradise wedding and the event. Detailed moving it to Inn on Fifth from the beach due to rain storm.													
Subtotals - Newspaper: 6					0 : 0	112.00	0	8.0	7.7	4.8	36,943.11	110,829.33	798,200
Subtotals - Wedding in Paradise: 20					0 : 0	212.00	9,506	8.6	8.0	7.2	5,916,085.59	17,748,256.76	9,502,120
Subtotals - Naples Marco Island Everglades CVB 2008: 20					0 : 0	212.00	9,506	8.6	8.0	7.2	5,916,085.59	17,748,256.76	9,502,120
<b>Report Totals</b>				Total Placements: 20	0 : 0	212.00	9,506	8.6	8.0	7.2	5,916,085.59	17,748,256.76	9,502,120

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## Naples, Marco Island, Everglades CVB

## Request Summary by Type

For the month of September 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	145	296.40
DATA IMPORT	3,011	0.00
OUTBOUND CALL	347	866.03
RDR RESPONSE	195	25.05
RR-FULFILLED	258	21.48
WEBSITE	9	30.12
<b><u>Grand Total:</u></b>	<b><u>3,965</u></b>	<b><u>1,239.08</u></b>

## Naples, Marco Island, Everglades CVB

## Call Summary by Toll Free Number

For the month of September 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	92	172.27
Naples Press	39	87.35
Guest Click	8	29.40
International	2	2.42
Storm Information	2	4.32
Meeting Planner	1	0.40
Collier County Sports Council	1	0.25
<b><u>Grand Total:</u></b>	<b><u>145</u></b>	<b><u>296.40</u></b>

## Naples, Marco Island, Everglades CVB

## Call Summary by Purpose

For the month of September 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	1	2.07	0
Live Information	21	53.37	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	254	15.88	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	3286	268.42	-
CVB Office Referral	0	0.00	-
Hang up	25	13.90	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	351	874.25	-
Wrong Number	27	11.20	-
<b><u>Grand Total:</u></b>	<b><u>3965</u></b>	<b><u>1,239.08</u></b>	<b><u>0</u></b>

## Naples, Marco Island, Everglades CVB

## Request Summary by Source

For the month of September 2008

<u>SOURCE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
Consumer Magazines	90	5379	8%	95	1860	6%
Consumer Directories	36	903	1%	78	14623	5%
Leisure E-Marketing	38	7180	11%	465	7690	28%
Newspaper Domestic NE/MW	10	20263	31%	3	16499	0%
TV/Target Markets	40	362	1%	0	464	0%
Niche Markets (Bridal/Honeymoon)	512	6279	10%	545	7731	33%
Niche Markets (ECO)	3	2164	3%	6	1970	0%
Niche Markets (Fishing)	0	3	0%	0	3	0%
Niche Markets (Golf)	0	1	0%	0	6	0%
Niche Markets (Senior)	2546	11507	18%	43	11392	3%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	1	149	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%	389	603	24%
Luxury Interest	0	10541	16%	0	0	0%
Friend/Relative	5	87	0%	1	88	0%
Naples, Marco Island, Everglades CVB	0	32	0%	0	135	0%
Other/Unknown	5	124	0%	9	286	1%
Travel Agent	0	36	0%	3	46	0%
<b>Grand Total:</b>	<b>3,286</b>	<b>65,015</b>		<b>1,637</b>	<b>63,401</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Magazines

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Southern Living Travel Jun 08	59	791	15%
Midwest Living Mar/Apr 08	20	1593	30%
Other/Unknown	5	54	1%
Midwest Living Web	4	22	0%
Coastal Living Jan/Feb 08	1	397	7%
Southern Living Travel Jun 07	1	6	0%
AAA Going Places Jul/Aug 07	0	10	0%
Arthur Frommer's Bdgt Feb 08	0	2	0%
Arthur Frommer's Bdgt Jun 08	0	441	8%
Chicago Tribune Mag Feb 08	0	2	0%
Conde Nast Traveler Apr 08	0	1	0%
Florida Sun	0	588	11%
Ladies Home Journal Apr 08	0	1463	27%
New York Times	0	1	0%
Southern Living Travel Jul 07	0	2	0%
Southern Living Travel Jul 08	0	4	0%
Visit FL-SW FL Getaways Apr 08	0	2	0%
<b><u>Grand Total:</u></b>	<b><u>90</u></b>	<b><u>5,379</u></b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Directories

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	36	667	74%
2007 Official FL Vac Guide	0	231	26%
Great FL Getaways 08	0	1	0%
Visit FL Intl Travel Planner	0	3	0%
Visit FL SIP - Beaches	0	1	0%
<b><u>Grand Total:</u></b>	<b><u>36</u></b>	<b><u>903</u></b>	

\*YTD = Fiscal Year



# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Leisure E-Marketing

For the month of September 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	11	4073	57%
DestinationBrochures.com	11	333	5%
TravelMeredith.com	7	127	2%
Other/Unknown	5	49	1%
VisitFlorida.com	3	36	1%
Visit USA - UK	1	33	0%
24-7Vacations.com	0	33	0%
FLAUSA.COM	0	3	0%
Go America Online Brochure	0	31	0%
Go America Spring 2008	0	41	1%
Go America Sweepstakes	0	2415	34%
VisitFlorida.com - France	0	6	0%
<b><u>Grand Total:</u></b>	<b><u>38</u></b>	<b><u>7,180</u></b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
TMG Out of State Insert 08	10	1436	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%
<b><u>Grand Total:</u></b>	<b><u>10</u></b>	<b><u>20,263</u></b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by TV/Target Markets

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Other/Unknown	9	41	11%
Miami/Ft Laud WFOR - TV CH 4	7	21	6%
Miami/Ft Laud WPLG - TV CH 10	4	31	9%
Miami/Ft Laud WSVN - TV CH 7	4	19	5%
Miami/Ft Laud Unknown	3	18	5%
Chicago WLS - TV CH 7	2	5	1%
Florida Cable Program	2	58	16%
Miami/Ft Laud WTVJ - TV CH 6	2	12	3%
Palm Beach Unknown	2	10	3%
Palm Beach WPTV - TV CH 5	2	7	2%
Miami/Ft Laud WBFS - TV CH 33	1	16	4%
Palm Beach WPEC - TV CH 12	1	5	1%
Tampa/St. Pete Unknown	1	28	8%
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%
New York WNBC - TV CH 4	0	2	1%
Orlando - Brighthouse	0	5	1%
Orlando Unknown	0	23	6%
Orlando WESH - TV CH 2	0	6	2%
Orlando WFTV - TV CH 9	0	17	5%
Palm Beach - Comcast	0	1	0%
Tampa/St. Pete - Brighthouse	0	10	3%
Tampa/St. Pete WFTS - TV CH 28	0	4	1%
Tampa/St. Pete WTVT - TV CH 13	0	3	1%
W Palm/Ft. Pier WFLX - CH 29	0	3	1%
W Palm/Ft. Pier WPBF - CH 25	0	3	1%
<b>Grand Total:</b>	<b>40</b>	<b>362</b>	

\*YTD = Fiscal Year

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# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Niche Market

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (Senior)</b>			
AAA Car & Travel Jan 08	0	204	1%
AAA Going Places Jan/Feb 08	0	4	0%
AAA Going Places Jul/Aug 08	34	847	4%
AAA Going Places May/Jun 08	0	602	3%
AAA Home & Away Jan/Feb 08	1	511	3%
AAA Home & Away Mar/Apr 08	0	634	3%
AAA Journeys Jan/Feb 08	0	143	1%
AAA Living Mar/Apr 08	0	864	4%
AARP Mar/Apr 07	0	1766	9%
AARP Mar/Apr 08	0	3057	15%
AARP Sep/Oct 08	2501	2504	13%
Readers Digest Jun 08	10	371	2%
<b>Niche Markets (Senior)</b>	<b>2546</b>	<b>11507</b>	<b>58%</b>

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Niche Market

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
FL Wedding&Honeymoon Jan/Feb07	0	47	0%
FL Wedding&Honeymoon Jan/Feb08	10	882	4%
FL Wedding&Honeymoon Jul/Aug06	0	2	0%
FL Wedding&Honeymoon Jul/Aug07	1	95	0%
FL Wedding&Honeymoon Jul/Aug08	71	882	4%
FL Wedding&Honeymoon Mar/Apr07	0	49	0%
FL Wedding&Honeymoon Mar/Apr08	7	1348	7%
FL Wedding&Honeymoon May/Jun07	0	85	0%
FL Wedding&Honeymoon May/Jun08	17	828	4%
FL Wedding&Honeymoon Nov/Dec06	0	5	0%
FL Wedding&Honeymoon Nov/Dec07	3	799	4%
FL Wedding&Honeymoon Nov/Dec08	18	18	0%
FL Wedding&Honeymoon Sep/Oct06	0	1	0%
FL Wedding&Honeymoon Sep/Oct07	2	381	2%
FL Wedding&Honeymoon Sep/Oct08	383	857	4%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>512</b>	<b>6279</b>	<b>31%</b>
<b>Niche Markets (ECO)</b>			
Audubon Jan/Feb 08	0	304	2%
Audubon Mar/Apr 07	0	3	0%
Audubon Mar/Apr 08	3	354	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	0	740	4%
Undiscovered Florida May 08	0	2	0%
<b>Niche Markets (ECO)</b>	<b>3</b>	<b>2164</b>	<b>11%</b>

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# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Niche Market

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
<b>Niche Markets (Fishing)</b>			
FL Fishing & Boating Guide	0	2	0%
Florida Sportsman	0	1	0%
<b>Niche Markets (Fishing)</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>Niche Markets (Golf)</b>			
Golf for Women Mag Jan/Feb 08	0	1	0%
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Grand Total:</b>	<b>3,061</b>	<b>19,954</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Travel Agent Directories

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Recommend Magazine May 08	1	40	27%
FL Official Tvl Ind Jan-Dec 07	0	1	1%
TIA Discover America	0	75	50%
TIA Discover America Web	0	33	22%
<b><u>Grand Total:</u></b>	<b><u>1</u></b>	<b><u>149</u></b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Group Business

For the month of September 2008

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

\*YTD = Fiscal Year



# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Luxury Interest

For the month of September 2008

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

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of September 2008

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
NY	294	3553	6%	77	3694	5%
FL	280	14930	25%	248	14093	16%
PA	206	2476	4%	71	2808	5%
TX	156	2119	4%	77	2680	5%
MI	153	2357	4%	47	2111	3%
OH	153	3224	5%	66	2642	4%
NJ	140	1738	3%	34	1842	2%
IL	133	2860	5%	61	2983	4%
CA	119	2092	3%	54	2429	4%
IN	118	2054	3%	54	1746	4%
VA	85	1032	2%	41	1155	3%
MO	84	1521	3%	34	1380	2%
NC	82	1229	2%	51	1395	3%
WI	82	1466	2%	27	1659	2%
GA	75	1547	3%	78	1871	5%
TN	74	1086	2%	45	1410	3%
MA	73	1180	2%	27	1158	2%
MD	71	899	1%	38	1068	3%
CT	62	833	1%	14	646	1%
MN	60	1370	2%	25	1015	2%
KY	58	882	1%	26	946	2%
SC	49	632	1%	23	732	2%
AL	48	762	1%	34	779	2%
WA	48	622	1%	14	744	1%
AZ	42	542	1%	13	545	1%
LA	40	623	1%	33	713	2%
IA	37	701	1%	25	685	2%
MS	33	344	1%	20	417	1%
AR	32	471	1%	18	599	1%
KS	32	505	1%	5	480	0%
CO	29	522	1%	19	655	1%
NV	29	260	0%	8	314	1%
NH	28	265	0%	8	263	1%
OK	26	516	1%	12	507	1%
OR	26	361	1%	11	450	1%

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## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of September 2008

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
WV	26	283	0%	12	341	1%
ME	25	275	0%	14	278	1%
NE	20	332	1%	8	348	1%
RI	19	186	0%	3	196	0%
VT	16	101	0%	5	106	0%
ID	14	143	0%	1	146	0%
DE	12	169	0%	6	240	0%
NM	10	170	0%	5	185	0%
SD	10	143	0%	2	128	0%
MT	9	76	0%	1	105	0%
ND	8	120	0%	5	110	0%
UT	8	150	0%	6	221	0%
PR	7	126	0%	5	168	0%
WY	7	55	0%	3	55	0%
DC	5	54	0%	1	70	0%
HI	5	68	0%	1	89	0%
AK	3	53	0%	3	84	0%
AA	0	0	0%	0	1	0%
AE	0	4	0%	0	8	0%
AP	0	3	0%	0	6	0%
GU	0	3	0%	0	1	0%
VI	0	6	0%	0	10	0%
<b>Grand Total:</b>	<b>3,261</b>	<b>60,094</b>		<b>1,519</b>	<b>61,510</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of September 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
USA	3261	60094	92%	1519	61510	93%
CANADA	18	1408	2%	35	779	2%
FRANCE	2	48	0%	1	26	0%
BELGIUM	1	16	0%	0	15	0%
INDIA	1	9	0%	4	28	0%
ISRAEL	1	2	0%	0	1	0%
NETHERLANDS	1	32	0%	0	20	0%
NIGERIA	1	4	0%	0	3	0%
UNITED KINGDOM	0	2720	4%	10	351	1%
ALGERIA	0	3	0%	0	0	0%
ARGENTINA	0	8	0%	0	19	0%
AUSTRALIA	0	8	0%	1	10	0%
AUSTRIA	0	12	0%	1	8	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%	1	24	0%
BULGARIA	0	4	0%	0	3	0%
CHILE	0	1	0%	0	1	0%
CHINA	0	0	0%	0	2	0%
COLOMBIA	0	1	0%	0	1	0%
CROATIA	0	0	0%	0	1	0%
DENBIGHSHIRE	0	1	0%	0	0	0%
DENMARK	0	7	0%	3	13	0%
ECUADOR	0	1	0%	0	0	0%
EGYPT	0	1	0%	0	1	0%
ENGLAND	0	15	0%	0	0	0%
ESTONIA	0	1	0%	0	3	0%
ETHIOPIA	0	0	0%	0	2	0%
FINLAND	0	3	0%	0	3	0%
GEORGIA	0	1	0%	0	1	0%
GERMANY	0	399	1%	54	376	3%
GHANA	0	4	0%	0	9	0%

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# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of September 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
GREECE	0	1	0%	0	2	0%
HUNGARY	0	4	0%	0	3	0%
INDONESIA	0	2	0%	0	5	0%
IRAN	0	5	0%	0	12	0%
IRAQ	0	0	0%	0	2	0%
IRELAND	0	13	0%	0	13	0%
ITALY	0	19	0%	2	23	0%
JAPAN	0	1	0%	1	1	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%
N. IRELAND	0	9	0%	0	0	0%
NEW ZEALAND	0	1	0%	0	3	0%
NORWAY	0	3	0%	1	11	0%
OTHER	0	2	0%	0	0	0%
PAKISTAN	0	3	0%	0	21	0%
PANAMA	0	0	0%	0	1	0%
PERU	0	1	0%	0	4	0%
PHILIPPINES	0	5	0%	0	8	0%
POLAND	0	8	0%	1	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%	0	4	0%
SAUDI ARABIA	0	0	0%	0	1	0%
SCOTLAND	0	34	0%	0	1	0%
SINGAPORE	0	1	0%	0	1	0%
SOUTH AFRICA	0	1	0%	0	2	0%
SPAIN	0	3	0%	0	8	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of September 2008

<u>COUNTRY</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
SWEDEN	0	5	0%	0	9	0%
SWITZERLAND	0	21	0%	2	14	0%
TAIWAN	0	2	0%	0	0	0%
THAILAND	0	1	0%	0	1	0%
TURKEY	0	2	0%	0	4	0%
UKRAINE	0	1	0%	0	1	0%
URUGUAY	0	1	0%	0	0	0%
VIETNAM	0	0	0%	1	1	0%
WALES	0	17	0%	0	0	0%
YEMEN	0	1	0%	0	0	0%
<b>Grand Total:</b>	<b>3,286</b>	<b>65,015</b>		<b>1,637</b>	<b>63,401</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Golf Guide</b>			
<b>Golf Guide</b>			
Other Golf	0	3	0%
Play FL Golf	161	5640	63%
Play FL Golf - UK	0	320	4%
<b>Golf Guide</b>	<b>161</b>	<b>5963</b>	<b>67%</b>
<b>Mailings to Partners</b>	<b>1</b>	<b>284</b>	<b>3%</b>
<b>Meeting Planners</b>			
<b>Meeting Planner Kit</b>			
Meeting Planner Kit	7	136	2%
<b>Meeting Planner Kit</b>	<b>7</b>	<b>136</b>	<b>2%</b>
<b>Meeting Planner Non-Kit Fulfillment</b>			
MP Non-Kit Fulfillment	1	21	0%
<b>Meeting Planner Non-Kit Fulfillment</b>	<b>1</b>	<b>21</b>	<b>0%</b>
<b>Post Show Followup</b>			
Chesley/Richards Tradeshow	0	56	1%
Chicago Affordable Meetings	0	145	2%
CMPCE	0	146	2%
DC Springtime	0	34	0%
HSMIAI Affordable Meetings DC	79	79	1%
MILO	0	74	1%
MPI WEC Tradeshow	0	25	0%
Pow Wow	0	3	0%
TSAE Education Day Show	0	21	0%
<b>Post Show Followup</b>	<b>79</b>	<b>583</b>	<b>7%</b>
<b>Pre-Show Post Card</b>			
2008 Springtime DC Expo	0	228	3%
Destinations Showcase	0	248	3%
Destinations Showcase Chicago	0	520	6%
Tampa MPI Expo	0	44	0%

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## Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of September 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Meeting Planners</b>			
<b>Pre-Show Post Card</b>			
TSAE Education Day Show	0	409	5%
<b>Pre-Show Post Card</b>	<b>0</b>	<b>1449</b>	<b>16%</b>
<b>PR Mailings</b>			
<b>PR Mailings</b>			
Press Kit - Media	0	1	0%
Press Kit - MP	0	1	0%
Press Kit - Tour Operators	0	1	0%
<b>PR Mailings</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>Tour Operators</b>			
<b>Tour Operators</b>			
Huddle Follow-Up	0	2	0%
Motorcoach	0	1	0%
Other/Unknown	0	6	0%
<b>Tour Operators</b>	<b>0</b>	<b>9</b>	<b>0%</b>
<b>Trade Show</b>			
<b>Trade Shows</b>			
Vakantiebeurs Trade Show	0	1	0%
<b>Trade Shows</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Travel Agents</b>			
<b>Travel Agents</b>			
AAA Travel Conference	0	302	3%
Other/Unknown	5	51	1%
Travel Agents	0	36	0%
Virtual Trade Show Follow Up	0	75	1%
<b>Travel Agents</b>	<b>5</b>	<b>464</b>	<b>5%</b>
<b>Grand Total:</b>	<b>254</b>	<b>8,913</b>	

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		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
<b>REQUESTED PUBLICATIONS</b>																												
<b>Consumer Directories:</b>																												
2005 Official FL Vac Guide	Consumer Directories	67	0	36	0	2	0	8	0	0	0	2	0	2	0	2	0	1	0	0	0	1	0	0	0	121	0	
2006 Family Summer Getaways	Consumer Directories	780	0	113	0	271	0	109	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1,274	0	
2006 Official FL Vac Guide	Consumer Directories	4	49	3	0	47	0	74	0	57	0	101	0	88	0	78	0	79	0	51	0	73	0	74	0	729	49	
2007 Official FL Vac Guide	Consumer Directories	0	56	2	64	2	27	1	12	2	3	11	10	9	1	36	1	13	8	9	0	6	0	4	0	95	182	
2008 Official FL Vac Guide	Consumer Directories	0	1	0	0	0	1	0	29	0	96	0	18	0	164	0	80	0	67	0	115	0	39	0	36	0	646	
Great FL Getaways 08	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 Everglades City Info	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	0	0	624	0	192	0	0	0	839	0	
Off. FL Vacation Guide	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	21	
Other/Unknown	Consumer Directories	0	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	3	0	
Travel Agent	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
VF DT & ST Sweepstakes	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6,831	0	4,750	0	0	0	11,581	0	
VF Intl. Travel Planner	Consumer Directories	0	0	0	0	0	0	1	0	1	2	0	0	1	0	0	0	0	0	0	1	0	0	0	0	3	3	
VF SIP - Beaches	Consumer Directories	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	
<b>TOTAL Consumer Directories:</b>		<b>851</b>	<b>106</b>	<b>155</b>	<b>64</b>	<b>322</b>	<b>28</b>	<b>193</b>	<b>41</b>	<b>61</b>	<b>101</b>	<b>114</b>	<b>49</b>	<b>102</b>	<b>165</b>	<b>141</b>	<b>82</b>	<b>93</b>	<b>75</b>	<b>7,515</b>	<b>117</b>	<b>5,022</b>	<b>39</b>	<b>78</b>	<b>36</b>	<b>14,647</b>	<b>903</b>	
<b>Consumer Magazines:</b>																												
AAA Going Places Sept/Oct 06	Consumer Magazines	161	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	168	0	
AAA Going Places May/June 07	Consumer Magazines	0	0	0	0	0	0	0	0	1	0	2	0	2	0	8	0	393	0	39	0	4	0	0	0	449	0	
AAA Going Places Jul/Aug 07	Consumer Magazines	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	351	0	124	0	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	23	0	
Arthur Frommer's Tvl Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	396	0	0	0	0	0	398	
Arthur Frommer's Tvl Jun 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	45	0	0	0	0	45	
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	4	0
Chicago Tribune Mag Feb 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Coastal Living Jan/Feb 08	Consumer Magazines	0	0	0	0	0	1	0	145	0	106	0	84	0	56	0	3	0	0	0	1	0	0	0	1	0	397	
Conde Nast Traveler Apr 08	Consumer Magazines	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	2	1	
Florida Sun - Germany	Consumer Magazines	0	89	0	0	17	19	0	1	0	75	8	41	13	149	53	29	0	64	31	30	41	91	6	0	169	588	
Ladies Home Journal Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	72	0	974	0	305	0	110	0	2	0	0	0	0	0	1,463	
Midwest Living Mar/Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	1,113	0	227	0	124	0	63	0	21	0	25	0	20	0	1,593	
Midwest Living WEB	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	7	0	5	0	1	0	2	0	1	0	2	0	4	0	0	22	
New York Times	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	53	0	1	0	0	0	0	0	0	54	1
Other/Unknown	Consumer Magazines	0	4	0	1	0	3	0	1	0	7	0	13	0	5	8	8	3	2	14	1	7	4	4	5	36	54	
Southern Living July 06	Consumer Magazines	60	0	24	0	10	0	18	0	15	0	12	0	9	0	10	0	4	0	17	0	1	0	0	0	0	180	0
Southern Living June 06	Consumer Magazines	37	0	17	0	14	0	19	0	15	0	13	0	9	0	6	0	6	0	8	0	0	0	0	0	0	144	0
Southern Living Travel Jul 07	Consumer Magazines	0	0	1	0	0	1	0	0	1	1	0	0	0	0	0	0	1	0	1	0	0	0	1	0	5	2	
Southern Living Travel Jun 07	Consumer Magazines	0	0	0	0	0	1	1	0	1	2	0	1	1	1	4	0	2	0	1	0	2	0	0	1	12	6	
Southern Living Travel Jun 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	339	0	301	0	90	0	59	0	791		
Southern Living Travel Jul 08	Consumer Magazines	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	4	
Visit FL - SW FL Getaways Apr 08	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2	
Women's World	Consumer Magazines	0	0	0	0	0	0	29	0	3	0	2	0	3	0	2	0	0	0	2	0	1	0	1	0	0	43	0
<b>TOTAL Consumer Magazines:</b>		<b>259</b>	<b>103</b>	<b>51</b>	<b>1</b>	<b>43</b>	<b>25</b>	<b>84</b>	<b>148</b>	<b>41</b>	<b>194</b>	<b>39</b>	<b>1,333</b>	<b>37</b>	<b>1,418</b>	<b>91</b>	<b>474</b>	<b>462</b>	<b>581</b>	<b>465</b>	<b>754</b>	<b>180</b>	<b>258</b>	<b>52</b>	<b>90</b>	<b>1,804</b>	<b>5,379</b>	
<b>Group Business (Association):</b>																												
FSAE Assoc. Resource	Group Business (Association)	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	5
<b>TOTAL Group Business (Association):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>5</b>
<b>Group Business (Corporate):</b>																												
Convention South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FL Official Mtg Planners Guide	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Meeting South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0
Meeting Guide South	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Successful Meetings	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Worth International Off. Meeting Planner	Group Business (Corporate)	0	0	0	0	0	0	89	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	89	0
<b>TOTAL Group Business (Corporate):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>89</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>106</b>	<b>0</b>
<b>Group Business (Leisure):</b>																												
Group Tour Magazine Sept 06	Group Business (Leisure)	0	0	1	0	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0
Group Travel Planet Nov/Dec 06	Group Business (Leisure)	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	0
Group Business (Leisure)	Group Business (Leisure)	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0	0	0	94	0

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
<b>Leisure E-Marketing:</b>																												
24-7vacations.com	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	Leisure E-Marketing	0	0	0	0	0	0	0	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	
DestinationBrochures.com	Leisure E-Marketing	3	34	10	47	11	16	9	33	30	44	27	45	14	35	18	26	24	8	37	20	17	14	13	11	213	333	
FLAUSA.com	Leisure E-Marketing	0	2	4	0	2	0	1	1	3	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	11	3	
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	1	0	
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	0	31	0	0	31	
Go America Spring 2008	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	41	0	0	41	
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	0	0	2,415	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	4	6	5	22	49	
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	11	4,954	4,073	
Travel Agent	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
TravelMeredith.com	Leisure E-Marketing	0	0	0	0	0	0	0	0	0	0	0	32	0	45	0	7	0	16	0	15	0	5	0	7	0	127	
VisitFlorida.com	Leisure E-Marketing	0	1	0	4	0	2	0	0	10	1	3	1	3	0	1	1	3	2	3	0	3	0	3	0	3	5	36
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	1	0	1	0	2	0	0	0	1	0	1	0	1	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	1	54	33	
<b>TOTAL Leisure E-Marketing:</b>		<b>439</b>	<b>400</b>	<b>379</b>	<b>253</b>	<b>319</b>	<b>360</b>	<b>634</b>	<b>644</b>	<b>966</b>	<b>621</b>	<b>867</b>	<b>624</b>	<b>692</b>	<b>427</b>	<b>819</b>	<b>462</b>	<b>682</b>	<b>325</b>	<b>652</b>	<b>455</b>	<b>748</b>	<b>2,571</b>	<b>491</b>	<b>38</b>	<b>7,688</b>	<b>7,180</b>	
<b>Luxury Interest:</b>																												
VF D&ST Sweepstakes	Luxury Interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,252	0	4,810	0	0	0	0	0	0	0	10,062	
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	
<b>TOTAL Luxury Interest:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>5,252</b>	<b>0</b>	<b>5,289</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>10,541</b>	
<b>Newspaper Domestic NE/MW:</b>																												
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	10	0	2	0	970	0	101	0	180	0	9	0	1	0	1	0	0	0	0	0	0	0	1,344	0	
Preprint Out-State Fall 2006	Newspaper Domestic NE/MW	0	0	12	0	0	0	2,976	0	724	0	1,139	0	2	0	0	0	0	0	0	0	0	0	0	0	4,853	0	
Preprint Out-State Spring 2008	Newspaper Domestic NE/MW	0	0	0	0	0	0	1	0	1	0	25	0	6,032	0	1,424	0	950	0	294	0	0	0	0	0	0	8,727	
Other/Unknown	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	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	
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	1	
TMG Newspaper Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	52	0	17	0	0	0	69	0	
TMG Out of State Insert 08	Newspaper Domestic NE/MW	0	1	0	0	0	0	2	1	0	0	1	1,670	1,175	108	134	71	44	1	46	1	24	0	10	1,852	1,437		
Union Tribune	Newspaper Domestic NE/MW	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Valassis FSI	Newspaper Domestic NE/MW	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Visit Florida In State Fall 07	Newspaper Domestic NE/MW	0	4	0	1,732	0	656	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	2,393		
Visit Florida In State Insert	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,288	0	0	0	0	0	0	1,288		
Visit FL In State Spring 08	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,431	0	1,184	0	2,001	0	0	0	0	0	6,616		
Visit FL In State Summer 08	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	1	0	0	0	2	0	1	0	2	0	3	0	958	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		
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	1,879	0	0	0	0	0	0	0	1,879		
<b>TOTAL Newspaper Domestic NE/MW:</b>		<b>70</b>	<b>9</b>	<b>22</b>	<b>1,734</b>	<b>2</b>	<b>678</b>	<b>3,947</b>	<b>35</b>	<b>826</b>	<b>6</b>	<b>1,320</b>	<b>51</b>	<b>1,684</b>	<b>7,219</b>	<b>1,739</b>	<b>5,004</b>	<b>5,519</b>	<b>2,191</b>	<b>1,345</b>	<b>3,302</b>	<b>18</b>	<b>24</b>	<b>3</b>	<b>10</b>	<b>16,495</b>	<b>20,263</b>	
<b>Niche Markets (Bridal/Honeymoon):</b>																												
FL Wedding & Honeymoon Jan/Feb 06	Niche Markets (Bridal/Honeymoon)	32	0	9	0	1	0	14	0	0	0	1	0	2	0	0	0	0	0	0	0	0	0	0	0	59	0	
FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon)	0	6	23	9	341	20	525	11	175	1	67	0	38	0	18	0	11	0	13	0	10	0	3	0	1,224	47	
FL Wedding & Honeymoon Jan/Feb 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	236	0	390	0	136	0	57	0	22	0	6	0	7	0	9	0	9	0	10	0	862		
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	1	1,065	95	
FL Wedding & Honeymoon Jul/Aug 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	314	0	342	0	150	0	71	0	862		
FL Wedding & Honeymoon Mar/Apr 06	Niche Markets (Bridal/Honeymoon)	15	0	13	0	1	0	6	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	39	0	
FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	0	11	0	11	0	3	64	9	517	12	536	0	231	3	58	0	42	0	40	0	16	0	9	0	1,513	49	
FL Wedding & Honeymoon Mar/Apr 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	554	0	450	0	211	0	48	0	36	0	27	0	16	0	7	0	1,349		
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	
FL Wedding & Honeymoon May/Jun 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	13	0	354	0	244	0	118	0	50	0	31	0	17	0	827		
FL Wedding & Honeymoon Sept/Oct 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	0	0	0	0</																		

		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008		
FL Wedding & Honeymoon Nov/Dec 06	Niche Markets (Bridal/Honeymoon)	0	0	0	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
FL Wedding & Honeymoon Nov/Dec 07	Niche Markets (Bridal/Honeymoon)	0	243	0	348	0	86	0	56	0	25	0	15	0	6	0	3	0	3	0	6	0	5	0	3	0	799		
FL Wedding & Honeymoon Nov/Dec 08	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	18		
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	0	0	1	1		
<b>TOTAL Niche Markets (Bridal/Honeymoon):</b>		<b>754</b>	<b>522</b>	<b>509</b>	<b>483</b>	<b>490</b>	<b>392</b>	<b>737</b>	<b>511</b>	<b>740</b>	<b>756</b>	<b>683</b>	<b>549</b>	<b>712</b>	<b>616</b>	<b>557</b>	<b>308</b>	<b>672</b>	<b>501</b>	<b>711</b>	<b>517</b>	<b>620</b>	<b>612</b>	<b>545</b>	<b>512</b>	<b>7,730</b>	<b>6,279</b>		
<b>Niche Markets (ECO):</b>																													
Audubon/Corkscrew Nov 06	Niche Markets (ECO)	0	0	0	0	0	0	39	0	34	0	18	0	9	0	0	0	0	0	0	0	0	0	0	0	0	100	0	
Audubon Nov/Dec 06	Niche Markets (ECO)	0	0	167	0	72	0	2	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	243	0		
Audubon Nov/Dec 07	Niche Markets (ECO)	0	0	0	145	0	48	0	40	0	32	0	23	0	7	0	5	0	0	0	0	0	0	0	0	0	300		
Audubon Mar/Apr 07	Niche Markets (ECO)	0	1	0	0	0	0	1	1	0	0	2	1	3	0	1	0	0	0	0	0	1	0	0	0	8	3		
Audubon Mar/Apr 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	173	0	81	0	44	0	15	0	24	0	14	0	3	0	354		
Audubon/Corkscrew Mar/Apr 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	168	0	83	0	49	0	35	0	13	0	13	0	4	0	365	0		
Audubon Jan/Feb 08	Niche Markets (ECO)	0	0	0	0	0	0	0	141	0	98	0	29	0	15	0	9	0	6	0	6	0	0	0	0	0	304		
Echo Encounter Mar 07	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
Echo Encounter Mar 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	71	0	0	0	0	0	0	0	0	0	0	0	71		
Everglades Kayaking Story	Niche Markets (ECO)	0	0	0	0	0	2	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4		
FL Echo IS & OS Fall 2006	Niche Markets (ECO)	0	0	0	0	0	0	199	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	201		
FL Echo In State Spring 2007	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	86	0	269	0	10	0	0	0	0	0	0	0	0	0	0	365		
Nat'l Geo Trvlr May/June 07	Niche Markets (ECO)	0	2	0	0	0	1	0	2	0	0	0	0	0	1	348	0	206	0	83	0	42	0	2	0	681	6		
Nat'l Geo Trvlr May/June 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	474	0	132	0	98	0	36	0	0	0	0	740		
Nat'l Geo Trvlr Oct 07	Niche Markets (ECO)	0	290	0	54	0	26	0	8	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	380		
Undiscovered Florida May 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	1	2		
<b>TOTAL Niche Markets (ECO):</b>		<b>0</b>	<b>293</b>	<b>167</b>	<b>199</b>	<b>72</b>	<b>77</b>	<b>241</b>	<b>193</b>	<b>34</b>	<b>131</b>	<b>278</b>	<b>227</b>	<b>365</b>	<b>177</b>	<b>409</b>	<b>532</b>	<b>241</b>	<b>154</b>	<b>96</b>	<b>128</b>	<b>56</b>	<b>50</b>	<b>6</b>	<b>3</b>	<b>1,965</b>	<b>2,164</b>		
<b>Niche Markets (Fishing):</b>																													
FL Fishing & Boating Guide	Niche Markets (Fishing)	0	1	0	0	1	0	1	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	
Florida Sportsman	Niche Markets (Fishing)	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
<b>TOTAL Niche Markets (Fishing):</b>		<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>3</b>		
<b>Niche Markets (Golf):</b>																													
Golf Magazine	Niche Markets (Golf)	0	0	0	0	0	0	3	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	5	0	
Golf for Women Mag Jan/Feb 08	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	0	0	1	
Other/Unknown	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
<b>TOTAL Niche Markets (Golf):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>1</b>		
<b>Niche Markets (Senior):</b>																													
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	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/June 08	Niche Markets (Senior)	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)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	548	0	265	0	34	0	0	847			
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	1	0	1	0	511			
AAA Home & Away Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	328	0	289	0	17	0	0	0	0	0	0	0	0	0	0	634		
AAA Journeys Jan/Feb 08	Niche Markets (Senior)	0	0	0	0	0	0	0	80	0	54	0	9	0	0	0	0	0	0	0	0	0	0	0	0	0	143		
AAA Living Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	271	0	536	0	57	0	0	0	0	0	0	0	0	0	864		
AARP Sept/Oct 06	Niche Markets (Senior)	1,106	0	195	0	34	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,337	0		
AARP Sept/Oct 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	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	3	0	2,501	0	2,504			
AARP Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	2	0	2	0	4,186	1,766	1,020	0	263	0	61	0	0	0	0	0	0	0	5,534	1,766		
AARP Mar/Apr 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	1,274	0	1,352	0	228	0	202	0	0	0	1	0	0	0	3,057			
Audubon/Corkscrew Mar/Apr 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	5	0		
Reader's Digest June 07	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,306	0	611	0	564	0	42	0	4,523	0			
Reader's Digest June 08	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	112	0	1	0	229	0	19	0	10	0	371			
<b>TOTAL Niche Markets (Senior):</b>		<b>1,106</b>	<b>0</b>	<b>195</b>	<b>0</b>	<b>34</b>	<b>2</b>	<b>3</b>	<b>493</b>	<b>3</b>	<b>309</b>	<b>4,186</b>	<b>3,692</b>	<b>1,020</b>	<b>2,183</b>	<b>263</b>	<b>849</b>	<b>3,367</b>	<b>236</b>	<b>616</b>	<b>903</b>	<b>564</b>	<b>294</b>	<b>43</b>	<b>2,546</b>	<b>11,400</b>	<b>11,507</b>		
<b>TV / Target Markets:</b>																													
PITV	Television	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Chicago - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	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	11	0	8	1	12	1	11	0	0	1	0	2	42	5			

		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008		
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	1	0	1	0	1	13	16		
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	2	0	7	8	21		
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	4	0	4	14	31		
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	2	0	5	0	3	46	18		
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	1	0	0	29	2		
New York - Unknown	Target Markets	0	0	1	0	0	0	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	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	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	0	0	0	0	0	0	0	0	0	4	3	6	8	6	8	1	3	0	10	0	9	17	41		
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	2	0	0	0	0	9	10		
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	2	1	1	0	1	0	0	0	0	0	0	4	3		
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	1	4	0	0	1	0	0	0	0	0	0	2	4		
Tampa/St. Pete - WTTA	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	0		
Tampa/St. Pete Unknown	Target Markets	0	1	2	0	0	0	0	0	0	0	0	0	2	2	6	7	13	14	7	3	0	0	0	1	30	28		
West Palm Beach - Comcast	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	3	0	1	0	1	1	0	0	0	0	0	0	5	1		
West Palm Beach Unknown	Target Markets	0	0	11	0	0	0	0	0	0	0	0	0	1	0	5	2	4	2	1	0	1	4	0	2	23	10		
West Palm Beach - WFLX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	3		
West Palm Beach/Ft. Pier - WPBF	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	1	0	0	1	3		
West Palm Beach - WPEC	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	1	0	1	1	0	2	0	0	0	0	0	0	1	5		
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	2	3	7		
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		
<b>TOTAL TV / Target Markets:</b>		<b>0</b>	<b>7</b>	<b>39</b>	<b>11</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>142</b>	<b>27</b>	<b>139</b>	<b>96</b>	<b>93</b>	<b>112</b>	<b>44</b>	<b>30</b>	<b>1</b>	<b>38</b>	<b>0</b>	<b>40</b>	<b>463</b>	<b>362</b>		
<b>Travel Agent Directories:</b>																													
FL Official TV Ind Jan-Dec 07	Travel Agent Directories	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2	1	
Recommnd Magazine May 08	Travel Agent Directories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	16	0	10	0	2	0	1	0	40		
TIA Discover America	Travel Agent Directories	0	0	0	75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75		
TIA Discover America Web	Travel Agent Directories	0	0	0	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33		
TIA See America	Travel Agent Directories	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0		
<b>TOTAL Travel Agent Directories:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>75</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>33</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>0</b>	<b>16</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>3</b>	<b>149</b>		
<b>Miscellaneous:</b>																													
Naples, Marco Island, Everglades CVB		0	0	0	1	0	1	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	5	0	4	6	14	2	10	14	11	19	7	24	11	0	3	9	6	3	8	1	5	78	87		
Other/Unknown		10	3	1	8	0	5	52	8	43	14	48	18	44	15	16	16	17	11	3	7	3	14	9	5	246	124		
Travel Agent		0	2	0	3	0	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	1	0	0	0	1	0		
Website		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
<b>TOTAL Miscellaneous:</b>		<b>10</b>	<b>8</b>	<b>1</b>	<b>17</b>	<b>0</b>	<b>12</b>	<b>65</b>	<b>38</b>	<b>81</b>	<b>37</b>	<b>169</b>	<b>39</b>	<b>65</b>	<b>30</b>	<b>41</b>	<b>29</b>	<b>20</b>	<b>18</b>	<b>14</b>	<b>13</b>	<b>14</b>	<b>28</b>	<b>13</b>	<b>10</b>	<b>493</b>	<b>279</b>		
<b>SUB TOTAL (excludes Special Fulfill):</b>		<b>3,489</b>	<b>1,449</b>	<b>1,519</b>	<b>2,837</b>	<b>1,285</b>	<b>1,574</b>	<b>6,106</b>	<b>2,137</b>	<b>2,770</b>	<b>2,157</b>	<b>7,673</b>	<b>6,565</b>	<b>4,822</b>	<b>12,262</b>	<b>4,201</b>	<b>7,848</b>	<b>11,149</b>	<b>9,503</b>	<b>11,551</b>	<b>6,229</b>	<b>7,223</b>	<b>3,916</b>	<b>1,620</b>	<b>3,286</b>	<b>63,408</b>	<b>54,474</b>		

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
<b>SPECIAL FULFILLMENT:</b>																											
<b>MEETING PLANNERS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
*Pre-Show Post Card	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
2008 Springtime DC Expo	0	0	0	0	0	0	0	0	0	0	0	0	0	0	228	0	0	0	0	0	0	0	0	0	0	228	
HSMIAI Affordable Conference	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,531	0	1	0	1,532	
Destinations Showcase	0	0	0	0	0	0	0	248	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	248	
Destinations Showcase Chicago	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	520	
Mid America Pre-Show	0	0	0	0	0	0	0	0	0	0	1,071	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,071	
MPISEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	481	0	0	0	481	
Tampa MPI Expo	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0	0	0	0	0	0	0	0	0	0	0	44	
TSAE Education Day Show	0	409	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	409	
Springtime 07	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,209	0	0	0	0	0	0	0	0	0	0	2,209	
*Post Show Followup	76	0	0	0	0	0	169	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	245	
ConferenceDirect Show	0	0	0	0	0	0	0	0	132	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	132	
Chesley/Richards Tradeshow	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	0	0	56	
CMPCE	0	0	0	0	0	0	0	146	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	146	
Florida Huddle	0	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	
FL Marketplace	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	46	0	0	46	
FSAE Annual Conference	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	129	0	0	0	0	129	
Glamour	0	0	0	0	0	0	0	0	0	101	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	101	
HSMIAI Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	79	79	79	79	79	
MILO	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74	0	0	0	0	0	0	0	0	0	0	74	
MPISEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	176	0	0	0	176	
MPIWEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	25	6	0	0	62	
Planning Connection	0	0	0	0	0	0	0	0	0	0	179	0	0	0	0	0	0	0	0	0	0	0	0	0	0	179	
Chicago VIP	0	0	0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	
Chicago Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	100	145	0	0	0	0	0	0	0	0	0	0	0	100	145
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	0	8	0	0	0	0	0	0	0	3	0	0	0	0	8	
PYM Spring Fling April	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	0	0	75	
TSAE Education Day Show	0	21	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	21	
Orlando PYM Event	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	94	
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0	0	0	76	0	0	0	0	0	76	
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	7	60	136	
MP Non-Kit Fulfillment	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	1	0	1	0	15	0	1	0	21	
<b>TOUR OPERATORS</b>	0	0	0	0	0	3	0	0	52	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	53	
Huddle Follow-Up	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
Motorcoach	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Other/Unknown	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0	0	3	
<b>TRADE SHOWS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Vakantiebeurs Trade Show	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TRAVEL AGENTS</b>	304	0	0	2	0	0	1	0	0	22	0	113	36	0	0	0	0	0	0	0	0	0	0	0	0	440	
AAA Travel Conference	0	0	0	0	0	302	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	302	
Other/Unknown	0	0	0	0	0	0	0	3	0	6	0	3	0	7	0	4	0	3	0	10	0	8	0	5	0	49	
Virtual Trade Show Follow Up	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	75	
<b>GOLF GUIDE</b>	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	0	13	251	0	210	161	6,699	5,640	
Play FL Golf - UK	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	320	
Other Golf	0	2	0	1	0	0	0	0	0	0	0	0	0	0	65	0	0	0	0	0	0	0	0	0	0	65	
<b>SPA GUIDE</b>	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	
<b>BOATING &amp; FISHING GUIDE</b>	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	
<b>PROMOTIONS</b>	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	
AMEX	0	0	0	0	0	0	0	0	0	0	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	102	
Summer VIP	0	0	0	0	0	0	0	0	0	224	0	12	0	0	0	0	0	0	1	0	0	0	0	0	0	237	
<b>PR MAILINGS</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Press Kit - Media	0	0	25	1	0	0	45	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74	
Press Kit - MP	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	
Press Kit - Tour Operators	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	1	
Radio Show Consumer	0	0	0	0	0	0	103	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	103	
Florida Huddle Press	0	0	0	0	0	0	0	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	
<b>WEDDING GUIDE</b>	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	
<b>SMERF GROUP LEADERS</b>	0	0	0	0	0	0	0	0	0	0	94	0	0	0	0	0	0	0	0	0	0	0	0	0	0	94	
<b>MAILINGS TO PARTNERS</b>	197	0	0	0	0	1	0	0	0	259	2	475	280	65	0	0	0	0	354	0	0	0	0	1	1,350	284	
<b>MAILINGS FOR PARTNERS</b>	0	0	0	0	0	0	0	0	70	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	70	
<b>COLLIER FILM COMMISSION</b>	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL SPECIAL FULFILLMENT:</b>	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	254	16,306	8,913	
<b>GRAND TOTAL OF REQUESTED PUBS:</b>	4,180	1,893	1,667	2,851	1,285	1,887	6,427	2,545	4,321	2,175																	

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
<b>PARADISE COAST WEBSITE LEADS:</b>																											
aaa - AAA Going Places	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
aaa.ParadiseCoast.com	0	1	0	0	1	4	3	68	2	106	42	38	3	153	43	25	1	7	5	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	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	
cs - Convention South	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	0	3	0	
is.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	82	0	85	
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	40	0	591	
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	
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	1	0	5	
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	1	174	720	
wed.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	416	0	90	0	2	0	508	
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	6	0	553	
mpp.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	2	0	3	
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	3	0	93	
golf.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	8	0	8	0	34	
mail.paradisecoast.com	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	3	
lv.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	3	0	4	
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	
lv - 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	5	6	0	184	104	
german.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	4	0	4	
gg.paradisecoast.com	0	4	0	51	0	1	0	2	0	0	0	0	0	4	0	5	62	1	10	56	21	0	0	0	93	124	
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	
fp - Florida International Travel Planner	0	0	0	1	0	0	2	1	3	0	3	1	0	2	0	1	1	4	1	0	1	0	1	0	12	10	
is - Preprint In-State	1,769	461	1,793	125	1,461	9	723	4	374	4	197	0	71	7	76	0	79	1	144	0	110	0	108	0	6,905	611	
mb - Modern Bride	0	0	1	0	0	0	5	0	1	0	1	0	1	0	0	1	4	1	0	0	0	0	0	0	13	2	
mh - Miami Herald	1,895	752	2,066	418	1,267	234	804	315	486	221	314	246	309	177	251	359	280	505	198	0	170	0	294	0	8,334	3,227	
ml.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	2	0	2	
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 Sentinel	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
pb - Palm Beach Post	30	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	67	
pym - Plan Your Meetings	0	0	0	0	1	0	1	0	1	0	1	0	1	0	1	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	18	0	36	0	204	0	491	44	0	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	4	9	51	
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	31	36	419	
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	
paradisecoast.co.uk	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	7	
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	1	64	127	
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	
<b>TOTAL PARADISE COAST WEBSITE LEADS:</b>	<b>3,695</b>	<b>3,258</b>	<b>4,023</b>	<b>1,428</b>	<b>2,791</b>	<b>538</b>	<b>2,470</b>	<b>972</b>	<b>2,371</b>	<b>667</b>	<b>742</b>	<b>817</b>	<b>489</b>	<b>738</b>	<b>436</b>	<b>1,056</b>	<b>527</b>	<b>1,696</b>	<b>467</b>	<b>1,500</b>	<b>587</b>	<b>500</b>	<b>784</b>	<b>116</b>	<b>19,382</b>	<b>13,286</b>	

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

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2006	2007	2006	2007	2006	2007	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008	YTD 2007	YTD 2008	
Total Views		243,783	370,246	217,847	300,476	237,603	343,101	367,112	483,985	328,680	392,138	250,609	537,181	247,900	492,071	352,566	469,921	381,873	564,081	403,283	387,936	371,811	294,818	303,185	247,279	3,706,252	4,873,233	
Unique Monthly Visitors		54,528	96,851	59,941	83,190	74,245	89,648	94,903	108,055	85,457	87,410	78,290	109,982	73,191	123,312	90,945	119,685	94,150	94,909	112,252	74,006	112,235	62,909	90,160	58,285	1,020,298	1,108,242	
<b>2007 Pubs With 2008 Leads:</b>																												
AAA Going Places May/June 06	Consumer Magazines	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Southern Living TVL FL Jun/Jul 06	Consumer Magazines	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Naples Daily News - Editorial	Newspaper Domestic NE/MW	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Audubon/Corkscrew Mar/Apr 06	Niche Markets (ECO)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Everglades Angler	Television	0	0	35	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0
FL Official Travel Industry Guide 06	Travel Agent Directories	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
<b>2007 Pubs With 2008 Leads Totals:</b>		<b>5</b>	<b>0</b>	<b>36</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>41</b>	<b>0</b>