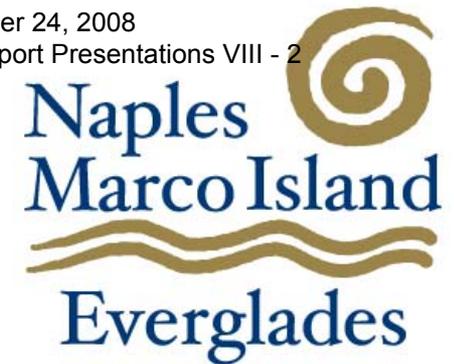


# **Tourist Development Council**

## **November 24, 2008**

PARADISE COAST

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



# **DIRECTOR'S REPORT**

## PARADISE COAST

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



## **TOURIST TAX COLLECTIONS**

- **Oct Collection (Sept. Hotel Stays)**
  - **Calendar 08 vs. 07 (10 Mos.)      + 2.54 %**
  - **FY 09 vs. 08 (Oct) 1Mos.      - 23.9 %**

# Tourist Tax Collections History

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
1999	\$640,480	\$1,267,608	\$1,317,499	\$1,371,476	\$784,833	\$488,066	\$364,773	\$433,180	\$345,039	\$308,092
2000	\$700,014	\$1,238,022	\$1,410,142	\$1,465,756	\$855,005	\$521,455	\$451,648	\$414,920	\$364,720	\$340,269
2001	\$729,455	\$1,392,218	\$1,484,889	\$1,560,447	\$889,288	\$553,759	\$410,521	\$484,722	\$361,650	\$217,367
2002	\$583,811	\$1,227,724	\$1,413,825	\$1,533,979	\$821,961	\$494,400	\$364,389	\$370,036	\$395,650	\$271,002
2003	\$597,396	\$1,138,004	\$1,356,372	\$1,480,581	\$873,340	\$553,456	\$398,901	\$426,851	\$408,007	\$340,101
2004	\$689,388	\$1,204,591	\$1,674,850	\$1,688,035	\$1,018,887	\$588,052	\$452,253	\$521,027	\$580,653	\$374,394
2005	\$839,654	\$1,400,804	\$1,657,258	\$2,015,875	\$997,580	\$661,153	\$507,831	\$542,394	\$385,377	\$338,173
2006	\$1,058,211	\$1,735,579	\$2,241,964	\$2,441,129	\$1,500,894	\$954,244	\$734,243	\$725,247	\$544,998	\$436,452
2007	\$1,056,702	\$1,835,999	\$2,338,801	\$2,608,708	\$1,501,529	\$907,302	\$746,001	\$710,183	\$622,286	\$525,638
2008	\$1,240,865	\$1,923,205	\$2,310,172	\$2,713,577	\$1,577,193	\$866,202	\$805,292	\$757,042	\$586,617	\$399,869
Proj. 2008	\$1,118,600	\$1,850,000	\$2,350,000	\$2,620,000	\$1,510,000	\$910,000	\$760,000	\$725,000	\$625,000	\$540,000

# Director's Activities

- **Collier Lodging Assoc. Board Meeting**
- **Marco Leadership Presentation**
- **UK & Germany Research Groups**
- **World Travel Market-London**
- **DMAI Education Conference- Providence**
- **Immokalee Rotary Presentation**
- **East Naples Kiwanis Presentation**
- **Naples Art Association 10<sup>th</sup> Anniversary**



# **SEARCH ENGINE MARKETING**

## **Sales & Marketing Technologies**

PARADISE COAST

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

## Web Site Trends

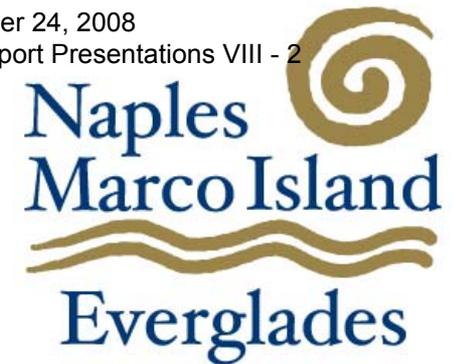
	August	September	October
Page Views	284,818	247,279	300,185
S.E. Referrals	14,940	13,031	15,340
Sessions	62,909	58,285	64,721
Sign-ups	26	16	10
PPC Contacts	33	35	23

## Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
October	\$588.83	1,844	\$0.32	\$30.99	19
September	\$569.64	1,755	\$0.32	\$17.80	32
August	\$585.06	1,802	\$0.32	\$20.90	28

## Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
October	\$477.64	1,223	\$0.39	\$119.41	4
September	\$461.25	990	\$0.47	\$153.75	3
August	\$487.69	981	\$0.50	\$97.54	5



# **Web Site Activity**

## **Miles Media Group**

PARADISE COAST

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

# Measurement Dashboard

## October 2008

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



Good



Not Significant



Needs Attention

### ENGAGEMENT

Time on Site: 5.42  
*Minutes*

LM	IB	B
↓	5.16	5.38

Bounce Rate: 51.9%  
*of Home Page*

↑	33%	28.5%
↑	45.3%	39.4%

Bounce Rate: 54%

### SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

0.3%

of total pg views

393

Signals of Intent to Travel

### ACTIVITY

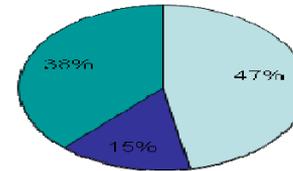
22,024 visits

LM	
↑	17%

102,432 pg views

↓	11%
---	-----

### SOURCES OF TRAFFIC



Search Engines  
 Campaigns  
 Other Sources

Baseline average percentages for 2007\*:

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

### MOST REQUESTED PAGES

- Home Page
- Events Calendar
- Accommodations Listings
- Attractions
- Beaches & Parks

### CAMPAIGN RESPONSE

3,221  
 Total Responses

15%  
 Percent of total visits

### CONVERSION BREAKDOWN

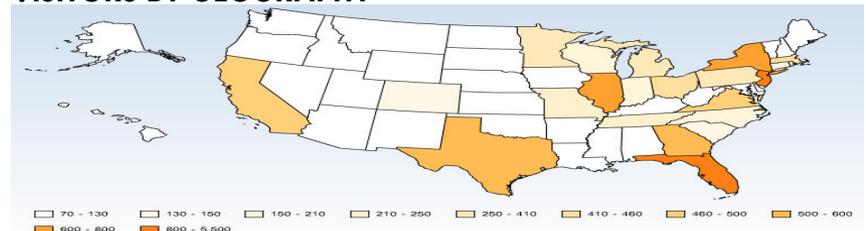
Guide Orders 256

LM	
↑	2%

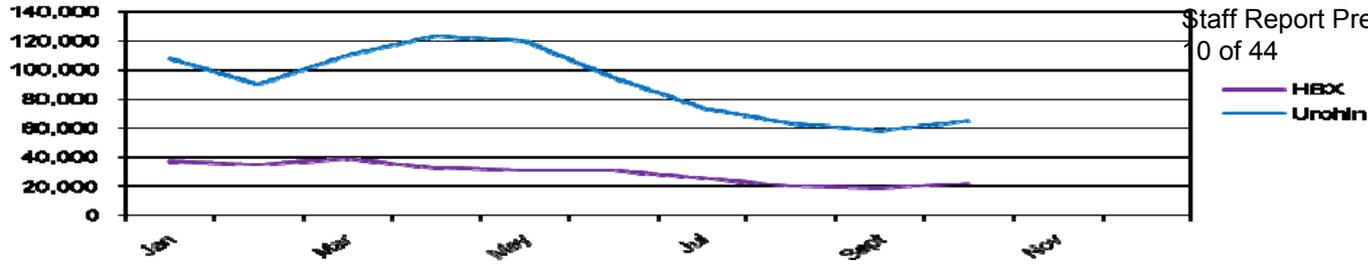
Book Hotel 137

↓	43%
---	-----

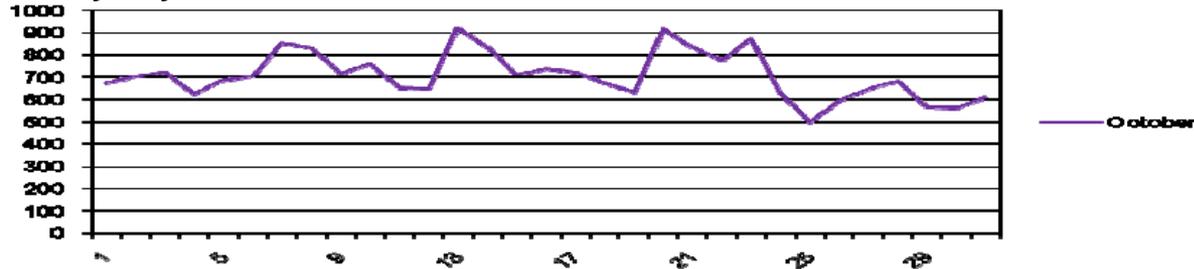
### VISITORS BY GEOGRAPHY



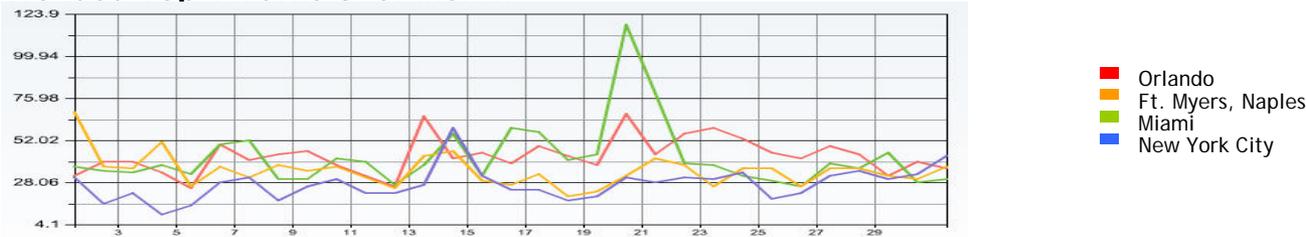
### Visits – Urchin vs. HBX



### Visits by Day for This Month



### Trended Top 4 Markets for Month



### International

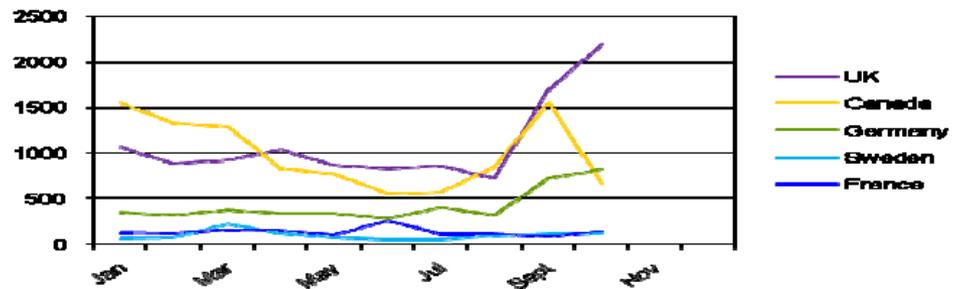
USA (% of all traffic) **70%**  
 International: **30%**

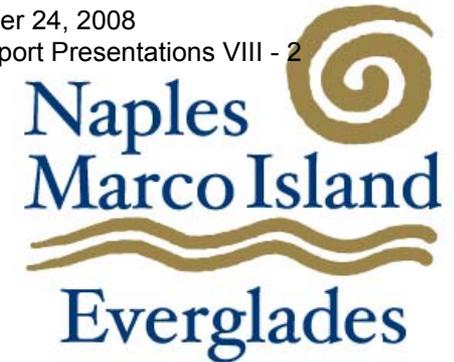
Canada **821**  
*Unique visits for Month*

Germany **667**  
 UK **2,189**

LM % Change

- ↑ 1.4%
- ↓ 3%
- ↓ 46%
- ↓ 8%
- ↑ 29%





# **Sales & Marketing Report**

## **Debi DeBenedetto**

PARADISE COAST

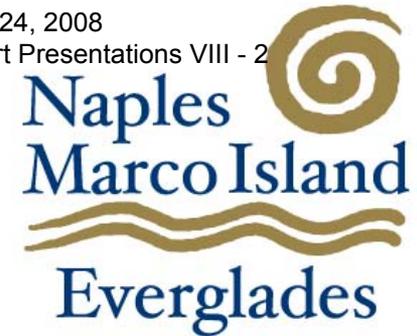
**Naples, Marco Island, Everglades  
Convention and Visitors Bureau**



# **October/November 2008 Sales Leads Report**

- **13 RFP's sent to hotels since last report date**
- **3167 potential room nights**
- **5 groups booked 859 room nights booked**
  - **Estimated direct sales from bookings  
\$1,764,700**
  - **Economic impact \$4,024,891**
  - **Golf Leads sent out to Play Florida Golf partners**

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



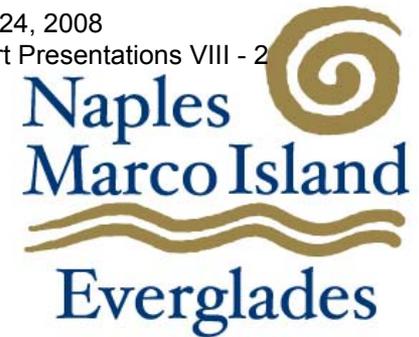
# **Projects Working**

- **Florida Encounter Trade Show**
- **3 Days with an Intern Training**
- **Sponsorship committee for future FSAE hosting**
- **Sites with planner**
- **VIP Summer Promotion**
- **Weddings & honeymoons web page**



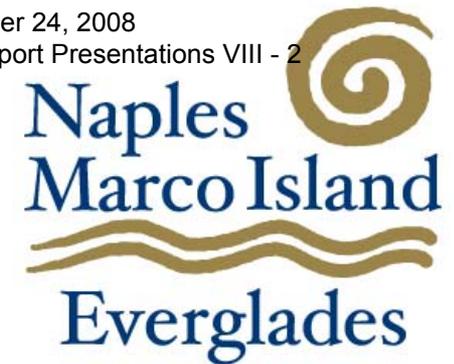
## **Debi's Trade Shows & Events**

- **Planning Dec. 12 Advisory Roundtable**
- **Toronto Women's Show**
- **Florida Encounter**



## **Brochure Distribution**

- **Montreal Consumer Show October**
- **New York Road Show November**
- **Home Based Travel Agent Expo December**
- **MLT University October**
- **Addison Shows Canada October**
- **Official Florida Visitors Centers**
- **Local Visitors Centers**



# **Public Relations Report**

## **JoNell Modys**

PARADISE COAST

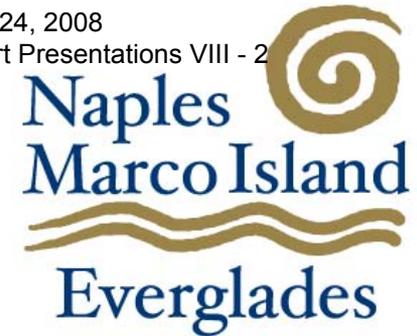
**Naples, Marco Island, Everglades  
Convention and Visitors Bureau**

# PR & Communications

## *November 08*

- **Announcement:**
  - PR Receives Silver HSMAI Adrian Award for *Return of the Ghost Orchid Summer 08* special news event





# **PR & Communications**

## **November 08**

### **Journalists in the region:**

- *Dreamscapes* – Canadian travel magazine editor meeting, part of Ft. Myers FAM
- PBS shoot at Fakahatchee – *Story of Florida's State Parks*
- *Moon Florida* handbook – Everglades research
- I-75/Breakfast In America – exploration travel guidebook for UK market
- Oasis HD TV – Canadian film crew shooting nature scenes in Everglades, assisted with location suggestions

# PR Report...

## Key media submissions

November 24, 2008  
Staff Report Presentations VIII - 2  
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- Paradise Connection – e-News to Travel Media
- Arts & Culture news release – BCF issued to key drive and fly markets highlighting arts events in November/December

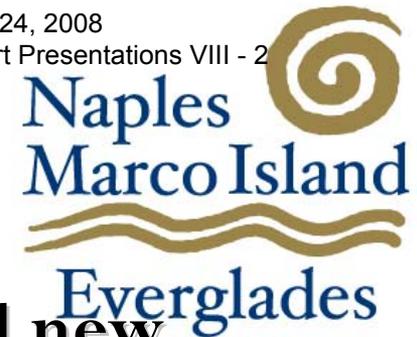


## In the News...

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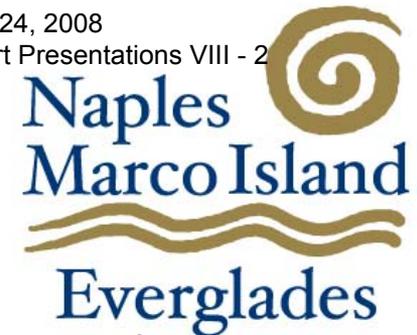


- *Meetings South – Getaways on the Gulf* regional feature. *Ad Value \$14, 173*
- *Skylights (Spirit Air In-flight) – Shades of Green* eco article plus destination video online. *Ad value \$30,818.*
- *Small Market Meetings – Paradise Found* destination feature resulting from CVB Fam last year and extensive follow ups. *Ad Value \$21,757.*
- *Naples FL Weekly – Summer Tourism Stats Up* story focuses on positive summer growth and projections for fall/winter.



## Projects

- **Web listing updates**  
**Twitter (Micro Blog Site) posts and new**  
**Paradise Coast account tied to Web Media**  
**Center**
- **09 Visitors Guide**
- **Developing new “neighborhood” profiles on**  
**North Naples, East Naples**
- **Developing “local food/regional cuisine” news**  
**release**
- **Appointed to Nature/Heritage/Rural/Cultural**  
**Tourism Committee for VISIT FLORIDA**



## Coming Soon...

- *Daily Telegraph* UK National Paper – Writer visit July 08
- Article in *Saturday Evening Post*
- *Sophisticated Living* magazine Jan/Feb
- *Farmer & Rancher* destination story – within 60 days
- *Stone* magazine – August 09
- *Gulfshore Business* – Economic Forecast story Jan 09 and Tourism story Feb 09
- [www.Travel-Travel-Travel.com](http://www.Travel-Travel-Travel.com) – Included in Florida feature scheduled for January.



# FILM OFFICE

Maggie McCarty



# Film Activity

November 24, 2008  
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## PRODUCTIONS

- 2 documentary films
- 1 print catalog
- 1 educational video
- 1 TV series

## WORKING LEADS

- 11 pending projects



Super Nanny Returns!



## Client Storyboard

<< Request

Collier County  
Location >>



# Client Storyboard Interior



# Client Storyboard Exterior



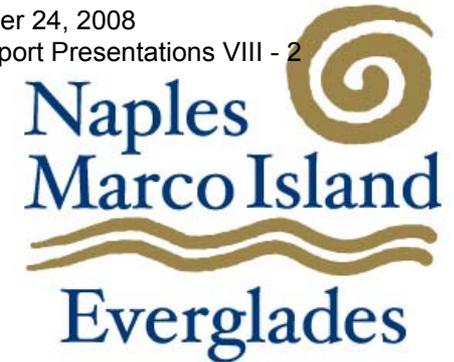
## OPERATIONS

- VISION NET Uploads
  - 4 New Locations
- Berlinale/European Film Market Prep
- Regional Film Offices & Commissioners  
(Tampa, St. Petersburg/Clearwater, Charlotte County, Lee County and Sarasota)



5 Year  
Service  
Award  
Nov. 13, 2008





# **Sports Marketing**

## **Ralph Pryor**

## **Jacqueline Jensen**

PARADISE COAST

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



# Sports Marketing

First Quarter Economic Impact Report

November 24, 2008  
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Naples Shark Shootout:	\$ 78,420.00
F1 ChampBoat Naples Grand Prix:	\$196,200.00
SSUSA Winter Nationals: (Estimated)	\$165,000.00
FY '09 First Quarter Total Direct Economic Impact:	\$439,620.00

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



# Sports Marketing

FY '09 First Quarter Events YTD



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

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

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



# Sports Marketing

Hotel Sports-Related Business Report  
Comparative Quarterly and YTD

November 24, 2008  
Staff Report Presentations VIII - 2  
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	First Quarter			Second Quarter		Third Quarter		Fourth Quarter		YTD Report		
	FY'07	FY'08	FY'09 YTD	FY'07	FY'08	FY'07	FY'08	FY'07	FY'08	FY'07	FY'08	FY'09
Average Room Rate	NA	\$94.72	\$74.61	\$211.67	\$143.47	\$123.04	\$91.58	\$74.50	\$78.51	\$141.80	\$102.07	\$74.61
Total Rooms Blocked	NA	370	425	15	485	135	800	25	1,345	175	3,000	425
Total Rooms Booked	NA	284	171	588	1,186	304	440	92	254	984	2,164	171
Average Length of Stay	NA	2.10	1.48	1.64	1.83	1.86	1.67	1.80	1.67	1.72	1.81	1.48
Actual Room Nights	NA	598	253	965	2,167	564	735	167	425	1,696	3,925	253
Approximate Hotel Revenue	NA	\$53,466.15	\$18,876.33	\$205,116.00	\$310,899.49	\$86,709.03	\$67,309.74	\$12,346.73	\$33,366.75	\$304,171.76	\$465,042.13	\$18,876.33
Tourist Tax Revenue	NA	\$2,138.64	\$755.05	\$8,204.64	\$12,435.98	\$3,468.36	\$2,692.39	\$493.87	\$1,334.67	\$12,166.87	\$18,601.69	\$755.05
Expected SOOC Rebate	NA	\$2,285.00	\$1,145.00	\$2,265.00	\$5,480.00	\$2,265.00	\$2,855.00	\$805.00	\$1,730.00	\$5,335.00	\$12,350.00	\$1,145.00

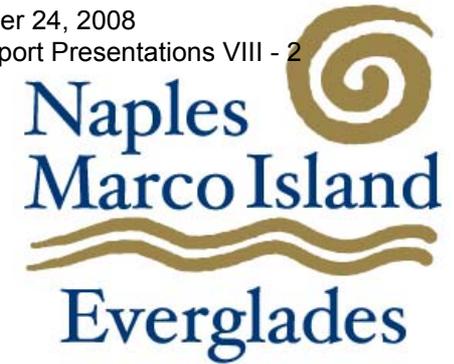
**Ralph Pryor**  
**Jacqueline Jensen**

# F1 ChampBoat Naples Grand Prix

November 24, 2008  
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## November 1-2, 2008





# **Inquiry Reports**

## **Ginny DeMas, Phase V**

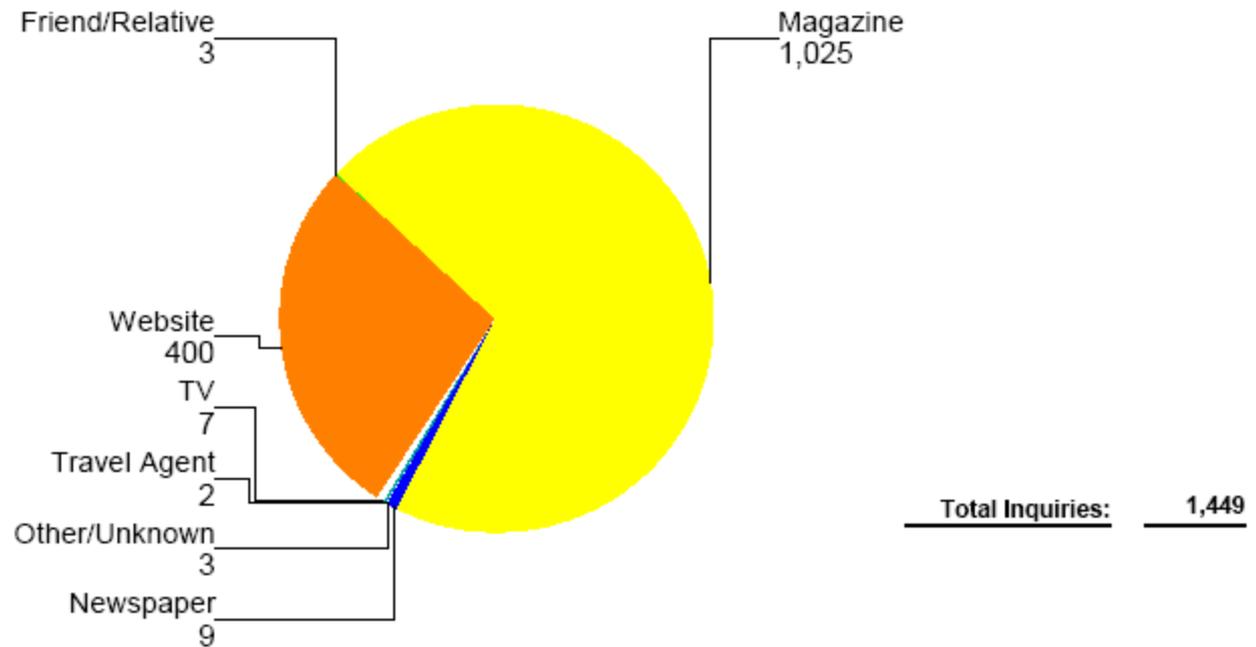
PARADISE COAST

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

## Naples, Marco Island, Everglades CVB

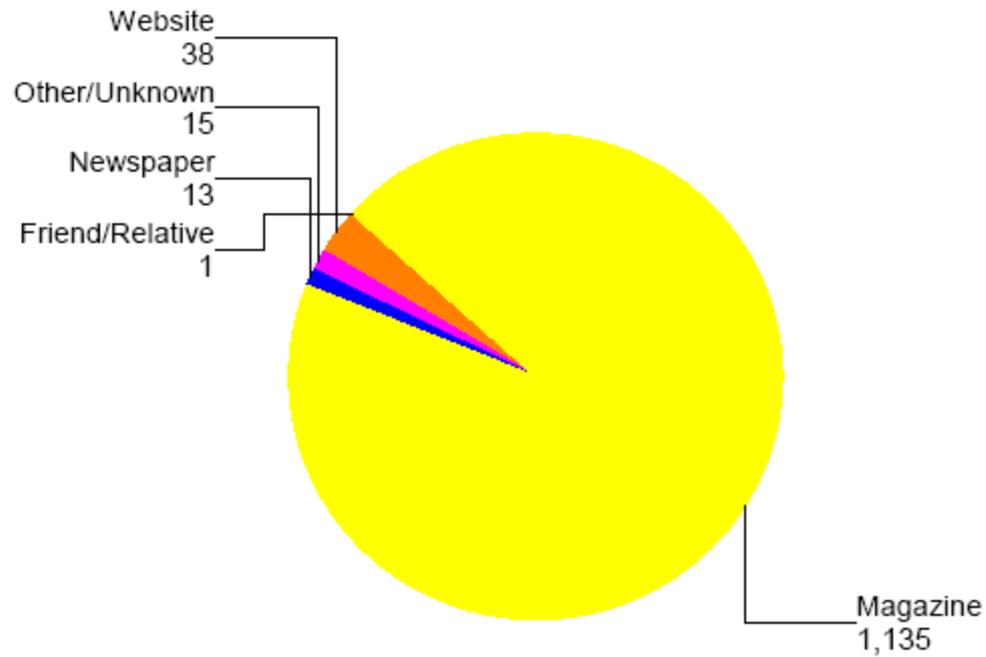
### Request Summary by Source

For the month of October 2007



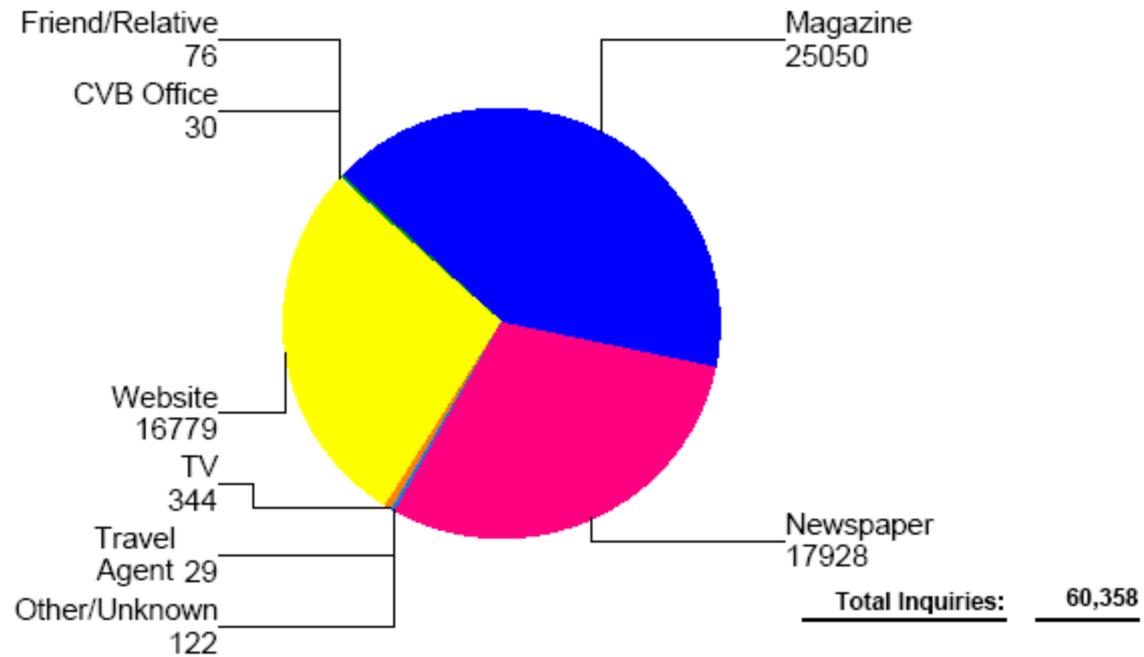
## Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of October 2008



Total Inquiries: 1,202

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



# Inquiries – Leading 4 Countries Oct 2008

**2007**

USA

UK

Canada

Germany

**2008**

USA

Canada

France

UK

# Inquiries - Leading 6 States

## Oct 2008

### **2007**

Florida

New York

Texas

Pennsylvania

Ohio

Illinois

### **2008**

Florida

Illinois

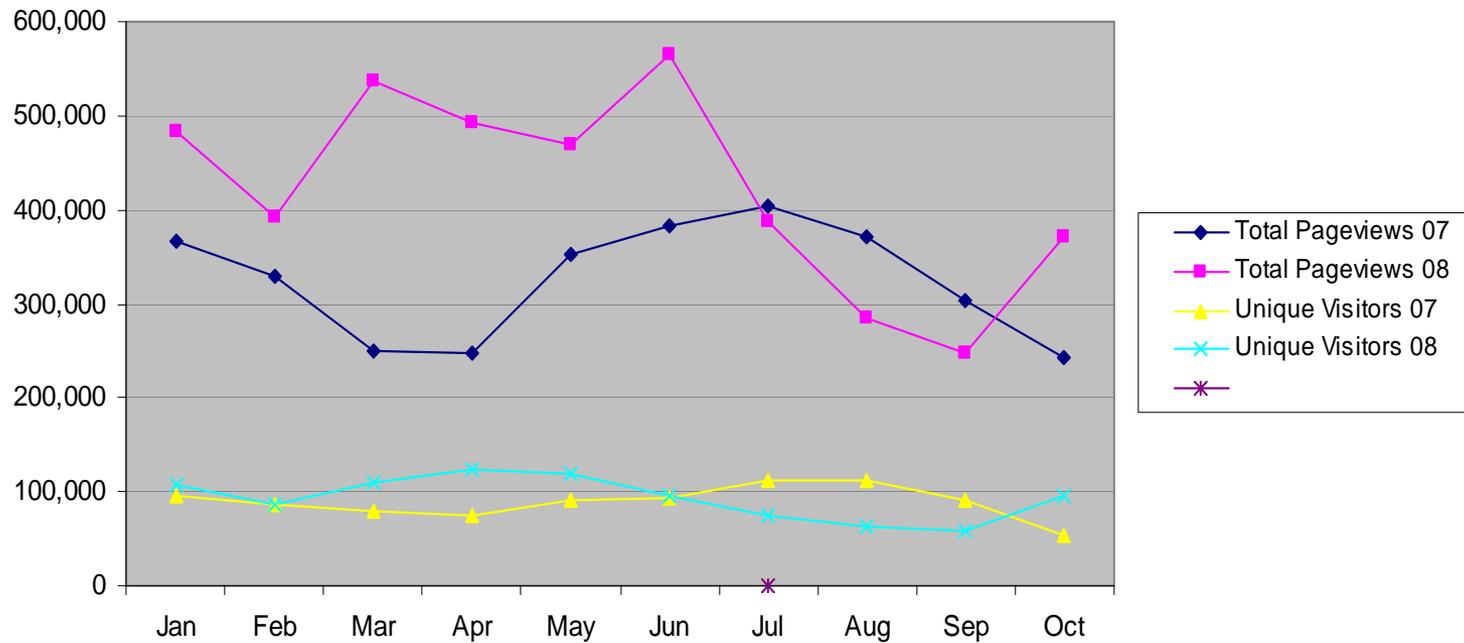
New York

Texas

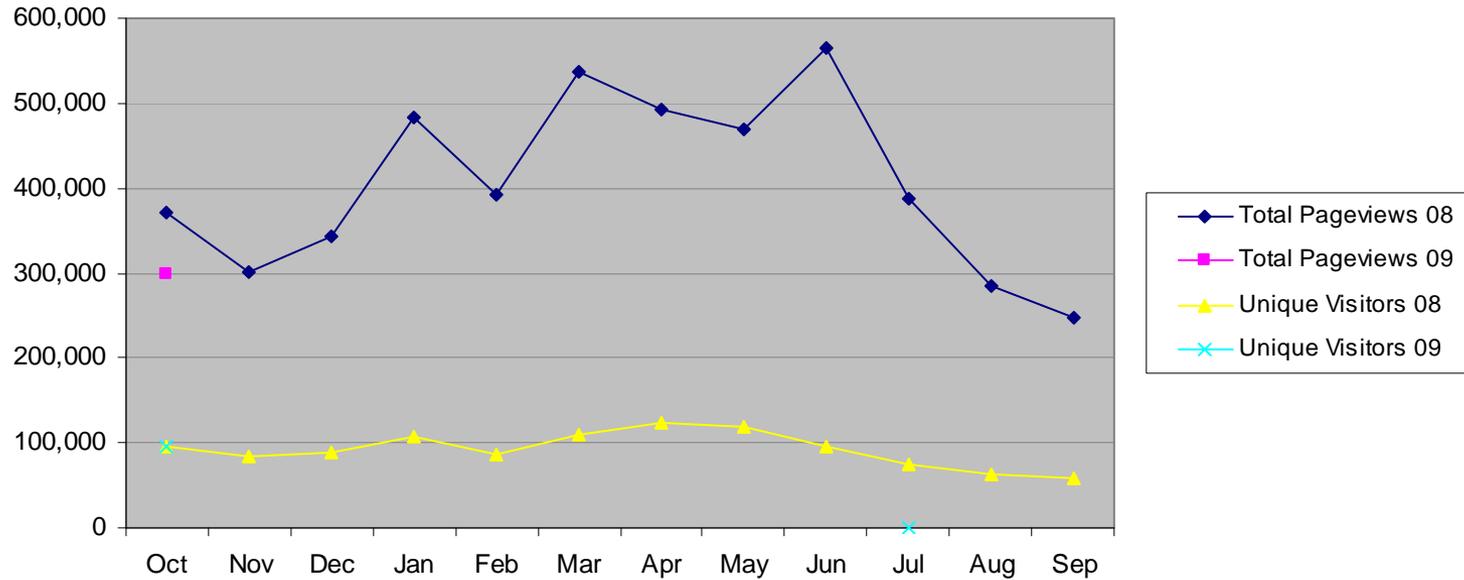
Michigan

Ohio

# Website Activity Calendar Year



# Web Site Activity Fiscal Year



# Collier County CVB

November 24, 2008  
Staff Report Presentations VIII - 2  
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## Inquiries by Type Calendar Year

	<b>Oct 08</b>	<b>Y-T-D</b>
Phone	189	2,657
Publications	1,202	43,688
Web site	47	5,610
Info@ParadiseCoast	9	97

# Misc. CVB Services

## Calendar Year

	<b>Oct 08</b>	<b>Y-T-D</b>
Hotel Bookings	7	54
Info Center Shipments	3,200	18,425
Editorial Gen Calls	67	508
Mtg. Planner Calls	4	16
Storm Info Calls	0	11
Storm Accommodations	0	502
Sports Council	0	5





# Questions?

PARADISE COAST

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