

Naples, Marco Island, Everglades CVB
Task Report
Due - Between 10/10/2008 - 11/14/2008

November 24, 2008
Detailed Staff Reports IX
1 of 59

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
10/10/2008	Debi's Activity Tracking Account	General - Email	Closed	10/10/2008	10/10/2008	Debi DeBenedetto
<i>General emails on weekly basis average 3 hours daily with follow up</i>						
10/10/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	10/10/2008	10/10/2008	Debi DeBenedetto
<i>MP fam site selection spreadsheet 1 hour</i>						
10/10/2008	Debi's Activity Tracking Account	General - Research	Closed	10/10/2008	10/10/2008	Debi DeBenedetto
<i>Gathered quotes and review of promo items, order items 6 hours over time - order time now</i>						
8/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/13/2008	10/15/2008	Debi DeBenedetto
<i>ordered shirts for encounter</i>						
10/10/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	10/13/2008	10/30/2008	Debi DeBenedetto
<i>ordered 2009 promo items - 2 hours</i>						
10/13/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
<i>Creative tourism follow up report complete and communication with those met, sent emails follow up 2 hours</i>						
10/13/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
<i>Auction items donated for MPI Chef and for meeting planner</i>						
10/13/2008	Debi's Activity Tracking Account	Copy Edits	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
<i>worked on Visitor Guide listings reiew 1.5 hours</i>						
10/13/2008	Debi's Activity Tracking Account	General - Followup Call	Closed	10/13/2008	10/15/2008	Debi DeBenedetto
<i>Reveiw survey results from TA FAM - excellent reviews!</i>						
10/13/2008	Debi's Activity Tracking Account	Sales - Prospecting	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
<i>signed up for RCMA membership \$100 for free listing and information on shows</i>						
10/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/13/2008	10/15/2008	Debi DeBenedetto
<i>Encounter updates, communication, preparation 2hours</i>						
10/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
<i>worked on Trade show list update, partner solicitation 2 hours</i>						
10/13/2008	Debi's Activity Tracking Account	Advertorial writing/editing	Closed	10/13/2008	10/13/2008	Debi DeBenedetto

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Interview with writer for Successful Meetings Mag article

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	General - TDC Report	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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prep for TDC report Idss entry

10/13/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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Solicit partners for theme packages remind of themes on website and package due dates.

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 - 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.

10/13/2008	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	Fam Itinerary - Planning	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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arranged rental car for MP FAM

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 - Web update	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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website updates for several partners complete, Greg, Gallery, Ruth Chris more

10/13/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	10/13/2008	10/13/2008	Debi DeBenedetto
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sent pp maps for planner show upon her request 100

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

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

10/15/2008	Debi's Activity Tracking Account	General - TDC Report	Closed	10/15/2008	10/15/2008	Debi DeBenedetto
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Debi DeBenedetto

worked on TDC report 1.0 hours

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Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Detailed Staff Reports IX Closed by User	
10/15/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	10/15/2008	10/15/2008	Debi DeBenedetto	
<i>list for marketing Association niche coop</i>							
10/15/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/15/2008	10/30/2008	Debi DeBenedetto	
<i>negotiate contract labor for assistance with Encounter Trish Cotte 45 min</i>							
10/15/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	10/15/2008	10/15/2008	Debi DeBenedetto	
<i>phone calls 3 planners working plus 2 planners MP fam 1.5 hours</i>							
10/15/2008	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	10/15/2008	10/15/2008	Debi DeBenedetto	
<i>site schedules and FAM mp changes & communication 1.0 hours</i>							
10/15/2008	Debi's Activity Tracking Account	General - Email	Closed	10/15/2008	10/15/2008	Debi DeBenedetto	
<i>emails 3-5 hours daily as attached projects and communication on going</i>							
10/15/2008	Principles Political Plan	Sales - Assisted Mtg Planner	Closed	10/15/2008	10/17/2008	Debi DeBenedetto	
<i>sent rfp and mailed overnight sales kit requested urgent proposals from beach hotels</i>							
10/17/2008	Debi's Activity Tracking Account	General - Email	Closed	10/17/2008	10/17/2008	Debi DeBenedetto	
<i>emails all day everyday</i>							
10/17/2008	Debi's Activity Tracking Account	General - Incoming Call	Closed	10/17/2008	10/17/2008	Debi DeBenedetto	
<i>2 hors phone call day partners and planners</i>							
10/17/2008	Debi's Activity Tracking Account	Event Service Task	Closed	10/17/2008	10/17/2008	Debi DeBenedetto	
<i>worked on VIP 1 hour letter for solicitation</i>							
10/17/2008	The Moreland Group, LLC Rebecca Moreland	Sales - Assisted Mtg Planner	Closed	10/17/2008	10/30/2008	Debi DeBenedetto	
<i>Worked on site plan for Nov 12 Ingram client site for Vision Care group 1 hour</i>							
10/13/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	10/20/2008	10/30/2008	Debi DeBenedetto	
<i>Pull Unesco application and review - need to finalize</i>							
10/20/2008	Debi's Activity Tracking Account	General - Meeting	Closed	10/20/2008	10/20/2008	Debi DeBenedetto	
<i>Staff meeting 8:30 - 11</i>							
10/20/2008	Debi's Activity Tracking Account	Fam Escort	Closed	10/20/2008	10/20/2008	Debi DeBenedetto	
<i>Hosting Meeting Planner FAM 31 people Mon - Thursday day and night Oct 20 - 23</i>							
10/10/2008	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	10/30/2008	10/30/2008	Debi DeBenedetto	

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Task Assigned User: Debi DeBenedetto						November 24, 2008	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Detailed Staff Reports IX Closed by User	
<i>Worked on VIP promo preparation 2 hours</i>							
10/30/2008	Adventure Travel Trade Association	General - Followup Call	Closed	10/30/2008	10/30/2008	Debi DeBenedetto	
<i>sent follow up to see if assistance needed for decision on this group</i>							
10/30/2008	American Business Women's Association	Sales - Prospecting	Closed	10/30/2008	10/30/2008	Debi DeBenedetto	
<i>sent request to know if meeting was booked and where/ assistance help offer</i>							
10/13/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/31/2008	10/15/2008	Debi DeBenedetto	
<i>Worked on VIP program, gather facts, change letters for 2009 send out contracts and time line. 2 hours</i>							
10/15/2008	Debi's Activity Tracking Account	General - Meeting	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>reviewed media budget in conf call with Paradise 1.5</i>							
10/16/2008	Debi's Activity Tracking Account	General - Web update	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>updated infor for SW fla eco tours on website put in meeting planner section</i>							
10/19/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>phone call with partner 30 min going over marketing - this is a constant ongoing thing</i>							
10/20/2008	Debi's Activity Tracking Account	General - Meeting	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>staff meeting and follow up on meeting 4 hours total</i>							
10/20/2008	Debi's Activity Tracking Account	Event Service Task	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>secured venue for Dec 12 roundtable and details - save the date evite</i>							
10/23/2008	Greenburg Research	Sales - Assisted Mtg Planner	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>sent rfp for planner - got results from several hotels Principles Political Plan will follow up</i>							
10/24/2008	Debi's Activity Tracking Account	General - Meeting	Closed	10/31/2008	11/3/2008	Debi DeBenedetto	
<i>Meeting with Agency for German brochure</i>							
10/24/2008	Debi's Activity Tracking Account	General - Drafted / Sent Letter	Closed	10/31/2008	11/3/2008	Debi DeBenedetto	
<i>Sent letter as follow up to 25 Fam planners</i>							
10/28/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>Register for Pow Wow 2 CVB 4 partners PO</i>							
10/29/2008	Debi's Activity Tracking Account	Consumer Assistance	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	
<i>Assisted consumer with wedding information Alison Hill</i>							
10/29/2008	Debi's Activity Tracking Account	Event Service Task	Closed	10/31/2008	10/31/2008	Debi DeBenedetto	

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Ordered shirts again for new encounter participants and staff

10/29/2008 Debi's Activity Tracking Account Fam Itinerary - Planning Closed 10/31/2008 10/31/2008 Debi DeBenedetto

created survey for post Experience Paradise MP fam and sent out to participants and sponsore

10/29/2008 Debi's Activity Tracking Account Sales - Partner Contact Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Worked for several days several hours with Intern NTT Amanda - training her and working together. She helped me too.

10/30/2008 Debi's Activity Tracking Account Sales - Prospecting Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Pulled several reports from Idss to prep for out of town trips - Travel Agent and Planner contacts in areas of travel.

10/30/2008 Debi's Activity Tracking Account Copy Edits Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Miles Media assist with comments about Chef for 09 Visitors Guide

10/30/2008 Debi's Activity Tracking Account Sales - Partner Contact Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Assisted with webinar for niche market guide sales, contact partners 3 times and sent power point participated in webinar

10/30/2008 Debi's Activity Tracking Account Sales - Partner Contact Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Communication on Cultural Heritage conference with partners sent info

10/31/2008 American Bankers Association Sales - Assisted Mtg Planner Closed 10/31/2008 10/31/2008 Debi DeBenedetto

planner needed area info for future meeting booked at Ritz Naples - assisted and sent info

10/31/2008 Debi's Activity Tracking Account Sales - Meeting / Show / Conference Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Shipping prep for Encounter show, boxes and forms

10/31/2008 Debi's Activity Tracking Account Consumer Assistance Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Assisted Client with wedding information and arrangements Eddy

10/31/2008 Debi's Activity Tracking Account General - Followup Call Closed 10/31/2008 11/3/2008 Debi DeBenedetto

spend 4 hours loading tasks and rfps into Idss

10/31/2008 Debi's Activity Tracking Account Sales - Partner Contact Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Freddy with new local restaurant wanted help and questions about promotions and marketing and getting on web so helped him out.

10/31/2008 University of Mary W Sales - Assisted Mtg Planner Closed 10/31/2008 10/31/2008 Debi DeBenedetto

Ashia Brooks

Planner wanted restaurant host for 40 for lunch for Jan 22 Donor Visit with U president - on the water and possible rooms - assisted and sent info

10/17/2008 Florida Trust for Historic Preservation, Inc Sales - Assisted Mtg Planner Closed 11/1/2008 11/3/2008 Debi DeBenedetto

sent rfp, sales kit and will gather proposals to send her 11/1

10/3/2008 EMCO Corporation General - Followup Call Open 11/3/2008

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Task Assigned User: Debi DeBenedetto						November 24, 2008	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Detailed Staff Reports IX Closed by User	
	Karen Lee <i>find out if booked</i>						
11/3/2008	Cedar Valley World Travel	Sales - Send Promotional Item / Collateral	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Sent sales kit and email to new Travel Agent contact Cedar Valley WT</i>						
11/3/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>sent VG to VF Visitors Welcome center</i>						
11/3/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>sent VG and collateral to Downtown Naples Visitor center</i>						
11/3/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Sent 4 data bases of Canadian travel agent leads to partners - ask phase V to put on eblast list for future communication - gave VG at Canada show through VF</i>						
11/3/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Sent lead to Hotels for Aluminum Extruders Council 2011 meeting. No Rfp or specs just lead</i>						
11/3/2008	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Assisted planner Jennifer Lovelle with CSR project in area during their annual meeting at Marriott. Suggested Sea Excursions, Bot Garden and few others. Research her needs.</i>						
11/3/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/3/2008	11/4/2008	Debi DeBenedetto	
	<i>Encounter appointments reviewed and made some - wil edit later 1 hour</i>						
11/3/2008	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Signed up for free listing in Lusury The Registry 2009</i>						
11/3/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Cancel Colorado show - no partner - moved to Feb in Carolinas</i>						
11/3/2008	Eddleman Service Organization	Sales - Assisted Mtg Planner	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Sent Rfp for client, sent packet of info, logged Idss, follow up</i>						
11/3/2008	EMCO Corporation	General - Followup Call	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
	<i>Contacted planner to see if booked</i>						
11/3/2008	International Association of Assessing Officers	Sales - Assisted Mtg Planner	Closed	11/3/2008	11/4/2008	Debi DeBenedetto	
	<i>Assisted planner and sent Rfp to hotles for 75 rooms group - sent MP kit</i>						

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Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Detailed Staff Reports IX Closed by User	
11/3/2008	Marco Adventure	Sales - Partner Contact	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
<i>load info into Idss for partner</i>							
11/3/2008	NGH Tours	Sales - Assisted Travel Agent	Closed	11/3/2008	11/4/2008	Debi DeBenedetto	
<i>emailed and ask if I could send him area info</i>							
11/3/2008	The Capital Grille	Sales - Partner Contact	Closed	11/3/2008	11/3/2008	Debi DeBenedetto	
<i>Put them in my restuarant grid - updated other info on grid - get partner leads now</i>							
11/4/2008	Construction Users Roundtable	General - Research	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>find out if booked</i>							
11/4/2008	Debi's Activity Tracking Account	Fam Escort	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>Tally all FAM scores from MP FAM and reported to sponorsrs</i>							
11/4/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>Ordered promo item flip flop Awards Excellence</i>							
11/4/2008	Debi's Activity Tracking Account	General - Research	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>Cleanned up in box and general office work, organized files and cleaned shelf and desk for new year file room</i>							
11/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>Worked on trade show sign up forms, cleaned up, changed spread sheet prepare for corrections on website 1.5 hours</i>							
11/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>Completed delegate registration forms for each of 6 partners attending Pow Wow with CVB 1 hour</i>							
11/4/2008	Duke University Medical Center	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>Check status of open rfp from planner</i>							
11/4/2008	ETC Services Inc	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>check status of open frp for 2012 group pending rfp</i>							
11/4/2008	Finance and Resource Management Consultants	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>check status of 09 study group rfp open with planner</i>							
11/4/2008	Florida Aquatic Plant Management Society	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>get status on open rfp two with planner</i>							
11/4/2008	Illinois Bankers Association	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	

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Task Assigned User: Debi DeBenedetto						November 24, 2008	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Detailed Staff Reports IX Closed by User	
<i>Checked status of open rfp for 2010 Bankers meeting</i>							
11/4/2008	National Institute for Occupational Safety & Health	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>get status on open rfp from planner</i>							
11/4/2008	National Tour Association	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>Contacted planner re: 6 open rfps outstanding with destination to get status</i>							
11/4/2008	Nikki Romanik	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>request status of group from planner from cvb rfp</i>							
11/4/2008	OSI Pharmaceuticals	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>contact planner for status on OSI Nat Sales meeting rfp open</i>							
11/4/2008	Society of Incentive & Travel Executives	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>requested status update from planner</i>							
11/4/2008	Sunny Delight Beverages Company	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>requested status of meeting from planner rfp sent by CVB</i>							
11/4/2008	Warm Spirit	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>check status of meeting rfp open for client</i>							
11/4/2008	Wisconsin Transportation Builders Association	General - Followup Call	Closed	11/4/2008	11/4/2008	Debi DeBenedetto	
<i>get status on 2010 annual convention open rfp</i>							
11/4/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Open	11/4/2008			
<i>Signed up for Louisville show - in Jan. get 350 words copy - also scavenger hunt</i>							
11/5/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>sent evite out to Save the Date Advisory roundtable</i>							
11/5/2008	Debi's Activity Tracking Account	General - Email	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>emails 4 hours daily</i>							
11/5/2008	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>Sent Visitors guides to VF Welcome center</i>							
11/5/2008	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>Meeting with naples Bike tours Marcy 1 hour plus updated web site for her</i>							

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Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Detailed Staff Reports IX 9 of 59 Closed by User	
11/5/2008	General Dynamics Information Technology	General - Followup Call	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>find out if booked</i>							
11/5/2008	JHG Marketing	General - Followup Call	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>asked if rfp booked</i>							
11/5/2008	Mobile Instrument Service, Inc.	General - Followup Call	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>asked if group was booked yet</i>							
11/5/2008	Trusty & Associates	General - Followup Call	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>aked if 21st smogs booked yet</i>							
11/5/2008	University Of Florida - IFAS Office of Conferences & Inst	Sales - Assisted Mtg Planner	Closed	11/5/2008	11/5/2008	Debi DeBenedetto	
<i>assisted Holly with Transportation quotes for group.</i>							
8/1/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/7/2008	10/15/2008	Debi DeBenedetto	
<i>Signed up with Visit Florida to attend National Womens Show Toronto Canada Nov. 7-9</i>							
10/3/2008	General Dynamics Information Technology Michelle Williams, CMP	General - Followup Call	Closed	11/13/2008	11/5/2008	Debi DeBenedetto	
<i>Follow up to see if booked</i>							
10/3/2008	HR Florida Andrea Milrad	General - Followup Call	Open	11/13/2008			
<i>Find out if she booked this</i>							
10/3/2008	LINSA Inc. Lina Salvati	General - Followup Call	Open	11/13/2008			
<i>find out if booked</i>							
11/13/2008	Alligator Alley Express Mike Benson	Sales - Partner Contact	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>added new owner to contact lists</i>							
11/13/2008	Chenega Federal Systems, LCC Lisa Powell	Sales - Assisted Mtg Planner	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>Assisted planner - sent info - sent rfp to hotels - emailed planner</i>							
11/13/2008	Collinson Publishing Charles Lewis	Sales - Media Contact	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>sent list of MP trade shows, assisted in selling our guides</i>							
11/13/2008	Debi's Activity Tracking Account	General - Email	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>3.5 general emails and catch up, ad proofs and follow up from being gone</i>							
11/13/2008	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	

Task Assigned User: Debi DeBenedetto					November 24, 2008		
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User	Detailed Staff Reports IX 10 of 59
<i>Attended Toronto Wome's show weekend Nov 7 -10 gone 4 days</i>							
11/13/2008	Debi's Activity Tracking Account	General - TDC Report	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>3 hours worked on updates and TDC report</i>							
11/13/2008	Debi's Activity Tracking Account	Event Sales Task	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>Worked on final Encounter met Trish for lunch to discuss detail plan</i>							
11/13/2008	Flying Dutchmen Travel	Sales - Assisted Travel Agent	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>Sent info to and answered questions to repeat TA</i>							
11/13/2008	Forte' Buying Group	Sales - Assisted Mtg Planner	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>sent rfp to hotels for Forte Buying group</i>							
11/13/2008	Fox Premeir Meetings and Incentives Karen Williams	Sales - Assisted Mtg Planner	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>sent CD of Destination to Karen to assist in booking client meeting</i>							
11/13/2008	Javi Productions	Sales - Assisted Mtg Planner	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>Sent sales kit and email to new planner registration from website</i>							
11/13/2008	MPI	Sales - Prospecting	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>Looked into Mid AMerica Conference and sponsorship</i>							
11/13/2008	The Moreland Group, LLC Steve Ingram	Fam Escort	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>Site all day with Steve for Vision Care conference 2010 11:30 - 6:30 pm good chance we will get this meeting</i>							
11/13/2008	The Moreland Group, LLC Steve Ingram	Sales - Assisted Mtg Planner	Closed	11/13/2008	11/13/2008	Debi DeBenedetto	
<i>sent Steve package and follow up e-mail from site</i>							
Total Tasks:						130	



Naples Marco Island Everglades
The Paradise Coast

**COLLIER COUNTY
FILM COMMISSION
ACTIVITIES
November 24, 2008
TDC Meeting**

PRODUCTION NOTES

- Kismet Films – documentary (in production)
- High Fidelity Canada – documentary
- SUNYOCC – educational video
- ABC “Supernanny” – TV series
- ADR – print fashion catalog

WORKING LEADS

- P Studios Inc.- print (Italy)
- Taillight – music video
- Smithsonian Network – TV series
- BrentSpector/USA – (2)commercials[Lexus, Kenzo]
- Taisho- TV commercial
- Dreamworks- feature
- “Jamie’s American Dream” – TV series/U.K.
- “Down South”/463 Media – TV segment
- HGTV’s “My House Is Worth What?” – TV series
- Boston Proper-print catalogue
- Cox Communications – still ad
- “Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

OPERATIONS

- VisionNet upload
- Coordination of Euro Film Mkt./Film FL
- Coordination of regional film office strategy session
- 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

SCOUTS

- P Studios Inc.

MEETINGS

- EvCor, Inc.
- Conference Call – Berlinale FL Marketing
- Paradise Marketing (website)

OTHER

- Collier County Employee Service Awards (5 years)



Tourism PR & Communications
Submitted by: JoNell Modys
TDC Meeting – November 24, 2008

Announcement

The PR department has secured the only Adrian award for 2008 from the Hospitality Sales & Marketing Association International. We were awarded a Silver Adrian for the summer 2008 Return of the Ghost Orchid special news event.

Journalists in the Region

We hosted the following in recent weeks:

Dreamscapes – this Canadian travel magazine is inserted in the Globe & Mail Sunday paper once per month. Hosted editor Donna Vieira for dinner in Naples to discuss the Greater Naples area during her visit to the Ft. Myers-Sanibel area.

PBS – a crew from WPBT in Miami shot an episode at Fakahatchee Strand Preserve State Park for its Story of Florida's State Parks programs that will air statewide.

Moon Florida – the author of the new Florida guidebook visited the Everglades region, following up on his earlier trip to Naples/Marco Island.

I-75/Breakfast in America – travel author Simon Veness visited, doing research for his new UK travelogue about the interesting and off-the-beaten path people and locations that one can discover off I-75 between Michigan and Florida.

Oasis HD TV – a Canadian film crew shot “beauty” scenes from our part of the Everglades for upcoming programs.

News Bureau

In addition to day-to-day media inquiries, photography requests, etc. we issued the new Paradise Connection e-newsletter to travel media. BCF released an Arts & Culture release keying on Celebrate the Arts Month and December arts activities in the region.

BCF issued a directed story pitch to travel media about the new Fosa exhibit at Naples Zoo, making the tie to the new Madagascar movie, which may heighten interest among children in seeing the zoo's fosas and lemurs. The CVB also posted blogs on this topic.

Publicity Highlights

Meetings South – Getaways in the Gulf regional feature.

Skylights – Spirit Airlines inflight magazine – Shades of Green story on eco activities, resorts, plus they posted our destination video with the online version of the story.

Small Market Meetings – Paradise Found – destination feature resulting from CVB fam last year and many follow ups with writer and magazine.

Naples Florida Weekly – positive story on good summer numbers and information about projections for late 08 and 09.

Marketing Activities & Projects

Web site listing updates

New Twitter microblog account

2009 visitors guide

New neighborhood profile – East Naples

New neighborhood profile – North Naples

Local food/regional cuisine release

Appointed to Nature/Heritage/Rural/Cultural tourism committee for VISIT FLORIDA

Upcoming Publicity

Daily Telegraph UK

Saturday Evening Post

Sophisticated Living

Farmer & Rancher

Stone magazine

Gulfshore Business

www.travel-travel-travel.com – Canadian travel site

BCF PR Activities

- Drafted and distributed Celebrate the Arts news release to more than 100 journalists including travel and art/feature writers in Florida, New York, Chicago and Atlanta markets; conducting ongoing media follow up
- Distributed pitch of the new Naples Zoo Fosa exhibit to more than 400 journalists including editors of travel and parenting publications, national and regional print media; conducting ongoing media follow up
- Developed 2009 calendar of releases
- Drafting/revising news release focusing on unique dining and locally-grown food
- Drafting/revising news release focusing on what's new in north Naples
- Pitched Staff Writer Jennifer Thomas of *ASTA Network Magazine* regarding unique kids activities in Collier County
- Corresponded with Editor Debbi Kickham of *Leisure Travel & Living Magazine* regarding upscale activities in Collier County
- Sent suggested images of Ritz Carlton, Naples, Giveback Getaways to Editor Cynthia Campbell of the *Baton Rouge Advocate*, per journalist's request
- Drafted pitch for Anne Dimon of *TravelWellness.com* regarding healthy dining options at airports based on a media lead



MONTHLY ACTIVITY REPORT

OCTOBER 2008

Stuttgart, November 13, 2008

SUMMARY OF ACTIVITIES

SUMMARY OF ACHIEVEMENTS

- ✧ Completed new Power Point Presentation about the Collier County area
- ✧ DERTOUR product trainings for 120 TAs in total (3 x 40 travel agents), Oct 20-22
- ✧ American Express reservation team training in Vienna for 11 travel agents, Oct 28
- ✧ Neckermann:
 - ✓ VIP card featured in the summer 2009 brochure including "email on demand"
 - ✓ Port of the Islands (POI) included in summer 2009 brochure
- ✧ Skytours: POI included in 2009/10 brochure
- ✧ Gathering information from TOs how many VIP cards are needed
- ✧ Provided niche TO *Trans Canada Touristik TCT GmbH* specialised on US vacation with information about the NCVB area for self organised FAM trip
- ✧ Finalised research trip preparations (hotel bookings, flights, transfers)

SALES OFFICE ADMINISTRATIVE ACTIVITY

- ✧ Throughout September handled:

- ✓ **inquiries** for the Naples area including sending of information via post.
- ✓ Since Juliana's info trip to the area: **include flyers** of eco tour activities collected throughout the trip + other information which fits to the individual needs of the inquiry.
- ✓ Finalised new **power point presentation** for the entire Collier County area to use for tour operator product trainings, seminars, etc. Includes 37 slides in total. Presentation will be shared with Jack for feedback during the research trip.
- ✓ **Summer VIP Card 2009**: Debi requested assistance with the following assignment. Below partners have been contacted via email:

TUI	Heidrun Steidle	Pending
Neckermann	Yvonne Schmid,	<u>Neckermann</u> : "e-mail on demand" for VIP card; card layout is also featured in summer 2009 brochure, hence, clients are able to write an email to the published email address (and will receive an automatically response with information on the VIP card (where to pick it up, etc.) . JD will work with Yvonne on the content of this email. <u>No print copies needed.</u>
Thomas Cook AG	Sonja Karl	<u>Thomas Cook</u> : pending
DERTOUR	Katja Wagner, Susanne Arbinger	<u>No printed VIP cards needed.</u> Secured that link (www.ParadiseCoast.com/VIP) is published in the summer 2009 brochure + also on travel documents clients receive prior to departure

Meier's Weltreisen	Heike Pleuter	Pending
FTI	Heike Pabst	<u>None needed</u> – they already denied it for Orlando as well and suggested to promote the VIP card through the hotels in the NCVB area
Explorer Fernreisen	Kathrin Mockenhaupt	Pending
Canusa	Karin Buhse	<u>150 hard copies</u> . In addition Karin offered to publish the link www.ParadiseCoast.de/VIP on CANUSA's website as soon as it is alive. JD F/U.
Jan Doets	Elske Doets	Pending
TUI Netherlands	Karin van der Laan	Pending
Skytours	Beat Diggelmann	<u>100 VIP cards</u>
Hotelplan	Daniel Stähli	<u>200 VIP cards</u> . Also secured special promotion with additional text in the brochure as well.
Flextravel	Paul Heimo	Pending
Kuoni Netherlands	Miranda Van Dam	<u>150 VIP cards</u> needed which will be included into to the travel documents that clients receive before departure.
Kuoni Switzerland	Claudia Franke	She will F/U in end of November after finalising the 2009/10 brochure.

- ✓ Oct 15: Sent detailed email to niche TO in Germany which requested sales contacts and highlights in the Everglades/Naples area. Specialised on American vacation only:

Trans Amerika Reisen, Mrs Andrea Budde
 Trans Canada Touristik TCT GmbH
www.trans-amerika-reisen.de

- ✓ Oct 31: Stuttgart, Reisemarkt: Delivered brochures after letter request to support ADAC (comparable with AAA) consumer event in Stuttgart, taking place Nov 30. Sent in total 80 brochures (maps + passport to Paradise only).

Public Relations:

✧ Further F/U of press event held Sept 25 in Hamburg:

- ✓ Oct 14, 2008: Sent "Media news Oct 08" received through JoNell to all media contacts visited in September in Hamburg (22 in total)
- ✓ F/U to 5 out of 9 press people with whom detailed conversations were held during the press event, special F/U needed through JoNell – please advice if the F/Us are finalised:

Media Name	Contact person	F/U by JD	F/U by JoNell
DIE WELT/WELT am Sonntag	Mrs Hannah Lobeck	special spa F/U email	Requested assistance from JoNell to send further info
www.WirsindGolf.net	Mrs Chris Weier & Mr Carsten Schütte	special Golf F/U email, several email contacts to publish editorial on their website	
Urlaub perfekt – FVW media group	Mrs Katrin Müller	special F/U email	
Dpa themendienst	Mr Christian Röwekamp	F/U email	Requested assistance from JoNell to send

			detailed spa information
Der Feinschmecker	Mrs Deborah Knür	Restaurant/Gourmet F/U	Requested JoNell's assistance to send through gourmet restaurant highlights for 2009

Supercomm mailing - **Research Project**: targeting the travel agent market only:

- ✓ Received final approval from Walter about research questions to travel agents end of Oct.
- ✓ Therefore mailing aimed to be sent in November now.

Research Project tour through Germany

- ✓ Oct 24: Sent through schedule with booked trains, taxi, flight & hotel accommodations
- ✓ Ongoing communication throughout the month of Oct with Walter, Jack, Cedar & Juliana about organizational details considering this trip including changes in the questionnaire
- ✓ Sent individual reminder emails to all 5 appointment partners and enclosed the latest questionnaire

VUSA

Denied Visit USA workshop February 2, 2009, cost €1.400 for booth participation due to overlapping trade shows to attend in Munich and Hamburg.

✧ Press Event with VUSA in Munich, Dec 4:

- ✓ Received outline from VUSA's press department
- ✓ Sent logo and three images for flat screen presentation during the evening
- ✓ Press Kits will be provided for each journalists and sent to the event location by JD
- ✓ Latest press release needed until Nov 21 from JoNell
- ✓ Participating partners in Munich:
 - Alamo
 - Arizona Office of Tourism
 - California Travel and Tourism Commission
 - Delta Airlines
 - Hilton Hotels
 - Massachusetts Office of Travel and Tourism
 - Naples, Marco Island, Everglades
 - North Carolina Travel & Tourism Division
 - Orlando Tourism Bureau
 - Suntrek Tours
 - The Beaches of Ft. Myers and Sanibel
 - Wiechmann Tourism Service
 - American Airlines
 - Deep South USA

VISIT Florida

- ✧ Oct: Follow up of **the press event**, Sept 25 in Hamburg, organised by MikullaGoldmann PR, Visit FL's press agency. Details are listed above under the segment Public Relations.

Paradise Advertising:

- ✧ Oct 6: DERTOUR coop advertisement: ongoing support provided from Juliana to finalise the ad. Deadline Oct 6. Juliana communicated between Paradise Advertising and DERTOUR, Christiane Kiessling to secure important changes.
- ✧ Oct 13, 2008: Provided recommendations for Media plan activities:
 - ✓ Visit Florida International Travel Planner:
 - Changed the German body text of the ad slightly
 - Translated the text of both hotel ads
 - ✓ Suggested small changes for online ads at Tripadvisor and FVW online (Sept 29)

RETAIL AGENCY ACTIVITY

GENERAL SALES ACTIVITY OUT OF THE OFFICE

Sales Calls in Cologne, Mannheim & Munich:

- ✧ Date of Travel: October 8/14/21, 2008
- ✧ Amount of travel agents: 10
- ✧ General feedback:

- ✓ Received very positive feedback about Florida business in general.
- ✓ 3 travel agents requested information about villa rentals, in all cases Resort Quests website has been visited and shortly discussed with the agent

American Express Office, Vienna - October 28

- ✓ Natasa Manic conducted full reservations team training for the main American Express Office in Vienna for a total of 11 employees. This Amex office is the smallest in Europe by number of staff, located on the main shopping street in Vienna. Agents will make their reservations through the German TOs (airtours, DERTOUR Deluxe) as well as through the pan-European Amex Worldwide Cities and Resorts program. Very intense training held with agents asking many detailed questions on each property presented to them. Medium to high potential.

DERTOUR product training, Oct 20-22:

Juliana attended the USA road show of DERTOUR (biggest volume for US business) in 3 cities (Cologne, Mannheim & Stuttgart). The road show took place to introduce the summer 2009 US brochure. In each city, the NCVB training was held for **30 minutes in front of 40 agents**, of which only 10% stated to know the destination well. However, about 45% book FL on a regular basis for families and young couples mainly.

DiaMonde secured exclusive participation. No competing destinations in Florida have been presented except the Collier County. The questionnaire which has been handed out to all attendees after the training stated most positive feedback only about the provided destination presentation.

Brief overview of the half day training (4 hours) introducing the new summer 2009 DERTOUR and

ADAC Reisen (comparable with AAA) brochure:

- ✧ Introduction of the US in general
- ✧ Introduction of the new summer 2009 brochure
- ✧ (All travel agents compared the presentation/especially hotels with the summer 2009 brochure. Same with Naples hotels).
- ✧ Introduction camper (motor home vacation)
- ✧ Introduction "round trips" (by bus, individual small group vacations, rental car round trips)
- ✧ Naples CVB presentation (30 minutes) including presentation of the destination film in English

Juliana worked 4 days in October to change the whole presentation which is now tailor-made for trainings.

TOUR OPERATOR ACTIVITY

GENERAL TOUR OPERATOR ACTIVITY

Following a summary of activities secured in the last budget year 2007/08 as well as all new activities with TOs in the German speaking market for the month of October (red marks stand for new entries):

Tour Operator	Status quo	Follow up
Airtours/TUI Mrs Heidrun Steidle Product Manager NA Hanover www.tui.de	<i>Summary 2007/08: Sept 3: Product training in Hanover by NM for the entire NCVB area.</i> Sept-Oct: Finalised research training meeting in November.	
America Unlimited	<i>Summary 2007/08: Not cooperative. Requested cash contribution for</i>	

<p>Timo Kohlenberg Marketing & Communication Manager; Mr Dirk Zielinski Sales Manager Hanover www.america- unlimited.de</p> <p>Printrun: 50,000</p>	<p><i>hotel extension in the 2009 brochure. Requested first of all room night production before commitment. Several F/Us, no feedback received from Timo. However, Sales Manager visited the NCVB area in fall 2007, JD secured discounted rate at NBHGC. 3 hotels featured in 2008 brochure. LaPlaya/Naples Beach Hotel & Golf were discussed to be included for extension of the portfolio.</i></p>	
<p>Berge & Meer Mr Ulrich Pimpels Product Manager NA Rengsdorf www.berge-meer.de</p>	<p><i>Summary 2007/08: New PM NA: Mr Pimpel is the successor of the previous product manager. He requested to get in contact again later in 2008 for trainings, etc.</i> Oct 2008: Personal meeting scheduled for ITB 2009. F/U via phone in the meantime.</p>	
<p>Canusa Touristik Mrs Karin Buhse Product Manager Florida Hamburg www.canusa.de</p>	<p><i>Summary 2007/08: Several attempts considering cooperation in newspaper supplement focusing on FL dest. only. Cost very high and not negotiable. Also tried to push marketing coops but cost are above €6.000 for marketing activities including the use of their consumer database.</i> <i>New hotels featured in their 2008/09 brochures: Charter Club Resort. They are always seeking for superior lodging opportunities. Marco Inn will definitely be the right property after its renovation.</i> F/U Oct 15: Wiebke Kerwat downloaded images again from our website for the 2009/10 brochure. Finalized research meeting with Tilo and Karin.</p>	
<p>Dertour Deluxe Mr Mike Haverstreng Product Manager Frankfurt www.dertour.de</p>	<p><i>Inclusion of properties very high (cost per double page spread and per season €3.500).</i></p>	
<p>Dertour</p>	<p><i>Summary 2007/08: Feb: Sent event planner for winter 09/10</i></p>	

<p>Mrs Katja Wagner Product Manager NA Frankfurt www.dertour.de</p>	<p><i>brochure. Event highlights published in current winter brochure (2008/09). March: Attended CBR in Munich, Naples booth next to DERTOUR's, very cooperative and successful. Aug 12: Meeting with Katja, Susanne & Christiane. Ongoing communication considering marketing activities. Secured trainings in Oct after the meeting in August.</i></p> <p>Oct: F/U on discussed FAM trip idea from meeting from Aug 12: Currently they are considering Orlando or another town outside FLA for a big FAM trip again with additional programs and therefore possible trip to Naples. If Orlando won't be chosen they will not offer anything for FLA in 2009 which is the case now. Confirmed research meeting with Katja & Per Illian for Nov 6.</p>	
<p>Explorer Fernreisen Mrs Kathrin Mockenhaupt Product Manager NA Düsseldorf www.explorer-fernreisen.com</p>	<p><i>Summary 07/08: July 2007: Training for the entire res team of 14 employees in total with Visit FL. Newsletter activity has been discussed with Visit FL and other FL partner before this training during a marketing meeting. Explorer F. has shown no further activities at all. Diana Weihl left the company, new replacements s. left. Planned activity took never place.</i></p> <p>Oct 08: Tried to make an appointment for the research trip – unfortunately exactly during those two Nov days busy with other activities. Will follow up in Dec for activities possible with this specialist TO.</p>	<p>Dec: Discuss Marketing activities for 2008.</p>
<p>Flex Travel Mr Paul Heimo Product Manager Gertrud Hurni (Reservation Team Manager) Zürich www.flextravel.ch</p>	<p><i>Summary 2007/08: Jan 2008: Training for the entire US res team. Paul Heimo is happy with the current portfolio of 6 hotels, no changes planned.</i></p> <p>Oct 2008: Sent email to receive feedback about how many VIP cards are needed. Pending.</p>	
<p>FTI - Frosch Touristik Mrs Heike Papst</p>	<p><i>Summary 2007/08: Heike has now suggested FAM to the Golf Coast, for each area 3 days in May 2009. She has requested flight details</i></p>	

<p>Head of Department - Mrs Larissa Bertsch Product Manager FL München www.fti.de</p> <p>Print run winter: 300.000 Print run summer: 450.000</p> <p>Room night production summer 06: 2200 NCVB properties Room night production summer 07: 1700 for NCVB properties</p>	<p><i>from their FAM department and will come back to us with more details.</i> <i>Signed up for 2009 US roadshow (cost €7.500). Naples will be the only FL dest. next to one car rental company, one airline and Oregon as a state partner.</i> Oct: Confirmed research meeting with Heike and the marketing department for Nov 6.</p>	
<p>Hotelplan Mrs Esther Schneitzer Head of Product Management USA Glattburg www.hotelplan.ch</p> <p>Printrun: 50.000 in German 30.000 in French</p>	<p><i>Summary 2007/08: Training in March 2008: Hotelplan organises single FAM-trips throughout the year as well as destination trainings itself for all their TAs (usually late summer each year).</i> Oct 2008: Hotelplan needs about 200 printed VIP cards in English.</p>	
<p>Jan doets America tours Mrs Elske Doets Owner President</p>	<p><i>Summary 2007/08: Successful cooperation in 2008 increasing the portfolio.</i> Oct 2008: Sent email to receive feedback about how many VIP cards are needed.</p>	

<p>Heerhugowaard www.jandoets.nl</p>		
<p>Knecht Reisen Mr Sascha Dimitriadis Product Manager NA Aarau www.knecht-reisen.ch</p> <p>Printrun: 40.000 Room night production in 2007: 91 room nights excluding round/coach trips</p>	<p><i>Summary 2007/08: Jan 31: Knecht Reisen medium size TO (45 employees in the head office in Aarau), 22 own travel agencies in the Bern/Zurich region. Reservation training held for 5 people (complete US reservation team) including portfolio meeting with Sascha. Current hotels featured in their brochure: 4. Showed interest to push the Naples area (offered 3 hotels) but asked if editorial page (cost: US\$ 1500) is possible. Suggested meeting during ITB together with Jack Wert to discuss this opportunity. Did not turn up. FAM has been discussed for Sept/Oct 08. Several approaches from JD but no final decision has been made due to airlines being non cooperative.</i></p>	
<p>Kuoni Travel Switzerland Mrs Claudia Weiland Product Manager USA Zürich www.kuoni.ch</p>	<p>Oct 2008: Sent email to receive feedback about how many VIP cards are needed. See details in above chart.</p>	
<p>Kuoni Netherlands Miranda van Dam Product Manager USA Amsterdam www.kuoni.nl</p>	<p>Oct 14: Sent email to find out how many VIP cards are needed. Oct 16: Sent through image link for general Naples images. Currently finalising the 2009/10 FL brochure and JD sent through NCVB images including image link from website, also offered further assistance for brochure. Miranda confirmed the need of 150 VIP cards which will be added to the general travel documents sent to clients prior their departure.</p>	
<p>Meier's Weltreisen Mrs Heike Pleuter Product Manager NA Frankfurt www.meiers-</p>	<p><i>Summary 2007/08: Training for the res team in July 2007.</i></p>	

weltreisen.de		
<p>Neckermann Mrs Yvonne Schmidt Product Manager FL Oberursel www.neckermann-reisen.de</p> <p>Printrun summer 950,000 Printrun winter 600,000</p>	<p><i>Summary 2007/08: Oct 18, 2007: Reservation training for 8 agents. Nov 1: Market share of total room nights booked to the SW Florida coast is very high for the two featured Naples properties, as follows: Lemon Tree: 58%; Gulf Coast Inn: 23% Greatest achievement for winter 08/09 since portfolio meeting in Oct 07 and several correspondences throughout the year: Neckermann will increase its properties in the Naples area from 3 to 7 hotels. Since March 18, 2008: Ivey House discussion. Completed end of August 2008 with unfortunately no success among the owners. Consumer mailing activity from Neckermann failed. Cost (€4.500 excl. VAT) too high. Aug 25: First approach to Yvonne and Sonja considering the research project. Continuing communication with regard to the research meeting. Oct 29: Telephone conversation with Yvonne: Received 2 page spread copy of summer 2009 brochure for feature check. VIP card is prominently featured on the intro page of the NCVB area. Clientele is able to request further info from Neckermann about the VIP card via email (email on demand). Hence, will provided Yvonne with content for this automatically mail info only offered to our area. Great achievement FOC.</i></p>	
<p>Oad Reizen</p>	<p>To be determined.</p>	
<p>Skytours Switzerland Mr Beat Diggelmann Senior Product Manager Mrs Nouria Jarjour Product Manager USA Zürich www.skytours.ch</p> <p>Printrun:</p>	<p><i>Summary 2007/08: Jan 29: Portfolio meeting with Beat & Nouria in Zurich. Detailed meeting during ITB 2008 with Beat/Jack & JD: Discussed marketing coops for 2009/10. Throughout summer 2008: Conversation about product portfolio extension. Sent hotel recommendations and "150 words". Beat stated: silent shopper = hotel purchase Herbi Müller, (working for Hotelplan) checked out all recommended hotels. Aug 28: Jack approved marketing activities as outlined in the proposal from Beat: cost for 2009: \$US 3,000. Nouria and Beat confirmed the extension of</i></p>	

<p>80.000 in German 30.000 in French</p> <p>Room night production: 100-150 (Jan 29, 2008) 280 (July 15,2008)</p>	<p><i>properties in their 2009/10 brochure.</i></p> <p>Oct 20: Nouria ordered 100 VIP Cards.</p> <p>Oct 23: F/U via phone and email: Port of the Islands is part of the hotel extension in the 2009/10 brochure. Informed Heather from SunStream. Brochure print: Nov 21. Marketing coops will be discussed afterwards.</p>	
<p>Thomas Cook AG Mrs Sabine Webel Junior PM USA & Mrs Sonja Karl Product Manager USA Oberursel www.thomascook.de</p>	<p><i>Summary 2007/08: Dec 19: Res training (5 agents). Product meeting with Sonja Karl (PM US) about the current portfolio in the Thomas Cook brochure. Satisfied with 4 hotels featured at the moment, however proposed the exchange of one of their city hotels (Inn on Fifth & Trianon Old Naples) with the NBHGC and intro to Marco Beach Ocean Resort on MI. Research meeting in Nov 2008 generated that they extended the portfolio of hotels from the NCVB area as well as other FL dest. in the summer 2009 brochure.</i></p> <p><i>Company listed on the stock exchange, hence no room night production numbers available.</i></p> <p>Aug/Sept/Oct: Arranged research project meeting with Sonja / Yvonne.</p>	
<p>TUI Netherlands Mrs Karin van der Laan Product Manager NA Enschede www.tui.nl</p>	<p><i>Summary 2007/08: First meeting at ITB with Karin after personal FAM to the NCVB area straight after Huddle where she showed great interest to increase the number of hotels by (BNHGC, EWB, Marriott MI (Sally Davis offered special such as 8=7 for the winter brochure). F/U in march offering the above mentioned hotels.</i></p> <p>Oct 2008: Requested the amount of VIP cards needed. Pending.</p>	

HIGHLIGHTS IN NOVEMBER 2008

- ❖ Nov 6-7: Research trip with Jack Wert, Walter Klages & Cedar Hames to 4 mainstream TOs and 1 USA specialist
- ❖ Sales agent dinner event in Wiesbaden, November 25.

- ❖ PATA/VUSA seminar organized by VUSA in Cologne, Nov 27.

ADDENDUM

- ❖ PR database of event in Hamburg Sept 25, 2008.
- ❖ Full contact list of agencies visited as of October 31, 2008.

Naples, Marco Island & Everglades CVB Event/Show Post Report

Event/Show: World Travel Market – Trade only show

Dates: 10-13 November 2008

Location: ExCel London, UK

Attending Staff: Jack Wert, Oonagh Mc Cullagh, Michelle Mc Cullagh (Account Exec.)

Sponsorship/Benefits: Visit Florida Dinner 10 November

Participating Industry Partners/Co-Sponsors: GreenLinks Resort, La Playa Resort, The Inn on Fifth, Naples Bay Resort & Marina

Booth Package (if applicable): Co-shared on the Visit Florida Stand & open booth shared with Fort Myers & Sanibel / Lee County CVB

Total Attendees: TBC

Number of Appointments: 28 plus 70 additional leads / walk up enquiries

Number of Potential Clients: 100,000

Potential Room Nights: 1,200,000

Pre-Mailer Sent: Yes No

Number Sent: 50 **Number of Responses:** 50

Show Rating: 1 2 3 **4** 5

(Scale of 1 – 5, worst to best)

Assessment and Recommendation for Future Participation:

The show was busy especially on the first few days.
We participated with many of the Visit Florida events.
UK office issued a welcome note and token gift to all the industry partners together with updated itinerary.
Jack & Oonagh attended the Virgin Holidays VI P event on Sunday evening.
Oonagh distributed a market update for the industry partners.
Jack & Oonagh attended the V Florida PR reception.

All attended the Visit Florida VIP dinner on Monday – which Naples CVB was a co-sponsor. Naples was very well received following comments presented by Jack Wert for & on behalf of the CVB & our industry partners – highlighting the additional budget for the UK & Ireland market.

This is not an appointment show – we, however, arranged over 28 appointments prior and this proved very successful on the first few days. The last two days were more open for walk up meetings & this year seemed busier than previous years with many requesting high end product we had a total of 70 additional enquiries over the four days. Overall we ensured we held meetings and had contact with all the major industry bringing business into our area & the USA. We held a very top level one to one meeting with Virgin Atlantic & Expedia and currently are the only Florida partner they are negotiating with.

This is the single most important travel show in the UK & Ireland market and we would strongly recommend we participate again in a similar way as this year – with a small stand & the co-sponsorship of the VIP V Florida dinner. The sponsorship of the dinner sets the Naples area above the other Florida destinations and raises our profile as all the main customers selling our destination attend this dinner.

Other Comments:

Visit Florida Dinner – our main sponsorship - held at The Great Hall, Lincoln's Inn, London. The UK office negotiated with V Florida to have us join with another table enabling us to have access to 10 guests (rather than just five guests) we joined with Kissimmee CVB and hosted two tables.

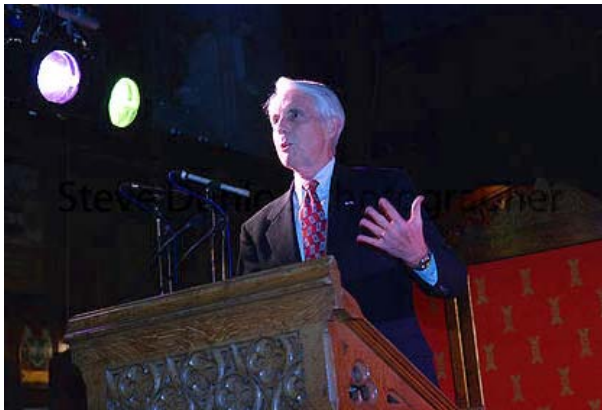
Hosted tables: Jack's Table:

La Playa Resort
The Inn on Fifth
Naples Bay Resort
Premier Holidays, Managing Director
Thomas Cook – Director of Product
Virgin Holidays – Contract Manager for South Florida
Tui – Product Manager
Virgin Atlantic – Sales Manager
Kissimmee CVB

Oonagh's Table:

GreenLinks Resort
Funway Holidays – Managing Director
Golf Breaks.com – Produce Director
American Holidays – Produce Director
Bon Voyage – General Manager
US Commercial Attaché
Kissimmee CVB – Exec Director
Reunion Resort
Premium Outlets

Jack Wert's speech at Visit Florida Dinner WTM '08, please note CVB logo on display during the presentation.



Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of October 2008

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	140	374.97
DATA IMPORT	1,035	0.00
RDR RESPONSE	108	29.67
RR-FULFILLED	72	21.92
WEBSITE	9	25.22
Grand Total:	1,364	451.77

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of October 2008

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	53	103.83
Naples Press	67	205.43
Guest Click	7	36.28
International	8	21.32
Storm Information	0	0.00
Meeting Planner	4	7.38
Collier County Sports Council	1	0.72
Grand Total:	140	374.97

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of October 2008

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Collier County CVB Office	0	0.00	-
Guest Click - Reservations	0	0.00	0
Live Information	41	131.23	-
Meeting Planner	0	0.00	-
Partner Pack CD	0	0.00	-
Special Fulfillment	67	13.90	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	1202	231.53	-
CVB Office Referral	1	1.42	-
Hang up	19	27.45	-
Reservations	4	34.78	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	30	11.45	-
Grand Total:	1364	451.77	0

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of October 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	32	32	3%	103	103	7%
Consumer Directories	24	24	2%	106	106	7%
Leisure E-Marketing	38	38	3%	400	400	28%
Newspaper Domestic NE/MW	13	13	1%	9	9	1%
TV/Target Markets	0	0	0%	7	7	0%
Niche Markets (Bridal/Honeymoon)	412	412	34%	522	522	36%
Niche Markets (ECO)	0	0	0%	293	293	20%
Niche Markets (Fishing)	0	0	0%	1	1	0%
Niche Markets (Golf)	0	0	0%	0	0	0%
Niche Markets (Senior)	667	667	55%	0	0	0%
Niche Markets (Shopping/Cultural)	0	0	0%	0	0	0%
Travel Agent Directories	0	0	0%	0	0	0%
Group Business (Association)	0	0	0%	0	0	0%
Group Business (Corporate)	0	0	0%	0	0	0%
Group Business (Leisure)	0	0	0%	0	0	0%
Luxury Interest	0	0	0%	0	0	0%
Friend/Relative	1	1	0%	3	3	0%
Naples, Marco Island, Everglades CVB	0	0	0%	0	0	0%
Other/Unknown	15	15	1%	3	3	0%
Travel Agent	0	0	0%	2	2	0%
Grand Total:	1,202	1,202		1,449	1,449	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Southern Living Travel Jun 08	30	30	94%
Midwest Living Web	2	2	6%
Grand Total:	32	32	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
2008 Official FL Vac Guide	24	24	100%
Grand Total:	24	24	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure E-Marketing

For the month of October 2008

<u>LEISURE E-MARKETING</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
ParadiseCoast.com	13	13	34%
DestinationBrochures.com	12	12	32%
Other/Unknown	6	6	16%
VisitFlorida.com	5	5	13%
ParadiseCoast.de	1	1	3%
Visit USA - UK	1	1	3%
Grand Total:	38	38	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Newspaper Domestic NE/MW

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Other/Unknown	5	5	38%
Visit FL In State Summer 08	5	5	38%
Visit FL In State Fall 07	2	2	15%
PrePrint Out State Spring 2008	1	1	8%
Grand Total:	13	13	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by TV/Target Markets

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Market

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
Niche Markets (Senior)			
AAA Going Places Jul/Aug 08	8	8	1%
AAA Going Places May/Jun 08	1	1	0%
AARP Sept/Oct 08	658	658	61%
Niche Markets (Senior)	667	667	62%
Niche Markets (Bridal/Honeymoon)			
FL Wedding&Honeymoon Jan/Feb08	5	5	0%
FL Wedding&Honeymoon Jul/Aug08	25	25	2%
FL Wedding&Honeymoon Mar/Apr08	7	7	1%
FL Wedding&Honeymoon May/Jun08	14	14	1%
FL Wedding&Honeymoon Nov/Dec07	3	3	0%
FL Wedding&Honeymoon Nov/Dec08	244	244	23%
FL Wedding&Honeymoon Sep/Oct07	4	4	0%
FL Wedding&Honeymoon Sep/Oct08	110	110	10%
Niche Markets (Bridal/Honeymoon)	412	412	38%
Grand Total:	1,079	1,079	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
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Grand Total: _____

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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Grand Total: _____

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Luxury Interest

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>
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Grand Total: _____

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of October 2008

<u>STATE</u>	<u>CURRENT YEAR</u>			<u>LAST YEAR</u>		
	<u>MONTH</u>	<u>YTD*</u>	<u>% YTD</u>	<u>MONTH</u>	<u>YTD*</u>	<u>%</u>
FL	104	104	9%	126	126	10%
IL	75	75	6%	62	62	5%
NY	72	72	6%	84	84	7%
TX	65	65	6%	68	68	5%
MI	64	64	5%	57	57	4%
OH	61	61	5%	64	64	5%
PA	54	54	5%	69	69	5%
IN	48	48	4%	41	41	3%
CA	46	46	4%	71	71	6%
WI	46	46	4%	35	35	3%
MO	44	44	4%	34	34	3%
MN	39	39	3%	17	17	1%
GA	29	29	2%	38	38	3%
NC	29	29	2%	39	39	3%
NJ	25	25	2%	49	49	4%
AL	24	24	2%	19	19	1%
VA	24	24	2%	30	30	2%
PR	22	22	2%	3	3	0%
MA	21	21	2%	30	30	2%
LA	20	20	2%	23	23	2%
TN	20	20	2%	32	32	3%
KS	18	18	2%	11	11	1%
MD	18	18	2%	24	24	2%
CO	17	17	1%	11	11	1%
KY	17	17	1%	27	27	2%
SC	15	15	1%	15	15	1%
IA	13	13	1%	20	20	2%
WV	13	13	1%	11	11	1%
AR	12	12	1%	11	11	1%
MS	12	12	1%	12	12	1%
AZ	11	11	1%	10	10	1%
CT	10	10	1%	15	15	1%
OK	10	10	1%	10	10	1%
OR	10	10	1%	9	9	1%
NH	9	9	1%	6	6	0%
WA	9	9	1%	19	19	1%

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of October 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>
ID	8	8	1%	5	5	0%
HI	6	6	1%	1	1	0%
NE	6	6	1%	5	5	0%
NV	5	5	0%	7	7	1%
VT	5	5	0%	1	1	0%
DE	4	4	0%	4	4	0%
ME	4	4	0%	13	13	1%
NM	4	4	0%	6	6	0%
UT	3	3	0%	5	5	0%
AK	2	2	0%	2	2	0%
ND	2	2	0%	7	7	1%
VI	2	2	0%	0	0	0%
MT	1	1	0%	4	4	0%
RI	1	1	0%	3	3	0%
SD	1	1	0%	2	2	0%
WY	1	1	0%	2	2	0%
AA	0	0	0%	0	0	0%
AE	0	0	0%	0	0	0%
AP	0	0	0%	0	0	0%
DC	0	0	0%	1	1	0%
GU	0	0	0%	0	0	0%
Grand Total:	1,181	1,181		1,270	1,270	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of October 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	1181	1181	98%	1270	1270	88%
CANADA	13	13	1%	45	45	3%
FRANCE	3	3	0%	6	6	0%
UNITED KINGDOM	2	2	0%	20	20	1%
POLAND	1	1	0%	2	2	0%
PORTUGAL	1	1	0%	0	0	0%
SAUDI ARABIA	1	1	0%	0	0	0%
ALGERIA	0	0	0%	1	1	0%
ARGENTINA	0	0	0%	0	0	0%
AUSTRALIA	0	0	0%	0	0	0%
AUSTRIA	0	0	0%	0	0	0%
BANGLADESH	0	0	0%	0	0	0%
BELARUS	0	0	0%	0	0	0%
BELGIUM	0	0	0%	1	1	0%
BERMUDA	0	0	0%	0	0	0%
BRAZIL	0	0	0%	2	2	0%
BULGARIA	0	0	0%	0	0	0%
CHILE	0	0	0%	0	0	0%
CHINA	0	0	0%	0	0	0%
COLOMBIA	0	0	0%	0	0	0%
CROATIA	0	0	0%	0	0	0%
DENBIGHSHIRE	0	0	0%	0	0	0%
DENMARK	0	0	0%	1	1	0%
ECUADOR	0	0	0%	0	0	0%
EGYPT	0	0	0%	0	0	0%
ENGLAND	0	0	0%	0	0	0%
ESTONIA	0	0	0%	0	0	0%
ETHIOPIA	0	0	0%	0	0	0%
FINLAND	0	0	0%	0	0	0%
GEORGIA	0	0	0%	1	1	0%
GERMANY	0	0	0%	90	90	6%
GHANA	0	0	0%	0	0	0%
GREECE	0	0	0%	0	0	0%
HUNGARY	0	0	0%	1	1	0%

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of October 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>
INDIA	0	0	0%	3	3	0%
INDONESIA	0	0	0%	0	0	0%
IRAN	0	0	0%	0	0	0%
IRAQ	0	0	0%	0	0	0%
IRELAND	0	0	0%	0	0	0%
ISRAEL	0	0	0%	0	0	0%
ITALY	0	0	0%	1	1	0%
JAPAN	0	0	0%	0	0	0%
LITHUANIA	0	0	0%	0	0	0%
LUXEMBOURG	0	0	0%	0	0	0%
MACEDONIA	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	0	0	0%
MEXICO	0	0	0%	0	0	0%
MOROCCO	0	0	0%	0	0	0%
N. IRELAND	0	0	0%	0	0	0%
NETHERLANDS	0	0	0%	2	2	0%
NEW ZEALAND	0	0	0%	0	0	0%
NIGERIA	0	0	0%	0	0	0%
NORWAY	0	0	0%	0	0	0%
OTHER	0	0	0%	0	0	0%
PAKISTAN	0	0	0%	0	0	0%
PANAMA	0	0	0%	0	0	0%
PERU	0	0	0%	0	0	0%
PHILIPPINES	0	0	0%	0	0	0%
QATAR	0	0	0%	0	0	0%
RIO	0	0	0%	0	0	0%
ROMANIA	0	0	0%	0	0	0%
RUSSIA	0	0	0%	0	0	0%
SCOTLAND	0	0	0%	0	0	0%
SINGAPORE	0	0	0%	0	0	0%
SOUTH AFRICA	0	0	0%	0	0	0%
SPAIN	0	0	0%	0	0	0%
SWEDEN	0	0	0%	0	0	0%
SWITZERLAND	0	0	0%	2	2	0%

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Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of October 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>
TAIWAN	0	0	0%	0	0	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	0	0%	1	1	0%
UKRAINE	0	0	0%	0	0	0%
URUGUAY	0	0	0%	0	0	0%
VIETNAM	0	0	0%	0	0	0%
WALES	0	0	0%	0	0	0%
YEMEN	0	0	0%	0	0	0%
Grand Total:	1,202	1,202		1,449	1,449	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of October 2008

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Magazine			
Consumer Magazines			
Florida Sun	27	27	40%
Consumer Magazines	27	27	40%
Meeting Planners			
Meeting Planner Kit			
Meeting Planner Kit	6	6	9%
Meeting Planner Kit	6	6	9%
Meeting Planner Non-Kit Fulfillment			
MP Non-Kit Fulfillment	1	1	1%
Meeting Planner Non-Kit Fulfillment	1	1	1%
Post Show Followup			
Toronto Incentive Work	30	30	45%
Post Show Followup	30	30	45%
Tour Operators			
Tour Operators			
Other/Unknown	2	2	3%
Tour Operators	2	2	3%
Travel Agents			
Travel Agents			
Other/Unknown	1	1	1%
Travel Agents	1	1	1%
Grand Total:	67	67	

		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2007	2008	2007	2008	2007	2008	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	YTD 2008	YTD 2009	
Luxury Interest:																												
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	0
VF D&ST Sweepstakes - SoGoNow	Luxury Interest	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	479	0	0	0	0	0	0	0	479	0
TOTAL Luxury Interest:		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5,252	0	5,289	0	0	0	0	0	0	0	10,541	0
Newspaper Domestic NE/MW:																												
Friend/Relative	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FL Lauderdale Sun Sentinel	Newspaper Domestic NE/MW	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	3	0
Preprint Out-State Spring 2008	Newspaper Domestic NE/MW	0	1	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	1
Other/Unknown	Newspaper Domestic NE/MW	4	5	2	0	17	0	27	0	4	0	22	0	9	0	12	0	10	0	3	0	0	0	0	0	110	5	
St. Paul Pioneer Press	Newspaper Domestic NE/MW	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	0	
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	1	0	
TMG Out of State Insert 08	Newspaper Domestic NE/MW	1	0	0	0	0	0	2	0	0	0	1	0	1,175	0	134	0	44	0	46	0	24	0	10	0	1,437	0	
Union Tribune	Newspaper Domestic NE/MW	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	0	
Visit Florida In State Fall 07	Newspaper Domestic NE/MW	4	2	1,732	0	656	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2,393	2	
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	0	
Visit FL In State Summer 08	Newspaper Domestic NE/MW	0	5	0	0	0	0	1	0	0	0	2	0	1	0	2	0	3	0	958	0	0	0	0	0	967	5	
TOTAL Newspaper Domestic NE/MW:		9	13	1,734	0	678	0	35	0	6	0	51	0	7,219	0	5,004	0	2,191	0	3,302	0	24	0	10	0	20,263	13	
Niche Markets (Bridal/Honeymoon):																												
FL Wedding & Honeymoon Jan/Feb 07	Niche Markets (Bridal/Honeymoon)	6	0	9	0	20	0	11	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	47	0	
FL Wedding & Honeymoon Jan/Feb 08	Niche Markets (Bridal/Honeymoon)	0	5	0	0	236	0	390	0	136	0	57	0	22	0	6	0	7	0	9	0	9	0	10	0	882	5	
FL Wedding & Honeymoon Jul/Aug 06	Niche Markets (Bridal/Honeymoon)	2	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	
FL Wedding & Honeymoon Jul/Aug 07	Niche Markets (Bridal/Honeymoon)	32	0	23	0	5	0	10	0	7	0	4	0	7	0	0	0	3	0	1	0	2	0	1	0	95	0	
FL Wedding & Honeymoon Jul/Aug 08	Niche Markets (Bridal/Honeymoon)	0	25	0	0	0	0	0	0	0	0	0	0	0	0	5	0	314	0	342	0	150	0	71	0	882	25	
FL Wedding & Honeymoon Mar/Apr 07	Niche Markets (Bridal/Honeymoon)	11	0	11	0	3	0	9	0	12	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	49	0	
FL Wedding & Honeymoon Mar/Apr 08	Niche Markets (Bridal/Honeymoon)	0	7	0	0	0	0	0	0	554	0	450	0	211	0	48	0	36	0	27	0	16	0	7	0	1,349	7	
FL Wedding & Honeymoon May/Jun 07	Niche Markets (Bridal/Honeymoon)	21	0	15	0	6	0	8	0	6	0	2	0	6	0	1	0	19	0	1	0	0	0	0	0	85	0	
FL Wedding & Honeymoon May/Jun 08	Niche Markets (Bridal/Honeymoon)	0	14	0	0	0	0	0	0	0	0	13	0	354	0	244	0	118	0	50	0	31	0	17	0	827	14	
FL Wedding & Honeymoon Sep/Oct 06	Niche Markets (Bridal/Honeymoon)	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	
FL Wedding & Honeymoon Sep/Oct 07	Niche Markets (Bridal/Honeymoon)	207	4	75	0	32	0	27	0	15	0	8	0	7	0	1	0	0	0	5	0	1	0	2	0	380	4	
FL Wedding & Honeymoon Sep/Oct 08	Niche Markets (Bridal/Honeymoon)	0	110	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	76	0	398	0	383	0	857	110		
FL Wedding & Honeymoon Nov/Dec 06	Niche Markets (Bridal/Honeymoon)	0	0	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	
FL Wedding & Honeymoon Nov/Dec 07	Niche Markets (Bridal/Honeymoon)	243	3	348	0	86	0	56	0	25	0	15	0	6	0	3	0	3	0	6	0	5	0	3	0	799	3	
FL Wedding & Honeymoon Nov/Dec 08	Niche Markets (Bridal/Honeymoon)	0	244	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	18	244	
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	
TOTAL Niche Markets (Bridal/Honeymoon):		522	412	483	0	392	0	511	0	756	0	549	0	616	0	308	0	501	0	517	0	612	0	512	0	6,279	412	
Niche Markets (ECO):																												
Audubon Nov/Dec 07	Niche Markets (ECO)	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	0	
Audubon Mar/Apr 07	Niche Markets (ECO)	1	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Audubon Mar/Apr 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	173	0	81	0	44	0	15	0	24	0	14	0	3	0	0	354	0	
Audubon Jan/Feb 08	Niche Markets (ECO)	0	0	0	0	0	0	141	0	98	0	29	0	15	0	9	0	6	0	6	0	0	0	0	0	304	0	
Echo Encounter Mar 08	Niche Markets (ECO)	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	0	
Everglades Kayaking Story	Niche Markets (ECO)	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	0	
Nat'l Geo Trvir May/Jun 07	Niche Markets (ECO)	2	0	0	0	1	0	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	0	
Nat'l Geo Trvir May/Jun 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	740	0	
Nat'l Geo Trvir Oct 07	Niche Markets (ECO)	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	0	
Undiscovered Florida May 08	Niche Markets (ECO)	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	2	0	
TOTAL Niche Markets (ECO):		293	0	199	0	77	0	193	0	131	0	227	0	177	0	532	0	154	0	128	0	50	0	3	0	2,164	0	
Niche Markets (Fishing):																												
FL Fishing & Boating Guide	Niche Markets (Fishing)	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Florida Sportsman	Niche Markets (Fishing)	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	
TOTAL Niche Markets (Fishing):		1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Niche Markets (Golf):																												
Golf for Women Mag Jan/Feb 08	Niche Markets (Golf)	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Other/Unknown	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL Niche Markets (Golf):		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	

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2007	2008	2007	2008	2007	2008	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	YTD 2008	YTD 2009	
SPECIAL FULFILLMENT:																											
MAGAZINE																											
Consumer Magazines	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
Florida Sun	0	27	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	27
MEETING PLANNERS																											
*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	0
2008 Springtime DC Expo	0	0	0	0	0	0	0	0	0	0	0	0	228	0	0	0	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	0	0	0	0	0	0
Destinations Showcase	0	0	0	0	0	0	248	0	0	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	520	0	0	0	0	0	0	0	0	0	520
Mid America Pre-Show	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
MPISEC	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
Tampa MPI Expo	0	0	0	0	0	0	0	0	0	0	0	0	44	0	0	0	0	0	0	0	0	0	0	0	0	0	44
TSAE Education Day Show	409	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	409
Springtime 07	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
*Post Show Followup																											
ConferenceDirect Show	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Chesley/Richards Tradeshow	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	0	0	0	0	56
CMPCE	0	0	0	0	0	0	146	0	0	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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FL Marketplace	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FSAE Annual Conference	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
Glamour	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
HSMIAI Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	79	0	79	0
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	0	74
MPISEC	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
MPIWEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	0	0	0	0	25
Planning Connection	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 VIP	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 Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	145	0	0	0	0	0	0	0	0	0	0	0	0	0	145
Pow Wow	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	0	3
PYM Spring Fling April	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
TSAE Education Day Show	21	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	21
Orlando PYM Event	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
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0	0	0	0	0	0	0	0	0	0	0	34
Toronto Incentive Work	0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30
Meeting Planner Kit	12	6	10	0	7	0	11	0	6	0	7	0	8	0	12	0	11	0	37	0	8	0	7	0	0	0	136
MP Non-Kit Fulfillment	0	1	0	0	0	0	0	0	2	0	1	0	0	0	0	0	1	0	1	0	15	0	1	0	0	0	21
TOUR OPERATORS																											
Huddle Follow-Up	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Motorcoach	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other/Unknown	0	2	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0	0	0	0	3
TRADE SHOWS																											
Vakantiebeurs Trade Show	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
TRAVEL AGENTS																											
AAA Travel Conference	0	0	0	0	302	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	302
Other/Unknown	0	1	0	0	0	0	3	0	6	0	3	0	7	0	4	0	3	0	10	0	8	0	5	0	0	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	0	75
GOLF GUIDE																											
Play FL Golf	0	0	0	0	0	0	0	0	0	0	0	2,541	0	2,016	0	656	0	253	0	13	0	0	0	161	0	5,640	
Play FL Golf - LJK	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	0	320
Other Golf	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
SPA GUIDE																											
BOATING & FISHING GUIDE																											
PROMOTIONS																											
AMEX	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
Summer VIP	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
PR MAILINGS																											
Press Kit - Media	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Press Kit - MP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1
Press Kit - Tour Operators	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1
Radio Show Consumer	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
Florida Huddle Press	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
WEDDING GUIDE																											
SMERF GROUP LEADERS																											
MAILINGS TO PARTNERS	0	0	0	0	1	0	0	0	0	0	2	0	280	0	0	0	0	0	0	0	0	0	1	0	0	0	284
MAILINGS FOR PARTNERS	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
COLLIER FILM COMMISSION	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL SPECIAL FULFILLMENT:	444	67	14	0	313	0	408	0	18	0	2,554	0	2,800	0	1,066	0	863	0	66	0	113	0	254	0	8,913	67	
GRAND TOTAL OF REQUESTED PUBS:	1,844	1,269	2,851	0	1,887	0	2,545	0	2,173	0	9,119	0	15,062	0	8,914	0	10,366	0	5,899	0	4,029	0	3,540	0	62,940	1,269	

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2007	2008	2007	2008	2007	2008	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	YTD 2008	YTD 2009	
PARADISE COAST WEBSITE LEADS:																											
aaa.ParadiseCoast.com	1	0	0	0	4	0	68	0	106	0	38	0	153	0	25	0	7	0	9	0	0	0	0	0	0	411	0
af - Arthur Frommers	1	0	1	0	7	0	17	0	74	0	9	0	32	0	6	0	6	0	0	0	1	0	0	0	0	154	0
au - Audobon	0	0	6	0	1	0	3	0	1	0	60	0	3	0	1	0	5	0	0	0	0	0	0	0	0	80	0
cl.paradisecoast.com	0	0	2	0	58	0	232	0	16	0	2	0	2	0	3	0	2	0	0	0	0	0	0	0	0	317	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	82	0	1	0	85	0
ta - paradisecoast.com	0	130	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	418	0	133	0	40	0	591	130	
af - paradisecoast.com	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	0	
echo.paradisecoast.com	580	1	117	0	0	0	4	0	2	0	2	0	0	0	1	0	1	0	12	0	0	0	1	0	720	1	
wed.paradisecoast.com	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	416	0	90	0	2	0	508	5	
mh.paradisecoast.com	0	80	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	410	0	137	0	6	0	553	80	
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	2	0	3	0	
newsletter.pardiseoast.com	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0
sl.paradisecoast.com	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	0	
golf.paradisecoast.com	0	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	8	0	8	0	34	36	
mail.paradisecoast.com	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	3	1	
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	2	0	
au.paradisecoast.com	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	0	
fly - Southwest Airlines Inflight magazine Spirit	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
lv - FLAUSA Official Vacation Guide	15	1	3	0	10	0	8	0	6	0	41	0	2	0	9	0	5	0	0	5	0	0	0	0	104	1	
german.paradisecoast.com	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	4	10	
gg.paradisecoast.com	4	1	51	0	1	0	2	0	0	0	0	0	4	0	5	0	1	0	56	0	0	0	0	0	0	124	1
golf - Play FL Golf	3	0	1	0	0	0	1	0	1	0	89	0	3	0	3	0	15	0	0	0	0	0	0	0	0	116	0
gt - Group Tour	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	
ip - Florida International Travel Planner	0	0	1	0	0	0	1	0	0	0	1	0	2	0	1	0	4	0	0	0	0	0	0	0	0	10	0
is - Preprint In-State	461	0	125	0	9	0	4	0	4	0	0	0	7	0	0	0	1	0	0	0	0	0	0	0	0	611	0
mb - Modern Bride	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	2	0
mh - Miami Herald	752	0	418	0	234	0	315	0	221	0	246	0	177	0	359	0	505	0	0	0	0	0	0	0	0	3,227	0
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	0
ml - MNI Home Network	0	0	0	0	0	0	1	0	3	0	14	0	1	0	0	0	0	0	0	0	1	0	0	0	0	20	0
os - Orlando Sentinel	0	2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
pym - Plan Your Meetings	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	0
rd - Readers Digest	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	1	0
sl - Southern Living	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	0	11	0	0	0	0	0	0	0	0	99	0
sm - Successful Meetings	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	0	3	0
ta - FL Official Industry Guide	870	0	452	0	192	0	266	0	213	0	225	0	164	0	297	0	509	0	0	0	0	0	0	0	0	3,188	0
uf - Undiscovered Florida	558	0	242	0	4	0	2	0	4	0	0	0	3	0	0	0	2	0	0	0	1	0	0	0	0	816	0
v v - Valassis Vacation Guide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
www.paradisecoastblueway.com	2	0	4	0	6	0	1	0	4	0	19	0	4	0	1	0	3	0	3	0	0	0	4	0	0	51	0
paradisecoast.milesmediagroup.com	0	0	1	0	2	0	16	0	6	0	36	0	91	0	37	0	112	0	87	0	0	0	31	0	0	419	0
www.newsletter.paradisecoast.com	1	0	0	0	0	0	0	0	0	0	0	0	6	0	0	0	7	0	0	0	5	0	0	0	0	19	0
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	7	0	0	7	0
paradisecoast.com	0	2	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
www.paradisecoast.com	2	2	3	0	5	0	25	0	4	0	16	0	46	0	13	0	8	0	0	0	4	0	1	0	0	127	2
www.paradisecoastnaples.com	4	0	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
TOTAL PARADISE COAST WEBSITE LEADS:	3,254	279	1,427	0	533	0	967	0	667	0	799	0	702	0	852	0	1,205	0	1,500	0	500	0	116	0	12,522	279	

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2007	2008	2007	2008	2007	2008	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	YTD 2008	YTD 2009
Total Views	370,246	300,185	300,476	0	343,101	0	483,985	0	392,136	0	537,181	0	492,071	0	469,921	0	564,081	0	387,936	0	284,818	0	247,279	0	4,873,233	300,185
Unique Monthly Visitors	96,851	64,721	83,190	0	89,648	0	108,055	0	87,410	0	109,982	0	123,312	0	119,685	0	94,909	0	74,006	0	62,909	0	58,285	0	1,108,242	64,721
2008 PUBS WITH 2009 LEADS:																										
2008 PUBS WITH 2009 LEADS TOTALS:	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