

STAFF REPORTS

TOURIST DEVELOPMENT COUNCIL MEETING

February 23, 2009



Director Report

Jack Wert, FCDME
Executive Director



Director Activities

- **Naples Botanical Garden Media Event**
- **Visit Florida Nature, Culture, Heritage Committee Meeting**
- **Project Innovation (EDC) – Two Meetings**
- **Bob Harden Radio Interview (WGUF 98.9 FM)**
- **Gulf Shore Media Publisher Meeting**
- **Florida Tax Watch Regional Meeting**
- **Seminole Casino Grand Re - Opening**
- **Right Angle Club Speech**
- **Tee It Up Radio Show Interview- (CA)**

Tourist Tax Collections

- Fiscal Year

– Month of January	-	\$113,128	(-9.12%)
– Actual vs. Projection	-	\$37	(0.00%)
– YTD (4 Months)	-	\$310,874	(-9.55%)

- Calendar Year

– 1 Month vs. '08	-	113,128	(-9.12%)
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Tourist Tax Revenue Report

Year	Jan	Feb	Mar	Apr	May	Jun
1999	640,480	1,267,608	1,317,499	1,371,476	784,833	488,066
2000	700,014	1,238,022	1,410,142	1,465,756	855,005	521,455
2001	729,455	1,392,218	1,484,889	1,560,447	889,288	553,759
2002	583,811	1,227,724	1,413,825	1,533,979	821,961	494,400
2003	597,396	1,138,004	1,356,372	1,480,581	873,340	553,456
2004	689,388	1,204,591	1,674,850	1,688,035	1,018,887	588,052
2005	839,654	1,400,804	1,657,258	2,015,875	997,580	661,153
2006	1,058,211	1,735,579	2,241,964	2,441,129	1,500,894	954,244
2007	1,056,702	1,835,999	2,338,801	2,608,708	1,501,529	907,302
2008	1,240,865	1,923,205	2,310,172	2,713,577	1,577,193	866,202
2009	1,127,737					
Proj 09	1,127,700	1,638,900	2,074,300	2,317,400	1,358,500	823,700

Note: Annual & Month Proj. Down 10% To \$13,050,000 from \$14,500,000

Web Site Performance

Miles Media Group



Measurement Dashboard

January 2008



LM = vs. last month | IB= vs. Industry Benchmarks |
 B = vs. 2008 baseline



Good



Not Significant



Needs Attention

ENGAGEMENT

Time on Site: **5.50**
Minutes

LM	IB	B
	5.16	5.45

Bounce Rate: **30.6%**
of Home Page

	33%	34.9%
	45.3%	42%

Bounce Rate: **41.7%**

ACTIVITY

33,449 visits

LM	
	45%

190,054 pg views

	72%
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MOST REQUESTED PAGES

1. Home Page
2. Accommodations Listings
3. Events Calendar
4. Beaches & Parks
5. Special Packages

CONVERSION BREAKDOWN

Guide Orders **461**

LM	
	166%

Book Hotel **1,740**

	113%
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SIGNALS OF INTENT TO TRAVEL (SITs)

Total conversions

6.7%

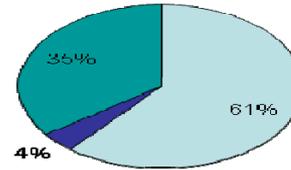
of total pg views

2,201

Signals of Intent to Travel

SOURCES OF TRAFFIC

Baseline average percentages for 2008:



- Search Engines
- Campaigns
- Other Sources

Search Engines:
52%

Campaigns:
5%

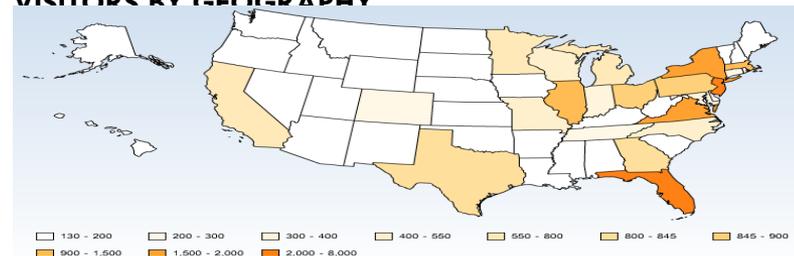
Other:
43%

CAMPAIGN RESPONSE

1,329
 Total Responses

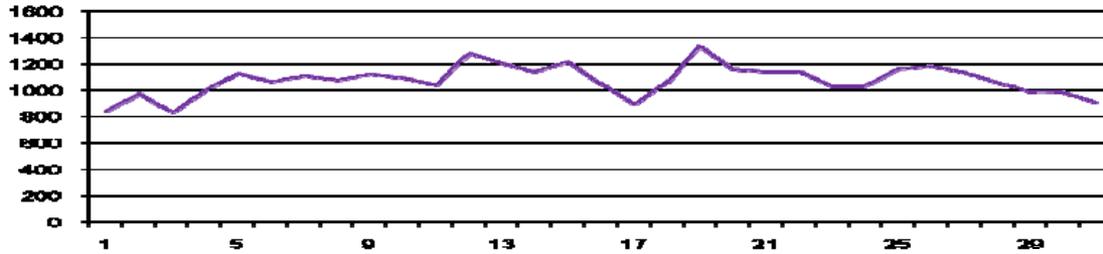
4%
 Percent of total visits

VISITORS BY GEOGRAPHY



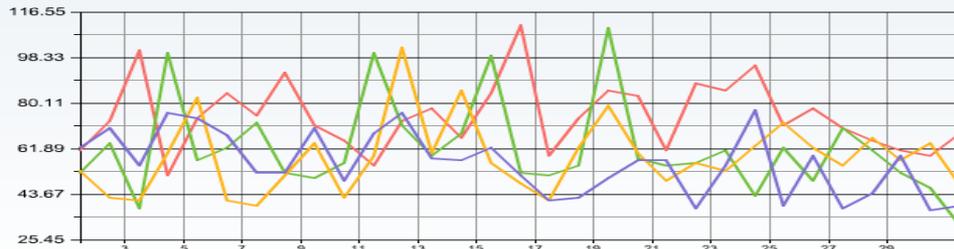


Visits by Day for This Month



January

Trended Top 4 Markets for Month



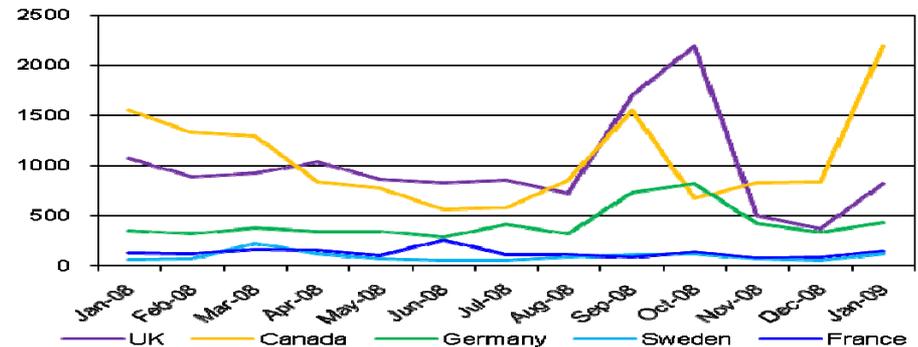
Orlando
 New York
 Philadelphia
 Miami/Ft. Lauderdale

International

USA (% of all traffic) **84%** LM **-5%** change
 International: **16%** 25%

Unique Visits for Month

Canada	2,184		
Germany	432	↑	
UK	816	↑	162%
		↑	31%
		↑	122%



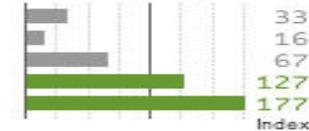
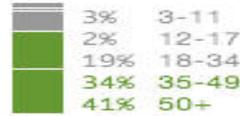
Quantcast Demographic Data



Female

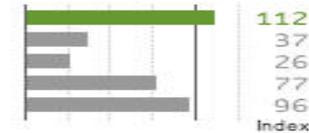
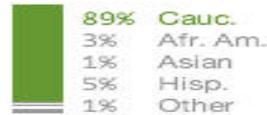


Older



Caucasian

There are more Caucasian visitors here than average.



No Kids In Household



Search Engine Management

Sales & Marketing Technologies



Overall Results

Monthly visits showed a 24% increase in traffic over last month. Monthly Search engine referrals are up 39% for the month and have shown an increase of 7% over this period last year. January 2009 was the highest month on record for search engine referrals and the fourth highest month for page views.

Actions

We are in the process of creating meta tags, keywords, and descriptions and will continue to supply them to you. We sent several pages of Meta data to Amber. We send these as a separate email to Amber as they are completed.

Web Site Trends

	November	December	January
Page Views	403,294	333,164	480,970
S.E. Referrals	16,437	21,013	29,108
Sessions	57661	68591	85077
Sign-ups	17	16	15
PPC Contacts	28	23	42

Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Conv.
January	\$589.35	2,088	\$0.28	\$16.84	35
December	\$588.76	1,955	\$0.30	\$34.63	17
November	\$571.48	1,853	\$0.31	\$31.75	18

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Conv.
January	\$478.58	1,023	\$0.47	\$68.37	7
December	\$478.32	1,130	\$0.42	\$79.72	6
November	\$446.96	1,153	\$0.39	\$44.70	10

Sales & Marketing

Debi DeBenedetto, CHA
Sales & Marketing Manager

International Representatives

Diamonde

Natasa Manic, Juliana Daniel

Germany & Europe



SUMMARY OF ACTIVITIES

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SUMMARY OF ACHIEVEMENTS

- ✧ Attended 2 consumer exhibitions during the month of January:
 - ✓ Vakantiebeurs, Utrecht, Netherlands, Jan 16-18 (consumer days): 3 days attendance
 - ✓ CMT, Stuttgart, Germany, Jan 17-25 (consumer fair): 9 days attendance
- ✧ FTI: Secured FAM trip for 10 agents + 1 accompanying person from FTI in May '09
- ✧ Finalised Neckermann Reisen's "email on demand" (copy attached)
- ✧ Completed assistance in CANUSA supplement: cooperation received through Debi, Erin (GreenLinks) as well as Cathy (Inn on Fifth)
- ✧ Assisted travel agency in group travel of 50 pax to the Inn on Fifth for 6 nights in April

HIGHLIGHTS IN FEBRUARY 2009

- ✧ Feb 4-8: First time attendance at Reisen Hamburg, consumer show in Hamburg
- ✧ Feb 26 – March 2: Attendance at F.re.e in Munich, consumer show.
- ✧ Feb 17-19: Product trainings & product meetings with tour operators in Switzerland.

VUSA CMT Stuttgart, Jan 17-25, 2009:

- ✓ Organised brochures shipment between Phase V and VUSA
- ✓ Handled special information request about vacation home rentals on Marco Island. Sent detailed email to Dr. Anton Hammer's attention with a scan of the Visitor Guide's first page as well as the vacation home rental providers after personal phone call. He will receive a copy of the visitor guide once they have arrived in the Stuttgart office as well. His major complaint was that there is no easy way to rent homes/condominiums in the Paradise Coast. He contacted Jack Wert directly via email.

> Evaluation

Overall, the participation at the Vakantiebeurs in Utrecht was very successful and far beyond pessimistic expectations. Juliana had the opportunity to speak to many very interested consumers with serious ambitions to travel to Florida. About 30% of them have not visited Florida before, and hence were introduced to the Naples area as something new and exciting. Almost everybody has heard about the Everglades before but only a few were aware that it is possible to visit the Everglades from the West Coast.

Vakantiebeurs is highly recommended to attend again, as Florida is a very popular area to travel to among Dutch travellers.

International Representatives

**Ommac, Ltd., Oonagh McCullagh
UK & Ireland**

HIGHLIGHTS OF THE MONTH

January 2009

February 23, 2009

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Visit USA “Meet the Media” event, London, 20 January, 6.30-9.00pm

Attended this event for UK consumer and travel trade media and Visit USA members. It was very much a Networking function. The event was well attended and well organised (except missing name badges) and held at a nice venue. There were few high profile media attending but more middle class media and advertising people. The recommendation is to review attendance of this event next year. It was very beneficial for meeting additional Florida contacts interested in working jointly with our area.

Virgin Atlantic VIP event, Central Florida, January 28 – 31 2009

Attended & participated with this event by way of assisting Virgin Atlantic with the trip. The invited guests are some of their top producing agents from all sectors of the industry including corporate travel / leisure travel & golf tour operators.

We were able to co-sponsor one of the two dinners (Virgin Atlantic sponsored the second dinner) together with Kissimmee CVB. As Virgin Atlantic has two daily flights from the UK into central Florida - promoting jointly with Kissimmee is a good mix for our area.

This was an extremely beneficial event & is leading to stronger relationships with the airline & additional future business with the guests.

See attached guest.

Projects/Market Activities:

(To including interaction with other CVB departments and brief description)

1	Passed information to JW regarding Visit FL Industry Partners being encouraged to communicate to their legislatures regarding the 90% remaining fiscal year budget. JW had already received the details & was in the process of taking action.
2	See approval fro JW regarding Virgin Atlantic VIP event – Dinner sponsorship
3	Contact various industry members regarding OMC site visit in Naples area during February
4.	Following up with Expedia re joint activity
5.	Following up on ESTA information as becomes mandatory from January 12 th from
6	Confirmed the final ad for the Guild of British Travel Writers listing
7.	On going following up with Naples office regarding UK contract & insurance etc.

Out-of-Office Sales Calls/Contacts:

1	Various calls to V. USA Association regarding the Visit USA Meet the Media event
2	6/1 Confirmed detail for Ad re: Departures & for UK office labels
3	8/12 followed up with ABTA regarding Membership – consider joining though budget may prove difficult.
4	12/1 following up with Karen Niven, Bon Voyage re future joint promotion activity
	15/1 Discussion with Lee Burns, Funway Holidays regarding joint activity campaign - possibly with Advantage Travel Centres – following our research meeting discussion.
5	19/1 Participated in meeting with Virgin Atlantic regarding VIP trip to Florida in January.

Processing information for the British Guild of Travel Writers Hand Book listing

On going followed up with Travel Editor, Golf Punk's Joe Lancaster – regarding issue date & the consumer promotion.

During the Visit USA Meet The Media Event:

Met with:

- Cath Pusey, Product Director America As You Like It.
- Jo Piani, Fort Myers/Sanibel.
- Karen, Sales Support US Airways
- Peter Moss, VUSA Chair
- Kate Burgess-Craddy, VUSA PR
- Kirsty Dillury, T&TM
- James Brooke, Rooster PR

Sports Marketing

Ralph Pryor
Sports Coordinator





Sports Marketing

First & Second Quarter Economic Impact Report

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FY '09 First Quarter

Total Direct Economic Impact: \$529,160.00

FY '09 Second Quarter to Date:

Total Direct Economic Impact: \$425,962.00

FY '09 Total Direct Economic Impact (YTD): \$955,122.00

FY '08 Total Direct Economic Impact (YTD): \$766,107.00

Ralph Pryor

Sports Marketing

Comparative FY '08 - '09

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	First Quarter		Second Quarter		3rd Quarter	4th Quarter	YTD Report		
	FY '08	FY '09 YTD	FY '08	FY '09	FY '08	FY '08	FY '07	FY '08	FY '09
Average Room Rate	\$94.72	\$74.61	\$143.47	\$114.80	\$91.58	\$78.51	\$141.80	\$102.07	\$91.27
Total Rooms Blocked	370	425	485	446	800	1,345	175	3,000	1,598
Total Rooms Booked	284	171	1,186	494	440	254	984	2,164	881
Average Length of Stay	2.10	1.48	1.83	2.00	1.67	1.67	1.72	1.81	1.80
Actual Room Nights	598	253	2,167	765	735	425	1,696	3,925	1,595
Approximate Hotel Revenue	\$53,466.15	\$18,876.33	\$310,899.49	\$87,822.00	\$67,309.74	\$33,366.75	\$304,171.76	\$465,042.13	\$155,922.00
Tourist Tax Revenue	\$2,138.64	\$755.05	\$12,435.98	\$1,488.40	\$2,692.39	\$1,334.67	\$12,166.87	\$18,601.69	\$4,517.00
Expected SCCC Rebate	\$2,285.00	\$1,145.00	\$5,480.00	\$3,825.00	\$2,855.00	\$1,730.00	\$5,335.00	\$12,350.00	\$7,525.00

Ralph Pryor



Sports Marketing



Upcoming Area Events:

- The ACE Group Classic Hosted by Peter Jacobsen, Naples, Florida, February 16-22
 - 2009 NSA Winter World Series, Naples, Florida, February 20-22, 2009
- IBC Youth Baseball Spring Classic, Naples, Florida, March 13-15, 2009
- FYSA State Cup U13 & U14 Girls, Naples, Florida, March 21 & 22, 2009
- East Coast vs. West Coast Girls HS Lacrosse, Naples, Florida, March 28, 2009

Ralph Pryor

Public Relations

JoNell Modys

P.R. & Communications Manager





PR & Communications

Jan-Feb 09

February 23, 2009 TDC Meeting

- **Toronto Media Reception Jan. 23**
- **HSMAI Awards Jan. 26**
- **Industry e-News sent Feb. 12**
- **Paradise Priced Perfectly News Release**
- **Valentine's/Romance News Release**
- **Wedding Web Section News Release**
- **VF Nature/Cultural Committee Webinar**
- **SEE Board Meeting**
- **Naples Winter Wine Festival PR Volunteer**
- **Casino tour**
- **ZOOobilee event volunteer**



PR & Communications

November 08

Journalists Assisted in the region:

Ron Kapon – freelance wine/travel/food writer

Mamoonah Ellis – Roam, New York Moves

Janice Fuhrman – Wine News, Decanter Magazine

Annette Thompson – Southern Living Magazine



In the News...

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- *Saturday Evening Post – The Naples Effect*
- *Toronto Star, TakeOffEh.com and OpenJaw.com – stories from Toronto media mission Woman’s World – Paradise Coast feature Jan. 26*
- *Popular Photography & Imaging – Photo trip from Miami to Everglades City. CVB provided location and photo taking suggestions.*
- *Sophisticated Living – Naples feature and overview of wine festival. From Oct. 08 CVB FAM.*

Film Office

Maggie McCarty
Film Commissioner





OPERATIONS

Projects Wrapped - 5

Projects In Development - 17

MONTHLY HIGHLIGHTS:

- **SciFi Channel project**
- **History Channel scout**
- **Berlinale/European Film Market**



BERLINALE - EFM

19,000 film professionals
from 120 countries



Berlin's Sony Center

Marketing Lounge



Berlinale team: L-R- R. Brown, The
Keys; G. Winick, Miami Beach; J.
Peel, Dade County; J. Parramore,
St. Pete/Clearwater and M.
McCarty, Collier County

Film Florida Booth

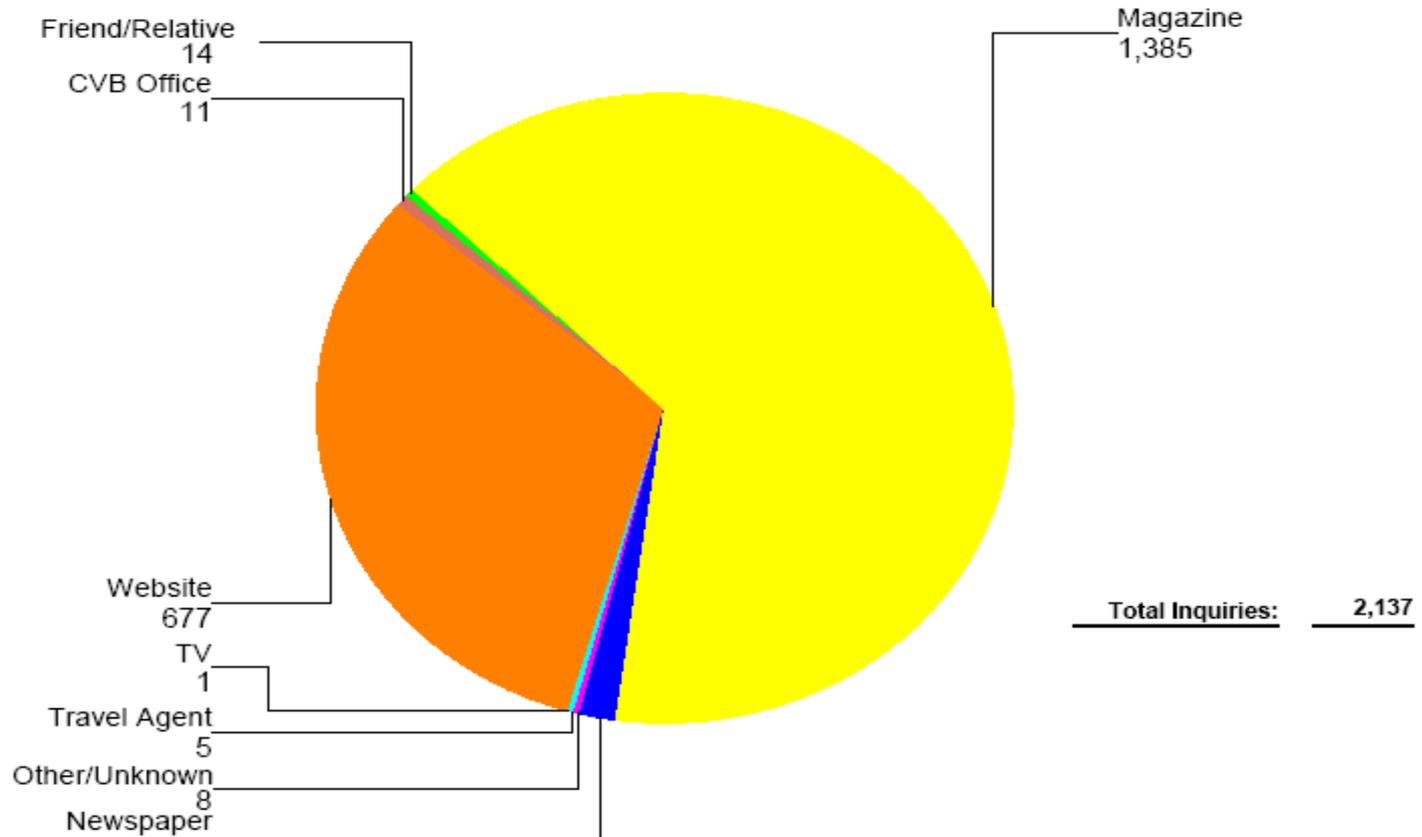


Fulfillment Report

Ginny DeMas
Phase V

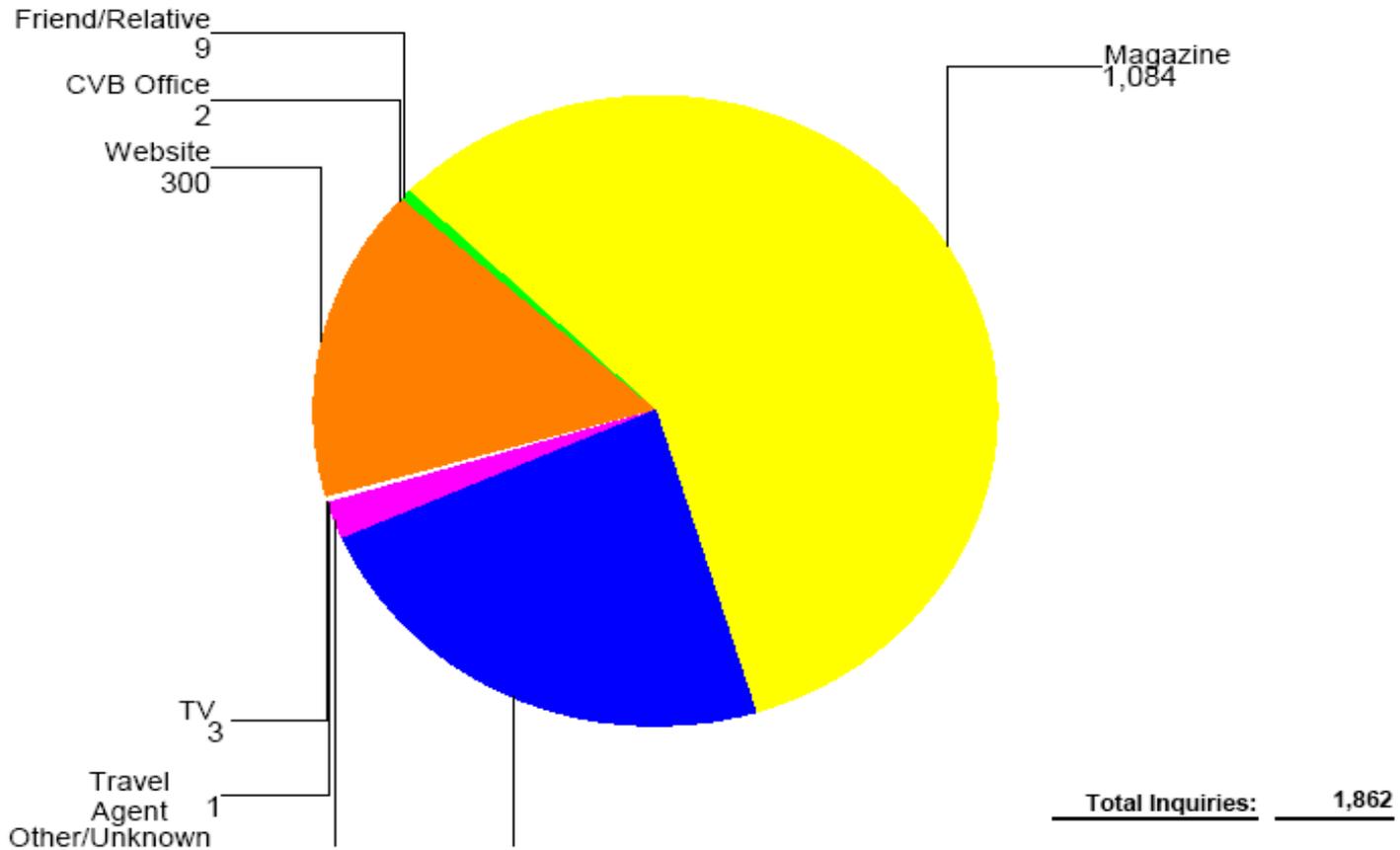


Naples, Marco Island, Everglades CVB Request Summary by Source For the month of January 2008

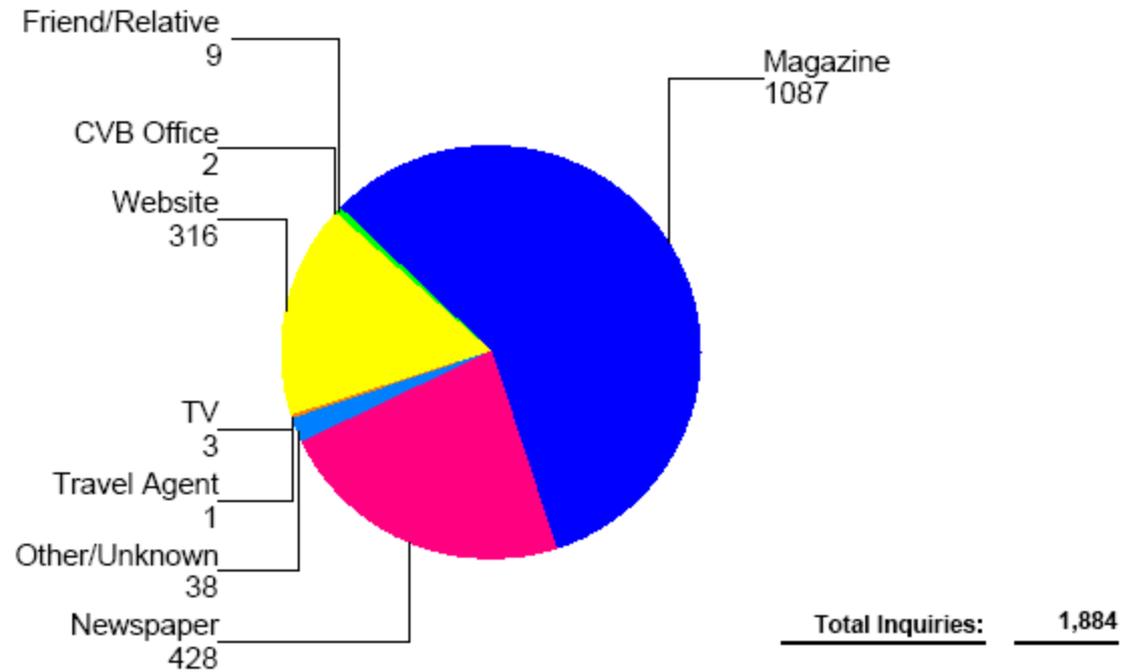


Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of January 2009



Naples, Marco Island, Everglades CVB Request Summary by Source Year to Date for 2009



Inquiries – Leading 4 Countries Jan 2009

2008

USA

Canada

UK

Germany

2009

USA

UK

Canada

France

Inquiries - Leading 6 States Jan 2009

2008

Ohio

New York

Florida

Indiana

Pennsylvania

Illinois

2009

Florida

New York

Pennsylvania

Illinois

Ohio

California

Inquiries by Type Calendar Year

	Jan 09	Y-T-D
Phone	331	331
Publications	2778	2778
Web site	291	291
Info@ParadiseCoast	4	4

Misc. CVB Services

Calendar Year

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	Jan 09	Y-T-D
Hotel Bookings	8	8
Info Center Shipments	900	900
Editorial Gen Calls	123	123
Mtg. Planner Calls	1	1
Storm Info Calls	0	0
Storm Accommodations	0	0
Sports Council	8	8

Website Live Chat By Page – Jan 2009

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Page	# of chats
About the Area	1
Arts & Culture	0
Attractions	1
Beachs & Parks	6
Calendar of Events	0
Contact us	0
Dining	1
Family Fun	0
Fishing	0
Golf	0
History & Heritage	0
Home Page	18
Media Planner	0
Meeting Planners	0
Nature & Wildlife	1
Order a Guide	1
Shopping	0
Site Map	0
Spas	0
Stay in Paradise	2
Things to Do-Main	4
Travel Professionals	1
Wedding	0
Totals	36

Website Live Chat By Topic – Jan 2009

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Charters and Tours	6
Contact	0
CVB Department	0
Dining & Nightlife	0
Directions	0
Discover	0
Events & Festivals	1
Family	0
Golf	0
Island Information	0
Media	0
Misc.	4
Outdoor Activites	0
Relocation	0
Salons & Spas	0
Shopping	0
Sports	0
Temperature	0
Transportation	3
Visitor's Guide	3
Wedding	0
Totals	36

Misc CVB Services

Jan 2009

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Publication	MONTH	YTD	% OF TOTAL
Golf Guide			
Meeting Planner Kit	9	26	
Meeting Planner Non-Kit Fulfillment	1	1	
MP Non-Kit Fulfillment	1	3	
Meeting Planners Total:	11	60	2.79%
PR Mailings			
Press Kit - Media	0	0	
Press Kit - MP	0	0	
Press Kit - Tour Operators	0	0	
PR Mailings Total:	0	0	0.00%
Tour Operators			
Press Kit - Tour Operators	1	1	
Tour Operators Total:	1	3	0.14%
Trade Show			
Travel Agents			
Vakantiebeurs Trade Show	2	2	
Albany - WITS Luncheon	51	51	
Buffalo Luncheon	25	25	
Luxury Travel Agents	331	331	
Rochester - Sales Calls	39	39	
Syracuse - Sales Calls	30	30	
Vegas Travel Agent Show 2008	56	56	
Travel Agents Total:	534	1,720	79.93%
Total Fulfilled via Mail from Phase V:	546	2,152	

Staff Reports

Thank You

