



Naples Marco Island Everglades  
The Paradise Coast

**COLLIER COUNTY  
FILM COMMISSION  
ACTIVITIES  
February 23, 2009**

**PRODUCTION NOTES**

- “Wife Swap”ABC/Lifetime – TV series
- Discovery Channel – TV series
- SciFi Channel – TV series
- Abbey Carpet – commercial
- New Hat Productions - commercial

**WORKING LEADS**

- NDR [German Public TV] - series
- No Borders Productions – print catalog
- American Eagle Outfitters – print catalog/ad
- Ted Reed – web video
- History Channel/Morningstar Entertainment – scout
- Spike TV – TV segment
- Coppertone/Freemarketfilms – TV commercial
- S. Bergeron – Imax educational project
- Taillight – music video
- GoGreenAlternatives - print
- Smithsonian Network – TV series
- “Jamie’s American Dream” – TV series/U.K.
- Boston Proper-print catalogue
- Cox Communications – still ad

- “Untitled TV pilot/series – in development
- ALL CURRENT PRODUCTION

## **OPERATIONS**

- Follow-up on EFM/Berlinale  
    Create and development of contact database
- Lead/inquiry response
- Monthly Revenue Tracking  
--Followed-up with activity worksheets to clients  
--Recorded data
- Client Management
- Finalize plans for Tallahassee meeting
- Issued film permits
- -Opened a production file for each inquiry

## **SCOUTS**

- History Channel

## **MEETINGS**

- Berlinale/European Film Market  
    EFM Industry Debates presented by Commerzbank  
    On-Location Guide  
    EFM Press Reception  
    Frankfurt Economic Development GmbH/IPM  
    Market screening FL film *Misconceptions*
- Naples Film Festival – mtg with director, M. Lehn



**Tourism PR & Communications  
Submitted by: JoNell Modys  
TDC Meeting – February 23, 2008**

**Bureau Staff Activities**

Toronto media event  
HSMAI awards event  
VISIT FLORIDA nature/cultural committee conference call  
Web site listing updates  
Wedding section edits  
SEE board meeting  
Naples Winter Wine Festival PR volunteer  
ZOOobilee event PR volunteer  
Casino tour with Concierge Association

**Journalists Assisted in the Region**

We hosted the following in recent weeks:  
Mamoonah Ellison – New York Moves and Roam magazines  
Janice Fuhrman – Wine News and Decanter magazines  
Ron Kapon – freelance travel, wine and food writer  
Annette Thompson – Southern Living magazine

**News Bureau**

In addition to day-to-day media inquiries, photography requests, etc. we issued the Paradise Connection e-newsletter to travel media in January and the Paradise Press industry e-newsletter in February. BCF issued releases on Paradise Priced Perfectly, Valentines & Romance and the new Web wedding section.

**Publicity Highlights**

Saturday Evening Post  
Toronto Star  
Sophisticated Living  
Woman's World

We have attached a publicity report detailing the coverage that we have entered into our PR Trak evaluation system to date for 2009.

**Call Generation**

158 of 331 total calls on the toll free lines were generated through PR's editorial placement. At least 20 calls were attributed to the Woman's World story.

### **BCF PR Activities January 2009 – February 2009**

- Secured and coordinated logistics for upcoming press trips with Travel Editor Jim Byers of the *Toronto Star*, Canada's largest daily circulation newspaper, and Staff Writer Diane Macklin of *Modern Babies & Children*
- Drafted and submitted Collier County Ghost Orchid entry for the 2009 Public Relations Society of America (PRSA) Silver Anvil Award, a prestigious national industry award
- Distributed Local Dining news release to more than 400 journalists including editors of travel and food publications, national and regional newspapers; conducting ongoing media follow up
- Drafted and distributed Valentine's Day Romance news release to 315 travel and feature writers; secured interest and potential coverage from Nancy Dunham of *The Washington Examiner*, Cynthia Campbell of the *Advocate*
- Distributed Paradise Priced Perfectly release to 315 travel and feature writers; secured interest and potential coverage from Travel Writer Carol Sottili of the *Washington Post*; conducting ongoing media follow up
- Distributed and pitched What's New news release to 200 travel editors of national media outlets; conducting ongoing media follow up
- Pitched Toronto media and secured deskside briefing with Travel Editor Robin Robinson of the *Toronto Sun*
- Pitched and corresponded with Travis Reed of the *AP* regarding the Naples Winter Wine Festival
- Pitched Editor Ruthanne Terrero of *Luxury Travel Advisor* on new green hotels in Collier County based on a media lead
- Pitched Kelly Ladd of *Florida Travel + Life* regarding luxury family vacations based on a media lead
- Pitched 2009 major events to *Agency France Presse* based on a media lead
- Pitched Editor Herb Sparrow of *Group Travel Leader* on interactive CVB websites based on a media lead
- Pitched Freelancer Chelle Koster-Walton regarding Florida green hotels based on a media lead
- Drafted and pitched a meetings update for Contributing Writer Julie Ross of *Experient Meeting Mentor*
- Drafted story ideas for Visit Florida NYC media reception
- Updated Learning Vacations release with new adult classes at Gulfshore Playhouse
- Secured complimentary passes from Naples Zoo, Naples Princess and accommodations from the Lemon Tree Inn for Canadian promotion
- Drafted timeline with benchmarks of Paint Paradise Preserve Paradise project
- Continuously posting Twitter updates to official CVB account; identified new media followers including travel bloggers
- Read *Naples Daily News* and *Marco Island News* to keep abreast of local news

## Jan-Feb 2009

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
<b>Naples Marco Island Everglades CVB 2009</b>													
<b>Consumer Publication</b>													
<b>Internet</b>													
examiner.com		01/05/09	Sub Page			400	9	7	2	2,682.70	3	8,048.10	4,572
Article interviewing Dr. Desmond Hussey, Naples doctor and wine collector.													
Subtotals - Internet: 1				0 : 0	0.00	400	9.0	7.0	2.0	2,682.70		8,048.10	4,572
<b>Magazine</b>													
Editorial and General Interest	Saturday Evening Post, The	01/01/09	4-Color		132.00		9	8	8	104,192.50	3	312,577.64	352,102
Jan/Feb 2009 edition. Travel section 4-page article on everything to be found in Naples : places to stay, shop, arts, sports, beaches, history etc. Alo featurer on Normal Rockwell exhibit at Naples Museum of Art. Numerous photos.													
Travel	Conde Nast Traveler	01/01/09	4-Color		300.00		5	8	3	1,328,972.00	3	3,986,914.50	819,683
9 page article on the Conde Nast Gold List properties throughout the USA. In Florida The Ritz-Carlton beach resort and the Ritz-Carlton Golf resort were both nominated.													
Fashion and Beauty	American Spa	01/01/09	4-Color		99.00		3	7	2	14,645.47	3	43,936.41	28,151
Asian Infusion. Article on popularity of Traditional Chinese Medicine and how it is being incorporated into spa treatments. Details what the Ritz-Carlton Naples is doing with new procedures.													
Regional	Florida Travel & Life	01/01/09	4-Color		20.00		8	8	3	10,865.43	3	32,596.29	101,591
On Tastes page, details new restaurants. This edition features Trilogy in Naples. Highlights several dishes, phone number and website.													
Regional	Florida Travel & Life	01/01/09	3-Color		8.00		8	7	3	2,897.45	3	8,692.35	101,591
Sports column, headlined Find Your Net Worth, about tennis facilities. Reports on the tennis facility available at Naples Bay Resort.													
Travel	Travel + Leisure Golf	01/01/09	4-Color		176.00		5	8	3	658,302.50	3	1,974,907.50	653,832
Multi page story detailing America's Top 100 Golf Communities by state. In Florida, Naples communities selected were Fiddler's Creek, Grey Oaks, Mediterra, and TwinEagles.													
Regional	Florida Travel & Life	01/01/09	4-Color		726.00		4	8	5	342,969.70	3	1,028,908.97	101,591
This is Florida Travel & Life's 3rd Annual list of 52 Great Weekend Getaways throughout Florida. In SW Florida information it lists the Everglades City area for naturists and fishing enthusiasts, Lake Okechobee and all the accommodations and attractions nearby. Next was the Ritz-Carlton Golf Resort for golf enthusiasts. Mentions many dining outlets there and also that it is the only local resort that caters to canines.													
Aeronautics, Aviation, and Ae	Alaska Airlines Magazine	01/01/09	4-Color		187.00		8	8	4	79,940.54	3	239,821.62	62,548
Multi page article on Earth-Friendly Excursions. Journalist Eric Lucas was here assisted by CVB. Details Dolphin Explorer Excursion, quotes from Chris Desmond on the extremely popular trips to research dolphins, photos of dolphin in 10,000 Islands.													
Sports and Sporting Goods	Avid Golfer Magazine	01/01/09	3-Color		132.00		9	8	7	0.00	3	0.00	50,000
Putting on the Ritz on Florida's Real Golf Coast. Article on the golf facilities around Naples. Special coverage of the Ritz-Carlton Golf Resort and Beach Resort properties. Mentions downtown, beaches, shopping, dining. 5 photos.													
Regional	Gulfshore Business	01/01/09	4-Color		250.00		8	8	8	29,907.19	3	89,721.57	13,000
Multi page article on everything available to interest meetings, conventionns and organizations to the Southwest Florida region. Beaches, hotels, restaurants,'green' hotels, golf, shopping, arts, all													

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
mentioned. Regional	Florida Monthly	01/01/09	3-Color		4.00		3	7	3	856.44	3	2,569.32	226,203
Multi page article on Fairs, Fare and Festivals. Details all the areas of Florida and what is available. Small para on Naples covers theArts and Winter Wine Festival. In other columns, gives contact info for events throughout 2009.													
Entertainment	Orlando Arts Magazine	01/01/09	3-Color		11.00		4	7	2	704.88	3	2,114.64	43,935
Architect of Art feature. Details the works of Albert Paley, and the gates he designed at the Naples Museum of Art.													
Travel	Travel + Leisure Golf	01/01/09	4-Color		33.00		1	6	2	78,173.42	3	234,520.27	653,832
The Faldo File page. Article details the clubs affiliated with the Faldo Golf Institutes, and one is Marco Island Marriott Resort.													
Louisville, Kentucky	Sophisticated Living	01/01/09	4-Color		134.00		9	8	6	11,698.20	3	35,094.60	0
Naples Bay Resort - Feature on visiting Naples, with a stay at Naples Bay Resort. Result of October 08 CVB FAM. Includes mention of area restaurants, watersports and eco tours.													
Photography	Popular Photography	01/01/09	4-Color		24.00		9	8	7	101,929.00	3	305,787.14	412,851
Traveling Photographer - The Everglades. Feature on a trip from Miami into the Everglades. Includes tips on shooting in Big Cypress National Preserve and overlooking Chokoloskee Bay. CVB provided suggestions to writer.													
Women	Woman's World	01/26/09	4-Color		66.00		9	8	8	225,174.30	3	675,522.89	1,423,742
There's A Reason They Call It the Paradise Coast! CVB assisted with info and photos for this 2-page feature that details all the amenities, beaches, shopping, dining, arts, nature, hotels, zoo. Includes Armchair Traveler inset on a Naples Bay Resort Spa treatment you can do at home. Gives Web site and phone. 10 photos.													
Lifestyle	Wine Enthusiast	02/01/09	4-Color		12.00		5	7	3	2,382.00	3	7,146.00	80,644
Restaurant Awards of Ultimate Distinction feature. Naples' Bleu Provence made the cut and is featured. Gives details on menu, wines and contact info.													
Subtotals - Magazine: 17					0 : 0	2,314.00	0	6.3	7.6	4.5	2,993,610.57	8,980,831.71	5,125,296

**Newspaper**

Tampa - Saint Petersburg (Sa	Tampa Tribune, The	01/01/09	B/W		10.00		5	7	2	3,900.00	3	11,700.00	220,250
Story from Travel&Leisure about the top 500 hotels in the US. Mentions the 2 Ritz-Carltons in Naples as being on that list.													
New York	Wall Street Journal (NATIONAL	01/02/09	Color		24.00		5	7	4	252,873.20	3	758,619.70	2,233,783
Relative Values section. Highlights 3 areas of the USA where winters are warm but property prices have dropped. Details a 2/2 condo at Naples Bay Resort, and the amenities, together with proximity to water, shopping, restaurants, 5th Ave and 3rd St galleries. 1 photo													
Charleston-Huntington	Charleston Gazette, The	01/02/09	Color		50.00		9	7	3	6,368.75	3	19,106.25	69,784
Florida's Big House. Article on kayaking and exploring the Everglades from Chokoloskee. Details kayak trip with kayak guide Jason Sine. 2 photos.													
Miami - Fort Lauderdale	Miami Herald, The	01/11/09	B/W		2.00		7	7	3	899.78	3	2,699.34	422,961
Florida Events Column. Details the SW Florida Birding and Wildlife Festival at Rookery Bay.													
Miami - Fort Lauderdale	Miami Herald, The	01/11/09	B/W		10.50		6	7	2	4,723.82	3	14,171.46	422,961
Florida Events weekly column. Details the SW FL Birding and Wildlife Festival in Naples.													
Washington DC (Hagerstown)	USA Today (National)	01/16/09	Color		8.00		5	7	1	8,792.06	3	26,376.18	2,665,815
Food and Wine article. Details the many 09 culinary festivals still taking place in the USA despite economy. In list of events, mentions Naples Wine Festival.													
Florida	Florida Fishing Weekly	01/16/09	B/W		37.00		9	7	3	1,850.00	3	5,550.00	40,000
Weekly fishing column by Capt. Bill Blanton. Details the fishing prospects in the 10,00 Islands area.													
Miami - Fort Lauderdale	Miami Herald, The	01/18/09	B/W		11.00		6	6	2	4,948.76	3	14,846.28	422,961
Florida Events weekly column. Details the Naples Boach Show and Seafood Festival in Naples.													
San Francisco - Oakland - Sai	San Francisco Examiner	01/20/09	B/W		4.00		3	7	3	328.32	3	984.96	250,000
Travel Tips column. For Florida, details the Big Cypress Natioanl Preserve and several of the winter activities it is offering. Gives their website.													

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	×	Publicity Value	Circulation/ Impressions	
Florida	Florida Fishing Weekly	01/30/09	B/W		26.00		9	7	3	1,300.00	3	3,900.00	40,000	
Weekly fishing column by Capt. Bill Blanton. Details the fishing prospects in the 10,00 Islands area.														
Florida	Florida Fishing Weekly	02/06/09	B/W		62.00		9	7	3	3,100.00	3	9,300.00	40,000	
Weekly fishing column by Capt. Bill Blanton. Details the fishing prospects in the 10,00 Islands area.														
Toronto	*Toronto Star	02/12/09	B/W		8.00		5	7	6	0.00	3	0.00	0	
Reports on CVB appearance at Toronto Visit Florida media event and details the Paradise Priced Perfectly promotion, with Web site.														
Florida	Florida Fishing Weekly	02/13/09	Color		73.00		8	7	3	3,378.12	3	10,134.36	40,000	
Front page photo by Capt. Bill Blanton. Weekly fishing column by Capt. Bill Blanton. Details the fishing prospects in the 10,00 Islands area.														
Subtotals - Newspaper: 13					0 : 0	325.50	0	6.6	6.9	2.9		292,462.84	877,388.53	6,868,515
Subtotals - Consumer Publication: 31					0 : 0	2,639.50	400	6.5	7.3	3.8		3,288,756.11	9,866,268.34	11,998,383

## Regional Feature

### Internet

newspress.com		01/05/09	Sub Page			50	9	7	2	18.99	3	56.97	264	
Report on Money Magazine story which says CollierCounty is best place to live for long life. Mentions water activities and art galleries.														
suntimes.com		01/28/09	Sub Page			540	6	7	2	9,751.12	3	29,253.36	14,314	
Story about building Chickee huts and Tabby mortar used in early 1900s in Naples structures. Mentions Palm Cottage and Naples Historical Society. 1 photo.														
news-press.com		01/28/09	Sub Page			500	9	7	3	1,348.12	3	4,044.36	1,838	
Naples Botanical Garden Set to Reopen Early. Story about the Botanical Gardens opening in November 2009, ahead of schedule. Mentions the new experiences, such as Children's Gardewn, Brazilian and Caribbean Gardens and new amenities.														
Florida	floridaweekly	01/29/09	Sub Page			360	9	7	3	0.00	3	0.00	0	
Everything's Better at The Ritz. Article detailing the hotel and all the new renovations/enhancements that have taken place, including dining, high-tech lounge, outside bars, etc. 2 photos.														
news-press.com		01/30/09	Sub Page			1300	9	7	5	3,505.12	3	10,515.36	1,838	
Botero Turns Up The Volume at the Naples Museum of Art. Article about the upcoming exhibition at The Phil by Fernando Botero.														
Subtotals - Internet: 5					0 : 0	0.00	2,750	8.4	7.0	3.0		14,623.35	43,870.05	18,254

### Magazine

Tampa - Saint Petersburg (Sa	Gulf Coast Business Review	01/02/09	4-Color		9.00		6	6	4	0.00	3	0.00	2,000	
Economic Snapshot column. Story highlights September tourism and recreation numbers, stating that it is down on the Gulf Coast, somewhat due to Tropical Storm Fay and cancellations.														
Subtotals - Magazine: 1					0 : 0	9.00	0	6.0	6.0	4.0		0.00	0.00	2,000

### Newspaper

Fort Myers - Naples	News-Press, The	01/02/09	Color		70.00		9	8	3	17,066.44	3	51,199.32	92,340
Cover story of Gulf Coasting section. Featuers teh Normal Rockwell exhibition which is being shown at the Naples Museum of Art. 2 photos.													
Fort Myers - Naples	Naples Daily News	01/05/09	Color		32.00		9	8	3	4,833.00	3	14,499.00	66,272
Photo/caption, front page local section. Recognizes Naples Zoo's record attendance for 2008.													
Fort Myers - Naples	Naples Daily News	01/08/09	B/W		97.00		9	8	5	14,650.03	3	43,950.09	66,272
Front page of Neapolitan Section. Detailed story on the SW Florida Birding & Wildlife Festival at Rookery Bay. Gives full list of all activities available over the 3 days. 2 photos.													

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
Fort Myers - Naples	Naples Daily News	01/08/09	Color		38.00		7	7	2	3,290.47	3	9,871.41	66,272
2 photos and caption of birdwatching at Eagle Lakes Park. Activity is part of the practice for beginners wanting to participate in SW Florida Birding & Wildlife Festival.													
Fort Myers - Naples	News-Press, The	01/09/09	B/W		36.00		9	7	3	5,851.35	3	17,554.05	92,340
Gulf Coasting, Art section. Article about the Naples Collects art exhibition at the vonLieig Art Center, running till Jan 25. 4 photos.													
Fort Myers - Naples	News-Press, The	01/10/09	Color		50.00		9	7	3	8,126.87	3	24,380.61	92,340
Paradise Living section. Article about the Naples Collects art exhibition at the vonLieig Art Center, running till Jan 25. 4 photos.													
Fort Myers - Naples	Naples Daily News	01/11/09	Color		104.00		9	8	3	20,424.30	3	61,272.90	74,553
Perspective front page. Report on the new Brazilian Garden being excavated and planned at Naples Botanical Gardens. Gives details on what it will feature when open plus 3 photos													
Fort Myers - Naples	Naples Daily News	01/13/09	Color		76.00		9	7	3	7,652.25	3	22,956.75	66,272
Front page Neapolitan section. Coming Home. Report on the return of wood storks to Corkscrew Swamp Sanctuary after two years. 2 photos and graph.													
Fort Myers - Naples	Naples Daily News	01/16/09	Color		40.00		8	7	3	3,705.30	3	11,115.90	66,272
Showcase supplement. Story devoted to the Bird and Wildlife Festival happening over the weekend at Rookery Bay. 1 photo.													
Fort Myers - Naples	Naples Daily News	01/18/09	Color		40.00		8	7	3	4,818.04	3	14,454.12	74,553
Front page of Local section. Hobbyists of a Feather 2 photos and small paragraph detailing upcoming Southwest Florida Birding and Wildlife Festival.													
Fort Myers - Naples	News-Press, The	01/22/09	Color		120.00		9	7	2	19,504.50	3	58,513.50	92,340
Full page Fashion & Style. 3 stories relating to top fashion designers showing their exclusive collections at Waterside stores in Naples. 5 photos.													
Fort Myers - Naples	Naples Daily News	01/23/09	Color		40.00		8	7	2	3,705.30	3	11,115.90	66,272
Showcase supplement. Visual Arts. Story on the upcoming Michael Godard exhibition at the Road Show Gallery in Naples. 1 photo													
Fort Myers - Naples	Naples Daily News	01/23/09	Color		40.00		9	8	3	6,041.25	3	18,123.75	66,272
Showcase section. Article Mullet Festival, givs details on the annual event held at Stan's Bar on Goodland. 2 photos.													
Fort Myers - Naples	Naples Daily News	01/23/09	Color		40.00		8	7	2	3,705.30	3	11,115.90	66,272
Showcase supplement. Live Spotlight feature on the 42nd Annual Naples Boat show. 1 photo.													
Fort Myers - Naples	News-Press, The	01/24/09	Color		76.00		8	7	3	11,364.62	3	34,093.86	92,340
Front page Bonita & Estero Life section. Story about hiking the CREW Marsh Trail System in Immokalee. 3 photos.													
Fort Myers - Naples	News-Press, The	01/24/09	Color		48.00		9	7	3	7,801.80	3	23,405.40	92,340
Front page article. Eagles Build Nest in Corkscrew. Details the first-ever bald eagle nest to be built in Corkscrew Swamp Sanctuary. 1 photo.													
Fort Myers - Naples	Naples Daily News	01/25/09	Color		28.00		8	7	1	3,372.63	3	10,117.89	74,553
Photo and caption. Front page local news section. Mullet Festival on Goodland.													
Fort Myers - Naples	Naples Daily News	01/28/09	B/W		52.00		9	8	3	7,853.63	3	23,560.89	66,272
Front page article. Naples Botanical Garden Plans to Open Expansion a Year Early. Story detailing the major expansion at the Botanical Garden and how it will be ready one full year earlier than anticipated. 1 photo.													
Fort Myers - Naples	News-Press, The	02/07/09	Color		60.00		9	7	3	9,752.25	3	29,256.75	92,340
Bonita-Estero Life section. Article detailing the work taking place at Naples Botanical Garden, what new features will be there and when it will open. 4 photos.													
Fort Myers - Naples	Naples Daily News	02/11/09	Color		108.00		8	7	3	10,004.31	3	30,012.93	66,272
Front page Local sectin. Extreme Makover, Casino Style. Story detailing the \$22M renovations undertaken at the Seminole Casino, expanding another 43,700 sq ft. 4 photos.													
Fort Myers - Naples	News-Press, The	02/11/09	B/W		15.00		9	8	2	3,657.09	3	10,971.27	92,340
Gulf Coasting supplement, A La Carte feature. Details Naples Tomato restaurant's new mozzarella bar, and gives website info. 1 photo of plated food.													
Fort Myers - Naples	Naples Daily News	02/13/09	Color		80.00		8	7	2	7,410.60	3	22,231.80	66,272



Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
Showcase story. Details the art exhibition being staged by Yoko Ono in Naples showing drawings by John Lennon made from mid-70s until his death. 5 pictures													
Fort Myers - Naples	Naples Daily News	02/13/09	Color		8.00		9	7	3	805.50	3	2,416.50	66,272
Showcase article in Visual Arts section. Details the art exhibit being staged at Rookery Bay of paintings of the Rookery Bay area by local artists. 1 photo.													
Subtotals - Newspaper: 23				0 : 0	1,298.00	0	8.6	7.3	2.7	185,396.83		556,190.49	1,757,643
Subtotals - Regional Feature: 29				0 : 0	1,307.00	2,750	8.4	7.2	2.8	200,020.18		600,060.54	1,777,897

## Tourism/CVB Coverage

### Internet

naplesnews.com		01/28/09	Sub Page			360	9	7	4	2,328.30	3	6,984.90	4,409
Tourism Push: Ad Dollars Earmarked to Lure More Tourists in Sluggish High Season. Story detailing TDC using ad dollars in season to try and attract visitors. This is due to very flat season being experienced by hoteliers and attractions. Quotes from Jack Wert.													
Subtotals - Internet: 1				0 : 0	0.00	360	9.0	7.0	4.0	2,328.30		6,984.90	4,409

### Magazine

Regional	Gulfshore Business	01/01/09	4-Color		5.00		4	7	2	346.75	3	1,040.25	13,000
Statement from Jack Wert on the tourism situation he envisages for 2009.													
Regional	Gulfshore Business	01/01/09	4-Color		66.00		5	6	3	4,577.10	3	13,731.30	13,000
2-page article on the economic problems in SW Florida. Quote from Jack Wert on tourism predictions in 2009. He states optimism especially from the European market to bolster local economy.													
Subtotals - Magazine: 2				0 : 0	71.00	0	4.5	6.5	2.5	4,923.85		14,771.55	26,000

### Newspaper

Fort Myers - Naples	Naples Daily News	01/23/09	B/W		30.00		8	7	2	2,778.98	3	8,336.94	66,272
Front page Business section. Tourism Bureau to Launch New Campaign. Story on CVB's plan to use more \$ in the seasonal timeframe to promote tourism to help local businesses. Quotes from Jack Wert.													
Subtotals - Newspaper: 1				0 : 0	30.00	0	8.0	7.0	2.0	2,778.98		8,336.94	66,272

### Television

Fort Myers - Naples	WINK	02/03/09	10:11 PM	2 : 0			7	7	7	4,847.56	3	14,542.68	47,317
Feature on the initiative to move ad dollars from spring/summer to winter, to lure leisure travelers in high season to make up for expected shortfall in group business.													
Subtotals - Television: 1				2 : 0	0.00	0	7.0	7.0	7.0	4,847.56		14,542.68	47,317
Subtotals - Tourism/CVB Coverage: 5				2 : 0	101.00	360	6.6	6.8	3.6	14,878.69		44,636.07	143,998

## Wine Festival 2009

### Internet

news-press.com		01/26/09	Sub Page			100	9	7	3	269.62	3	808.86	1,838
Item in Gulfcoasting.com on the Naples Winter Wine Festival event.													
marketwatch.com		01/29/09	Sub Page			384	9	7	3	44,512.61	3	133,537.83	87,599

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
News release detailing the Wine Festival and the fact that one prize will be an Audi R8.	floridatrend.com	02/10/09	Sub Page			540	9	7	3	240.03	3	720.09	303
Naples Wine Festival's Take Considered a Success. Story on the money raised from the auction. Detailed the prizes, location, and how money is used. Also named chefs, vintners etc. who attended.	winespectator.com	02/12/09	Sub Page			325	9	7	3	115.37	3	346.11	484
Report on festival, noting bids, prizes, celebrities attending, and results.													
Subtotals - Internet: 4				0 : 0	0.00	1,349	9.0	7.0	3.0	45,137.63		135,412.89	90,224

**Magazine**

Lifestyle	Florida Trend	01/01/09	4-Color		8.00		9	7	3	4,119.50	3	12,358.50	57,009
In the Florida Getaways column, Fun & Games section. Details the Wine Festival, and which culinary celebrities will be attending. 1 photo,.													
Louisville, Kentucky	Sophisticated Living	01/01/09	4-Color		33.50		6	8	5	2,515.11	3	7,545.33	0
Power to the Party. Editor's page about the dinner the CVB arranged at Naples Winter Wine Festival chairmen Tom & Connie Galloway's home in Naples and the power of the festival's philanthropic spirit. Includes photo of two trustee couples.													
Louisville, Kentucky	Sophisticated Living	01/01/09	4-Color		67.00		9	9	8	5,849.10	3	17,547.30	0
Dreams Do Come True - The 2009 Naples Winter Wine Festival. Feature with photos detailing the 2009 festival and its history of fundraising.													
Subtotals - Magazine: 3				0 : 0	108.50	0	8.0	8.0	5.3	12,483.71		37,451.13	57,009

**Newspaper**

Fort Myers - Naples	Naples Daily News	02/01/09	B/W		84.00		9	7	3	10,997.70	3	32,993.10	74,553
Front page, one of two articles appearing. This concerns the charities who benefit from the donations and stories about several of them. 2 photos.													
Fort Myers - Naples	Naples Daily News	02/02/09	B/W		47.00		9	7	3	4,732.31	3	14,196.93	66,272
Front page story. Highlights the Foundation of the Naples Winter Wine Festival and how it disperses its money raised to local children's charities and organizations.													
Fort Myers - Naples	Naples Daily News	02/02/09	B/W		40.00		9	7	3	4,027.50	3	12,082.50	66,272
Second of two stories on front page. Details people who help organize event and those in charge of dispersing donations to children's charities.													
Fort Myers - Naples	Naples Daily News	02/02/09	Color		88.00		9	7	3	8,860.50	3	26,581.50	66,272
Front page of business section. Story of a new restaurant in Naples, Sea Salt, whose owner opened here after participating in the Naples Winter Wine Festival last year. 3 photos.													
Subtotals - Newspaper: 4				0 : 0	259.00	0	9.0	7.0	3.0	28,618.01		85,854.03	273,369

**Television**

Fort Myers - Naples	WBBH	02/05/09	10:05 PM	6 : 0			7	8	5	13,026.42	3	39,079.26	28,254
Live shots from the wine festival "meet the chefs" event at Inn on Fifth.													
Subtotals - Television: 1				6 : 0	0.00	0	7.0	8.0	5.0	13,026.42		39,079.26	28,254

Subtotals - Wine Festival 2009: 12				6 : 0	367.50	1,349	8.6	7.3	3.8	99,265.77		297,797.31	448,856
Subtotals - Naples Marco Island Everglades CVB 2009: 77				8 : 0	4,415.00	4,859	7.6	7.2	3.4	3,602,920.75		10,808,762.26	14,369,134

<b>Report Totals</b>				Total Placements: 77	8 : 0	4,415.00	4,859	7.6	7.2	3.4		3,602,920.75	10,808,762.26	14,369,134
----------------------	--	--	--	----------------------	-------	----------	-------	-----	-----	-----	--	--------------	---------------	------------

Market Category / Domain	Media Source / SubDomain	Date	Time / Color / Location	Min : Sec	Inches	Word Count	PR	TN	MP	Media Value	x	Publicity Value	Circulation/ Impressions
--------------------------	--------------------------	------	-------------------------	-----------	--------	------------	----	----	----	-------------	---	-----------------	--------------------------

Portions Copyright 1999-2007 Nielsen Media Research. Some impression estimates in this publication are copyrighted by and proprietary to Nielsen Media Research.

Portions Copyright 1999-2007 SRDS. Some advertising cost estimates contained in this publication are copyrighted by and proprietary to SRDS.

Portions Copyright 1999-2007 ANR. Some advertising cost estimates contained in this publication are copyrighted by and proprietary to ANR.

Portions Copyright 1998-2007 SQAD Inc. Some advertising cost estimates contained in this publication are copyrighted by and proprietary to SQAD Inc.

Portions Copyright 2007 Burrelle's Information Services, Inc. Some advertising cost estimates contained in this publication are copyrighted by and proprietary to Burrelle's.

Portions Copyright 1998-2007 PRtrak, a wholly-owned subsidiary of SDI. Some advertising cost estimates contained in this publication are copyrighted by and proprietary to PRtrak/SDI.

# Naples, Marco Island, Everglades CVB

## Call Summary by Toll Free Number

For the month of January 2009

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	74	207.00
PR-Editorial	123	404.18
Expedia Reservations	8	48.78
International	20	70.55
Storm Information	0	0.00
Meeting Planner	1	0.87
Collier County Sports Council	8	15.80
Spare #1	2	0.62
Spare #2	0	0.00
<b><u>Grand Total:</u></b>	<b><u>236</u></b>	<b><u>747.80</u></b>

## Naples, Marco Island, Everglades CVB

## Call Summary by Purpose

For the month of January 2009

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Expedia Reservations	8	40.22	-
Live Information	64	206.67	-
Meeting Planner	0	0.00	-
Special Fulfillment	546	26.90	-
Sports Council of Collier County Information	4	12.95	-
Visitors Guide	1862	555.65	-
CVB Office Referral	0	0.00	-
Hang up	10	3.03	-
Report Setup	0	0.00	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	19	8.33	-
<b><u>Grand Total:</u></b>	<b><u>2513</u></b>	<b><u>853.75</u></b>	<b><u>0</u></b>

## Naples, Marco Island, Everglades CVB

## Request Summary by Source

For the month of January 2009

<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 Directories	70	159	2%	41	239	2%
Consumer E-Marketing	300	844	9%	644	1657	30%
Consumer Magazines	605	743	8%	148	277	7%
Consumer Newspaper	1	2731	30%	35	2456	2%
Geographic Campaign	0	1	0%	0	0	0%
Group Business	0	0	0%	0	0	0%
International Market	431	1768	20%	0	0	0%
Niche Markets	408	2636	29%	1197	3166	56%
Travel Agent Directories	0	0	0%	33	108	2%
Luxury Interest	0	0	0%	0	0	0%
TV/Target Markets	0	0	0%	1	19	0%
Friend/Relative	9	19	0%	14	26	1%
Naples, Marco Island, Everglades CVB	2	7	0%	11	13	1%
Other/Unknown	35	63	1%	8	24	0%
Travel Agent	1	2	0%	5	12	0%
<b>Grand Total:</b>	<b>1,862</b>	<b>8,973</b>		<b>2,137</b>	<b>7,997</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Directories

For the month of January 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
2009 Visit Florida Official FL Vacation Guide	68	68	43%
2009 Great Florida Getaways	1	1	1%
Visit FL Intl Travel Planner	1	1	1%
2007 Official FL Vac Guide	0	1	1%
2008 Official FL Vac Guide	0	85	53%
2009 Visit Florida SIP - Beach Getaway	0	0	0%
Great FL Getaways 08	0	1	1%
Visit FL SIP - Beaches	0	2	1%
<b><u>Grand Total:</u></b>	<b><u>70</u></b>	<b><u>159</u></b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer E-Marketing

For the month of January 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>ParadiseCoast.com</b>	<b>270</b>	<b>756</b>	<b>90%</b>
Miles Media Imports	247	694	
Phone	15	35	
info@paradisecoast.com	4	20	
Interactive Text Chat	4	7	
<b>DestinationBrochures.com</b>	<b>16</b>	<b>50</b>	<b>6%</b>
<b>Other/Unknown</b>	<b>6</b>	<b>17</b>	<b>2%</b>
<b>Visit USA - UK</b>	<b>4</b>	<b>5</b>	<b>1%</b>
<b>VisitFlorida.com</b>	<b>4</b>	<b>12</b>	<b>1%</b>
<b>MidwestLiving.com</b>	<b>0</b>	<b>3</b>	<b>0%</b>
<b>ParadiseCoast.de</b>	<b>0</b>	<b>1</b>	<b>0%</b>
<b>Grand Total:</b>	<b>300</b>	<b>844</b>	

\*YTD = Fiscal Year



## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Magazines

For the month of January 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Conde Nast Traveler January 2009	524	524	71%
Southern Living Travel Florida February 2009	24	24	3%
Women's World Magazine Story January 26 2009	20	20	3%
Southern Living Travel Jun 08	14	73	10%
2009 AAA Tour Book	13	13	2%
Other/Unknown	5	6	1%
Arthur Frommer's Budget Travel February 2009	3	3	0%
Arthur Frommer's Bdgt Jun 08	1	1	0%
Southern Living Travel Jul 08	1	3	0%
Florida Sun Magazine	0	74	10%
Ladies Home Journal Apr 08	0	1	0%
Midwest Living Mar/Apr 08	0	1	0%
<b><u>Grand Total:</u></b>	<b><u>605</u></b>	<b><u>743</u></b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Newspaper

For the month of January 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
PrePrint Out State Spring 2008	1	2	0%
Other/Unknown	0	7	0%
VF In-State Insert Fall 2008	0	2715	99%
Visit FL In State Fall 07	0	2	0%
Visit FL In State Summer 08	0	5	0%
<b><u>Grand Total:</u></b>	<b><u>1</u></b>	<b><u>2731</u></b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Geographic Campaign

For the month of January 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>Geographic Campaign - In-State</b>			
Miami/Ft. Lauderdale Television	0	1	100%
<hr/>			
<b>Geographic Campaign - In-State</b>	<b>0</b>	<b>1</b>	
<hr/>			
<b>Grand Total:</b>	<b>0</b>	<b>1</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Group Business

For the month of January 2009

Media

Month

YTD

**Grand Total:**

---

---

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by International Market

For the month of January 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>International - Canada</b>			
Canadian Television (Weather Channel)	3	3	0%
<hr/>			
<b>International - Canada</b>	<b>3</b>	<b>3</b>	
<b>International - United Kingdom</b>			
TIA Discover America WinaTriptoFlorida.com Sweepstakes 2008	401	523	30%
TIA Discover America Sweepstakes - General Fall 2008	26	1152	65%
TIA Discover America - Go Guide Fall 2008	0	66	4%
TIA Discover America SoGoNow.com - Direct Fall 2008	0	23	1%
<hr/>			
<b>International - United Kingdom</b>	<b>427</b>	<b>1764</b>	
<b>International &amp; Canadian Markets</b>			
VISITFLORIDA International Travel Planner 2009	1	1	0%
<hr/>			
<b>International &amp; Canadian Markets</b>	<b>1</b>	<b>1</b>	
<hr/>			
<b>Grand Total:</b>	<b>431</b>	<b>1768</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Niche Markets

For the month of January 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>Niche Markets (Bridal/Honeymoon)</b>			
Bridal Guide January/February 2009	133	321	12%
Bridal Guide November/December 2008	30	530	20%
Bridal Guide September/October 2008	13	190	7%
Bridal Guide May/June 2008	4	32	1%
Bridal Guide July/August 2008	3	50	2%
Bridal Guide March/April 2008	3	23	1%
Bridal Guide January/February 2008	0	12	0%
Bridal Guide March/April 2009	0	0	0%
Bridal Guide November/December 2007	0	9	0%
Bridal Guide September/October 2007	0	4	0%
<hr/>			
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>186</b>	<b>1171</b>	
<b>Niche Markets (ECO)</b>			
Audubon (Great Florida Birding Trail) Nov/Dec 2008	221	423	16%
Audubon Jan/Feb 08	0	1	0%
Undiscovered Florida 2009	0	0	0%
<hr/>			
<b>Niche Markets (ECO)</b>	<b>221</b>	<b>424</b>	
<b>Niche Markets (Senior)</b>			
AAA Going Places Jan/Feb 08	1	1	0%
AAA Car & Travel Jan 08	0	1	0%
AAA Going Places Jul/Aug 08	0	69	3%
AAA Going Places May/Jun 08	0	2	0%
AARP Sept/Oct 08	0	968	37%
<hr/>			
<b>Niche Markets (Senior)</b>	<b>1</b>	<b>1041</b>	
<hr/>			
<b>Grand Total:</b>	<b>408</b>	<b>2636</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Travel Agent Directories

For the month of January 2009

Media

Month

YTD

**Grand Total:**

---

---

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of January 2009

<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	140	3007	43%	128	2773	6%
NY	94	296	4%	246	439	12%
PA	89	247	4%	95	265	5%
IL	82	279	4%	82	239	4%
OH	73	223	3%	276	456	14%
CA	62	173	2%	60	222	3%
NJ	61	152	2%	65	176	3%
MI	59	204	3%	77	213	4%
TX	58	229	3%	66	209	3%
WI	55	160	2%	36	127	2%
MA	48	120	2%	44	121	2%
GA	43	113	2%	33	110	2%
MN	37	114	2%	63	134	3%
NC	35	112	2%	42	145	2%
IN	34	135	2%	96	199	5%
VA	33	97	1%	42	124	2%
MO	29	114	2%	28	108	1%
CT	27	60	1%	66	102	3%
KY	24	84	1%	43	117	2%
SC	24	63	1%	21	67	1%
TN	21	82	1%	34	115	2%
IA	20	62	1%	16	59	1%
AZ	18	47	1%	15	39	1%
AL	16	69	1%	24	72	1%
CO	15	49	1%	14	43	1%
MD	15	64	1%	27	78	1%
WA	12	49	1%	11	55	1%
AR	10	37	1%	14	45	1%
RI	10	13	0%	10	17	1%
LA	9	54	1%	23	73	1%
OR	9	25	0%	10	31	1%
DE	8	22	0%	7	17	0%
NH	8	31	0%	10	26	1%
WV	8	35	1%	12	36	1%
NV	7	16	0%	8	24	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 13 of 19



## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of January 2009

<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>
ME	5	21	0%	12	36	1%
MS	5	36	1%	13	47	1%
OK	5	36	1%	41	81	2%
ID	4	18	0%	5	13	0%
KS	4	41	1%	21	55	1%
MT	4	9	0%	3	11	0%
NE	4	24	0%	14	32	1%
PR	4	35	1%	3	13	0%
WY	4	10	0%	3	6	0%
ND	3	7	0%	7	23	0%
NM	3	15	0%	8	24	0%
DC	2	4	0%	0	2	0%
SD	2	4	0%	6	15	0%
VT	2	14	0%	6	11	0%
AK	1	4	0%	3	8	0%
CC	1	1	0%	0	0	0%
UT	1	10	0%	4	19	0%
AE	0	0	0%	1	1	0%
AP	0	0	0%	1	1	0%
GU	0	0	0%	0	1	0%
HI	0	10	0%	1	4	0%
VI	0	2	0%	1	1	0%
<b>Grand Total:</b>	<b>1,347</b>	<b>6,938</b>		<b>1,997</b>	<b>7,480</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of January 2009

<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	1347	6938	77%	1997	7480	93%
UNITED KINGDOM	439	1762	20%	48	148	2%
CANADA	41	106	1%	61	168	3%
FRANCE	4	11	0%	3	10	0%
GERMANY	3	55	1%	9	127	0%
ITALY	3	3	0%	4	10	0%
SPAIN	3	4	0%	0	0	0%
BELGIUM	2	3	0%	2	3	0%
INDONESIA	2	4	0%	0	0	0%
IRELAND	2	3	0%	2	2	0%
NETHERLANDS	2	4	0%	4	8	0%
PHILIPPINES	2	3	0%	0	0	0%
AFRICA	1	1	0%	0	0	0%
ARGENTINA	1	1	0%	0	1	0%
BERMUDA	1	1	0%	0	0	0%
BRAZIL	1	8	0%	0	5	0%
ICELAND	1	1	0%	0	0	0%
INDIA	1	3	0%	0	3	0%
IRAQ	1	2	0%	0	0	0%
LITHUANIA	1	1	0%	0	0	0%
PAKISTAN	1	1	0%	0	0	0%
RUSSIA	1	2	0%	0	0	0%
SOUTH AFRICA	1	1	0%	0	0	0%
VENEZUELA	1	1	0%	0	0	0%
ALGERIA	0	0	0%	0	1	0%
AUSTRALIA	0	1	0%	0	0	0%
AUSTRIA	0	2	0%	1	2	0%
BANGLADESH	0	3	0%	1	1	0%
BULGARIA	0	0	0%	0	0	0%
CHILE	0	1	0%	0	0	0%
COLOMBIA	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 15 of 19

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of January 2009

<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>
CZECH REPUBLIC	0	1	0%	0	0	0%
DENBIGHSHIRE	0	0	0%	0	0	0%
DENMARK	0	0	0%	0	1	0%
ECUADOR	0	0	0%	0	0	0%
EGYPT	0	0	0%	0	0	0%
ENGLAND	0	21	0%	2	11	0%
ESTONIA	0	0	0%	0	0	0%
FINLAND	0	0	0%	0	0	0%
GEORGIA	0	0	0%	0	1	0%
GHANA	0	1	0%	0	0	0%
GREAT BRITAIN	0	1	0%	0	0	0%
GREECE	0	0	0%	0	0	0%
HUNGARY	0	0	0%	0	1	0%
IRAN	0	1	0%	0	3	0%
ISRAEL	0	0	0%	0	0	0%
JAPAN	0	0	0%	0	0	0%
LUXEMBOURG	0	0	0%	0	0	0%
MALAYSIA	0	0	0%	0	0	0%
MEXICO	0	1	0%	0	0	0%
MOROCCO	0	0	0%	0	0	0%
N IRELAND	0	1	0%	0	0	0%
N. IRELAND	0	0	0%	0	0	0%
NEW ZEALAND	0	0	0%	0	0	0%
NIGERIA	0	1	0%	0	0	0%
NORWAY	0	1	0%	1	1	0%
OTHER	0	0	0%	0	0	0%
PERU	0	0	0%	0	0	0%
POLAND	0	5	0%	0	2	0%
PORTUGAL	0	1	0%	0	0	0%
RIO	0	0	0%	0	0	0%
ROMANIA	0	0	0%	0	0	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 16 of 19

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of January 2009

<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>
SAUDI ARABIA	0	1	0%	0	0	0%
SCOTLAND	0	2	0%	0	0	0%
SEERA	0	0	0%	0	0	0%
SERBIA/MONTENEG	0	0	0%	0	0	0%
SINGAPORE	0	0	0%	0	0	0%
SWEDEN	0	1	0%	2	3	0%
SWITZERLAND	0	5	0%	0	4	0%
TAIWAN	0	0	0%	0	0	0%
THAILAND	0	0	0%	0	0	0%
TURKEY	0	0	0%	0	1	0%
United Arab Emi	0	1	0%	0	0	0%
URUGUAY	0	0	0%	0	0	0%
WALES	0	1	0%	0	0	0%
YEMEN	0	0	0%	0	0	0%
YUGOSLAVIA	0	1	0%	0	0	0%
<b>Grand Total:</b>	<b>1,862</b>	<b>8,973</b>		<b>2,137</b>	<b>7,997</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of January 2009

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Golf Guide</b>			
<b>Golf Guide</b>			
Play FL Golf	0	337	16%
<b>Golf Guide</b>	<b>0</b>	<b>337</b>	<b>16%</b>
<b>Media</b>			
<b>Media</b>			
Montreal Addison	0	6	0%
Toronto Addison	0	8	0%
<b>Media</b>	<b>0</b>	<b>14</b>	<b>1%</b>
<b>Meeting Planners</b>			
<b>Meeting Planner Kit</b>			
Meeting Planner Kit	9	26	1%
<b>Meeting Planner Kit</b>	<b>9</b>	<b>26</b>	<b>1%</b>
<b>Meeting Planner Non-Kit Fulfillment</b>			
Meeting Planner Non-Kit Fulfillment	2	4	0%
<b>Meeting Planner Non-Kit Fulfillment</b>	<b>2</b>	<b>4</b>	<b>0%</b>
<b>Post Show Followup</b>			
Toronto Incentive Work	0	30	1%
<b>Post Show Followup</b>	<b>0</b>	<b>30</b>	<b>1%</b>
<b>Tour Operators</b>			
<b>Tour Operators</b>			
Other/Unknown	1	3	0%
<b>Tour Operators</b>	<b>1</b>	<b>3</b>	<b>0%</b>

## Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of January 2009

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Travel Agents</b>			
<b>Travel Agents</b>			
Albany - WITS Luncheon	51	51	2%
Buffalo Luncheon	25	25	1%
London Addison	0	171	8%
Luxury Travel Agents	331	331	16%
Montreal Addison	0	467	22%
Other/Unknown	2	4	0%
Ottawa-Gatineau Addison	0	104	5%
Rochester - Sales Calls	39	39	2%
Syracuse - Sales Calls	30	30	1%
Toronto Addison	0	442	21%
Vegas Travel Agent Show 2008	56	56	3%
<b>Travel Agents</b>	<b>534</b>	<b>1720</b>	<b>81%</b>
<b>Grand Total:</b>	<b>546</b>	<b>2,134</b>	

## Naples, Marco Island, Everglades CVB

## Request Summary by Type

For the month of January 2009

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	236	743.28
DATA IMPORT	1,446	1.45
DATA IMPORT - NO FULFILLMENT	1	0.00
INTERACTIVE TEXT CHAT	4	8.70
RDR RESPONSE	258	59.08
RR-FULFILLED	551	33.17
WEBSITE	4	3.55
<b><u>Grand Total:</u></b>	<b><u>2,500</u></b>	<b><u>849.23</u></b>

		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	2008	2009	YTD 2008	YTD 2009
<b>REQUESTED PUBLICATIONS</b>																													
<b>Consumer Directories - Domestic US:</b>																													
2008 Official FL Vac Guide	Consumer Directories - Domestic US	1	24	0	12	1	49	29	0	96	0	39	0	164	0	80	0	67	0	115	0	39	0	36	0	667	85		
2009 Visit Florida Official FL Vacation Guide	Consumer Directories - Domestic US	0	0	0	0	0	0	0	68	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	68	
2009 Great Florida Getaways	Consumer Directories - Domestic US	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	0	1	
2009 Visit Florida SIP-Beach Getaway	Consumer Directories - Domestic US	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	
Great FL Getaways 08	Consumer Directories - Domestic US	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	1	
Other/Unknown	Consumer Directories - Domestic US	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	
Travel Agent	Consumer Directories - Domestic US	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	
Visit FL Intl Travel Planner	Consumer Directories - Domestic US	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	3	1	
VF FL SIP - Beaches	Consumer Directories - Domestic US	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	2	
<b>TOTAL Consumer Directories - Domestic US:</b>		<b>1</b>	<b>24</b>	<b>0</b>	<b>14</b>	<b>1</b>	<b>50</b>	<b>29</b>	<b>70</b>	<b>98</b>	<b>0</b>	<b>39</b>	<b>0</b>	<b>164</b>	<b>0</b>	<b>81</b>	<b>0</b>	<b>67</b>	<b>0</b>	<b>117</b>	<b>0</b>	<b>39</b>	<b>0</b>	<b>36</b>	<b>0</b>	<b>672</b>	<b>158</b>		
<b>Consumer Magazines - Domestic US:</b>																													
2009 AAA Tour Book	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	
Arthur Frommer's Budget Travel February 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Conde Nast Traveler January 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	524	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	524	
Other/Unknown	Consumer Magazines - Domestic US	4	0	1	0	3	1	1	5	7	0	13	0	5	0	8	0	2	0	1	0	4	0	5	0	54	6		
Southern Living Travel Florida February 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	24	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24	
Women's World Magazine Story January 26, 2009	Women's World	0	0	0	0	0	0	0	20	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	20	
<b>TOTAL Consumer Magazines - Domestic US:</b>		<b>4</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>589</b>	<b>7</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>8</b>	<b>0</b>	<b>2</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>54</b>	<b>590</b>		
<b>Geographic Campaign</b>																													
Miami/Ft. Lauderdale Television	Geographic Campaign	0	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
<b>TOTAL Geographic Campaign</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	
<b>Group Business (Association):</b>																													
Visit Florida Meeting Professionals Program Summer 2009	Group Business (Association)	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	0
<b>TOTAL Group Business (Association):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Group Business (Corporate):</b>																													
Group Business (Corporate):	Group Business (Corporate)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL Group Business (Corporate):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Group Business (Leisure):</b>																													
Group Business (Leisure):	Group Business (Leisure)	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	0
<b>TOTAL Group Business (Leisure):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Group Business (Sports):</b>																													
Group Business (Sports)	Group Business (Sports)	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	0
<b>TOTAL Group Business (Sports):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Consumer E-Marketing - Domestic US:</b>																													
24-7Vacations.com	Consumer E-Marketing - Domestic US	32	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	33	0	
Collier County CVB Office	Consumer E-Marketing - Domestic US	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	
DestinationBrochures.com	Consumer E-Marketing - Domestic US	34	12	47	10	16	12	33	16	44	0	45	0	35	0	26	0	8	0	20	0	14	0	11	0	333	50		
FLAUSA.com	Consumer E-Marketing - Domestic US	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Friend/Relative	Consumer E-Marketing - Domestic US	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	
MidwestLiving.com	Consumer E-Marketing - Domestic US	0	2	0	1	0	0	0	0	0	0	7	0	5	0	1	0	2	0	1	0	2	0	4	0	22	3		
Other/Unknown	Consumer E-Marketing - Domestic US	2	6	5	5	4	0	6	6	5	0	3	0	4	0	4	0	3	0	4	0	4	0	5	0	49	17		
ParadiseCoast.com	Consumer E-Marketing - Domestic US	326	173	197	147	336	166	598	270	557	0	538	0	337	0	412	0	293	0	412	0	56	0	11	0	4,073	756		
ParadiseCoast.de	Consumer E-Marketing - Domestic US	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	0	1	
Travel Agent	Consumer E-Marketing - Domestic US	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	
TravelMeredith.com	Consumer E-Marketing - Domestic US	0	0	0	0	0	0	0	0	0	0	32	0	45	0	7	0	16	0	15	0	5	0	7	0	127	0		
VisitFlorida.com	Consumer E-Marketing - Domestic US	1	5	4	1	2	2	0	4	10	0	3	0	3	0	1	0	3	0	3	0	3	0	3	0	36	12		
VisitFlorida.com - France	Consumer E-Marketing - Domestic US	2	0	0	0	1	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	6	0	
VisitFlorida.com - Germany	Consumer E-Marketing - Domestic US	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	
Visit USA - UK	Consumer E-Marketing - Domestic US	1	1	0	0	1	0	4	4	5	0	3	0	3	0	11	0	1	0	1	0	2	0	1	0	33	5		
<b>TOTAL Consumer E-Marketing - Domestic US:</b>		<b>400</b>	<b>200</b>	<b>253</b>	<b>164</b>	<b>360</b>	<b>180</b>	<b>644</b>	<b>300</b>	<b>621</b>	<b>0</b>	<b>631</b>	<b>0</b>	<b>432</b>	<b>0</b>	<b>463</b>	<b>0</b>	<b>327</b>	<b>0</b>	<b>456</b>	<b>0</b>	<b>86</b>	<b>0</b>	<b>42</b>	<b>0</b>	<b>4,715</b>	<b>844</b>		



		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	2008	2009	YTD 2008	YTD 2009
<b>Consumer Newspaper - Domestic US:</b>																													
Friend/Relative	Consumer Newspaper - Domestic US	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	0
Other/Unknown	Consumer Newspaper - Domestic US	4	5	2	1	17	1	27	0	4	0	22	0	9	0	12	0	10	0	3	0	0	0	0	0	0	0	110	7
TMG Out of State Insert 08	Consumer Newspaper - Domestic US	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		
VF In-State Insert Fall 2008	Consumer Newspaper - Domestic US	0	0	0	2,040	0	675	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,715	
<b>TOTAL Consumer Newspaper - Domestic US:</b>		<b>5</b>	<b>5</b>	<b>2</b>	<b>2,041</b>	<b>17</b>	<b>676</b>	<b>29</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>23</b>	<b>0</b>	<b>1,184</b>	<b>0</b>	<b>146</b>	<b>0</b>	<b>54</b>	<b>0</b>	<b>49</b>	<b>0</b>	<b>24</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>1,547</b>	<b>2,722</b>		
<b>Niche Markets (Bridal/Honeymoon):</b>																													
Bridal Guide September/October 2008	Niche Markets (Bridal/Honeymoon)	0	110	0	45	0	22	0	13	0	0	0	0	0	0	0	0	0	0	76	0	398	0	383	0	857	190		
Bridal Guide November/December 2008	Niche Markets (Bridal/Honeymoon)	0	244	0	174	0	82	0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0	18	530		
Bridal Guide January/February 2009	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	188	0	133	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	321		
Other/Unknown	Niche Markets (Bridal/Honeymoon)	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	0		
<b>TOTAL Niche Markets (Bridal/Honeymoon):</b>		<b>0</b>	<b>354</b>	<b>0</b>	<b>219</b>	<b>0</b>	<b>292</b>	<b>0</b>	<b>176</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>76</b>	<b>0</b>	<b>398</b>	<b>0</b>	<b>401</b>	<b>0</b>	<b>876</b>	<b>1,041</b>	
<b>Niche Markets (ECO):</b>																													
Audubon (Great Florida Birding Trail) Nov/Dec 2008	Niche Markets (ECO)	0	0	0	151	0	51	0	221	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	423	
Undiscovered Florida 2009	Niche Markets (ECO)	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	
<b>TOTAL Niche Markets (ECO):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>151</b>	<b>0</b>	<b>51</b>	<b>0</b>	<b>221</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>423</b>	
<b>Niche Markets (Fishing):</b>																													
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	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		
<b>TOTAL Niche Markets (Fishing):</b>		<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>3</b>	<b>0</b>		
<b>Niche Markets (Golf):</b>																													
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	
<b>TOTAL Niche Markets (Golf):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>Niche Markets (Senior):</b>																													
Niche Markets (Senior)																													
<b>TOTAL Niche Markets (Senior):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>5</b>	<b>0</b>	<b>434</b>	<b>0</b>	<b>31</b>	<b>0</b>	<b>674</b>	<b>0</b>	<b>273</b>	<b>0</b>	<b>2,535</b>	<b>0</b>	<b>3,953</b>	<b>0</b>		
<b>Niche Markets (Shopping/Cultural/Dining):</b>																													
Niche Markets (Shopping/Cultural/Dining)																													
<b>TOTAL Niche Markets (Shopping/Cultural/Dining):</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	
<b>TV / Target Markets:</b>																													
Chicago - WLS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	2	0	5	0		
Chicago - Unknown	Target Markets	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	0	0	4	0		
Florida Cable Program	Target Markets	1	0	0	0	0	0	0	0	0	0	0	0	4	0	15	0	22	0	12	0	2	0	2	0	58	0		
Miami - WSVN FOX	Target Markets	0	0	1	0	0	0	0	0	0	0	0	2	0	6	0	3	0	0	0	3	0	4	0	19	0			
Miami - WTVJ NBC	Target Markets	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	3	0	3	0	2	0	2	0	12	0			
Miami/Ft Laud - Comcast	Target Markets	1	0	0	0	0	0	0	0	0	0	0	0	0	4	0	2	0	0	0	0	0	0	0	7	0			
Miami/Ft Laud - WBFS	Target Markets	1	0	1	0	0	0	0	0	0	0	0	2	0	3	0	6	0	1	0	1	0	1	0	16	0			
Miami/Ft Laud - WFOR	Target Markets	1	0	3	0	0	0	0	0	0	0	0	3	0	3	0	2	0	0	0	2	0	7	0	21	0			
Miami/Ft Laud - WPLG	Target Markets	2	0	3	0	0	0	0	0	0	0	0	3	0	9	0	6	0	0	0	4	0	4	0	31	0			
Miami/Ft Laud Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	6	0	1	0	2	0	5	0	3	0	18	0		
New York - WCBS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	2	0		
New York - WNBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	2	0		
New York - Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0		
Orlando - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	0	0	5	0		
Orlando - WESH	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	4	0	0	0	0	0	0	0	6	0		
Orlando - WFTV	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	0	4	0	10	0	1	0	0	0	0	0	17	0		
Orlando Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	0	8	0	11	0	2	0	0	0	0	0	23	0		
Other/Unknown	Target Markets	0	0	0	1	0	0	0	0	0	0	0	0	3	0	8	0	8	0	3	0	10	0	9	0	41	1		
Tampa/St. Pete - Brighthouse	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	5	0	2	0	0	0	0	0	10	0		
Tampa/St. Pete - WTVT	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	3	0		

NAPLES, MARCO ISLAND, EVERGLADS CVB  
MONTHLY PHASE V RESPONSES  
2009 FISCAL YEAR

February 23, 2009

Detailed Staff Reports IX

54 of 36

		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	2008	2009	YTD 2008	YTD 2009
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	4	0
Tampa/St. Pete Unknown	Target Markets	1	0	0	0	0	0	0	0	0	0	0	0	0	2	0	7	0	14	0	3	0	0	0	1	0	28	0	
West Palm Beach - Comcast	Target Markets	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	0	
West Palm Beach Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2	0	0	0	4	0	2	0	10	0	
West Palm Beach - WFLX	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	0	3	0	
West Palm Beach/Ft. Pier - WPBF	Target Markets	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	3	0	
West Palm Beach - WPEC	Target Markets	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	1	0	5	0	
West Palm Beach - WPTV NBC	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	1	0	2	0	7	0	
<b>TOTAL TV / Target Markets:</b>		<b>7</b>	<b>0</b>	<b>11</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>27</b>	<b>0</b>	<b>96</b>	<b>0</b>	<b>112</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>38</b>	<b>0</b>	<b>40</b>	<b>0</b>	<b>362</b>	<b>1</b>	

		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	2008	2009	YTD 2008	YTD 2009
<b>International Market:</b>																													
<b>International - Canada</b>																													
Canadian Television (Weather Channel)	International - Canada	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
<b>International - United Kingdom</b>																													
TIA Discover America - Go Guide Fall 2008	International - United Kingdom	0	0	0	30	0	36	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	66
TIA Discover America SoGoNow.com - Direct Fall 2008	International - United Kingdom	0	0	0	21	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	31	23
TIA Discover America - General Fall 2008	International - United Kingdom	0	0	0	996	0	130	0	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,415	1,152	
TIA Discover America WinaTriptoFlorida.com Sweepstakes 2008	International - United Kingdom	0	0	0	0	0	122	0	401	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	523
<b>International &amp; Canadian Markets</b>																													
VISITFLORIDA International Travel Planner 2009	International & Canadian Markets	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	0	0	1
<b>Total International Market:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1,047</b>	<b>0</b>	<b>290</b>	<b>0</b>	<b>431</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,446</b>	<b>1,768</b>	
<b>Travel Agent Directories:</b>																													
Travel Agent Directories	Travel Agent Directories	0	0	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0
<b>TOTAL Travel Agent Directories:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>33</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>33</b>	<b>0</b>
<b>LUXURY INTEREST:</b>																													
Luxury Interest:	Luxury Interest	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	0
<b>TOTAL LUXURY INTEREST:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Miscellaneous:</b>																													
Naples, Marco Island, Everglades CVB		0	0	1	4	1	1	11	2	5	0	3	0	4	0	2	0	2	0	0	0	0	0	0	0	0	0	32	7
Friend/Relative		3	1	5	2	4	7	14	9	10	0	11	0	7	0	11	0	3	0	6	0	8	0	5	0	0	87	19	
Other/Unknown		3	15	8	3	5	10	8	35	14	0	18	0	15	0	16	0	11	0	7	0	14	0	5	0	124	63		
Travel Agent		2	0	3	1	2	0	5	1	8	0	7	0	4	0	0	0	2	0	0	0	3	0	0	0	36	2		
Target Markets		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	
Website		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>TOTAL Miscellaneous:</b>		<b>8</b>	<b>16</b>	<b>17</b>	<b>10</b>	<b>12</b>	<b>18</b>	<b>38</b>	<b>47</b>	<b>37</b>	<b>0</b>	<b>39</b>	<b>0</b>	<b>30</b>	<b>0</b>	<b>29</b>	<b>0</b>	<b>18</b>	<b>0</b>	<b>13</b>	<b>0</b>	<b>28</b>	<b>0</b>	<b>10</b>	<b>0</b>	<b>279</b>	<b>91</b>		
<b>2008 PUBS WITH 2009 LEADS:</b>																													
2007 Official FL Vac Guide	Consumer Directories - Domestic US	56	0	64	1	27	0	12	0	3	0	10	0	1	0	1	0	8	0	0	0	0	0	0	0	0	182	1	
Arthur Frommer's Bdg't Jun 08	Consumer Magazines - Domestic US	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	0	1	
Florida Sun Magazine	Consumer Magazines - Domestic US	89	27	0	29	19	18	1	0	75	0	41	0	149	0	29	0	64	0	30	0	91	0	0	0	588	74		
Ladies Home Journal Apr 08	Consumer Magazines - Domestic US	0	0	0	1	0	0	0	0	0	0	72	0	974	0	305	0	110	0	2	0	0	0	0	0	1,463	1		
Midwest Living Mar/Apr 08	Consumer Magazines - Domestic US	0	0	0	1	0	0	0	0	0	0	0	0	1,113	0	227	0	124	0	63	0	21	0	25	0	20	1,593	1	
Southern Living Travel Jun 08	Consumer Magazines - Domestic US	0	30	0	16	0	13	0	14	0	0	0	0	0	0	2	0	339	0	301	0	90	0	59	0	791	73		
Southern Living Travel Jul 08	Consumer Magazines - Domestic US	0	0	0	1	0	1	1	1	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	4	3		
Preprint Out-State Spring 2008	Consumer Newspaper - Domestic US	0	1	0	0	0	0	1	1	1	0	25	0	6,032	0	1,424	0	950	0	294	0	0	0	0	0	8,727	2		
Visit Florida In State Fall 07	Consumer Newspaper - Domestic US	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 Summer 08	Consumer Newspaper - Domestic US	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		
Bridal Guide January/February 2008	Niche Markets (Bridal/Honeymoon)	0	5	0	5	236	2	390	0	136	0	57	0	22	0	6	0	7	0	9	0	9	0	10	0	882	12		
Bridal Guide July/August 2008	Niche Markets (Bridal/Honeymoon)	0	25	0	16	0	6	0	3	0	0	0	0	0	0	5	0	314	0	342	0	150	0	71	0	882	50		
Bridal Guide March/April 2008	Niche Markets (Bridal/Honeymoon)	0	7	0	7	0	6	0	3	554	0	450	0	211	0	48	0	36	0	27	0	16	0	7	0	1,349	23		
Bridal Guide May/June 2008	Niche Markets (Bridal/Honeymoon)	0	14	0	11	0	3	0	4	0	0	13	0	354	0	244	0	118	0	50	0	31	0	17	0	827	32		
Bridal Guide September/October 2007	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		
Bridal Guide November/December 2007	Niche Markets (Bridal/Honeymoon)	243	3	348	1	86	5	56	0	25	0	15	0	6	0	3	0	3	0	6	0	5	0	3	0	799	9		
Audubon Jan/Feb 08	Niche Markets (ECO)	0	0	0	1	0	0	141	0	98	0	29	0	15	0	9	0	6	0	6	0	0	0	0	0	304	1		
AAA Going Places May/June 08	Niche Markets (Senior)	0	1	0	1	0	0	0	0	0	0	1	0	5	0	434	0	31	0	126	0	5	0	0	0	602	2		
AAA Going Places Jul/Aug 08	Niche Markets (Senior)	0	8	0	61	0	0	0	0	0	0	0	0	0	0	0	0	0	0	548	0	265	0	34	0	847	69		
AARP Sept/Oct 08	Niche Markets (Senior)	0	658	0	287	0	23	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	2,501	0	2,504	968		
AAA Car & Travel Jan 08	Niche Markets (Senior)	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
AAA Going Places Jan/Feb 08	Niche Markets (Senior)	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	0	1	
<b>2008 PUBS WITH 2009 LEADS TOTALS:</b>		<b>599</b>	<b>790</b>	<b>2,219</b>	<b>439</b>	<b>1,056</b>	<b>78</b>	<b>630</b>	<b>28</b>	<b>907</b>	<b>0</b>	<b>1,837</b>	<b>0</b>	<b>8,004</b>	<b>0</b>	<b>2,637</b>	<b>0</b>	<b>2,053</b>	<b>0</b>	<b>2,726</b>	<b>0</b>	<b>692</b>	<b>0</b>	<b>2,724</b>	<b>0</b>	<b>26,084</b>	<b>1,334</b>		
<b>SUB TOTAL (excludes Special Fulfillment):</b>		<b>#REF!</b>	<b>1,389</b>	<b>2,503</b>	<b>4,086</b>	<b>1,449</b>	<b>1,636</b>	<b>1,405</b>	<b>1,862</b>	<b>1,675</b>	<b>0</b>	<b>2,584</b>	<b>0</b>	<b>9,851</b>	<b>0</b>	<b>3,894</b>	<b>0</b>	<b>2,665</b>	<b>0</b>	<b>4,142</b>	<b>0</b>	<b>4,028</b>	<b>0</b>	<b>5,803</b>	<b>0</b>	<b>41,024</b>	<b>8,972</b>		

	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		
	<b>SPECIAL FULFILLMENT:</b>																											
<b>MEETING PLANNERS</b>																												
<b>*Pre-Show Post Card</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
2008 Springtime DC Expo	0	0	0	0	0	0	0	0	0	0	0	0	0	228	0	0	0	0	0	0	0	0	0	0	0	228	0	
HSMIA 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	248	0	
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	520	0	
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	0	44	0	0	0	0	0	0	0	0	0	0	0	44	0	
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	409	0	
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	
<b>*Post Show Followup</b>	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
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	0	56	0	0	56	0		
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	146	0	
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	
HSMIA 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	
MLO	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74	0	0	0	0	0	0	0	0	0	74	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	
MPIWEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	0	25	0		
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	0	145	0	0	0	0	0	0	0	0	0	0	0	145	0	
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	3	0	
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	21	0	
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	0	34	0	0	0	0	0	0	0	0	0	0	0	34	0	
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	
<b>MAGAZINE</b>																												
<b>Consumer Magazines - International</b>																												
Florida Sun	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	18	0
<b>MEDIA</b>																												
<b>Media</b>																												
Montreal Addison	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0
Toronto Addison	0	0	0	0	0	8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	8	0
<b>MEETING PLANNERS</b>																												
Meeting Planner Kit	12	6	10	5	7	6	11	9	6	0	7	0	8	0	12	0	11	0	37	0	8	0	7	0	136	26		
MP Non-Kit Fulfillment	0	1	0	0	0	1	0	2	2	0	1	0	0	0	0	0	1	0	1	0	15	0	1	0	21	4		
<b>TOUR OPERATORS</b>																												
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	2	0	
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	1	0	
Other/Unknown	0	2	0	0	0	0	1	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0	0	0	3	3	
<b>TRADE SHOWS</b>																												
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	1	0	
<b>TRAVEL AGENTS</b>																												
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	302	0	
Albany - WITS Luncheon	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	0
Buffalo Luncheon	0	0	0	0	0	0	0	25	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	
London Addison	0	0	0	0	0	171	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	171	0	
Luxury Travel Agents	0	0	0	0	0	0	0	331	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	331	0	
Montreal Addison	0	0	0	0	0	467	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	467	0	
Other/Unknown	0	1	0	0	0	1	3	2	6	0	3	0	7	0	4	0	3	0	10	0	8	0	5	0	49	4		
Ottawa-Gatineau Addison	0	0	0	0	0	104	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	104	0	
Rochester - Sales Calls	0	0	0	0	0	0	0	39	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	39	0	
Syracuse - Sales Calls	0	0	0	0	0	0	0	30	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	0	
Toronto Addison	0	0	0	0	0	442	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	442	0	
Vegas Travel Agent Show 2008	0	0	0	0	0	0	0	56	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	56	0	
Virtual Trade Show Follow Up	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	0	0	0	0	0	0	0	75	0	
<b>GOLF GUIDE</b>																												
Play FL Golf	0	0	0	153	0	184	0	0	0	0	0	2,541	0	2,016	0	656	0	253	0	13	0	0	0	161	0	5,640	337	

NAPLES, MARCO ISLAND, EVERGLADS CVB  
MONTHLY PHASE V RESPONSES  
2009 FISCAL YEAR

February 23, 2009

Detailed Staff Reports IX

	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	2008	2009	YTD 2008	YTD 2009
Play FL Golf - UK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	320	0	0	0	0	0	0	0	0	0	0	320	0
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	3	0	
SPA 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	
BOATING & FISHING 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	
PROMOTIONS	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	
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	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	
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	1	0	
Press Kit - MP	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	1	0	
Press Kit - Tour Operators	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
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	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	
SMERF GROUP LEADERS	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	
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	0	1	0	284	0	
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	
<b>TOTAL SPECIAL FULFILLMENT:</b>	<b>444</b>	<b>40</b>	<b>14</b>	<b>158</b>	<b>313</b>	<b>1,408</b>	<b>408</b>	<b>546</b>	<b>18</b>	<b>0</b>	<b>2,554</b>	<b>0</b>	<b>2,800</b>	<b>0</b>	<b>1,066</b>	<b>0</b>	<b>863</b>	<b>0</b>	<b>66</b>	<b>0</b>	<b>113</b>	<b>0</b>	<b>254</b>	<b>0</b>	<b>8,913</b>	<b>2,152</b>		
<b>GRAND TOTAL OF REQUESTED PUBS:</b>	<b>#REF!</b>	<b>1,429</b>	<b>2,517</b>	<b>4,244</b>	<b>1,762</b>	<b>3,044</b>	<b>1,813</b>	<b>2,408</b>	<b>1,693</b>	<b>0</b>	<b>5,138</b>	<b>0</b>	<b>12,651</b>	<b>0</b>	<b>4,960</b>	<b>0</b>	<b>3,528</b>	<b>0</b>	<b>4,208</b>	<b>0</b>	<b>4,141</b>	<b>0</b>	<b>6,057</b>	<b>0</b>	<b>49,937</b>	<b>11,124</b>		

February 23, 2009

Detailed Staff Reports IX

Page 36

	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	
	<b>PARADISE COAST WEBSITE LEADS:</b>																										
aaa.paradisecoast.com	1	0	0	1	4	4	68	7	106	0	38	0	153	0	25	0	7	0	9	0	0	0	0	0	0	411	12
af.paradisecoast.com	1	0	1	2	7	0	17	1	74	0	9	0	32	0	6	0	6	0	4	0	1	0	1	0	159	3	
au.paradisecoast.com	0	0	6	0	1	0	3	5	1	0	60	0	3	0	1	0	5	0	1	0	0	0	3	0	84	5	
cl.paradisecoast.com	0	0	2	0	58	1	232	1	16	0	2	0	2	0	3	0	2	0	0	0	0	0	0	0	317	2	
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	
fly.paradisecoast.com	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	1	
fv.paradisecoast.com	15	1	3	61	10	0	8	9	6	0	41	0	2	0	9	0	5	0	2	0	5	0	0	0	106	71	
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	1	1	0	2	1	0	0	0	0	4	0	5	0	1	0	56	0	0	0	0	0	124	3	
golf.paradisecoast.com	3	36	1	99	0	190	1	173	1	0	89	0	3	0	3	0	15	0	18	0	8	0	8	0	150	498	
gt.paradisecoast.com	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	
lp.paradisecoast.com	0	0	1	0	0	0	1	1	0	0	1	0	2	0	1	0	4	0	0	0	0	0	0	0	10	1	
is.paradisecoast.com	461	0	125	0	9	0	4	0	4	0	0	0	7	0	0	0	1	0	2	0	82	0	1	0	696	0	
mail.paradisecoast.com	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	3	2	
mb.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	2	0	
mh.paradisecoast.com	752	80	418	82	234	213	315	195	221	0	246	0	177	0	359	0	505	0	410	0	137	0	6	0	3,780	570	
ml.paradisecoast.com	0	0	0	0	0	0	1	0	3	0	14	0	1	0	0	0	0	0	0	0	1	0	2	0	22	0	
mpp.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0	3	0	
newsletter.pardisecoast.com	0	8	0	0	0	1	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19	
os.paradisecoast.com	0	2	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2	
paradisecoast.co.uk	0	0	0	34	0	65	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	7	132	
paradisecoast.com	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
paradisecoast.com	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	
paradisecoast.de	0	0	0	2	0	17	0	19	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	38	
paradisecoast.milesmediagroup.com	0	0	1	16	2	27	16	47	6	0	36	0	91	0	37	0	112	0	87	0	0	0	31	0	419	90	
paradisecoastblueway.com	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	
paradisecoastrental.com	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
pym.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
rd.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
sl.paradisecoast.com	0	0	0	1	0	0	0	0	0	0	0	0	0	0	88	0	11	0	58	0	32	0	3	0	192	1	
sm.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	0	0	0	0	0	0	0	0	3	0	
sun.paradisecoast.com	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	
ta.paradisecoast.com	870	130	452	165	192	290	266	239	213	0	225	0	164	0	297	0	509	0	418	0	133	0	40	0	3,779	824	
uf.paradisecoast.com	558	0	242	0	4	1	2	1	4	0	0	0	3	0	0	0	2	0	0	0	1	0	0	0	816	2	
vv.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
wed.paradisecoast.com	0	5	0	7	0	121	0	184	0	0	0	0	0	0	0	0	0	416	0	90	0	2	0	508	317		
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	19	0	
www.paradisecoast.com	2	2	3	2	5	3	25	3	4	0	16	0	46	0	13	0	8	0	0	0	4	0	1	0	127	10	
www.paradisecoast.com.de	0	0	0	21	0	115	0	175	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	311	
www.paradisecoastblueway.com	2	0	4	0	6	3	1	8	4	0	19	0	4	0	1	0	3	0	3	0	0	0	4	0	51	11	
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	4	0	
<b>TOTAL PARADISE COAST WEBSITE LEADS:</b>	<b>3,254</b>	<b>279</b>	<b>1,427</b>	<b>494</b>	<b>533</b>	<b>1,052</b>	<b>967</b>	<b>1,120</b>	<b>667</b>	<b>0</b>	<b>799</b>	<b>0</b>	<b>702</b>	<b>0</b>	<b>852</b>	<b>0</b>	<b>1,205</b>	<b>0</b>	<b>1,500</b>	<b>0</b>	<b>500</b>	<b>0</b>	<b>116</b>	<b>0</b>	<b>12,522</b>	<b>2,945</b>	
Total Views	370,246	300,185	300,476	403,294	343,101	333,164	483,985	480,970	392,138	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	1,517,613	
Unique Monthly Visitors	96,851	64,721	83,190	57,661	89,648	68,591	108,055	85,077	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	276,050	