

STAFF REPORTS

TOURIST DEVELOPMENT COUNCIL MEETING

June 22, 2009



Director Report

Jack Wert, FCDME
Executive Director



Director Activities

- **Visit Florida Committee Conference Calls**
- **Visit Florida Board and Committee Meetings**
- **EVP Volleyball, ASA Softball, Karate Events**
- **TDC Sub Committee Meetings**
- **Destination Marketing Accreditation Board**
- **FACVB Marketing Summit**
- **Bob Harden Radio Interview**
- **CVB Sales Advisory Committee**
- **Project Innovation**
- **Conservancy Of SW Florida Tour**

Tourist Tax Collections

- Fiscal Year

- Month of May Actual **-\$347,348 (-22.02%)**
- Actual vs. Projection **-\$128,655 (-9.47%)**
- YTD (8 Months) **-\$1,973,272 (-16.75%)**

- Calendar Year

- 5 Months vs. '08 **-1,775,525 (-16.75%)**

Tourist Tax Collections

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total
1999	640,480	1,267,608	1,317,499	1,371,476	784,833	488,066	364,773	433,180	345,039	308,092	429,610	512,719	8,263,375
2000	700,014	1,238,022	1,410,142	1,465,756	855,005	521,455	451,648	414,920	364,720	340,269	402,161	567,687	8,731,799
2001	729,455	1,392,218	1,484,889	1,560,447	889,288	553,759	410,521	484,722	361,650	217,367	318,386	453,326	8,856,028
2002	583,811	1,227,724	1,413,825	1,533,979	821,961	494,400	364,389	370,036	395,650	271,002	375,384	491,145	8,343,306
2003	597,396	1,138,004	1,356,372	1,480,581	873,340	553,456	398,901	426,851	408,007	340,101	377,056	585,332	8,535,397
2004	689,388	1,204,591	1,674,850	1,688,035	1,018,887	588,052	452,253	521,027	580,653	374,394	534,965	567,158	9,894,253
2005	839,654	1,400,804	1,657,258	2,015,875	997,580	661,153	507,831	542,394	385,377	338,173	523,284	836,793	10,706,176
2006	1,058,211	1,735,579	2,241,964	2,441,129	1,500,894	954,244	734,243	725,247	544,998	436,452	605,668	859,051	13,837,680
2007	1,056,702	1,835,999	2,338,801	2,608,708	1,501,529	907,302	746,001	710,183	622,286	525,638	689,286	800,592	14,343,027
2008	1,240,865	1,923,205	2,310,172	2,713,577	1,577,193	866,202	805,292	757,042	586,617	399,869	619,243	798,658	14,597,935
2009	1,127,737	1,634,522	1,975,391	2,021,992	1,229,845								7,989,487
Proj	1,127,700	1,638,900	2,074,300	2,317,400	1,358,500	823,700	655,900	666,400	569,200	400,000	620,000	798,000	13,050,000

Search Engine Management

Sales & Marketing Technologies



ACTIVITY SUMMARY

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Monthly visits showed a 10% increase in traffic over last month, and page views have increase by 9%. May was the highest month recorded for page views. May search engine referrals increase by 17% over this time last year, but overall site visits are down 30% over this time last year.

Web Site Trends

	March	April	May
Page Views	420,567	535,277	581,702
S.E. Referrals	25,654	23,694	23,094
Sessions	78396	75771	83453
Sign-ups	11	16	14
PPC Contacts	24	21	31

Top Search Engine Referrals

- | | | |
|-----------|---------------|----------|
| 1) Google | 2) MSN | 3) Yahoo |
| 4) AOL | 5) Ask Jeeves | |

Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
May	\$589.20	1,913	\$0.31	\$20.32	29
April	\$567.41	1,893	\$0.30	\$31.52	18
March	\$588.96	2,050	\$0.29	\$29.45	20

Yahoo! Search Marketing Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
May	\$477.06	1,118	\$0.43	\$238.53	2
April	\$461.45	1,057	\$0.44	\$153.82	3
March	\$480.51	1,092	\$0.44	\$120.13	4

Web Site Performance

Miles Media Group



Naples Marco Island Everglades CVB

Measurement Dashboard

May 2009

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

↑↓ Good
 ↑↓ Not Significant
 ↑↓ Needs Attention

ENGAGEMENT

Time on Site: **5.58**
Minutes

LM ↑ IB 5.16 B 5.45

Bounce Rate: **33.5%**
of Home Page

↓ 33% 34.9%
↓ 45.3% 42%

Bounce Rate: **51.1%**

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions

0.9%

of total page views

1,240
 Signals of Intent to Travel

ACTIVITY

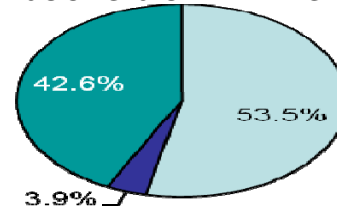
29,247 visits

LM ↓ 8% LY ↓ 5%

131,419 page views

↓ 2% ↓ 33%

SOURCES OF TRAFFIC



Baseline average percentages for 2008:

Search Engines: 52%
 Campaigns: 5%
 Other: 43%

MOST REQUESTED PAGES

- Home Page
- My Florida Savings
- Beaches and Parks
- Attractions
- Accommodations

CAMPAIGN RESPONSE

1,127
 Total Responses

3.9%
 Percent of total visits

CONVERSION BREAKDOWN

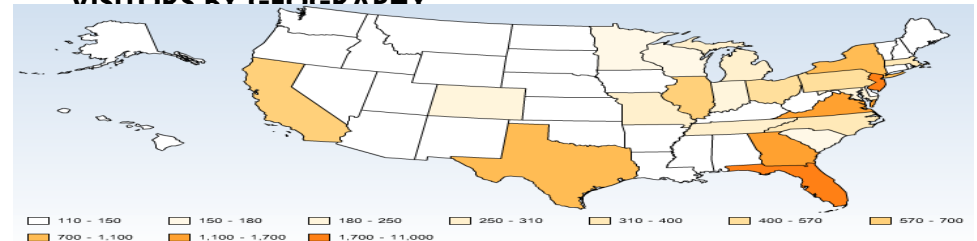
Guide Orders: **218**

LM ↑ 42%

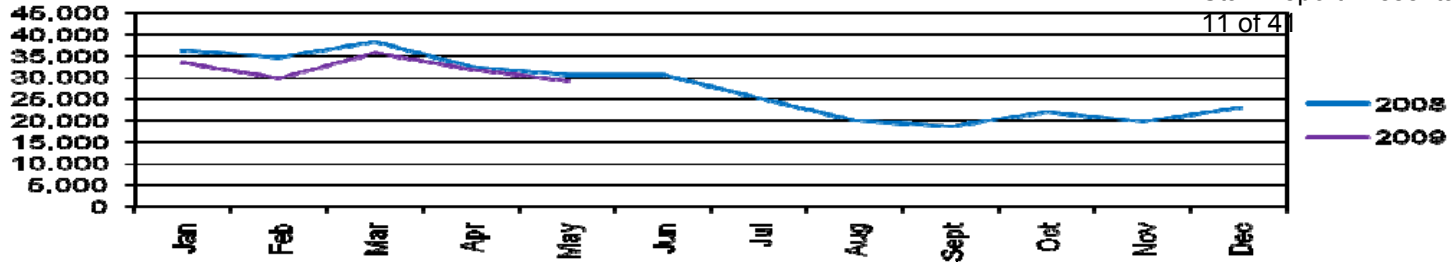
Book Hotel: **1,022**

↓ 16%

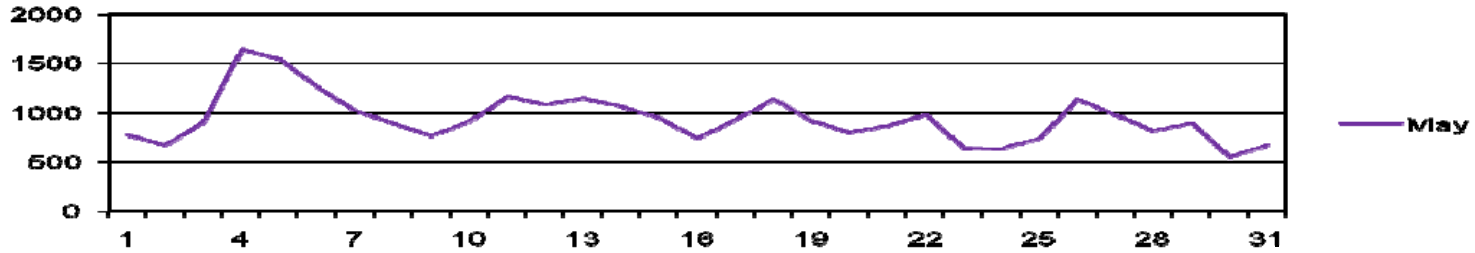
VISITORS BY GEOGRAPHY



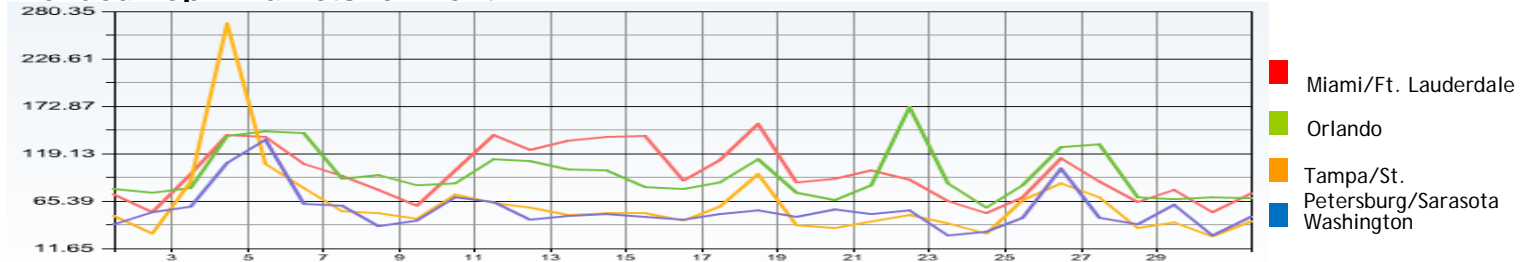
Visits – 2008 vs. 2009



Visits by Day for This Month



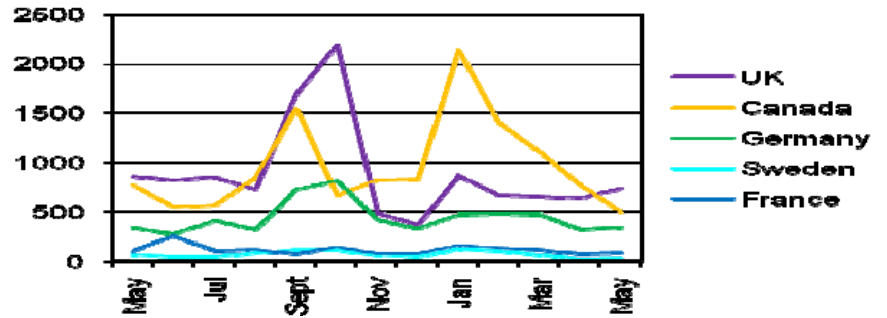
Trended Top 4 Markets for Month



International

Country	Visits	LM	% Change
USA	23,094	↓	0%
International:	2,657	↓	10%
Canada	500	↑	35%
Germany	345	↑	5%
UK	700	↑	15%

Unique Visits for Month



Sales & Marketing

Debi DeBenedetto, CHA
Sales & Marketing Manager

May /June 2009 Sales Report

5 RFP's sent out

-4920 potential room nights

-1 groups booked - 122 room nights

-This is an all comp group

-Helmsbriscoe Regional fall meeting

-the value added is a post Fam coordinated by CVB

Debi DeBenedetto

Sales Projects

Sales Advisory Committee

writing 2010 plan

- **Bring Your Meetings Home**
- **Helmsbriscoe project – booked**
- **Webinar –DMAI – Decision Making in a Crisis**
- **Promotional opportunity VISIT FLORIDA Meeting Professional Program July destination contest feature \$58,995 Media value**

FAMS

- **Hosted Pow Wow FAM – May 21-22**
 - 21 Tour Operators from all over the World including Spain, Belgium, Poland, Russia, China, Romania, Italy, UK
 - They loved this destination!
- **Helmsbriscoe October FAM planning**
- **Fall County wide CVB FAM planning**

Trade Shows & Events

- **Preparation for Destination Showcase Chicago**
- **Prep VIP New York City Planners with VISIT FLORIDA**
- **Prep FSAE July annual Meeting w/sponsorship**
- **Prep MPISEC August annual Meeting w/sponsorship**
- **Prep July 1 Advisory Roundtable**

International Representatives

Germany & UK



HIGHLIGHTS OF THE MONTH- UK OFFICE:

London Golf Show 1-3 May ExCel London

UK office attended this show – Co-shared on the Play Florida Golf Stand.

With Virgin Atlantic & Golf Pac – Our area was the only Florida region to have UK representation.

Industry partner - GreenLinks Resort – providing prize package of Accommodation for one week & golf together with Virgin Atlantic providing two return seats London to Miami or Orlando.

Although the show was smaller than last year with less exhibitors & attendees – the consumers that did attend were very interested in visiting Florida & our area.

We collected over 400 consumer names with the prize draw & distribute 500 pieces of our literature.

See attached recap report.

Pow Wow 18 – 21 May Miami

Oonagh attend this show together with our other CVB colleagues & industry partners. One of the most successful Pow Wow shows in recent years – many operators are looking for new produce & away for the traditional central FI area. Our area is considered a relative new area as it has not received the exposure as some of the other FI destinations. The CVB conducted over 80 appointments. See contact report.

UK office produced Paradise Coast In Focus – newsletter – distributed to over 300 industry & media pre Pow Wow with additional copies distributed during the show.

Expos/Tradeshows/Conferences:

(To include date, location, results)

London Golf Show 1-3 May ExCel London – This was a successful show - although a smaller show than last year – all the attendees were very interested in Florida & our area – would recommend participation next year if Play Florida participates – see recap report.

Pow Wow Miami 18 – 21 May – one of the most successful Pow Wow shows in recent years – many operators are looking for new produce & away for the traditional central FI area. Our area is considered a relative new area as it has not received the exposure as some of the other FI destinations.

V FI SuperFam 3-4 May in Naples Marco Island & Everglades – UK office assisted with planning & Debi hosted group in our area. Total of 26 attendees – 22 agents & 4 hosts. See feedback report; itinerary & guest list. Our area received very high ratings – see below example of thank you received.

Out-of-Office Sales Calls/Contacts:

1	6/5 Following up after the V FL Superfam with various industry partners
2	6/5 Suggestion for the Selling Long Haul publication advertising Schedule with Paradise Adv.
3	11/ 5 approval for Virgin Holiday copy indicated recommendations
4	11/5 recommendation to Paradise for Selling Long Haul schedule July / Aug or September
5	Various calls & discussions regarding Virgin Holiday UK campaign proposal & copy for their publication.
6	13/5 Discussions with Lee Burns Funway holiday regarding their proposal for the UK campaign
7	12/5 Suggestion & recommendations for TIA Discover America Go Guide – publication with Paradise adv.
8	12/5 Forwarded good luck messages to Miami CVB travel industry contacts for Pow Wow on behalf of our CVB – in light of working closed to this important gateway.
9	15/5 Various discussions with Jetlife Produce Manager, Nikki Beszant – for activity in our area following Pow Wow – Debi assisted with Kayak tour. Followed up communications during Pow Wow etc.
10	17/5 Attended the Visit USA reception for the UK & Ireland delegation at Pow Wow attended by over 100 guests.
11	16/5 – 21/5 Additional meetings during Pow Wow with approximately 30 UK / Ireland / Scandinavian travel industry – see contact report

Public Relations

1	Received PDF of Naples featured in Interval Magazine, following their image request. PDF sent on to JoNell, await hard-copy of summer 2009 magazine.
2	Liaising with Ashley Gibbins from the International Travel Writers Association, following Naples featuring in latest AllWays bulletin. Ashley is interested in traveling to Florida again. Currently discussing opportunities to work together.
3	Newsletter "Paradise Coast in Focus" sent out to UK travel industry and media database, approx. Sent to over 300 contacts pre Pow Wow. Very well received. Planned as a regular communication tool to be sent out bi-monthly or when event opportunity occurs. Also printed additional copies to be used during Pow Wow.
4	Liaising with Kristian Parry, Funway Holiday PR, regarding organization of joint attendance at VUSA "Meet the Media" event in July.
5	Processed Mike Souter's article in Eastern Daily Press (circulation: 11,035) published on 25 April 2009. Sent to JoNell and Angela.
6	Exploring opportunities to be featured more prominently in VUSA trade and media newsletter.
7	Obtained copy of Golf Punk with our area included within seven page feature – forwarded to CVB to distribute to participating industry partners. Will follow up regarding consumer promotion / competition in forthcoming issue for additional exposure.

Sports Marketing

Ralph Pryor
Sports Coordinator



PR & COMMUNICATIONS

Monthly Overview Report

June 22, 2009

TDC Meeting

Recent Publicity

- [USAToday.com](http://www.usatoday.com)
 - Summer Savings in the USA's Top National Parks (mentions Ivey House and N. A. Canoe Tours).
- **WFOR TV (Miami – Ft. Lauderdale)**
 - One Tank Trips feature include lots of Naples info & footage plus deals, freebies.
- **Newsday (New York & Newsday.com)**
 - Marco Island #3 out of Top Ten Honeymoon destinations
- **Modern Bride**
 - 75 Perfect Place to Say "I DO" – LaPlaya Beach & Golf Resort
- [Examiner.com \(Tampa section\)](http://www.examiner.com)
 - Naples Zoo Father's Day cologne
- **SF Sun Sentinel**
 - Cut the costs, not the fun (VIP, off season value hints)
 - There's a reason why it's called the Paradise Coast (destination feature)

FAM's!

- **ESPN2 – George Poveromo's World of Salt Water Fishing** (Everglades City episode to air January 2010)
- **Sport Fishing magazine – Annual Editorial Retreat on Marco Island** (Marco fishing feature sometime in 2010).
- **SATW – Canadian Chapter** (Post conference FAM for 6 Canadian travel writers)
- **Shoba Narayan – Individual FAM.** (Mint, India publication owned by Wall St. Journal plus other freelance outlets).

PR Project Highlights

- **BCF having success in setting up Ohio radio promo at WKTN Columbus. Details being finalized.**
- **Upcoming FAM's include a top tier national food writer, golf writer, Thomas Cook publication writer and more.**
- **Facebook “business” page established for Paradise Coast.**
- **Proactive contact initiated to engage Twitter users in conversation about the area.**



FILM OFFICE

Maggie McCarty

PG

PARADISE GUARANTEED

FILMMAKERS WELCOME



Film Activity

PRODUCTIONS

4 including
Animal Planet U.K.
TravelSkoot.com



WORKING LEADS

6 including
feature documentary



EVP Vanderbilt Beach



OPERATIONS



- FILM FLORIDA
BOARD MEETING/ELECTIONS
- ENTERPRISE FLORIDA WORKSHOP
- HURRICANE PREPAREDNESS
FOR PRODUCTIONS ADDED TO WEBSITE
- TOURED NAPLES BOTANICAL GARDENS



Fulfillment Report

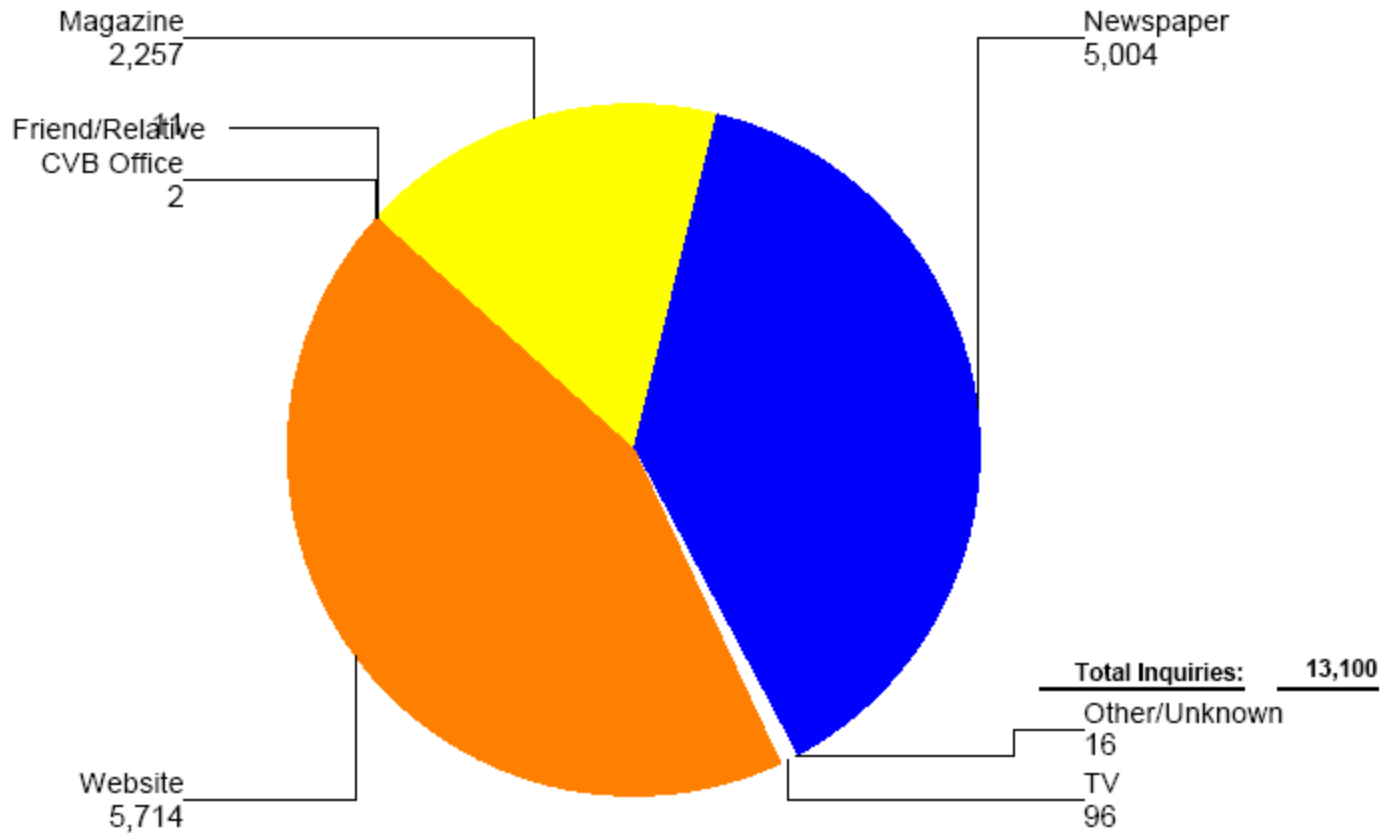
Ginny DeMas
Phase V



Naples, Marco Island, Everglades CVB

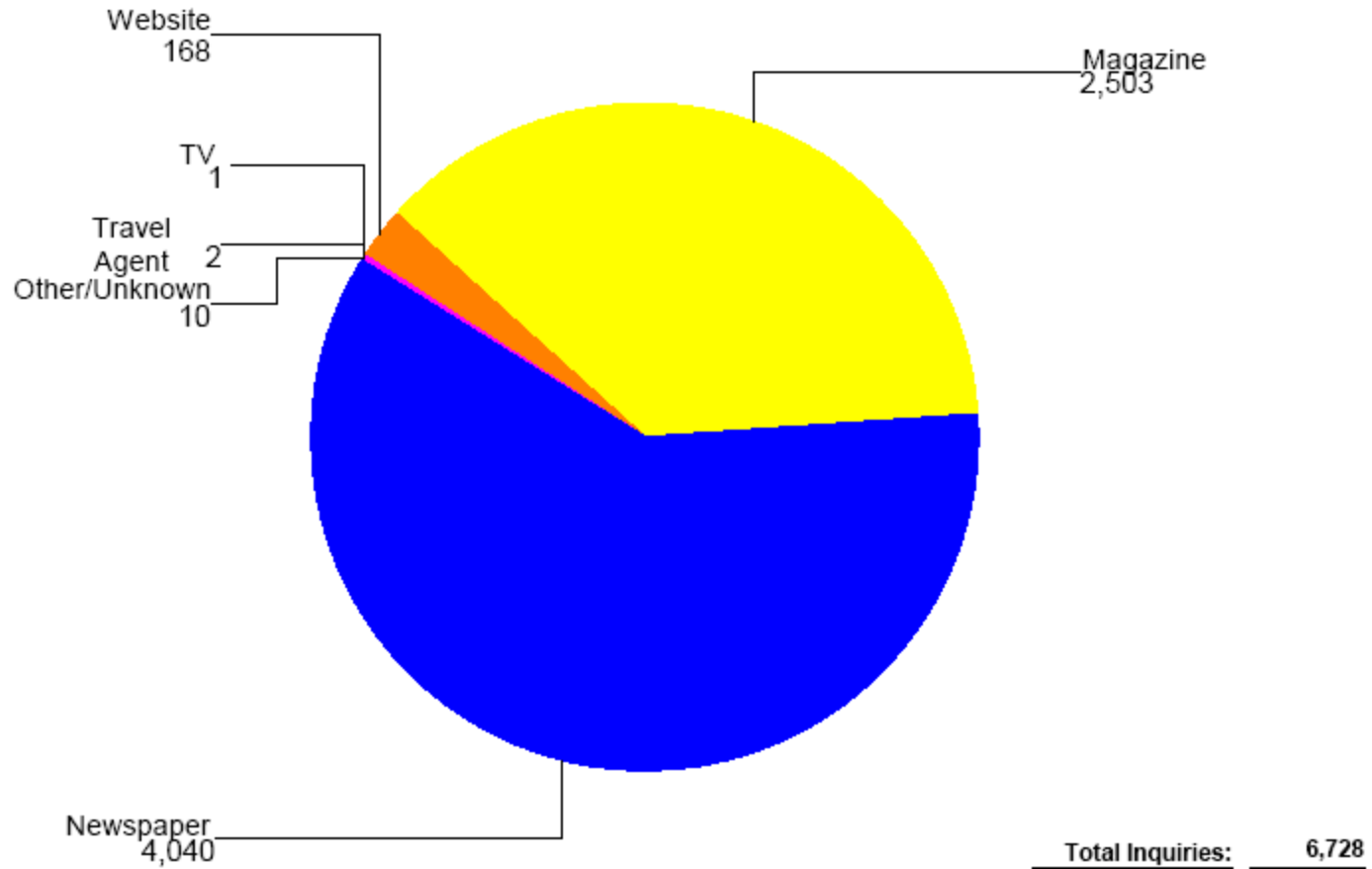
Request Summary by Source

For the month of May 2008

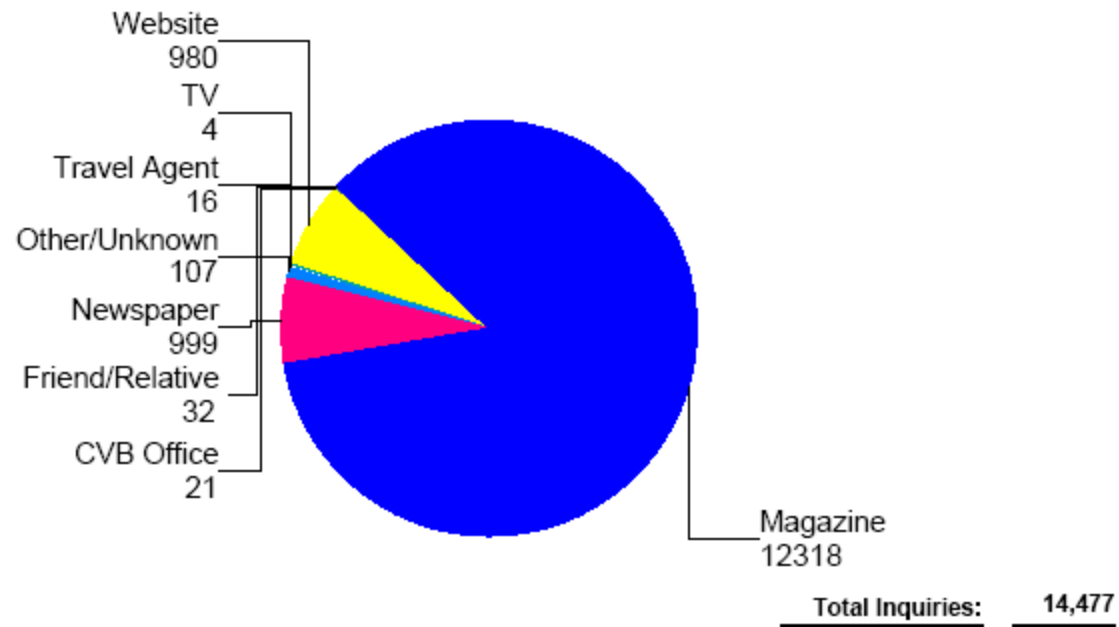


Naples, Marco Island, Everglades CVB Request Summary by Source

For the month of May 2009



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



Inquiries – Leading 4 Countries May 2009

2008

USA

Canada

UK

Germany

2009

USA

UK

Germany

Canada

Inquiries - Leading 6 States May 2009

2008

Ohio

New York

Florida

Indiana

Pennsylvania

Illinois

2009

Florida

New York

Pennsylvania

Illinois

Ohio

Georgia

Collier County CVB Inquiries by Type Calendar Year

	May 09	Y-T-D
Phone	278	1501
Publications	13,075	28,245
Web site	168	1702
Info@ParadiseCoast	10	48

Misc. CVB Services

Calendar Year

	May 09	Y-T-D
Hotel Bookings	12	48
Info Ctr. Shipments	1,000	14,673
Editorial Gen Calls	47	426
Mtg. Planner Calls	0	1
Storm Info Calls	0	5
Storm Accommodations	0	0
Sports Council	4	19

Website Live Chat – by Topic

May 2009

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Topic	# of chats	Minutes	Min/Chat
Accommodations	7	51.1	7.3
Airport	0	0.0	0.0
Arts & Culture	0	0.0	0.0
Attractions	5	28.5	5.7
Beaches	3	17.2	5.7
Charters and Tours	2	11.4	5.7
Contact	0	0.0	0.0
CVB Department	0	0.0	0.0
Dining & Nightlife	3	19.3	6.4
Directions	0	0.0	0.0
Discover	0	0.0	0.0
Events & Festivals	3	7.5	2.5
Family	0	0.0	0.0
Golf	0	0.0	0.0
Island Information	1	2.5	2.5
Media	0	0.0	0.0
Misc.	2	6.1	3.1
Outdoor Activites	0	0.0	0.0
Relocation	0	0.0	0.0
Salons & Spas	0	0.0	0.0
Shopping	0	0.0	0.0
Sports	0	0.0	0.0
Temperature	0	0.0	0.0
Transportation	0	0.0	0.0
Visitor's Guide	0	0.0	0.0
Wedding	0	0.0	0.0
Totals	26	143.5	5.5

Website Live Chat – by Page May 2009

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Arts & Culture	0	0.0	0.0
Attractions	0	0.0	0.0
Beachs & Parks	0	0.0	0.0
Calendar of Events	0	0.0	0.0
Contact us	0	0.0	0.0
Dining	0	0.0	0.0
Family Fun	0	0.0	0.0
Fishing	0	0.0	0.0
Golf	0	0.0	0.0
History & Heritage	0	0.0	0.0
Home Page	20	114.4	5.7
Media Planner	0	0.0	0.0
Meeting Planners	0	0.0	0.0
Nature & Wildlife	1	3.1	3.1
Order a Guide	0	0.0	0.0
Shopping	0	0.0	0.0
Site Map	0	0.0	0.0
Spas	0	0.0	0.0
Stay in Paradise	1	4.5	0.0
Things to Do-Mail	3	12.9	4.3
Travel Profession	0	0.0	0.0
Wedding	0	0.0	0.0
Totals	26	143.5	5.5

Thank You

Questions?

