

**Naples, Marco Island, Everglades CVB Sales Report**  
**5/14/2009 - 6/12/2009**

June 22, 2009  
 Detailed Staff Reports IX  
 1 of 51

Event Type: RFP Rcvd

**Sales Rep: Debi DeBenedetto**

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
Alaven Pharmaceutical LLC	2008 Sales Meeting	RFP Rcvd	0	CVB Website	2/11/2008 2/13/2008		\$0.00	0	36	88	0
AlphaGraphics	2010 Gold Circle Incentive Meeting	RFP Rcvd	Corporate-Franchise/Multi-level Marketing	Received Email from Planner	2/8/2010 2/15/2010		\$0.00	0	0	262	0
American Academy of Otolaryngic Allergy & Foundation	2009 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshaw Attended	7/8/2009 7/11/2009		\$0.00	0	175	540	0
American Academy of Otolaryngic Allergy & Foundation	2010 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshaw Attended	7/7/2010 7/10/2010		\$0.00	0	175	540	0
American Association of Colleges of Nursing	2008 CCNE September Board Meeting	RFP Rcvd	Association-Health & Medical	Tradeshaw Attended	9/25/2008 9/26/2008		\$0.00	0	15	30	0
American Association of Colleges of Nursing	2008 CCNE July Committee Meeting	RFP Rcvd	Association-Health & Medical	Tradeshaw Attended	7/24/2008 7/25/2008		\$0.00	0	30	60	0
American Business Women's Association	2010 District I Conference	RFP Rcvd	0	Received Phone Call from Planner	3/18/2010 3/20/2010		\$0.00	0	70	135	0
American Copper Council	Copper College 2010	RFP Rcvd	0	Tradeshaw Attended	5/5/2009 5/9/2009		\$0.00	0	0	600	0
Association Of Adventists	2008 Forum	RFP Rcvd	0	Received Phone Call from Planner	9/26/2008 9/27/2008		\$0.00	0	50	100	0
Association of Master Painters and Decorators of New York, Inc.	183rd Annual Convention	RFP Rcvd	0		10/22/2008 10/24/2008		\$0.00	0	65	195	0
Association of Suppliers to the Paper Industry	2010 ASPI Spring Meeting	RFP Rcvd	0	RFP's received in 2009	2/9/2010 2/12/2010		\$0.00	0	25	60	0
Beyond Meetings & Events	2009 OWMA Board of Directors	RFP Rcvd	0	RFP's received in 2009	11/12/2009 11/14/2009		\$0.00	0	14	42	0
Church of Christ Written in Heaven	2008 COCWIH Couples Retreat	RFP Rcvd	Association-Religious	Tradeshaw Attended	9/25/2008 9/27/2008		\$0.00	0	25	75	0
ConferenceDirect	GE 2007 CPM Training	RFP Rcvd	0		2/18/2007 2/24/2007		\$0.00	0	0	1,625	0
ConferenceDirect	2011 Reliv National conference	RFP Rcvd	0	RFP's received in 2009	2/1/2011 2/5/2011		\$0.00	0	552	1,635	0
Conservation Technology Information Center	2008 CTIC Board Meeting	RFP Rcvd	0	Tradeshaw Attended	1/17/2008 1/18/2008		\$0.00	0	27	43	0
Denison University	2011 Board of Trustees retreat	RFP Rcvd	0	RFP's received in 2009	1/27/2011 1/30/2011		\$0.00	0	60	240	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	2009 Attended	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
Diversified Consultants	2009 Pharmacy User	RFP Rcvd	0	Tradeshow Attended	3/20/2009 3/25/2009		\$0.00	0	60	360	0
Diversified Consultants	2010 Pharmacy User	RFP Rcvd	0	Tradeshow Attended	3/26/2010 3/31/2010		\$0.00	0	60	360	0
Diversified Consultants	2010 Pharmacy User	RFP Rcvd	0	Tradeshow Attended	7/21/2010 7/24/2010		\$0.00	0	160	640	0
Emerson Process	Managers Meeting	RFP Rcvd	0	Received Phone Call from Planner	2/19/2008 2/21/2008		\$0.00	0	9	23	0
Encore Symposiums, Inc	Anesthesia Conference	RFP Rcvd	0	Received Email from Planner	2/1/2010 2/5/2010		\$0.00	0	60	240	0
Foundation Coal Holdings, Inc.	2008 Board Meeting	RFP Rcvd	0		2/10/2008 2/11/2008		\$0.00	0	13	16	0
Frischerman	2009 Passover Group	RFP Rcvd	0		4/8/2009 4/17/2009		\$0.00	0	200	2,000	0
General Service Assembly	Oct 09 weekend conference	RFP Rcvd	0	RFP's received in 2009	10/2/2009 10/3/2009		\$0.00	0	80	80	0
GROWMARK, Incorporated	2011 Cooperative Leadership Conf	RFP Rcvd	0	RFP's received in 2009	1/15/2011 1/21/2011	National	\$0.00	0	135	590	0
Health Dimensions Group	2008 Company Meeting	RFP Rcvd	0	CVB Website	9/21/2008 9/23/2008		\$0.00	0	55	165	0
HR Policy Association	2011 CHRO Summit	RFP Rcvd	Association-Educational	Tradeshow Attended	3/22/2011 3/26/2011		\$0.00	0	150	340	0
International Beverage Dispensing Equipment Assoc.	2011 annual convention	RFP Rcvd	0	RFP's received in 2009	3/17/2011 3/20/2011		\$0.00	0	110	420	0
International Centre for Diffraction Data	2010 PPXRD	RFP Rcvd	0	RFP's received in 2009	2/6/2010 2/9/2010		\$0.00	0	50	170	0
International Meeting Planners Incorporated	2008 Small Golf Groups	RFP Rcvd	0		4/11/2008 4/13/2008		\$0.00	0	10	30	0
JHG Marketing	2010 Occupational Health Nurses	RFP Rcvd	0	RFP's received in 2009	2/6/2010 2/9/2010		\$0.00	0	35	108	0
JHG Marketing	2010 Zeta Phi Beta	RFP Rcvd	0	RFP's received in 2009	4/29/2010 5/1/2010		\$0.00	0	120	170	0
JRickers Travel Concepts, LLC	upsell to MBOR	RFP Rcvd	0		9/9/2009 9/10/2009		\$0.00	0	0	20	0
K -Swiss	K-Swiss NC/TN Regional Meet	RFP Rcvd	0		11/19/2009 11/22/2009		\$0.00	0	0	30	0
Keller Group	2010 Feb/Mar meeting	RFP Rcvd	0	RFP's received in 2009	2/7/2010 2/11/2010		\$0.00	0	275	1,070	0
Mainline Information Systems	2008 Employee Appreciation Event	RFP Rcvd	0		2/1/2008 2/2/2008		\$0.00	80	0	80	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	3 or 4 AB	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
Massachusetts Maritime Academy Alumni Assn	2008 MMAAA-Florida Chapter Meeting	RFP Rcvd	0		10/31/2008 11/1/2008		\$0.00	0	20	40	0
Meeting Industry Ladies Organization	2010 MILI	RFP Rcvd	0	Tradeshow Attended	10/24/2010 10/26/2010		\$0.00	0	90	270	0
Meeting Mavericks, LLC	2007 IMET Gyn & Urology Labs	RFP Rcvd	0		4/12/2007 4/15/2007		\$0.00	0	35	75	0
Meeting Visions, LLC	2008	RFP Rcvd	0		3/10/2008 3/15/2008		\$0.00	0	0	545	0
Naples Municipal Airport	2008 Air Crew Rooms	RFP Rcvd	0		1/6/2008 12/27/2008		\$0.00	0	14	714	0
National Ice Cream Retailers Association	2010 Board of Directors	RFP Rcvd	0	RFP's received in 2009	2/25/2010 2/27/2010		\$0.00	0	16	40	0
National Ice Cream Retailers Association	2011 Annual mtg & trade show	RFP Rcvd	0	RFP's received in 2009	11/1/2011 11/5/2011		\$0.00	0	120	520	0
National League of Postmasters	2011 Annual Convention	RFP Rcvd	0	Tradeshow Attended	7/17/2011 7/21/2011		\$0.00	0	375	1,875	0
National Shoe Retailers Association	2010 annual conference	RFP Rcvd	0	RFP's received in 2009	5/3/2010 5/9/2010	National	\$0.00	0	450	1,375	0
Open Booker Group Meetings	2008 Group Business	RFP Rcvd	0		2/11/2008 2/14/2008		\$0.00	0	650	2,600	0
Optical Laboratories Association	2008 Board Meeting	RFP Rcvd	Association-Health & Medical	Repeat Planner Contact	3/5/2008 3/9/2008		\$0.00	0	18	58	0
Showbiz Productions	2009 Firefighters Harley Davidson / Motorcycle Convention	RFP Rcvd	0	Received Email from Planner	8/14/2009 8/15/2009		\$0.00	0	200	400	0
Signature Marketing Group	2008 Partner Incentive Program	RFP Rcvd	0		2/25/2008 2/29/2008		\$0.00	0	0	215	0
Site Search, Incorporated	FSAE 2013 FSAE annual conf.	RFP Rcvd	0	RFP's received in 2009	7/8/2013 7/14/2013		\$0.00	0	260	870	0
Skadden	2011 Womens' Retreat	RFP Rcvd	Association-Fraternal	Tradeshow Attended	2/3/2011 2/6/2011		\$0.00	0	200	440	0
Smith Barney Incorporated	2009 Manager's Retreat	RFP Rcvd	0	Received Email from Planner	3/10/2009 3/13/2009	National	\$0.00	0	49	196	0
Smith Barney Incorporated	2009 Sales Meeting	RFP Rcvd	0	Received Email from Planner	10/15/2009 10/19/2009		\$0.00	0	150	750	0
Smith Barney Incorporated	2009 Staff Meeting	RFP Rcvd	0	Received Email from Planner	4/23/2009 4/27/2009		\$0.00	0	320	1,600	0
Society of Incentive & Travel Executives	2009 SITE Florida Summer Seminar	RFP Rcvd	0	Received Phone Call from Planner	7/19/2009 7/21/2009		\$0.00	0	60	120	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	4 or 5 of 5	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
Society of Insurance Research	Society of Ins. Research	RFP Rcvd	Association-Insurance		10/18/2007 10/21/2007	National	\$0.00	0	250	690	0
The Fund for American Studies	2010 Leadership Conference	RFP Rcvd	0	RFP's received in 2009	4/15/2010 4/16/2010		\$0.00	0	35	70	0
Travel Resources LTD	July Family getaway	RFP Rcvd	0	Received Email from Planner	7/9/2009 7/13/2009		\$0.00	0	0	100	0
US Army	2008 Army National Guard Safety & Standardization Conference	RFP Rcvd	0		8/10/2008 8/14/2008		\$0.00	0	500	1,565	0
Welch Allyn Incorporated	2008 Welch Allyn Marketing & Sales Meeting	RFP Rcvd	0	Received Phone Call from Planner	4/5/2008 4/9/2008		\$0.00	0	0	1,170	0
					<b>Event Count:</b>	61	\$0.00	80	6,713	29,480	0
<b>Status: LEADS SENT</b>											
General Service Assembly	Oct 09 weekend conference	RFP Rcvd	0	RFP's received in 2009	10/2/2009 10/3/2009		\$0.00	0	80	80	0
HelmsBriscoe (Naples)	2009 Regional	RFP Rcvd	0	Repeat Planner Contact	10/8/2009 10/10/2009		\$0.00	0	60	122	0
Keller Group	2010 Feb/Mar meeting	RFP Rcvd	0	RFP's received in 2009	2/7/2010 2/11/2010		\$0.00	0	275	1,070	0
Meeting Industry Ladies Organization	2010 MILI	RFP Rcvd	0	Tradeshaw Attended	10/24/2010 10/26/2010		\$0.00	0	90	270	0
Seventh-day Adventist World Headquarters	2010 Prexad retreat	RFP Rcvd	0	RFP's received in 2009	1/11/2010 1/16/2010		\$0.00	0	29	141	0
					<b>Event Count:</b>	5	\$0.00	0	534	1,683	0
<b>Status: TURNED DEFINITE</b>											
HelmsBriscoe (Naples)	2009 Regional	RFP Rcvd	0	Repeat Planner Contact	10/8/2009 10/10/2009		\$0.00	0	60	122	0
					<b>Event Count:</b>	1	\$0.00	0	60	122	0
<b>Status: TURNED LOST</b>											
Alberta Research Centre For Health Evidence	2010 Pediatric Emergency Research Canada	RFP Rcvd	Association-Health & Medical	Received Email from Planner	1/15/2010 1/22/2010		\$0.00	0	72	321	0
Classic Meetings Incorporated	2011 Annual Meeting	RFP Rcvd	0		3/16/2011 3/20/2011	National	\$0.00	0	0	770	0
ConferenceDirect	55th Annual FATA Annual conf	RFP Rcvd	0		6/13/2011 6/15/2011		\$0.00	0	0	185	0
General Service Assembly	Quarterly weekend meetings	RFP Rcvd	0	CVB Website	7/10/2009 7/11/2009		\$0.00	0	0	270	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	5 or AS of AS of	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: TURNED LOST</b>											
HR Policy Association	2010 CHRO Summit	RFP Rcvd	Association-Educational	Tradeshow Attended	3/23/2010 3/27/2010		\$0.00	0	150	340	0
International Culinary Tourism Association	2010 Culinary Tourism Summit	RFP Rcvd	0	RFP's received in 2009	5/5/2010 5/8/2010		\$0.00	0	325	1,075	0
Intersocietal Accreditation Commission	2010 Board Meeting	RFP Rcvd	0	RFP's received in 2009	1/15/2010 1/30/2010	National	\$0.00	0	26	166	0
Managed Meetings, LLC	Feb 2011	RFP Rcvd	0	RFP's received in 2009	2/7/2011 2/12/2011		\$0.00	0	350	1,160	0
Seventh-day Adventist World Headquarters	2010 Prexad retreat	RFP Rcvd	0	RFP's received in 2009	1/11/2010 1/16/2010		\$0.00	0	29	141	0
Suzi's International Model Management	2010 Miss Florida Teen World	RFP Rcvd	0	RFP's received in 2009	4/1/2010 4/4/2010		\$0.00	0	100	250	0
The Association for Dressings & Sauces	2010 Annual Meeting	RFP Rcvd	0	CVB Website	10/1/2010 10/6/2010		\$0.00	0	132	480	0
Wisconsin Transportation Builders Association	2010 Annual Convention	RFP Rcvd	0	Tradeshow Attended	2/7/2010 2/11/2010		\$0.00	0	120	600	0
					<b>Event Count:</b>	12	\$0.00	0	1,304	5,758	0
<b>Status: TURNED TENTATIVE</b>											
General Service Assembly	Oct 09 weekend conference	RFP Rcvd	0	RFP's received in 2009	10/2/2009 10/3/2009		\$0.00	0	80	80	0
Keller Group	2010 Feb/Mar meeting	RFP Rcvd	0	RFP's received in 2009	2/7/2010 2/11/2010		\$0.00	0	275	1,070	0
					<b>Event Count:</b>	2	\$0.00	0	355	1,150	0
					<b>Event Count:</b>	81	\$0.00	80	8,966	38,193	0

## Task Report

Due - Between 5/14/2009 - 6/12/2009

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
4/10/2009	Debi's Activity Tracking Account	General - Meeting	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>preparation for meeting with DOS at Ritz for April 30 - 3 hours Meeting complete 2 hours - set up advisory task force committee for markets/sales plan next meeting 5/14</i>					
5/14/2009	Alberta Research Centre For Health Evidence Liza BNialy	General - Followup Call	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>emailed planner to see if booked or further assist needed.</i>					
5/14/2009	AlphaGraphics Dannette Matthews	Fam Itinerary - Planning	Closed	5/14/2009	6/3/2009	Debi DeBenedetto
	<i>Set up site for planner</i>					
5/14/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>All Pow Wow tasks complete - packed brochures and other and boxes ready to go.</i>					
5/14/2009	Debi's Activity Tracking Account	General - Meeting	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>3:30 - 5 meeting with DOS first of 3 Sales committee advisory gorup at Naples Bay Resort</i>					
5/14/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>Registered for MPI SEC - some pre show prep work</i>					
5/14/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>prep for Destination showcase - worked with Eleica and communicate with partners attending show. Will follow up with details.</i>					
5/14/2009	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>Attended and hosted biggest ever Tourism Awards luncheon</i>					
5/14/2009	Denison University Mary Frazell	General - Followup Call	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>follow up with planner, sent out 2nd rfp - working with LaPlaya at this time. Status not yet decided.</i>					
5/14/2009	International Culinary Tourism Association	General - Followup Call	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>Conference call revealed that we may not be able to handle this for 2010 but will review and get more info for 2011</i>					
5/14/2009	Intersocietal Accreditation Commission Tamara Sloper	General - Followup Call	Closed	5/14/2009	5/14/2009	Debi DeBenedetto
	<i>Checked with planner to see if booked.</i>					
5/19/2009	Debi's Activity Tracking Account	General - Drafted / Sent	Closed	5/19/2009	5/19/2009	Debi DeBenedetto

\* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
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## Letter

*worked for 3 hours on self evaluation for department evaluation per Jack*

5/19/2009	Debi's Activity Tracking Account	Fam Escort	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*follow up on FAM escort for last 2 fams - sent message to each attendee and thanks for coming 37 people hosted so far this month*

5/19/2009	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*Assist Jack with Pow Wow - 3 Tour operators coming to area post pow wow - set up sites and activities and contacts for Jetlife UK, Peacock Denmark  
Art of Travel Germany*

5/19/2009	Debi's Activity Tracking Account	General - Web update	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*Assist web updates for 3 partners per request*

5/19/2009	Debi's Activity Tracking Account	General - Email	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*set up a Twitter account for FACVB and other marketing purposes*

5/19/2009	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*Sent out minutes from Sales Advisory committee - set new dates and agenda - worked on discussion topics*

5/19/2009	Debi's Activity Tracking Account	Event Sales Task	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*delegated out Arts & Culture guide distribution task - Kathleen and Jennifer worked project and got them out*

5/19/2009	Debi's Activity Tracking Account	Event Sales Task	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*Worked an hour to update the rfp wedding leads list - compare and correct. Patrick assisted.*

5/19/2009	Debi's Activity Tracking Account	Sales - Newsletter	Closed	5/19/2009	5/27/2009	Debi DeBenedetto
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*Worked on outline for Meeting planner ezine newsletter blast. Will meet with AMber next week to create*

5/19/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*Worked on new Trade show list for 2010 from feedback at Sales meeting - set show list - next budget for shows and trade show sign up sheets*

5/19/2009	Debi's Activity Tracking Account	General - Meeting	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*set up Meeting planner FAM committee and dist list, communication and prep for Fam meeting - sent out notice and agenda*

5/19/2009	Debi's Activity Tracking Account	Idss updates	Closed	5/19/2009	5/19/2009	Debi DeBenedetto
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*30 minutes updating idss*

5/8/2009	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	5/21/2009	5/14/2009	Debi DeBenedetto
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*continue work on pow oww fam and changes - host May 21*

5/21/2009	Where in the World Travel Lee LeFaivre	sent rfp to partner	Closed	5/21/2009	5/21/2009	Jennifer Leslie
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*Looking for education trips*

\* Task is assigned to multiple people

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Task Assigned User:	Debi DeBenedetto					
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
5/27/2009	Debi's Activity Tracking Account	Event Sales Task	Closed	5/27/2009	5/20/2009	Debi DeBenedetto
	<i>create a distribution list for MP FAM committee</i>					
5/27/2009	Debi's Activity Tracking Account	Event Sales Task	Closed	5/27/2009	5/26/2009	Debi DeBenedetto
	<i>set up outline for Meeting planner ezine newsletter</i>					
5/27/2009	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	5/27/2009	5/19/2009	Debi DeBenedetto
	<i>updates to Cocohatchee send out specials work with partner</i>					
5/27/2009	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	5/27/2009	5/20/2009	Debi DeBenedetto
	<i>Sent out Meeting planner fam committee notice and did agenda and sign up sheet</i>					
5/27/2009	Debi's Activity Tracking Account	Idss updates	Closed	5/27/2009	5/20/2009	Debi DeBenedetto
	<i>one hour Idss training</i>					
5/27/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Open	5/27/2009		
	<i>Sales Advisory meeting send minutes and communicate to partners -send reminder</i>					
5/27/2009	Debi's Activity Tracking Account	General - Email	Closed	5/27/2009	5/19/2009	Debi DeBenedetto
	<i>opened Twitter account will try to use social media to encourage meetings</i>					
5/27/2009	Debi's Activity Tracking Account	General - Followup Call	Closed	5/27/2009	5/27/2009	Debi DeBenedetto
	<i>Pow Wow Fam and Pow Wow show follow up emails and messages communication on contacts spent hours on this.</i>					
5/27/2009	Debi's Activity Tracking Account	Fam Escort	Closed	5/27/2009	5/23/2009	Debi DeBenedetto
	<i>Escort Pow Wow fam day two Naples 7:30 am - 7:30 pm</i>					
5/27/2009	Debi's Activity Tracking Account	Sales - Send Sales Kit	Closed	5/27/2009	5/27/2009	Debi DeBenedetto
	<i>Took bags to parkshore for Jet life arrival. Vip Tour operators post pow wow tour</i>					
5/27/2009	Debi's Activity Tracking Account	Fam Escort	Closed	5/27/2009	5/22/2009	Debi DeBenedetto
	<i>Escort Pow Wow FAM 138 miles and tours all over for two days</i>					
5/27/2009	Eaton Corporation	General - Followup Call	Closed	5/27/2009	5/27/2009	Debi DeBenedetto
	<i>Heard from Ft. Myers that planner is looking at area so contacted and asked if we could be of service.</i>					
5/29/2009	Debi's Activity Tracking Account	General - Email	Closed	5/29/2009	5/29/2009	Jennifer Leslie
	<i>contacted Best Group Tours about Senion trips to our area</i>					
5/29/2009	HelmsBriscoe (Naples) Saralene Oldham	sent rfp to partner	Closed	5/29/2009	5/29/2009	Jennifer Leslie
	<i>approaching Hilton &amp; Naples Grande for help with this event</i>					
5/29/2009	Startel National Users Group	sent rfp to partner	Closed	5/29/2009	5/29/2009	Jennifer Leslie

\* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
	Daniel L'Heureux <i>Sent RFP to partners</i>					
5/8/2009	Debi's Activity Tracking Account	Event Sales Task	Closed	6/1/2009	6/3/2009	Debi DeBenedetto
	<i>Launched VIP program - got cards and training letter out. Notice to partners. Training and tracking reports will be requested monthly</i>					
6/1/2009	Debi's Activity Tracking Account	General - Meeting	Closed	6/1/2009	6/1/2009	Debi DeBenedetto
	<i>Sales Advisory meeting 3- 5:30 attended</i>					
4/13/2009	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/3/2009	5/14/2009	Debi DeBenedetto
	<i>follow up on detail for FAC - will continue in June</i>					
5/8/2009	Debi's Activity Tracking Account	Event Sales Task	Open	6/3/2009		
	<i>Heart &amp; Soul project complete. Pick a winner June 3</i>					
6/4/2009	MPAssociati S.A.S. Paolo Missiaja	General - Email	Closed	6/4/2009	6/4/2009	Jennifer Leslie
	<i>follow up on this lead from Rachele Stone. Do not have an RFP yet, just a lead.</i>					
6/4/2009	Personal Care Products Council Jeanie Tulipane	General - Email	Closed	6/4/2009	6/4/2009	Jennifer Leslie
	<i>referral from DVD. Have booked LaPlaya for accomodation for 2010</i>					
12/5/2008	American Copper Council	General - Followup Call	Open	6/5/2009		
	<i>call to see if Copper College 2010 is booked</i>					
6/5/2009	Calusa Blueway Outfitters Bill Odrey	General - Email	Closed	6/5/2009	6/5/2009	Jennifer Leslie
	<i>New attraction in Naples out of Port O Call Marina. Wants to be on Meeting planning committee FAM. Will add to website when we get more info</i>					
6/5/2009	Debi's Activity Tracking Account	General - Email	Closed	6/5/2009	6/5/2009	Jennifer Leslie
	<i>Pow Wow follow up - contacted Bernie (NWT) regarding VIP &amp; sent message. Looking to sign Ivey House. Assisted Marco (Art of Travel) with local attractions.</i>					
6/5/2009	Debi's Activity Tracking Account	General - Email	Closed	6/5/2009	6/5/2009	Jennifer Leslie
	<i>Pow Wow follow up - Travel Trend contacted Miami Travel co office to ask how to handle distribution of VIP cards to their operators - sent detailed email. Sent her 25 VIP cards, DVD &amp; my card.  Spoke with Sandy at Ivey House regarding Yvonne w/ Neckermann Reisen. Trying to get Ivey House to connect to contract Neckermann and have IH featured in National Parks catalog.</i>					
6/5/2009	Debi's Activity Tracking Account	General - Email	Closed	6/5/2009	6/5/2009	Jennifer Leslie
	<i>Pow Wow follow up - distribution of VIP cards - Allied T Pro is receptive - sent messages</i>					
6/5/2009	Debi's Activity Tracking Account	General - Email	Closed	6/5/2009	6/5/2009	Jennifer Leslie
	<i>Pow Wow follow up - Debi will assist with site inspection Nov 2009. Travel Co. need more info - call Connie</i>					
6/5/2009	Debi's Activity Tracking Account	General - Email	Closed	6/5/2009	6/5/2009	Jennifer Leslie

\* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
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*Pow Wow follow up - no Debi did not hear from hotels on the e-blast - sent messages to Julianna and sent out VIP cards*

6/5/2009	Encore Symposiums, Inc Nancy LaBrie	sent rfp to partner	Closed	6/5/2009	6/5/2009	Jennifer Leslie
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*Sent RFP to partners for 2011 Conference*

5/8/2009	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	6/8/2009	5/14/2009	Debi DeBenedetto
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*Consult with partner Marriott about Insurance FAM assistance*

5/8/2009	Debi's Activity Tracking Account	Event Sales Task	Open	6/8/2009		
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*"Bring Your Meetings Home" outline for campaign complete - met with agency on concept - prepared to present to partners - form committee*

5/28/2009	AlphaGraphics	Site with client - Sales	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*Met Dannette for site and lunch and escort around downtown and Naples area. She is looking at several but will end up with Miami or our Naples Ritz -*

5/28/2009	Debi's Activity Tracking Account	Sales - Prospecting	Open	6/9/2009		
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*Research Health care trade show for possible exhibit with HCEA Kellen Company in Tampa 2009 sold out. Will plan to do show for 2010. have partner Sunstream*

5/28/2009	Where in the World Travel Lee LeFaivre	Sales - Assisted Travel Agent	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*Two phone conversations with The Villages to bring groups here - set him up with partners and sent collateral. 1 hour plus sent rfp*

5/29/2009	McCormick & Schmick	Sales - Partner Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*Phone with McCormick Schmick for future advisory roundtable. updated website info for her via Patrick, put on dist. list for invites.*

6/1/2009	Best Group Tours	Sales - Assisted Travel Agent	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*Conversations and referral with Karen Stone receptive operator brings 60 groups into area 30 min.*

6/1/2009	Calusa Blueway Outfitters	Sales - Partner Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*phone for 30 min. with Bill to learn about new business, assisted him and set appt. to meet. Referred to sales employee - explained how CVB can work for him. updated him to all dist lists and contacts*

6/1/2009	CQR Telecommunications Harris Lyden	Sales - Send Promotional Item / Collateral	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*phone conversation with Harris over great job of Conference with NBH - he does meetings for 50 years, good contact, sent sales kit*

6/1/2009	Debi's Activity Tracking Account	Sales - Media Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*business lunch with Charles Lewis Worth - discussed advertising and relationship build*

6/1/2009	Debi's Activity Tracking Account	Sales - Newsletter	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
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*Meeting with agency about upcoming newsletters, MP, Green and paradise Press ezine. Also Honeymoon and draw winner, ad proofs and other.*

6/1/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/9/2009	6/1/2009	Debi DeBenedetto
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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
	<i>Worked with Jackie planning connection about March 2010 exhibit and sponsor in Gainesville - Also co-op to sponsor reception, solicited partners and got NBH and Hilton Naples for triple sponsorship share and free booth share. 1 hour</i>					
6/2/2009	Advantage Destination & Meeting Services Rachelle Stone	Sales - Partner Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
	<i>she sent lead for Itlay group we discussed and Is ent rfp to hotels - sent collateral to client</i>					
6/2/2009	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
	<i>lunch meeting with Jennifer Dumouchel NG to work on FSAE 2009/2010 and also discuss Helmsbriscoe Regional and FAM 1/5 hours</i>					
6/2/2009	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	6/9/2009	6/2/2009	Debi DeBenedetto
	<i>Personally delivered collateral and VIP cards to Third St. Concierge- several conversations via phone with Christine</i>					
6/3/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/9/2009	6/3/2009	Debi DeBenedetto
	<i>Worked on 2010 Trade show list - revised and ready for partner co-op</i>					
6/3/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
	<i>worked on trade show sign up sheets for 2010 budget year</i>					
6/3/2009	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
	<i>Meeting and secure contract with labor assistance Elecia Lewis to do show Destination showcase Chicago - planner pre and post sales and show - signed contract - PO in place.</i>					
6/3/2009	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
	<i>More work on FAC to get another restaurant in Dine around. Contact with Theresa SNook Inn and they will participate- several calls and emails</i>					
6/4/2009	HelmsBriscoe (Naples)	Idss updates	Closed	6/9/2009	6/4/2009	Debi DeBenedetto
	<i>updates and inof to Idss and contact lists updates - 3 hours various times</i>					
6/8/2009	Debi's Activity Tracking Account	Event Sales Task	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
	<i>review of website VF Meeting planner and meeting with agency - we have all bases covered.</i>					
6/8/2009	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
	<i>return call from consumer who wants VIP info, sent packet VIP</i>					
6/9/2009	AlphaGraphics		Closed	6/9/2009	6/9/2009	Note
	<i>This planner knew she wanted only 5 star and low budget but took advantage of site, wanted Ritz but stayed and ate and massage with NG - brought her own DMC and used advantage. Hope she books ritz bu Miami a contender. set up NGALA but she did not site it. Created conflict with hotels and NGala and DMC. Very snob.</i>					
6/9/2009	Calusa Blueway Outfitters		Closed	6/9/2009	6/9/2009	Note
	<i>new to area, from Atlanta and worked in Lee county, now in Naples Port o call works with groups and planers has transportation, boats, kayaks, bikes and events. Wants planners contacts and cvb support 17 pax taxi boat, 36 canoe and one for 24 pp, Adventure races and olympics of adventure races</i>					

\* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
6/9/2009	Debi's Activity Tracking Account	Event Sales Task	Open	6/9/2009		
<i>reviw of website and Virtuoso program - schedule events and discussion</i>						
6/9/2009	Debi's Activity Tracking Account	General - Web update	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>several partners sent web updates and new listings to me - referred and sent to Amber and patrick for input to website</i>						
6/9/2009	Debi's Activity Tracking Account	Sales - Prospecting	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>volunteer to call 10 planners/suppliers for MPI sec to relay show info. Called and signed up to volunteer at conference to get 50% rebate off my registration fee.</i>						
6/9/2009	Expedia Eva Scott	General - Followup Call	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>requested information on status of use of VIP</i>						
6/9/2009	Flacks planning	Sales - Assisted Mtg Planner	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>phone with planner, sent mp kit, sent rfp for transportation/ offsite - req. 120 pp maps for later</i>						
6/9/2009	Meeting Industry Ladies Organization	sent rfp to partner	Closed	6/9/2009	6/9/2009	Jennifer Leslie
<i>sent RFP to partners for 2010</i>						
6/9/2009	Naples Botanical Garden Amy Kessler	Sales - Partner Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>discussion and assist with partner at Botanical garden for co-op and other ad ops, hooked her with paradise and assisted</i>						
6/9/2009	Pearson Planners	Sales - Send Promotional Item / Collateral	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>sent promotional pp maps. DVD and posters to promote 2010 conference using Naples as destiantion for activity for Hyatt coco pt meeting - contact and email with planner.</i>						
6/9/2009	The Inn on Fifth Cathy Christopher	Sales - Partner Contact	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>lunch meeting with Cathy to discuss HB fam, new outfitters, Luxury show vegas and pick up at Sugden while down town</i>						
6/9/2009	The Inn on Fifth Cathy Christopher		Closed	6/9/2009	6/9/2009	Note
<i>Cathy may do Luxury Travel VEgas Dec 09 - also breakfast for MP FAM HB</i>						
6/9/2009	Travelocity Carmel Magill	Sales - Assisted Travel Agent	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>requested status on Travelocity use of VIP progress</i>						
6/9/2009	VISIT FLORIDA	Sales - Meeting / Show / Conference	Closed	6/9/2009	6/9/2009	Debi DeBenedetto
<i>Signed up for VIP NYC show with visit Florida on budget - made arrangements to attend, flight hotel etc., sent collateral for show</i>						
6/2/2009	HelmsBriscoe (Naples)	Sales - Assisted Mtg Planner	Open	6/10/2009		
<i>worked with Saralene to set up Regional meeting with 70 HB assc. for Oct. 2009, also NG Jennifer. Set up post FAM to this conference for 25-40 agents HB and also working with hotels and attractions for this FAM. Will discuss and continue to plan - lunch with 8 for planning committee set</i>						

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
6/10/2009	Pearson Planners Saundra Person	General - Email	Closed	6/10/2009	6/10/2009	Jennifer Leslie
<i>6/10. Several hours on this project. TBC</i>						
6/10/2009	Debi's Activity Tracking Account	General - Meeting	Closed	6/11/2009	6/11/2009	Debi DeBenedetto
<i>Meeting with 8 pp includes Helmsbriscoe and partners for HB Regional meeting and HB fam 2.5 hours with lunch</i>						
6/11/2009	Debi's Activity Tracking Account	General - Meeting	Closed	6/11/2009	6/11/2009	Debi DeBenedetto
<i>3-5 held Sales Advisory committee meeting last one on digital, eblast, Bring your Meetings home - Springhill Suites 2 hours</i>						
6/11/2009	Debi's Activity Tracking Account	General - Meeting	Closed	6/11/2009	6/11/2009	Debi DeBenedetto
<i>staff meeting 3.5 hours</i>						
6/11/2009	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	6/11/2009	6/11/2009	Debi DeBenedetto
<i>worked on bring your meetings home outline ad and prep for todays advisory committee meeting</i>						
6/11/2009	Debi's Activity Tracking Account	General - TDC Meeting	Closed	6/11/2009	6/11/2009	Debi DeBenedetto
<i>worked on TDC report and power point 1.5 hours</i>						
6/11/2009	Debi's Activity Tracking Account	General - Email	Closed	6/11/2009	6/10/2009	Debi DeBenedetto
<i>follow up to staff meeting and other emails for day balance</i>						
6/11/2009	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	6/11/2009	6/11/2009	Debi DeBenedetto
<i>Worked on Helmsbriscoe fam itinerary and requests to partners to participate for specific events 3 hours</i>						
6/11/2009	Keller Group	sent rfp to partner	Closed	6/11/2009	6/11/2009	Jennifer Leslie
<i>sent RFP for 2010 meeting to partners. sent MP kit.</i>						
6/2/2009	Cruise Naples	Sales - Partner Contact	Open	6/12/2009		
<i>Attended event for Cruise Naples and Concierge Assn. also phone and appt made to discuss opportunities for future and how we can assist them. Apt. for June 12 with Karen set.</i>						

Total Tasks: 101



Naples Marco Island Everglades  
The Paradise Coast

**COLLIER COUNTY  
FILM COMMISSION  
ACTIVITIES  
June 22, 2009**

**PRODUCTION NOTES**

- TravelSkoot.com – online video (NBC)
- Encore Bank – TV commercial
- Final Cut Productions – TV coverage (EVP)
- Animal Planet – TV segment (U.K.)

**WORKING LEADS**

- Ad Audio Inc. – commercial
- Shands Hospital – commercial
- TCF untitled documentary – in development
- Smithsonian Network – TV series
- “Jamie’s American Dream” – TV series/U.K.
- “Hemingway & Fuentes” – film
- ALL CURRENT PRODUCTION

**OPERATIONS**

- Update Hurricane Preparedness Plan for Productions
- Website edition
- Monthly Revenue Tracking
- Followed-up with activity worksheets to clients
- Recorded data
- Client Management

- Prep for upcoming Film Florida board meeting (June)
- Prep for Film FL Marketing Committee – Chair
- Film Florida Elections Committee (balloting)
- VisionNet and VisionPitch updates
- Issued film permits
- -Opened a production file for each inquiry

## **SCOUT**

- Naples Botanical Gardens (spec)
- Final Cut Productions – TV coverage (EVP)

## **MEETINGS**

- Enterprise Florida Workshop (State Economic Development Plan)
- FL Film Commissioner’s Council
- Film Florida Board Meeting
- Met with Marine Team President Cpt. Julian

# MONTHLY REPORT

## NAPLES, MARCO ISLAND & EVERGLADES CVB

**MONTH/YEAR: MAY 2009**

**PREPARED BY: OONAGH Mc CULLAGH, UK & IRELAND OFFICE**

### **HIGHLIGHT OF THE MONTH:**

#### **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.

### **MARKET ACTIVITIES: Market Update (UK office only)**

**Again some mixed reports within the industry – the most important to note is figures from April seem to be much stronger than those from the end of 2008 & first few months of 09.**

**Recession 'not necessarily bad' for travel, hears Travolution Summit:** Travel companies face hard times ahead of a hoped-for recovery next year, but business leaders see benefits in some firms going under. Kuoni UK managing director Nick Hughes told the Travolution Summit in London on Tuesday: "It does not do our industry any good when a lot of players enter on low margins in good times." The summit heard a leading economist predict



## MONTHLY REPORT

### NAPLES, MARCO ISLAND & EVERGLADES CVB

the UK recession would end in the final quarter of this year, but the outlook is uncertain and consumer spending could be "off the agenda for a while".

#### **2008 arrival numbers:**

The US reported a record year in 2008, with international visitors spending a total of \$142.1bn on travel to (\$31.6bn), and tourism-related activities within (\$110.5bn), the country. This was 16% more than in 2007. However, the US Department of Commerce cautioned that the fourth quarter of last year saw a 'dramatic downturn', while preliminary 2009 data are 'markedly below 2008', suggesting a significant fall is possible this year.

The UK is still the leading European Market with over 4.5 million to the US and Germany follows with over 1.7million visitors.

**British travellers are being priced out of holidays on the Continent** where average hotel prices have risen by up to 50% in the past year, according to Trivago's monthly hotel price index. Overall, the price of a stay in a double room in Europe's 50 most popular cities will cost an average of £107 this month – 15% more than in May 2008 (Telegraph). This is very good news for the USA & Florida market as Florida is seen as still good value for money.

**The number of foreign holidays taken by Brits fell 6% in the year to March** as the recession and weak pound took their toll on the travel industry, according to figures released today by the Office of National Statistics. Visits by UK residents to Europe decreased by 6% at 52.5 million, while **visits to North America fell by 9% to 4.2 million**. Travel to other parts of the world decreased by 6% to 9.3 million. A spokesman for ABTA said the results were no surprise. It is important to note that from April the travel industry has seen an increase in bookings.

**Airlines have labelled Air Passenger Duty the 'poll tax of travel'** complaining that British holidaymakers will now be taxed more than any other travellers. Leading travel industry figures said the increase announced in the Budget spells catastrophe, and has been dubbed 'outrageous', 'ludicrous' and 'scandalous' (Telegraph).

**Leaders of some of Britain's biggest companies are campaigning against plans for a third runway at Heathrow.** They have misgivings about business case made as part of the decision to approve the runway, along with environmental concerns. Instead, the bosses urge a focus on restructuring existing resources at Heathrow, with high-speed rail and options at other airports (Times). Meanwhile, plans to cut the working hours of frontline health officials at Heathrow will put Britain at greater risk of infectious diseases such as swine flu, a port health manager has warned. The Health Protection Agency is considering closing a port health office in Terminal One and cutting the hours of the other offices (Observer).

**Sales at Midlands Co-op Travel have risen to a record £260m, with an increase in average holiday prices offsetting a fall in bookings.** 'Sales of our in-house product, Co-op Breaks and Co-op Holidays, continue to out-perform the market.' Midlands Co-op Travel is one of the UK's largest independent travel agents with more than 100 travel shops throughout the Midlands. It purchases travel through the Co-operative Travel Trading Group.

## MONTHLY REPORT NAPLES, MARCO ISLAND & EVERGLADES CVB

**The average British family will spend £259 less on its main holiday in 2009 compared with two years ago.** A survey by Holiday-Rentals.co.uk found that, on average, £2,092 will be spent on a family holiday this year, versus £2,351 in 2007. The biggest cut back will be on travel, with the average family spending £545 getting to and from their destination in 2009, a drop of almost £82 since 2007.

**Virgin Atlantic has increased its pre-tax profits from £34.8m to £68.4m,** in stark contrast to rival British Airways which lost £401m. The results for the financial year March 2008 to February 2009 reflect an increase in the number of premium travellers flying with the airline, as well as 'prudent management decisions'. Group sales, including tour operator Virgin Holidays, rose 8.4% from £2.38bn to £2.58bn.

**TUI Travel trading update:** UK cumulative bookings for summer 2009 are currently 17% behind 2008, but this is in line with capacity cuts made. Recent trading continues to show improvement, with volumes in the last eight weeks down 11%. Average selling price in the UK is 10% ahead of 2008. Programme load factor is now 58%, which is flat versus last year.

**TUI Travel-owned Hayes & Jarvis is reporting a 'definite trend towards late bookings'** ie within 12 weeks of departure. Its best-selling late booking destinations are Kenya, Sri Lanka, Bali, Thailand and China, while most popular for early booking are New York City, Las Vegas, Orlando/ Florida, the Maldives and Mauritius.

**Thomas Cook half-year results are set to meet expectations when they are released next week.** Bookings have improved significantly, average prices are up and flights remain busy as customers refuse to relinquish their overseas holiday. Full-year sales are expected to be £9.4bn and profit before tax £233m following several acquisitions including Hotels4u.com.

**Thomas Cook will not reduce UK capacity further for summer 2010** unless the economy worsens significantly and forces a review, according to group chief executive Manny Fontenla-Novoa. The travel giant - Europe's second largest - cut the number of holidays on sale out of the UK by 10% for this summer and by 12% for summer 2008. Similarly, direct rival TUI Travel reduced capacity by 17% this year and 13%-14% last year, while the collapse of the XL Leisure Group removed a further swathe of holidays out of the market last September. Fontenla-Novoa said further capacity cuts were unlikely as demand and supply were now evenly matched in the mainstream holiday market.

**Alamo Rent A Car is to become Virgin Holidays' preferred car rental supplier, effective 1 January 2010.** Virgin Holiday said it had selected Alamo as its exclusive partner because of the company's 'online check-in option, friendly self-service kiosks and leading-edge environmental stewardship'. Amanda Wills, Virgin Holidays managing director, added: 'We pride ourselves on exceeding expectations so Alamo feels like a perfect match for us – and enables us to offer our customers a unique, state-of-the-art fly/drive product into North America.'

## MONTHLY REPORT

### NAPLES, MARCO ISLAND & EVERGLADES CVB

**The Bank of England has left the UK base rate of interest at 0.5%.** The Bank also announced it will pump an extra £50bn into the UK economy, a process that effectively involves it printing new money to buy government and corporate bonds

**Upcoming Events:**

Tour Operator Training - Funway Holidays - 23 June - Bromley  
 Visit USA Media Marketplace, 7 July – London  
 British Airways Training - "Tampa Gateway" promotional day at BA headquarters, 8 July – London  
 Visit USA Ball hospitality Event with V Florida, 9 July - London

**Expos/Tradeshows/Conferences:**

(To include date, location, results)

1.	<b>London Golf Show 1-3 May ExCel London</b> – 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.
2.	<b>Pow Wow Miami 18 – 21 May</b> – 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.
3	<b>V FI SuperFam 3-4 May in Naples Marco Island &amp; Everglades</b> – 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.

**Completed Inquires: via  
 phone /email: 83**

**Projects/Market Activities:**

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

1	Updating UK/Ireland travel industry contact database (ongoing) Note: when sending out the pre Pow Wow newsletter to the database, only one person responded wishing to opt out of receiving the newsletter in future. There were also only 25 undelivered mail responses, which show our contact database is extremely strong and up to date. We will manage this on an ongoing basis.
2	Discussing joint attendance at VUSA Road show in December 1-3, 2009 with Ft. Myers/Sanibel. Training venues in Ashford, Liverpool and Belfast.

## MONTHLY REPORT NAPLES, MARCO ISLAND & EVERGLADES CVB

3	On going - managing report on Paradise Coast product featured in UK / Ireland tour operator brochures
4	Followed up on additional Pow Wow appointments & additional requests
5	Additional arrangements for Pow Wow travel flight & accommodation etc.
6	<b><u>UK Co-Op Marketing Campaign 09</u></b> Additional & ongoing meeting & discussions with our partners: Virgin Holidays – large tour operator selling to the consumer both direct & via trade Funway Holidays – specialist operator selling to the consumer both direct & via trade Bon Voyage – specialist tour operator selling direct only to consumers Expedia – on-line tour operator selling direct only to consumers

<b>Out-of-Office Sales Calls/Contacts:</b>	
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

<b>Public Relations</b>	
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.

## MONTHLY REPORT NAPLES, MARCO ISLAND & EVERGLADES CVB

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.

### **Additional Comments / Feedback:**

#### **Example - Thank you received following Superfam**

**From:** Shelagh Brown [mailto:shelagh.brown@ntlworld.com]

**Sent:** Tuesday, May 12, 2009 10:36 AM

**To:** DeBenedettoDebi

**Subject:** a big thank you

Hi Debi

I have just returned home from the Visit Florida Superfam 2009 and would just like to say a big thank you to yourself and all the people involved in making the trip not only informative but so much fun. I have experienced parts of Florida I didn't know existed but have now fallen in love with. I am sure I will be back for my own holiday, but more importantly I will be sending lots of my customers to experience for themselves the fantastic beaches and sunsets, the wildlife, the stunning scenery and the friendliest people on earth. I can't thank everyone enough for the generosity they showed us and thank you again for all the effort that went into organising the trip.

Kind Regards

Shelagh Brown

Thomson Travel

### **Winter – Northern Market Campaign**

- Targeted leisure consumers airing February 2 through April 19, 2009 with emphasis on highly targeted cable television, unique weather.com online creative and behavioral targeted online and E-blasts
- Campaign results measured from February 2<sup>nd</sup> through April 19, 2009
  - 8 weeks of cable television
  - 12 weeks of online activity

### **Results**

#### **Online**

Online results were very strong and directly correlate to the advertising campaign

- Overall the campaign delivered over 12,905,275 total impressions resulting in 23,004 website visits to MyParadisesavings.com
- Average CPM: \$17.70 and a cost per acquisition of \$13.43
- Traffic Source
  - Referring Websites: 6,198
  - Search Engine: 443
  - Direct website visits: 13,942
  - Other: 2,421
- Website Visitors
  - Book A Hotel: 1,688
  - Partner Hotel Link 1,247
  - Area Interest Link: 1,352
- Top Areas of Interest:
  - Beaches/Parks
  - Attractions
  - Dining
  - Family Fun
- Top referring sites included:
  - Weather.com – 2,111 visits
  - Paradisecoast.com – 1,713 visits
  - Nytimes.com – 1,711
  - Chicagotribune.com – 221 visits

#### **Conclusions**

Based on the above online information, overall, all but chicagotribune.com far exceeded delivery baseline and should be included in any additional Northern market campaign

- Weather.com and NYTimes.com accounted for the majority of the visits in both markets, with e-blasts delivering well below planned CPMs.
- Chicagotribune.com did not perform as well and would indicate that that additional online or traditional media opportunities should be explored to increase visibility and drive website inquiry

#### **Television**

Overall, Chicago and New York highly targeted cable buys delivered over 18,135,406 impressions and approximately 721 :30 commercials weekly.

- Commercials were seen on top performing networks/programming such as:
  - Weather Channel
  - Travel Channel
  - HGTV
  - Bravo

**Naples, Marco Island and the Everglades  
Chicago/New York Campaign Results**

**Television (cont'd.)**

- All commercials aired in Prime
- Both markets aired cross promotions driving consumers from other networks to the channel that our spots were airing which resulted in increased visibility and momentum of the cable television buy

**Information Inquiries**

Inquiry reports illustrate that advertising delivered strong results for printed guide information

- During February/March timeframe overall requests for the Visitor Guides increased 6%
  - 9,243 versus 8,721 in 2008
- New York and Chicago from March through May reporting stayed within the top 6 markets
  - Illinois ranked between 2nd and 4th place
  - New York ranked between 2nd and 6th
- February – April timeframe overall guide requests as follows:
  - New York: 1,063
  - Chicago: 995

**Conclusion**

- Occupancy, RevPAR and ADR trended upward following campaign launch in February 2009.
- Florida (#1) is followed by the Northeast (#2) and Midwest (#3) in ranking of visitor origin, January – April 2009.
- Chicago visitors ranked 1<sup>st</sup> against all other Midwest markets during this timeframe
  1. Chicago
  2. Minneapolis - St. Paul
  3. Cleveland
  4. Detroit

	<u>Current Year</u>	<u>Previous Year</u>	
Call-Live	278	389	
Update Accommodations	0	0	
Data Entry	<u>13254</u>	<u>13984</u>	
Data Import	12354	13,053	
Data Entry- Manual	<u>900</u>	<u>931</u>	
CVB Requests	0		0
Reader Response	889		929
paradisecoast.com emails	10		2
Interactive Text Chat requests	1		0
Total Calls	<u><u>13,532</u></u>	<u><u>14,373</u></u>	



# Naples, Marco Island, Everglades CVB

## Call Summary by Toll Free Number

For the month of May 2009

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	56	113.48
PR-Editorial	47	148.70
Expedia Reservations	12	49.52
International	13	29.65
Storm Information	0	0.00
Meeting Planner	0	0.00
Collier County Sports Council	4	8.38
Spare #1	14	4.43
Spare #2	0	0.00
<b>Grand Total:</b>	<b>146</b>	<b>354.17</b>

## Naples, Marco Island, Everglades CVB

## Call Summary by Purpose

For the month of May 2009

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Expedia Reservations	3	28.52	1
Live Information	37	101.50	-
Meeting Planner	0	0.00	-
Special Fulfillment	6039	18.60	-
Sports Council of Collier County Information	2	7.78	-
Visitors Guide	6728	266.15	-
Arts Culture & Heritage Guide	543	0.00	-
CVB Office Referral	1	7.73	-
Hang up	26	17.37	-
Report Setup	0	0.00	-
Storm Accommodations Info	0	0.00	-
Update Accommodations Info	0	0.00	-
Wrong Number	21	9.77	-
<b>Grand Total:</b>	<b>13400</b>	<b>457.42</b>	<b>1</b>

## Naples, Marco Island, Everglades CVB

## Request Summary by Source

For the month of May 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	305	811	3%	82	634	1%
Consumer E-Marketing	168	1693	6%	517	3787	4%
Consumer Magazines	1219	5146	18%	474	3696	4%
Consumer Newspaper	3694	6989	25%	5008	14736	38%
Geographic Campaign	1	4	0%	0	0	0%
Group Business	0	0	0%	0	0	0%
International Market	346	2121	7%	0	2	0%
Niche Markets	979	11315	40%	1689	13498	13%
Travel Agent Directories	0	1	0%	12	120	0%
Luxury Interest	0	0	0%	5232	5232	40%
TV/Target Markets	0	0	0%	99	142	1%
Friend/Relative	4	46	0%	11	65	0%
Naples, Marco Island, Everglades CVB	0	26	0%	4	27	0%
Other/Unknown	10	145	1%	15	86	0%
Travel Agent	2	19	0%	1	31	0%
<b>Grand Total:</b>	<b>6,728</b>	<b>28,316</b>		<b>13,144</b>	<b>42,056</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Directories

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
2009 Official Florida Vacation Guide - Quick Check	193	193	24%
2009 Official Florida Vacation Guide - Specific Target	104	104	13%
2009 Visit Florida Official FL Vacation Guide	5	418	52%
Florida Getaways Floridians 2-2008 - Quick Check	2	2	0%
Florida Getaways Beaches 2 - Quick Check	1	1	0%
2007 Official FL Vac Guide	0	1	0%
2008 Official FL Vac Guide	0	85	10%
2009 Great Florida Getaways	0	3	0%
2009 Visit Florida SIP - Beach Getaway	0	1	0%
Great FL Getaways 08	0	1	0%
Visit FL SIP - Beaches	0	2	0%
<b>Grand Total:</b>	<b>305</b>	<b>811</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer E-Marketing

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>ParadiseCoast.com</b>	<b>153</b>	<b>1528</b>	<b>90%</b>
Miles Media Imports	139	1378	
Phone	3	69	
info@paradisecoast.com	10	64	
Interactive Text Chat	1	17	
<b>DestinationBrochures.com</b>	<b>7</b>	<b>109</b>	<b>6%</b>
<b>VisitFlorida.com</b>	<b>4</b>	<b>24</b>	<b>1%</b>
<b>Other/Unknown</b>	<b>3</b>	<b>21</b>	<b>1%</b>
<b>Visit USA - UK</b>	<b>1</b>	<b>7</b>	<b>0%</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>168</b>	<b>1693</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Magazines

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
VF Insert (National Geographic Traveler) April/May 2009	941	960	19%
Midwest Living March/April 2009	134	978	19%
Southern Living Travel Florida February 2009	75	1461	28%
Arthur Frommer's Budget Travel February 2009	24	607	12%
Florida Sun Magazine	19	126	2%
Southern Living Travel June 2008	11	114	2%
Other/Unknown	7	15	0%
AAA Florida TourBook 2009 Edition	4	38	1%
Arthur Frommer's Budget Travel June 2009	2	2	0%
Coastal Living June 2009	1	1	0%
Women's World Magazine Story January 26 2009	1	33	1%
Arthur Frommer's Budget Travel June 2008	0	1	0%
Conde Nast Traveler January 2009	0	805	16%
Ladies Home Journal April 2008	0	1	0%
Midwest Living March/April 2008	0	1	0%
Southern Living Travel July 2008	0	3	0%
<b>Grand Total:</b>	<b>1219</b>	<b>5146</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Consumer Newspaper

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Visit Florida In-State Insert Spring 2009	2465	2467	35%
America's Best Vacations Out-of-State Insert March 2009	1226	1780	25%
Other/Unknown	3	16	0%
PrePrint Out-State Spring 2008	0	2	0%
Visit Florida In-State Insert Fall 2007	0	2	0%
Visit Florida In-State Insert Fall 2008	0	2715	39%
Visit Florida In-State Insert Summer 2008	0	5	0%
Visit Florida In-State Insert Summer 2009	0	1	0%
Winnipeg Free Press (Canada)	0	1	0%
<b>Grand Total:</b>	<b>3694</b>	<b>6989</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Geographic Campaign

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>Geographic Campaign - In-State</b>			
Other/Unknown	1	2	50%
Miami/Ft. Lauderdale Television	0	1	25%
<hr/>			
<b>Geographic Campaign - In-State</b>	<b>1</b>	<b>3</b>	
<b>Geo-Targeted In-State Online</b>			
Travelocity.com	0	1	25%
<hr/>			
<b>Geo-Targeted In-State Online</b>	<b>0</b>	<b>1</b>	
<hr/>			
<b>Grand Total:</b>	<b>1</b>	<b>4</b>	

\*YTD = Fiscal Year



# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Group Business

For the month of May 2009

Media

Month

YTD

**Grand Total:**

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\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by International Market

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>International - Canada</b>			
Canadian Television (Weather Channel)	0	3	0%
<hr/>	<hr/>	<hr/>	
<b>International - Canada</b>	<b>0</b>	<b>3</b>	
<b>International - United Kingdom</b>			
TIA Discover America Sweepstakes - General Spring 2009	338	338	16%
TIA Discover America SoGoNow.com - Direct Spring 2009	7	7	0%
VISITFLORIDA First News March 2009	1	1	0%
TIA Discover America - Go Guide Fall 2008	0	72	3%
TIA Discover America SoGoNow.com - Direct Fall 2008	0	23	1%
TIA Discover America Sweepstakes - General Fall 2008	0	1152	54%
TIA Discover America WinaTriptoFlorida.com Sweepstakes 2008	0	523	25%
<hr/>	<hr/>	<hr/>	
<b>International - United Kingdom</b>	<b>346</b>	<b>2116</b>	
<b>International &amp; Canadian Markets</b>			
VISITFLORIDA International Travel Planner 2009	0	2	0%
<hr/>	<hr/>	<hr/>	
<b>International &amp; Canadian Markets</b>	<b>0</b>	<b>2</b>	
<b>Grand Total:</b>	<b>346</b>	<b>2121</b>	

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Niche Markets

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
<b>Niche Markets (Bridal/Honeymoon)</b>			
Bridal Guide May/June 2009	222	522	5%
Bridal Guide January/February 2008	70	2590	23%
Brides Florida March - September 2009	14	276	2%
Bridal Guide November/December 2007	0	9	0%
Bridal Guide September/October 2007	0	4	0%
<hr/>		<b>306</b>	<b>3401</b>
<b>Niche Markets (ECO)</b>			
Audubon (Natural Wonders of Florida) March/April 2009	35	307	3%
Audubon (Great Florida Birding Trail) November/December 2008	20	674	6%
Audubon (Great Florida Birding Trail) Nov/Dec 2008	1	1	0%
Audubon (Great Florida Birding Trail) November/December 2007	0	1	0%
Echo Encounter March 4 2009	0	322	3%
Undiscovered Florida 2009	0	2	0%
<hr/>		<b>56</b>	<b>1307</b>
<b>Niche Markets (Golf)</b>			
Travel & Leisure Golf March/April 2009	0	0	0%
<hr/>		<b>0</b>	<b>0</b>
<b>Niche Markets (Senior)</b>			
AARP - Southeast Region March/April 2009	361	5309	47%
AAA Going Places South May/June 2009	256	257	2%
AAA Car & Travel January 2008	0	1	0%
AAA Going Places North January/February 2008	0	1	0%
AAA Going Places South May/June 2008	0	71	1%
AARP - Mid-Atlantic Region September/October 2008	0	968	9%
<hr/>		<b>617</b>	<b>6607</b>
<hr/>		<b>979</b>	<b>11315</b>

\*YTD = Fiscal Year

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Travel Agent Directories

For the month of May 2009

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
FL Official Travel Industry Guide 2009	0	1	100%
<b>Grand Total:</b>	<b>0</b>	<b>1</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of May 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	2587	7076	28%	4594	8483	36%
NY	303	1359	5%	668	2394	5%
PA	229	1174	5%	470	1692	4%
IL	220	1274	5%	541	2177	4%
OH	204	1053	4%	447	2500	3%
GA	194	752	3%	371	1032	3%
MI	187	943	4%	344	1810	3%
NJ	175	724	3%	315	1180	2%
CA	168	727	3%	500	1306	4%
IN	147	690	3%	295	1598	2%
VA	137	528	2%	224	647	2%
NC	134	619	2%	221	778	2%
MO	129	611	2%	211	1182	2%
TN	128	495	2%	194	646	2%
WI	110	661	3%	231	1165	2%
MA	108	493	2%	252	837	2%
MD	97	454	2%	181	581	1%
TX	97	847	3%	426	1378	3%
AL	84	363	1%	158	518	1%
SC	81	329	1%	92	389	1%
KY	79	418	2%	132	589	1%
LA	78	283	1%	130	376	1%
MN	76	486	2%	203	1136	2%
CT	68	298	1%	189	594	1%
IA	54	279	1%	88	550	1%
MS	43	187	1%	62	206	0%
CO	39	208	1%	135	355	1%
AR	32	183	1%	66	322	1%
WV	32	169	1%	56	192	0%
NH	28	124	0%	47	173	0%
KS	26	158	1%	74	364	1%
AZ	25	186	1%	136	353	1%
WA	25	207	1%	137	392	1%
NV	20	95	0%	52	168	0%
PR	20	106	0%	22	64	0%
RI	18	77	0%	49	129	0%

PHASE V OF SOUTHWEST FLORIDA, INC.

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## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by State

For the month of May 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>
OK	17	168	1%	77	379	1%
DE	15	89	0%	37	110	0%
ME	14	114	0%	63	194	0%
NE	12	122	0%	48	262	0%
OR	11	95	0%	87	237	1%
NM	10	64	0%	27	110	0%
UT	9	45	0%	37	96	0%
SD	8	34	0%	21	106	0%
ID	6	52	0%	29	89	0%
VT	6	47	0%	20	63	0%
HI	5	29	0%	17	39	0%
AE	4	4	0%	0	3	0%
MT	4	40	0%	7	42	0%
DC	3	16	0%	16	23	0%
ND	3	36	0%	13	93	0%
WY	3	26	0%	17	39	0%
AK	0	22	0%	8	35	0%
AP	0	1	0%	0	3	0%
GU	0	0	0%	1	2	0%
VI	0	4	0%	1	2	0%
<b>Grand Total:</b>	<b>6,312</b>	<b>25,644</b>		<b>12,839</b>	<b>40,183</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of May 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	6312	25644	91%	12839	40183	98%
UNITED KINGDOM	350	2144	8%	31	230	0%
GERMANY	23	118	0%	23	291	0%
CANADA	10	204	1%	218	1107	2%
FRANCE	6	23	0%	4	35	0%
IRAN	4	6	0%	0	5	0%
ARGENTINA	3	6	0%	1	7	0%
BELGIUM	2	7	0%	1	12	0%
INDIA	2	8	0%	0	5	0%
MEXICO	2	6	0%	0	1	0%
SWITZERLAND	2	12	0%	1	13	0%
AUSTRALIA	1	2	0%	0	2	0%
AUSTRIA	1	3	0%	1	6	0%
BRAZIL	1	12	0%	2	16	0%
DENMARK	1	1	0%	2	5	0%
HUNGARY	1	2	0%	0	4	0%
IRELAND	1	5	0%	1	7	0%
ITALY	1	7	0%	2	19	0%
NETHERLANDS	1	9	0%	1	18	0%
PAKISTAN	1	2	0%	0	3	0%
POLAND	1	9	0%	1	5	0%
SERBIA/MONTENEG	1	2	0%	0	0	0%
UKRAINE	1	3	0%	0	0	0%
AFRICA	0	1	0%	0	0	0%
ALGERIA	0	0	0%	0	2	0%
BANGLADESH	0	4	0%	1	3	0%
BERMUDA	0	1	0%	0	0	0%
BULGARIA	0	1	0%	1	1	0%
CHILE	0	3	0%	0	0	0%
CHINA	0	1	0%	0	0	0%
COLOMBIA	0	0	0%	0	0	0%
CZECH REPUBLIC	0	1	0%	0	0	0%

# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of May 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>
ECUADOR	0	0	0%	0	1	0%
EGYPT	0	0	0%	0	0	0%
ENGLAND	0	21	0%	4	43	0%
ESTONIA	0	0	0%	1	1	0%
FINLAND	0	3	0%	0	1	0%
GEORGIA	0	0	0%	0	1	0%
GHANA	0	1	0%	3	4	0%
GREAT BRITAIN	0	1	0%	0	0	0%
GREECE	0	0	0%	0	1	0%
ICELAND	0	1	0%	0	0	0%
INDONESIA	0	4	0%	1	2	0%
IRAQ	0	2	0%	0	0	0%
ISRAEL	0	0	0%	0	1	0%
JAPAN	0	0	0%	0	1	0%
KAZAKSTAN	0	1	0%	0	0	0%
LITHUANIA	0	1	0%	0	0	0%
LUXEMBOURG	0	0	0%	0	1	0%
MACEDONIA, (YUG	0	1	0%	0	0	0%
MALAYSIA	0	1	0%	0	0	0%
MOROCCO	0	0	0%	0	0	0%
NETHERLAND	0	1	0%	0	0	0%
NEW ZEALAND	0	0	0%	0	0	0%
NIGERIA	0	1	0%	0	0	0%
NORTHERN IRELAN	0	1	0%	0	0	0%
NORWAY	0	2	0%	1	3	0%
OTHER	0	0	0%	0	0	0%
PERU	0	0	0%	1	1	0%
PHILIPPINES	0	3	0%	0	4	0%
PORTUGAL	0	1	0%	0	0	0%
RIO	0	0	0%	0	0	0%
ROMANIA	0	0	0%	0	1	0%
RUSSIA	0	4	0%	0	1	0%



# Naples, Marco Island, Everglades CVB

## Visitor Guide Request Summary by Country

For the month of May 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	2	0%	0	0	0%
SCOTLAND	0	2	0%	0	0	0%
SEERA	0	0	0%	0	0	0%
SINGAPORE	0	0	0%	0	1	0%
SOUTH AFRICA	0	1	0%	0	0	0%
SPAIN	0	7	0%	0	0	0%
SWEDEN	0	2	0%	1	5	0%
TAIWAN	0	0	0%	1	1	0%
THAILAND	0	1	0%	0	0	0%
TURKEY	0	0	0%	0	1	0%
UNITED ARAB EMI	0	1	0%	0	0	0%
URUGUAY	0	0	0%	1	1	0%
VENEZUELA	0	1	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>6,728</b>	<b>28,316</b>		<b>13,144</b>	<b>42,056</b>	

\*YTD = Fiscal Year

## Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of May 2009

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Arts &amp; Cultural Organizations</b>			
<b>Arts Organizations</b>			
United Arts Council	88	88	1%
<b>Arts Organizations</b>	<b>88</b>	<b>88</b>	<b>1%</b>
<b>Golf Guide</b>			
<b>Golf Guide</b>			
Play FL Golf	5939	6777	77%
<b>Golf Guide</b>	<b>5939</b>	<b>6777</b>	<b>77%</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>0%</b>
<b>Meeting Planners</b>			
<b>Market Group Fulfillment</b>			
In Market Group Fulfillment	5	7	0%
<b>Market Group Fulfillment</b>	<b>5</b>	<b>7</b>	<b>0%</b>
<b>Meeting Planner Kit</b>			
Meeting Planner Kit	7	61	1%
<b>Meeting Planner Kit</b>	<b>7</b>	<b>61</b>	<b>1%</b>
<b>Meeting Planner Non-Kit Fulfillment</b>			
Meeting Planner Non-Kit Fulfillment	0	4	0%
<b>Meeting Planner Non-Kit Fulfillment</b>	<b>0</b>	<b>4</b>	<b>0%</b>
<b>Post Show Followup</b>			
DC Destination Showcase Spring 2009	0	10	0%
Toronto Incentive Work	0	30	0%
<b>Post Show Followup</b>	<b>0</b>	<b>40</b>	<b>0%</b>
<b>Pre-Show Post Card</b>			
ASAE Springtime 2009	0	60	1%
<b>Pre-Show Post Card</b>	<b>0</b>	<b>60</b>	<b>1%</b>

## Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of May 2009

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
<b>Tour Operators</b>			
<b>Tour Operators</b>			
Other/Unknown	0	5	0%
<b>Tour Operators</b>	<b>0</b>	<b>5</b>	<b>0%</b>
<b>Travel Agents</b>			
<b>Travel Agents</b>			
Albany - WITS Luncheon	0	51	1%
Buffalo Luncheon	0	25	0%
Carolinas Travel Agent Show February 2009	0	129	1%
London Addison	0	171	2%
Luxury Travel Agents	0	331	4%
Montreal Addison	0	467	5%
Other/Unknown	0	5	0%
Ottawa-Gatineau Addison	0	104	1%
Rochester - Sales Calls	0	39	0%
Syracuse - Sales Calls	0	30	0%
Toronto Addison	0	442	5%
<b>Travel Agents</b>	<b>0</b>	<b>1794</b>	<b>20%</b>
 <b>Grand Total:</b>	 <b>6,039</b>	 <b>8,850</b>	

## Naples, Marco Island, Everglades CVB

## Arts Culture &amp; Heritage Request Summary by Source

For the month of May 2009

<u>SOURCE</u>	<u>REQUESTS</u>	<u>QTY</u>
<b>Consumer E-Marketing</b>	<b>543</b>	<b>543</b>
Visit Florida Downtowns & Small Towns	543	543
<b>Grand Total:</b>	<b>543</b>	<b>543</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>																														
2009 Official Florida Vacation Guide - Quick Check	Consumer Directories - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	193	0	0	0	0	0	0	0	0	0	0	0	0	193
2009 Official Florida Vacation Guide - Specific Target	Consumer Directories - Domestic US	0	0	0	0	0	0	0	68	0	56	0	125	0	164	0	109	0	0	0	0	0	0	0	0	0	0	0	0	522
2009 Great Florida Getaways	Consumer Directories - Domestic US	0	0	0	0	0	0	0	1	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
2009 Visit Florida SIP-Beach Getaway	Consumer Directories - Domestic US	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Florida Getaways Beaches 2 - Quick Check	Consumer Directories - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	
Florida Getaways Floridians 2-2008 - Quick Check	Consumer Directories - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	
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	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	0	
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	0	0	2	
<b>TOTAL Consumer Directories - Domestic US:</b>		<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>69</b>	<b>0</b>	<b>57</b>	<b>0</b>	<b>126</b>	<b>0</b>	<b>165</b>	<b>0</b>	<b>305</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>1</b>	<b>724</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	1	0	0	0	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	0	0
DestinationBrochures.com	Consumer E-Marketing - Domestic US	34	12	47	10	16	12	33	16	44	26	45	13	35	13	26	7	8	0	20	0	14	0	11	0	0	0	333	109	
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	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	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	0	0	22	3	
Other/Unknown	Consumer E-Marketing - Domestic US	2	6	5	5	4	0	6	6	5	0	3	0	4	1	4	3	3	0	4	0	4	0	5	0	5	0	49	21	
ParadiseCoast.com	Consumer E-Marketing - Domestic US	326	173	197	147	336	166	598	270	557	234	538	232	337	153	412	153	293	0	412	0	56	0	11	0	0	4,073	1,528		
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	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	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	0	0	127	0	
VisitFlorida.com	Consumer E-Marketing - Domestic US	1	5	4	1	2	2	0	4	10	4	3	3	3	1	1	4	3	0	3	0	3	0	3	0	3	0	36	24	
VisitFlorida.com - France	Consumer E-Marketing - Domestic US	2	0	0	0	1	0	2	0	0	0	0	0	0	1	0	0	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	0	
Visit USA - UK	Consumer E-Marketing - Domestic US	1	1	0	0	1	0	4	4	5	1	3	0	3	0	11	1	1	0	1	0	2	0	1	0	0	0	33	7	
<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>265</b>	<b>631</b>	<b>248</b>	<b>432</b>	<b>168</b>	<b>463</b>	<b>168</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>1,693</b>			
<b>Consumer Magazines - Domestic US:</b>																														
AAA Florida TourBook 2009 Edition	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	13	0	10	0	3	0	8	0	4	0	0	0	0	0	0	0	0	0	0	0	38	
Arthur Frommer's Budget Travel February 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	3	0	354	0	160	0	66	0	24	0	0	0	0	0	0	0	0	0	0	0	607	
Arthur Frommer's Budget Travel June 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	
Coastal Living June 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	
Conde Nast Traveler January 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	524	0	145	0	105	0	31	0	0	0	0	0	0	0	0	0	0	0	0	0	805	
Midwest Living March/April 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	0	0	0	0	503	0	341	0	134	0	0	0	0	0	0	0	0	0	0	0	978	
Other/Unknown	Consumer Magazines - Domestic US	4	0	1	0	3	1	1	5	7	0	13	0	5	2	8	7	2	0	1	0	4	0	5	0	0	54	15		
Southern Living Travel Florida February 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	24	0	882	0	351	0	129	0	75	0	0	0	0	0	0	0	0	0	0	0	1,461	
VF Insert (National Geographic Travel) April/May 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0	941	0	0	0	0	0	0	0	0	0	0	0	960	
Women's World Magazine Story January 26 2009	Consumer Magazines - Domestic US	0	0	0	0	0	0	0	20	0	8	0	3	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	33	
<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>1,399</b>	<b>13</b>	<b>1,125</b>	<b>5</b>	<b>597</b>	<b>8</b>	<b>1,189</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>4,900</b>			
<b>Consumer Newspaper - Domestic US:</b>																														
America's Best Vacations Out-of-State Insert March 2009	Consumer Newspaper - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	554	0	1,226	0	0	0	0	0	0	0	0	0	0	0	1,780	
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	6	12	3	10	0	3	0	0	0	0	0	0	110	16		
Visit Florida 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	0	2,715	
Visit Florida In-State Insert Spring 2009	Consumer Newspaper - Domestic US	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	2,465	0	0	0	0	0	0	0	0	0	0	0	2,467	
Visit Florida In-State Insert Summer 2009	Consumer Newspaper - Domestic US	0	0	0	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	

		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
Winnipeg Free Press (Canada)	Consumer Newspaper - Domestic US	0	0	0	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
<b>TOTAL Consumer Newspaper - Domestic US:</b>		<b>4</b>	<b>5</b>	<b>2</b>	<b>2,041</b>	<b>17</b>	<b>676</b>	<b>27</b>	<b>0</b>	<b>4</b>	<b>0</b>	<b>22</b>	<b>0</b>	<b>9</b>	<b>564</b>	<b>12</b>	<b>3,694</b>	<b>10</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>110</b>	<b>6,980</b>	
<b>Geographic Campaign:</b>																													
<b>Geographic Campaign - In-State</b>																													
Miami/Ft. Lauderdale Television	Geographic Campaign - In-State	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
Other/Unknown	Geographic Campaign - In-State	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2
<b>Geo-Targeted In-State Online</b>																													
Travelocity.com	Geo-Targeted In-State Online	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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>1</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>4</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>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>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>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>0</b>
<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	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	72
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	31	0	0	0	0	0	31	23
TIA Discover America SoGoNow.com - Direct Spring 2009	International - United Kingdom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	7	
TIA Discover America Sweepstakes - 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	2,415	0	0	0	0	2,415	1,152	
TIA Discover America Sweepstakes - General Spring 2009	International - United Kingdom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	338	0	0	0	0	0	0	0	0	0	0	0	338	
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	523	
VISITFLORIDA First News March 2009	International - United Kingdom	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
<b>International &amp; Canadian Markets</b>																													
VISITFLORIDA International Travel Planner 2009	International & Canadian Markets	0	0	0	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	3	2
<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>432</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>0</b>	<b>346</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>2,446</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2,449</b>	<b>2,121</b>	
<b>Niche Markets (Bridal/Honeymoon):</b>																													
Bridal Guide May/June 2009	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	77	0	223	0	222	0	0	0	0	0	0	0	0	0	0	0	0	522
Brides Florida March - September 2009	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	223	0	39	0	14	0	0	0	0	0	0	0	0	0	0	0	0	276
Other/Unknown	Niche Markets (Bridal/Honeymoon)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	
<b>TOTAL Niche Markets (Bridal/Honeymoon):</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>300</b>	<b>0</b>	<b>262</b>	<b>0</b>	<b>236</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>1</b>	<b>798</b>	
<b>Niche Markets (ECO):</b>																													
Audubon (Natural Wonders of Florida) March/April 2009	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	134	0	138	0	35	0	0	0	0	0	0	0	0	0	0	0	0	307
Audubon (Great Florida Birding Trail) November/December 2008	Niche Markets (ECO)	0	0	0	151	0	51	0	221	0	111	0	76	0	44	0	21	0	0	0	0	0	0	0	0	0	0	0	675
Echo Encounter March 4 2009	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	240	0	82	0	0	0	0	0	0	0	0	0	0	0	0	0	0	322
Undiscovered Florida 2009	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2

		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>TOTAL Niche Markets (ECO):</b>		0	0	0	151	0	51	0	221	0	112	0	451	0	264	0	56	0	0	0	0	0	0	0	0	0	0	1,306	
<b>Niche Markets (Fishing):</b>																													
FL Fishing & Boating Guide	Niche Markets (Fishing)	1	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	0	1	0	
<b>TOTAL Niche Markets (Fishing):</b>		1	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
<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>		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>Niche Markets (Senior):</b>																													
AAA Going Places South May/June 2009	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	256	0	0	0	0	0	0	0	0	0	0	257	
AARP - Southeast Region March/April 2009	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	2	0	3,800	0	1,146	0	361	0	0	0	0	0	0	0	0	0	0	5,309	
<b>TOTAL Niche Markets (Senior):</b>		0	0	0	0	0	0	0	0	0	2	0	3,800	0	1,147	0	617	0	0	0	0	0	0	0	0	0	0	5,566	
<b>Niche Markets (Shopping/Cultural/Dining):</b>																													
Niche Markets (Shopping/Cultural/Dining)	Niche Markets (Shopping/Cultural/Dining)	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 (Shopping/Cultural/Dining):</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	
<b>Travel Agent Directories:</b>																													
TIA Discover America Web	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	33	0	
FL Official Travel Directory Guide 2009	Travel Agent Directories	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
<b>TOTAL Travel Agent Directories:</b>		0	0	0	0	0	0	33	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	1	
<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	
<b>TOTAL Luxury Interest:</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	
<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	1	0	2	0	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	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	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	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	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	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	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	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	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	2	0	8	0	11	0	2	0	0	0	0	0	23	0			
Other/Unknown	Target Markets	0	0	0	0	0	0	0	0	0	0	0	3	0	8	0	8	0	3	0	10	0	9	0	41	0			
Tampa/St. Pete - Brighthouse	Target Markets	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	2	0	1	0	0	0	0	0	0	0	0	0	3	0			
Tampa/St. Pete - WFTS	Target Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	4	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	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	1	0	0	0	0	0	0	0	1	0			

		OCTOBER		NOVEMBER		DECEMBER		JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		JULY		AUGUST		SEPTEMBER		TOTAL			
		2007	2008	2007	2008	2007	2008	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	2008	2009	YTD 2008	YTD 2009		
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	0	1	0	2	0	7	0
<b>TOTAL TV / Target Markets:</b>		<b>7</b>	<b>0</b>	<b>11</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>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>0</b>	
<b>Miscellaneous:</b>																													
Friend/Relative		3	1	5	2	4	7	14	9	10	5	11	11	7	7	11	4	3	0	6	0	8	0	5	0	87	46		
Naples, Marco Island, Everglades CVB		0	0	1	4	1	1	11	2	5	6	3	8	4	5	2	0	2	0	0	0	3	0	0	0	32	26		
Other/Unknown		3	15	8	3	5	10	8	35	14	25	18	26	15	21	16	10	11	0	7	0	14	0	5	0	124	145		
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	
Travel Agent		2	0	3	1	2	0	5	1	8	5	7	8	4	2	0	2	2	0	0	0	3	0	0	0	36	19		
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>41</b>	<b>39</b>	<b>53</b>	<b>30</b>	<b>35</b>	<b>29</b>	<b>16</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>236</b>		
<b>2008 PUBLICATIONS 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	182	1		
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		
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	1	1		
Arthur Frommer's Budget Travel June 2008	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	5	41	16	149	12	29	19	64	0	30	0	91	0	0	0	588	126		
Ladies Home Journal April 2008	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 March/April 2008	Consumer Magazines - Domestic US	0	0	0	1	0	0	0	0	0	0	1,113	0	227	0	124	0	63	0	21	0	25	0	20	0	1,593	1		
Southern Living Travel July 2008	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		
Southern Living Travel June 2008	Consumer Magazines - Domestic US	0	30	0	16	0	13	0	14	0	15	0	9	0	6	2	11	339	0	301	0	90	0	59	0	791	114		
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		
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		
Visit Florida In-State Insert Summer 2008	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		
Visit Florida In-State Insert Fall 2007	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		
Bridal Guide January/February 2008	Niche Markets (Bridal/Honeymoon)	0	405	0	258	236	309	390	186	690	736	520	475	587	151	303	70	475	0	504	0	604	0	506	0	4,815	2,590		
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		
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		
Audubon (Great Florida Birding Trail (November/December 2007)	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 Car & Travel January 2008	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	1		
AAA Going Places North January/February 2008	Niche Markets (Senior)	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		
AAA Going Places South May/June 2008	Niche Markets (Senior)	0	9	0	62	0	0	0	0	0	0	1	0	5	0	434	0	31	0	674	0	270	0	34	0	1,449	71		
AARP - Mid-Atlantic Region September/October 2008	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		
<b>TOTAL 2008 PUBLICATIONS WITH 2009 LEADS:</b>		<b>601</b>	<b>1,168</b>	<b>2,219</b>	<b>671</b>	<b>1,057</b>	<b>419</b>	<b>661</b>	<b>204</b>	<b>1,003</b>	<b>756</b>	<b>1,877</b>	<b>500</b>	<b>9,343</b>	<b>169</b>	<b>2,852</b>	<b>100</b>	<b>2,164</b>	<b>0</b>	<b>2,963</b>	<b>0</b>	<b>1,153</b>	<b>0</b>	<b>3,171</b>	<b>0</b>	<b>26,560</b>	<b>3,987</b>		
<b>SUB TOTAL (Excludes Special Fulfillment):</b>		<b>1,025</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>2,633</b>	<b>2,583</b>	<b>6,610</b>	<b>9,846</b>	<b>3,372</b>	<b>3,460</b>	<b>6,728</b>	<b>2,634</b>	<b>0</b>	<b>3,468</b>	<b>0</b>	<b>3,755</b>	<b>0</b>	<b>3,268</b>	<b>0</b>	<b>34,567</b>	<b>28,316</b>		
<b>ARTS CULTURE &amp; HERITAGE</b>																													
Visit Florida Downtowns & Small Towns	Consumer E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	543	0	0	0	0	0	0	0	0	0	0	543	
<b>TOTAL ARTS CULTURE &amp; HERITAGE</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>543</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>543</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>ARTS &amp; CULTURAL ORGANIZATIONS</b>																												
<b>Arts Organizations</b>																												
United Arts Council	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	0	0	0	0	0	0	0	0	0	0	0	88
<b>TOTAL Arts Organizations:</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>88</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>88</b>	
<b>MEETING PLANNERS</b>																												
<b>*Pre-Show Post Card</b>																												
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	0	228	0
ASAE Springtime 2009	0	0	0	0	0	0	0	0	0	0	0	60	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60	0
Destinations Showcase	0	0	0	0	0	0	248	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	248	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	0	520	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	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	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	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	0
Tampa MPI Expo	0	0	0	0	0	0	0	0	0	0	0	0	44	0	0	0	0	0	0	0	0	0	0	0	0	0	44	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	0	409	0
<b>*Post Show Followup</b>																												
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	0	56	0	
Chicago Affordable Meetings	0	0	0	0	0	0	0	0	0	0	0	0	145	0	0	0	0	0	0	0	0	0	0	0	0	0	145	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	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	0	146	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	0
DC Destination Showcase Spring 2009	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0
DC Springtime	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34	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	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	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	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	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	79	0	0	79	0	
MIL0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	74	0	0	0	0	0	0	0	0	0	0	0	74	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	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	0	25	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	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	0
Pow Wow	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	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	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	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	
<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>																												
Market Group Fulfillment	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	5	0	0	0	0	0	0	0	0	0	0	7	0
Meeting Planner Kit	12	6	10	5	7	6	11	9	6	11	7	11	8	6	12	7	11	0	37	0	8	0	7	0	0	136	61	
Meeting Planner Non-Kit Fulfillment	0	1	0	0	0	1	0	2	2	0	1	0	0	0	0	1	0	1	0	15	0	1	0	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	3	0	0	1	0	1	0	0	2	1	0	0	0	0	1	0	0	0	0	0	0	6	5	

	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>TRADE SHOWS</b>																											
Vakantiebeurs Trade Show	0	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>TRAVEL AGENTS</b>	0	0	2	0	0	0	0	0	0	0	0	0	0	36	0	0	0	0	0	0	0	0	0	0	0	38	0
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	0	51	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
Carolinas Travel Agent Show February 2009	0	0	0	0	0	0	0	0	0	0	0	0	0	129	0	0	0	0	0	0	0	0	0	0	0	129	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	7	1	4	0	3	10	0	8	0	5	0	0	0	49	5	
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	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 Calles	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
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	75	0	
<b>GOLF GUIDE</b>																											
Play FL Golf	0	0	0	153	0	184	0	0	0	501	2,541	0	2,016	0	656	5,939	253	0	13	0	0	0	161	0	5,640	6,777	
Play FL Golf - UK	0	0	0	0	0	0	0	0	0	0	0	0	0	0	320	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	3	0	
<b>SPA GUIDE</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
<b>BOATING &amp; FISHING GUIDE</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
<b>PROMOTIONS</b>																											
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
<b>PR MAILINGS</b>																											
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	1	0	
Press Kit - MP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	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	1	0	0	0	1	0	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
<b>WEDDING GUIDE</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
<b>SMERF GROUP LEADERS</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
<b>MAILINGS TO PARTNERS</b>	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
<b>MAILINGS FOR PARTNERS</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
<b>COLLIER FILM COMMISSION</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
<b>TOTAL SPECIAL FULFILLMENT:</b>	444	40	14	158	313	1,390	408	490	18	513	2,554	81	2,800	139	1,066	5,951	863	0	66	0	113	0	254	0	8,913	8,762	
<b>GRAND TOTAL OF REQUESTED PUBS:</b>	1,469	1,429	2,517	4,244	1,762	3,026	1,813	2,352	1,693	3,146	5,137	6,691	12,646	3,511	4,526	12,679	3,497	0	3,534	0	3,868	0	3,522	0	43,480	37,078	

	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	4	153	10	25	77	7	0	9	0	0	0	0	0	0	411	103	
af.paradisecoast.com	1	0	1	2	7	0	17	1	74	49	9	1	32	5	6	2	6	0	4	0	1	0	1	0	159	60		
au.paradisecoast.com	0	0	6	0	1	0	3	5	1	15	60	38	3	5	1	3	5	0	1	0	0	0	3	0	84	66		
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	2	0	3	1	0	1	0	12	0	0	1	0	720	4		
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	5	41	4	2	0	9	17	5	0	2	0	5	0	0	0	106	97		
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	0	4	4	10		
gg.paradisecoast.com	4	1	51	1	1	0	2	1	0	0	0	3	4	3	5	22	1	0	56	0	0	0	0	0	124	31		
golf.paradisecoast.com	3	36	1	99	0	190	1	173	1	165	89	106	3	78	3	80	15	0	18	0	8	0	8	0	150	927		
golf.paradiseCoast.com	0	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	
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	0	
ip.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	1	0	0	1	0	2	0	82	0	1	0	696	1		
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	144	246	129	177	69	359	95	505	0	410	0	137	0	6	0	3,780	1,007		
ml.paradisecoast.com	0	0	0	0	0	0	1	0	3	0	14	0	1	37	0	0	0	0	0	1	0	2	0	0	22	37		
mpp.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	1	0	0	0	2	0	3	2		
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	0	
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	87	0	45	0	26	0	234	0	0	0	0	0	0	7	0	7	524		
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	0	
paradisecoast.com.	0	0	0	0	0	0	0	2	0	0	0	1	0	4	0	1	0	0	0	0	0	0	0	0	0	8	0	
paradisecoast.de	0	0	0	2	0	17	0	19	0	65	0	78	0	62	0	136	0	0	0	0	0	0	0	0	0	379	0	
paradisecoast.milesmediagroup.com	0	0	1	16	2	27	16	47	6	50	36	55	91	56	37	13	112	0	87	0	0	0	31	0	419	264		
paradisecoastblueway.com	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	3	0	
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	0	
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	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	0	
sl.paradisecoast.com	0	0	0	1	0	0	0	0	0	0	0	1	0	1	88	1	11	0	58	0	32	0	3	0	192	4		
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	0	
sun.paradisecoast.com	0	0	0	0	0	0	0	1	0	0	0	2	0	2	0	4	0	0	0	0	0	0	0	0	0	9	0	
ta.paradisecoast.com	870	130	452	165	192	290	266	239	213	216	225	190	164	114	297	226	509	0	418	0	133	0	40	0	3,779	1,570		
uf.paradisecoast.com	558	0	242	0	4	1	2	1	4	0	0	5	3	0	0	0	2	0	0	0	1	0	0	0	816	7		
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	0	
wed.paradisecoast.com	0	5	0	7	0	121	0	184	0	185	0	84	0	40	0	75	0	0	416	0	90	0	2	0	508	701		
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	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	3	0	
www.ParadiseCoast.com	0	0	0	0	0	0	0	0	0	2	0	5	0	3	0	1	0	0	0	0	0	0	0	0	0	11	0	
www.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	0	1	0	
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	0	
www.paradisecoast.de	0	0	0	0	0	0	0	0	0	139	0	83	0	121	0	93	0	0	0	0	0	0	0	0	0	436	0	
www.paradisecoastblueway.com	2	0	4	0	6	3	1	8	4	4	19	3	4	0	1	3	3	0	3	0	0	0	4	0	51	21		
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>1,127</b>	<b>799</b>	<b>838</b>	<b>702</b>	<b>641</b>	<b>852</b>	<b>1,088</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>6,639</b>		
Total Views	370,246	300,185	300,476	403,294	343,101	333,164	483,985	480,970	392,138	382,949	537,181	420,567	492,071	535,277	469,921	581,702	564,081	0	387,936	0	284,818	0	247,279	0	4,873,233	3,438,108		
Unique Monthly Visitors	96,851	64,721	83,190	57,661	89,648	68,591	108,055	85,077	87,410	74,927	109,982	78,396	123,312	75,771	119,685	83,453	94,909	0	74,006	0	62,909	0	58,285	0	1,108,242	588,597		