



## DIRECTOR'S REPORT

### ACTIVITIES

- Vakantiebeurs Trade Show- Netherlands
- HSMAI Adrian Awards – New York City
- New York Media Mission & Event
- Destinations Showcase- Meeting Planner Trade Show- Washington DC
- Collier Lodging Association Board Meeting
- Naples Visitor Bureau Board Meeting
- Children's Museum Board Meeting
- Sports Council Meeting
- Bob Harden Radio Interview- WGUF

### TRADE SHOWS

Vakantiebeurs- Netherlands

Met with 40 tour operators and 12 press contacts

Destinations Showcase- DC

Met with 20 National meeting planners – 5 RFP's

Visit USA- Brussels

Presented training to 75 travel agents

Met with 22 tour operators at mini trade show

ITB- Berlin

30 pre-scheduled appointments with tour operators and press

75 journalists at Visit Florida reception



## SALES DEPARTMENT- Debi DeBenedetto and Jennifer Leslie

### Communications

- Alan Maltz Project communications
- Media requests referred to JoNell

### Industry Relations - Debi

- FSAE Annual Meeting Planning Committee
- March 4 Advisory Roundtable
- Philadelphia Sales Blitz planning, Event, Pharma meeting and sales Blitz
- iDSS Live to partners

### New Product Development - Debi

- Bridal Guide
- Golf Guide

### Promotions – Debi

- VIP-
  - Solicit participants for 2010 program
- Site Visits
  - 3 sites for tour operators in destination

### Sales –Debi – Trade Shows

- Boston Globe Travel Show Feb. 18-21
- HelmsBriscoe Annual Meeting – Jan. 21 -23
- Florida Huddle Jan. 24-26
- Planning Connection – Gainesville University planners Expo & Reception sponsored by CVB, Naples Beach Hotel and Hilton Naples
- RFP 23 Leads sent out Jan. 15 , 2010 – March 4, 2010- 10,666 potential room nights – 4 Groups booked since last report for 1,790 rooms nights booked \$427,810.00estimated room revenue – 1,800,000 estimated economic impact 1.8 million



## PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Bryant

*Click on highlighted text to view online version of story.*

### **FamilyTravelForum.com**

***Kids Help Track Dolphins off Florida Gulf Coast and Get Naming Rights for \$27.*** CVB's recent New York travel media event, coordinated by BCF, has already resulted in a feature story on the Dolphin Explorer, one of the destination partners at the event. Reporter Lee Dunlap interviewed Capt. Chris Desmond at the event and files this report:

[http://www.familytravelforum.com/how/vacation\\_deals/13985-Kids-Help-Track-Dolphins-off-Florida-Gulf-Coast-and-Get-Naming-Rights-for.html](http://www.familytravelforum.com/how/vacation_deals/13985-Kids-Help-Track-Dolphins-off-Florida-Gulf-Coast-and-Get-Naming-Rights-for.html)

### **ESPN2 & ESPNOutdoors.com**

***George Poveromo's World of Saltwater Fishing: Everglades 2-Step.*** CVB provided production underwriting and planning assistance for the crew of this top-rated ESPN2 fishing show during filming last June, the result of story pitch efforts by BCF. The episode aired at 7:30 am on March 7. This accompanying written story appears on ESPNOutdoors.com. [Everglades City two-step - ESPN](#)

### **Going For Golf (UK)**

***Florida's Paradise Coast: Watch the Birdies.*** CVB arranged itinerary for writer Andrew Griffin in December resulting in this cover story/destination feature that will be followed by a sweepstakes with Virgin Holidays arranged by our UK representative.

[http://www.goingforgolf.com/destinations/article/floridas\\_paradise\\_coast\\_watch\\_the\\_birdies/](http://www.goingforgolf.com/destinations/article/floridas_paradise_coast_watch_the_birdies/)

### **Business Currents (monthly magazine of Greater Naples Chamber of Commerce)**

***Collier County's Tourism Industry Works Harder and Smarter to Hold Market Share.*** CVB's JoNell Modys wrote the feature article for the February 2010 issue. <http://www.napleschamber.org/news-press/business-currents/detail.aspx?id=4785>

### **Meetings South**

***Full Speed Ahead: Gulf Coast destinations are on the upswing.*** CVB provided news releases on *What's New and Meetings* and approved photo request for this round-up story that includes mention of Naples Botanical Garden, C'mon, Naples Bay Resort, our beaches and more. <http://bit.ly/apogaH>

### **Toronto Sun**

***Going Loopy for Florida.*** Writer Mitchell Smyth reports on his unusual journey on Loop Road in Big Cypress National Preserve. CVB met with him several years ago at a Toronto media event and followed up with thanks for this story. <http://www.torontosun.com/travel/usa/2010/03/02/13084931-gmi.html>

### **Southern Boating**

***Islands at the End of the Road – Everglades City and Chokoloskee: Two towns, 10,000 islands, 1,000 people, 0 traffic lights***



Destination feature article highlights the things to see and do in Everglades City and Chokoloskee from a boater's viewpoint. Quotes from Capt. Charles Wright of Everglades Area Tours.

<http://www.southernboating.com/category/destinations/page/4/>

**Conde Nast Moveable Feast, [www.truth.travel](http://www.truth.travel)**

**Naples & the Everglades.** The new video blog reporting team of Molly Chen and Julia Bainbridge paddled the Everglades, explored Keewaydin Islands and relaxed at The Ritz-Carlton Naples in addition to dining at Sea Salt on Third Street South on this expansive new site by Conde Nast Traveler. CVB & BCF followed up with a desk side visit with Julia Bainbridge in New York at Conde Nast headquarters to say thanks for this story, suggest ideas for future coverage, and to introduce them to the team from Naples Tomato, who announced their first franchise for Greenwich, CT. Bainbridge confirms they will do a story on the new Naples Tomato in Connecticut. <http://food.truth.travel/2010/01/video-naples-and-the-everglades.html>

**The Holiday Show – Ireland**

**Florida episode.** A new national travel show in Ireland, *The Holiday Show*, filmed a Florida show recently and the CVB assisted the crew to film in the Everglades City area. There is no link available to separate show segments, so this is a long video: [Here is a link to that entire Florida episode.](#)

**Media Relations**

**New York Media Event**

The CVB's first dedicated destination event for New York-based travel media, coordinated by our team at BCF, was a success, despite huge challenges due to ongoing severe winter weather in the northeast. The event has already produced a feature story on FamilyTravelForum.com and the effort continues to result in strong relationships with all event attendees and those that expressed interest but weren't able to make it to the actual event.

**Story Pitches and Info Submissions**

BCF made over a dozen submissions based on editorial leads or response to inquiries.  
CVB made over a twenty submissions based on editorial leads or response to inquiries.  
CVB approved more than a dozen photo download requests.  
CVB fulfilled four video requests

**Florida Outdoor Writers Association (FOWA)**

CVB and Greenlinks Golf Resort & Conference Center submitted a bid to host this annual conference for outdoor journalists in late August or early September 2011. At the time of the submission of this report, our bid was ranked #1 and the FOWA board was planning a vote.

**Press in Destination**

**Keith Bellows, Editor, *National Geographic Traveler***

CVB contacted Bellows months in advance of his visit to speak at the Imagine Solutions



Conference and suggested a variety of activities. He was most interested in those that involved fun, educational opportunities for children. He visited Rookery Bay's Environmental Learning Center and participated in the Dolphin Explorer cruise. He plans to include mention of Dolphin Explorer in the September issue of the magazine.

**Paul Knowles, Canadian freelancer**

CVB arranged itinerary and paid media rate for accommodations in support of his visit, which will result in coverage in a variety of Canadian publications including *Southbound* and *Forever Young*.

**Laura Miller, Southwest Florida Insiders Guide**

BCF arranged itinerary and arranged accommodations for guide book writer.

**News Releases**

Discover the Paradise Coast – NY media event release included destination information and information about all the participating destination partners. This was issued to all attendees and interested journalists who wanted to attend but couldn't make the actual event.

Heart & Soul Honeymoon Contest – agency drafted and distributed released focusing on honeymoon sweepstakes to more than 450 travel media.

2010 Events – Release issued and pitched by BCF to calendar editors.

Paradise Connection media e-news issued week of 3/8 to close to 500 travel media contacts.

Tweepstakes Winner – Agency released news via social media channel on winner of TweepStakes.

Pro Bowl TweepStakes Announcement – Agency pitched to more than 580 journalists along with announcement of Football Fan specials on Web site.

Paradise Priced Perfectly – Destination values released issued week of 3/8.

Secret Treasures – news about little known aspects of the destination issued week of 3/29.

**International PR**

Numerous leads for press visits forwarded to CVB

Preparations for ITB Berlin.

Hosted Canadian journalist Paul Knowles.

**Social Media**

Twitter and Facebook postings detailing destination news, area events, etc. Facebook page opened up for full access Fan posting to main page Wall.



@ParadiseCoast Twitter has 522 followers

www,Facebook.com/theParadiseCoast has 399 followers. 65% Female, 33% male,

**Future Projects**

Consumer FAM tentative for April

Outdoor FAM tentative for May.

VISIT FLORDIA Media Mission with desk side visits to travel media in Philadelphia/Washington D.C./Baltimore April 12-16.

VISIT FLORIDA New York Media Receptions for Consumer and Outdoor media April 27, 28.  
Desk side visits to other travel media in New York April 26-28.

POW WOW May 2010.



## FILM OFFICE – Maggie McCarty

### PRODUCTION NOTES

- Golf Channel – TV coverage
- Group 520 – documentary
- A Magazine - print

### WORKING LEADS

- OTR Films – commercial
- Lynn Kyle Productions – still photography
- SHC Global – commercial
- Drumstick Ice Cream - commercial
- Boston Proper – catalogue
- Johnson & Johnson – TV commercial
- Paramount Pictures – feature film
- Johnson-Rauhoff, Inc. – still photography
- ALL CURRENT PRODUCTION

### ***OPERATIONS***

- VisionNet upload
- Lead/inquiry response
- Monthly Revenue Tracking



## SPORTS COUNCIL – Ralph Pryor & Nicole Curran

### January Events

1. Kelme Cup
  - a. 1,488 Hotel Room Nights
  - b. \$7,440.00 in Rebates

### February Events

1. Nations Baseball Tournament
  - a. 8 Hotel Room Nights
  - b. \$40.00 in Rebates
2. SWFL Battle of the Bats
  - a. 10 Hotel Room Nights
  - b. \$50.00 in Rebates
3. NSA Adult Softball
  - a. Pending Room Nights

**Total Direct Economic Impact All Jan. /Feb. Events = \$460,625.00**

### March Events

1. NSA Adult Softball 3/6/2010
2. USSSA Global Qualifier 3/12/2010-3/14/2010
3. Nations Baseball West Coast Slugfest 3/19/2010-3/21/2010
4. FYSA/NYSC State Cup Soccer 3/27-3/28/2010

### April Events

1. 3v3 Soccer Live Event 4/3/2010
2. NSA Girls Fast Pitch Softball 4/10-4/11/2010
3. Bill Longshore High School Girls Fast Pitch Softball 4/16-4/18/2010
4. Football Frenzy 4/24/2010-4/25/2010

### \*\*Newest Sports Council Members\*\*

1. Naples Grande Beach Resort

McDonald's Restaurants (all 20 locations)





## OMMAC- UK REPRESENTATIVES

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

#### **Virgin Holidays / Visit Florida co-hosted Breakfast, 18 January, at their offices in Crawley:**

The Naples, Marco Island and Everglades CVB participated with Visit Florida on a joint co-op hosted breakfast for the reservations staff. This event was scheduled for 8<sup>th</sup> Jan but was postponed due the severe bad weather in the UK. The format was very a networking event aimed to generate further good will / motivation activity for the Virgin Holidays staff.

Other areas participating were Ft Myers, Miami & Florida Keys. Senior directors from Virgin Holidays participated with us including Amanda Wills, Managing Director.

Virgin Holidays very much appreciated the support – especially as the weather over the past weeks has been so cold & some staff struggled to get into work.

A further event is planned over the next few months for an exclusive dinner with Virgin Holidays Managers / directors.

Distributed: 40 Visitor Guides / 20 Golf Guides / 40 Passport Guides

Fielded 164 Phone & e-mail inquiries

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

**Full body scanners are to be introduced at UK airports.** The measure has been demanded by prime minister Gordon Brown in the wake of the foiled bombing of an aircraft flying from Amsterdam to Detroit on Christmas Day. Increased security covering travellers from 14 countries to the US has also been introduced. But critics of Brown claimed the kneejerk response to the Detroit incident would do little to prevent terrorists passing through airports carrying sophisticated explosives strapped to their bodies.

**The US Transportation Security Administration has issued new security directives to all airlines carriers with inbound flights from January 4.** The new directive includes "long-term, sustainable" security measures developed in consultation with law enforcement officials and domestic and international partners.

"Because effective aviation security must begin beyond our borders, and as a result of extraordinary co-operation from our global aviation partners, TSA is mandating that every individual flying into the US from anywhere in the world travelling from or through nations that



are state sponsors of terrorism or other countries of interest will be required to go through enhanced screening," a statement said. "The directive also increases the use of enhanced screening technologies and mandates threat-based and random screening for passengers on US bound international flights."

**Heavy snow falls** led to travel disruption across much of the UK with many airports shut, roads impassable and rail services subject to delays and cancellations. Flights were being delayed or airports closed at Heathrow, Gatwick, Glasgow, Leeds/Bradford, Bristol, Southampton, Birmingham and Luton. It is confirmed as the worst weather in 30 years.

**Indication as strong that 2010 will be a more stable financial year & early bookings following the slow down with the bad weather are now picking up & bookings for 2010 are positive.**

**The top 50 most searched for destinations from UK airports for travel in 2010 have been revealed (Competitive destinations).**

Malaga is in the top spot, moving up one place from last year. Tenerife and Alicante are second and third, meaning Spain takes the top three positions, according to the data from travel search site Skyscanner. Spain is yet again the most popular country for Britons to visit, with 11 Spanish destinations within the top 50, five of which are in the top 10.

**Orlando** is a new entry into the top ten, rising 12 places since last year. **New York** breaks into the top 10, up five positions from last year.

Palma comes in 8th, down one place since last year; Lanzarote is ninth, rising four places, and Geneva is 10th, dropping two places. New entries to the top 10 are Johannesburg and Cape Town, which will be hosting the World Cup in 2010. Melbourne, Kuala Lumpur and Hong Kong also entered the top 50.

Destinations dropping most in search volume are Edinburgh, Salzburg, Murcia, London and Fuerteventura. Skyscanner co-founder and business director Barry Smith said: "These early indications show that Spain is still by far the most popular destination for British travelers.

"Medium and **long haul locations** also seem to be on the rise compared to last year, **suggesting that holiday budgets may be growing after a tough financial year.**"

1. Malaga, (Spain) [+1]
2. Tenerife (Spain) [+2]
3. Alicante (Spain)[0]
- 4. Orlando (USA) [+12]**
5. Dalaman (Turkey) [0]
6. Faro (Portugal) [0]
- 7. New York (USA) [+5]**
8. Palma (Spain) [-1]



- 9. Lanzarote (Spain) [+4]
- 10. Geneva (Switzerland) [-2]

**Holiday findings have found that smaller independent operators come out on top against their larger rivals.** France specialist VFB Holidays was at the top achieving a 94% customer score, and five stars for its customer service, accommodation, overall organization and any journeys involved in the holiday. Which? members who had taken a VFB holiday described the tour operator as "efficient" and "dependable".

But Cosmos and Thomas Cook were bottom of the table, scoring 57% and 58% respectively. Fewer than half of people who booked their holiday with Cosmos described the company as efficient, while Thomas Cook received a lower rating than any other tour operator for its reps, and only a third of its customers found its brochure to be very accurate when describing destinations.

Rochelle Turner, head of research for Which? Holiday, said: "It's great to see the small operators doing so well. They have the advantage of being able to offer a more personalised service - something valued by many. "However, larger tour operators still have an important role to play in offering affordable holidays to families.

Very interestingly the survey also revealed that, despite the credit crunch, the amount that **members spent on a holiday in the last 12 months was more than in 2008** – rising from just under £900 per person to more than £1,000 on average.

**Upcoming Events:**

Virgin Holiday special co-hosted dinner for management & Directors – TBC

Bon Voyage Tour Operator – Consumer event 18 Feb – Southampton

UK co-up marketing campaign – various partners

Planning for remainder of the year

UK Mailing House – set up for local distribution of literature

**Estimated Value Summary of Leads/ Activity:**

	Lead / Activity	Value \$	Potential Room Nights	Economic Impact \$



1	<b>Going for Golf</b> 5-page article plus reader offer	\$18,000		
2	<b>Virgin Holiday</b> co-hosted event		80,000	19,200,000.00

## DIAMONDE- EUROPEAN REPRESENTATIVES

### SUMMARY OF ACHIEVEMENTS

- ✧ **Tour Operator**
  - TUI Germany: Res team **training of 18 agents (TUI and Airtours agents)** at the head office in Hanover, Feb 25
  - Travel Trend, Netherlands: Organized lunch and excursions around Peter van Veenendaal's visit to the Naples area
  - EXIT Reisen, Netherlands: followed up on personal visit at Vakantiebeurs to introduce personally; Mrs. Letgers will try to come by our booth at ITB
  - USA Funvacations, Netherlands: followed up on personal visit at Vakantiebeurs and sent maps
  - Kuoni, Netherlands: contacted new contracting manager Mt. ten Cate to introduce ourselves and ask for ITB appointment, but he did not want to set one; he will try to come by when time allows
  - Received nearly all **room night numbers** from the contacted tour operators.
  - DERTOUR: stayed in contact regarding advertorial in "Abenteuer & Reisen" to guarantee timely delivery
  - Completed **TO screening** for winter 2009/10 and summer 2010 of all mainstream TOs
    - ✓ compiled screening into folder for ITB 2010
- ✧ **Travel Agent**
  - In total **14** sales calls to travel agencies in Germany, Switzerland & Austria
    - **08** sales calls in Vienna and Zurich , Feb 1 and Feb 4, 2010
    - **06** sales calls in Munich, Feb 18 & 19, 2010
    -
- ✧ **MARKETING (Paradise Ads)**



- Assisted in various ad campaigns organized by Paradise Advertisement
  - ✓ FVW Online Ad
  - ✓ FL Sun Magazine
  - ✓ Abenteuer und Reisen

#### ✧ **PRESS**

- Prepared all relevant information for Visit Florida press event on March 10 in Berlin during ITB
- Signed up for advertorial in German travel magazine "Abenteuer & Reisen" in coop with DERTOUR

#### ✧ **EVENT (FAM trips, roadshows, exhibitions)**

- **Attended Visit USA Seminar in Vienna**, Austria, Feb 1, 2010 (workshop for 85 agents)
- **Attended Visit USA Seminar in Zurich**, Switzerland, Feb 3, 2010 (workshop for 410 agents)
- Attended **F.re.e** in Munich (5 day consumer fair), February 18-22, 2010

#### ✧ **CONSUMER**

- Brochure inquiries during the month of February through the website:
  - Consumers: 9
  - Travel agents: 1

## NEWS FROM THE MARKETPLACE

Travel Inside, Feb 11, 2010 (summary)

### ***Interest in USA continues***

### **Visit USA seminar 2010 clearly supported the uptrend of America in the Swiss market**

According to the event organizer Heinz Zimmermann (Top Line Marketing) the Visit USA seminar 2010 registered around 410 attendees. With a decrease in exhibitors



(from 56 to 51) this represents an increase compared to the previous year (402 Visitors).

“In view of the local bad weather forecast and in view of the current situation in tourism this is more than satisfactory”, said Zimmermann. With 397 official registrations this number of participants means that even almost 20 “Go-Shows” attended.

The location seemed to be perfect for a function of this size. Werner Wiedmer (Chairman Visit USA Committee) confirmed that the 29<sup>th</sup> VUSA event was a success.

The success is emphasized by the missing negative feedback from the exhibitors as well as from the visitors. The workshop and market place style which was adopted last year proved itself.

Further improvement in summer 2010 sales in January

**Holiday bookings continued to improve last month with a 1.4% rise that has reduced the cumulative drop for summer 2010 sales to just 1.3%, according to the latest GfK monthly survey of 1,200 tourism-focused travel agencies.**

The 1.4% rise is the fifth monthly increase in a row. Summer bookings were up 0.5%, thus reducing the cumulative fall to 1.3% from 2.7% as of December. Given the poor bookings at the start of 2009, however, the figures represent a stabilization rather than a sustained recovery.

According to the GfK survey, bookings for August are up by 3.2% but July is down 4%. June is particularly weak with an 8.4% fall and September has a 4.1% decline. But October is much stronger with a 9.9% rise in bookings and May has a slight 0.9% increase.

The current winter season has also improved although it remains well down on last year with a 7.8% decline to date. There was a fairly high proportion of late sales last month, with 29% of all travel agency bookings in January being for winter holidays. As a holiday month, January ended with lower bookings but February and March will close with higher revenues than last year, GfK said.

## MARCH ACTIVITIES

✧ ITB attendance

Sales calls in Cologne and Rhineland, March 22-25, 2010.