

MARKETING PARTNER REPORTS March 2010



Tourist Tax Collections

Collier County Tax Collector

Tourist Tax Collections

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total
1999	640,480	1,267,608	1,317,499	1,371,476	784,833	488,066	364,773	433,180	345,039	308,092	429,610	512,719	8,263,375
2000	700,014	1,238,022	1,410,142	1,465,756	855,005	521,455	451,648	414,920	364,720	340,269	402,161	567,687	8,731,799
2001	729,455	1,392,218	1,484,889	1,560,447	889,288	553,759	410,521	484,722	361,650	217,367	318,386	453,326	8,856,028
2002	583,811	1,227,724	1,413,825	1,533,979	821,961	494,400	364,389	370,036	395,650	271,002	375,384	491,145	8,343,306
2003	597,396	1,138,004	1,356,372	1,480,581	873,340	553,456	398,901	426,851	408,007	340,101	377,056	585,332	8,535,397
2004	689,388	1,204,591	1,674,850	1,688,035	1,018,887	588,052	452,253	521,027	580,653	374,394	534,965	567,158	9,894,253
2005	839,654	1,400,804	1,657,258	2,015,875	997,580	661,153	507,831	542,394	385,377	338,173	523,284	836,793	10,706,176
2006	1,058,211	1,735,579	2,241,964	2,441,129	1,500,894	954,244	734,243	725,247	544,998	436,452	605,668	859,051	13,837,680
2007	1,056,702	1,835,999	2,338,801	2,608,708	1,501,529	907,302	746,001	710,183	622,286	525,638	689,286	800,592	14,343,027
2008	1,240,865	1,923,205	2,310,172	2,713,577	1,577,193	866,202	805,292	757,042	586,617	399,869	619,243	798,658	14,597,935
2009	1,127,737	1,634,522	1,975,391	2,021,992	1,229,845	748,687	580,021	639,464	569,707	444,949	546,988	745,094	12,264,397
2010	1,057,680	1,678,598											2,736,278
Proj 10	1,125,000	1,639,000	2,075,000	2,318,000	1,359,000	824,000	656,000	666,000	570,000	400,000	620,000	798,000	13,050,000

Comparison with Prior Calendar Year

BREAKDOWN	YEAR TO DATE 2008	YEAR TO DATE 2009	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	\$ 1,634,522	\$ 1,678,598	+ \$ 44,076	+ .27%
YEAR TO DATE	\$ 1,634,522	\$ 1,678,598	+ \$ 44,076	+ .27%
HOTEL / MOTEL				
MONTH TO MONTH	\$ 926,626	\$ 1,010,110	+ \$ 83,484	+ 9%
YEAR TO DATE	\$ 926,626	\$ 1,010,110	+ \$ 83,484	+ 9%
REALTORS				
MONTH TO MONTH	\$ 540,182	\$ 539,102	- \$ 1,080	- .20%
YEAR TO DATE	\$ 540,182	\$ 539,102	- \$ 1,080	- .20%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	\$ 116,316	\$ 88,328	-\$ 27,988	- 24%
YEAR TO DATE	\$ 116,316	\$ 88,328	-\$ 27,988	- 24%

Comparison with Prior Fiscal Year

BREAKDOWN	FISCAL 08-2009	FISCAL 09-2010	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	\$ 1,634,522	\$ 1,678,598	+ \$ 44,076	+ .27%
YEAR TO DATE	\$ 4,180,160	\$ 4,028,360	- \$ 151,800	- 3.63%
HOTEL / MOTEL				
MONTH TO MONTH	\$ 926,626	\$ 1,010,110	+ \$ 83,484	+ 9%
YEAR TO DATE	\$ 2,962,303	\$ 2,803,106	- \$ 159,197	- 5.37%
REALTORS				
MONTH TO MONTH	\$ 540,182	\$ 539,102	- \$ 1,080	- .20%
YEAR TO DATE	\$ 854,881	\$ 859,173	+ \$ 4,292	+ .50%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	\$ 116,316	\$ 88,328	- \$ 27,988	- 24%
YEAR TO DATE	\$ 263,736	\$ 256,038	- \$ 7,698	- 2.92%

Advertising Report

Paradise Advertising &
Marketing, Inc.

Winter Northern U.S. Campaign

OVERVIEW

- \$1.1 million leisure campaign carrying “Paradise Priced Perfectly” value messaging.
- Markets: New York, Chicago and Philadelphia
- Timing: January 17th – March 14th, 2010
- Media: Spot and cable television, online, e-mail and print.

Winter Northern U.S. Campaign PROMOTION

- “Girlfriends’ Getaway” promotion with ABC surrounding *Cougar Town*
 - Generated over 23,000 entries



Enter below for your chance to win!

Girlfriends Getaway Sweepstakes

Naples Marco Island Everglades PARADISE COAST

Win a trip for 4 to Florida's Paradise Coast™ to Shop, Spa and Dine.

Airfare and Limo to hotel
3 Nights Deluxe Accommodations
Golf • Wave Runner • Sailing • Spa
\$2000 shopping spree

Roll Over for Full Prize details

MARCO ISLAND RESORT & SPA
Marriott

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Message Awareness:

- 54.6% of January visitors report having seen promotional message for area
- 56% of these respondents were influenced by the message content.

Web Inquiry:

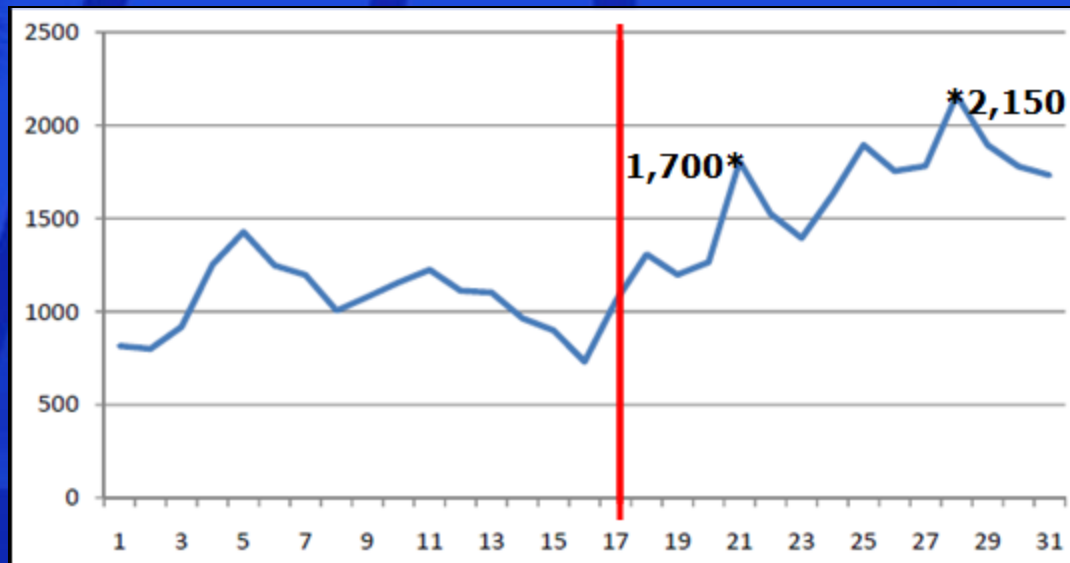
- ParadiseCoast.com
 - Web traffic up 23% over January 2009
 - New York, Philadelphia and Chicago represent 64% of January web visits.

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry:

- ParadiseCoast.com
 - Web traffic increased significantly following campaign launch, January 17th.

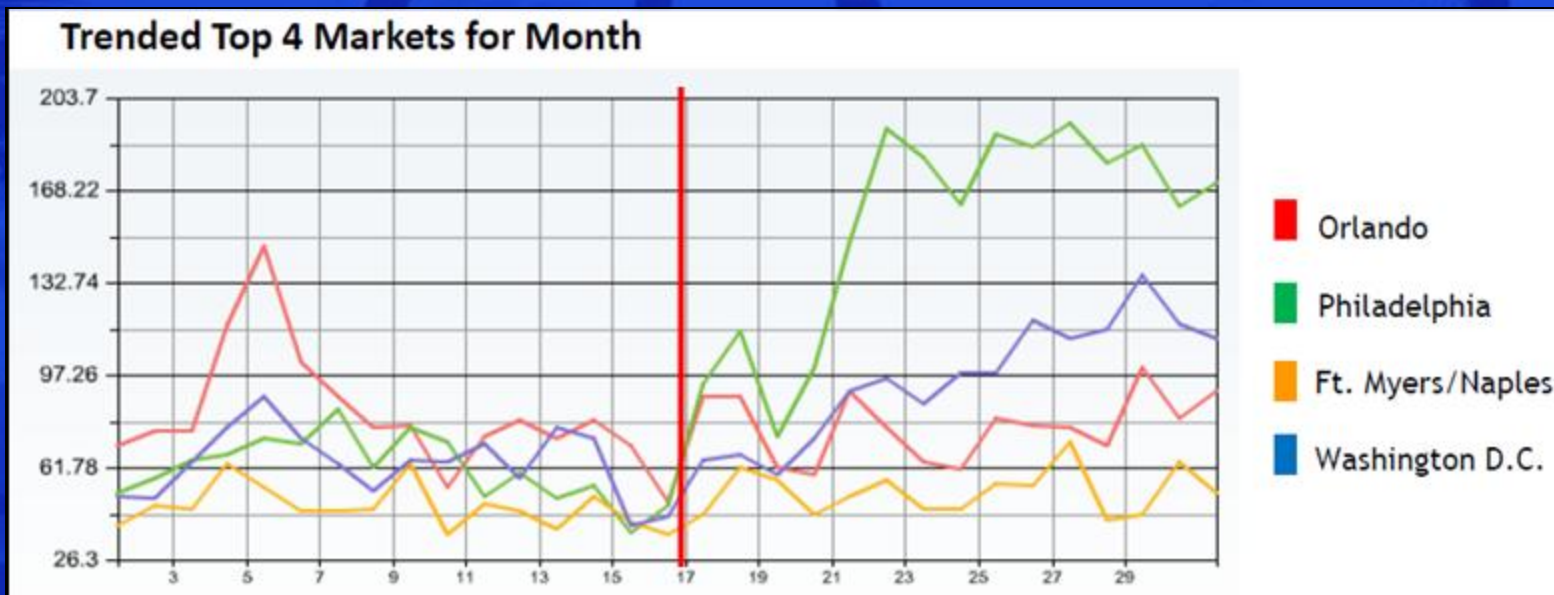


Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry:

- ParadiseCoast.com
 - Philadelphia in top 4 markets.



Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

WEB INQUIRY:

- Paradise Priced Perfectly web page visitation
January 1 – February 24:
 - Total web page visits: 28,582
 - Click-throughs to partner site: 2,913
 - Click-throughs to CVB booking engine: 2,571

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry:

- Paradise Priced Perfectly web page
 - Web traffic increased significantly following campaign launch.

Web Page Visits December 1 – February 24, 2010



Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Information Inquiry:

- Requests for Visitor Guides for Jan/Feb has increased 180% over 2009.
- New York, Illinois and Pennsylvania are within top 5 markets for Visitor Guide requests in Jan/Feb timeframe.
- New York and Chicago television advertising is generating Visitor Guide requests.

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Area Visitation:

- Total January visitation up 8% over 2009.
- Regional breakout reflects targeted markets:
 - Northeast visitation up 15.3%
 - Midwest visitation up 5.3%
- January leisure business occupancy increased 1.5% over January of 2009, per latest Smith Travel Research Report (STR)

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Area Visitation:

- An additional 20,060 room nights were generated in January 2010 over last year, which equates to additional \$3.25 million in direct expenditures.
- Average Daily Rate for January 2010 remains highest within competitive set.

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Summary:

Key Performance Indicators	Jan 2009	Jan 2010	% Change
Web visits - ParadiseCoast.com	33,449	41,105	22.9%
Visitor Guide Requests	1,886	5,248	178.3%
Transient Occupancy (Smith Travel Research Report)	28.27%	28.7%	1.5%
Room Nights (Research Data Services)	180,200	200,260	11.1%
Visitors (Research Data Services)	138,200	149,300	8.0%

Winter Canadian Campaign

OVERVIEW

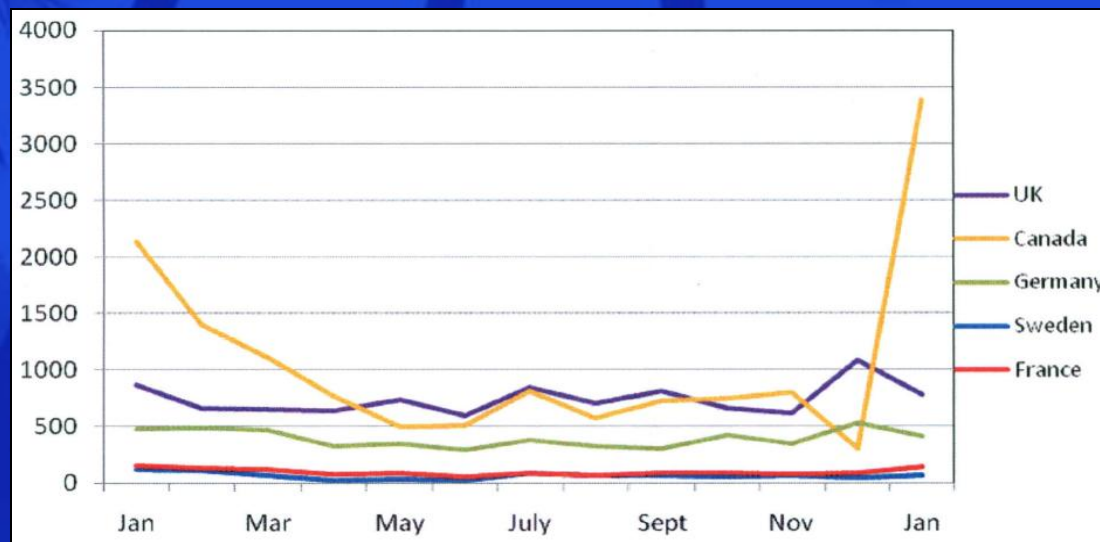
- Leisure campaign carrying “Paradise Priced Perfectly” value messaging to drive Canadian peak season visitation.
- Markets: Toronto, Ontario
- Timing: January 2010
- Media: Weather-related television and online.

Winter Canadian Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry:

- ParadiseCoast.com
 - Canadian web visitation for January increased 213% over previous month.



Winter Canadian Campaign

KEY PERFORMANCE INDICATORS

Summary:

- Historically Canadians visitation peaks February - April and increased January 2010 web inquiry indicates potential for strong season.

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**Naples, Marco Island and the Everglades
Monthly Media Review
Tourist Development Council**

During the month of January Naples, Marco Island and the Everglades had two Northern market campaigns airing:

- Chicago, New York and Philadelphia
- Canadian

Northern Market Campaign Overview

- \$1.1 million campaign airing in Chicago, New York and Philadelphia delivering strong results to-date
- Campaign includes an ABC targeted promotion, VISIT FLORIDA television, zip coded targeted cable, online and email marketing
 - ABC promotion has generated over 23,000 entries

Canada

- Canada advertising campaign ran during the month of January on The Weather Network and the weathernetwork.com
- Canadian web visits rose 213% in January, versus previous month.
- Video creative unit generated 2, 447 web visits

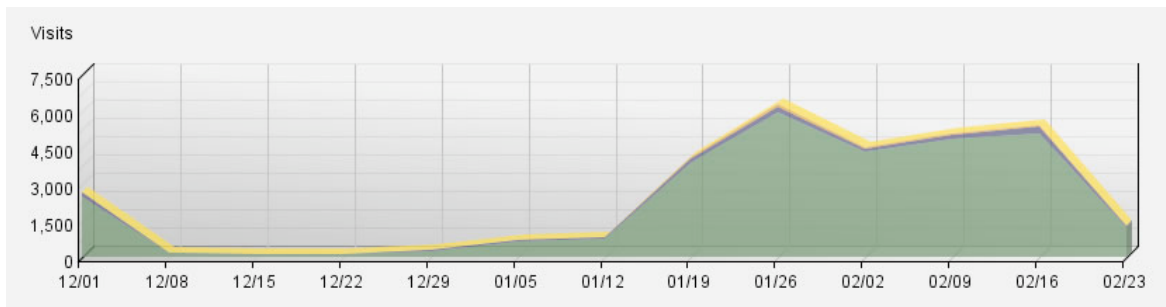
Combined Overall Results To-Date

- January kicked-off with strong traffic to the Paradisecoast.com website, up 23% compared to January 2009
- New York, Philadelphia and Chicago represents 64% of monthly unique visits
 - New York with 25%
 - Philadelphia with 23%
 - Chicago with 16%
- Web visits by day for January rose dramatically 2 days after the start of the Northern Market campaign

Online

- Top referring web sites include:
 - Weather.com
 - Represented 7 out of the top 10 sites
 - Nytimes.com
 - Theweathernetwork.com (Canada)
- Top creative units by web visits and conversions include
 - Expandable leaderboards on weatherchannel.com
 - Philadelphia 1,763 visits and a 17% click-through rate
 - Chicago 1,702 visits and a 16% click-through rate
 - New York 1,575 visits and a 17% click-through rate
 - Adaptor ads on weatherchannel.com
 - 3,407 visits with an overall conversion rate of 27%

Paradise Priced Perfectly Visitor Graph – Jan. 1- Feb. 24, 2010



Paradise Priced Perfectly Navigation Use – Jan. 1- Feb. 24, 2010

Visits – 28,582

Book Hotel – 2,571

Partner Link – 2,913

Top Area Information Links

1. Attractions
2. Fishing
3. Dining
4. Spa
5. Golf
6. Beach

Email Campaign – February 2010

Consumer

Sent: March 3, 2010

Number sent: 14,161



The banner features the logo for Naples Marco Island Everglades Paradise Coast on the left. The main text reads "PARADISE COAST ESCAPES FOR MEETING PROFESSIONALS" in white and blue. The background image shows three people in business attire talking outdoors near a pool.

February 2010

Exceptional properties and smart solutions for today's meeting challenges.

The Paradise CoastSM continues to excel as a world-class meeting destination with several properties recently winning new honors, making the area even more attractive to groups. You'll also find options to help businesses achieve maximum return on their meeting investments – an issue on everyone's agenda these days.

In this issue, we're proud to introduce our new e-newsletter design, which makes it even easier to explore all of the exciting offerings for your next meeting here in Naples, Marco Island and the Everglades. Click [here](#) for the latest meeting specials.



Ready to be wowed?
Current Meeting Specials



Meeting Planning Ease
Link to Digital Guide



Meeting Planner

Sent: February 25, 2010

Number sent: 2,139

Social Media Channels

YouTube.com – 3,890 Channel Views

Facebook.com – 377 Fans

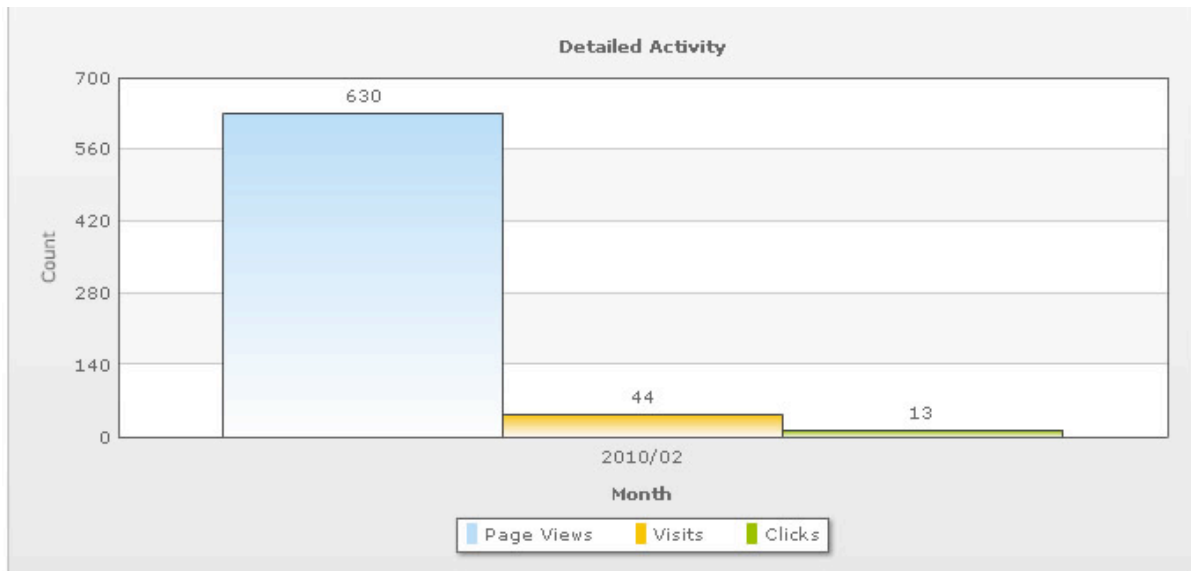
Twitter.com – 520 Followers / on 32 Lists

Flickr.com – 9 Group Members and 27 contributing images

Digital Guides

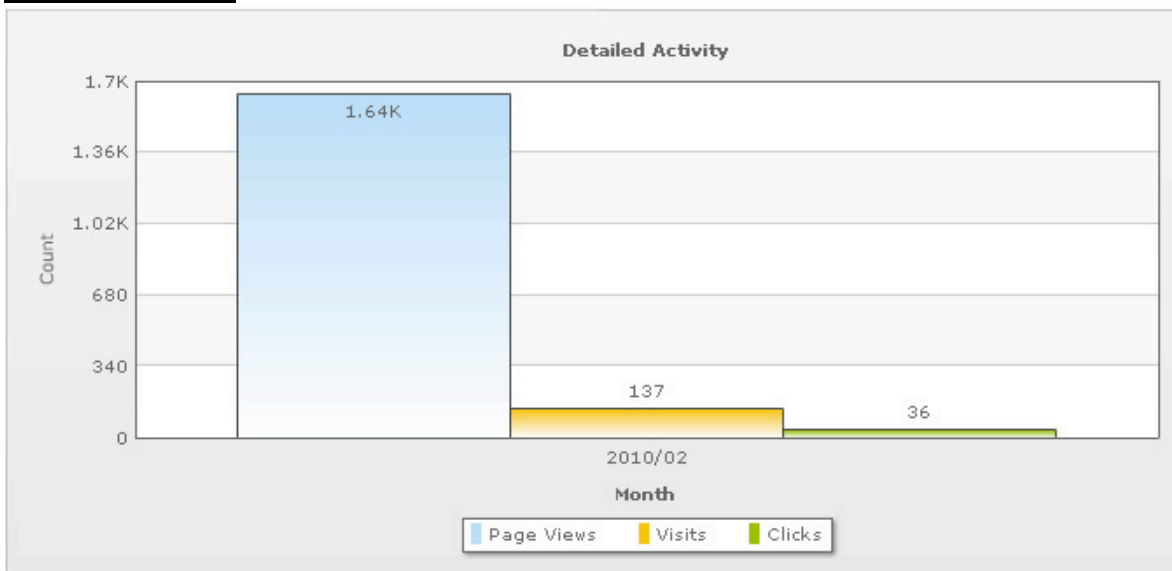
Meeting Planner

Surveys: 0



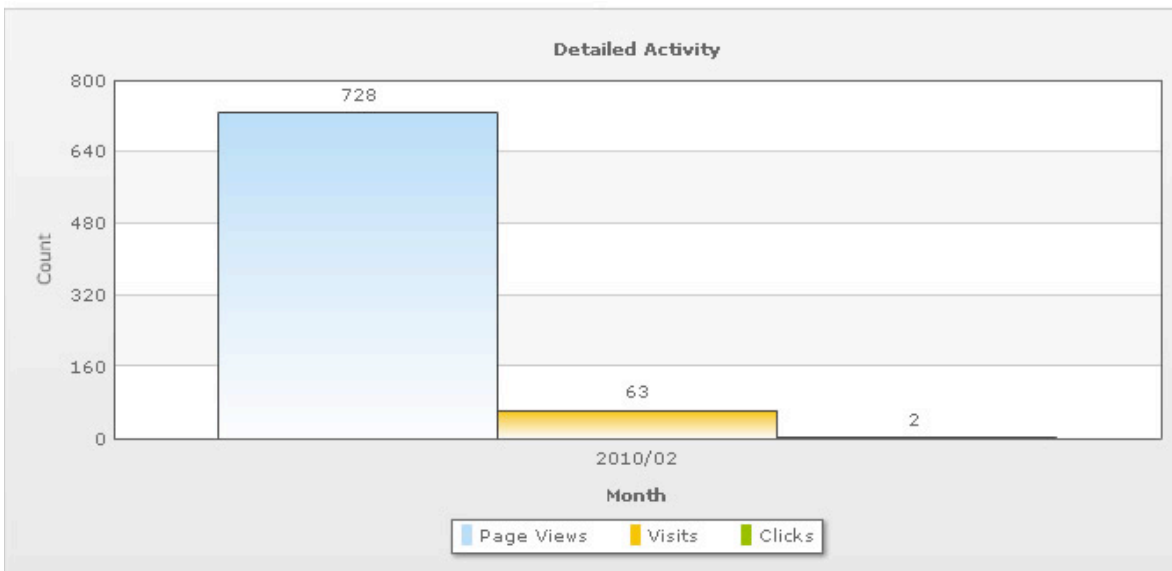
Time Unit	New Visitors	Visits	Avg Visits/day	Avg Visit length	Page Views	Avg Page Views/day	Avg Page Views/visit	Page Clicks	Offline Version
2010/02	40	44	1.57	0:06:33	630	22.5	14.32	13	0
Total	40	44	1.57	0:06:33	630	22.5	14.32	13	0

Arts and Culture



Time Unit	New Visitors	Visits	Avg Visits/day	Avg Visit length	Page Views	Avg Page Views/day	Avg Page Views/visit	Page Clicks	Offline Version
2010/02	118	137	4.89	0:02:31	1639	58.54	11.96	36	1
Total	118	137	4.89	0:02:31	1639	58.54	11.96	36	1

German



Time Unit	New Visitors	Visits	Avg Visits/day	Avg Visit length	Page Views	Avg Page Views/day	Avg Page Views/visit	Page Clicks	Offline Version
2010/02	51	63	2.25	0:03:56	728	26	11.56	2	9
Total	51	63	2.25	0:03:56	728	26	11.56	2	9

Conclusions:

- Paradise Priced Perfectly landing page visitation increased significantly following launch of Winter Campaign in mid-January.
- Social media channels continue to gain momentum
- Arts, Culture & Heritage digital guide continues to be the most viewed of niche digital guides
- German consumers seem to prefer downloading guide versus viewing live version.

Information Inquiry

- Guide orders were up 122% in January versus month of December
- New York, Chicago and Canadian television advertising is generating guide requests
- Florida, Illinois and New York are the top states for Visitor Guide requests

Conclusions

Increased spending in January has delivered very strong results for the Naples, Marco Island, Everglades CVB.



Discussion/Questions

Collier County Tourism Research

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Presented to:
The Collier County Tourist Development Council

By:
Research Data Services, Inc.
March 15, 2010

Dollar Parities/Airline Flights

Greenback Gains

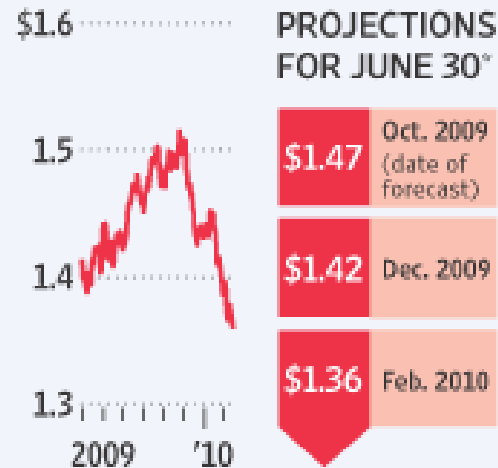
The U.S. dollar, charted against a basket of currencies



Source: Thomson Reuters via WSJ Market Data Group

Shifting Strength

How many dollars one euro buys

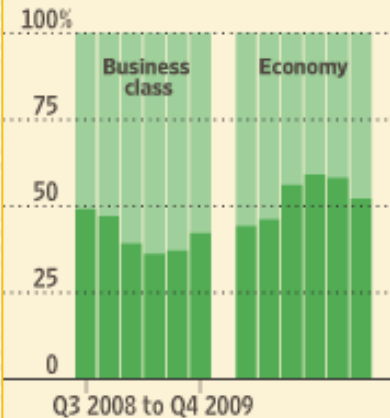


*Survey of currency strategists
 Sources: Thomson Reuters via WSJ Market Data Group; Dow Jones Newswires (survey)

Up, Up and Away

Economy class remains the majority of tickets sold, despite a slight uptick in business class.

Share of airline tickets sold
 Based on international flights



Source: American Express

Executive Summary

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January 2010

1. This January, brought a significant surge in both occupancy **(+6.8 points)** and visitation **(+8.0%)**. As a result, the total impact of Collier tourism reached **\$106,404,619**, scoring a **4.8%** increase over January 2009.
2. Among the features most influential in drawing visitors to Collier, travelers cite:

<u>Influential Features</u>	<u>Percent</u>
Warm Weather	88.7%
Unspoiled Environment	88.4
Safety	81.7
Dining Opportunities	80.8
Relaxation	79.5
Upscale Lodgings	76.4
Value for the Money	68.4
Arts and Culture	48.1
Everglades Adventure	22.7

3. When queried, visitors identify the destination as an accommodating, classy, and tranquil place, with tropical accents.

Executive Summary

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January 2010

4. The majority of this January's visitors used air travel to reach the Naples, Marco Island, Everglades area (**2009: 67.3%; 2010: 65.7%**), while **34.4%** used ground transportation. Southwest Florida International (RSW) was the primary airport of deplanement for air travelers (**2009: 69.6%; 2010: 72.7%**)

5. Importantly, the month of January saw an increase in the group/business travel segment (**2009: 21.9%; 2010: 25.9%**).

6. The ranks of travelers who rate the destination as "more expensive" than expected has decreased (**2009: 6.0%; 2010: 4.3%**).

7. Travelers' reliance on Internet information has reached **98.1%**, with **77.6%** using the web for the extant trip. Hotel, destination, and airline websites; Expedia; Orbitz; Trip Advisor; Priceline; and Travelocity are most prominently mentioned Internet information sources. Two of every three visitors (**63.4%**) report booking travel for their trip on the Internet.

Executive Summary

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January 2010

8. When queried, fully **54.6%** of January visitors relate that they saw a message promoting the Naples, Marco Island, Everglades area, with better than half of these saying that the message content influenced their choice of the destination for this trip.

9. The majority of visitors are satisfied with their experience (**2010: 97.5% satisfaction rating**), with **53.6%** planning to return next year.

10. This January's typical visitor is slightly older (**2009: 49.4 years of age; 2010: 50.4 years of age**) and commands a substantially higher median household income (**2009: \$143,011; 2010: \$150,154**).

January 2010

Visitor Profile

Occupancy/ADR

January 2010

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	Occupancy			ADR		
	<u>2009</u>	<u>2010</u>	<u>% Δ</u>	<u>2009</u>	<u>2010</u>	<u>% Δ</u>
January	61.2%	68.0%	+11.1%	\$175.9	\$162.5	-7.6%

Smith Travel Occupancy/ADR

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January 2010

	Occupancy	% Δ	ADR	% Δ
Naples MSA	65.4%	+13.7%	\$186.57	-4.9%
Naples Upscale	72.4%	+17.3%	\$235.71	-7.1%
Miami-Hialeah	74.6%	+10.6%	\$166.28	-5.8%
Florida Keys	68.2%	-0.5%	\$188.67	+2.3%
Ft. Myers	53.4%	-3.5%	\$119.57	-8.6%
Sarasota-Bradenton	54.9%	+5.2%	\$102.34	-14.5%
Clearwater	50.9%	-8.0%	\$85.88	-27.3%
St. Petersburg	44.5%	-5.0%	\$107.00	-19.3%
Palm Beach County	67.0%	+4.7%	\$147.05	-8.7%
Ft. Lauderdale	74.3%	+6.6%	\$128.31	-6.5%

Smith Travel Occupancy

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January 2010

Occupancy (%)

	<u>Trans</u>	<u>% Δ 09-10</u>	<u>Grp</u>	<u>% Δ 09-10</u>	<u>Total</u>
Naples MSA	28.7%	+1.5%	36.7%	+31.8%	65.4%
Miami-Hialeah	45.9%	+10.1%	24.1%	+15.7%	74.6%
Florida Keys	53.6%	-1.3%	14.1%	+1.5%	68.2%
Ft. Myers	26.3%	-3.1%	24.7%	-12.6%	53.4%
Sarasota-Bradenton	33.5%	-7.4%	18.6%	+16.5%	54.9%
Clearwater	23.6%	+6.4%	27.3%	-17.6%	50.9%
St. Petersburg	27.3%	+21.9%	16.8%	-28.7%	44.5%
Palm Bch Cty	40.6%	-4.2%	24.3%	+20.9%	67.0%
Ft. Lauderdale	42.7%	+1.5%	26.9%	+19.5%	74.3%

Smith Travel ADR

January 2010

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ADR (\$)

	<u>Trans</u>	<u>% Δ 09-10</u>	<u>Grp</u>	<u>% Δ 09-10</u>	<u>Total</u>
Naples MSA	\$197.74	-2.2%	\$177.86	-9.0%	\$186.57
Miami-Hialeah	\$178.54	-4.0%	\$159.10	-11.8%	\$166.28
Florida Keys	\$194.88	+5.5%	\$167.45	-9.2%	\$188.67
Ft. Myers	\$127.40	-4.4%	\$119.90	-6.6%	\$119.57
Sarasota-Bradenton	\$106.32	-10.0%	\$102.19	-17.3%	\$102.34
Clearwater	\$93.60	-11.4%	\$79.19	-37.4%	\$85.88
St. Petersburg	\$103.61	-13.1%	\$113.39	-23.4%	\$107.00
Palm Bch Cty	\$150.90	-4.8%	\$149.24	-14.7%	\$147.05
Ft. Lauderdale	\$125.99	-6.8%	\$145.64	-7.8%	\$128.31

H/M/C Number of Visitors

**January
2009**

138,200

**January
2010**

149,300

**'09-'10
Δ %**

+8.0

Visitor Origins

January 2010

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	# of Visitors 2010	Δ %
Florida	43,297	+4.8
Southeast	9,854	+20.8
Northeast	44,790	+15.3
Midwest	29,263	+5.3
Canada	3,285	-18.0
Europe	12,690	-8.2
US Opp Mkts	6,121	+42.9
TOTAL	149,300	+8.0

Impacts of Tourism

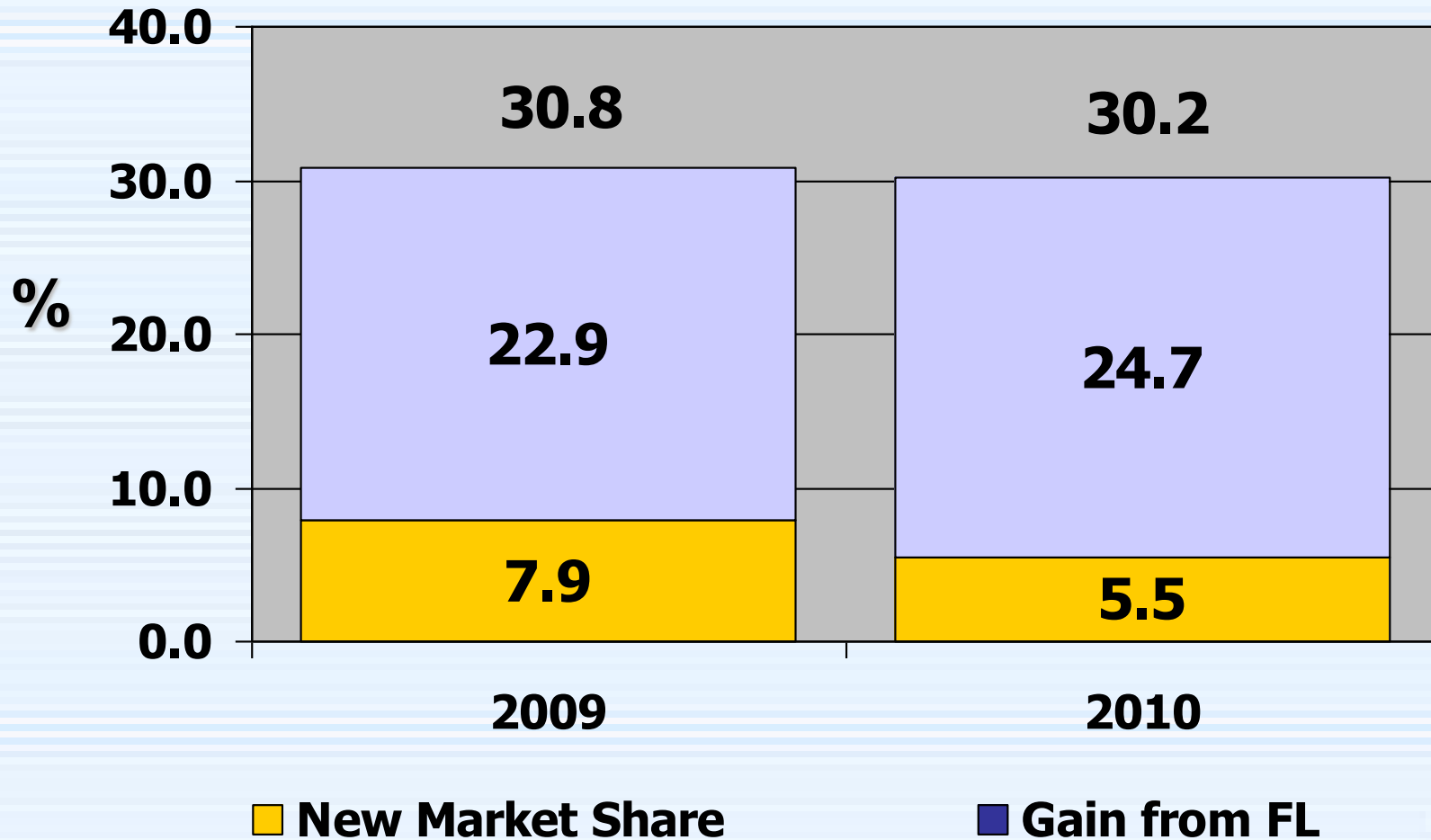
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Estimates Direct & Induced

<u>January</u> <u>2009</u>	<u>January</u> <u>2010</u>	<u>'09-'10</u> <u>Δ %</u>
\$101,545,450	\$106,404,619	+4.8

First Time Visitors (*% Yes*)

January



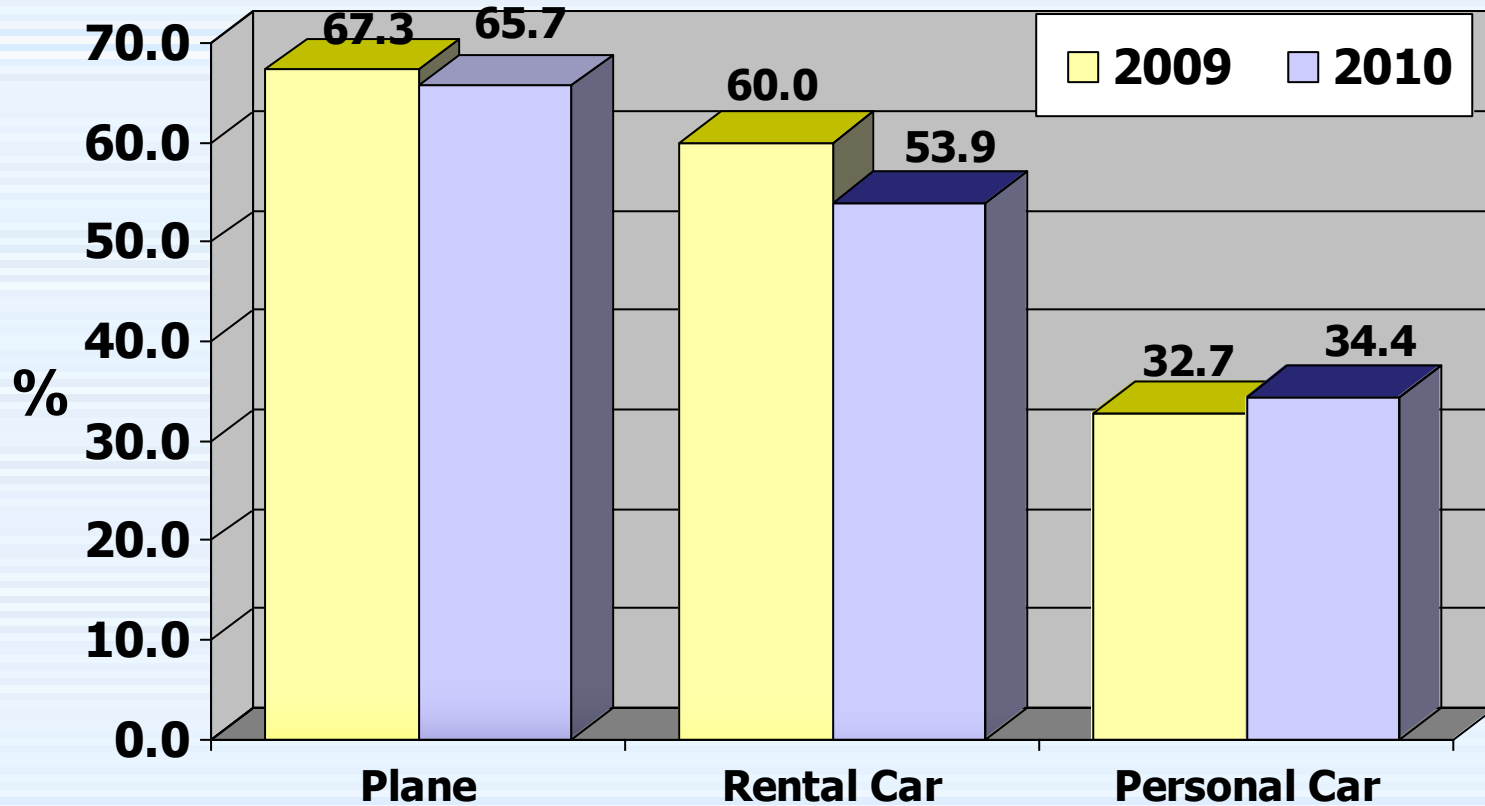
Purpose of Trip

January

	2009	2010
Vacation/Weekend Getaway	72.6%	75.3%
Business/Conferences/Business Mtgs	21.9	25.9
Visit with Friends/Relatives	13.7	12.0
Special Events	6.2	7.1

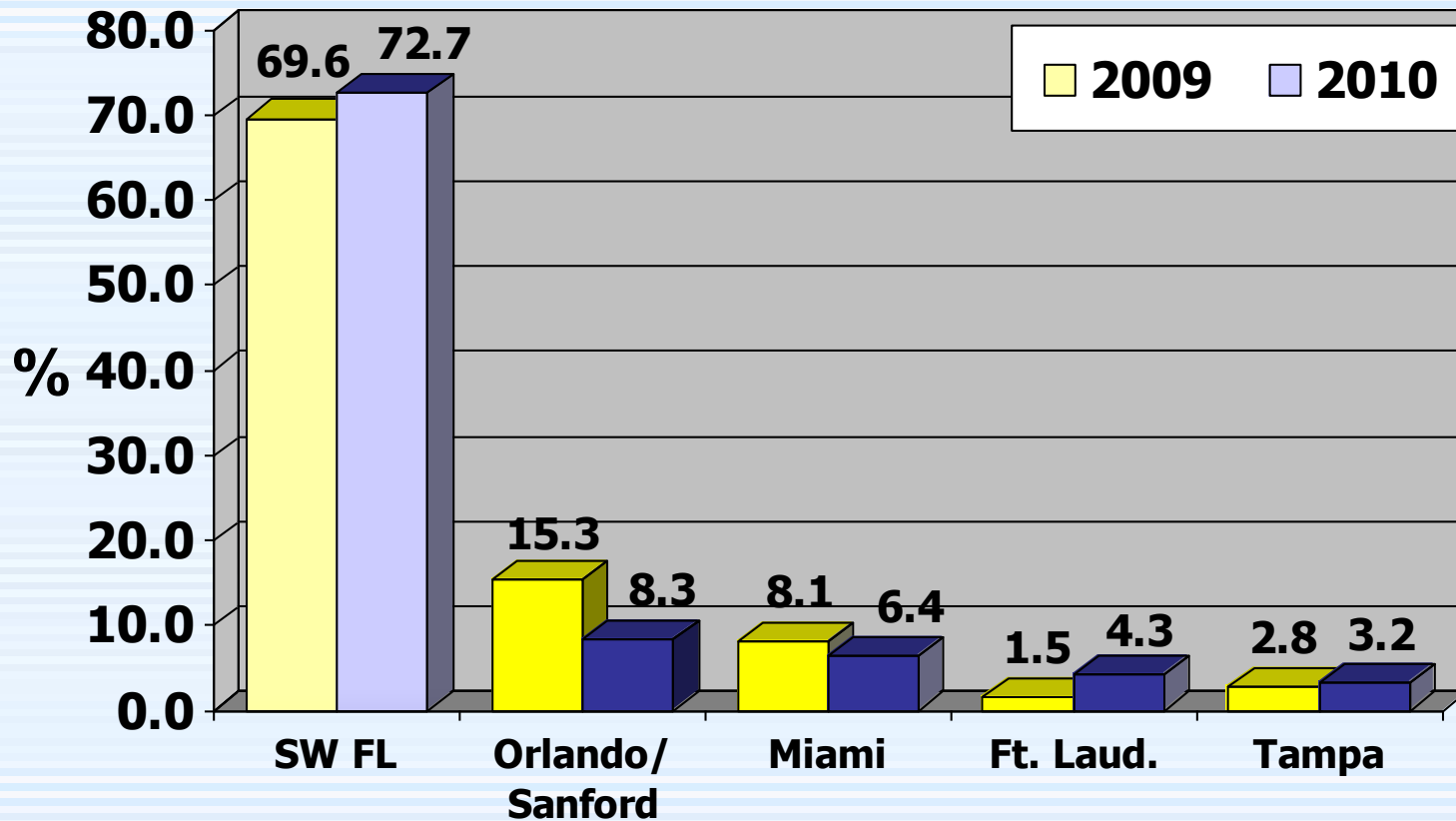
Transportation Mode

January



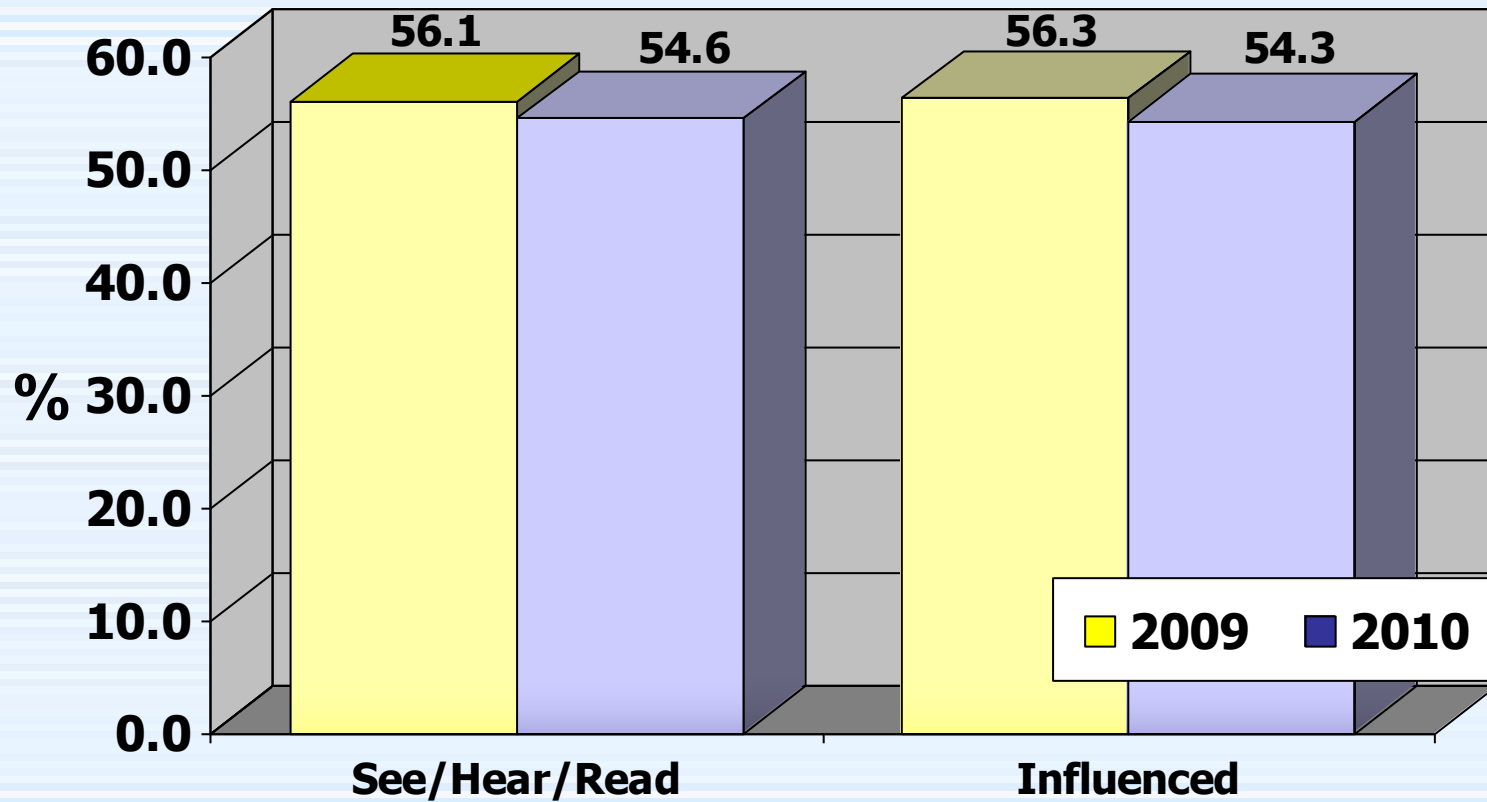
Airports of Deplanement

January



Collier Message Awareness

January



Visitor Attitudes

	January <u>2009</u>	January <u>2010</u>
Satisfaction <i>(combined)</i>	95.5%	97.5%
Would Recommend	93.5	96.3
More Expensive	6.0	4.3
Return Next Year	55.6	53.6

Visitors Describe the Naples, Marco Island, Everglades Area

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January 2010 (selected comments)

- ❖ Beautiful and fun.
- ❖ Busy.
- ❖ Chic.
- ❖ Clean.
- ❖ Comforting.
- ❖ Convenient.
- ❖ Expensive.
- ❖ Family friendly.
- ❖ Fattening.
- ❖ Flora and fauna.
- ❖ Friendly.
- ❖ Good beach.
- ❖ Good fishing.
- ❖ I loved seeing wild alligators.
- ❖ Leisurely.
- ❖ Lively.
- ❖ Lots of traffic.
- ❖ Lovely places!
- ❖ Low key.
- ❖ More crowded than we thought.
- ❖ Nice landscaping.
- ❖ Offers a lot.
- ❖ Older population.
- ❖ One of the nicer Florida areas.
- ❖ Pleasant.
- ❖ Pretty.
- ❖ Quaint.
- ❖ Relaxing, safe.
- ❖ Ritzy.
- ❖ Secure.
- ❖ Serene.
- ❖ Sunny and calm.
- ❖ The people are friendly and hospitable.
- ❖ Total relaxation.
- ❖ Tranquil.
- ❖ Tropical.
- ❖ Upscale.
- ❖ Walkable.

Average Age/Median Income

	January <u>2009</u>	January <u>2010</u>
Average Age (yrs)	49.4	50.4
Median HH Income	\$143,011	\$150,154

Thank you!






Web Site

Miles Media Group

Naples Marco Island Everglades CVB Measurement Dashboard January 2010

LM = vs. last month | LY = vs. last year |
 IB = vs. Industry Benchmarks | B = vs. 2009 baseline

 **Good**  **Not Significant**  **Needs Attention**
 0 – 12% change 13% or higher change

ENGAGEMENT





	LY	IB	B
Time on Site: 5.37 <i>Minutes</i>	5.50	5.16	5.39
Bounce Rate: 39% <i>of Home Page</i>	31%	33.0%	35%
Bounce Rate: 51.2% <i>Overall</i>	54%	45.3%	55.5%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
8.6% **17,175**
 of total page views Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
41,105 Visits	 50%	 23%
199,287 Page Views	 64%	 5%
41,105 Visits Year-to-Date (vs. 33,449 visits in 2010)		
199,287 Page Views Year-to-Date (vs. 190,054 in 2010)		

SIT BREAKDOWN

	LM	LY
Guide Orders:	863 +122%	+87%
Book Hotel:	1,628 +120%	-6%
Newsletter Signup:	178 +52%	N/A
Deals Page views:	1,497 +110%	N/A
Property Detail Views:	10,343 +112%	N/A
Download Guide Link:	398 +73%	N/A
Savings Click Here:	1,040 +124%	N/A
Savings Book Direct:	1,228 +89%	N/A

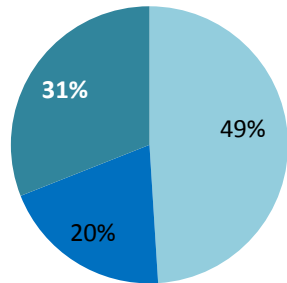
MOST REQUESTED PAGES

1. Home Page
2. My Florida Savings
3. Stay/Accommodation Listings/Hotel Accommodations
4. Events Calendar/Current Events
5. Stay/Accommodations Listings/Hotels in Marco Island

CAMPAIGN RESPONSE

8,416 20%
 Total Responses Percent of total visits

SOURCES OF TRAFFIC



- Search Engines
- Campaigns
- Other Sources

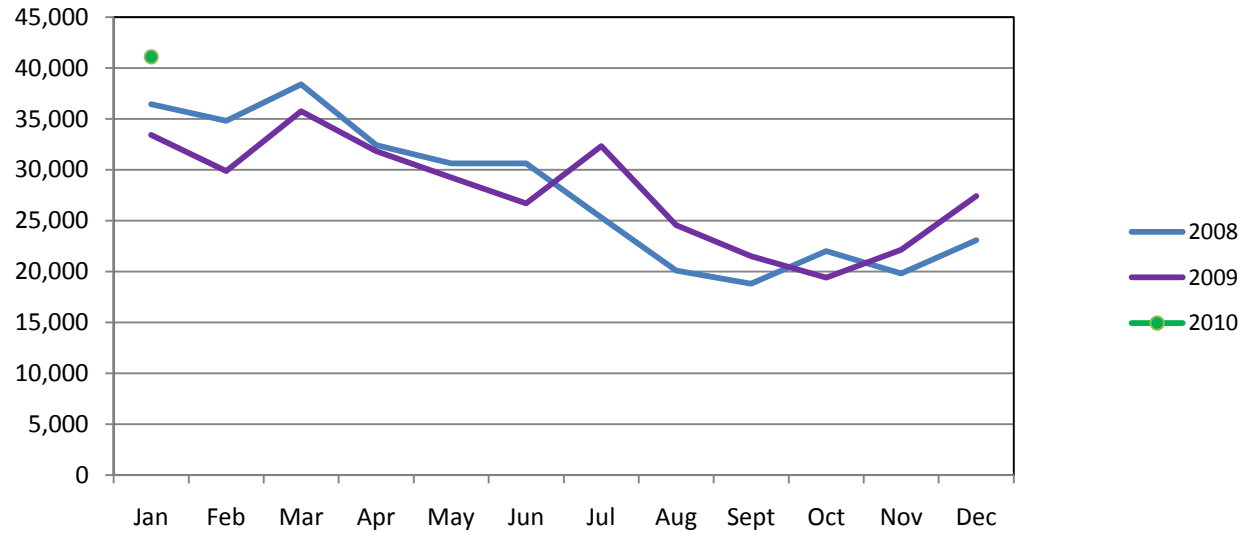
Baseline average percentages for 2009:

Search Engines: 41%
Campaigns: 5%
Other: 54%

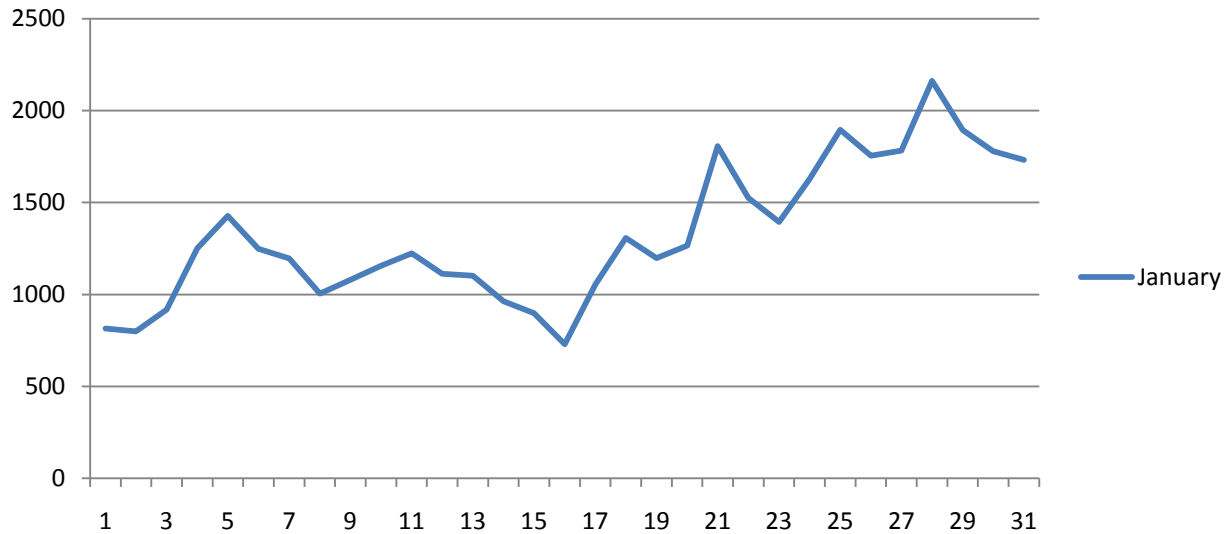
VISITORS BY STATE

		LM	LY
1.	Florida:	6,862	+1% N/C
2.	New Jersey:	3,151	+61% +62%
3.	Virginia:	2,151	+57% +45%
4.	New York:	2,274	+104% +47%
5.	Illinois:	2,140	+154% +79%

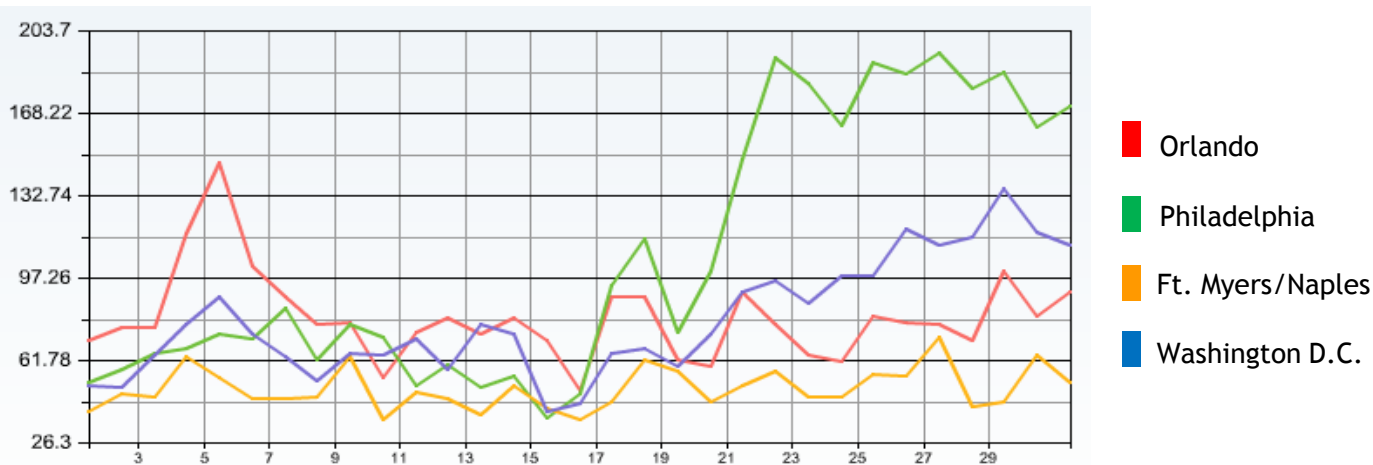
Visits – 2008-2010



Visits by Day for January

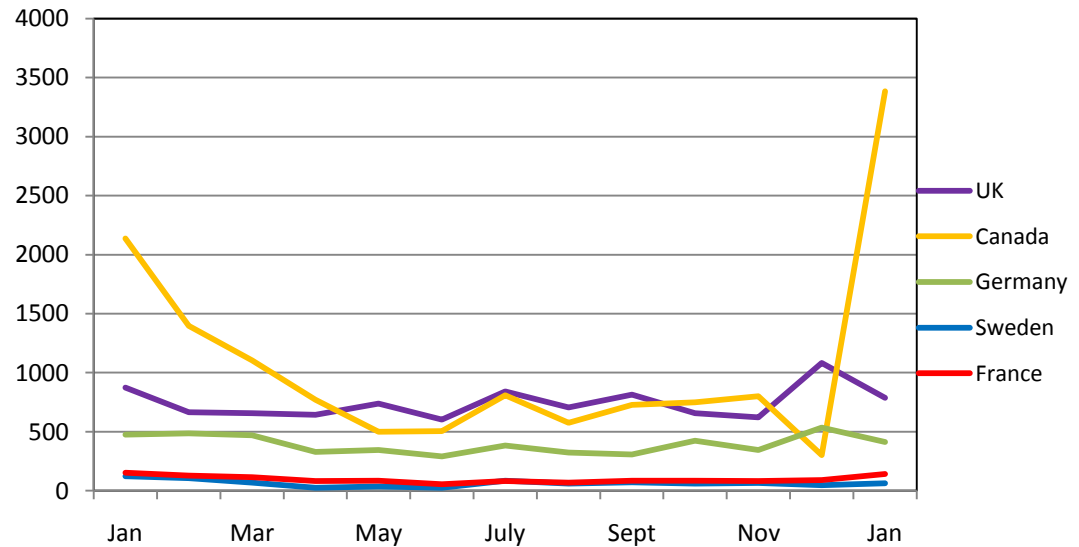


Trended Top 4 Markets for Month



International

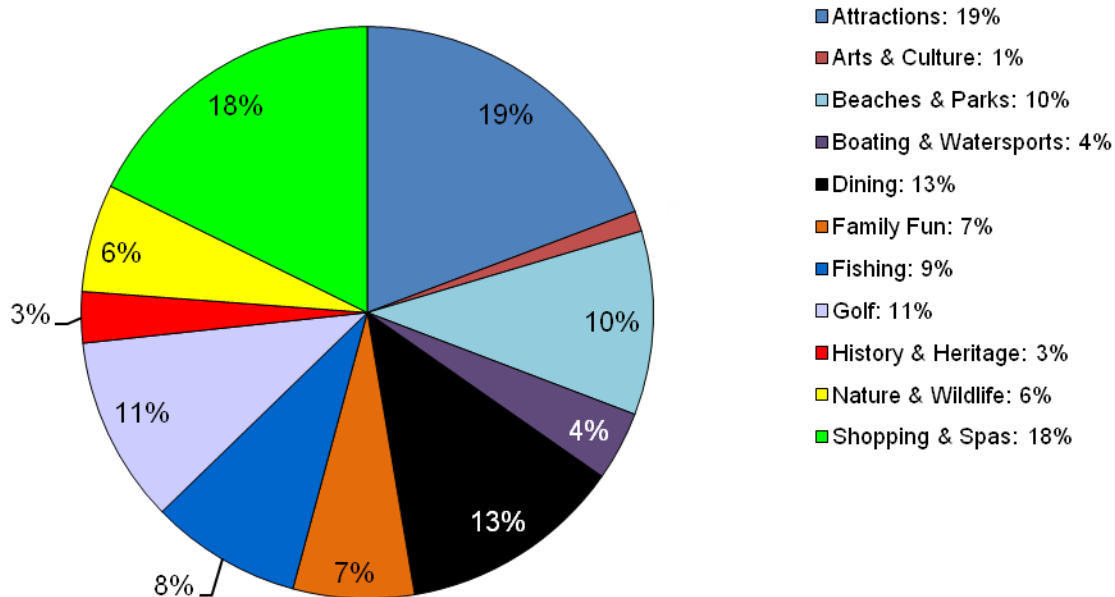
		LM	LY
USA	29,262	+42%	+17%
International:	6,223	+108%	+28%
<i>Unique Visits for Month</i>			
Canada	3,385	+213%	+55%
Germany	414	+37%	-4%
UK	786	+47%	-4%
Sweden	63	+31%	-48%
France	143	+59%	-1%



Top Internal Search Terms

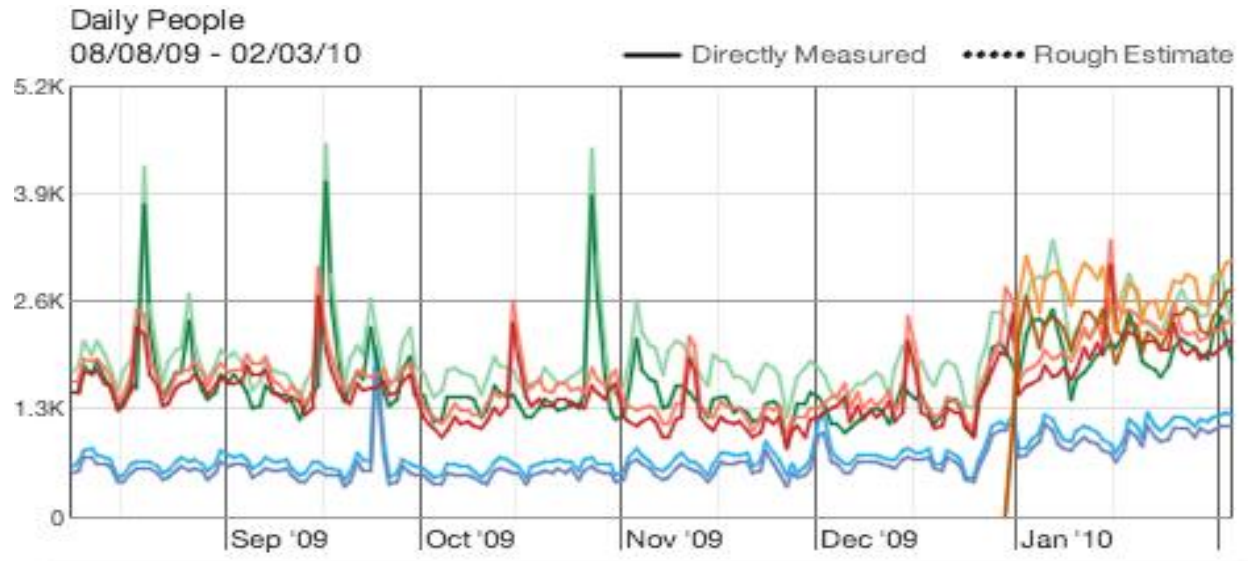
Internal Search Term	Number of Searches
weather	27
marco island	24
deals	16
everglades	10
airboat	9

Content Report



DMO Competition - Quantcast

- Paradisecoast.com
- Visitstpeteclearwater.com
- Sarasotafl.org
- FortMyers-Sanibel.com



Site	Reach by US People Dec 09
ParadiseCoast.com	25,000
PalmBeachFL.com	8,800
Fla-Keys.com	112,700
DaytonaBeach.com	40,800

Search Engine Services

Sales & Marketing Technologies, Inc.

Naples CVB Monthly Search Engine Report

Overall Search Engine Performance

- Visitors to the website increased 19% over December, and
- There was an increase of 51% over January last year.
- January search engine referrals increased 41% over December.
- Page views also increased 11% over last year.
- January was highest month on record for visits and second highest on record for search engine referrals.

Search Engine Optimization Actions

- We created branded ads using images off the website and implemented them in your Pay Per Click campaigns. Here are examples:



Naples CVB Monthly Search Engine Report

- ## Search Engine Optimization Cont.

- Started a very effective Organic SEO marketing strategy. using several indicator type websites that the search engines use to determine buzz about websites. It uses a mix of social networking, third party content generation (social blogging), social bookmarking, article marketing, press releases, pinging and directory submissions. We have seen evidence that by linking to another site that links to your site you can increase your trust score and also your rankings.



Naples CVB Monthly Search Engine Report

- **Search Engine Optimization Cont.**
- Added recommendations that you and your staff can do to increase your website traffic with minimal effort . Use Twitter to tweet at least once a week about any of the Paradise websites.
- Submitted your site to over 60 site evaluation websites. These sites tend to rank very well and also convey trust and create a back link to the Paradise Coast website. We then pinged and bookmarked the evaluation websites.

Naples CVB Monthly Search Engine Report

- **Search Engine Optimization Cont.**
- We created profile on highly valued forums which allow for back links with the follow link attribute and we pinged and bookmarked these as well
- Submitted the site to additional search engines and directories to help create additional back links to the site
- Conducted social book marking to websites that drive traffic to your site. First, you get traffic directly from the link on the social site. Second, these book marked type articles tend to increase your rank on Google. Third, the links act as back links which usually have a positive influence on web rankings.

Naples CVB Monthly Search Engine Report

Web Site Trends

	November	December	January
Page Views	517,722	501,845	553,766
S.E. Referrals	17,045	20,150	28,455
Sessions	108,426	108,127	128,872
Sign-ups	5	7	15

Naples CVB Monthly Search Engine Report

Google Pay Per Click Review

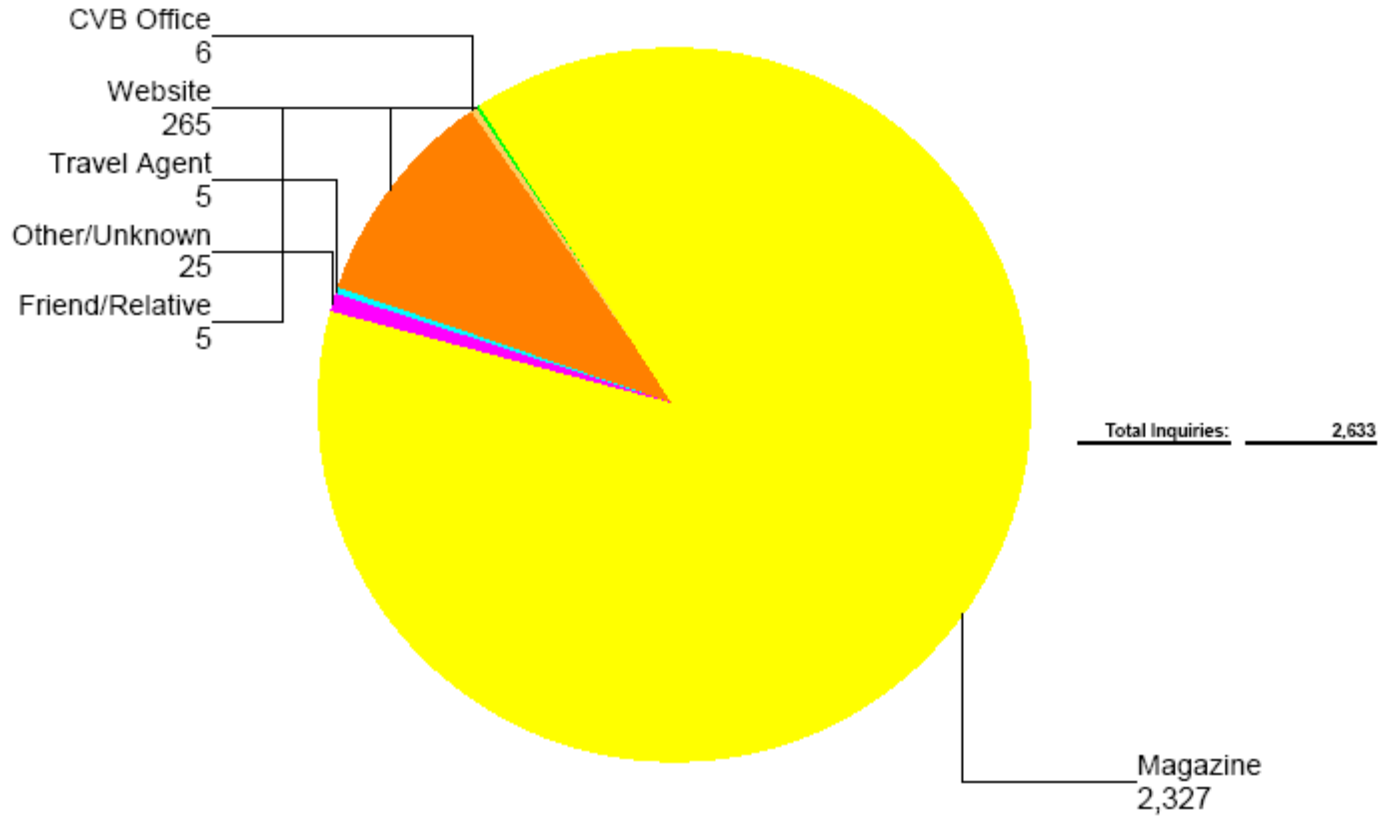
	Spending	Clicks	CP Click	CP Lead	Convs
January	\$1,114.16	3,518	\$0.32	\$557.08	2
December	\$589.41	1,914	\$0.31	\$0.00	0
November	\$284.88	910	\$0.31	\$142.44	2

Fulfillment Services

Phase V

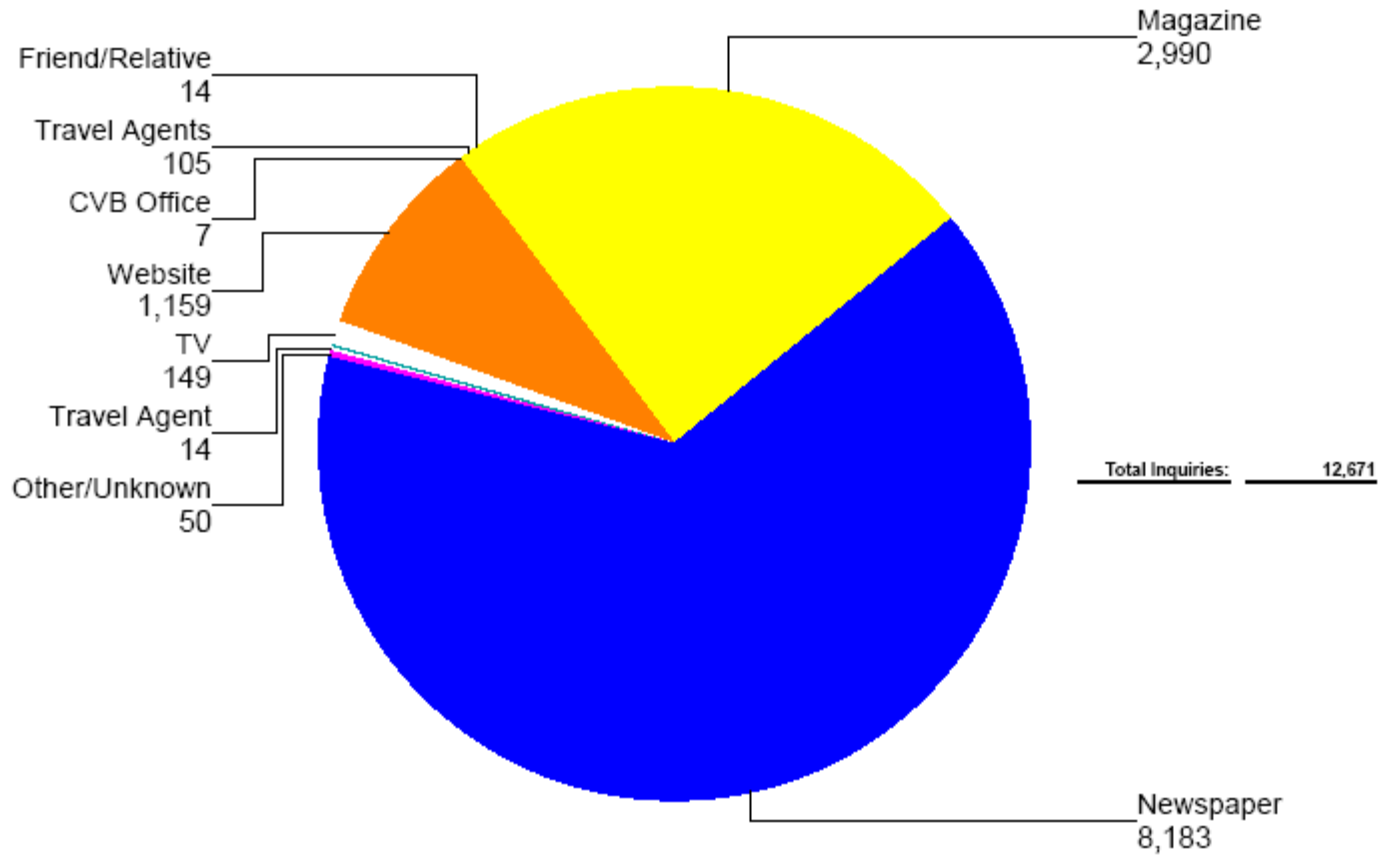
Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of January & February 2009



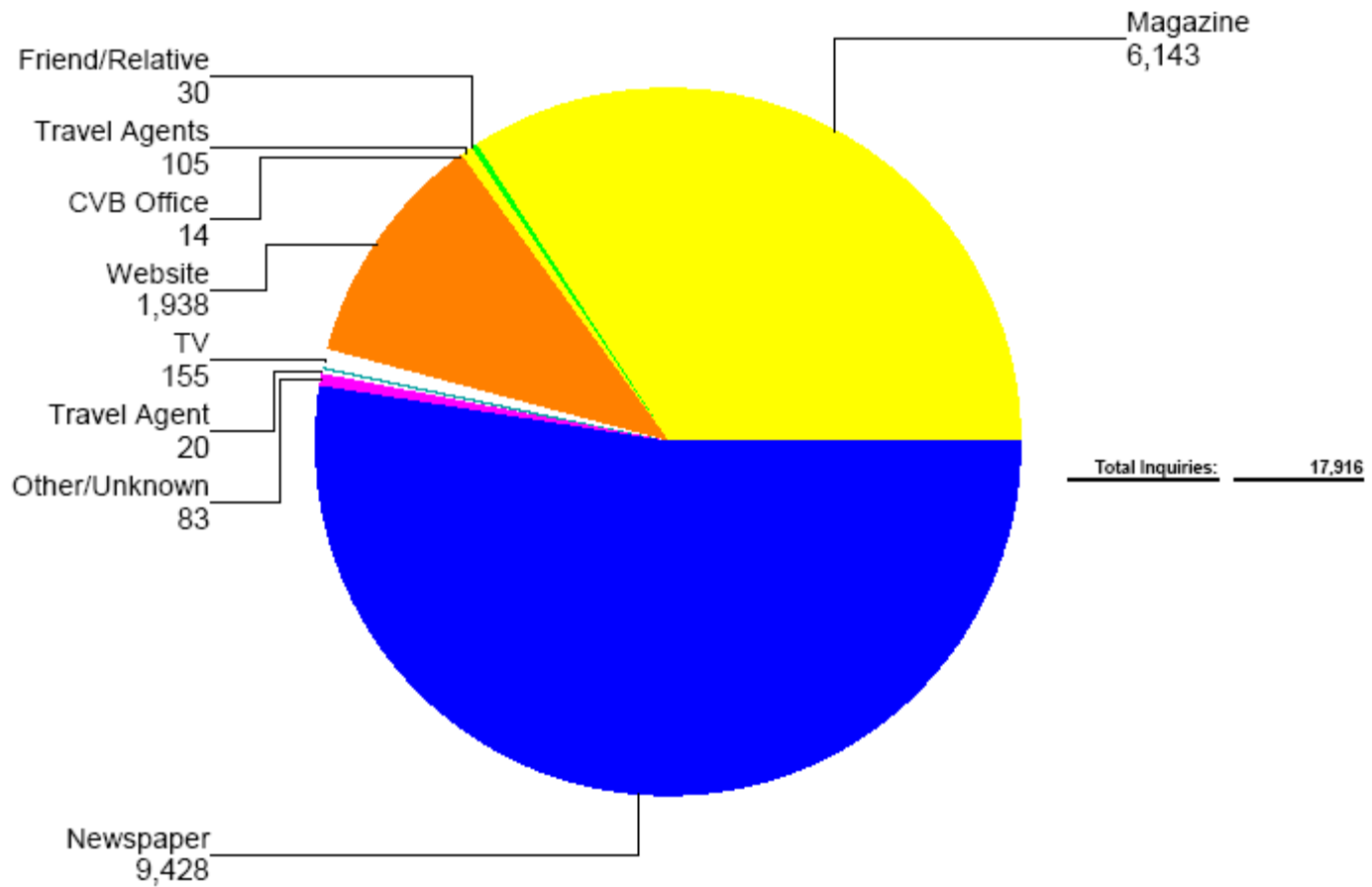
Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of January & February 2010



Naples, Marco Island, Everglades CVB Request Summary by Source

For the fiscal year 2009-2010



Inquiries – Leading 4 Countries Jan/Feb 2010

2009

USA

UK

Canada

France

2010

USA

UK

Canada

Brazil

Inquiries - Leading 6 States

Jan/Feb 2010

2009

Florida

New York

Pennsylvania

Illinois

Ohio

California

2010

Florida

Illinois

New York

Pennsylvania

Ohio

New Jersey

Collier County CVB Inquiries by Type Calendar Year

	Jan/Feb 10	Y-T-D
Phone	354	354
Publications	4,568	4,568
Web site	556	556
Info@ParadiseCoast	6	6

Misc. CVB Services

Calendar Year

	Jan/Feb 10	Y-T-D
Hotel Bookings	22	22
Info Ctr Shipments	7,500	7,500
Editorial Gen Calls	133	133
Mtg Planner Calls	0	0
Storm Info Calls	2	2
Storm Accommodations	0	0
Sports Council	8	8

Website Live Chat by Page Jan/Feb 2010

March 15, 2010
Staff Report Presentations VIII - 1
73 of 76

BY PAGE			
Page	# of chats	Minutes	Min/Chat
About the Area	0	0.0	0.0
Arts & Culture	0	0.0	0.0
Attractions	0	0.0	0.0
Beachs & Parks	1	14.5	14.5
Calendar of Events	1	3.5	3.5
Contact us	1	2.4	2.4
Dining	0	0.0	0.0
Family Fun	0	0.0	0.0
Fishing	0	0.0	0.0
Golf	0	0.0	0.0
History & Heritage	0	0.0	0.0
Home Page	47	291.8	12.8
Media Planner	0	0.0	0.0
Meeting Planners	0	0.0	0.0
Nature & Wildlife	0	0.0	0.0
Order a Guide	1	9.5	9.5
Shopping	0	0.0	0.0
Site Map	0	0.0	0.0
Spas	0	0.0	0.0
Stay in Paradise	1	3.6	3.6
Things to Do-Main	13	105.5	17.2
Travel Professionals	0	0.0	0.0
Wedding	0	0.0	0.0
Totals	97	652.8	13.6

Website Live Chat by Topic

Jan/Feb 2010

March 15, 2010
Staff Report Presentations VIII - 1
74 of 76

By Topic			
Topic	# of chats	Minutes	Min/Chat
Accommodations	18	120.0	11.8
Airport	0	0.0	0.0
Arts & Culture	1	4.3	4.3
Attractions	4	32.6	12.4
Beaches	4	25.4	13.0
Charters and Tours	3	24.6	13.4
Contact	0	0.0	0.0
CVB Department	0	0.0	0.0
Dining & Nightlife	2	12.0	6.0
Directions	0	0.0	0.0
Discover	0	0.0	0.0
Events & Festivals	3	19.3	15.6
Family	0	0.0	0.0
Golf	0	0.0	0.0
Island Information	0	0.0	0.0
Media	1	6.0	6.0
Misc.	15	64.7	9.0
Outdoor Activites	0	0.0	0.0
Relocation	1	14.5	14.5
Salons & Spas	0	0.0	0.0
Shopping	0	0.0	0.0
Sports	1	5.1	5.1
Temperature	2	20.4	20.9
Transportation	1	5.5	5.5
Visitor's Guide	8	75.9	16.9
Wedding	0	0.0	0.0
Totals	96	639.2	13.2

Misc. Services Jan/Feb 2010

March 15, 2010
Staff Report Presentations VIII - 1
75 of 76

		01/2010	02/2010	Total
	Play FL Golf	0	150	150
Golf Guide	Total	0	150	150
		1	0	1
Mailings to Partners	Total	1	0	1
	Market Group Fulfillment	3	0	3
Market Group Fulfillment	Total	3	0	3
	Meeting Planner Kit	3	7	10
Meeting Planner Kit	Total	3	7	10
	Meeting Planner Non-Kit	2	0	2
Meeting Planner Non-Kit Fulfillment	Total	2	0	2
	2010 Helmsbriscoe	0	112	112
	Planning Connection 20	0	121	121
Post Show Followup	Total	0	233	233
	Huddle 2010	0	21	21
	Other/Unknown	0	1	1
Tour Operators	Total	0	22	22
	MLT 2009	0	55	55
	Other/Unknown	6	0	6
Travel Agents	Total	6	55	61
Total		15	467	482

QUESTIONS?