

Naples, Marco Island, Everglades CVB

SALES REPORT EXECUTIVE SUMMARY

1/15/2010 - 3/4/2010

CURRENT TENTATIVE					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	70	7,843	0	31,581	0
Total:	70	7,843	0	31,581	0
LEADS SENT					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	23	2,766	0	10,666	0
Total:	23	2,766	0	10,666	0
TURNED DEFINITE					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	4	485	0	1,790	0
Total:	4	485	0	1,790	0
TURNED LOST					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	9	747	0	3,798	0
Total:	9	747	0	3,798	0
TURNED TENTATIVE					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	23	2,766	0	10,666	0
Total:	23	2,766	0	10,666	0
Report Total:	129	14,607	0	58,501	0

Naples, Marco Island, Everglades CVB Sales Report
1/15/2010 - 3/5/2010

March 15, 2010
 Detailed Staff Reports IX
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Event Type: All

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
Status: CURRENT TENTATIVE											
Advance Food Products	Advanced Food Products Sales Meeting	RFP Rcvd	Association-Educational	Received Email from Planner	11/8/2010 11/11/2010		\$0.00	0	35	140	0
AHR Site Selection	2012 Nat'l rural utilities-IBES conference	RFP Rcvd	0	RFP's received - Out of Florida	11/10/2012 11/15/2012		\$0.00	0	280	890	0
American Academy of Otolaryngic Allergy & Foundation	2010 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshow Attended	7/7/2010 7/10/2010		\$0.00	0	175	540	0
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012		\$0.00	0	175	600	0
Aravindhan Dental Hospital	Mar 2010 Oral Radiology Convention	RFP Rcvd	0	RFP's received in 2010	2/13/2010 2/16/2010		\$0.00	0	400	1,200	0
Church of Christ Written in Heaven	2013 National Youth Convention	RFP Rcvd	Association-Religious	RFP's received - Florida	7/16/2013 7/21/2013		\$0.00	0	139	490	0
Conference Direct	2011 PARC annual meeting	RFP Rcvd	0	RFP's received in 2010	11/8/2011 11/10/2011		\$0.00	0	40	120	0
ConferenceDirect	2011 Hematology & Clinical Microscopy Committee	RFP Rcvd	0	RFP's received in 2010	1/19/2011 1/22/2011		\$0.00	0	14	42	0
Contemporary Communications	April 2010 annual sales incentive	RFP Rcvd	0	RFP's received - Florida	4/8/2010 4/10/2010		\$0.00	0	50	150	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
Electronic Retailing Association	2012 Great Ideas Summit	RFP Rcvd	0	Tradeshow Attended	2/17/2012 2/23/2012		\$0.00	0	394	1,330	0
Engineering Services Network	2011 DoD SBIR training workshop	RFP Rcvd	0		4/30/2011 5/5/2011		\$0.00	0	250	1,030	0
Florida Airports Council	2012 FAC conference	RFP Rcvd	0	RFP's received - Florida	7/25/2012 8/1/2012		\$0.00	0	417	1,507	0
Florida Chess Association	2012 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	8/31/2012 9/1/2012		\$0.00	0	75	150	0
Florida Fish and Wildlife Conservation Commission	FWC commission Meeting 2010	RFP Rcvd	0		11/17/2010 11/18/2010	Regional	\$0.00	0	65	130	0
Florida Trust for Historic Preservation, Inc.	2011 Florida Statewide Preservation Conference	RFP Rcvd	Association-Heritage, Patriotic, Veterans	RFP's received - Florida	5/19/2011 5/21/2011		\$0.00	0	150	400	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	3 or 4 Peak Rooms	Requested Rooms	Contracted Rooms	
Status: CURRENT TENTATIVE											
Guardian Life Insurance Company of America	2011 PCA Workshop	RFP Rcvd	0	RFP's received in 2010	7/31/2011 8/2/2011		\$0.00	0	55	165	0
HR Policy Association	2011 CHRO Summit	RFP Rcvd	Association-Educational	Tradeshaw Attended	3/22/2011 3/26/2011		\$0.00	0	150	340	0
Hyland Software	2011 Team OnBase Conference	RFP Rcvd	0	Received Email from Planner	1/28/2011 2/3/2011		\$0.00	0	175	645	0
Just Between Friends	2010 Franchisees Mtg	RFP Rcvd	0	RFP's received in 2010	11/7/2010 11/13/2010		\$0.00	0	45	164	0
Keller Group	2010 Feb/Mar meeting	RFP Rcvd	0	RFP's received in 2010	2/7/2010 2/11/2010		\$0.00	0	275	1,070	0
Meeting Resource Group	2010 Netflix annual Hub Manager's mtg	RFP Rcvd	0	CVB Website	5/3/2010 5/5/2010		\$0.00	0	125	375	0
MOTIF Sites, Meetings & Events	2011 Incentive Program - Mercury Insur.	RFP Rcvd	0	RFP's received - Out of Florida	9/26/2011 9/29/2011		\$0.00	0	30	120	0
MOTIF Sites, Meetings & Events	2011 Managers Retreat - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	7/25/2011 7/28/2011		\$0.00	0	10	40	0
MOTIF Sites, Meetings & Events	2011 Management Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	6/6/2011 6/9/2011		\$0.00	0	65	260	0
MOTIF Sites, Meetings & Events	2011 Sales program - Mercury Ins	RFP Rcvd	0	RFP's received in 2010	8/29/2011 9/1/2011		\$0.00	0	120	420	0
MOTIF Sites, Meetings & Events	2011 Regional Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	1/24/2011 1/27/2011		\$0.00	0	275	1,100	0
MOTIF Sites, Meetings & Events	2011 Annual Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	11/7/2011 11/10/2011		\$0.00	0	0	3,300	0
Multi-Expo International, Inc	2010 Singles Expo	RFP Rcvd	0	RFP's received - Florida	4/3/2010 4/4/2010		\$0.00	0	3	6	0
National Association of Independent Lighting Distributors	2012 Annual conference	RFP Rcvd	0	RFP's received in 2010	4/20/2012 4/26/2012		\$0.00	0	140	455	0
National League of Postmasters	2011 Annual Convention	RFP Rcvd	0	Tradeshaw Attended	7/17/2011 7/21/2011		\$0.00	0	375	1,875	0
National Lime Association	2011 NLA Winter Board Mtg	RFP Rcvd	0	Tradeshaw Attended	1/25/2011 2/1/2011		\$0.00	0	18	0	0
Paxen Group	April small training meeting	RFP Rcvd	0		4/11/2010 4/16/2010		\$0.00	0	12	72	0
Professional Outdoor Media Association	2012 POMA annual conference	RFP Rcvd	0	Received Email from Planner	8/8/2012 8/11/2012		\$0.00	0	120	345	0
Professional Outdoor Media Association	2013 POMA annual conference	RFP Rcvd	0	Received Email from Planner	8/7/2013 8/11/2013		\$0.00	0	120	345	0
Site Search, Incorporated	Jan 10, FSAE/FSAE foundation	RFP Rcvd	0	RFP's received in 2010	1/14/2010 1/15/2010		\$0.00	0	15	30	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	4 or 5 Star	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Site Search, Incorporated	Feb 10, central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	2/5/2010 2/5/2010		\$0.00	0	2	2	0
Site Search, Incorporated	Feb 10, COO council	RFP Rcvd	0	RFP's received in 2010	2/26/2010 2/27/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Mar 10, Mtg planner forum	RFP Rcvd	0	RFP's received in 2010	3/12/2010 3/13/2010		\$0.00	0	20	40	0
Site Search, Incorporated	May 10, Central FL meet & greet	RFP Rcvd	0	RFP's received in 2010	5/13/2010 5/13/2010		\$0.00	0	2	2	0
Site Search, Incorporated	May 10, Fsae/Fsae foundation	RFP Rcvd	0	RFP's received in 2010	5/16/2010 5/16/2010		\$0.00	0	46	46	0
Site Search, Incorporated	Sept 10, think tank	RFP Rcvd	0	RFP's received in 2010	9/12/2010 9/13/2010		\$0.00	0	37	74	0
Site Search, Incorporated	Sept 2010, CEO council	RFP Rcvd	0	RFP's received in 2010	9/24/2010 9/25/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Oct 2010, Central FL meet & greet	RFP Rcvd	0	RFP's received - Florida	10/14/2010 10/14/2010		\$0.00	0	2	2	0
Site Search, Incorporated	Oct 2010, COO council	RFP Rcvd	0	RFP's received in 2010	10/22/2010 10/23/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, mtg planner forum	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, CEO council	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, FSAE foundation & winter conf	RFP Rcvd	0	RFP's received in 2010	11/14/2010 11/15/2010		\$0.00	0	55	101	0
Site Search, Incorporated	2011 Retail Environments	RFP Rcvd	0	RFP's received in 2010	11/2/2010 11/7/2010		\$0.00	0	125	396	0
Site Selection & Meeting Consultants, Inc	2012 FL. Assoc. of Criminal Defense Lawyers	RFP Rcvd	0	RFP's received in 2010	6/6/2012 6/9/2012		\$0.00	0	190	530	0
Skadden	2011 Womens' Retreat	RFP Rcvd	Association-Fraternal	Tradeshow Attended	2/3/2011 2/6/2011		\$0.00	0	200	440	0
Small Business Institute	2011 SBI Annual meeting	RFP Rcvd	0	RFP's received - Out of Florida	2/16/2011 2/19/2011		\$0.00	0	60	200	0
SofTechnics, Inc	Apr/May 2011 User Conference	RFP Rcvd	0		4/22/2011 4/27/2011		\$0.00	0	90	325	0
SofTechnics, Inc	2011 users conference	RFP Rcvd	0	RFP's received - Out of Florida	3/25/2011 3/31/2011		\$0.00	0	90	330	0
Southeastern Section of the American Urological Association, Incorporated	2013 SES 77th annual meeting	RFP Rcvd	Association-Health & Medical	RFP's received - Out of Florida	3/12/2013 3/17/2013		\$0.00	0	316	1,286	0
Successful Meetings Magazine	2010 Successful Meetings University	RFP Rcvd	0	RFP's received in 2010	8/8/2010 8/11/2010		\$0.00	0	103	289	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	5 or 6 of 10	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: CURRENT TENTATIVE												
Suncoast Meetings & Events	2011 Southern Ice Exchange	RFP Rcvd	0	RFP's received in 2010	3/2/2011 3/5/2011		\$0.00	0	50	155	0	
The Appraisal Foundation	2011 Spring Mtg Board of Trustees	RFP Rcvd	0	Tradeshaw Attended	4/27/2011 4/30/2011		\$0.00	0	50	155	0	
The Meeting Company	NTE 2011	RFP Rcvd	0	Repeat Planner Contact	1/31/2011 2/24/2011		\$0.00	0	0	2,199	0	
The Research Board, Incorporated	Offsite dinner	Dine Around	0		1/29/2008 1/29/2008		\$0.00	0	0	0	0	
The Travel Concern	2010 sales mtg group	RFP Rcvd	0		7/25/2010 7/28/2010		\$0.00	0	250	700	0	
Timothy Hogan Foundation	2009/2010 Ewing NY Eve Safari NGALA	RFP Rcvd	0	RFP's received in 2010	12/29/2009 1/4/2010		\$0.00	0	275	1,125	0	
Travel & Tourism Research Association	June 2012 TTRA conference request	RFP Rcvd	0		6/14/2012 6/20/2012	National	\$0.00	0	185	665	0	
Truth Attack	2009 tea party motor march	RFP Rcvd	0	RFP's received - Out of Florida	10/30/2009 10/31/2009		\$0.00	0	25	25	0	
U.S. Wheat Associates, Inc.	U.S. Wheat Associates 2010	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received in 2010	6/22/2010 6/26/2010	International	\$0.00	0	95	292	0	
United Fresh Produce Association	2011 United Fresh Produce	RFP Rcvd	0		1/16/2011 1/22/2011		\$0.00	0	100	330	0	
VISIT FLORIDA	2010 Florida Encounter	RFP Rcvd	0	Repeat Planner Contact	11/5/2010 11/9/2010	National	\$0.00	571	193	571	0	
Western CPE	Garden May 2011 Western CPE Rfp	RFP Rcvd	0	CVB Website	5/21/2011 5/28/2011		\$0.00	0	45	255	0	
Where in the World Travel	2010 The Villages planning group trips	RFP Rcvd	0	RFP's received - Florida	5/1/2010 5/10/2010		\$0.00	0	0	0	0	
Event Count:								70	571	7,713	31,581	0

Status: LEADS SENT

A Plan to Meet, Incorporated	SCTE Tech Trade show & Golf Tourn	RFP Rcvd	0	Repeat Planner Contact	5/4/2010 5/6/2010	Regional	\$0.00	0	55	95	0
Advance Food Products	Advanced Food Products Sales Meeting	RFP Rcvd	Association-Educational	Received Email from Planner	11/8/2010 11/11/2010		\$0.00	0	35	140	0
AHR Site Selection	2012 Nat'l rural utilities-IBES conference	RFP Rcvd	0	RFP's received - Out of Florida	11/10/2012 11/15/2012		\$0.00	0	280	890	0
ConferenceDirect	2011 Hematology & Clinical Microscopy Committee	RFP Rcvd	0	RFP's received in 2010	1/19/2011 1/22/2011		\$0.00	0	14	42	0
Electronic Retailing Association	2012 Great Ideas Summit	RFP Rcvd	0	Tradeshaw Attended	2/17/2012 2/23/2012		\$0.00	0	394	1,330	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	6 or 7 ASD	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: LEADS SENT												
Engineering Services Network	2011 DoD SBIR training workshop	RFP Rcvd	0		4/30/2011 5/5/2011		\$0.00	0	250	1,030	0	
Florida Fish and Wildlife Conservation Commission	FWC commission Meeting 2010	RFP Rcvd	0		11/17/2010 11/18/2010	Regional	\$0.00	0	65	130	0	
Florida Trust for Historic Preservation, Inc.	2011 Florida Statewide Preservation Conference	RFP Rcvd	Association-Heritage, Patriotic, Veterans	RFP's received - Florida	5/19/2011 5/21/2011		\$0.00	0	150	400	0	
Hyland Software	2011 Team OnBase Conference	RFP Rcvd	0	Received Email from Planner	1/28/2011 2/3/2011		\$0.00	0	175	645	0	
Meeting Resource Group	2010 Netflix annual Hub Manager's mtg	RFP Rcvd	0	CVB Website	5/3/2010 5/5/2010		\$0.00	0	125	375	0	
National Lime Association	2011 NLA Winter Board Mtg	RFP Rcvd	0	Tradeshaw Attended	1/25/2011 2/1/2011		\$0.00	0	18	0	0	
Paxen Group	April small training meeting	RFP Rcvd	0		4/11/2010 4/16/2010		\$0.00	0	12	72	0	
Professional Outdoor Media Association	2012 POMA annual conference	RFP Rcvd	0	Received Email from Planner	8/8/2012 8/11/2012		\$0.00	0	120	345	0	
Professional Outdoor Media Association	2013 POMA annual conference	RFP Rcvd	0	Received Email from Planner	8/7/2013 8/11/2013		\$0.00	0	120	345	0	
SofTechnics, Inc	Apr/May 2011 User Conference	RFP Rcvd	0		4/22/2011 4/27/2011		\$0.00	0	90	325	0	
The Appraisal Foundation	2011 Spring Mtg Board of Trustees	RFP Rcvd	0	Tradeshaw Attended	4/27/2011 4/30/2011		\$0.00	0	50	155	0	
The Meeting Company	NTE 2011	RFP Rcvd	0	Repeat Planner Contact	1/31/2011 2/24/2011		\$0.00	0	0	2,199	0	
The Travel Concern	2010 sales mtg group	RFP Rcvd	0		7/25/2010 7/28/2010		\$0.00	0	250	700	0	
U.S. Wheat Associates, Inc.	U.S. Wheat Associates 2010	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received in 2010	6/22/2010 6/26/2010	International	\$0.00	0	95	292	0	
United Fresh Produce Association	2011 United Fresh Produce	RFP Rcvd	0		1/16/2011 1/22/2011		\$0.00	0	100	330	0	
VISIT FLORIDA	2010 Florida Encounter	RFP Rcvd	0	Repeat Planner Contact	11/5/2010 11/9/2010	National	\$0.00	571	193	571	0	
Western CPE	Garden May 2011 Western CPE Rfp	RFP Rcvd	0	CVB Website	5/21/2011 5/28/2011		\$0.00	0	45	255	0	
Where in the World Travel	2010 The Villages planning group trips	RFP Rcvd	0	RFP's received - Florida	5/1/2010 5/10/2010		\$0.00	0	0	0	0	
Event Count:								23	571	2,636	10,666	0

Status: TURNED DEFINITE

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	7 of 34 As of	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: TURNED DEFINITE												
College of Technology	Feb 2010 brunch for Purdue Univ	RFP Rcvd	0		2/14/2010 2/14/2010		\$0.00	0	0	0	0	
Denison University	2011 Board of Trustees retreat	RFP Rcvd	0	RFP's received in 2010	1/27/2011 1/30/2011		\$0.00	0	60	240	0	
Florida Chess Association	2011 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	9/2/2011 9/3/2011		\$0.00	0	75	150	0	
Site Search, Inc.	2013/2014 Fla. Federation of Fairs & Livestock	RFP Rcvd	0	RFP's received - Out of Florida	5/15/2013 5/18/2013		\$0.00	0	350	1,400	0	
Event Count:								4	0	485	1,790	0

Status: TURNED LOST												
A Plan to Meet, Incorporated	SCTE Tech Trade show & Golf Tourn	RFP Rcvd	0	Repeat Planner Contact	5/4/2010 5/6/2010	Regional	\$0.00	0	55	95	0	
American Holistic Nurses Association	2011 American Holistic Nurses Assoc	RFP Rcvd	0	RFP's received - Out of Florida	6/3/2011 6/8/2011		\$0.00	0	250	1,050	0	
Business and Professional Women/FL	Nov 2010 fall conference	RFP Rcvd	0	RFP's received - Florida	11/6/2010 11/7/2010		\$0.00	0	50	100	0	
Certified Financial Planner Board	Feb 2010 breakfast meeting	RFP Rcvd	0	RFP's received - Out of Florida	2/12/2010 2/12/2010		\$0.00	0	0	0	0	
Chuck Cook & Associates, Incorporated	2010 FL Dairy Products Assoc	RFP Rcvd	0	RFP's received in 2010	7/28/2010 8/1/2010		\$0.00	0	75	228	0	
Chuck Cook & Associates, Incorporated	2010 Florida Dairy Farmers	RFP Rcvd	0	RFP's received - Out of Florida	6/23/2010 6/24/2010		\$0.00	0	32	52	0	
CMC & Associates	2010 Salvation Army-FL Division	RFP Rcvd	0	RFP's received in 2010	1/30/2010 2/3/2010		\$0.00	0	72	234	0	
CMC & Associates	2010-Jan, annual mtg	RFP Rcvd	0	RFP's received in 2010	1/28/2010 1/30/2010		\$0.00	0	13	39	0	
Frischerman	2009 Passover Group	RFP Rcvd	0		4/8/2009 4/17/2009		\$0.00	0	200	2,000	0	
Event Count:								9	0	747	3,798	0

Status: TURNED TENTATIVE											
A Plan to Meet, Incorporated	SCTE Tech Trade show & Golf Tourn	RFP Rcvd	0	Repeat Planner Contact	5/4/2010 5/6/2010	Regional	\$0.00	0	55	95	0
Advance Food Products	Advanced Food Products Sales Meeting	RFP Rcvd	Association-Educational	Received Email from Planner	11/8/2010 11/11/2010		\$0.00	0	35	140	0
AHR Site Selection	2012 Nat'l rural utilities-IBES conference	RFP Rcvd	0	RFP's received - Out of Florida	11/10/2012 11/15/2012		\$0.00	0	280	890	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	8 of 34 Attended	Peak Rooms	Requested Rooms	Contracted Rooms
Status: TURNED TENTATIVE											
ConferenceDirect	2011 Hematology & Clinical Microscopy Committee	RFP Rcvd	0	RFP's received in 2010	1/19/2011 1/22/2011		\$0.00	0	14	42	0
Electronic Retailing Association	2012 Great Ideas Summit	RFP Rcvd	0	Tradeshow Attended	2/17/2012 2/23/2012		\$0.00	0	394	1,330	0
Engineering Services Network	2011 DoD SBIR training workshop	RFP Rcvd	0		4/30/2011 5/5/2011		\$0.00	0	250	1,030	0
Florida Fish and Wildlife Conservation Commission	FWC commission Meeting 2010	RFP Rcvd	0		11/17/2010 11/18/2010	Regional	\$0.00	0	65	130	0
Florida Trust for Historic Preservation, Inc.	2011 Florida Statewide Preservation Conference	RFP Rcvd	Association-Heritage, Patriotic, Veterans	RFP's received - Florida	5/19/2011 5/21/2011		\$0.00	0	150	400	0
Hyland Software	2011 Team OnBase Conference	RFP Rcvd	0	Received Email from Planner	1/28/2011 2/3/2011		\$0.00	0	175	645	0
Meeting Resource Group	2010 Netflix annual Hub Manager's mtg	RFP Rcvd	0	CVB Website	5/3/2010 5/5/2010		\$0.00	0	125	375	0
National Lime Association	2011 NLA Winter Board Mtg	RFP Rcvd	0	Tradeshow Attended	1/25/2011 2/1/2011		\$0.00	0	18	0	0
Paxen Group	April small training meeting	RFP Rcvd	0		4/11/2010 4/16/2010		\$0.00	0	12	72	0
Professional Outdoor Media Association	2012 POMA annual conference	RFP Rcvd	0	Received Email from Planner	8/8/2012 8/11/2012		\$0.00	0	120	345	0
Professional Outdoor Media Association	2013 POMA annual conference	RFP Rcvd	0	Received Email from Planner	8/7/2013 8/11/2013		\$0.00	0	120	345	0
SofTechnics, Inc	Apr/May 2011 User Conference	RFP Rcvd	0		4/22/2011 4/27/2011		\$0.00	0	90	325	0
The Appraisal Foundation	2011 Spring Mtg Board of Trustees	RFP Rcvd	0	Tradeshow Attended	4/27/2011 4/30/2011		\$0.00	0	50	155	0
The Meeting Company	NTE 2011	RFP Rcvd	0	Repeat Planner Contact	1/31/2011 2/24/2011		\$0.00	0	0	2,199	0
The Travel Concern	2010 sales mtg group	RFP Rcvd	0		7/25/2010 7/28/2010		\$0.00	0	250	700	0
U.S. Wheat Associates, Inc.	U.S. Wheat Associates 2010	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received in 2010	6/22/2010 6/26/2010	International	\$0.00	0	95	292	0
United Fresh Produce Association	2011 United Fresh Produce	RFP Rcvd	0		1/16/2011 1/22/2011		\$0.00	0	100	330	0
VISIT FLORIDA	2010 Florida Encounter	RFP Rcvd	0	Repeat Planner Contact	11/5/2010 11/9/2010	National	\$0.00	571	193	571	0
Western CPE	Garden May 2011 Western CPE Rfp	RFP Rcvd	0	CVB Website	5/21/2011 5/28/2011		\$0.00	0	45	255	0
Where in the World Travel	2010 The Villages planning group trips	RFP Rcvd	0	RFP's received - Florida	5/1/2010 5/10/2010		\$0.00	0	0	0	0

Event Count:	23	March 15, 2010	10,666	0
Detailed Staff Reports IX				
Event Count:	129	9 of 54	58,501	0

Naples, Marco Island, Everglades CVB
Task Report

March 15, 2010
Detailed Staff Reports IX
10 of 54

Created - Between 1/15/2010 - 3/5/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
1/29/2010	Debi's Activity Tracking Account	General - Email	Closed	1/29/2010	1/29/2010	Jennifer Leslie
<i>RFP that you sent out for your Feb.2010 APPD Strategic Planning Meeting. - booked Hilton Naples on February 24-25, 2010.</i>						
2/2/2010	U.S. Wheat Associates, Inc.	sent rfp to partner	Open	3/2/2010		
<i>sent Rfp - Wheat</i>						
2/3/2010	A Plan to Meet, Incorporated	General - Followup Call	Open	3/3/2010		
<i>ask</i>						
2/3/2010	A Plan to Meet, Incorporated Sharon Gray, CMP	sent rfp to partner	Closed	2/3/2010	2/3/2010	Debi DeBenedetto
<i>sent rfp</i>						
2/3/2010	Debi's Activity Tracking Account	Idss updates	Closed	2/3/2010	2/3/2010	Debi DeBenedetto
<i>idss updates and memos to partners and idss task list 2 hours</i>						
2/3/2010	Florida Fish and Wildlife Conservation Commission	General - Followup Call	Closed	2/25/2010	2/25/2010	Debi DeBenedetto
<i>follow up</i>						
2/3/2010	Florida Fish and Wildlife Conservation Commission	sent rfp to partner	Closed	2/3/2010	2/3/2010	Debi DeBenedetto
<i>sent rfp</i>						
2/3/2010	Krikland Event & Destination Services, Inc.	Sales - Assisted Mtg Planner	Closed	2/3/2010	2/3/2010	Debi DeBenedetto
<i>Debi assisted client in finding venue/yacht for client event</i>						
2/3/2010	Manulife Financial	General - Followup Call	Open	2/3/2011		
<i>contact client to send pp maps for Ritz conference</i>						
2/3/2010	Site Search, Incorporated	Sales - Send Promotional Item / Collateral	Closed	2/3/2010	2/3/2010	Debi DeBenedetto
<i>Debi took two bags to NG for site planners as cvb welcome</i>						
2/3/2010	U.S. Wheat Associates, Inc.	sent rfp to partner	Closed	2/3/2010	2/3/2010	Debi DeBenedetto
<i>sent rfp US wheat</i>						
2/3/2010	Woodbury Financial	Sales - Assisted Mtg Planner	Closed	2/3/2010	2/3/2010	Debi DeBenedetto
<i>took welcome cvb bag to Marriott for planner for site</i>						
2/4/2010	VISIT FLORIDA	sent rfp to partner	Closed	2/15/2010	2/25/2010	Debi DeBenedetto

* Task is assigned to multiple people

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Printed: 3/5/2010

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Task Assigned User: Debi DeBenedetto

Create Date Account Name Task Type Status Due Date Closed Date Closed by User

sent Encounter Rfp to hotels

2/8/2010 Debi's Activity Tracking Account Sales - Partner Contact Closed 2/16/2010 2/25/2010 Debi DeBenedetto

*contine to work with partners to plan this sales Blitz for this event in Philly
regiaster pahma
venue and mnue
flight, reservation hotel
invitations
collateral
conference call 2/16 3:30*

2/8/2010 Debi's Activity Tracking Account General - Web update Closed 2/8/2010 2/8/2010 Debi DeBenedetto

proof new page on website shopping and dining 1hour

2/8/2010 Debi's Activity Tracking Account sent rfp to partner Closed 2/8/2010 2/8/2010 Debi DeBenedetto

Sent Florida Histroic Preservation 2011 Rfp to hotels

2/8/2010 Debi's Activity Tracking Account Sales - Assisted Mtg Planner Closed 2/8/2010 2/8/2010 Debi DeBenedetto

Assisted Vive Mag pub with location for 100 pp luncheon Apirl Debra 561-860-3988

2/8/2010 Debi's Activity Tracking Account General - Worked on upcoming CVB event Closed 2/8/2010 2/25/2010 Debi DeBenedetto

Planning Connection show plans made and conference call with partners - to do plan menu, rent golf, rent car

2/8/2010 Debi's Activity Tracking Account General - Worked on upcoming CVB event Closed 2/8/2010 2/5/2010 Debi DeBenedetto

FSAE conference call sponsorhsip

2/8/2010 Debi's Activity Tracking Account Sales - Partner Contact Closed 2/8/2010 2/6/2010 Debi DeBenedetto

Partner calls on Marco Island, Branding, relationship - MBOR, Marriott, Olde Marco Inn and Big Cypress Market place Jack and Debi - completed follow up 5 hours

2/12/2010 AHR Site Selection sent rfp to partner Open 3/12/2010

Annie Diaz-Cannon

Sent partners RFP for 2012 National Rural Utilities

2/12/2010 The Travel Concern sent rfp to partner Open 3/12/2010

Karen Mason

sent The Travel Concern RFP to partners

2/16/2010 SofTechnics, Inc sent rfp to partner Open 3/16/2010

Susan Horner

Sent Apr/May 2011 Softechnics User Conf. RFP to partners.

2/19/2010 United Fresh Produce Association sent rfp to partner Open 3/19/2010

Leslie Howard

sent United Fresh Produce RFP to partners - for Jan 2011

2/25/2010 Atlanta Metropolitan Publishing, Incorporated General - Meeting Closed 2/25/2010 2/25/2010 Debi DeBenedetto

Met with Carol to discuss Plan your meetings program and shows for 2010 /2011 would like to be in program

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
2/25/2010	Conference Planning Resources	Sales - Assisted Mtg Planner	Open	2/25/2010		
<i>Contacted planner re future site planning March 29</i>						
2/25/2010	ConferenceDirect Peggy Fritz	sent rfp to partner	Open	3/25/2010		
<i>sent Hematology & clinical microscopy (Cvent) RFP to partners.</i>						
2/25/2010	ConferenceDirect Peggy Fritz	Sales - Assisted Mtg Planner	Closed	2/25/2010	2/25/2010	Debi DeBenedetto
<i>new Rfp sent through cvent and contacted planner - repeat business</i>						
2/25/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	2/25/2010	2/25/2010	Debi DeBenedetto
<i>Contacted Mine Seckler about lead from trade show for group. Requested specs</i>						
2/25/2010	Debi's Activity Tracking Account	General - Meeting	Closed	2/25/2010	2/24/2010	Debi DeBenedetto
<i>Met with Steven at Inn at Pelican Bay - new meeting space - did site</i>						
2/25/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Open	3/14/2010		
<i>Registered for Pharma show Philly</i>						
2/25/2010	Engineering Services Network Andy Talbert	sent rfp to partner	Open	3/25/2010		
<i>sent RFP(Cvent) to partners for DoD SBIR training workshop - May 2011.</i>						
2/25/2010	Naples Harbour Yacht Club	Sales - Partner Contact	Closed	2/25/2010	3/1/2010	Debi DeBenedetto
<i>Contacted for site to use venue</i>						
2/25/2010	Paxen Group	Sales - Assisted Mtg Planner	Open	2/25/2010		
<i>Debi assisted planner sent rfp for group</i>						
2/25/2010	Silverspot Cinema	Sales - Partner Contact	Closed	2/25/2010	3/1/2010	Debi DeBenedetto
<i>Debi site Silverspot for meeting venue</i>						
2/26/2010	Debi's Activity Tracking Account	General - Email	Closed	2/26/2010	2/26/2010	Jennifer Leslie
<i>Diane Fujii from Integrity Travel wanted boat sight seeing information for her group. Emailed her suggestions.</i>						
2/26/2010	Debi's Activity Tracking Account	General - Followup Call	Closed	2/26/2010	2/26/2010	Jennifer Leslie
<i>Group at Naples Grande needed 5 to 6 massage therapists for a welcome event.</i>						
2/26/2010	Debi's Activity Tracking Account	General - Followup Call	Open	4/26/2010		
<i>American Business Women's Association (ABWA) needs PP brochures and VIP cards for their bag stuffing in May. Contact Rachelle Youmans - ryoumans@GATESinc.com - 593-3777.</i>						
2/26/2010	Debi's Activity Tracking Account	General - Meeting	Closed	2/26/2010	2/26/2010	Jennifer Leslie

* Task is assigned to multiple people

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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working with Bryan Pease and partners to receive booked information and report income generated

2/26/2010	Florida Trust for Historic Preservation, Inc. Malinda Horton <i>sent 2011 FL. Statewide conference RFP to partners</i>	sent rfp to partner	Closed	2/26/2010	2/26/2010	Jennifer Leslie
2/26/2010	Hyatt Regency Coconut Point Bob Harris <i>Site from 8-11 with Bob and Darren for FSAE offsite venue location annual meetings. We looked at Naples Bay Yeacht club, Imperial, Venitian Village, Bayside and Museum of Art.</i>	Sales - Assisted Mtg Planner	Closed	2/26/2010	2/26/2010	Debi DeBenedetto
2/26/2010	Paxen Group <i>Call and see if he found something here</i>	General - Followup Call	Open	3/15/2010		
2/26/2010	Ridgway Bar & Grill <i>sent lead to venues Philharmonic and Bayside</i>	sent rfp to partner	Closed	2/26/2010	2/26/2010	Debi DeBenedetto
2/26/2010	Site Search, Inc. Brenda Glass <i>Met Brenda and Client Doris for site at Naples Grande 5:30 - 7 pm 2/25/2010</i>	Sales - Assisted Mtg Planner	Closed	3/26/2010	3/1/2010	Debi DeBenedetto
2/26/2010	The Meeting Company <i>Sent Rfp to hotels for group, sent sales kit to planner</i>	Sales - Assisted Mtg Planner	Open	3/5/2010		
2/26/2010	Where in the World Travel <i>Assisted Lee LeFaivre with groups from the Villages wanting to come to Naples. Gave them ideas</i>	Sales - Assisted Mtg Planner	Closed	2/26/2010	2/26/2010	Jennifer Leslie
2/26/2010	Where in the World Travel <i>check to see if Lee LeFaivre needs accomodations for the motor coach tours to our area</i>	General - Followup Call	Open	3/26/2010		
3/1/2010	Advance Food Products Joella Gamon <i>sent out Rfp</i>	Sales - Assisted Mtg Planner	Open	4/1/2010		
3/1/2010	Electronic Retailing Association Christy Hopkins <i>Sent 2012 Electronic Retailing RFP to partners</i>	sent rfp to partner	Open	4/1/2010		
3/1/2010	Hyland Software Erin Kupcak <i>sent 2011 Team OnBase conference (Hyland Software) to partners</i>	sent rfp to partner	Open	4/1/2010		
3/1/2010	National Lime Association Ada Lucero <i>Sent 2011 National Lime RFP to partners</i>	sent rfp to partner	Open	4/1/2010		
3/1/2010	Professional Outdoor Media Association	sent rfp to partner	Open	4/1/2010		

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
	Laurie Lee Dovey <i>Sent 2012 & 2013 Prof. Outdoor media RFP to partners</i>					
3/1/2010	Site Search, Inc. Brenda Glass <i>Set up site and overnight Hilton MI and set up activities for March 6 site</i>	Sales - Assisted Mtg Planner	Open	3/10/2010		
3/1/2010	The Appraisal Foundation Staci Steward <i>sent 2011 Appraisal Foundation RFP to partners</i>	sent rfp to partner	Open	4/1/2010		
3/1/2010	Western CPE Marla HALL <i>Sent out Rfp and assist planner sales kit and dest info</i>	Sales - Assisted Mtg Planner	Open	4/1/2010		
3/3/2010	Meeting Resource Group Cathy Palmateer <i>sent 2010 Netflix annual Hub managers mtg to partners</i>	sent rfp to partner	Open	4/3/2010		
3/5/2010	Debi's Activity Tracking Account <i>Attended Planning Connection in Gainesville, sponsored reception and trade show with 2 partners NBH and Hilton Naples - 120 planners - sent pre and post followup</i>	Sales - Meeting / Show / Conference	Closed	3/5/2010	3/3/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account <i>CVB Advisory Roundtable 9-11</i>	General - Worked on upcoming CVB event	Closed	3/5/2010	3/4/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account <i>TDC report 2 hours</i>	General - TDC Report	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account <i>FEb/MARch sent 4 sets of golf leads to hotel partners from Play Florida Golf shows</i>	sent rfp to partner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account <i>Site with client for venue for FSAE welcome</i>	Site with client - Sales	Closed	3/5/2010	2/26/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account <i>Met with planner Brenda Glass - got FLA Livestock booked NG and assist with future site for Marco Island and tour tickets for planner</i>	Sales - Assisted Mtg Planner	Closed	3/5/2010	2/25/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account <i>Meetings with Plan Your meeting Carol and other conversations re: marketing - referred to Paradise as well.</i>	Refer advertising inquiry to Paradise	Closed	3/5/2010	2/24/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account <i>Secured honeymoon promotion for Bridal ads and guide</i>	General - Worked on upcoming CVB event	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	2/21/2010	Debi DeBenedetto

* 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
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Attended Boston Globe Travel Show Feb. 18-21 - Great show

3/5/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
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Several referrals for venues and restaurants discussions with planners and travel agents

3/5/2010	Debi's Activity Tracking Account	Register Trade show	Open	5/5/2010		
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Register Florida Huddle and secure partners - follow up on partners

3/5/2010	Debi's Activity Tracking Account	Proof copy	Open	3/5/2010		
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Proof copy for several items - golf, website, newsletters etc - ongoing monthly

3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
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Philly eblast invite and invitations mailing and RSVP

Total Tasks:						69
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Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of February 2010

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	212	615.95
PR-Editorial	79	221.90
Expedia Reservations	9	56.12
International	6	15.57
Storm Information	0	0.00
Meeting Planner	0	0.00
Collier County Sports Council	10	26.60
Naples #1	14	8.32
Naples #2	0	0.00
<u>Grand Total:</u>	<u>330</u>	<u>944.45</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of February 2010

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Expedia Reservations	6	37.40	1
Live Information	71	225.13	-
Special Fulfillment	467	16.25	-
Sports Council of Collier County Information	5	15.55	-
Visitors Guide	7423	670.58	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	2	3.35	-
Hang up	21	10.20	-
Wrong Number	39	19.62	-
<u>Grand Total:</u>	<u>8034</u>	<u>998.08</u>	<u>1</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of February 2010

<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 - Domestic US	228	1113	6%	57	215	2%
Consumer E-Marketing - Domestic US	582	1936	11%	265	1109	10%
Consumer Magazines - Domestic US	255	819	5%	1414	2083	54%
Consumer Newspaper - Domestic US	0	1726	10%	0	2731	0%
Geographic Campaign	101	150	1%	0	1	0%
International Markets	5015	7865	44%	5	1848	0%
Niche Markets	1198	4151	23%	850	3486	32%
Travel Agent Directories	0	0	0%	1	1	0%
Friend/Relative	7	29	0%	5	24	0%
Naples, Marco Island, Everglades CVB	3	14	0%	6	13	0%
Other/Unknown	27	82	0%	25	88	1%
Travel Agent	7	20	0%	5	7	0%
Grand Total:	7,423	17,905		2,633	11,606	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of February 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
2009 Official Florida Vacation Guide - Quick Check	200	849	76%
2009 Official Florida Vacation Guide - Specific Target	26	247	22%
2009 Official Florida Vacation Guide - Telephone Call	1	5	0%
2009 Visit Florida SIP - Beach Getaway	1	6	1%
2009 Naples, Marco Island & the Everglades Visitors Guide	0	3	0%
Florida Getaways Floridians 2-2008 - Quick Check	0	3	0%
Grand Total:	228	1113	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer E-Marketing

For the month of February 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
ParadiseCoast.com	564	1877	97%
Miles Media Imports	546	1804	
Phone	10	41	
info@paradisecoast.com	5	16	
Interactive Text Chat	3	16	
Other/Unknown	9	18	1%
DestinationBrochures.com	6	28	1%
Visit USA - UK	2	7	0%
VisitFlorida.com	1	3	0%
ParadiseCoast.de	0	3	0%
Grand Total:	582	1936	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of February 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Midwest Living January/February 2010	212	457	56%
Other/Unknown	13	25	3%
Southern Living Travel Florida February 2009	13	46	6%
Southern Living Travel Florida March 2010	9	9	1%
Cooking Light September 2009	6	226	28%
AAA Florida TourBook 2009 Edition	1	20	2%
Southern Living Travel June 2008	1	2	0%
Coastal Living June 2009	0	30	4%
Midwest Living March/April 2009	0	2	0%
Women's World Magazine Story January 26 2009	0	2	0%
Grand Total:	255	819	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Newspaper

For the month of February 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
America's Best Vacations Festivals & Events October 2009	0	500	29%
America's Best Vacations In-State Insert October 2009	0	1214	70%
Other/Unknown	0	10	1%
Visit Florida In-State Insert Spring 2009	0	2	0%
<u>Grand Total:</u>	<u>0</u>	<u>1726</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Geographic Campaign

For the month of February 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Fall In-State Campaign			
Miami/Ft. Lauderdale & West Palm Beach TV Campaign Fall 2009	0	1	1%
<hr/>			
Fall In-State Campaign	0	1	
Geographic Campaign - In-State			
Other/Unknown	54	83	55%
<hr/>			
Geographic Campaign - In-State	54	83	
Geo-Targeted Domestic US Markets			
Weather.com - New York	0	1	1%
<hr/>			
Geo-Targeted Domestic US Markets	0	1	
Geo-Targeted In-State Online			
PalmBeachPost.com	0	1	1%
<hr/>			
Geo-Targeted In-State Online	0	1	
Winter Northern Campaign			
New York Television Campaign Winter 2010	27	39	26%
Chicago Television Campaign Winter 2010	17	22	15%
Philadelphia Television Campaign Winter 2010	3	3	2%
<hr/>			
Winter Northern Campaign	47	64	
<hr/>			
Grand Total:	101	150	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of February 2010

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Market

For the month of February 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
International - Canada			
Canadian Television (Weather Channel)	0	2	0%
<hr/>			
International - Canada	0	2	
International - Germany			
Florida Sun Magazine	19	56	1%
<hr/>			
International - Germany	19	56	
International - United Kingdom			
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	4964	4964	63%
UK Go America ReasonsToGo.com Fall 2009	26	26	0%
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	5	26	0%
UK Go America Fall 2009	1	17	0%
UK Go America eCampaign Fall 2009	0	2669	34%
UK Go America Travel Agent eCampaign Fall 2009	0	105	1%
<hr/>			
International - United Kingdom	4996	7807	
<hr/>			
Grand Total:	5015	7865	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of February 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Niche Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2010	779	1302	31%
Brides Florida March - September 2009	135	641	15%
Bridal Guide January/February 2008	6	81	2%
Bridal Guide May/June 2009	2	29	1%
Bridal Guide January/February 2009	0	2	0%
Destination Weddings & Honeymoons October - December 2009	0	41	1%
<hr/>		922	2096
Niche Markets (ECO)			
National Geographic Traveler January/February 2010	239	1027	25%
Audubon (Great Florida Birding Trail) November/December 2009	36	393	9%
Audubon (Eco-Tourism Guide) May/June 2009	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2008	0	1	0%
<hr/>		275	1422
Niche Markets (Senior)			
AARP - Southeast Region March/April 2010	1	1	0%
AAA Going Places South May/June 2009	0	632	15%
<hr/>		1	633
<hr/>		1198	4151

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB
Visitor Guide Request Summary by Travel Agent Directories
For the month of February 2010

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of February 2010

<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	291	2794	30%	277	3284	11%
IL	202	511	5%	131	410	5%
NY	162	857	9%	119	415	5%
PA	159	436	5%	120	367	5%
OH	108	480	5%	124	347	5%
NJ	105	298	3%	68	220	3%
MI	94	314	3%	90	294	4%
CA	89	333	4%	73	246	3%
TX	80	228	2%	140	369	5%
WI	80	258	3%	46	206	2%
IN	78	223	2%	66	201	3%
MO	74	191	2%	59	173	2%
GA	64	176	2%	115	228	4%
NC	57	165	2%	107	219	4%
KY	49	114	1%	88	172	3%
MA	48	146	2%	61	181	2%
MN	45	205	2%	43	157	2%
MD	40	130	1%	76	140	3%
IA	38	101	1%	17	79	1%
TN	33	142	2%	83	165	3%
VA	33	163	2%	80	177	3%
SC	32	84	1%	66	129	3%
AL	24	72	1%	72	141	3%
LA	24	68	1%	40	94	2%
KS	23	57	1%	14	55	1%
CT	21	75	1%	35	96	1%
DE	20	35	0%	12	34	0%
AR	18	43	0%	43	80	2%
WA	18	65	1%	35	84	1%
MS	16	38	0%	31	67	1%
AZ	15	49	1%	17	64	1%
OK	15	47	1%	36	72	1%
CO	14	75	1%	20	69	1%
NH	14	31	0%	15	46	1%
ME	13	44	0%	16	37	1%
NE	13	47	1%	9	33	0%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of February 2010

<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>
WV	11	41	0%	25	60	1%
NV	10	28	0%	8	24	0%
OR	9	46	0%	10	35	0%
VT	7	22	0%	8	22	0%
MT	6	14	0%	6	15	0%
SD	6	11	0%	5	9	0%
HI	5	13	0%	0	10	0%
NM	5	26	0%	6	21	0%
PR	5	10	0%	9	44	0%
RI	4	15	0%	12	25	0%
ID	3	8	0%	7	25	0%
ND	3	13	0%	4	11	0%
AK	2	4	0%	3	7	0%
DC	2	10	0%	3	7	0%
WY	2	5	0%	4	14	0%
VI	1	3	0%	1	3	0%
AE	0	1	0%	0	0	0%
GU	0	1	0%	0	0	0%
UT	0	13	0%	3	13	0%
Grand Total:	2,290	9,379		2,558	9,496	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of February 2010

<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>
UNITED KINGDOM	4314	4411	25%	6	1792	0%
USA	2290	9379	52%	2558	9496	97%
NO ADDRESS GIVEN	640	3442	19%	0	0	0%
CANADA	39	157	1%	41	147	2%
BRAZIL	23	246	1%	1	9	0%
GERMANY	16	55	0%	7	62	0%
AUSTRALIA	12	13	0%	0	1	0%
FRANCE	10	13	0%	2	13	0%
NETHERLANDS	9	28	0%	0	4	0%
INDIA	6	17	0%	1	4	0%
IRELAND	6	8	0%	1	4	0%
SPAIN	6	8	0%	1	5	0%
DENMARK	5	11	0%	0	0	0%
GREECE	5	5	0%	0	0	0%
SWEDEN	4	4	0%	1	2	0%
PORTUGAL	3	18	0%	0	1	0%
SWITZERLAND	3	6	0%	1	6	0%
ANDORRA	2	2	0%	0	0	0%
BELGIUM	2	6	0%	0	3	0%
FINLAND	2	2	0%	2	2	0%
GUERNSEY	2	2	0%	0	0	0%
LITHUANIA	2	9	0%	0	1	0%
LUXEMBOURG	2	2	0%	0	0	0%
NEW ZEALAND	2	2	0%	0	0	0%
QATAR	2	2	0%	0	0	0%
SOUTH AFRICA	2	2	0%	0	1	0%
URUGUAY	2	2	0%	0	0	0%
AUSTRIA	1	5	0%	0	2	0%
BERMUDA	1	1	0%	0	1	0%
CUBA	1	1	0%	0	0	0%
CZECH REPUBLIC	1	2	0%	0	1	0%
EGYPT	1	1	0%	0	0	0%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of February 2010

<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>
FINLAD	1	1	0%	0	0	0%
ISLE OF MAN	1	1	0%	0	0	0%
ISRAEL	1	2	0%	0	0	0%
NORWAY	1	3	0%	0	1	0%
PAKISTAN	1	1	0%	0	1	0%
SERBIA AND MONTENEGRO	1	1	0%	0	0	0%
SRI LANKA	1	2	0%	0	0	0%
AFRICA	0	0	0%	0	1	0%
ARGENTINA	0	5	0%	1	2	0%
BANGLADESH	0	2	0%	0	3	0%
BELARUS	0	1	0%	0	0	0%
BULGARIA	0	1	0%	1	1	0%
CHILE	0	0	0%	1	2	0%
CROATIA	0	1	0%	0	0	0%
GHANA	0	0	0%	0	1	0%
ICELAND	0	0	0%	0	1	0%
INDONESIA	0	0	0%	0	4	0%
IRAN	0	2	0%	0	1	0%
IRAQ	0	0	0%	0	2	0%
ITALY	0	3	0%	2	5	0%
JAPAN	0	1	0%	0	0	0%
MACEDONIA	0	0	0%	1	1	0%
MEXICO	0	3	0%	2	3	0%
NIGERIA	0	0	0%	0	1	0%
PHILIPPINES	0	0	0%	0	3	0%
POLAND	0	0	0%	1	6	0%
RUSSIA	0	4	0%	1	3	0%
SAUDI ARABIA	0	0	0%	0	1	0%
SCOTLAND	0	0	0%	0	2	0%
UKRAINE	0	8	0%	1	1	0%
UNITED ARAB EMIRATES	0	0	0%	0	1	0%
VENEZUELA	0	1	0%	0	1	0%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of February 2010

<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>
YUGOSLAVIA	0	0	0%	0	1	0%
Grand Total:	7,423	17,905		2,633	11,606	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of February 2010

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Golf Guide			
Play FL Golf	150	395	32%
Golf Guide	150	395	32%
Mailings to Partners	0	1	0%
Meeting Planners			
Market Group Fulfillment			
Market Group Fulfillment	0	92	7%
Market Group Fulfillment	0	92	7%
Meeting Planner Kit			
Meeting Planner Kit	7	69	6%
Meeting Planner Kit	7	69	6%
Meeting Planner Non-Kit Fulfillment			
Meeting Planner Non-Kit Fulfillment	0	3	0%
Meeting Planner Non-Kit Fulfillment	0	3	0%
Post Show Followup			
2010 Helmsbriscoe	112	112	9%
Planning Connection 2010	121	121	10%
Successful Meetings	0	237	19%
Post Show Followup	233	470	38%
Promotions			
Promotions			
Summer VIP	0	2	0%
Promotions	0	2	0%
SMERF Group Leaders	0	1	0%
Tour Operators			
Tour Operators			
Huddle 2010	21	21	2%
Other/Unknown	1	3	0%
Tour Operators	22	24	2%

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of February 2010

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Travel Agents			
Travel Agents			
Luxury Travel Agents	0	125	10%
MLT 2009	55	55	4%
Other/Unknown	0	9	1%
Travel Agents	55	189	15%
<u>Grand Total:</u>	<u>467</u>	<u>1,246</u>	

Naples, Marco Island, Everglades CVB

Arts Culture & Heritage Request Summary by Source

For the month of February 2010

<u>SOURCE</u>	<u>REQUESTS</u>	<u>QTY</u>
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<u>Grand Total:</u>		
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Naples, Marco Island, Everglades CVB Call Summary by Toll Free Number

For the month of January 2010

<u>TOLL FREE NUMBER</u>	<u># OF CALLS</u>	<u>MINUTES</u>
800-2ESCAPE	145	484.65
PR-Editorial	54	212.25
Expedia Reservations	13	81.42
International	6	19.22
Storm Information	2	6.27
Meeting Planner	0	0.00
Collier County Sports Council	8	12.75
Naples #1	10	4.52
Naples #2	1	0.20
<u>Grand Total:</u>	<u>239</u>	<u>821.27</u>

Naples, Marco Island, Everglades CVB

Call Summary by Purpose

For the month of January 2010

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>	<u>RESERVATIONS</u>
Expedia Reservations	5	26.72	0
Live Information	56	213.22	-
Special Fulfillment	15	21.07	-
Sports Council of Collier County Information	4	9.50	-
Visitors Guide	5248	598.00	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	2	11.58	-
Hang up	17	8.08	-
Wrong Number	27	18.62	-
<u>Grand Total:</u>	<u>5374</u>	<u>906.78</u>	<u>0</u>

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of January 2010

<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 - Domestic US	284	885	8%	69	158	4%
Consumer E-Marketing - Domestic US	576	1354	13%	300	844	16%
Consumer Magazines - Domestic US	272	564	5%	605	669	32%
Consumer Newspaper - Domestic US	518	1726	16%	1	2731	0%
Geographic Campaign	47	49	0%	0	1	0%
International Markets	2787	2850	27%	432	1843	23%
Niche Markets	723	2953	28%	408	2636	22%
Travel Agent Directories	0	0	0%	0	0	0%
Friend/Relative	7	22	0%	9	19	0%
Naples, Marco Island, Everglades CVB	4	11	0%	2	7	0%
Other/Unknown	23	55	1%	35	63	2%
Travel Agent	7	13	0%	1	2	0%
Grand Total:	5,248	10,482		1,862	8,973	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Directories

For the month of January 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
2009 Official Florida Vacation Guide - Quick Check	203	649	73%
2009 Official Florida Vacation Guide - Specific Target	77	221	25%
2009 Visit Florida SIP - Beach Getaway	2	5	1%
2009 Naples, Marco Island & the Everglades Visitors Guide	1	3	0%
2009 Official Florida Vacation Guide - Telephone Call	1	4	0%
Florida Getaways Floridians 2-2008 - Quick Check	0	3	0%
<u>Grand Total:</u>	<u>284</u>	<u>885</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer E-Marketing

For the month of January 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
ParadiseCoast.com	556	1313	97%
Miles Media Imports	537	1258	
Phone	8	31	
info@paradisecoast.com	6	11	
Interactive Text Chat	5	13	
DestinationBrochures.com	10	22	2%
Other/Unknown	4	9	1%
Visit USA - UK	4	5	0%
ParadiseCoast.de	1	3	0%
VisitFlorida.com	1	2	0%
Grand Total:	576	1354	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Magazines

For the month of January 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Midwest Living January/February 2010	245	245	43%
Cooking Light September 2009	11	220	39%
AAA Florida TourBook 2009 Edition	8	19	3%
Other/Unknown	5	12	2%
Southern Living Travel Florida February 2009	2	33	6%
Midwest Living March/April 2009	1	2	0%
Coastal Living June 2009	0	30	5%
Southern Living Travel June 2008	0	1	0%
Women's World Magazine Story January 26 2009	0	2	0%
Grand Total:	272	564	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Consumer Newspaper

For the month of January 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
America's Best Vacations Festivals & Events October 2009	500	500	29%
America's Best Vacations In-State Insert October 2009	14	1214	70%
Other/Unknown	4	10	1%
Visit Florida In-State Insert Spring 2009	0	2	0%
<u>Grand Total:</u>	<u>518</u>	<u>1726</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Geographic Campaign

For the month of January 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Geographic Campaign - Domestic US			
New York TV Ad	12	12	24%
Chicago TV Ad	5	5	10%
<hr/>			
Geographic Campaign - Domestic US	17	17	
Geographic Campaign - In-State			
Other/Unknown	28	29	59%
Miami/Ft. Lauderdale Television	1	1	2%
<hr/>			
Geographic Campaign - In-State	29	30	
Geo-Targeted Domestic US Markets			
Weather.com - New York	1	1	2%
<hr/>			
Geo-Targeted Domestic US Markets	1	1	
Geo-Targeted In-State Online			
PalmBeachPost.com	0	1	2%
<hr/>			
Geo-Targeted In-State Online	0	1	
<u>Grand Total:</u>	<u>47</u>	<u>49</u>	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Business

For the month of January 2010

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Market

For the month of January 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
International - Canada			
Canadian Television (Weather Channel)	2	2	0%
<hr/>	<hr/>	<hr/>	
International - Canada	2	2	
International - Germany			
Florida Sun Magazine January 2010	11	11	0%
Florida Sun Magazine	0	26	1%
<hr/>	<hr/>	<hr/>	
International - Germany	11	37	
International - United Kingdom			
UK Go America eCampaign Fall 2009	2669	2669	94%
UK Go America Travel Agent eCampaign Fall 2009	105	105	4%
UK Go America Fall 2009	0	16	1%
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	0	21	1%
<hr/>	<hr/>	<hr/>	
International - United Kingdom	2774	2811	
Grand Total:	2787	2850	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of January 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	
Niche Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2010	301	523	18%
Brides Florida March - September 2009	25	506	17%
Bridal Guide May/June 2009	6	27	1%
Bridal Guide January/February 2008	3	75	3%
Bridal Guide January/February 2009	0	2	0%
Destination Weddings & Honeymoons October - December 2009	0	41	1%
<hr/>			
Niche Markets (Bridal/Honeymoon)	335	1174	
Niche Markets (ECO)			
National Geographic Traveler January/February 2010	342	788	27%
Audubon (Great Florida Birding Trail) November/December 2009	36	357	12%
Audubon (Eco-Tourism Guide) May/June 2009	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2008	0	1	0%
<hr/>			
Niche Markets (ECO)	378	1147	
Niche Markets (Senior)			
AAA Going Places South May/June 2009	10	632	21%
<hr/>			
Niche Markets (Senior)	10	632	
<hr/>			
Grand Total:	723	2953	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Travel Agent Directories

For the month of January 2010

Media

Month

YTD

Grand Total:

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of January 2010

<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	632	2503	35%	140	3007	10%
IL	149	309	4%	82	279	6%
NY	118	695	10%	94	296	7%
OH	115	372	5%	73	223	5%
MI	98	220	3%	59	204	4%
PA	98	277	4%	89	247	7%
WI	93	178	3%	55	160	4%
NJ	90	193	3%	61	152	5%
CA	86	244	3%	62	173	5%
IN	72	145	2%	34	135	3%
MN	72	160	2%	37	114	3%
MO	55	117	2%	29	114	2%
TX	51	148	2%	58	229	4%
GA	43	112	2%	43	113	3%
MA	43	98	1%	48	120	4%
VA	42	130	2%	33	97	2%
IA	36	63	1%	20	62	1%
NC	32	108	2%	35	112	3%
MD	29	90	1%	15	64	1%
TN	27	109	2%	21	82	2%
KY	25	65	1%	24	84	2%
KS	23	34	0%	4	41	0%
CT	21	54	1%	28	61	2%
OR	19	37	1%	9	25	1%
AL	18	48	1%	16	69	1%
AZ	17	34	0%	18	47	1%
CO	17	61	1%	15	49	1%
NE	16	34	0%	4	24	0%
SC	15	52	1%	24	63	2%
OK	14	32	0%	5	36	0%
WA	14	47	1%	12	49	1%
WV	13	30	0%	8	35	1%
LA	12	44	1%	9	54	1%
ME	12	31	0%	5	21	0%
NV	12	18	0%	7	16	1%
NH	11	17	0%	8	31	1%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by State

For the month of January 2010

<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>
AR	10	25	0%	10	37	1%
DE	7	15	0%	8	22	1%
HI	6	8	0%	0	10	0%
MS	6	22	0%	5	36	0%
NM	6	21	0%	3	15	0%
UT	5	13	0%	1	10	0%
ND	4	10	0%	3	7	0%
PR	4	5	0%	4	35	0%
RI	4	11	0%	10	13	1%
VT	4	15	0%	2	14	0%
ID	3	5	0%	4	18	0%
AK	2	2	0%	1	4	0%
SD	2	5	0%	2	4	0%
WY	2	3	0%	4	10	0%
AE	1	1	0%	0	0	0%
DC	1	8	0%	2	4	0%
GU	1	1	0%	0	0	0%
MT	1	8	0%	4	9	0%
VI	1	2	0%	0	2	0%
Grand Total:	2,310	7,089		1,347	6,938	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of January 2010

<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>
NO ADDRESS GIVEN	2780	2802	27%	0	0	0%
USA	2310	7089	68%	1347	6938	72%
CANADA	43	118	1%	41	106	2%
UNITED KINGDOM	34	97	1%	439	1786	24%
BRAZIL	33	223	2%	1	8	0%
GERMANY	13	39	0%	3	55	0%
NETHERLANDS	7	19	0%	2	4	0%
UKRAINE	5	8	0%	0	0	0%
ARGENTINA	2	5	0%	1	1	0%
BELGIUM	2	4	0%	2	3	0%
DENMARK	2	6	0%	0	0	0%
INDIA	2	11	0%	1	3	0%
LITHUANIA	2	7	0%	1	1	0%
NORWAY	2	2	0%	0	1	0%
SPAIN	2	2	0%	3	4	0%
IRELAND	1	2	0%	2	3	0%
ISRAEL	1	1	0%	0	0	0%
ITALY	1	3	0%	3	3	0%
MEXICO	1	3	0%	0	1	0%
PORTUGAL	1	15	0%	0	1	0%
RUSSIA	1	4	0%	1	2	0%
SRI LANKA	1	1	0%	0	0	0%
SWITZERLAND	1	3	0%	0	5	0%
VENEZUELA	1	1	0%	1	1	0%
AFRICA	0	0	0%	1	1	0%
AUSTRALIA	0	1	0%	0	1	0%
AUSTRIA	0	4	0%	0	2	0%
BANGLADESH	0	2	0%	0	3	0%
BELARUS	0	1	0%	0	0	0%
BERMUDA	0	0	0%	1	1	0%
BULGARIA	0	1	0%	0	0	0%
CHILE	0	0	0%	0	1	0%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of January 2010

<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>
CROATIA	0	1	0%	0	0	0%
CZECH REPUBLIC	0	1	0%	0	1	0%
FRANCE	0	3	0%	4	11	0%
GHANA	0	0	0%	0	1	0%
ICELAND	0	0	0%	1	1	0%
INDONESIA	0	0	0%	2	4	0%
IRAN	0	2	0%	0	1	0%
IRAQ	0	0	0%	1	2	0%
JAPAN	0	1	0%	0	0	0%
NIGERIA	0	0	0%	0	1	0%
PAKISTAN	0	0	0%	1	1	0%
PHILIPPINES	0	0	0%	2	3	0%
POLAND	0	0	0%	0	5	0%
SAUDI ARABIA	0	0	0%	0	1	0%
SCOTLAND	0	0	0%	0	2	0%
SOUTH AFRICA	0	0	0%	1	1	0%
SWEDEN	0	0	0%	0	1	0%
UNITED ARAB EMIRATES	0	0	0%	0	1	0%
YUGOSLAVIA	0	0	0%	0	1	0%
Grand Total:	5,248	10,482		1,862	8,973	

*YTD = Fiscal Year

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of January 2010

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Golf Guide			
Play FL Golf	0	245	31%
Golf Guide	0	245	31%
Mailings to Partners	1	1	0%
Meeting Planners			
Market Group Fulfillment			
Market Group Fulfillment	3	92	12%
Market Group Fulfillment	3	92	12%
Meeting Planner Kit			
Meeting Planner Kit	3	62	8%
Meeting Planner Kit	3	62	8%
Meeting Planner Non-Kit Fulfillment			
MP Non-Kit Fulfillment	2	3	0%
Meeting Planner Non-Kit Fulfillment	2	3	0%
Post Show Followup			
Successful Meetings	0	237	30%
Post Show Followup	0	237	30%
Promotions			
Promotions			
Summer VIP	0	2	0%
Promotions	0	2	0%
SMERF Group Leaders	0	1	0%
Tour Operators			
Tour Operators			
Other/Unknown	0	2	0%
Tour Operators	0	2	0%

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of January 2010

<u>PUBLICATION NAME</u>	<u>MONTH</u>	<u>YTD</u>	<u>% YTD</u>
Travel Agents			
Travel Agents			
Luxury Travel Agents	0	125	16%
Other/Unknown	6	9	1%
Travel Agents	6	134	17%
Grand Total:	15	779	

Naples, Marco Island, Everglades CVB

Arts Culture & Heritage Request Summary by Source

For the month of January 2010

<u>SOURCE</u>	<u>REQUESTS</u>	<u>QTY</u>
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<u>Grand Total:</u>		
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