



## **DIRECTOR'S REPORT**

### **ACTIVITIES**

Legislative Delegation Meetings in Tallahassee

Destination Marketing Seminar for CEO's

Budget meetings with County Manager

Collinson Publishing User Forum- Atlanta

Visit Florida Board of Directors & Tourism Commission Meetings- Tallahassee

Tourism Awards Luncheons- Naples & Charlotte County

### **TRADE SHOWS**

International Pow Wow- Orlando



## SALES DEPARTMENT- Debi DeBenedetto and Jennifer Leslie

### Advertising/Internet

- Assisted agency, updates from partners
- Proof ads
- Proof Newsletters

### Industry Relations -

- Planning of Tourism Week Luncheon
- FSAE committee
- Idss Training sessions
- Alan Maltz project

### New Product Development

- New Meeting Planner Guide complete
- Sales Mission and newsletter planning with Frontier Airlines and RSW
- Sales Mission and newsletter planning with Jet Blue and RSW

### Promotions

- New SW Florida Radio promo with Visit Florida secure partner
- We just Got Back Promo secured partners and packages
- VIP May 1 – Dec. 15 – Launch and training complete



## Fams

- Der Tour Fam cancelled due to Volcanic ash
- Frauke Groth Itinerary for sites completed – German Rep
- Two completed Site inspections with clients

## Sales

- Philadelphia Sales Mission complete March 15-17
- TSAE Power Luncheon Representation (Tallahassee Society of Association Executives)
- Letter of Support to sponsor 2011 CESSE (Council of Engineering and Scientific Society Executives) these are CEO's of Associations and capable of bringing many meetings/groups to our area)
- RFP's and Booked Business
  - 17 Rfp's sent out through Idss to Partners
  - 7 Groups booked with 607 room nights
  - Estimated \$ 522,000 gross sales and \$1.5 million economic impact



## PUBLIC RELATIONS/ COMMUNICATIONS- JoNell Modys/Angela Aline

### BCF PR Activities

#### April - May 2010

- Drafted itinerary and finalized appointments for Consumer media FAM tour, April 28 – May 1; hosted media participants Joyce LaFray of *Fox Tampa's One Tank Trips* and Travel Freelancer Bijan Bayne in Collier County on 4-day FAM. Conducted follow up with journalists regarding coverage.
  - Secured four NYC deskside briefings around VISIT FLORIDA media reception, including Jay Cassell of *Field & Stream*, Ryan Rieterman of *Golf.com*, Tricia O'Brien of *American Baby*, Adam Raymond of United Airlines' *Hemispheres Magazine*, April 26-28.
  - Drafted Outdoor Fishing FAM evite, developed media list, distributed and pitched to select target media.
  - Continued to pitch two news releases, including Heart & Soul Honeymoon news release to national travel media and bridal magazines and Paradise Priced Perfectly to national travel media. Identified mention and hyperlink to ParadiseCoast.com on Sophisticated Living Magazine's Facebook page; conducting ongoing follow up.
  - Corresponded with Cougar Town contest winner Stephanie Durant regarding background to include in draft of winner news release.
  - Drafted and pitched Calendar of Events release to national calendar editors.
  - Corresponded with Freelancer Terry Zinn, Michael McCarthy of *Washington Flyer* and Jason Nixon of *Delta Sky* regarding future dates for press visit.
  - Pitched Margaret Loftus of *National Geographic Traveler* regarding regional food festivals, based on a media lead.
  - Pitched *AOL Travel editors* on the U.S. Wonders Across the U.S., based on a media lead.
  - Pitched Vickie Mitchell of *Small Market Meetings* regarding Florida meeting guide: developments in small cities; based on a media lead.
  - Pitched *Champagne Living Magazine* regarding suggestions for a mother's weekend getaway on the Paradise Coast, based on a media lead.
  - Pitched *NubiaMag.com* regarding suggestions budget-friendly summer destinations, based on a media lead.
  - Assisted Editor Nathalie Levy of *JW Magazine* on image request on Naples downtown shopping.
  - Pitched ParadiseCoastini recipe to regional food editors.
  - Drafted and distributed monthly electronic newsletters for industry partners, Paradise Press, and local, regional and national media, Paradise Connection.
  - Prepared and submitted project summaries and support materials for two Flagler Award entries, including Ghost Orchid Lovers Restaurant & Hotel Campaign and the Paradise Coast Getaway Radio Promotion.
  - Finalized Destination Video for CVB usage on Website, sales presentations, etc.
  - Reviewed incoming media leads to determine appropriate pitching opportunities.
- Worked with Lauren to create a Denver media list, per Client's request



# News

## PR & Communications April-May, 2010

### Media Relations

#### *Philadelphia-Washington, DC Media Mission*

CVB PR manager participated in VISIT FLORIDA Media Mission with desk side visits to travel media in Philadelphia/Washington D.C./Baltimore April 12-16.

#### *New York Media Events*

CVB's PR manager attended two VISIT FLORIDA media receptions in New York, one for consumer media and one for outdoor media; and had individual desk side visits with six other publications.

#### *Story Pitches and Info Submissions*

BCF made submissions based on editorial leads or response to inquiries, as per the attached report. CVB made multiple submissions based on editorial leads or response to inquiries. CVB approved more than a dozen photo download 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 2011. We have been notified that we have won the conference bid

### Press in Destination

CVB hosted a small group FAM for two journalists with interest in destination for use in upcoming coverage.

Bijan Bayne, freelance writer and radio broadcaster  
Joyce LaFray, freelance writer and TV producer

### News Releases

Destination overview and what's new releases were included for the two VISIT FLORIDA New York events and one additional was submitted for a Canadian media event, which we did not attend.

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

### International PR

Numerous leads for press visits forwarded to CVB

CVB & BCF worked to submit material for Paradise Coast destination online newsroom for International Pow Wow.

### Social Media

Twitter and Facebook postings detailing destination news, area events, etc.

### Future Projects

Outdoor FAM tentative for May.

Establish contract procedures with purchasing to begin relationships with video vendors for Adventures in Paradise video series production.



## FILM OFFICE

### PRODUCTION NOTES

- Fox Network/A&E -“The Glades” - TV
- MTV – TV special
- RiverWind - documentary
- Forever Photo/Miami – print/still shoot
- A Magazine – print/still shoot

### WORKING LEADS & ADMINISTRATION

- Anthropologie – still shoot/catalogue
- DreamtoScreen Films – indie film
- E! Network – TV special
- Big India Films – indie film
- WATV Productions – TV doc
- Original Media/NY – TV special
- Apparition Studios – print
- Markenfilm Berlin – print
- Animal Planet Croc special – TV spec
- Paramount Pictures – feature film
- Legislative advocacy through Film FL/OFE
- VisionNet upload



## OMMAC- UK REPRESENTATIVES

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

Consumer promotions with Touchdown – following meetings to encourage working with large consumer brands we now have confirmation details on excellent opportunities with two very large consumer brands. Details are to be confirmed, the aim, however, is to have the promotions in place over the next month.

1. Nokia mobile phone – estimated reach 600,000 customers over a multiply reach with impressions of over 1million – tour operator partner Funway Holidays.
2. MasterCard credit card - estimated reach 2 million card holders plus on portal with 20,000 unique visitors per month – tour operator partner Virgin Holidays.

Virgin Holiday - direct marketing – Smooth Guide – negotiated to be first destination listed & for tactical offer – Virgin Holidays selected rate from Naples Beach Resort – distributed to 20,000 Virgin Holidays customers. See attached PDF.

What's New – distributed to 354 UK & Ireland media

### **MARKET ACTIVITIES: Market Update**

- The Association of British Travel Agents (ABTA) has seen a 27% growth in bookings overseas this February compared with 2009.

Travel giant TUI says that British demand has caused it to increase its package holiday capacity, whilst rival Thomas Cook has been buoyed by end of year bookings.

Non Eurozone and long-haul destinations are the focus of this growth.

- In 2009, the British took more holidays in the UK than trips abroad for the first time in over five years.

This was due to a recessionary mindset crystallized by our Universal Uncertainty trend:

- ✓ Fearful of losing their jobs, dissuaded by a strong Euro and enticed by promises of a

‘barbecue summer’ that never came, many opted to stay at home.

- ✓ For these people, travel temporarily became just another commodity – like food – to be down traded.
- ✓ In a sense holidaymakers were going ‘own label’.

In 2010 it appears that consumers are more confident and realize that their pent up desire for travel needn’t necessitate overspending. In the same report, in November 2009, some 25% of consumers stated that holidays were “still better value abroad”.

- The Icelandic volcano crisis cost airlines more than \$1.7 billion in lost revenue in the six days airspace across much of Europe was closed.

For a three-day period when disruption was greatest, lost revenues reached \$400 million a day, according to IATA.

There was some cost savings related to the flight groundings, such as a reduced industry fuel bill \$110 million a day less compared to normal.

But airlines face added costs, including from passenger care.

See below notice from ABTA relating to the care of passengers expected from tour operators.

- The aggressive capacity cuts initiated by US carriers during the oil price spike are paying off as demand continues to grow compared against 2009 figures. Increasing load factors in the first quarter of 2010 allowed airlines to increase yields over last year’s performance.

However, it is important to note that the increases are much lower than the near double digit declines experienced in the first three months of 2009 and yields remain depressed compared to 2008 figures.

The five major legacy carriers (Delta, American, United, US Airways and Continental) overall reported slightly lower revenue passenger miles for domestic traffic in the first quarter of 2010. This contrasts with the increases for the major low-cost carriers, Southwest, JetBlue and AirTran (1.6%, 7.1% and 7.5% respectively), suggesting that the low-cost carriers continue to steal share in the domestic market. According to latest data from the International Passenger Survey, Britons took 14% fewer holidays over the past year. The number of holidays taken by UK residents fell from 44 million to 38 million in the 12 months to the end of February 2010.

Overall visits overseas by UK residents, including business trips and visits to see family and friends, also dropped to 57.7 million compared with 67.1 million during the previous year.



The amount Britons spent abroad dropped by 14% to £31.2 billion during the last year.

- The Centre for Economics and Business Research says the fallout of the volcanic eruption in Iceland, coupled with high oil prices, is likely to add up to a 5.2% rise in the cost of flights. And fares could go up by a further 11.5% in 2011. The CEBR report put the cost to airlines of the ash-induced northern European airspace shutdown at £1.3 billion.
- Briton's long-standing love affair with holidaying in Spain could be over, according to an online survey by holiday website [www.sunshine.co.uk](http://www.sunshine.co.uk). Despite, Spain being one of Briton's favourite holiday destinations since the dawn of the package holidays in the 1970s, the presence of too many fellow British tourists is rapidly turning Brits off holidaying on the Costas.

Holidaymakers thought Spain no longer "foreign enough" and the number of English-themed bars in Spain is also a deterrent.

Spain and its Canary Islands are among the five destinations that have seen the least growth in bookings of late. In contrast, bookings to the US, Egypt, Greece, Turkey and Portugal have all increased.

**Projects/Market Activities:**

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

1	Working with Touchdown – as part of Consumer Promotions – Touchdown have approached Nokia and MasterCard for the first two promotions that will take place before September – OMMAC to set up potential collaboration with Virgin and Funway Holidays
2	Confirming the activity for the UK marketing campaign with our tour operator & other partners:
3	Virgin Holidays - as part of the UK Marketing / Ad – confirmed the Smooth guide – negotiated first destination listed & for tactical offer – Virgin Holidays selected rate from Naples Beach Resort – as it was the lowest they had for this level of hotel. Distributed to 20,000 customers. See attached PDF. Ongoing negotiation & confirming further activity including the consumer promotion.
4	Funway Holidays - as part of the UK Marketing / Ad – following full page in Telegraph negotiation & confirming further activity including the consumer promotion
5	Bon Voyage - as part of the UK Marketing / Ad – following participation with trade &

	consumer event earlier in the year – working on staff booking incentive / web based consumer promotion & additional consume event. Negotiation & confirming additional activity.
6	Expedia - as part of the UK Marketing / Ad – negotiation & confirming details - TBC
7	Thomas Cook – as part of the UK Marketing / Ad - in discussion – they are revising their website & currently marketing are delayed with any outside activity – will follow up.
8	Travel Mole - as part of the UK Marketing / Ad – confirmed the “Race to Paradise Coast” – Travel Industry Golf promotion – May – Sept / Oct - final held in Paradise Coast in Dec – additional detail TBC
9	Key-to- America – as part of the UK Marketing / Ad – Offering them the opportunity as call to action in our trade ads. Also working with Key-to-America (part of NATS) to put together a package to accompany Inn On Fifth’s May coverage in Selling Long Haul. Followed up on ad with Selling Long Haul – as our call to action
10	Destination Golf – as part of the UK Marketing / Ad - participation with new e-brochure – monthly distribution to over 65,000 golfers (many from the Virgin Atlantic data base). Negotiated to be the first destination listed
11	On-going reviewing & updating data base
12	On-going - Updating collision calendar
13	Working on budget for 2010/2010

Out-of-Office Sales Calls/Conference calls:	
1	1/4 Follow up meeting with Travel Mole on the trade promotion of Race to Paradise
2	6/4 working with Virgin Holiday on smooth guide
3	6/ 4 working with Inn on Fifth – their coverage was missed in the March feature (following hosting journalist) – SLH apologized & offering coverage in May issue. Aiming to have operator Key to America place a tactical offer for the travel agents.
4	7/4 follow up with Denmark tour operator on request via JM re media from Denmark.
5	7/4 following up with Destination Golf – negotiating to be the first destination listed.

6	8/4 Assisted Natasa, German office with details on UK market for the Marco Island Beach Resort – new GM requesting details on International market – Natasa previously worked with him.
7	9/4 following up with Touchdown on Nokia promotion – more detail required
8	12/ 4 following up with additional tour operator for their information on the website
9	12/4 Further discussion with Touchdown re the Mastercard consumer promotion as more detail is required prior to presenting to the tour operator.
10	12/4 offered assistance to Angela, PR dep re UK visit from one of the Public Relations Society of America board officials
11	13/4 following up with NATS re coverage in Selling Long Haul & offer with Inn on Fifth
12	14/4 Following up with Inn on Fifth with NATS offer & extending the booking incentive for Funway Holidays
13	20/4 various calls to tour operators re Ash disruption
14	21/ 4 following up on the Ash disruption – ABTA etc
15	22/4 Following up with Touchdown on the Affinity filter – to establish the third consumer brand partner for the third consumer promotion.
16	26/4 Following up with Virgin Holidays – re consumer promotion as our partner
17	26 / 4 Discussed with ABTA – opportunity for future activity later this year.
18	27/4 assisted with information on the opportunity with Dollar / Alamo car rental – for the Naples office
19	29/4 Following up with Double Tree hotel Naples – congratulations on award & included their information in the up coming V. USA Ireland news letter.
20	29 /4 Discussion with Funway Holidays re second consumer promotion – as our partner

**Public Relations & Media Correspondence**

- Updated “What’s New” distribution list (see attached distribution list)
- Created a revised shorter version of the “What’s New” & distributed to 354 members of the UK & Ireland media – see attached

<ul style="list-style-type: none"> <li>Created Newsletter for pre Pow Wow forwarded to Naples office for approval</li> </ul>		
<ul style="list-style-type: none"> <li>Information collated for Emerging Destinations features for Travel Weekly – forwarded to Naples office for approval</li> </ul>		
<ul style="list-style-type: none"> <li>Information collated for Weddings and Honeymoon and Ultra Luxury features for Selling Long Haul – forwarded to Naples office for approval</li> </ul>		
<ul style="list-style-type: none"> <li>Reviewing and updating database</li> </ul>		
Contact/Publication	Activity	Result
What's New April 2010 – press release	OMMAC updated and sent off for approval from Naples office.	What's New was sent out to 354 members of the UK & Ireland media.
Steve Hartridge, Publisher, Selling Long Haul  Trade Magazine - monthly  Circ: 17, 500	OMMAC provided information on the destination for upcoming features on wedding and honeymoons and ultra luxury	OMMAC to monitor coverage for use.
Kelly Allen, features writer, Star/OK!  Consumer Magazine  Circ: 588,546	KA contacted OMMAC to inform of her move to Look magazine.	OMMAC provided an update on the destination and will maintain contact with journalist.
Becky Ward, travel editor, New!  Consumer Magazine  Circ: 600,714	OMMAC contacted BW to provide an update on the destination.	She is interested in winter sun features. OMMAC to maintain contact with journalist.

<p>Emma Donnan, assistant editor, Star Magazine          Consumer Magazine          Circ: 492,067</p>	<p>OMMAC contacted EM to discuss the destination. Interested in spa, hotel and celeb features.</p>	<p>OMMAC to maintain contact with journalist.</p>
<p>Nicholas Kynaston, travel editor, Grazia          Consumer Magazine          Circ: 229,732</p>	<p>OMMAC contacted NK to provide an update on the destination and discuss the potential of working together in the future.</p>	<p>OMMAC to maintain contact with journalist.</p>
<p>Joanna Booth, Dep Destinations Editor,          Travel Weekly          Trade Publication - weekly          Circ: 16, 157</p>	<p>OMMAC provided information on the destination for upcoming features on emerging destinations</p>	<p>OMMAC to monitor coverage for use.</p>
<p>Brigid Kennedy, Executive Director, Visit USA Ireland</p>	<p>OMMAC provided information on the Value in Paradise card and the award winning Double Tree in Naples for the May e-newsletter.</p>	<p>OMMAC to monitor coverage for use.</p>
<p>Alan Orbell, Managing Editor, Selling Long Haul          Trade Magazine - monthly          Circ: 17, 500</p>	<p>OMMAC contacted AO to discuss the upcoming feature on the Inn On Fifth hotel and to see if he required any further information.</p>	<p>OMMAC to monitor coverage for use.</p>

<p>Steve Hartridge,          Publisher, Selling Long          Haul</p> <p>Trade Magazine</p> <p>Circ: 17, 500</p>	<p>OMMAC contacted SH to discuss          the May issue that will feature the          Inn on Fifth.</p>	<p>OMMAC provided SH with          detailed information and          images of the hotel.</p>
<p>Helen Hokin, Executive          Editor, Food Tripper TV          Consumer programme</p>	<p>HH contacted OMMAC to          enquire about the destination and          to look into the possibility of          working together in the future.</p>	<p>OMMAC to maintain contact.</p>

Estimated Value Summary of Leads/ Activity:

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	Lead / Activity	Value \$	Potential Room Nights	Economic Impact \$
1	Virgin Holidays Smooth Guide  Reach – 20,000 consumers	5,000	1750.00	3,500,000
	Mastercard promotion – reach over 2 million	TBD		
2	Nokia promotion – reach over 1 million	TBD		



## **DIAMONDE- EUROPEAN REPRESENTATIVES**

### TOUR OPERATOR

Requested marketing proposals from Skytours, Kuoni, Canusa and Thomas Cook to evaluate joint activities

Confirmed participation of Meier's Roadshow

Confirmed joint marketing activity with the Keys and America Unlimited for Travel Zoo

Confirmed joint marketing activities with Skytours for USD 2.000 in summer 2010 (newsletter and special offer on website); discussed participation in tram promotion for 2011.

Assisted with choosing pictures for "Smiles4You" with TUI NL

Contacted Belgium tour operator Wings 'n Wheels for their activities

Sent out personal emails to all TOs participating in listing on German website, announcing start of the "booking page"

### TRAVEL AGENTS

Total number of sales calls: 20 travel agencies in Germany, Switzerland & Austria (Netherlands)

Started planning TA mailing with Supercomm to 30,000 recipients with focus on Marco Island

### EVENTS

#### Fam Trips:

Forwarded latest information on planned DERTOUR fam trip; unfortunately the trip had to be cancelled due to closed airports (as a result of the volcanic eruption in Iceland)

#### Roadshows/Seminars:

Meier's Roadshow: provided requested information for participants

Confirmed participation in Seeheim Seminar for Oct 2010

#### Exhibitions:

Requested 32 Pow Wow appointments for Germany, Switzerland, Austria, Belgium and Netherlands



## MEDIA

### Press inquiries

Forwarded contact of Mr. and Mrs. Schmidt for their personal press trip; unfortunately it has been received with very short notice

### Marketing

Evaluated response from ad placement with Travel Inside (44 contacts) and contacted winner of the raffle (Karin OBERGFELL MAWI REISEN AG Zürcherstrasse 215 CH-8501 Frauenfeld)

### Paradise Advertising

Assisted with translation for VIP voucher activity

## ADMINISTRATIVE/OTHER

### Brochure fulfillment:

Inquiries generated through website: 7

- a) Direct inquiries: 1
- b) Sent 50 brochures and maps to Belgian TO Wings ‘n Wheels; shipment through Phase V

Prepared new format for reports

Prepared Fiscal Year Plan 2010/2011

Started with research project for holiday homes operators & niche operators

## **HIGHLIGHTS IN MAY**

- ✧ Pow Wow in Orlando May 15-20, 2010
- ✧ Launch of Smiles4you campaign with TUI NL
- ✧ Supercomm Mailing on Marco Island
- ✧ Travel Zoo Campaign with America Unlimited





- ✧ Press Release distribution on Marco Island
- ✧ Frauke visit to NAP: May 20-24
- ✧ Natasa visit to NAP: May 10-11
- ✧ Meeting DERTOUR for marketing activities: May 4, 2010
- ✧ Travel agent sales calls NW Germany: May 10-12
- ✧ Travel agent sales calls Hamburg: May 25-28

### **MARKET NEWS**

Swiss company M-Travel will change name and structure as of April 19, 2010. Under the name of “Hotelplan Suisse” the company launches 3 different departments: Full Service Travel Operations, Specialised Tour Operating and Travel Related & Online Services.

German tour operator TUI created a new brand called “Fernreisen”. It replaces the former “Weltentdecker” and is a consequence of rising bookings for the long haul travel within the company (winter up 6%, summer started 24% up). Their clientel for long haul travel is between 29 and 59 years old, is very experienced in travelling, speaks English and combines sightseeing with beach holidays. For the future they plan to focus more on traveller from 20 to 40 and want to expand their USA offer (source: fvw).

According to research results 4.8 Million Germans will do a long haul trip in 2010 (source: fvw).

German specialist America Unlimited has recently opened up their third sales office in Berlin (the others are Hannover and Hamburg).

ADAC Reisemonitor 2010 - The wanderlust is unbroken – every 3<sup>rd</sup> German (34%) intends to spend his 2010 holidays in Germany – Savings are out! Germany will be the most favorite travel destination in 2010 which represents the latest survey of the ADAC (AAA) Travel Monitor 2010 where 17 million members have been interviewed. Despite the crises the Germans hold on to their travel behaviour and 2/3 of the interviewed persons noted that they will not be reducing their travel expenses for their 2010 trip. Winners of the long-haul destinations are after Africa (plus 3,8%), the United States (+3,6%) and Far East (+2,4%). With the increasing offer of the cruising portfolio, cruise trips are becoming more and more popular, especially an increase of young travelers can be seen. (source: ADAC Travel Monitor 2010)