

MARKETING PARTNER REPORTS May 2010



Tourist Tax Collections

Collier County Tax Collector

FISCAL YEAR (OCTOBER THRU SEPTEMBER)
APRIL 2010
(MONTH OF MARCH 2010 VENDOR TAX COLLECTION)

BREAKDOWN	FISCAL 08-2009	FISCAL 09-2010	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	\$ 2,021,992	\$ 2,406,026	+\$ 384,034	+ 19%
YEAR TO DATE	\$ 8,577,412	\$ 8,912,206	+\$ 334,794	+ 3.9%
HOTEL / MOTEL				
MONTH TO MONTH	\$ 1,240,850	\$ 1,434,996	+ \$ 194,146	+ 15.6%
YEAR TO DATE	\$ 5,774,210	\$ 5,849,121	+ \$ 74,911	+ 1.3%
REALTORS				
MONTH TO MONTH	\$ 262,916	\$ 357,570	+\$ 94,654	+ 36%
YEAR TO DATE	\$ 1,604,662	\$ 1,678,327	+\$ 73,665	+ 4.6%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	\$ 453,022	\$ 531,180	+ \$ 73,158	+ 17.25%
YEAR TO DATE	\$ 983,220	\$ 1,118,253	+ \$ 135,033	+ 13.73%

Advertising Report

Paradise Advertising &
Marketing, Inc.



Tourist Development Council Monthly Review

May 24th, 2010

Winter Northern U.S. Campaign

OVERVIEW

- \$1.1 million leisure campaign carrying “Paradise Priced Perfectly” value messaging.
- Goal: Increase visitation during season, spring and summer.
- Markets:
 - New York/New Jersey, Chicago and Philadelphia
 - Some national exposure
- Campaign Timing: January 17th – March 14th, 2010
- Media: Spot and cable television, online, e-mail and print.

Winter Northern U.S. Campaign

OVERVIEW

Media Expenditures by Month:

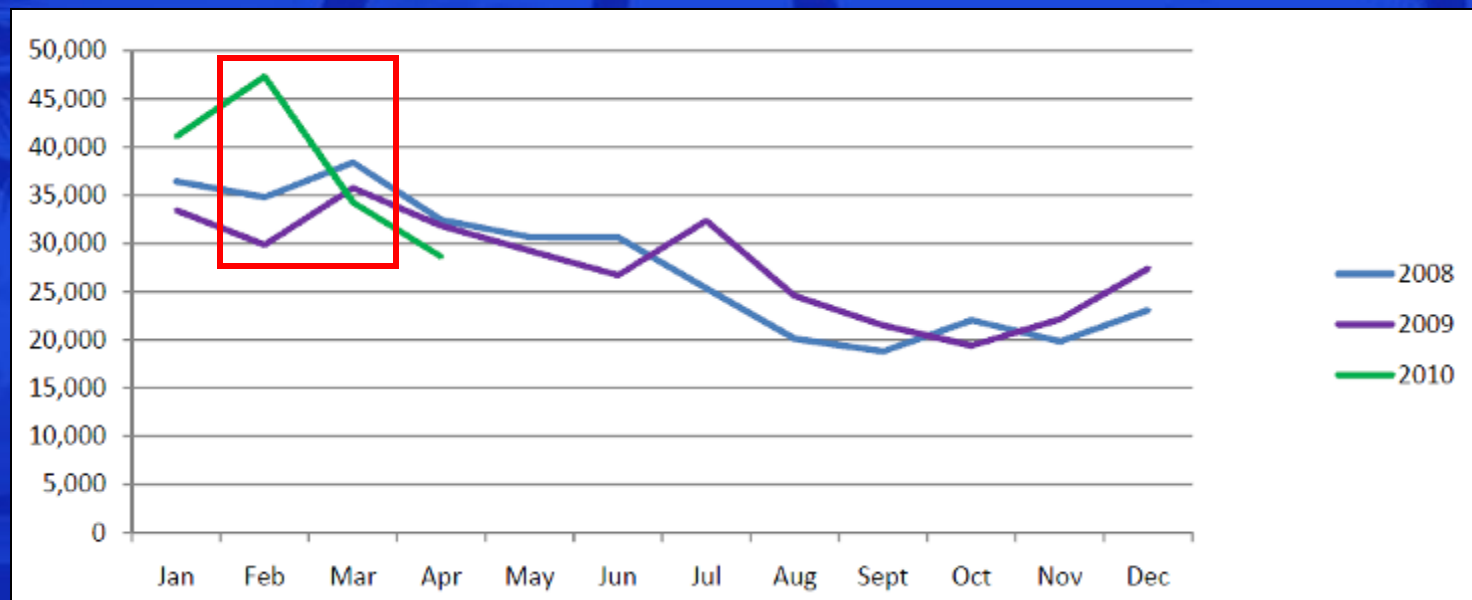
	<u>Jan</u>	<u>Feb</u>	<u>March</u>	<u>Totals</u>
New York	\$118,775.00	\$208,000.25	\$82,404.57	\$409,179.82
Chicago	\$89,689.81	\$145,646.28	\$46,389.39	\$281,725.48
Philadelphia	\$87,725.00	\$130,220.43	\$49,742.35	\$267,687.78
TOTALS:	\$296,189.81	\$483,866.96	\$178,536.31	\$958,593.08

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

- ParadiseCoast.com
 - Web traffic up 24% over 2009



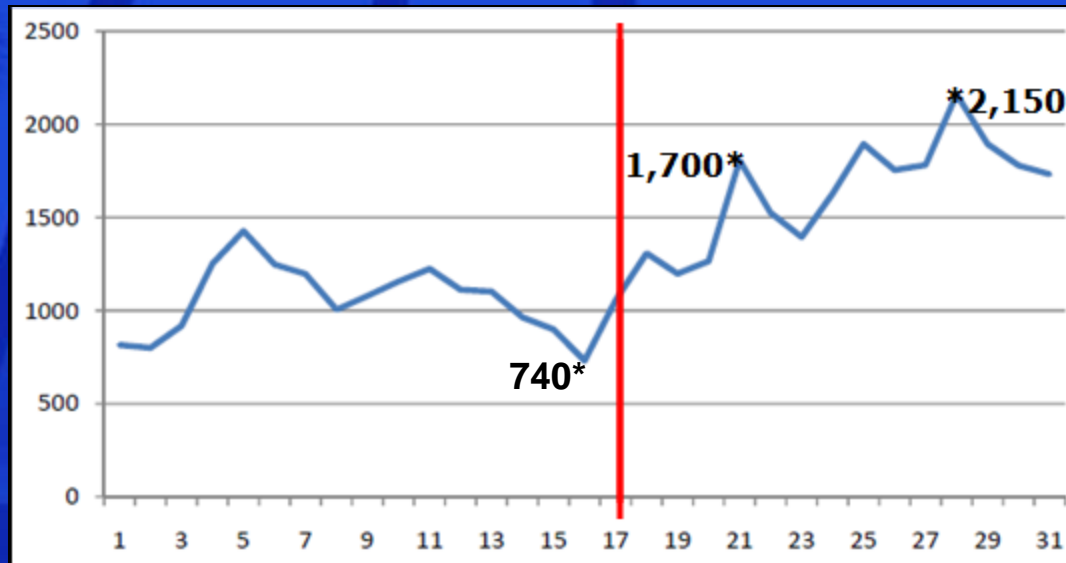
Visits by Month – 2008 to 2010

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

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



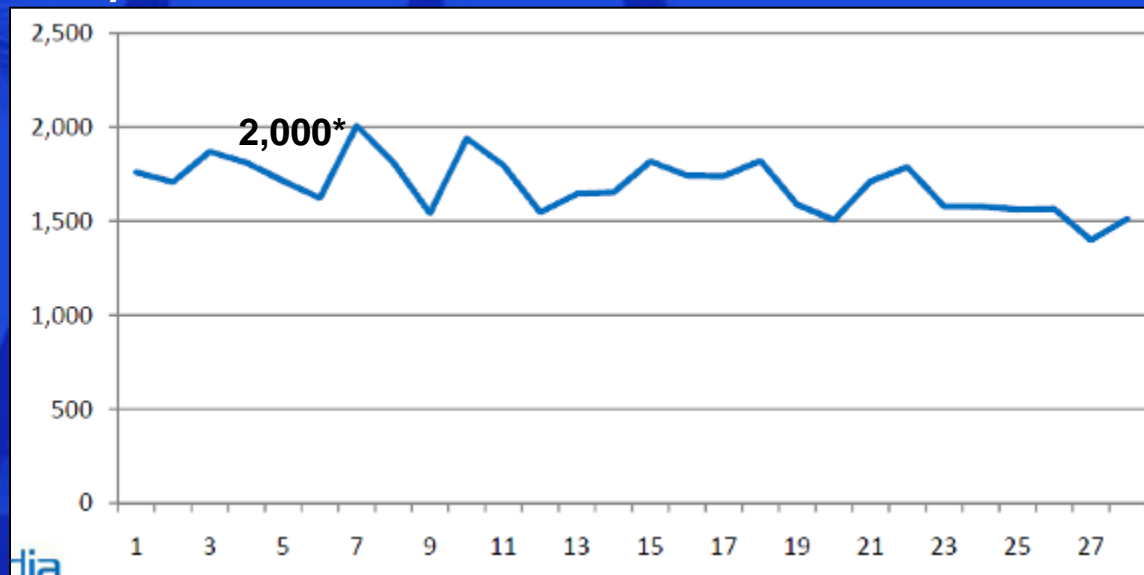
Visits by Day – January 2010

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

- ParadiseCoast.com
 - Web traffic was 58% higher in February, over previous year.



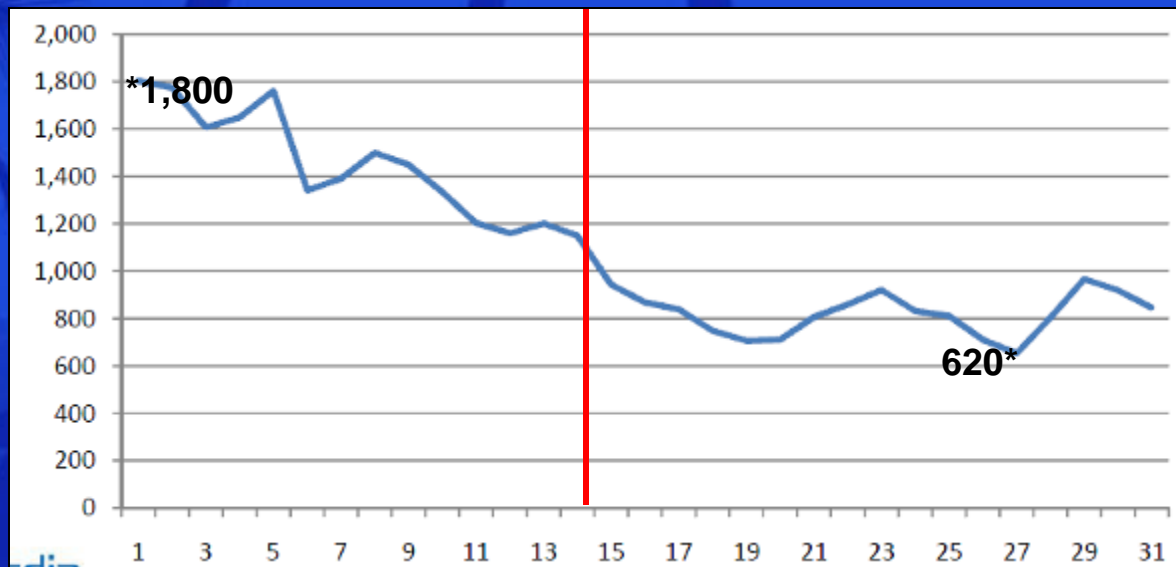
Visits by Day – February 2010

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

- ParadiseCoast.com
 - Web traffic began to diminish once campaign completed on March 14th.



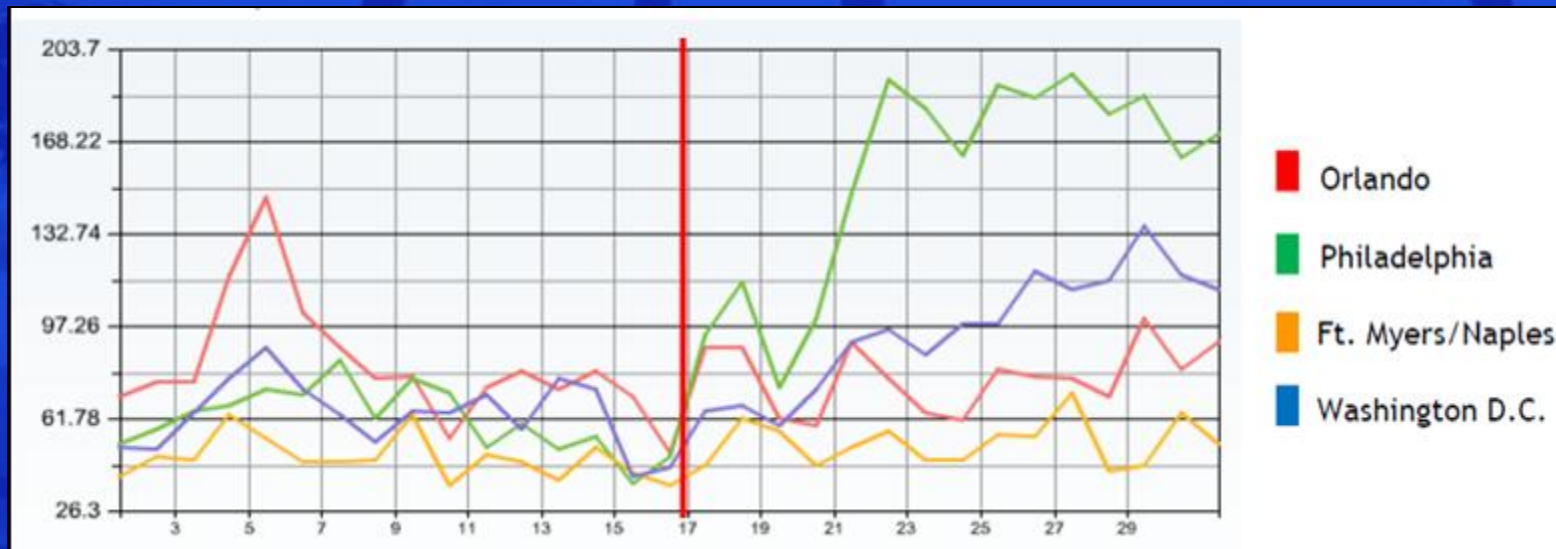
Visits by Day – March 2010

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

- ParadiseCoast.com
 - Philadelphia in top 4 markets



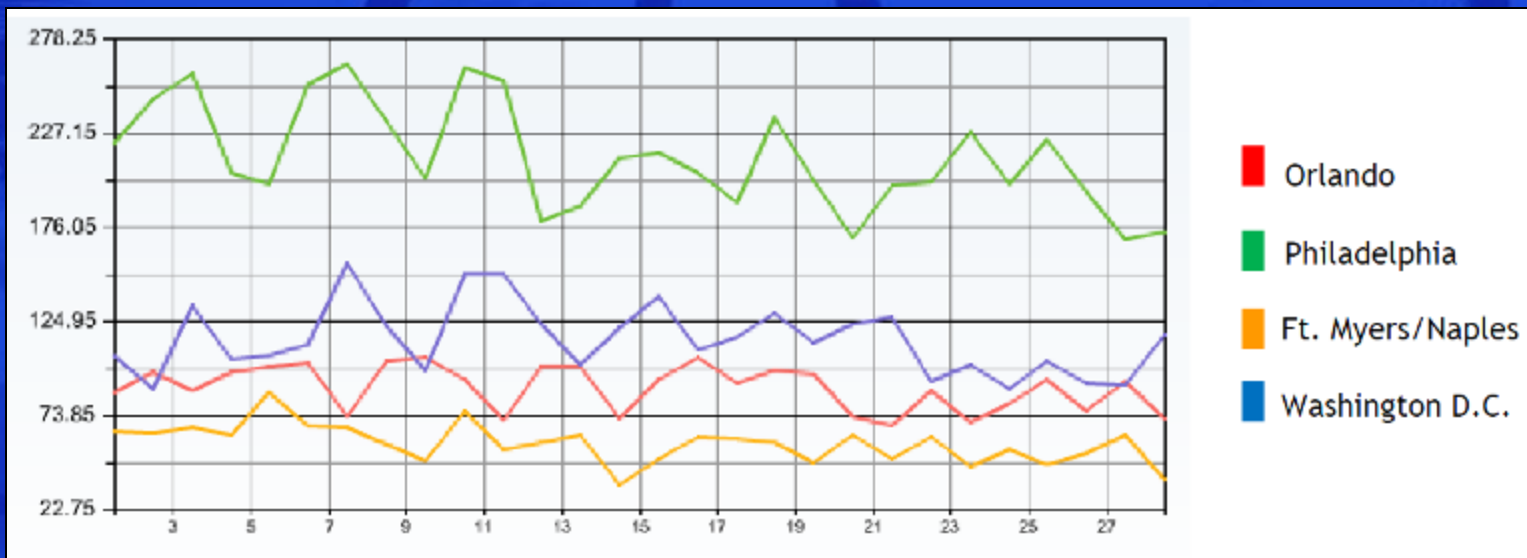
Top 4 Web Visitation Markets – January 2010

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

- ParadiseCoast.com
 - Philadelphia top market



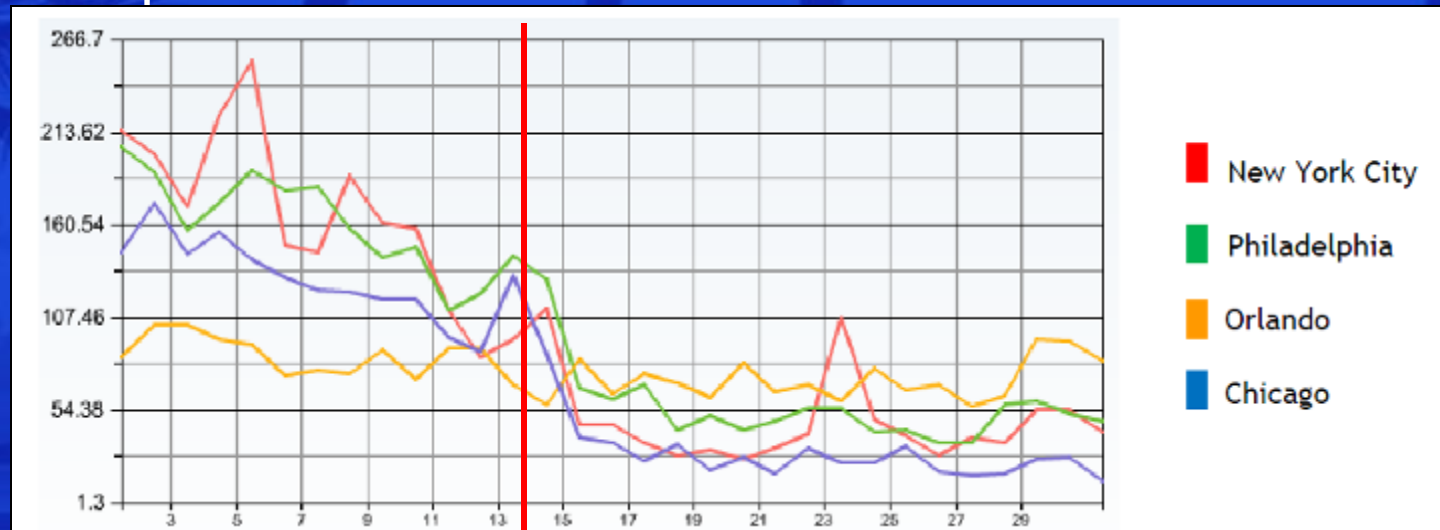
Top 4 Web Visitation Markets – February 2010

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

- ParadiseCoast.com
 - Philadelphia, New York City and Chicago in top markets.



Top 4 Web Visitation Markets – March 2010

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter:

- Paradise Priced Perfectly web page visitation

January 1st – March 31st:

- Total web page visits: 40,256
- Click-throughs to partner site or CVB booking engine: 12,166

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Web Inquiry 1st Quarter 2010:

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

Web Page Visits January 1 – March 31, 2010



Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Information Inquiry 1st Quarter 2010:

- Requests for Visitor Guides has increased 72% over 2009.
- New York, Illinois and Pennsylvania are within top 5 markets for Visitor Guide requests, reflecting targeted markets and the strength of Winter Campaign.

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Area Visitation 1st Quarter 2010:

- Total visitation up 5% over 2009
- Regional breakout reflects targeted markets:
 - Northeast visitation up 9%
 - Midwest visitation up 6%
- Leisure business occupancy steady increased over 2009, per latest Smith Travel Research Reports
 - Up 1.5% in January
 - Up 3% in February
 - Up 6% in March

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Economic Impact 1st Quarter 2010:

- Additional 40,230 room nights
- Additional \$7.18 million in direct expenditures
- Highest Leisure Average Daily Rate within competitive set (\$224.85)
- Leisure Occupancy up 2.8%
- Leisure Average Daily Rate up 2.0%
- Leisure Revenue Per Available Room up 4.8%
- Competitive set on average saw downturns

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Competitive Leisure Business 1st Quarter 2010 Highlights:

- Sarasota-Bradenton:
 - Average Daily Rate ↓7.7%
 - Revenue Per Available Room ↓7.9%
 - Occupancy ↓0.2%
- Fort Myers:
 - Average Daily Rate ↓1.9%
 - Revenue Per Available Room ↓3.0%
 - Occupancy ↓1.0%

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Competitive Leisure Business 1st Quarter 2010 Highlights:

- St. Petersburg & Clearwater:
 - Average Daily Rate: \$118.60 (\$224.85 in Collier)
 - Occupancy: 39.8% (40.8% in Collier)
- Why leisure consumers willing to spend twice as much?
- Perceived value, which destination has helped establish through marketing efforts

Collier Campaign ROI

2010

May 24, 2010
Staff Report Presentations VIII - 1
23 of 75

	Target Market Households <i>(U.S. Census)</i>	Number of Visitors Taking a Trip to Collier Generated by Campaign <i>(Heads in Beds)</i>
New York/New Jersey	7,758,377	17,098
Chicago	3,547,069	11,630
Philadelphia	3,018,634	6,677
Total	14,324,080	35,405

Collier Campaign ROI

2010

May 24, 2010
Staff Report Presentations VIII - 1
24 of 75

	Total Visitor Expenditures	Winter Campaign Investment	ROI Per Promotional Dollar Invested
New York/New Jersey	\$9,661,077	\$409,180	\$23.61
Chicago	\$6,571,765	\$281,725	\$23.33
Philadelphia	\$3,772,685	\$267,688	\$14.09
Total	\$20,005,527	\$958,593	\$20.87

Winter Northern U.S. Campaign

KEY PERFORMANCE INDICATORS

Key Performance Indicators	1st Quarter		
	2009	2010	% Change
ParadiseCoast.com Web Visits	99,095	122,699	+23.8%
Visitor Guide Requests	12,153	20,943	+72.3%
Book Hotel Via Web Site	3,328	4,430	+33.1%
Room Nights (Research Data Services)	632,430	672,660	+6.4%
Visitors (Research Data Services)	470,700	495,300	+5.2%
Tourist Tax Collections	\$5,631,905	\$6,117,495	8.6%

Additional Uses for \$1.0 Million

- Visitor Center Coordinator Position: \$50,000
- Additional FAMs/Sponsorships: \$25,000
- PR New York City Media Event in February: \$25,000
- Web site enhancements: \$50,000
- Enhanced research: \$25,000
- TOTAL: \$175,000

Spring/Summer Campaign

OVERVIEW

- Leisure campaign carrying value messaging.
- Goal: Increase visitation during spring and summer.
- Markets:
 - Florida In-State
 - Some national exposure
- Campaign Timing: April 5th to Mid-September, 2010
- Media: Spot and cable television, online, e-mail, social media and print.

Spring Campaign

Creative

Beach for chilling out.
City for stepping out.



Enjoy your own stretch of paradise on miles of secluded beaches. When you're ready for excitement, find historic city streets filled with one-of-a-kind dining and shopping, galleries, festivals and more.

Paradise Priced Perfectly. Book now and save with the summer's best getaway deals.
www.ParadiseCoast.com/Deals | 1-800-2-escape



Florida Trend May '10

Spring Campaign

Creative



Online banner ad

Summer Specific Campaign

Creative

- Last Summer we saw heightened competition for in-state summer leisure business.
- Beginning June 7th, campaign will carry “harder-hitting” summer messaging with sense of urgency to plan your summer vacation today.
- “Find Your Summer” Campaign

Summer Specific Campaign

ParadiseCoast.com/Summer



Free Summer Fun Guide
[click to download](#)

Be a Summer VIP
 Thousands in savings on shopping, dining and entertainment. [Click here](#)

Days of Summer Events Calendar

Hurry! Summer ends in:
 98 Days :23 Hrs. :42 Min. :16 Sec.

Follow for the latest deals and events

Spend a little summer, but spend a whole lot less.
 You've found your summer paradise: unforgettable fun to share with family and friends and some of Florida's best getaway deals. Explore below generous resort credits, low nightly rates, fabulous packages and more. Everything you need to plan and save is here, from our helpful Summer Fun Guide to our Days of Summer events calendar.
 In addition to the hotel offers below, you can [see the full list](#) of area offers, including attraction discounts.

Enjoy a Third Night Free at the Inn on Fifth
 Experience paradise with perfect pricing at this elegant boutique hotel in the heart of scenic downtown Naples. [read more](#)
Book direct now! Need hotel, air, and car rental? [Click here!](#)

Enjoy a Third Night Free at the Inn on Fifth
 Experience paradise with perfect pricing at this elegant boutique hotel in the heart of scenic downtown Naples. [read more](#)
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- Hotel/attraction deal and VIP listings
- Digital Summer Fun Guide – with ways to stay, play and save.
- Days of Summer Event Calendar and Summer Countdown

Summer Specific Campaign

Online Creative



FIND YOUR
Summer Paradise

Getaway Deals



Spend a little summer, but spend a whole lot less.



FIND YOUR
Summer Paradise

Getaway Deals

Spend a little summer, but spend a whole lot less.



Time to save

FIND YOUR
Summer Paradise

[Click for video](#)

Hurry! Summer ends in:

98	:00	:03	:34
Days	Hrs.	Mins.	Secs.



Southwest Florida Campaign

OVERVIEW

- Goal: New initiative to drive leisure Southwest Florida resident bookings during summer by encouraging overnights stays.
- Markets: Primarily Collier and Lee Counties
- Campaign Timing: June 14th – August
- Media: Television, online, social media and e-mail.

Southwest Florida Campaign

OVERVIEW

- Based on research, need to focus on the following in communication to our neighbors:
 - Beaches – wider, less shells vs. other Florida beach destinations
 - The Everglades (eco-adventures/fishing)
 - Walkable downtown areas
 - Golf
 - Activities for families – zoo, botanical garden
 - Summer events

Gulf Oil Spill Communication RESPONSE

- Immediate action taken to overcome negative perceptions and calculate lost business:
 - Public Relations efforts to partners and national media.
 - ParadiseCoast.com “Travelers Update” homepage button hyperlinked to Beach Conditions webpage.



Gulf Oil Spill Communication RESPONSE



Auf deutsch UK

Naples Marco Island Everglades PARADISE COAST

Travel Update

The Coast is Clear
No Oil on Paradise Coast Beaches
[Click Here for Latest Gulf Oil Spill Info](#)

Click Arrows for other savings, news and more.

Search **Things to Do** **Where to Stay** **About the Area** **Calendar of Events**

91°F / 33°C

The Official Visitor Information Site for Naples, Marco Island & the Everglades

Welcome to the one destination that offers the idyllic Florida experience, along with excitement and adventure found nowhere else on earth. Swaying coconut palms and sweeping white-sand beaches only begin to tell the










Upcoming Events

1. 12th Annual SoapFest Charity Weekend
2. City Fest Closing Event
3. British Invasion Concert to benefit Youth Haven

► All May events

Gulf Oil Spill Communication

RESPONSE

-  Book Your Hotel
-  Map
-  Videos
-  Newsletter
-  Order a Guide
-  Digital Guides
-  Travel Planner
-  Weddings
-  Live Chat

Beach Conditions

No Current Impact to Naples and Marco Island Beaches From Deepwater Horizon Oil Spill

[View the live Web cam at Vanderbilt Beach in Naples](#)

May 12, 2010

Collier County Continues to Monitor Deepwater Horizon Response

Collier County's Emergency Management Department continues to actively monitor the state and federal response to the Deepwater Horizon oil spill. Beaches in Naples, Marco Island and the Gulf Coast Everglades are clean and have not been affected by the oil spill.

Mote Marine Laboratory's beach conditions report shows no impact on Florida beaches. You can log on to <http://coolgate.mote.org/beachconditions> and click on Naples to see conditions reports for Naples and Marco Island beaches.

"The leading edge of the oil plume has not moved any closer to Collier County and it is currently more than 300 statute miles to the northwest off of the Louisiana coast. At this point, Southwest Florida is not threatened by the oil spill, however the potential impact to our area is still uncertain," said Bureau of Emergency Services Director Dan Summers. "Collier County Emergency Management is prepared to take appropriate response actions in coordination with all of the responding agencies, if necessary."

Gulf Oil Spill Communication RESPONSE

- Prepared with advertising to communicate conditions.





Discussion/Questions

Research Report

Klages Research &

Research Data Services, Inc.

	Jan-10	Feb-10	Mar-10	Q1 2010
Visitors (#)	149,300	155,200	190,800	495,300
Room Nights	200,260	219,300	253,100	672,660
Direct Exp. (\$)	\$71,364,600	\$100,882,700	\$125,547,700	\$297,795,000
Visitor Origin (Number of Visitors)				
Florida	43,297	33,678	48,082	125,057
Southeast	9,854	8,847	14,882	33,583
Northeast	44,790	45,163	53,424	143,377
Midwest	29,263	32,747	41,976	103,986
Canada	3,285	7,450	4,007	14,742
Europe	12,690	19,400	18,508	50,598
Markets of Opportunity	6,121	7,915	9,921	23,957
Total	149,300	155,200	190,800	495,300
Occupancy (%)				
Occupancy (%)	68.0	81.6	83.3	77.6
ADR (\$)	\$162.5	\$229.9	\$235.8	\$209.4
REVPAR (\$)	\$110.5	\$187.6	\$196.4	\$164.8
Transportation Mode (Multiple Response)				
Plane	65.7	70.5	67.3	67.8
Rental Car	53.9	61.5	57.6	57.7
Personal Car	34.4	26.5	32.7	31.2
Airport Deplaned (Base: Flew)				
Southwest Florida International	72.7	73.3	73.4	73.1
Miami International	6.4	13.7	6.4	8.8
Tampa International	3.2	3.9	2.1	3.1
Orlando International/Sanford	8.3	6.0	6.2	6.8
Fort Lauderdale International	4.3	*	11.9	8.1
Purpose of Trip (Multiple Response)				
Vacation/Getaway	75.3	77.6	73.8	75.6
Business Travelers/Conferences/Business Meetings	25.9	24.0	16.1	22.0
Visit with Friends and Relatives	12.0	12.0	13.7	12.6
First Visit to Collier County (% Yes)				
First Visit to Collier County (% Yes)	30.2	35.8	35.3	33.8
First Visit to Florida (% Yes)				
First Visit to Florida (% Yes)	5.5	7.2	6.6	6.4
Assisted by Travel Professional (% Yes)				
Assisted by Travel Professional (% Yes)	7.4	12.7	11.0	10.4
Length of Stay in Collier County (# of days)				
Length of Stay in Collier County (# of days)	4.6	4.4	4.1	4.4
Party Size (# of People)				
Party Size (# of People)	2.2	2.2	2.4	2.3
Satisfaction with Collier County				
Very Satisfied	87.5	85.5	82.2	85.1
Satisfied	10.0	7.8	13.2	10.3
Satisfaction Level (Very Satisfied + Satisfied)	97.5	93.3	95.4	95.4
Recommend Collier to Friends/Relatives				
Yes	96.3	89.2	93.3	92.9

	Jan-10	Feb-10	Mar-10	Q1 2010
Activities Enjoyed in Area <i>(Multiple Response)</i>				
Dining Out	64.6	65.8	71.7	67.4
Beach	58.1	52.1	68.8	59.7
Relaxing	61.5	52.5	72.1	62.0
Shopping	26.0	37.6	44.0	35.9
Pool	28.1	26.1	52.3	35.5
Walking	16.0	19.5	19.0	18.2
Golfing	9.6	13.8	13.6	12.3
Reading	14.4	13.1	22.7	16.7
Visit Friends/Relatives	16.3	16.3	28.4	20.3
Swimming	12.4	11.4	30.7	18.2
Sightseeing	15.0	16.2	25.0	18.7
Everglades Adventures	12.8	12.8	17.8	14.5
Expense Relative to Expectations				
More Expensive	4.3	10.8	6.9	7.3
Less Expensive	0.6	3.0	3.5	2.4
As Expected	89.8	80.7	81.2	83.9
Don't Know	5.3	5.4	8.5	6.4
Plan to Return <i>(% Yes)</i>				
To Local Area	92.3	90.6	89.0	90.6
Next Year <i>(Base: Return to Local Area)</i>	58.1	57.5	68.2	61.3
Average Age Head of Household <i>(Years)</i>	50.4	51.8	48.7	50.3
Median Annual Household Income	\$150,154	\$174,377	\$146,042	\$156,858
See/Read/Hear Collier Message <i>(% Yes)</i>	54.6	36.5	39.1	43.4
Type of Message Seen				
Internet	67.7	76.0	75.4	73.0
Newspaper	27.6	30.4	14.7	24.2
Magazine	24.1	10.5	23.3	19.3
Television	12.5	18.6	11.2	14.1
TV/VG/Brochures	11.4	26.3	12.0	16.6
Influenced by Collier Message <i>(Base: Respondents Reporting See/Read/Hear Message)</i>	54.3	47.4	35.5	45.7

* Cell Size Too Small for Analysis

RESEARCH DATA SERVICES, INC.

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TAMPA, FLORIDA 33629
TEL (813) 254-2975 • FAX (813) 254-2986

Naples, Marco Island, Everglades Convention and Visitors Bureau

April 2010 Visitor Profile



Prepared for:

Collier County Board of County Commissioners

and

Naples, Marco Island, Everglades Convention and Visitors Bureau

Prepared by:

Walter J. Klages, Ph.D.

President

Research Data Services, Inc.

Research@KlagesGroup.com

May 14, 2010

Naples, Marco Island, Everglades: April 2010 Summary

Executive Summary: April 2010

1. Some 111,000 travelers visited the Naples, Marco Island, Everglades area this April **(+5.2%)**, with occupancy increasing by 7.4%. The total economic impact of tourism on Collier County reached \$133,609,256 **(+6.6%)**.
2. Collier's core Domestic and International origin markets grew strongly this April. The origin distribution is as follows:

<u>Apr. Visitor Segments</u>	<u>2009 Visitor #</u>	<u>2010 Visitor #</u>	<u>% Δ</u>
Florida	37,664	38,295	+1.7
Southeast	6,646	6,105	-8.1
Northeast	20,678	22,311	+7.9
Midwest	19,412	21,423	+10.4
Canada	2,954	3,219	+9.0
Europe	12,871	14,430	+12.1
Markets of Opportunity	5,275	5,217	-1.1
Total	105,500	111,000	+5.2

3. Among the features most influential in drawing visitors to Collier in April are:

<u>Influential Features</u>	<u>Percent</u>
Unspoiled Environment	86.1%
Dining Opportunities	83.0
Warm Weather	81.7
White, Sandy Beaches	77.3
Relaxation	69.7
Upscale Lodgings	64.6
Value for the Money	60.5
Upscale Shopping	56.1

Naples, Marco Island, Everglades: April 2010 Summary

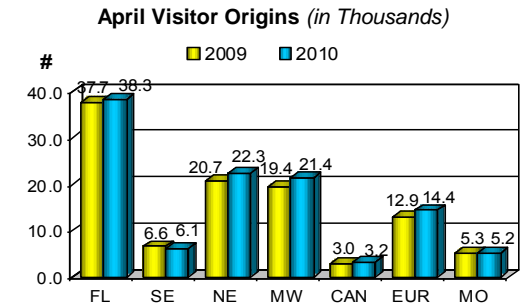
4. This April, 44.5% of visitors are in Collier for the first time **(2009: 43.2%)**.
5. Nearly two of every three fly to reach the Naples, Marco Island, Everglades area **(2009: 59.5%; 2010: 62.1%)**. While Southwest Florida International (RSW) is the primary airport of deplanement **(2009: 67.2%; 2010: 64.8%)**, note should be taken that the Fort Lauderdale airport has increased significantly in importance **(2009: 1.7%; 2010: 8.6%)**.
6. The month of April saw a 23.9% increase in the group/business travel segment **(2009: 20,151 visitors; 2010: 24,975 visitors)**.
7. Travelers' use of Internet information has reached 97.5%. Fully 77.5% seek information for the current trip on the web. Airline, hotel, and destination websites; Travelocity; Expedia; and TripAdvisor are sources cited most frequently by April visitors. Three of every five visitors (59.3%) report booking travel for their trip on the Internet **(2009: 61.8%)**.
8. Fully 42.8% of April visitors saw a message promoting the Naples, Marco Island, Everglades area **(2009: 37.1%)**, with 39.4% saying the message influenced their choice of Collier **(2009: 37.3%)**.
9. The majority of visitors are satisfied with their experience in the destination **(2010: 93.8% satisfaction rating)**, and six of every ten (61.1%) are planning to return next year **(2009: 60.6%)**.
10. This April's visitors average 46.4 years of age **(2009: 46.0 years of age)** and command a higher median household income **(2009: \$124,762; 2010: \$131,111)**.

Naples, Marco Island, Everglades: *April 2010 Visitor Profile*

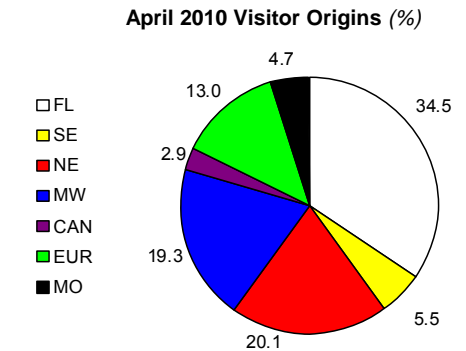


April 2010 Visitor Profile – Naples, Marco Island, Everglades

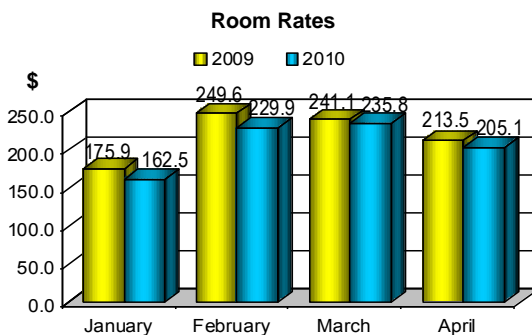
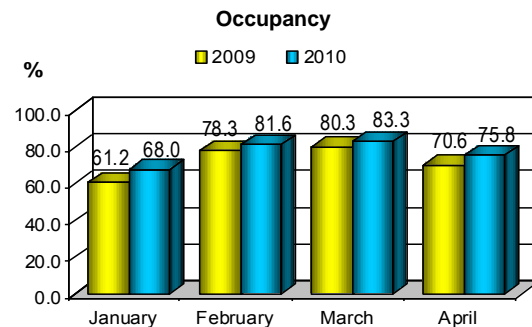
Visitor Volume	Annual 2009	Year to Date		% Δ '09/'10	April		% Δ '09/'10
		2009	2010		2009	2010	
Visitors (#)	1,338,800	576,200	606,300	+5.2	105,500	111,000	+5.2
Room Nights	1,985,930	814,530	868,260	+6.6	182,100	195,600	+7.4
Direct Exp. (\$)	\$756,482,900	\$374,691,200	\$387,405,500	+3.4	\$84,078,700	\$89,610,500	+6.6



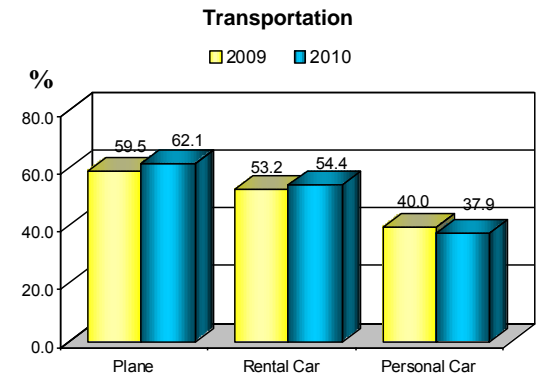
Visitor Origin	YTD # of Visitors			Rel %	April # of Visitors			% Δ '09/'10
	2009	2010	'09/'10		2009	2010	'09/'10	
Florida	163,302	163,352	0.0	35.7%	37,664	34.5%	38,295	+1.7
Southeast	38,853	39,688	+2.1	6.3	6,646	5.5	6,105	-8.1
Northeast	152,213	165,688	+8.9	19.6	20,678	20.1	22,311	+7.9
Midwest	117,473	125,409	+6.8	18.4	19,412	19.3	21,423	+10.4
Canada	17,041	17,961	+5.4	2.8	2,954	2.9	3,219	+9.0
Europe	60,664	65,028	+7.2	12.2	12,871	13.0	14,430	+12.1
Markets of Opp.	26,654	29,174	+9.5	5.0	5,275	4.7	5,217	-1.1
Total	576,200	606,300	+5.2	100.0	105,500	100.0	111,000	+5.2



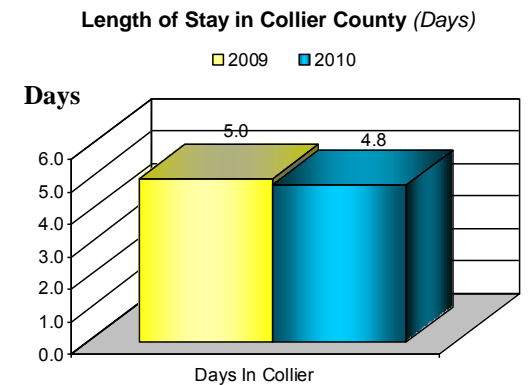
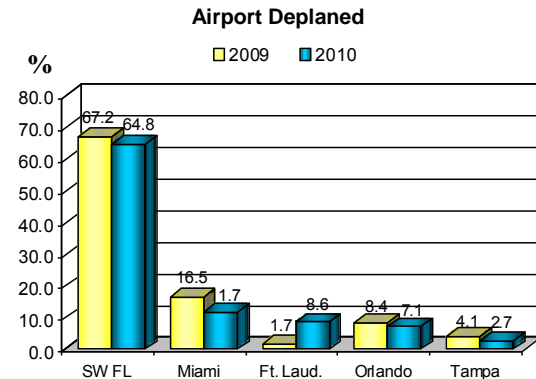
Occupancy	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Occ. 2008	67.4%	86.0%	84.6%	75.4%	68.9%	63.6%	66.3%	50.6%	39.2%	55.8%	62.1%	62.3%
Occ. 2009	61.2	78.3	80.3	70.6	60.9	55.9	63.6	45.7	41.9	51.8	59.3	60.4
Occ. 2010	68.0	81.6	83.3	75.8								
Δ Pts. ('09/'10)	+6.8	+3.3	+3.0	+5.2								
ADR 2008	\$190.2	\$266.0	\$290.1	\$232.8	\$168.7	\$139.9	\$118.6	\$110.0	\$104.6	\$117.8	\$125.7	\$160.6
ADR 2009	175.9	249.6	241.1	213.5	149.4	128.7	105.6	98.6	99.4	111.6	117.8	166.7
ADR 2010	162.5	229.9	235.8	205.1								
Δ % ('09/'10)	-7.6%	-7.9%	-2.2%	-3.9%								
RevPAR 2008	\$128.2	\$228.8	\$245.4	\$175.5	\$116.2	\$89.0	\$78.6	\$55.7	\$41.0	\$65.7	\$78.1	\$100.1
RevPAR 2009	107.7	195.4	193.6	150.7	91.0	71.9	67.2	45.1	41.6	57.8	69.9	100.7
RevPAR 2010	110.5	187.6	196.4	155.5								
Δ % ('09/'10)	+2.6%	-4.0%	+1.4%	+3.2%								



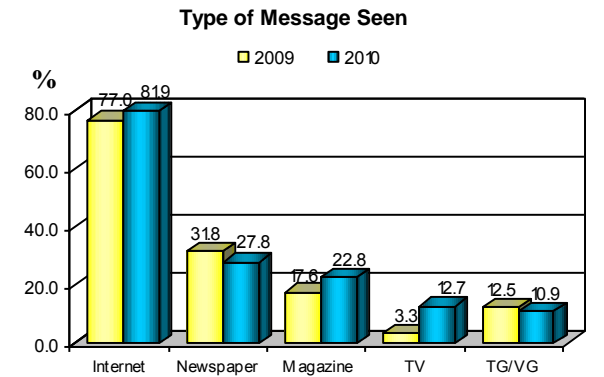
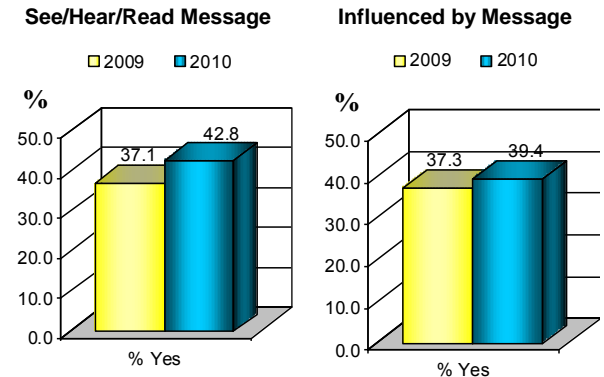
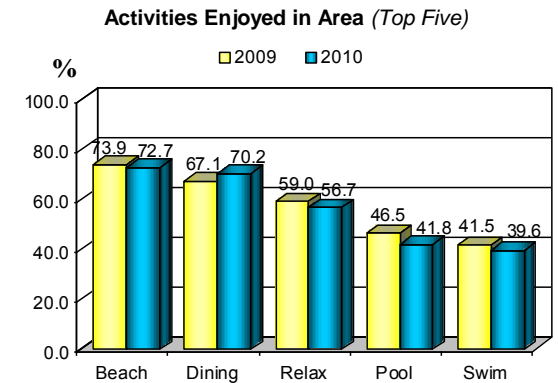
	<u>April 2009</u>	<u>April 2010</u>
Transportation Mode <i>(Multiple Response)</i>		
Plane	59.5%	62.1%
Rental Car	53.2	54.4
Personal Car	40.0	37.9
Airport Deplaned <i>(Base: Flew)</i>		
Southwest Florida International	67.2%	64.8%
Miami International	16.5	11.7
Fort Lauderdale International	1.7	8.6
Orlando International/Sanford	8.4	7.1
Tampa International	4.1	2.7



	<u>April 2009</u>	<u>April 2010</u>
Purpose of Trip <i>(Multiple Response)</i>		
Vacation/Getaway	75.7%	71.3%
Business Travelers/Conferences/Business Meetings	19.1	22.5
Visit with Friends and Relatives	8.7	11.2
First Visit to Collier County (% Yes)	43.2%	44.5%
First Visit to Florida (% Yes)	8.7%	6.8%
Assisted by Travel Professional (% Yes)	6.8%	7.7%
Length of Stay in Collier County (# of days)	5.0 days	4.8 days
Party Size (# of People)	2.8 people	2.6 people
Satisfaction with Collier County		
Very Satisfied	84.0%	89.0%
Satisfied	9.6	4.8
Satisfaction Level <i>(Very Satisfied + Satisfied)</i>	93.6%	93.8%
Recommend Collier to Friends/Relatives		
Yes	91.1%	92.8%



	April 2009	April 2010
Activities Enjoyed in Area (Multiple Response)		
Beach	73.9%	72.7%
Dining Out	67.1	70.2
Relaxing	59.0	56.7
Pool	46.5	41.8
Swimming	41.5	39.6
Shopping	37.4	38.3
Visit Friends/Relatives	23.3	22.6
Sight-Seeing	24.6	22.4
Reading	16.9	20.6
Sunning	13.7	19.7
Everglades Adventures/Nature	12.9	14.6
Walking	17.1	13.6
Golfing	11.2	10.5
Expense Relative to Expectations		
More Expensive	6.1%	11.2%
Less Expensive	5.2	1.8
As Expected	78.8	83.0
Don't Know	9.9	4.0
Plan to Return (% Yes)		
To Local Area	90.8%	92.1%
Next Year (Base: Return to Local Area)	66.7	66.3
Average Age Head of Household (Years)		
	46.0	46.4
Median Annual Household Income		
	\$124,762	\$131,111
See/Read/Hear Collier Message (% Yes)		
	37.1%	42.8%
Type of Message Seen (Multiple Response)		
Internet	77.0%	81.9%
Newspaper	31.8	27.8
Magazine	17.6	22.8
Television	3.3	12.7
Travel Guides/Visitor Guides/Brochures	12.5	10.9
Influenced by Collier Message (Base: Respondents Reporting See/Read/Hear Message)		
	37.3%	39.4%



April 2010 Visitor Profile -- Naples, Marco Island, Everglades

Visitors describe the Naples, Marco Island, Everglades area as follows:




- ❖ Affluent.
- ❖ Ambiance.
- ❖ Beautiful, sunny.
- ❖ Big.
- ❖ Calm.
- ❖ Caribbean looking.
- ❖ Charming.
- ❖ Classy.
- ❖ Clean.
- ❖ Cultural.
- ❖ Diverse kinds of palms.
- ❖ Easy getting around.
- ❖ Exciting.
- ❖ Expensive.
- ❖ Family friendly.
- ❖ Fantastic.
- ❖ Flowers and architecture are nice.
- ❖ Friendly.
- ❖ Fun.
- ❖ Good for families.
- ❖ Good hang out.
- ❖ Good size.
- ❖ Great roads.
- ❖ Heavenly.
- ❖ Home away from home.
- ❖ Humid.
- ❖ Immaculate.
- ❖ Impressive.
- ❖ In love with it.
- ❖ Inspirational.
- ❖ Interesting.
- ❖ It's better in Naples.
- ❖ Kid friendly.
- ❖ Laid back, not Miami.
- ❖ Lively.
- ❖ Lots to do, great beaches.
- ❖ Lovely.
- ❖ Lush landscaping.
- ❖ Magnificent.
- ❖ Marvelous.
- ❖ Mediterranean feel.
- ❖ Neighborhood feel.
- ❖ Nice.
- ❖ Not as hectic.
- ❖ Not commercial.
- ❖ Not funky enough, too Disney-landish.
- ❖ Not Orlando or Ft. Myers.
- ❖ Older community.
- ❖ Paradise.
- ❖ Peaceful.
- ❖ Perfection.
- ❖ Picturesque, relaxing.
- ❖ Pleasant.
- ❖ Pretty, green.
- ❖ Prosperous.
- ❖ Relaxed, easy-going.
- ❖ Retirement crowd.
- ❖ Safe, quiet.
- ❖ Sophisticated.
- ❖ Stunning.
- ❖ Sunny, relaxing.
- ❖ Superb.
- ❖ Tidy.
- ❖ Traffic is terrible.
- ❖ Tropical.
- ❖ Typical Florida.
- ❖ Upscale.
- ❖ Varied.
- ❖ Warm.
- ❖ Welcoming, friendly.
- ❖ Wonderful.

Web Site

Miles Media Group

Naples Marco Island Everglades CVB Measurement Dashboard April 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: 5.53 <i>Minutes</i>	5.48	5.16	5.39
Bounce Rate: 34% <i>of Home Page</i>	34%	33.0%	35%
Bounce Rate: 40% <i>Overall</i>	51%	45.3%	55.5%





SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
8.0%
 of total page views














10,572
 Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
28,651 Visits	 16%	 10%
131,933 Page Views	 18%	 2%
151,350 Visits Year-to-Date (vs. 130,890 visits in 2009)		
702,358 Page Views Year-to-Date (vs. 638,647 in 2009)		

SIT BREAKDOWN

	LM	LY
Guide Orders:	489  -22%	 +218%
Book Hotel:	1,066  +2%	 -12%
Newsletter Signup:	114  -35%	 +28%
Deals Page views:	2,396  +44%	N/A
Property Detail Views:	4,435  -5%	N/A
Download Guide Link:	199  -29%	N/A
Savings Click Here:	808  +8%	 +206%
Savings Book Direct:	1,065  +34%	 +77%

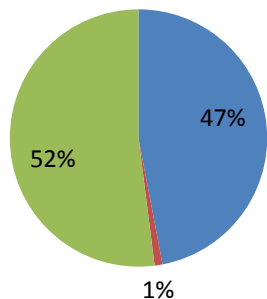
MOST REQUESTED PAGES

1. Home
2. My Florida Savings
3. Stay/Accommodation Listings/Hotel Accommodations
4. Events Calendar/Current Events
5. Things to Do/Beaches and Parks

CAMPAIGN RESPONSE

265
1%
 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%

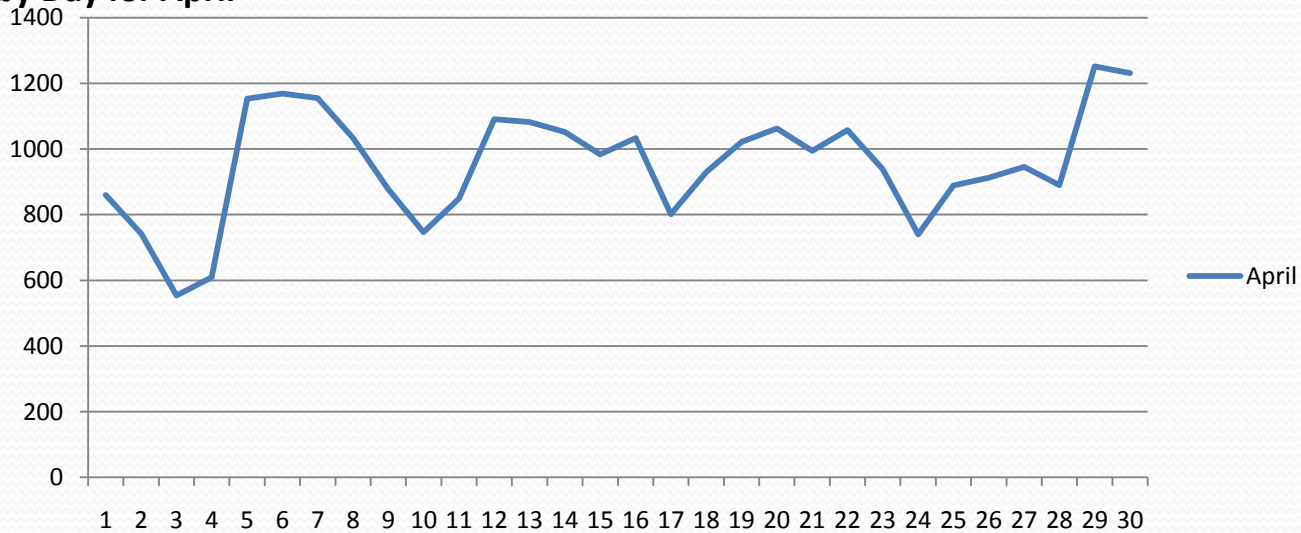
VISITORS BY STATE

		LM	LY
1.	Florida:	8,956	+39%
2.	New Jersey:	1,780	-41%
3.	Virginia:	1,366	-24%
4.	Georgia:	961	+17%
5.	New York:	928	-56%

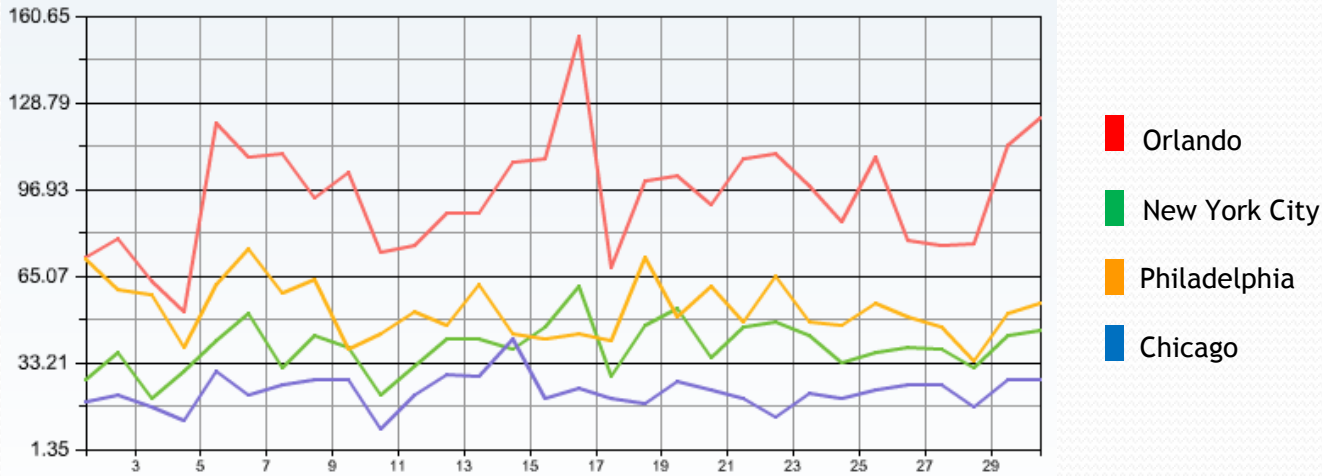
Visits – 2008-2010



Visits by Day for April

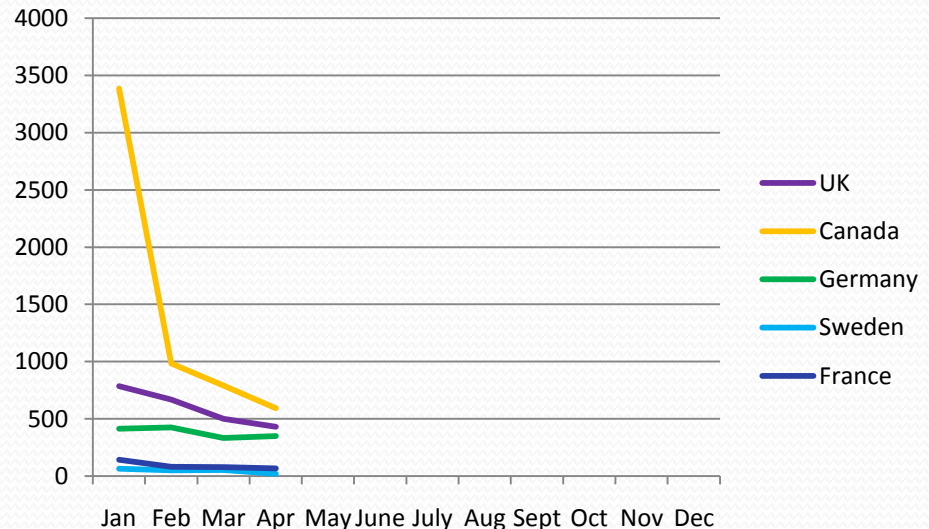


Trended Top 4 Markets for Month



International

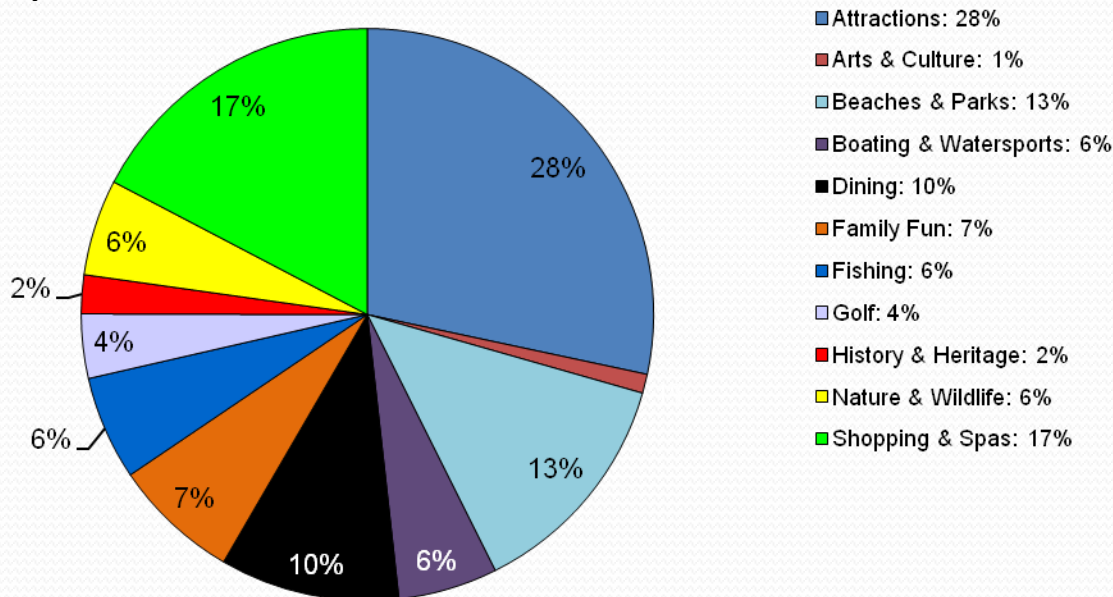
		LM	LY
USA	21,414	-17%	-16%
International:	2,334	-15%	-21%
<i>Unique Visits for Month</i>			
Canada	593	-25%	-23%
Germany	350	+5%	+7%
UK	430	-14%	-33%
Sweden	20	-62%	-17%
France	67	-13%	-18%



Top Internal Search Terms

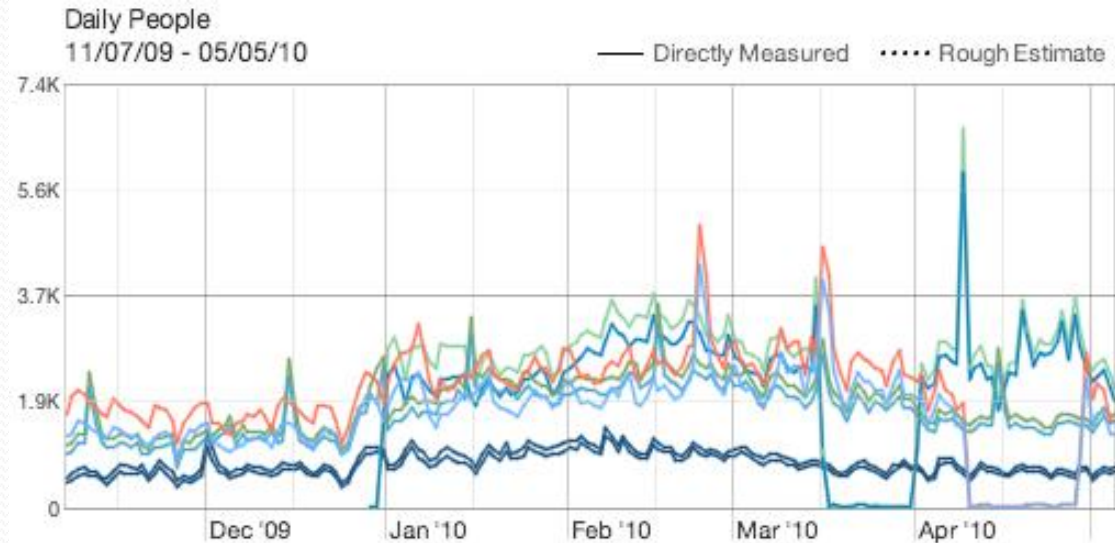
Internal Search Term	Number of Searches
marco island	19
everglades	9
parasailing	6
weather	6
deals	5

Content Report



DMO Competition - Quantcast

- Paradisecoast.com
- VisitStPeteClearwater.com
- * Sarasotafl.org
- FortMyers-Sanibel.com



Site	Reach by US People Feb 2010 **
ParadiseCoast.com	27,500
PalmBeachFL.com	13,600
Fla-Keys.com	185,500
DaytonaBeach.com	74,400

*St. Pete/Clearwater launched a new site with a new URL at the end of December, so data is only available starting in January.

**Quantcast has not updated information since March, so data is not updated for this month. We have contacted Quantcast about the data and will update the report when new data is available.

Search Engine Services

Sales & Marketing Technologies, Inc.

Naples CVB Monthly Search Engine Report

Overall Search Engine Performance

- Visitors to the website increased 7% over March
- There was an increase of 73% over April last year.
- April search engine referrals decreased 18% over March
- April Search Engine Referrals decreased 16% over last year.
- April was the highest month on record for visits

Search Engine Optimization Actions

- We used the information from the May 4th post on beach conditions to start third party blogs on information relating to Deepwater Horizon and the Beaches of Naples and Marcos Island. The posts and listings will provide back links to the site as well allow for a secondary way to rank the site in the Search Engines.
- Continued to leverage numerous evaluation websites for backlinks. We are finding that these types of sites are directly and indirectly linking to your website and have found it to assist in traffic and reputation management.

Naples CVB Monthly Search Engine Report

- **Search Engine Optimization Cont.**
- We conducted social book marking. These social book marking websites drive traffic to your site in several ways. First, you get traffic directly from the link on the social site. Second, these book marked influence on web rankings. type articles tend to rank on Google therefore increasing your exposure on Google. Third, the links act as backlinks which usually have a positive influence on rankings.
- We also submitted the site to additional search engines and directories. These listings will help influence your search engine rankings by creating keyword-rich back links to the site.

Naples CVB Monthly Search Engine Report

Web Site Trends

	February	March	April
Visits	129,258	122,447	131,167
Page Views	499,616	482,597	504,826
S.E. Referrals	27,692	24,267	19,979
Sessions	129258	122447	131167
Sign-ups	26	13	11

Naples CVB Monthly Search Engine Report

Google Pay Per Click Review

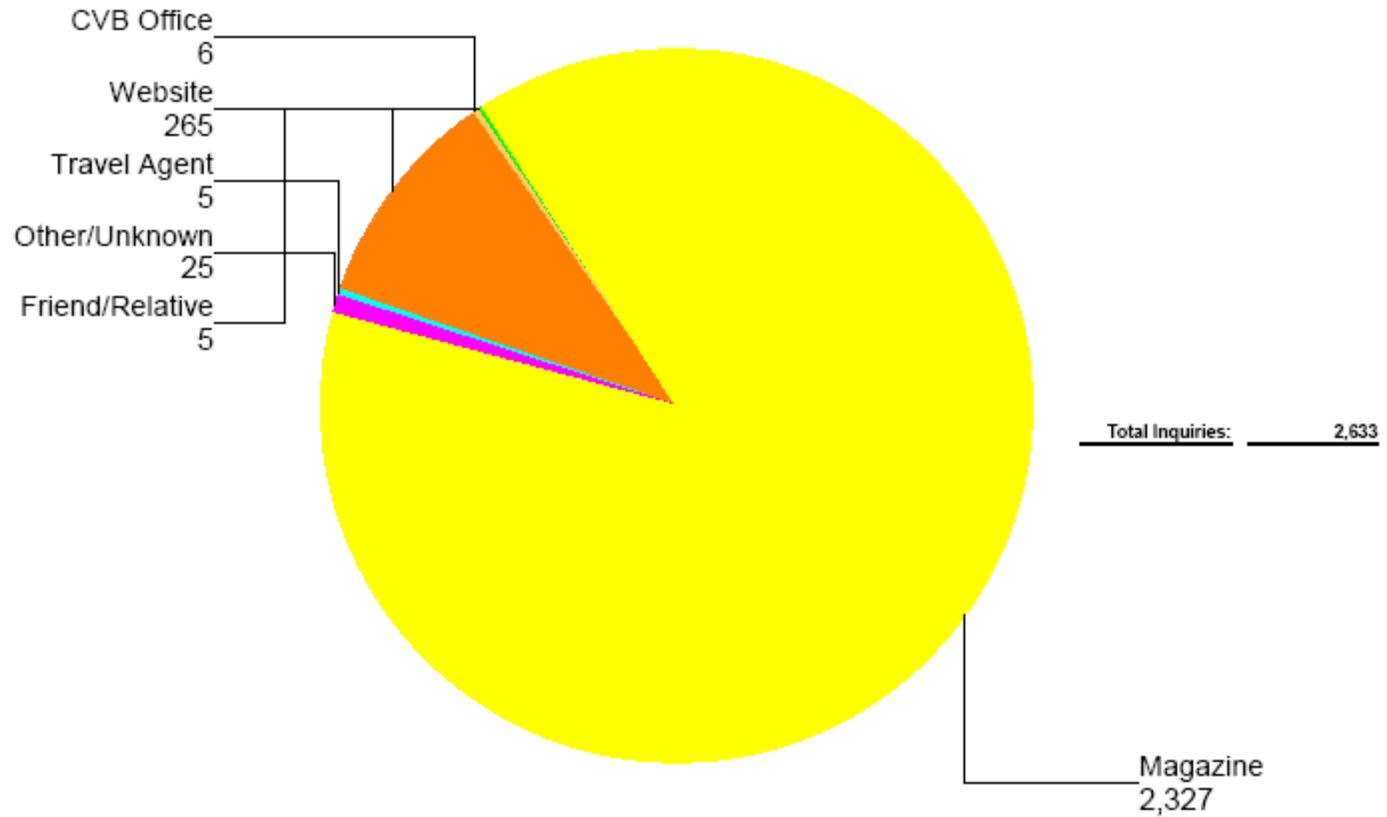
	Spending	Clicks	CP Click	CP Lead	Convs
April	\$1200.70	3,928	\$0.31	\$0.00	1
March	\$1240.11	3,977	\$0.31	\$0.00	0
February	\$1119.93	3,552	\$0.32	\$0.00	0

Fulfillment Services

Phase V

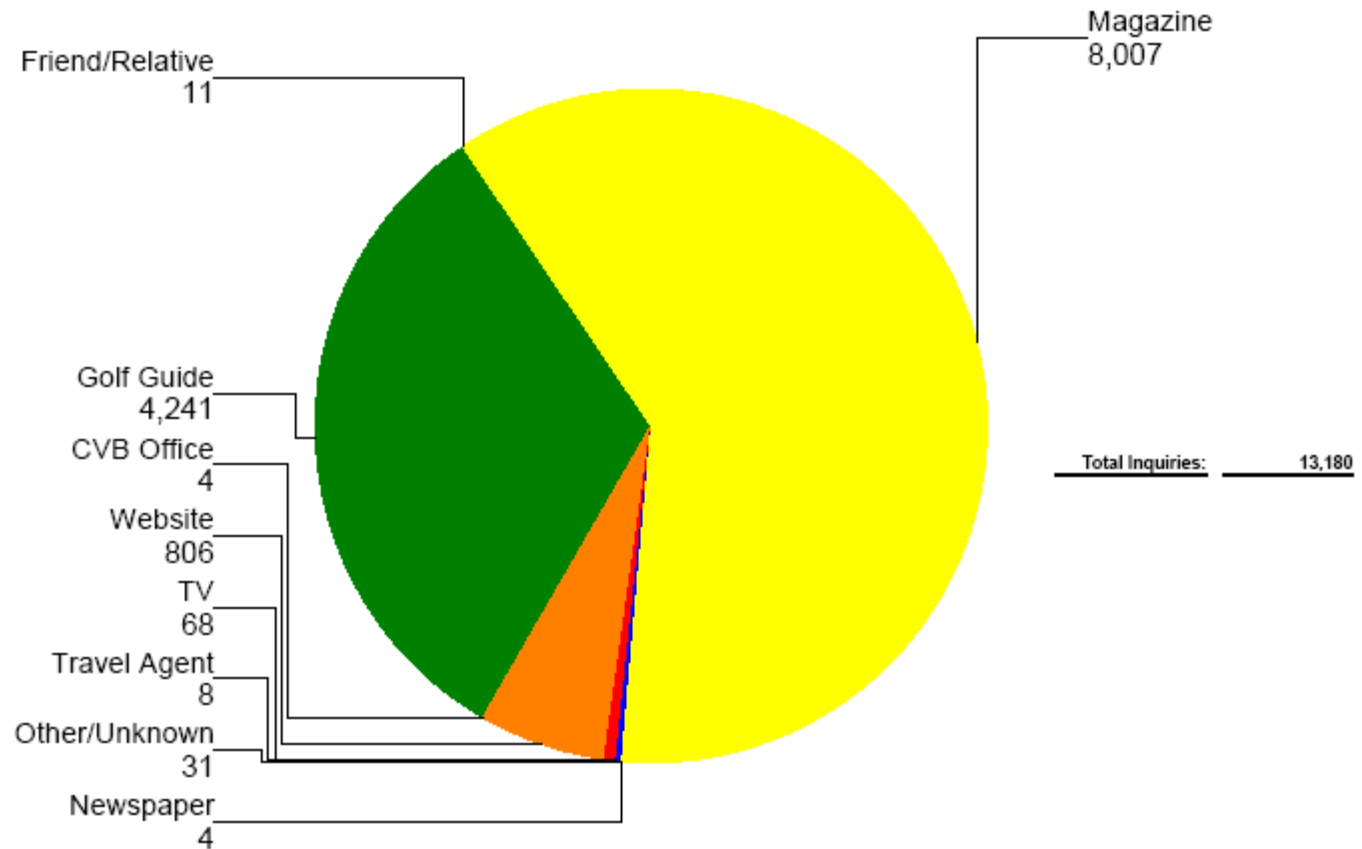
Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of January & February 2009



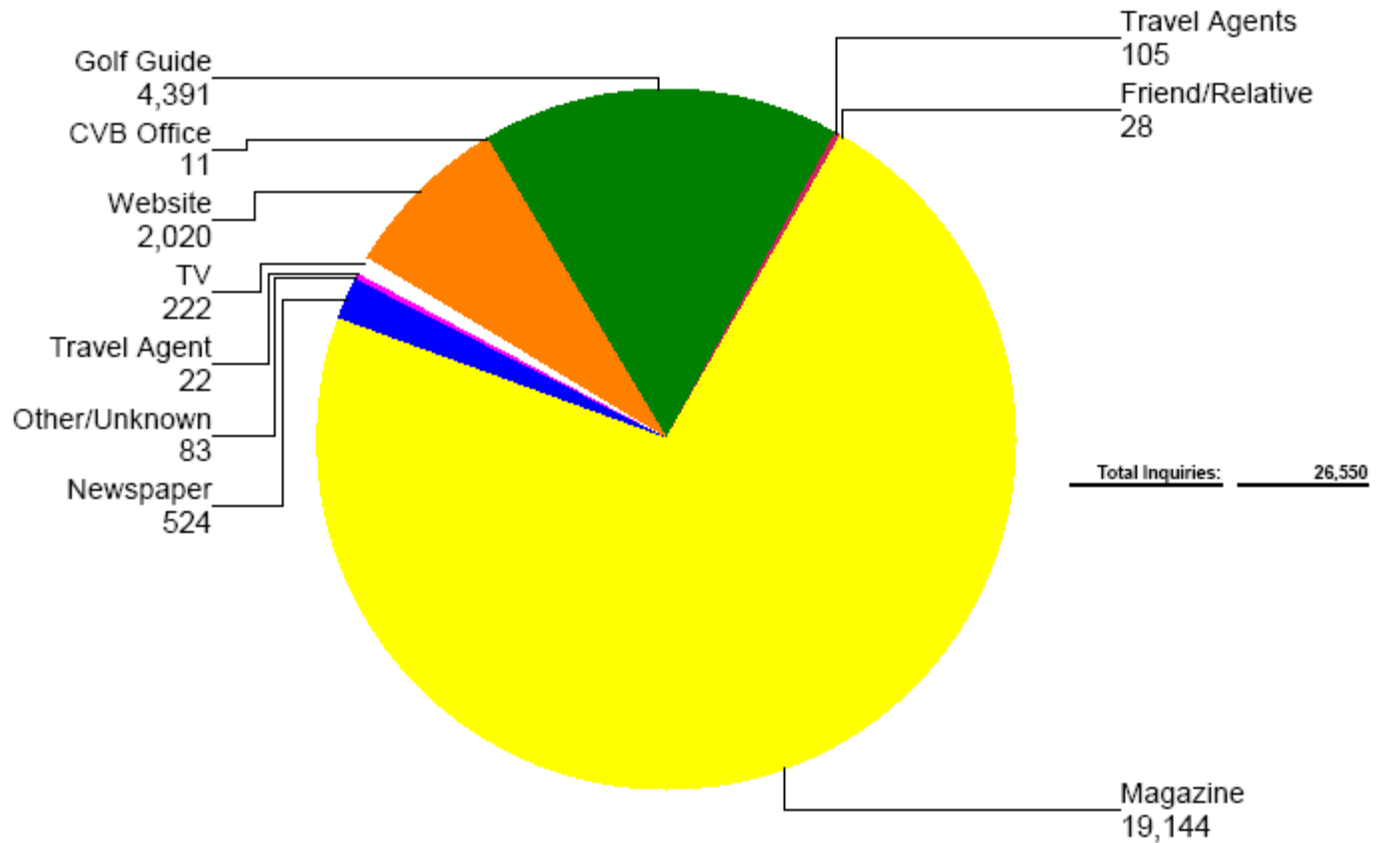
Naples, Marco Island, Everglades CVB Request Summary by Source

For the months of March and April 2010



Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2010



Inquiries – Leading 4 Countries

March/April 2010

2009

USA

Canada

Germany

UK

2010

USA

Canada

Brazil

UK

Inquiries - Leading 6 States

March/April 2010

2009

Florida

Illinois

New York

Pennsylvania

Ohio

Michigan

2010

Florida

Michigan

Illinois

Pennsylvania

New York

Ohio

Collier County CVB Inquiries by Type Calendar Year

	Mar/Apr 2010	Y-T-D
Phone	574	928
Publications	11,257	15,825
Web site	2738	3294
Info@ParadiseCoast	6	22

Misc. CVB Services

Calendar Year

	Mar/Apr 2010	Y-T-D
Hotel Bookings	14	36
Info Ctr Shipments	9,500	17,000
Editorial Gen Calls	125	258
Mtg Planner Calls	3	3
Storm Info Calls	3	5
Storm Accommodations	0	0
Sports Council	11	19

Website Live Chat by Page Jan/Feb 2010

May 24, 2010
Staff Report Presentations VIII - 1
71 of 75

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 Mar/Apr 2010

May 24, 2010
Staff Report Presentations VIII - 1
72 of 75

Topic	# of chats	Minutes	Min/Chat
Accommodations	8	88.3	11.0
Airport	3	14.3	4.8
Arts & Culture	0	0.0	0.0
Attractions	3	17.9	6.0
Beaches	4	20.9	5.2
Charters and Tours	5	36.6	7.3
Contact	0	0.0	0.0
CVB Department	0	0.0	0.0
Dining & Nightlife	1	6.5	6.5
Directions	0	0.0	0.0
Discover	0	0.0	0.0
Events & Festivals	3	16.6	5.5
Family	1	6.5	6.5
Golf	0	0.0	0.0
Island Information	0	0.0	0.0
Media	0	0.0	0.0
Misc.	17	57.3	3.4
Outdoor Activites	0	0.0	0.0
Relocation	2	9.9	5.0
Salons & Spas	0	0.0	0.0
Shopping	2	11.0	5.5
Sports	1	5.6	5.6
Temperature	1	3.1	3.1
Transportation	3	11.3	3.8
Visitor's Guide	3	10.4	3.5
Wedding	0	0.0	0.0
Totals	57	316.2	5.5

Website Live Chat by Page Mar/Apr 2010

May 24, 2010
Staff Report Presentations VIII - 1
73 of 75

Page	# of chats	Minutes	Min/Chat	
About the Area	1	2.3	2.3	
Arts & Culture	0	0.0	0.0	
Attractions	0	0.0	0.0	
Beachs & Parks	3	13.5	4.5	
Calendar of Events	0	0.0	0.0	
Contact us	1	2.1	2.1	
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	43	289.4	6.7	
Media Planner	0	0.0	0.0	
Meeting Planners	0	0.0	0.0	
Nature & Wildlife	1	6.5	6.5	
Order a Guide	2	12.4	6.2	
Shopping	0	0.0	0.0	
Site Map	0	0.0	0.0	
Spas	0	0.0	0.0	
Stay in Paradise	1	6.5	6.5	
Things to Do-Main	4	23.6	5.9	
Travel Professionals	1	2.5	2.5	
Wedding	0	0.0	0.0	
Totals	57	358.8	6.3	

Misc Services
Mar/Apr 2010

May 24, 2010
Staff Report Presentations VIII - 1

Publication	MONTH	74 of 75	YTD
Consumer Shows			
NY Times Travel Show March 2010	620		620
Consumer Shows Total:	620		620
Mailings to Partners	0		1
Meeting Planners			
2010 Destination Showcase	28		28
2010 Helmsbriscoe	0		112
Boston Appreciation Luncheon 2010	40		40
FAM 2010	38		38
Market Group Fulfillment	4		103
Meeting Planner Kit Fulfillment	22		185
Meeting Planner Non-Kit Fulfillment	0		3
Other/Unknown	235		235
Philly 2010	47		47
Planning Connection 2010	152		152
Successful Meetings	0		237
TSAE Planners 2010	53		53
Meeting Planners Total:	644		1,233
Promotions			
Summer VIP 2009	0		2
Summer VIP 2010	90		90
Promotions Total:	90		92
SMERF Group Leaders	0		1
Tour Operators			
Huddle 2010	0		21
Other/Unknown	1		4
Tour Operators Total:	1		25
Travel Agents			
JetBlue Airways 2010	1		1
Luxury Travel Agents	0		125
MLT 2009	0		55
Other/Unknown	1		10
Travel Agents Total:	2		191
Total Fulfilled via Mail from Phase V:	1,357		2,163

Thank you

Questions?