

Naples, Marco Island, Everglades CVB

SALES REPORT EXECUTIVE SUMMARY

3/4/2010 - 5/10/2010

CURRENT TENTATIVE					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	63	6,740	1,174,406	30,638	38
Total:	63	6,740	1,174,406	30,638	38
LEADS SENT					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	17	1,034	1,281,156	7,870	38
Total:	17	1,034	1,281,156	7,870	38
TURNED CANCELLED					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	2	137	0	447	0
Total:	2	137	0	447	0
TURNED DEFINITE					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	7	607	50,000	3,006	0
Total:	7	607	50,000	3,006	0
TURNED LOST					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	14	1,070	56,750	3,555	0
Total:	14	1,070	56,750	3,555	0
TURNED TENTATIVE					
Sale Rep	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracted Rooms
Debi DeBenedetto	16	934	1,231,156	7,570	38
Total:	16	934	1,231,156	7,570	38
Report Total:	119	10,522	3,793,468	53,086	114

Naples, Marco Island, Everglades CVB
Task Report

May 24, 2010
Detailed Staff Reports IX
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Created - Between 3/4/2010 - 5/10/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	3/3/2010	Debi DeBenedetto
<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>						
3/5/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/5/2010	3/4/2010	Debi DeBenedetto
<i>CVB Advisory Roundtable 9-11</i>						
3/5/2010	Debi's Activity Tracking Account	General - TDC Report	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>TDC report 2 hours</i>						
3/5/2010	Debi's Activity Tracking Account	sent rfp to partner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>FEb/MARch sent 4 sets of golf leads to hotel partners from Play Florida Golf shows</i>						
3/5/2010	Debi's Activity Tracking Account	Site with client - Sales	Closed	3/5/2010	2/26/2010	Debi DeBenedetto
<i>Site with client for venue for FSAE welcome</i>						
3/5/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/5/2010	2/25/2010	Debi DeBenedetto
<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>						
3/5/2010	Debi's Activity Tracking Account	Refer advertising inquiry to Paradise	Closed	3/5/2010	2/24/2010	Debi DeBenedetto
<i>Meetings with Plan Your meeting Carol and other conversations re: marketing - referred to Paradise as well.</i>						
3/5/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>Secured honeymoon promotion for Bridal ads and guide</i>						
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	2/21/2010	Debi DeBenedetto
<i>Attended Boston Globe Travel Show Feb. 18-21 - Great show</i>						
3/5/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>Several referrals for venues and restaurants discussions with planners and travel agents</i>						
3/5/2010	Debi's Activity Tracking Account	Register Trade show	Closed	5/5/2010	5/10/2010	Debi DeBenedetto
<i>Register Florida Huddle and secure partners - follow up on partners</i>						
3/5/2010	Debi's Activity Tracking Account	Proof copy	Closed	3/5/2010	3/19/2010	Debi DeBenedetto

* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
<i>Proof copy for several items - golf, website, newsletters etc - ongoing monthly</i>						
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>Philly eblast invite and invitations mailing and RSVP</i>						
3/8/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/8/2010	3/8/2010	Debi DeBenedetto
<p><i>Beth Chandler Marketing Events Planner</i></p> <p><i>off: 800 554 6637 (x55805) cell: 404 395 7453 fax: 678 355 5809 beth_chandler@mohawkind.com themohawkgroup.com</i></p> <p><i>1975 West Oak Circle Marietta, Georgia 30062</i></p>						
3/8/2010	Hyland Software Erin Kupcak	Site with client - Sales	Closed	3/22/2010	3/23/2010	Debi DeBenedetto
<i>Debi arranging site for this client March 22 & 23</i>						
3/8/2010	Leon County Schools	Sales - Assisted Mtg Planner	Open	8/8/2010		
<p>Eva Turner</p> <p><i>Saw at Planning connection coming in Sept. Contact to set up site</i></p>						
3/10/2010	Global Management Services, Incorporated	sent rfp to partner	Closed	3/23/2010	3/23/2010	Debi DeBenedetto
<i>sent out Rfp to hotels</i>						
3/11/2010	Paxen Group	General - Followup Call	Closed	3/11/2010	3/11/2010	Debi DeBenedetto
<i>asked if booked</i>						
3/11/2010	Site Search, Incorporated	General - Followup Call	Closed	3/20/2010	3/23/2010	Debi DeBenedetto
<i>find out if booked</i>						
3/15/2010	University of Minnesota Heather Dorr	General - Email	Closed	3/15/2010	4/9/2010	Debi DeBenedetto
<i>sent partners U of MN RFP for Feb 2011</i>						
3/15/2010	Viva Consult Denise Ker	General - Followup Call	Closed	3/15/2010	4/28/2010	Debi DeBenedetto
<i>sent 2011 CEG Masters Program RFI to specific partners requested</i>						
3/17/2010	Debi's Activity Tracking Account	General - Email	Closed	3/17/2010	3/17/2010	Jennifer Leslie
<i>assisted Anna Kacprzak with LogosTour (European) with bus/charter information. She wanted general info for "groups to the USA"</i>						
3/18/2010	Illinois Ready Mixed Concrete Association Cherish Schwenn	sent rfp to partner	Closed	3/18/2010	3/18/2010	Debi DeBenedetto
<i>sent RFP</i>						
3/18/2010	Illinois Ready Mixed Concrete	General - Followup Call	Closed	4/18/2010	4/21/2010	Debi DeBenedetto

* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name Association	Task Type	Status	Due Date	Closed Date	Closed by User
	Cherish Schwenn <i>ask if booked requested</i>					
3/19/2010	Ag Processiing Inc Ed Woll <i>Sent rfp 3/19 and will follow up</i>	Sales - Assisted Mtg Planner	Closed	3/30/2010	4/29/2010	Debi DeBenedetto
3/19/2010	Conference Planning Resources Jeff Berger <i>ask if booked</i>	General - Followup Call	Closed	3/19/2010	3/19/2010	Debi DeBenedetto
3/19/2010	Debi's Activity Tracking Account Debi DeBenedetto <i>Attended Pharma show in Philly 3/14/3/18 and worked follow up several hours - good event and show 50 leads</i>	Sales - Meeting / Show / Conference	Closed	3/19/2010	3/19/2010	Debi DeBenedetto
3/19/2010	Paxen Group Frederic Triplett <i>asked if booked</i>	General - Followup Call	Closed	3/19/2010	3/19/2010	Debi DeBenedetto
3/23/2010	Hyland Software Erin Kupcak <i>Site with Erin and Angela NG, Ritz, NBH looks good 5 hours</i>	Site with client - Sales	Closed	3/23/2010	3/23/2010	Debi DeBenedetto
3/23/2010	Virginia Transportation Construction Alliance Rick Eisenman <i>sent Rfp to hotels for VTCA</i>	sent rfp to partner	Closed	3/23/2010	3/23/2010	Debi DeBenedetto
3/23/2010	Virginia Transportation Construction Alliance Rick Eisenman <i>Call to see if he got bids</i>	General - Followup Call	Closed	4/2/2010	5/10/2010	Debi DeBenedetto
3/23/2010	Virginia Transportation Construction Alliance <i>Collect bids from hotels and mial to planner with spreadsheet</i>	General - Followup Call	Closed	3/29/2010	3/31/2010	Debi DeBenedetto
3/25/2010	Debi's Activity Tracking Account <i>contacted meeting planner - Alexandra Beital - about her trip from Germany to Naples. Assisted her with contacts. Referral from Frauke.</i>	General - Email	Closed	3/25/2010	3/25/2010	Jennifer Leslie
3/25/2010	Debi's Activity Tracking Account <i>worked with Lonna - with Crane House for an auction donation from CVB</i>	Sales - Send Promotional Item / Collateral	Closed	3/25/2010	3/25/2010	Jennifer Leslie
3/29/2010	AARP The Magazine <i>AARP NAational Sales meeting</i>	sent rfp to partner	Closed	3/29/2010	3/29/2010	Debi DeBenedetto
3/29/2010	AARP The Magazine Shari Horowitz <i>Call to follow up</i>	Sales - Assisted Mtg Planner	Closed	4/29/2010	5/10/2010	Debi DeBenedetto
3/31/2010	Debi's Activity Tracking Account	General - Followup Call	Closed	3/31/2010	3/26/2010	Debi DeBenedetto

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
	Debi DeBenedetto					
<i>Completed follow up from Pharma show, sent email and added contacts to idss and list for newsletters</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Site with client - Sales	Closed	3/31/2010	3/22/2010	Debi DeBenedetto
<i>Site with Erin Kupcak and Angela for Hyland Software 11- 6</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	3/31/2010	3/23/2010	Debi DeBenedetto
<i>8:30 one hour meeting with local DMC to discuss working relationships and destination promotion - built contact list and follow up</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	3/31/2010	3/23/2010	Debi DeBenedetto
<i>Meeting with agency goover newsletters and proofs, VIP and Tourism week 1 hour</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	3/31/2010	3/24/2010	Debi DeBenedetto
<i>FSAE conference call on Auction and sponsor - memo sent to partners for support as follow up - We will be well represented with FSAE for the July annual here at NG</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	3/31/2010	3/25/2010	Debi DeBenedetto
<i>Meeting with Collier Lodging Assn - Will get free full page in EZ yellow pages per Ellen Papay for Dec issue to educate locals on value of tourism and BYMH</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
<i>10 am meeting with agency tourism week theme</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	3/31/2010	3/26/2010	Debi DeBenedetto
<i>Meeting with industry partners and Diana Dresses exhibit</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Site with client - Sales	Closed	3/31/2010	3/29/2010	Debi DeBenedetto
<i>Met clients for site at Marriott MARco Island with breakfast for Jeff Berger and Barbara Consumer Bankruptcy Attorneys conference Oct 2012</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	3/31/2010	3/30/2010	Debi DeBenedetto
<i>Travel Zoo presentation breakfast Naples Hilton TravelZoo.com for destiantion promotion</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	3/31/2010	3/30/2010	Debi DeBenedetto
<i>11:15 staff meeting Tourism week</i>						
3/31/2010	Debi's Activity Tracking Account	General - Meeting	Closed	3/31/2010	3/30/2010	Debi DeBenedetto
<i>Alan Maltz Mission meeting</i>						
3/31/2010	Debi's Activity Tracking Account	Idss updates	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
<i>office work, emails and updates to idss</i>						
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	3/31/2010	3/9/2010	Debi DeBenedetto
<i>Met with Ron Atlanta Record film for tourism week video and update his info on our website</i>						
3/31/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/31/2010	3/31/2010	Debi DeBenedetto

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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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Registered Pow Wow - throughout month organized Pow Wow events, communication and order booth items, add partner, select appointments 4 hours

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
	<i>Communication with Seminole Casino and partners on job lead</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	4/1/2010	4/9/2010	Debi DeBenedetto
	<i>Set up Fam committee for 2010 fam for April 1 - organize agenda</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Service Task	Closed	3/31/2010	3/24/2010	Debi DeBenedetto
	<i>Review of 2011 Budget - give Jack # and begin budget process - Sales plan building</i>					
3/31/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/31/2010	3/23/2010	Debi DeBenedetto
	<i>Judges selection and communication for torusim week</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Register Trade show	Closed	3/31/2010	3/25/2010	Debi DeBenedetto
	<i>Register for MLT, secure partner relationship</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Send Promotional Item / Collateral	Closed	3/31/2010	4/9/2010	Debi DeBenedetto
	<i>Contact with Wendy at Jet Blue for VIP promo, Fam and sales training info to Jet Blue reservations agents. Worked out VIP on Jet Blue site and possible join promotion. Send info for their website an contact agency - follow up Jet Blue</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Send Promotional Item / Collateral	Closed	3/31/2010	3/24/2010	Debi DeBenedetto
	<i>New golf guides came in and leads sent out to partners and new guides sent to all leads list for 2010 shows. Include Boston, Philly, Chicago, DC, Cleveland, Detroit</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	3/31/2010	3/20/2010	Debi DeBenedetto
	<i>Boston show travel agent follow up completed</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Expense Reports	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
	<i>reimburse request done</i>					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	10/1/2010	4/9/2010	Debi DeBenedetto
	<i>ATTA Summit bid for 2011 closed. ATTA staff retreat still open for Dec 2010 - finish planning and itinerary.</i>					
3/31/2010	Personal Care Products Council	Sales - Send Sales Kit	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
	<i>Sent memo to planner to assist with CVB services for event booked. Jeanie/personal care council</i>					
4/9/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	4/9/2010	4/8/2010	Debi DeBenedetto
	<i>Staff meeting for 4 hours</i>					
4/9/2010	Debi's Activity Tracking Account	General - Worked on	Closed	4/9/2010	4/9/2010	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
	Debi DeBenedetto	upcoming CVB event				
	<i>Two days worked all day on tourism award nominations, spreadsheets, copies and getting nominations to judges. Many hours on this project by Jennifer and Debi</i>					
4/9/2010	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	5/3/2010	5/3/2010	Debi DeBenedetto
	<i>Working on FAM notes and minutes , timeline etc for Oct. MP FAM</i>					
4/9/2010	University of Minnesota	General - Followup Call	Closed	4/9/2010	4/9/2010	Debi DeBenedetto
	<i>Emailed to follow up and talked to HiltoN MI they did send Proposal.</i>					
4/16/2010	Debi's Activity Tracking Account	General - Meeting	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>4/8/10 - went to Purchasing to have new Blackberry phone configured</i>					
4/16/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>3/17/10 - TSAE Power Luncheon in Tallahassee. Got pop up screen, promo items, and collateral ready for Dan Sullivan to take on behalf of CVB.</i>					
4/16/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>3/24/10 - assisted planner with collateral & destination info for her incentive program at the Ritz Carlton in April for 60 attendees.</i>					
4/16/2010	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>3/19/10 - Lufthansa travel agent coming for site in April. Got a comp at Hilton and several attractions. Referral from Frauke.</i>					
4/19/2010	Nestle Business Services	Sales - Assisted Mtg Planner	Closed	4/19/2010	4/19/2010	Jennifer Leslie
	Amy Viser <i>4/19 - received RFP from Nestle Business Services</i>					
4/20/2010	Advance Food Products	General - Followup Call	Closed	4/20/2010	4/21/2010	Debi DeBenedetto
	Joella Gamon <i>follow up message sent for status update</i>					
4/20/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/20/2010	4/20/2010	Debi DeBenedetto
	Debi DeBenedetto <i>Worked on We just got back promo. Secured 3 n stay Naples Grande, Segway for 4, Cruise Naples boat tour, fishing and jet ski. We have scavenger hunt promo for summer 2010 valid to July 31, 2011 for cert.</i>					
4/21/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/21/2010	4/21/2010	Debi DeBenedetto
	<i>Working on Trade show lists and Budgets 2011</i>					
4/21/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	4/21/2010	4/21/2010	Debi DeBenedetto
	<i>Several leads out on Play Florida Golf sent to hotels supporting golf guide</i>					
4/21/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/21/2010	4/21/2010	Debi DeBenedetto
	<i>planning Destination showcase</i>					

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
4/21/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/21/2010	4/19/2010	Debi DeBenedetto
<i>Planning Tallahassee show for June 3 shows in one trip</i>						
4/21/2010	Debi's Activity Tracking Account	General - Email	Closed	4/21/2010	4/19/2010	Debi DeBenedetto
<i>255 emails on return from vacation - done</i>						
4/22/2010	Western CPE Joy Christensen	General - Followup Call	Closed	4/22/2010	4/22/2010	Debi DeBenedetto
<i>requested status of group</i>						
4/28/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Open	5/15/2010		
<i>Hi Debi,</i>						
<i>We appreciate your offer to deliver 300 each of your VIP cards and Passport to Paradise Maps for the attendees of the Florida State Associations of Supervisors of Elections Conference May 16th -20th. Please ask for Anne Marie Copelin at Sanibel Harbour Resort, she is our Conference Planning Manager.</i>						
<i>THANK YOU!!</i>						
<i>THE ULTIMATE VOTING MACHINE... YOU!</i>						
<i>Vicki Collins Public Relations Director P O Box 2545 Fort Myers FL 33902</i>						
<i>Direct Number: 239.533.6335 Fax Number: 239.533.6310 vcollins@leeelections.com</i>						
4/28/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/28/2010	5/10/2010	Debi DeBenedetto
<i>Week long working on Denver sales mission with Lee County - had to cancel as timing off but planning with Frontier and RSW to do training and eblasts as alternative marketing for now.</i>						
4/28/2010	Debi's Activity Tracking Account	Event Service Task	Closed	4/28/2010	4/28/2010	Debi DeBenedetto
<i>Working on 2011 sponsorships and funds organized tracking method Also organized tracking method for trade show expenses with Jennifer</i>						
4/28/2010	Debi's Activity Tracking Account	Idss updates	Closed	4/28/2010	4/28/2010	Debi DeBenedetto
<i>1.5 hour idss training</i>						
4/28/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	4/28/2010	4/28/2010	Debi DeBenedetto
<i>week of working on MP fam for Oct. Itinerary and communication with sponsor partners- set and planned next meeting</i>						
4/28/2010	Debi's Activity Tracking Account	General - Meeting	Closed	4/28/2010	4/22/2010	Debi DeBenedetto
<i>9-12 staff and HBX meeting</i>						
4/28/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	4/28/2010	4/22/2010	Debi DeBenedetto
<i>Cvent webinar training for rfps to their site 1 hour</i>						

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
4/28/2010	Debi's Activity Tracking Account	General - Meeting	Closed	4/28/2010	4/27/2010	Debi DeBenedetto
<i>Meeting with Aaron Lester new Naples International Pavillion Convention center how to promote, work together, network and get the word out. Met owners.</i>						
4/28/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/30/2010	5/3/2010	Debi DeBenedetto
<i>Send out VIP links to my 7 tour operators who are accepting program</i>						
4/28/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/28/2010	4/28/2010	Debi DeBenedetto
<i>created a list of optional activities during free time for FSAE conference to get attendees to see and do while in Naples 50% planners attend FSAE so got partner cooperation to show them around free and discounted attractions and got list posted on FSAE website - for July conference</i>						
4/29/2010	Ag Processiing Inc	General - Email	Open	2/27/2011		
<i>Ask Marriott to give you room count and revenue on Ag Processing meeting group</i>						
4/29/2010	Classic Meetings Incorporated	sent rfp to partner	Closed	4/29/2010	4/29/2010	Debi DeBenedetto
<i>sent rfp to hotels</i>						
4/29/2010	Classic Meetings Incorporated	Sales - Assisted Mtg Planner	Closed	4/29/2010	4/29/2010	Debi DeBenedetto
<i>Sent mp kit and contact with repeat planner for rfp</i>						
4/29/2010	Classic Meetings Incorporated	General - Followup Call	Open	5/29/2010		
<i>call planner to see if booked</i>						
4/30/2010	Debi's Activity Tracking Account	General - Continuing Education	Closed	4/30/2010	4/30/2010	Jennifer Leslie
<i>participated in Cvent CVB management training</i>						
4/30/2010	National Propane Gas Association	sent rfp to partner	Closed	4/30/2010	4/30/2010	Debi DeBenedetto
<i>sent rfp Nat propane gas Assn 2012 Wlnter Board</i>						
4/30/2010	National Propane Gas Association	General - Followup Call	Open	5/30/2010		
<i>follow up status</i>						
4/30/2010	Social Media Tourism Symposium Larisa Draves	sent rfp to partner	Open	5/30/2010		
<i>Sent proposal to Social Media Tourism Symposium to host 2010 SoMe Tourism Symposium in November</i>						
5/3/2010	National Trailer Dealers Association Gwen Brown	sent rfp to partner	Closed	5/3/2010	5/3/2010	Debi DeBenedetto
<i>sent rfp National Trailer Dealers convention</i>						
5/3/2010	National Trailer Dealers Association	General - Followup Call	Open	6/3/2010		
<i>call for status</i>						

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
5/5/2010	American Institute for Chartered Property Casualty Underwriters	sent rfp to partner	Closed	5/5/2010	5/5/2010	Debi DeBenedetto
<i>sent Rfp 38 room nights for Feb 2012 from follow up call to planner</i>						
5/10/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/21/2010	5/10/2010	Debi DeBenedetto
<i>REgister for Huddle</i>						
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	5/10/2010	5/10/2010	Debi DeBenedetto
<i>Posted MP Fam Save the date on Plaxo, LinkedIn and Facebook</i>						
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Worked on upcoming CVB event	Open	5/11/2010		
<i>Sent Rfp to Marriott for booking our staff retreat Marketing plan brainstorming - waiting confirm</i>						
5/10/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/10/2010	5/10/2010	Debi DeBenedetto
<i>All Pow Wow is final, sent emails, Rsvp events, appts. changes etc done. Travel arrangements done, packed and ready with bags for Oonagh and Frauke and shirts etc. Ready set go.</i>						
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Open	6/10/2010		
<i>SEt up partners for Boston sales BLitz for Sept. on partner request. Add to budget</i>						
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/3/2010	5/3/2010	Debi DeBenedetto
<i>Meeting planner Fam meeting Naples Grande 1.5</i>						
5/10/2010	Debi's Activity Tracking Account	General - Meeting	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
<i>Agency meeting pp map, newsletter, golf Frontier, facebook jet blue and prizes -</i>						
5/10/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
<i>solicited and found partner for VF big SE FI Radio promotion. NG will do</i>						
5/10/2010	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
<i>Finalized itinerary for Frauke visit and got to all parites. Great itinerary!</i>						
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
<i>Attended Double Tree Awards to support partner 1.5</i>						
5/10/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
<i>Webinar with CVENT</i>						
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
<i>Attended Naples Beach Hotel event show pool 5-7</i>						
5/10/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg	Closed	5/10/2010	5/3/2010	Debi DeBenedetto

* Task is assigned to multiple people

Printed: 5/10/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
	Debi DeBenedetto <i>Assisted RAchelle Klippe Iowa HB planner for vacation and site information - sent her info anf VIP</i>	Planner				
5/10/2010	Debi's Activity Tracking Account	General - Followup Call	Open	5/20/2010		
	<i>Talked with RSW Carol to set up assist with Frontier newsletter e blast - she will send</i>					
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
	<i>Staff meeting 1:30 - 4:30</i>					
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/10/2010	5/7/2010	Debi DeBenedetto
	<i>Visions meeting Alan Maltz project creative and photo use 1</i>					
5/10/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
	Debi DeBenedetto <i>Assisted planner with senior group Mark Rose June 8-15 called and sent info for group</i>					
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Fam Itinerary - Planning	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
	<i>Arrangements made for Fam marketing and posting to website</i>					
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Service Task	Closed	5/10/2010	5/7/2010	Debi DeBenedetto
	<i>Collected data for Expedia Reservations for TDC report and excel spreadsheet of facts 1.5</i>					
5/10/2010	Debi's Activity Tracking Account	Sales - Prospecting	Open	5/21/2010		
	<i>Worked on proposal for sponsorship of CESSE to come to Naples For 2011 - this is an Association for Association Exec CEO of 60 will be coming to area if NG gets group - great for future business and showcasing of destination. 2 hours</i>					
5/10/2010	National Council of Juvenile and Family Court Judges Deanna Lyons	sent rfp to partner	Closed	5/10/2010	5/10/2010	Debi DeBenedetto
	<i>sent 2011 Mid Winter Meeting NCJFCJt rfp to partners 5/10</i>					
5/10/2010	National Council of Juvenile and Family Court Judges Deanna Lyons	General - Followup Call	Open	6/10/2010		
	<i>call to see status</i>					
5/10/2010	National Council of Juvenile and Family Court Judges Deanna Lyons	Sales - Send Sales Kit	Closed	5/10/2010	5/10/2010	Debi DeBenedetto
	<i>sent sales kit to planner</i>					
5/10/2010	Virginia Transportation Construction Alliance Rick Eisenman	General - Followup Call	Closed	5/10/2010	5/10/2010	Debi DeBenedetto
	<i>Requested follow up.</i>					

Total Tasks: 124

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of March 2010

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE	77	208.42
PR-Editorial	60	108.22
Expedia Reservations	7	25.15
International	10	33.93
Storm Information	3	2.62
Meeting Planner	2	11.97
Sports Council of Collier County	5	18.15
Naples #1	7	2.85
Naples #2	0	0.00
<u>Grand Total:</u>	<u>171</u>	<u>411.30</u>

Naples, Marco Island, Everglades CVB**Call Summary by Purpose**

For the month of March 2010

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>	<u>Reservations</u>
Expedia Reservations	1	5.13	0
Live Information	63	132.33	-
Special Fulfillment	260	28.97	-
Sports Council of Collier County Information	2	7.87	-
Visitors Guide	6,093	309.72	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	1	6.83	-
Hang up	14	14.62	-
Wrong Number	24	8.17	-
Meeting Planner	1	10.43	-
<u>Grand Total:</u>	<u>6,459</u>	<u>524.07</u>	<u>0</u>

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Source**

For the month of March 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>% YTD</u>
Leisure Markets	1,824	7,501	31.26%	1,508	7,653	42.01%
Fall In-State Campaign	0	2	0.01%	0	0	0.00%
Winter Northern Campaign	9	74	0.31%	0	0	0.00%
Summer In-State Campaign	0	0	0.00%	1	2	0.01%
Niche Markets	4,226	8,377	34.91%	5,026	8,513	46.73%
International Markets	15	7,880	32.84%	22	1,870	10.27%
Miscellaneous	19	164	0.68%	53	178	0.98%
<u>Grand Total:</u>	<u>6,093</u>	<u>23,998</u>		<u>6,610</u>	<u>18,216</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	1	21	0%
Coastal Living June 2009	0	30	0%
Coastal Living May 2010	1	1	0%
Cooking Light September 2009	4	230	3%
Midwest Living January/February 2010	156	613	8%
Midwest Living March/April 2009	0	2	0%
Other/Unknown	2	2	0%
Southern Living Travel Florida February 2009	6	52	1%
Southern Living Travel Florida March 2010	1,054	1,063	14%
Southern Living Travel June 2008	0	2	0%
Women's World Magazine Story January 26 2009	0	2	0%
Consumer Magazines	1,224	2,018	
Consumer Directories			
2009 Great Florida Getaways	1	1	0%
2009 Naples, Marco Island & the Everglades Visitors Guide	1	4	0%
2009 Official Florida Vacation Guide - Quick Check	102	951	13%
2009 Official Florida Vacation Guide - Specific Target	17	264	4%
2009 Official Florida Vacation Guide - Telephone Call	1	6	0%
2009 Visit Florida SIP - Beach Getaway	2	8	0%
Florida Getaways Floridians 2-2008 - Quick Check	0	3	0%
Visit Florida Magazine 2010	1	1	0%
Consumer Directories	125	1,238	
Consumer E-Marketing			
DestinationBrochures.com	8	36	0%
Other/Unknown	16	152	2%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer E-Marketing			
ParadiseCoast.com	448	2,325	31%
Miles Media Imports	438	2,242	
Phone	4	45	
info@paradisecoast.com	6	22	
Interactive Text Chat	0	16	
 ParadiseCoast.de	 0	 3	 0%
Visit USA - UK	3	10	0%
VisitFlorida.com	0	3	0%
Consumer E-Marketing	475	2,529	
Consumer Newspaper			
America's Best Vacations Festivals & Events October 2009	0	500	7%
America's Best Vacations In-State Insert October 2009	0	1,214	16%
Visit Florida In-State Insert Spring 2009	0	2	0%
Consumer Newspaper	0	1,716	
 Grand Total:	 1,824	 7,501	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Fall In-State Campaign**

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Miami/Ft. Lauderdale & West Palm Beach			
Miami/Ft. Lauderdale Television Campaign Fall 2009	0	1	50%
PalmBeachPost.com (Miami/Ft. Ldale & WPB) Fall 2009	0	1	50%
Miami/Ft. Lauderdale & West Palm Beach	0	2	
Grand Total:	0	2	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Winter Northern Campaign**

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Chicago			
Chicago Television Campaign Winter 2010	1	23	31%
Chicago	1	23	
New York			
New York Television Campaign Winter 2010	3	42	57%
Weather.com & Weather Travel (New York) Winter 2010	0	1	1%
New York	3	43	
Philadelphia			
Philadelphia Television Campaign Winter 2010	5	8	11%
Philadelphia	5	8	
Grand Total:	9	74	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Spring In-State Campaign

For the month of March 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Summer In-State Campaign

For the month of March 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2008	1	82	1%
Bridal Guide January/February 2009	0	2	0%
Bridal Guide January/February 2010	649	1,951	23%
Bridal Guide May/June 2009	2	31	0%
Brides Florida March - September 2009	54	695	8%
Destination Weddings & Honeymoons October - December 2009	0	41	0%
Niche Markets (Bridal/Honeymoon)	706	2,802	
Niche Markets (ECO)			
Audubon (Eco-Tourism Guide) May/June 2009	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2008	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2009	22	415	5%
Audubon (Natural Wonders of Florida) March/April 2010	195	195	2%
National Geographic Traveler January/February 2010	188	1,215	15%
Niche Markets (ECO)	405	1,827	
Niche Markets (Senior)			
AAA Going Places South May/June 2009	0	632	8%
AARP - Southeast Region March/April 2010	3,114	3,115	37%
Niche Markets (Senior)	3,114	3,747	
Travel Agent Directories			
FL Official Travel Industry Guide January - September 2010	1	1	0%
Travel Agent Directories	1	1	
Grand Total:	4,226	8,377	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Markets

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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Grand Total: _____

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Film Commission

For the month of March 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by International Markets**

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
United Kingdom			
UK Go America eCampaign Fall 2009	0	2,669	34%
UK Go America Fall 2009	0	17	0%
UK Go America ReasonsToGo.com Fall 2009	0	26	0%
UK Go America Travel Agent eCampaign Fall 2009	0	105	1%
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	0	4,964	63%
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	0	26	0%
United Kingdom	0	7,807	
North America (Canada)			
Canadian Television (Weather Channel)	0	2	0%
North America (Canada)	0	2	
Germany			
Florida Sun Magazine	15	71	1%
Germany	15	71	
Grand Total:	15	7,880	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Friend/Relative	2	31	19%
Naples, Marco Island, Everglades CVB	3	17	10%
Other/Unknown	10	92	56%
Travel Agent	4	24	15%
<u>Grand Total:</u>	<u>19</u>	<u>164</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by State**

For the month of March 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>% YTD</u>
Florida	630	3,424	22.34%	825	4,109	25.66%
New York	373	1,230	8.03%	430	845	5.28%
Illinois	352	863	5.63%	403	813	5.08%
Pennsylvania	363	799	5.21%	428	795	4.96%
Ohio	291	771	5.03%	319	666	4.16%
Michigan	265	579	3.78%	306	600	3.75%
New Jersey	245	543	3.54%	238	458	2.86%
California	208	541	3.53%	231	477	2.98%
Texas	249	477	3.11%	255	624	3.90%
Indiana	218	441	2.88%	216	417	2.60%
Wisconsin	160	418	2.73%	219	425	2.65%
Georgia	181	357	2.33%	202	430	2.69%
Missouri	157	348	2.27%	190	363	2.27%
Minnesota	139	344	2.24%	166	323	2.02%
Virginia	158	321	2.09%	129	306	1.91%
North Carolina	147	312	2.04%	154	373	2.33%
Tennessee	167	309	2.02%	125	290	1.81%
Massachusetts	130	276	1.80%	132	313	1.95%
Maryland	123	253	1.65%	146	286	1.79%
Kentucky	110	224	1.46%	94	266	1.66%
Alabama	128	200	1.30%	94	235	1.47%
South Carolina	112	196	1.28%	81	210	1.31%
Iowa	69	170	1.11%	88	167	1.04%
Connecticut	73	148	0.97%	101	197	1.23%
Colorado	69	144	0.94%	64	133	0.83%
Louisiana	74	142	0.93%	61	155	0.97%
Washington	65	130	0.85%	63	147	0.92%
Kansas	59	116	0.76%	51	106	0.66%
Arizona	61	110	0.72%	79	143	0.89%
Oklahoma	61	108	0.70%	56	128	0.80%

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by State**

For the month of March 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>% YTD</u>
Arkansas	63	106	0.69%	46	126	0.79%
West Virginia	55	96	0.63%	48	108	0.67%
Mississippi	46	84	0.55%	45	112	0.70%
Nebraska	36	83	0.54%	50	83	0.52%
Oregon	32	78	0.51%	42	77	0.48%
Delaware	41	76	0.50%	27	61	0.38%
Maine	28	72	0.47%	48	85	0.53%
New Hampshire	30	61	0.40%	41	87	0.54%
Nevada	21	49	0.32%	40	64	0.40%
New Mexico	22	48	0.31%	24	45	0.28%
Vermont	18	40	0.26%	15	37	0.23%
Rhode Island	18	33	0.22%	22	47	0.29%
Utah	19	32	0.21%	18	31	0.19%
Idaho	16	24	0.16%	15	40	0.25%
Puerto Rico	14	24	0.16%	15	59	0.37%
South Dakota	12	23	0.15%	11	20	0.12%
Montana	8	22	0.14%	15	30	0.19%
North Dakota	8	21	0.14%	15	26	0.16%
District of Columbia	5	15	0.10%	6	13	0.08%
Hawaii	2	15	0.10%	9	19	0.12%
Wyoming	10	15	0.10%	6	20	0.12%
Alaska	6	10	0.07%	13	20	0.12%
Virgin Island	0	3	0.02%	0	3	0.02%
Armed Forces	0	1	0.01%	0	0	0.00%
Guam	0	1	0.01%	0	0	0.00%
Grand Total:	5,947	15,326		6,517	16,013	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of March 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>% YTD</u>
USA	5,947	15,326	63.86%	6,517	16,013	87.91%
United Kingdom	33	4,444	18.52%	14	1,806	9.91%
No Address Given	5	3,447	14.36%	0	0	0.00%
Brazil	31	277	1.15%	0	9	0.05%
Canada	26	183	0.76%	37	184	1.01%
Germany	19	74	0.31%	20	82	0.45%
Netherlands	4	32	0.13%	5	9	0.05%
Portugal	2	20	0.08%	0	1	0.01%
India	1	18	0.08%	1	5	0.03%
France	1	14	0.06%	3	16	0.09%
Australia	0	13	0.05%	0	1	0.01%
Denmark	1	12	0.05%	0	0	0.00%
Lithuania	0	9	0.04%	0	1	0.01%
Spain	1	9	0.04%	1	6	0.03%
Ukraine	1	9	0.04%	1	2	0.01%
Belgium	2	8	0.03%	1	4	0.02%
Ireland	0	8	0.03%	0	4	0.02%
Russia	3	7	0.03%	0	3	0.02%
Switzerland	1	7	0.03%	3	9	0.05%
Argentina	1	6	0.03%	1	3	0.02%
Bangladesh	4	6	0.03%	1	4	0.02%
Italy	3	6	0.03%	1	6	0.03%
Austria	0	5	0.02%	0	2	0.01%
Greece	0	5	0.02%	0	0	0.00%
Sweden	0	4	0.02%	0	2	0.01%
Mexico	0	3	0.01%	1	4	0.02%
Norway	0	3	0.01%	0	1	0.01%
Andorra	0	2	0.01%	0	0	0.00%
Czech Republic	0	2	0.01%	0	1	0.01%
Egypt	1	2	0.01%	0	0	0.00%
Finland	0	2	0.01%	0	2	0.01%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of March 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>% YTD</u>
Guernsey	0	2	0.01%	0	0	0.00%
Iran	0	2	0.01%	0	1	0.01%
Israel	0	2	0.01%	0	0	0.00%
Luxembourg	0	2	0.01%	0	0	0.00%
New Zealand	0	2	0.01%	0	0	0.00%
Qatar	0	2	0.01%	0	0	0.00%
Serbia	1	2	0.01%	0	0	0.00%
South Africa	0	2	0.01%	0	1	0.01%
Sri Lanka	0	2	0.01%	0	0	0.00%
Uruguay	0	2	0.01%	0	0	0.00%
Belarus	0	1	0.00%	0	0	0.00%
Bermuda	0	1	0.00%	0	1	0.01%
Bulgaria	0	1	0.00%	0	1	0.01%
Croatia	0	1	0.00%	0	0	0.00%
Cuba	0	1	0.00%	0	0	0.00%
Estonia	1	1	0.00%	0	0	0.00%
Finlad	0	1	0.00%	0	0	0.00%
Hungary	1	1	0.00%	0	0	0.00%
Isle Of Man	0	1	0.00%	0	0	0.00%
Jamaica	1	1	0.00%	0	0	0.00%
Japan	0	1	0.00%	0	0	0.00%
Kazakstan	1	1	0.00%	1	1	0.01%
Pakistan	0	1	0.00%	0	1	0.01%
Turkey	1	1	0.00%	0	0	0.00%
Venezuela	0	1	0.00%	0	1	0.01%
Africa	0	0	0.00%	0	1	0.01%
Chile	0	0	0.00%	1	3	0.02%
Ghana	0	0	0.00%	0	1	0.01%
Iceland	0	0	0.00%	0	1	0.01%
Indonesia	0	0	0.00%	0	4	0.02%
Iraq	0	0	0.00%	0	2	0.01%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of March 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>% YTD</u>
Macedonia	0	0	0.00%	0	1	0.01%
Nigeria	0	0	0.00%	0	1	0.01%
Philippines	0	0	0.00%	0	3	0.02%
Poland	0	0	0.00%	1	7	0.04%
Saudi Arabia	0	0	0.00%	0	1	0.01%
Scotland	0	0	0.00%	0	2	0.01%
United Arab Emirates	0	0	0.00%	0	1	0.01%
Yugoslavia	0	0	0.00%	0	1	0.01%
Grand Total:	6,093	23,998		6,610	18,216	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Play FL Golf	0	395	29%
Golf Guide	0	395	29%
Mailings to Partners	0	1	0%
Meeting Planners			
Market Group Fulfillment	2	94	7%
Meeting Planner Kit Fulfillment	19	88	6%
Meeting Planner Non-Kit Fulfillment	0	3	0%
Post Show Followup			
2010 Helmsbriscoe	0	112	8%
Boston Appreciation Luncheon 2010	40	40	3%
Philly 2010	47	47	3%
Planning Connection 2010	152	152	11%
Successful Meetings	0	237	17%
Meeting Planners	260	773	56%
Promotions			
Summer VIP	0	2	0%
Promotions	0	2	0%
SMERF Group Leaders	0	1	0%
Tour Operators			
Huddle 2010	0	21	2%
Other/Unknown	0	3	0%
Tour Operators	0	24	2%

Naples, Marco Island, Everglades CVB**Special Fulfillment Requests by Category**

For the month of March 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Travel Agents			
Luxury Travel Agents	0	125	9%
MLT 2009	0	55	4%
Other/Unknown	0	9	1%
Travel Agents	0	189	14%
Grand Total:	260	1,385	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of April 2010

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE	112	351.68
PR-Editorial	65	229.30
Expedia Reservations	7	66.12
International	4	12.12
Storm Information	0	0.00
Meeting Planner	1	2.70
Sports Council of Collier County	6	7.48
Naples #1	7	2.50
Naples #2	0	0.00
<u>Grand Total:</u>	<u>202</u>	<u>671.90</u>

Naples, Marco Island, Everglades CVB**Call Summary by Purpose**

For the month of April 2010

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>	<u>Reservations</u>
Expedia Reservations	7	72.95	1
Live Information	37	111.05	-
Special Fulfillment	1,072	11.23	-
Sports Council of Collier County Information	1	4.07	-
Visitors Guide	7,087	457.72	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	4	27.87	-
Hang up	14	5.53	-
Wrong Number	25	11.53	-
Meeting Planner	1	2.70	-
<u>Grand Total:</u>	<u>8,248</u>	<u>704.65</u>	<u>1</u>

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Source**

For the month of April 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>% YTD</u>
Leisure Markets	908	8,409	26.71%	1,501	9,154	42.40%
Fall In-State Campaign	2	4	0.01%	0	0	0.00%
Winter Northern Campaign	0	74	0.24%	0	0	0.00%
Spring/Summer In-State Campaign	46	46	0.15%	0	2	0.01%
Niche Markets	6,079	14,851	47.18%	1,824	10,337	47.88%
International Markets	18	7,898	25.09%	12	1,882	8.72%
Miscellaneous	34	198	0.63%	35	213	0.99%
<u>Grand Total:</u>	<u>7,087</u>	<u>31,480</u>		<u>3,372</u>	<u>21,588</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Leisure Markets**

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	21	0%
Arthur Frommer's Budget Travel June 2010	1	1	0%
Coastal Living June 2009	0	30	0%
Coastal Living May 2010	0	1	0%
Conde Nast Traveler May 2010	66	66	1%
Cooking Light September 2009	7	237	3%
Midwest Living January/February 2010	33	646	8%
Midwest Living March/April 2009	0	2	0%
Other/Unknown	5	7	0%
Southern Living Travel Florida February 2009	0	52	1%
Southern Living Travel Florida March 2010	369	1,432	17%
Southern Living Travel June 2008	0	2	0%
Women's World Magazine Story January 26 2009	0	2	0%
Consumer Magazines	481	2,499	
Consumer Directories			
2009 Great Florida Getaways	0	1	0%
2009 Naples, Marco Island & the Everglades Visitors Guide	0	4	0%
2009 Official Florida Vacation Guide - Quick Check	70	1,021	12%
2009 Official Florida Vacation Guide - Specific Target	4	268	3%
2009 Official Florida Vacation Guide - Telephone Call	0	6	0%
2009 Visit Florida SIP - Beach Getaway	0	8	0%
Florida Getaways Floridians 2-2008 - Quick Check	0	3	0%
Visit Florida Magazine 2010	3	4	0%
Consumer Directories	77	1,315	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer E-Marketing			
DestinationBrochures.com	2	38	0%
Other/Unknown	2	154	2%
ParadiseCoast.com	337	2,662	32%
Miles Media Imports	324	2,566	
Phone	9	54	
info@paradisecoast.com	0	22	
Interactive Text Chat	4	20	
ParadiseCoast.de	3	6	0%
Visit USA - UK	0	10	0%
VisitFlorida.com	2	5	0%
Consumer E-Marketing	346	2,875	
Consumer Newspaper			
America's Best Vacations Festivals & Events October 2009	0	500	6%
America's Best Vacations In-State Insert October 2009	0	1,214	14%
Other/Unknown	3	3	0%
Spring In-State Insert Collinson April 18 2010	1	1	0%
Visit Florida In-State Insert Spring 2009	0	2	0%
Consumer Newspaper	4	1,720	
Grand Total:	908	8,409	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Fall In-State Campaign**

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Miami/Ft. Lauderdale & West Palm Beach			
Florida PBS (Miami/Ft. Ldale & WPB) Fall 2009	2	2	50%
Miami/Ft. Lauderdale Television Campaign Fall 2009	0	1	25%
PalmBeachPost.com (Miami/Ft. Ldale & WPB) Fall 2009	0	1	25%
Miami/Ft. Lauderdale & West Palm Beach	2	4	
Grand Total:	2	4	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Winter Northern Campaign

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Chicago			
Chicago Television Campaign Winter 2010	0	23	31%
Chicago	0	23	
New York			
New York Television Campaign Winter 2010	0	42	57%
Weather.com & Weather Travel (New York) Winter 2010	0	1	1%
New York	0	43	
Philadelphia			
Philadelphia Television Campaign Winter 2010	0	8	11%
Philadelphia	0	8	
Grand Total:	0	74	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Spring/Summer In-State Campaign**

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Spring/Summer In-State Campaign			
Florida Cable Partnership (Florida) Spring/Summer 2010	3	3	7%
Florida PBS (Florida) Spring/Summer 2010	5	5	11%
Miami/Ft. Lauderdale Television Campaign Spring/Summer 2010	5	5	11%
Orlando Television Campaign Spring/Summer 2010	2	2	4%
Other/Unknown	21	21	46%
Tampa/St. Petersburg Television Campaign Spring/Summer 2010	7	7	15%
West Palm Beach Television Campaign Spring/Summer 2010	3	3	7%
Spring/Summer In-State Campaign	46	46	
Grand Total:	46	46	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2008	2	84	1%
Bridal Guide January/February 2009	0	2	0%
Bridal Guide January/February 2010	311	2,262	15%
Bridal Guide May/June 2009	3	34	0%
Bridal Guide May/June 2010	306	306	2%
Brides Florida March - September 2009	4	699	5%
Destination Weddings & Honeymoons October - December 2009	0	41	0%
Niche Markets (Bridal/Honeymoon)	626	3,428	
Niche Markets (ECO)			
Audubon (Eco-Tourism Guide) May/June 2009	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2008	0	1	0%
Audubon (Great Florida Birding Trail) November/December 2009	11	426	3%
Audubon (Natural Wonders of Florida) March/April 2010	61	256	2%
National Geographic Traveler January/February 2010	2	1,217	8%
Undiscovered Florida VF Insert (NGT) May - September 2010	15	15	0%
Niche Markets (ECO)	89	1,916	
Niche Markets (Golf)			
Play Florida Golf 2009	0	395	3%
Play Florida Golf 2010	4,241	4,241	29%
Niche Markets (Golf)	4,241	4,636	
Niche Markets (Senior)			
AAA Going Places South May/June 2009	1	633	4%
AAA Going Places South May/June 2010	32	32	0%
AARP - Southeast Region March/April 2010	1,089	4,204	28%
Niche Markets (Senior)	1,122	4,869	

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Niche Markets**

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Travel Agent Directories			
FL Official Travel Industry Guide January - September 2010	1	2	0%
Travel Agent Directories	1	2	
<u>Grand Total:</u>	<u>6,079</u>	<u>14,851</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by International Markets**

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
United Kingdom			
UK Go America eCampaign Fall 2009	0	2,669	34%
UK Go America Fall 2009	0	17	0%
UK Go America ReasonsToGo.com Fall 2009	0	26	0%
UK Go America Travel Agent eCampaign Fall 2009	0	105	1%
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	0	4,964	63%
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	0	26	0%
United Kingdom	0	7,807	
North America (Canada)			
Canadian Television (Weather Channel)	0	2	0%
North America (Canada)	0	2	
Germany			
Florida Sun Magazine	0	71	1%
Florida Sun Magazine April - June 2010	18	18	0%
Germany	18	89	
Grand Total:	18	7,898	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Friend/Relative	9	40	20%
Naples, Marco Island, Everglades CVB	1	18	9%
Other/Unknown	20	112	57%
Travel Agent	4	28	14%
<u>Grand Total:</u>	<u>34</u>	<u>198</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by State**

For the month of April 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>% YTD</u>
Florida	904	4,361	20.20%	380	4,489	23.22%
New York	393	1,659	7.68%	211	1,056	5.46%
Illinois	461	1,340	6.21%	241	1,054	5.45%
Michigan	702	1,297	6.01%	156	756	3.91%
Pennsylvania	424	1,250	5.79%	150	945	4.89%
Ohio	438	1,230	5.70%	183	849	4.39%
New Jersey	340	896	4.15%	91	549	2.84%
California	137	693	3.21%	82	559	2.89%
Texas	149	638	2.95%	126	750	3.88%
Indiana	129	583	2.70%	126	543	2.81%
Wisconsin	122	555	2.57%	126	551	2.85%
Massachusetts	237	520	2.41%	72	385	1.99%
Georgia	114	487	2.26%	128	558	2.89%
Missouri	102	458	2.12%	119	482	2.49%
Virginia	100	431	2.00%	85	391	2.02%
Minnesota	65	421	1.95%	87	410	2.12%
North Carolina	92	413	1.91%	112	485	2.51%
Tennessee	71	390	1.81%	77	367	1.90%
Maryland	76	340	1.57%	71	357	1.85%
Kentucky	64	294	1.36%	73	339	1.75%
South Carolina	57	256	1.19%	38	248	1.28%
Alabama	47	250	1.16%	44	279	1.44%
Iowa	43	222	1.03%	58	225	1.16%
Connecticut	47	200	0.93%	33	230	1.19%
Colorado	48	193	0.89%	36	169	0.87%
Louisiana	41	189	0.88%	50	205	1.06%
Washington	37	169	0.78%	35	182	0.94%
Kansas	41	158	0.73%	26	132	0.68%
Oklahoma	37	147	0.68%	23	151	0.78%
Arizona	33	143	0.66%	18	161	0.83%

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by State**

For the month of April 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>% YTD</u>
Arkansas	28	139	0.64%	25	151	0.78%
West Virginia	30	127	0.59%	29	137	0.71%
Mississippi	31	118	0.55%	32	144	0.74%
New Hampshire	47	112	0.52%	9	96	0.50%
Nebraska	23	109	0.50%	27	110	0.57%
Maine	32	107	0.50%	15	100	0.52%
Oregon	14	94	0.44%	7	84	0.43%
Delaware	12	88	0.41%	13	74	0.38%
Nevada	21	72	0.33%	11	75	0.39%
New Mexico	13	61	0.28%	9	54	0.28%
Vermont	14	55	0.25%	4	41	0.21%
Rhode Island	16	51	0.24%	12	59	0.31%
Puerto Rico	17	41	0.19%	27	86	0.44%
Utah	6	38	0.18%	5	36	0.19%
Idaho	8	32	0.15%	6	46	0.24%
South Dakota	6	29	0.13%	6	26	0.13%
North Dakota	6	28	0.13%	7	33	0.17%
Montana	4	27	0.13%	6	36	0.19%
Hawaii	8	23	0.11%	5	24	0.12%
District of Columbia	4	19	0.09%	0	13	0.07%
Wyoming	3	18	0.08%	3	23	0.12%
Alaska	3	14	0.06%	2	22	0.11%
Virgin Island	2	5	0.02%	1	4	0.02%
Armed Forces	0	1	0.00%	1	1	0.01%
Guam	0	1	0.00%	0	0	0.00%
Grand Total:	5,899	21,592		3,319	19,332	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of April 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>% YTD</u>
USA	5,899	21,592	68.59%	3,319	19,332	89.55%
United Kingdom	24	4,469	14.20%	12	1,818	8.42%
No Address Given	418	3,868	12.29%	0	0	0.00%
Canada	669	869	2.76%	10	194	0.90%
Brazil	26	303	0.96%	2	11	0.05%
Germany	18	95	0.30%	13	95	0.44%
Netherlands	15	48	0.15%	0	9	0.04%
Portugal	0	20	0.06%	0	1	0.00%
India	1	19	0.06%	1	6	0.03%
France	1	16	0.05%	1	17	0.08%
Australia	1	14	0.04%	0	1	0.00%
Denmark	0	13	0.04%	0	0	0.00%
Ukraine	2	11	0.03%	0	2	0.01%
Belgium	1	9	0.03%	1	5	0.02%
Lithuania	0	9	0.03%	0	1	0.00%
Russia	2	9	0.03%	1	4	0.02%
Spain	0	9	0.03%	1	7	0.03%
Argentina	2	8	0.03%	0	3	0.01%
Austria	2	8	0.03%	0	2	0.01%
Ireland	0	8	0.03%	0	4	0.02%
Switzerland	0	7	0.02%	1	10	0.05%
Bangladesh	0	6	0.02%	0	4	0.02%
Italy	0	6	0.02%	0	6	0.03%
Greece	0	5	0.02%	0	0	0.00%
Sweden	0	4	0.01%	0	2	0.01%
Finland	1	3	0.01%	1	3	0.01%
Iran	1	3	0.01%	1	2	0.01%
Mexico	0	3	0.01%	0	4	0.02%
Norway	0	3	0.01%	1	2	0.01%
Andorra	0	2	0.01%	0	0	0.00%
Czech Republic	0	2	0.01%	0	1	0.00%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of April 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>% YTD</u>
Egypt	0	2	0.01%	0	0	0.00%
Guernsey	0	2	0.01%	0	0	0.00%
Hungary	1	2	0.01%	1	1	0.00%
Israel	0	2	0.01%	0	0	0.00%
Luxembourg	0	2	0.01%	0	0	0.00%
New Zealand	0	2	0.01%	0	0	0.00%
Qatar	0	2	0.01%	0	0	0.00%
Serbia	0	2	0.01%	1	1	0.00%
South Africa	0	2	0.01%	0	1	0.00%
Sri Lanka	0	2	0.01%	0	0	0.00%
Uruguay	0	2	0.01%	0	0	0.00%
Belarus	0	1	0.00%	0	0	0.00%
Bermuda	0	1	0.00%	0	1	0.00%
Bosnia And Herzegovina	1	1	0.00%	0	0	0.00%
Bulgaria	0	1	0.00%	0	1	0.00%
Croatia	0	1	0.00%	0	0	0.00%
Cuba	0	1	0.00%	0	0	0.00%
Estonia	0	1	0.00%	0	0	0.00%
Finlad	0	1	0.00%	0	0	0.00%
Isle Of Man	0	1	0.00%	0	0	0.00%
Jamaica	0	1	0.00%	0	0	0.00%
Japan	0	1	0.00%	0	0	0.00%
Kazakstan	0	1	0.00%	0	1	0.00%
Morocco	1	1	0.00%	0	0	0.00%
Pakistan	0	1	0.00%	0	1	0.00%
Saudi Arabia	1	1	0.00%	1	2	0.01%
Turkey	0	1	0.00%	0	0	0.00%
Venezuela	0	1	0.00%	0	1	0.00%
Africa	0	0	0.00%	0	1	0.00%
Chile	0	0	0.00%	0	3	0.01%
China	0	0	0.00%	1	1	0.00%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of April 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>% YTD</u>
Ghana	0	0	0.00%	0	1	0.00%
Iceland	0	0	0.00%	0	1	0.00%
Indonesia	0	0	0.00%	0	4	0.02%
Iraq	0	0	0.00%	0	2	0.01%
Macedonia	0	0	0.00%	0	1	0.00%
Malaysia	0	0	0.00%	1	1	0.00%
Nigeria	0	0	0.00%	0	1	0.00%
Philippines	0	0	0.00%	0	3	0.01%
Poland	0	0	0.00%	1	8	0.04%
Scotland	0	0	0.00%	0	2	0.01%
Thailand	0	0	0.00%	1	1	0.00%
United Arab Emirates	0	0	0.00%	0	1	0.00%
Yugoslavia	0	0	0.00%	0	1	0.00%
Grand Total:	7,087	31,480		3,372	21,588	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Special Fulfillment Requests by Category**

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Shows			
Post Show Follow Up			
NY Times Travel Show March 2010	620	620	30%
Consumer Shows	620	620	30%
Mailings to Partners	0	1	0%
Meeting Planners			
Market Group Fulfillment	2	96	5%
FAM 2010	38	38	2%
Meeting Planner Kit Fulfillment	3	91	4%
Meeting Planner Non-Kit Fulfillment	0	3	0%
Other/Unknown	235	235	11%
Post Show Followup			
2010 Destination Showcase	28	28	1%
2010 Helmsbriscoe	0	112	5%
Boston Appreciation Luncheon 2010	0	40	2%
Philly 2010	0	47	2%
Planning Connection 2010	0	152	7%
Successful Meetings	0	237	11%
TSAE Planners 2010	53	53	3%
Meeting Planners	359	1,132	55%
Promotions			
Summer VIP 2009	0	2	0%
Summer VIP 2010	90	90	4%
Promotions	90	92	4%
SMERF Group Leaders	0	1	0%

Naples, Marco Island, Everglades CVB**Special Fulfillment Requests by Category**

For the month of April 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Tour Operators			
Huddle 2010	0	21	1%
Other/Unknown	1	4	0%
Tour Operators	1	25	1%
Travel Agents			
JetBlue Airways 2010	1	1	0%
Luxury Travel Agents	0	125	6%
MLT 2009	0	55	3%
Other/Unknown	1	10	0%
Travel Agents	2	191	9%
Grand Total:	1,072	2,062	

* YTD = Fiscal Year to Date