



DIRECTOR'S REPORT

RECENT ACTIVITIES

- CVB/EDC Joint Branding project
- EVP Volleyball event – Vanderbilt Beach
- FACVB Marketing Summit, Orlando
- Destination Marketing Accreditation Board Meeting
- Bob Harden Radio Interview
- Collier Museum Accreditation Seminar
- Concierge Association Welcome Address

TRADE SHOWS

- International Pow Wow, Orlando



SALES & MARKETING REPORT - Debi DeBenedetto

Advertising/Internet

- Assists agency, updates from partners
- Proof ads
- Proof Newsletters
- Summer Campaign begins June
- 2011 Visitor Guide planning began

Industry Relations -

- Planning July Roundtable
- FSAE committee
- Planning ad Fair August 5
- Alan Maltz project
- Planning Market Retreat
- Hosted Tourism week luncheon Awards
- Meeting with Lodging Association regarding oil Spill
- Attended FACVB – Florida Association of CVB's
- Self Evaluation complete

New Product Development

- 2011 Trade show list planning
- 2011 Sales planning is in the works
- Proof TV and summer campaigns



Promotions

- VIP, Honeymoon, Radio ongoing

Fams

- Assisted various Tour Operators after Pow Wow with local arrangements
- Fam planned for Etats-Unis/Canada – France
- Meeting Planner Fam local October 18-21 planning and marketing
- FSAE and Successful Meetings University Optional Sites plan and sign up on their websites for pre and post conference Fams

Sales

- Pow Wow attended – Orlando all follow up complete
- MPI Southeast Educational summit attended

RFP's and Booked Business

- **5 RFP's sent out through Idss to Partners**
- **7 Groups booked with 3217 room nights and over an estimated \$1,123 million gross sales and \$2.5 million economic impact**



EUROPEAN REPRESENTATIVES REPORT

TOUR OPERATORS

Met with **DERTOUR** (May 04) to discuss further marketing opportunities. One opportunity that needs to be determined is an online training at travel agent marketing portal makingexperts.de

May 14 the joint marketing activity with **America Unlimited**/Travel Zoo had been placed and created so far approximately 100 requests, resulting in about 30 bookings!

Set up a complimentary double room for Timo and Julia Kohlenberg from **America Unlimited** for their site visit to Naples at the Quality Inn Golf Resort for May 26, 2010.

Arranged a 1 night stay for Tilo Krause-Dünow, managing director of German tour operator **Canusa**, at La Playa.

TRAVEL AGENTS

Total number of sales calls: 42 travel agencies in Germany, Switzerland & Austria (Netherlands)

Travel agent mailing to 40,000 registered travel agents in German-speaking Europe with **Supercomm** has been sent out on May 11, 2010 on behalf of the Naples, MI, Everglades CVB with a focus on MI. It talks about MI being versatile for 2 different segments, couples and families, and portraying the Marco Beach Ocean Resort and the Marriott Marco Island for these two segments. Finally, we created a booking contest to win a stay in MI.

EVENTS

Road Shows/Seminars

Provided **Meiers Weltreisen** with USP on Naples, Marco Island and the Everglades in preparation of the roadshow in July

Provided **FTI** with Logo for the invitations and presentation for the roadshow in June. Finalized all traveling details.

Exhibitions

Prepared and participated in **Pow Wow 2010** in Orlando. We had a total of 22 appointments for the German, Swiss, Austrian, Dutch and Belgium market.



MARKET NEWS

2011 will be more expensive

Mixed feelings came along during this year's PowWow. Actually everything is perfect – the summer bookings to North America are booming and the American tourism companies are continuing to support the market with great specials. Nevertheless overall insecurity regarding the next season is visible: How will the travel behavior be affected through the ash cloud? Will the oil be reaching the beaches of Florida? How can the tour operators make the consumers understand that not automatically the entire Sunshine State is affected? Additional factors are the strong US Dollar that slows down the shopping lust, an ongoing decrease in long-haul travel due to the Thailand crises and uncertainty on possible strikes like i.e. British Airways. Some tour operators are expecting an increase in prices of minimum 20% for Summer 2011 caused by the increase of requests from the US market and the strong US Dollar. But for the moment the leading German tour operators like DERTOUR, Canusa and FTI are happy with their great Summer 2010 numbers and remain positive like the Americans. (source: fvw online, May 19, 2010)

Increasing turn over in online business

According to German trade magazine fvw tour operators are more and more selling online. Approximately 21% of the top 10's turn over come meanwhile from online business and experts say that this part of the turnover will even keep on growing while the overall market for travel and tourism will decrease next year. (source: fvw, May 2010)



UK REPRESENTATIVES REPORT- Oonagh McCullagh, OMMAK, Ltd.

Pow Wow 16 – 19 May, Orlando

Attended this show together with our other CVB colleagues & industry partners – Inn on Fifth & Naples Bay Resort. Other industry partners were at Pow Wow on own booths – Oonagh held meeting with them – La Playa, Doubletree, Marriott Marco Island, Naples Beach Hotel & Golf Club and the Marco Beach Ocean Resort.

This is one of the most successful trade shows & very beneficial for our area as many operators are looking for new produce & away for the traditional central FL area. Our area is considered a relative new area as it has not received the exposure as some of the other FL destinations. The CVB conducted appointments with all the main operators - see attached contact report provided by Debi.

UK office also attended the Visit USA reception on the opening Sunday evening & on the Tue evening the Virgin Holidays 25anniversary event with Sir Richard Branson – both were very well attended & provided additional networking opportunities.

Spring Newsletter – Destination Update – May 2010-06-21

Issued this issue - titled “Luxury for Less” distributed to over 450 UK & Ireland key travel industry.



MARKET ACTIVITIES: Market Update

- **TUI reported bookings up to end of March were up 13% on the same time last year – with particularly strong demand for long haul breaks. It added Brits were paying more for their holiday, with an average price up 9% on 2009.**
- **United Airlines and Continental Airlines have announced a \$3 billion merger.**

The boards of the two companies approve the tie-up, which will create the world's largest airline.

Together, United and Continental currently fly to 370 destinations worldwide, flying 144 million passengers.

The new group will be named United Airlines, with new branding combining the Continental colours with the United name.

Jeff Smisek, the chairman and chief executive of Continental, is likely to become chief executive of the merged carrier and Glenn Tilton, United's chief executive, would be named the non-executive chairman for two years.

Tilton called the deal "great... for our customers, our employees, our shareholders and our communities".

"We are creating a stronger, more efficient airline, both operationally and financially, better positioned to succeed in a dynamic and highly competitive global aviation industry," he said.

The airlines said front line employees would be "minimally affected", with staff reductions coming from retirements and voluntary redundancies

- **WASHINGTON—Department of Homeland Security Secretary Janet Napolitano announced the elimination of the paper arrival/departure form (Form I-94W) for authorized travelers from nations participating in the Visa Waiver Program (VWP) —streamlining secure travel for millions of visitors to the United States every year by consolidating the collection of traveler information and enhancing security by automatically providing DHS with important passenger information prior to departure.**



“The Visa Waiver Program facilitates secure and hassle-free travel for citizens of participating countries—making international travel safer and easier,” said Secretary Napolitano. **“This step to eliminate the paper I-94W leverages the latest technology to further bolster security, increase convenience for visitors and better protect privacy.”**

Following a successful seven-month pilot program conducted with the support of the Government of New Zealand on Air New Zealand flights from Auckland to Los Angeles International Airport, the use of paper I-94W forms will be eliminated for VWP travelers with an approved Electronic System for Travel Authorization (ESTA) arriving in the United States at all airports by the end of this summer. CBP will activate automated processing for U.S. airports on a rolling basis over the next several months.

Under the Implementing Recommendations of the 9/11 Commission Act of 2007, applying for an ESTA became mandatory on January 12, 2009, for all nationals of VWP countries prior to boarding a carrier to travel by air or sea to the United States. This requirement does not affect U.S. citizens returning from overseas or citizens of VWP countries traveling on a valid U.S. visa, and allows DHS to determine whether a VWP traveler presents a threat long before the individual boards a U.S.-bound aircraft.

The elimination of the paper I-94W form enables travelers to provide basic biographical, travel and eligibility information automatically through ESTA prior to departure for the United States—reducing redundancy and enhancing the security of sensitive personal information, as CBP stores and protects all VWP data electronically on secure servers.

- **British Airways is expected to finally receive approval to merge with its rival American Airlines next month. The UK’s flagship carrier is anticipating receiving the go-ahead from US regulators in June in a rare piece of good news for the airline. A retraining programme for 7,500 staff members will be completed in August when the combined airline will account for a fifth of transatlantic flights.**

In a meeting with his biggest investors, BA chief executive Willie Walsh was reported to have said: “We’re ready for this and ready to hit the ground running. We’ve done a lot of preparatory work.”

Sir Richard told the *Times* newspaper that the flurry of mergers taking place in the industry among rival carriers made it more difficult for Virgin to compete as an independent airline.

Speaking at the launch of Virgin’s London-Accra service yesterday, he told the paper: ‘If it becomes impossible for us to remain an independent airline and survive, we may come to a situation where we have to consolidate.’

Virgin is 49% owned by Singapore Airlines, but the Asian carrier is believed to want to sell its stake.

bmi British Midland has been mooted as a potential partner for Virgin, but it is currently being restructured by owner Lufthansa.

On the subject of mergers, Sir Richard said he will take legal action if European and US regulators give the proposed British Airways/American Airlines alliance the go-ahead.

He also said Virgin is currently benefiting from the adverse publicity over BA cabin crew strikes, and has seen a 10% increase in sales in both economy and business class since the start of industrial action in March.



He claimed the strikes have done ‘long-term damage’ to BA.

Sir Richard also warned that the replacement of Air Passenger Duty by a per-plane levy would make it harder for British airlines to operate long-haul services, because it would force transfer passengers to other European airports.

Projects/Market Activities:

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

1	Working with Touchdown – to establish major consumer promotions – continued research into finding partnerships suitable for the area – with the first two promotions planned to take place before September. We have briefed Touchdown to aim for the largest / well known household name brands first in order to generate most impact.
2	Pre planning training events with various tour operators & sales mission to their agents for July – date TBC
	Confirming the activity for the UK Marketing Campaign with our Tour Operator partners - see below updates:
3	Virgin Holidays - as part of the UK Marketing / Ad – Completed the Smooth guide – negotiated first destination listed & for tactical offer – Distributed to 20,000 customers. Ongoing negotiation & confirming further activity including the consumer promotion with TouchDown

	 <p>Florida's Last Paradise™</p> 
4	Funway Holidays - as part of the UK Marketing / Ad – Completed Telegraph feature – now in negotiation & confirming further activity including the consumer promotion with Nokia / Touchdown
5	Bon Voyage - as part of the UK Marketing / Ad – Completed participation with trade & consumer event earlier in the year – confirmed staff booking incentive aimed for June / web based consumer promotion & additional consume event. Also working on Consumer promotion with Touchdown.
6	Key-to- America – as part of the UK Marketing / Ad – Completed various opportunities as call to action in our trade ads. Also seeking additional radio consumer promotion.
7	Expedia - as part of the UK Marketing / Ad – negotiation & confirming details - TBC
8	Thomas Cook – as part of the UK Marketing / Ad - in discussion and following up on their recent revised marketing opportunities. Aiming for future activity in October – our next budget year.
9	Travel Mole - as part of the UK Marketing / Ad – The “Race to Paradise Coast” – Travel Industry Golf promotion – May – Sept / Oct - final held in Paradise Coast in Dec – is now in place & we are working on additional opportunities for ongoing extra exposure – see attached coverage distributed to 76,000 UK & Ireland travel industry.
10	Destination Golf – as part of the UK Marketing / Ad – this is now issued - our participation with new e-brochure – monthly distribution to over 65,000 golfers (many from the Virgin Atlantic data base).
11	Per planning activity / meetings & travel for Pow Wow in Orlando
12	Reviewing & updating data base



Out-of-Office Sales Calls/Contacts:	
1	4/5 following up with V Florida on attending BA & BA Holidays Dinner in June
2	5/4 Discussion with Selling Long Haul
3	5/5 Following up with Destination Golf & Paradise on the ad for the e brochure
4	5/5 confirmed issue of the Travel Mole Promotion to the travel industry
5	7/5 Following up with Virgin Holidays re our ongoing activity
6	7/5 Various discussions re Pow Wow & plans for events etc
7	10/5 assisted Naples office with information on the decline in the Euro
8	11/5 Following up with Touch Down on the Nokia promotion
9	11/5 Discussion with Going for Golf on our additional survey promotion
10	11/5 following up with Dan Sullivan – Greenlinks on the Going for Golf promotion as they are providing accommodations for the prize winners
11	12/13/14 /5 Working on various dates for travel agent event in Manchester & Glasgow – checking costing & availability in hotel venues etc.
12	Final prep for departing for Pow Wow.
13	15 – 21 / Attending Pow in Orlando – see attached report
14	24/ 5 Following up with NATS re Radio promotion – more detail to follow
15	25- 26 / 5 Following up with V USA for the Media Market place in July – we have requested to co-share with Funway Holiday – negotiating on this as initially they would not allow table share – but all is now confirmed
16	26/5 following up on the consumer promotions with Touchdown & our tour operator partners.
17	27/ 5 following up with Debi on Pow Wow report any additional notes



Public Relations & Media Correspondence		
<ul style="list-style-type: none"> • Issued Newsletter pre Pow Wow – Luxury for Less 		
<ul style="list-style-type: none"> • Working on Newsletter for July 2010 		
<ul style="list-style-type: none"> • Collate information for Visit USA Ireland newsletter 		
<ul style="list-style-type: none"> • Reviewing & updating data base 		
<ul style="list-style-type: none"> • Joined Linked In to promote the destination 		
<ul style="list-style-type: none"> • Collate information for forward feature – Activity Holidays – seek approval from Naples PR office 		
Contact/Publication	Activity	Result
Polly Teller, Picture Editor, The Sunday Times Travel Magazine Supplement to National newspaper Circ: 65,507	PT contacted OMMAC to request accommodation at the Inn On Fifth for a photographer visiting the destination to collate images for an upcoming feature.	OMMAC provided PT with the hotels PR companies contact details for her to liaise directly. Feature is due out in September 2010. OMMAC to monitor coverage for use.
Claire Mark, Waddell Media Production company for “Getaways” BBC Northern Ireland	OMMAC contacted CM to discuss the new “getaways” programme and to look into the potential for involving the destination in future projects.	CM informed OMMAC that they are waiting to hear whether Florida will be included in this year’s series. OMMAC to maintain contact.
Brigid Kennedy, Visit USA Ireland Newsletter Circ: 2,000	OMMAC contacted BK to provide information on the destination for the Visit USA Ireland newsletter.	Coverage featured in May 2010 newsletter.

<p>Anna Trapmore, Assistant Features Editor, S Magazine</p> <p>Supplement to National newspaper</p> <p>Circ: 574,323</p>	<p>OMMAC met with AT to discuss the destination, she is interested in cuisine, romantic and family features.</p>	<p>OMMAC provided a relevant update on these subjects.</p>
<p>Jane Anderson, Freelance, contributes to You and Your Wedding, Sunday Times Travel, Cosmo and Cosmo Bride</p>	<p>OMMAC met with JA to discuss the destination. She is interested in information regarding weddings and honeymoons to the destination.</p>	<p>OMMAC provided a relevant update and will maintain contact.</p>
<p>Nigel Thomson, Travel Editor, Daily Mirror</p> <p>National newspaper</p> <p>Circ: 1,247, 013</p>	<p>OMMAC met with NT to provide an update on the destination and to discuss the potential for future activity.</p>	<p>OMMAC to maintain contact with journalist.</p>
<p>Alfie Alderson, Freelance</p>	<p>OMMAC provided AA with an update on the destination.</p>	<p>OMMAC to maintain contact with journalist.</p>
<p>Andy Hates, Editor, SharingTravelExperiences.com</p>	<p>OMMAC provided AH with information on what's new in the destination.</p>	<p>OMMAC to monitor for coverage.</p>
<p>Gillian Rhys, Deputy Editor, Waitrose Kitchen</p> <p>Consumer magazine</p> <p>Circ: 324,326</p>	<p>OMMAC contacted GR as he has recently joined the publication and provided an update on the destination.</p>	<p>OMMAC to maintain contact with journalist.</p>



Estimated Value Summary of Leads/ Activity:

	<u>Lead / Activity</u>	<u>Value \$</u>	<u>Potential Room Nights</u>	<u>Economic Impact \$</u>
<u>1</u>	<u>Visit USA Ireland Newsletter coverage</u>	<u>\$1,200.00</u>		
<u>2</u>	<u>Travel Mole – Race to Paradise Coast Golf Promotion - reach 76,000 travel Industry</u>	<u>\$4000.00</u>		
<u>3</u>	<u>Selling Long Haul, Inn on Fifth interview with Editor, Steve Hartridge (negotiated as this host hotel was missed from the April Feature)</u>	<u>\$3,925.00</u>		



FILM OFFICE REPORT – Maggie McCarty

PRODUCTION NOTES

- Dave Nixon Productions – TV commercial
- Publix – TV commercial
- E! Network – TV special
- Visit Florida – TV commercial

WORKING LEADS

- Sekha Films – feature film
- True North Productions-TV commercial
- QAZ Productions – print commercial
- SyFy Channel- TV movie
- Food Network/Canada- TV series
- Mills James Productions – TV commercial
- DreamtoScreen Films – indie film
- Paramount Pictures – feature film
- ALL CURRENT PRODUCTION

OPERATIONS

- VisionNet upload
- Lead/inquiry response
- Monthly Revenue Tracking
 - Followed-up with activity worksheets to clients
 - Recorded dataClient Management
- Issued film permits
- -Opened a production file for each inquiry
- Organizing upcoming Film FL board meeting for Naples Sponsorships, marketing

EVENTS

- Collier County Museum Roundtable



MEDIA

- Naples Daily News

OTHER

- Teleconference / OFE re: tax incentive application process
- USC, Columbia, College of Hospitality, Retail & Sports Management study participation

MEETINGS

- Film Florida Board Meeting/Jacksonville
- Film Commissioner's Council Meeting
- Naples Chamber of Commerce (film production committee)



PR & COMMUNICATIONS REPORT - JoNell Modys

Projects

Travelers Update/Beach Conditions Page

The CVB established a special Travelers Update button on the Web site leading to a Beach Conditions page, with up to date information about the Deepwater Horizon oil spill and confirming that there is no current threat to our beaches and coastal zones. This page is updated daily by the PR manager. She worked with Paradise Advertising to enhance the page with graphic elements, and to upgrade and add content to the Web site's Web cam page, and create a prominent link to this feature on the home page.

Oil Spill Communications

Participated in numerous state and regional conference calls regarding marketing efforts. Attended claims workshop. Continued to update Beach Conditions status page daily. Included information on our area's status in monthly Paradise Connection e-news to travel media. Assisted in development of lost business tracker feature for www.paradisecoast.com. Assisted in development of beach satisfaction promise Web page and marketing communications elements surrounding this.

2011 Visitors Guide

Participated in initial session to kick off planning for the annual visitors guide magazine

Adventures in Paradise video series

Shot two future episodes for Webisode series, which will also supply us with new and fresh B-roll video content. Worked with agency to develop graphic Open/Close for segments.

Alan Maltz Journey Through Paradise Project

BCF formulated a plan to promote the progress of the project through its various phases. Next step is to form a timeline pending finalization of a contractual agreement between the artist and the CVB.

Media Relations

State of the Industry Press Conference & Annual Tourism Awards

Good local coverage from Naples Daily News, Studio 55, Marco Eagle, Ft. Myers News-Press and others of annual State of the Industry report during Tourism Week as well as the annual Paradise Coast Tourism Star Awards. The CVB presented plans for marketing to combat misinformation about our area related to the Gulf oil spill.



U.S. Travel Association Pow Wow

Attended the annual Pow Wow and participated in the Media Marketplace. In the process of continuing to follow up with international and domestic media contacts from this show.

Story Pitches and Info Submissions

BCF made submissions based on editorial leads or response to inquiries.

CVB made multiple submissions based on editorial leads or response to inquiries.

CVB approved more than a dozen photo download requests.

Florida Outdoor Writers Association (FOWA)

Conducted a walkthrough of conference site locations with Tommy Thompson, executive director of FOWA, while he was here doing research and photography for his upcoming book.

Press in Destination

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

Richard Gibson – Photographer and editorial consultant, SaltWater Sportsman

Tommy Thompson – Author, Saltwater Angler's Guide to SW Florida; Florida Sportsman

News Releases

What's New and Memorable Meetings releases updated and posted to online Media Center, disseminated via @ParadiseCoast Twitter.

Paradise Connection media e-newsletter issued 6/15 to close to 500 travel media contacts.

International PR

CVB assisted three recent German journalist teams and one Hungarian writer.

Social Media

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



SPORTS MARKETING REPORT – Ralph Pryor

May 2010 Sports Events

- 3 Major Events
- Total Direct Economic Impact = \$370,200.00
- Total Estimated Hotel Room Nights Booked = 762



Upcoming Summer Events 2010

- June 26-27, 2010 [Naples Summer 3v3 Challenge](#)
- July 31-August 1, 2010 [NSA Adult State Softball Tournament](#)
- August 14, 2010 [EVP Tour 2010](#) Vanderbilt Beach
- September 24-26, 2010 [Fall Signature Showcase Girls Softball](#)
- September 25-26, 2010 [SSA Summer Series State Qualifier \(BMX\)](#)

