

MARKETING PARTNER REPORTS



June 28, 2010

Tourist Tax Collections

Collier County Tax Collector

Collections by Year

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total
1999	640,480	1,267,608	1,317,499	1,371,476	784,833	488,066	364,773	433,180	345,039	308,092	429,610	512,719	8,263,375
2000	700,014	1,238,022	1,410,142	1,465,756	855,005	521,455	451,648	414,920	364,720	340,269	402,161	567,687	8,731,799
2001	729,455	1,392,218	1,484,889	1,560,447	889,288	553,759	410,521	484,722	361,650	217,367	318,386	453,326	8,856,028
2002	583,811	1,227,724	1,413,825	1,533,979	821,961	494,400	364,389	370,036	395,650	271,002	375,384	491,145	8,343,306
2003	597,396	1,138,004	1,356,372	1,480,581	873,340	553,456	398,901	426,851	408,007	340,101	377,056	585,332	8,535,397
2004	689,388	1,204,591	1,674,850	1,688,035	1,018,887	588,052	452,253	521,027	580,653	374,394	534,965	567,158	9,894,253
2005	839,654	1,400,804	1,657,258	2,015,875	997,580	661,153	507,831	542,394	385,377	338,173	523,284	836,793	10,706,176
2006	1,058,211	1,735,579	2,241,964	2,441,129	1,500,894	954,244	734,243	725,247	544,998	436,452	605,668	859,051	13,837,680
2007	1,056,702	1,835,999	2,338,801	2,608,708	1,501,529	907,302	746,001	710,183	622,286	525,638	689,286	800,592	14,343,027
2008	1,240,865	1,923,205	2,310,172	2,713,577	1,577,193	866,202	805,292	757,042	586,617	399,869	619,243	798,658	14,597,935
2009	1,127,737	1,634,522	1,975,391	2,021,992	1,229,845	748,687	580,021	639,464	569,707	444,949	546,988	745,094	12,264,397
2010	1,057,680	1,678,598	2,032,871	2,406,026	1,323,167								8,498,342
Proj 10	1,125,000	1,639,000	2,075,000	2,318,000	1,359,000	824,000	656,000	666,000	570,000	400,000	620,000	798,000	13,050,000

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

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**MAY 2010
 (MONTH OF APRIL 2010 VENDOR TAX COLLECTION)**

BREAKDOWN	FISCAL 08-2009	FISCAL 09- 2010	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	\$ 1,229,845	\$ 1,323,167	+\$ 93,322	+ 7.6%
YEAR TO DATE	\$ 9,807,257	\$ 10,235,373	+\$ 428,116	+ 4.4%
HOTEL / MOTEL				
MONTH TO MONTH	\$ 1,012,168	\$ 1,081,251	+\$ 69,083	+ 6.8%
YEAR TO DATE	\$ 6,786,378	\$ 6,930,372	+\$ 143,994	+ 2.1%
REALTORS				
MONTH TO MONTH	\$ 107,095	\$ 112,468	+\$ 5,373	+ 5.0%
YEAR TO DATE	\$ 1,711,757	\$ 1,790,795	+\$ 79,038	+ 4.6%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	\$ 79,459	\$ 88,635	+\$ 9,176	+ 11.5%
YEAR TO DATE	\$ 1,058,155	\$ 1,206,888	+\$ 148,733	+ 14.1%

** NAPLES **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
102425	147706	202271	304284	473406	536310	578659	314492					2659553

** MARCO ISLAND **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
124837	158522	168816	229316	364347	466758	550969	361520					2425085

** IMMOKALEE **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
676	624	558	754	633	912	580	596					5333

** EVERGLADES CITY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
3783	4473	5706	8704	12423	15656	18852	10467					80064

** COLLIER COUNTY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
213228	235663	367743	514622	827789	1013235	1256966	636092					5065338

** OTHER **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS

** TOTALS **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
444949	546988	745094	1057680	1678598	2032871	2406026	1323167					10235373

												TOTALS
** APARTMENT **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
367	165	947	2776	3910	4729	6041	2607					21542
** CONDOMINIUM **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
19477	14463	32182	63689	67669	240487	412028	65444					915439
** CAMPGROUND/RV/PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
2494	2999	5825	13772	21117	30227	41973	7260					125667
** HOTEL/MOTEL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
367978	469435	611459	712102	1010110	1243041	1434996	1081251					6930372
** INTERVAL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
10156	9509	13274	20198	17462	28801	34980	31383					165763
** MOBILE HOME PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
438	746	974	1688	2479	2066	5327	2170					15888
** SINGLE FAMILY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
24226	7933	12349	33206	16749	41749	113111	20584					269907
** REALTOR **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
19813	41738	68084	210249	539102	441771	357570	112468					1790795
** OTHER **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** TOTALS **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
444949	546988	745094	1057680	1678598	2032871	2406026	1323167					10235373

Advertising Report

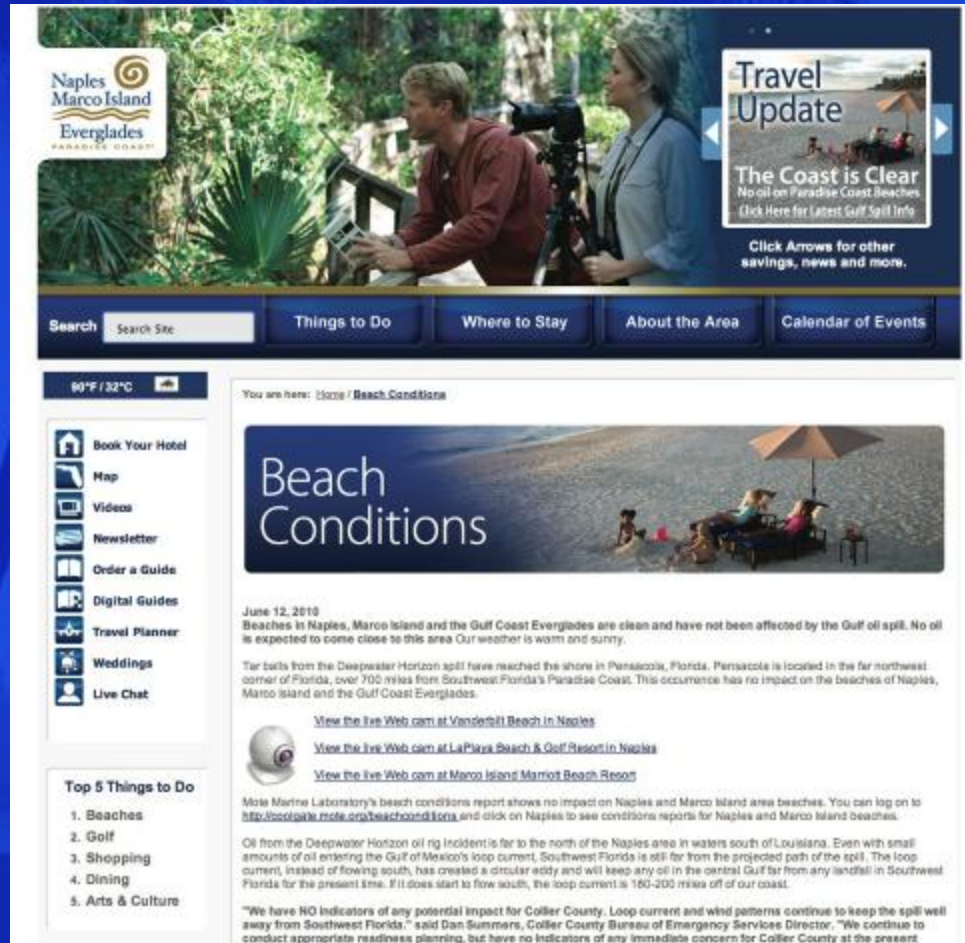
Paradise Advertising &
Marketing, Inc.

Gulf Oil Spill Communication RESPONSE

- Immediate action taken to overcome negative perceptions:
 - P.R. to partners- local, regional, & national media.
 - ParadiseCoast.com "Travelers Update" homepage button hyperlinked to Beach Conditions webpage.
 - Online Campaign targeting key Northern Markets



Gulf Oil Spill Communication RESPONSE



Naples Marco Island Everglades PARADISE COAST

Travel Update
The Coast is Clear
 No oil on Paradise Coast Beaches
[Click Here for Latest Gulf Spill Info](#)
 Click Arrows for other savings, news and more.

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

80°F / 32°C

You are here: [Home](#) / [Beach Conditions](#)

Beach Conditions

June 12, 2010
 Beaches in Naples, Marco Island and the Gulf Coast Everglades are clean and have not been affected by the Gulf oil spill. No oil is expected to come close to this area. Our weather is warm and sunny.

Tar balls from the Deepwater Horizon spill have reached the shores in Pensacola, Florida. Pensacola is located in the far northwest corner of Florida, over 700 miles from Southwest Florida's Paradise Coast. This occurrence has no impact on the beaches of Naples, Marco Island and the Gulf Coast Everglades.

[View the live Web cam at Vanderbilt Beach in Naples](#)
[View the live Web cam at La Playa Beach & Golf Resort in Naples](#)
[View the live Web cam at Marco Island Marriott Beach Resort](#)

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

Oil from the Deepwater Horizon oil rig incident is far to the north of the Naples area in waters south of Louisiana. Even with small amounts of oil entering the Gulf of Mexico's loop current, Southwest Florida is still far from the projected path of the spill. The loop current, instead of flowing south, has created a circular eddy and will keep any oil in the central Gulf far from any landfill in Southwest Florida for the present time. If it does start to flow south, the loop current is 180-200 miles off of our coast.

"We have NO indicators of any potential impact for Collier County. Loop current and wind patterns continue to keep the spill well away from Southwest Florida," said Dan Summers, Collier County Bureau of Emergency Services Director. "We continue to conduct appropriate readiness planning, but have no indicators of any immediate concern for Collier County at the present

Top 5 Things to Do

1. Beaches
2. Golf
3. Shopping
4. Dining
5. Arts & Culture

Gulf Oil Spill Communication RESPONSE

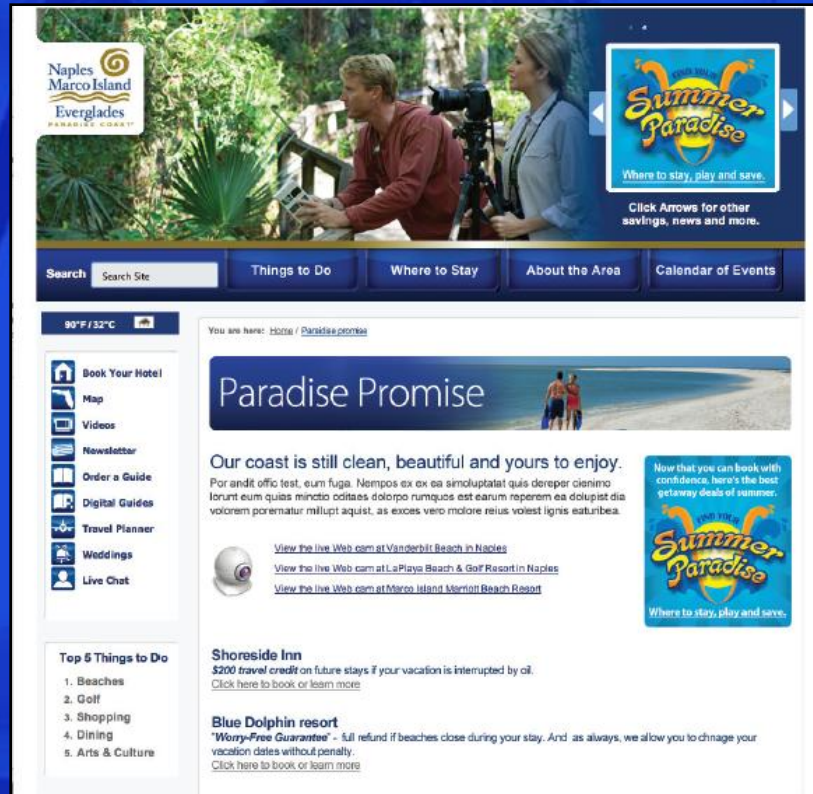


Clear Coast.
Summer Savings.

Enjoy Paradise as Promised.
Book now and save

Naples
Marco Island
Everglades
PARADISE COAST

Gulf Oil Spill Communication RESPONSE



The screenshot displays the Paradise Promise website interface. At the top, there is a banner for Naples Marco Island Everglades Paradise Coast with a "Summer Paradise" promotion. Below the banner is a navigation bar with "Search" and "Search Site" fields, and buttons for "Things to Do", "Where to Stay", "About the Area", and "Calendar of Events". A weather widget shows "90°F / 32°C". A sidebar on the left lists services: "Book Your Hotel", "Map", "Videos", "Newsletter", "Order a Guide", "Digital Guides", "Travel Planner", "Weddings", and "Live Chat". The main content area features a "Paradise Promise" header, a sub-header "Our coast is still clean, beautiful and yours to enjoy.", and three live web cam links: "View the live Web cam at Vanderbilt Beach in Naples", "View the live Web cam at LaPlaya Beach & Golf Resort in Naples", and "View the live Web cam at Marco Island Marriott Beach Resort". A "Shoreside Inn" promotion offers a "\$200 travel credit on future stays if your vacation is interrupted by oil." and a "Blue Dolphin resort" promotion offers a "Worry-Free Guarantee" - full refund if beaches close during your stay.

Naples Marco Island Everglades Paradise Coast

Summer Paradise
Where to stay, play and save.
Click Arrows for other savings, news and more.

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

90°F / 32°C

You are here: [Home](#) / [Paradise Promise](#)

Paradise Promise

Our coast is still clean, beautiful and yours to enjoy.

For audit offic test, eum fuga. Nemo ex ea simuluptat quis dereper clemimo lorunt eum quias mincio oditae dolrop numquos est earum reperem ea dolupist dia volorem porenatur millupt aquist, as exces vero molore reius volest lignis eatunbea.

[View the live Web cam at Vanderbilt Beach in Naples](#)
[View the live Web cam at LaPlaya Beach & Golf Resort in Naples](#)
[View the live Web cam at Marco Island Marriott Beach Resort](#)

Shoreside Inn
\$200 travel credit on future stays if your vacation is interrupted by oil.
[Click here to book or learn more](#)

Blue Dolphin resort
"Worry-Free Guarantee" - full refund if beaches close during your stay. And as always, we allow you to chnage your vacation dates without penalty.
[Click here to book or learn more](#)

Now that you can book with confidence, here's the best getaway deals of summer.
Summer Paradise
Where to stay, play and save.

Top 5 Things to Do

1. Beaches
2. Golf
3. Shopping
4. Dining
5. Arts & Culture

Gulf Oil Spill Communication

Visit Florida

- Visit Florida's immediate response
 - \$25 Million commitment from Governor
- Top 10 target market television campaign
 - 20-second state-wide message
 - 10-second Paradise Coast tag

Gulf Oil Spill Communication

Visit Florida



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.
- June 7th, campaign launched carrying a “harder-hitting” summer messaging with sense of urgency to plan your summer vacation today.
- “Find Your Summer” Campaign Theme

Summer Specific Campaign

Television



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.



Summer Specific Campaign

ParadiseCoast.com/Summer



Summer Paradise
 Naples Marco Island Everglades

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 Mins :16 Secs

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](#)
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](#)
Book direct now! Need hotel, air, and car rental? [Click here!](#)

- Hotel/attraction deals and VIP listings
- Digital Summer Fun Guide – with ways to stay, play and save.
- Days of Summer Event Calendar
- End of Summer Countdown

Southwest Florida Campaign

OVERVIEW

- New summer initiative
- Goal: to drive leisure Southwest Florida resident bookings by encouraging overnights stays.
- Markets: Collier, Lee and Charlotte Counties
- Campaign Timing: June 14th – August 31st
- Media: Television, online, social media and e-mail.

Southwest Florida Campaign

OVERVIEW

- Research suggested we show our neighbors:
 - Beaches – wider, softer, white sand
 - The Everglades - Eco-adventures/fishing
 - Walkable downtown areas
 - Golf
 - Activities for families – zoo, botanical garden
 - Summer events

Southwest Florida Campaign

ParadiseCoast.com/Discover



Naples Marco Island Everglades PARADISE COAST™

Follow for the latest deals and events

Which getaway are you?

- Family
- Nature
- Romance
- Unexpected
- Beach
- Fishing
- Boating
- Luxury

Hurry! Summer ends in:

93	:10	:44	:15
Days	Hrs.	Mins.	Secs.

June Events Calendar

With these deals and adventures, your summer vacation's right here.

Discover new excitement close to home with the fun getaway ideas and incredible hotel packages and offers below. Once you arrive, get thousands of dollars in savings on dining, shopping, attractions, tours and entertainment with our Values In Paradise (VIP) Card, available free at area [Visitor Centers](#).

Hotels | Entertainment | Dining | Shopping | Spas | Events

\$10 off Best Available Rate at Inn of Naples

\$10.00 off Best Available rate in Standard, Deluxe or One bedroom Suite. [read more](#)

[Book direct now!](#) Need hotel, air, and car rental? [Click here!](#)

Super Summer Getaway at the Inn of Naples

2010 Campaigns

KEY PERFORMANCE INDICATORS

Economic Impact Year to Date (5 months):

- Total visitation up 5% over 2009
 - Florida Visitation up 8.5% for May 2010
 - Additional 34,300 visitors
 - Additional \$16.1 million in direct expenditures
 - Occupancy up 8.3%
- Smith Travel Research Report



Discussion/Questions

Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research

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May 2010

**Presented to:
The Collier County Tourist
Development Council**

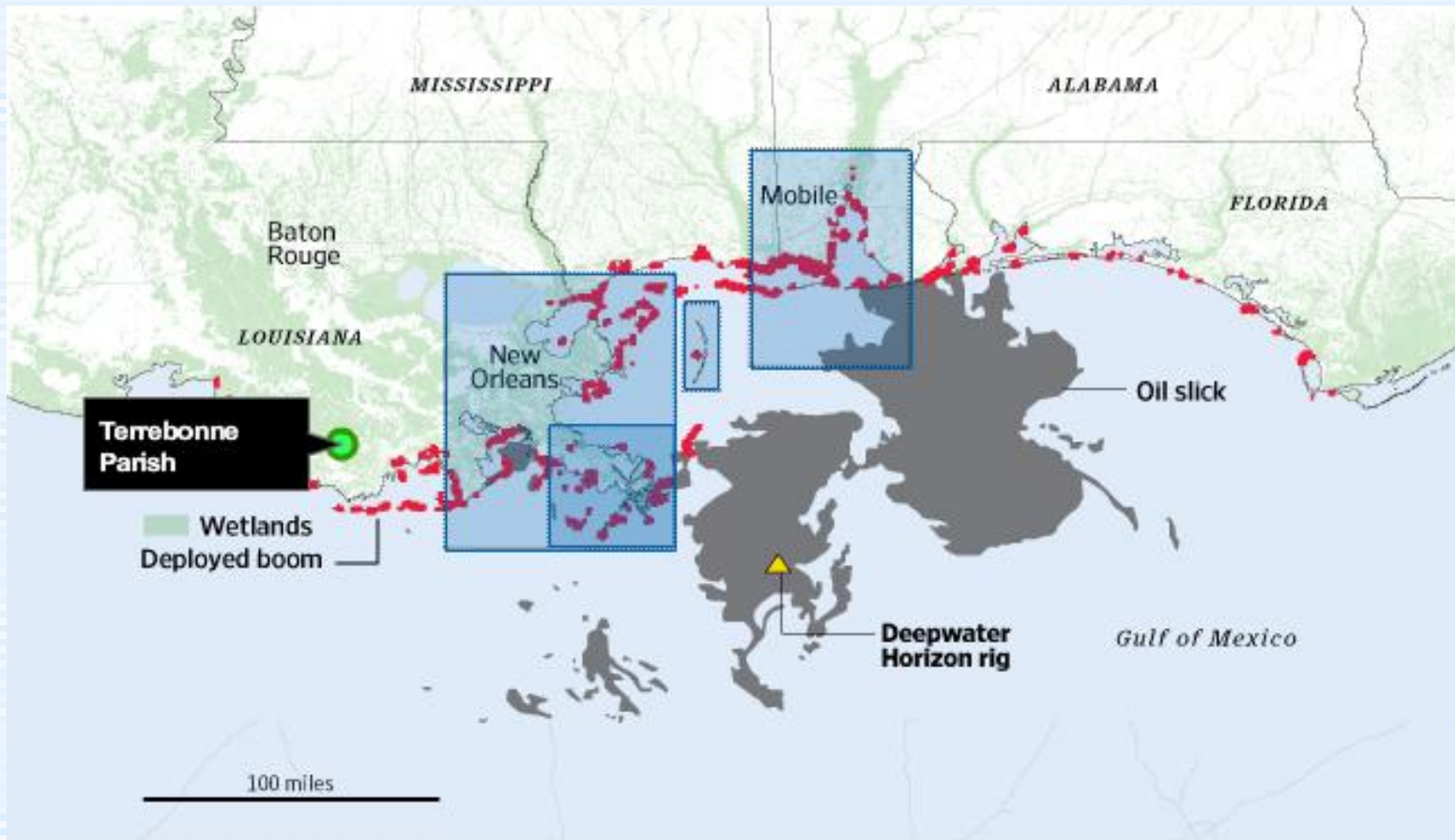
**By:
Research Data Services, Inc.**

June 28, 2010



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Oil Spill



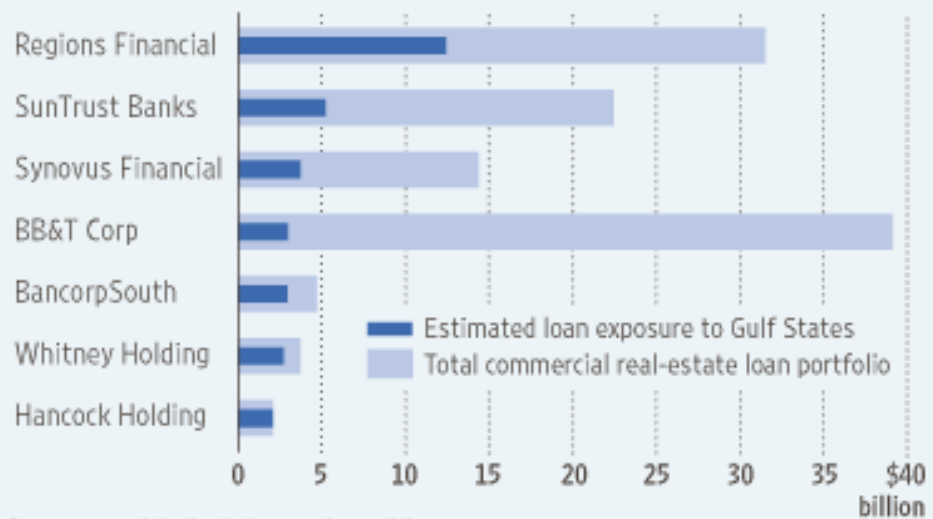
Sources: U.S. Coast Guard; USGS (wetlands)

Oil Spill



Gulf Exposure

U.S. banks that had heavy commercial real-estate loan exposure in the Gulf States as of the first quarter of 2010, according to estimates by Foresight Analytics.



Naples, Marco Island, Everglades: May 2010 Summary

Executive Summary: May 2010

1. With the Deepwater Horizon oil spill's impacts dominating global media, Collier's tourism industry performed impressively in May. Fully 111,700 travelers sought out the Naples, Marco Island, Everglades area this May **(+3.9%)**, with occupancy increasing by 2.3%. The total economic impact of tourism on Collier County reached \$98,291,939 **(+5.4%)**.
2. Collier's important Floridian and Southeastern markets grew strongly this May. The origin distribution is as follows:

<u>Apr. Visitor Segments</u>	<u>2009 Visitor #</u>	<u>2010 Visitor #</u>	<u>% Δ</u>
Florida	51,277	55,627	+8.5
Southeast	7,095	8,154	+14.9
Northeast	16,233	15,191	-6.4
Midwest	12,255	12,399	+1.2
Canada	1,075	1,452	+35.1
Europe	14,835	14,409	-2.9
Markets of Opportunity	4,730	4,468	-5.5
Total	107,500	111,700	+3.9

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

<u>Influential Features</u>	<u>Percent</u>
Unspoiled Environment	85.6%
White, Sandy Beaches	84.5
Warm Weather	72.5
Relaxation	70.9
Dining Opportunities	63.4
Upscale Lodgings	62.1
Value for the Money	59.1
Upscale Shopping	54.3

Naples, Marco Island, Everglades: May 2010 Summary

4. This May, 49.2% are first time visitors to the destination **(2009: 47.3%)**.
5. Better than half drive to reach the Naples, Marco Island, Everglades area **(2009: 48.9%; 2010: 53.5%)**. Visitors who fly dominantly use Southwest Florida International Airport (RSW) **(2009: 66.5%; 2010: 64.0%)**.
6. The month of May saw a 2.3 point increase in the group/business travel segment **(2009: 17.1%; 2010: 19.4%)**.
7. The ranks of travelers who rate the destination as “more expensive” than expected have decreased significantly **(2009: 7.1%; 2010: 3.8%)**.
8. Travelers’ use of Internet information has reached 95.3%. Fully 83.8% seek information for their current trip on the web. Airline, hotel, and destination websites; Expedia; Travelocity; and TripAdvisor are sources cited most frequently by May visitors.
9. Fully 42.0% of May visitors volunteer seeing a message promoting the destination **(2009: 38.1%)**. Significantly, 47.2% say the message played a role in their choosing Collier for this trip **(2009: 40.9%)**.
10. The majority of visitors are satisfied with their experience in Collier **(2010: 97.4% satisfaction rating)**. Fully six of every ten (61.2%) say they plan to return next year.
11. This May’s visitors command a substantially higher median household income **(2009: \$128,505; 2010: \$134,242)**. Their average age is 47.8 **(2009: 47.1 years of age)**.

Year to Date 2010 Visitor Profile *(Through May)*

Number of Visitors

Year to Date 2010

June 28, 2010

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	<u>2010</u>	<u>Δ %</u>
First Quarter	495,300	+5.2
April	111,000	+5.2
May	111,700	+3.9
YTD	718,000	+5.0

Impacts of Tourism

Year to Date 2010

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	<u>2010</u>	<u>Δ %</u>
First Quarter	\$444,012,345	+2.5
April	\$133,609,256	+6.6
May	\$98,291,939	+5.4
YTD	\$675,913,540	+3.7

Visitor Origins

Year to Date 2010

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	# of Visitors 2010	Δ %
Florida	218,979	+2.1
Southeast	47,842	+4.1
Northeast	180,879	+7.4
Midwest	137,808	+6.2
Canada	19,413	+7.2
Europe	79,437	+5.2
US Opp Mkts	33,642	+7.2
TOTAL YTD	718,000	+5.0

Smith Travel Occupancy/ADR

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May 2010

	Occupancy	% Δ	ADR	% Δ
Naples MSA	57.3%	+1.9%	\$148.85	+1.5%
Naples Upscale	66.4%	+1.2%	\$182.90	+0.3%
Sarasota-Bradenton	56.3%	+6.8%	\$100.77	-2.2%
Miami-Hialeah	67.3%	+5.3%	\$134.06	-0.8%
Florida Keys	76.9%	+3.8%	\$170.41	+2.2%
Ft. Myers	47.0%	+9.3%	\$111.34	-1.2%
Clearwater	58.4%	+3.4%	\$103.29	-0.5%
St. Petersburg	57.2%	+8.5%	\$107.71	-4.9%
Palm Beach County	58.8%	+11.7%	\$108.61	-4.3%
Ft. Lauderdale	63.6%	+8.3%	\$101.83	-3.2%

Smith Travel Occupancy

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May 2010

Occupancy (%)

	<u>Trans</u>	<u>% Δ 09-10</u>	<u>Grp</u>	<u>% Δ 09-10</u>	<u>Total</u>
Naples MSA	31.9%	+2.8%	25.4%	+4.6%	57.3%
Miami-Hialeah	45.9%	+11.3%	17.7%	-7.9%	67.3%
Florida Keys	63.7%	+0.9%	13.0%	+23.4%	76.9%
Ft. Myers	29.7%	-1.6%	16.0%	+24.7%	47.0%
Sarasota-Bradenton	38.6%	+2.5%	17.7%	+20.5%	56.3%
Clearwater	36.1%	-0.1%	22.3%	+9.7%	58.4%
St. Petersburg	39.6%	+7.8%	17.1%	+15.7%	57.2%
Palm Bch Cty	36.6%	+11.1%	20.8%	+12.5%	58.8%
Ft. Lauderdale	42.2%	+10.6%	18.0%	+0.5%	63.6%

Smith Travel ADR

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May 2010

ADR (\$)

	<u>Trans</u>	<u>% Δ 09-10</u>	<u>Grp</u>	<u>% Δ 09-10</u>	<u>Total</u>
Naples MSA	\$140.61	-2.3%	\$159.23	+3.8%	\$148.85
Miami-Hialeah	\$138.80	+0.3%	\$134.07	-4.6%	\$134.06
Florida Keys	\$171.99	+2.9%	\$163.48	-1.9%	\$170.41
Ft. Myers	\$123.46	+5.6%	\$95.18	-7.4%	\$111.34
Sarasota-Bradenton	\$98.83	-5.5%	\$105.01	+4.5%	\$100.77
Clearwater	\$109.86	+1.9%	\$92.68	-4.0%	\$103.29
St. Petersburg	\$108.16	-4.4%	\$108.14	-7.7%	\$107.71
Palm Bch Cty	\$106.87	+2.1%	\$116.15	-12.7%	\$108.61
Ft. Lauderdale	\$95.79	-1.7%	\$126.77	-2.0%	\$101.83

Occupancy/ADR

Year to Date 2010

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	Occupancy			ADR		
	<u>2009</u>	<u>2010</u>	<u>% Δ</u>	<u>2009</u>	<u>2010</u>	<u>% Δ</u>
January	61.2%	68.0%	+11.1%	\$175.9	\$162.5	-7.6%
February	78.3%	81.6%	+4.2%	\$249.6	\$229.9	-7.9%
March	80.3%	83.3%	+3.7%	\$241.1	\$235.8	-2.2%
April	70.6%	75.8%	+7.4%	\$213.5	\$205.1	-3.9%
May	60.9%	62.3%	+2.3%	\$149.4	\$145.9	-2.3%

May 2010

Visitor Profile

H/M/C Number of Visitors

<u>May</u> <u>2009</u>	<u>May</u> <u>2010</u>	<u>'09-'10</u> <u>Δ %</u>
107,500	111,700	+3.9

Impacts of Tourism

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Estimates Direct & Induced

<u>May</u> <u>2009</u>	<u>May</u> <u>2010</u>	<u>'09-'10</u> <u>Δ %</u>
\$93,230,441	\$98,291,939	+5.4

Visitor Origins

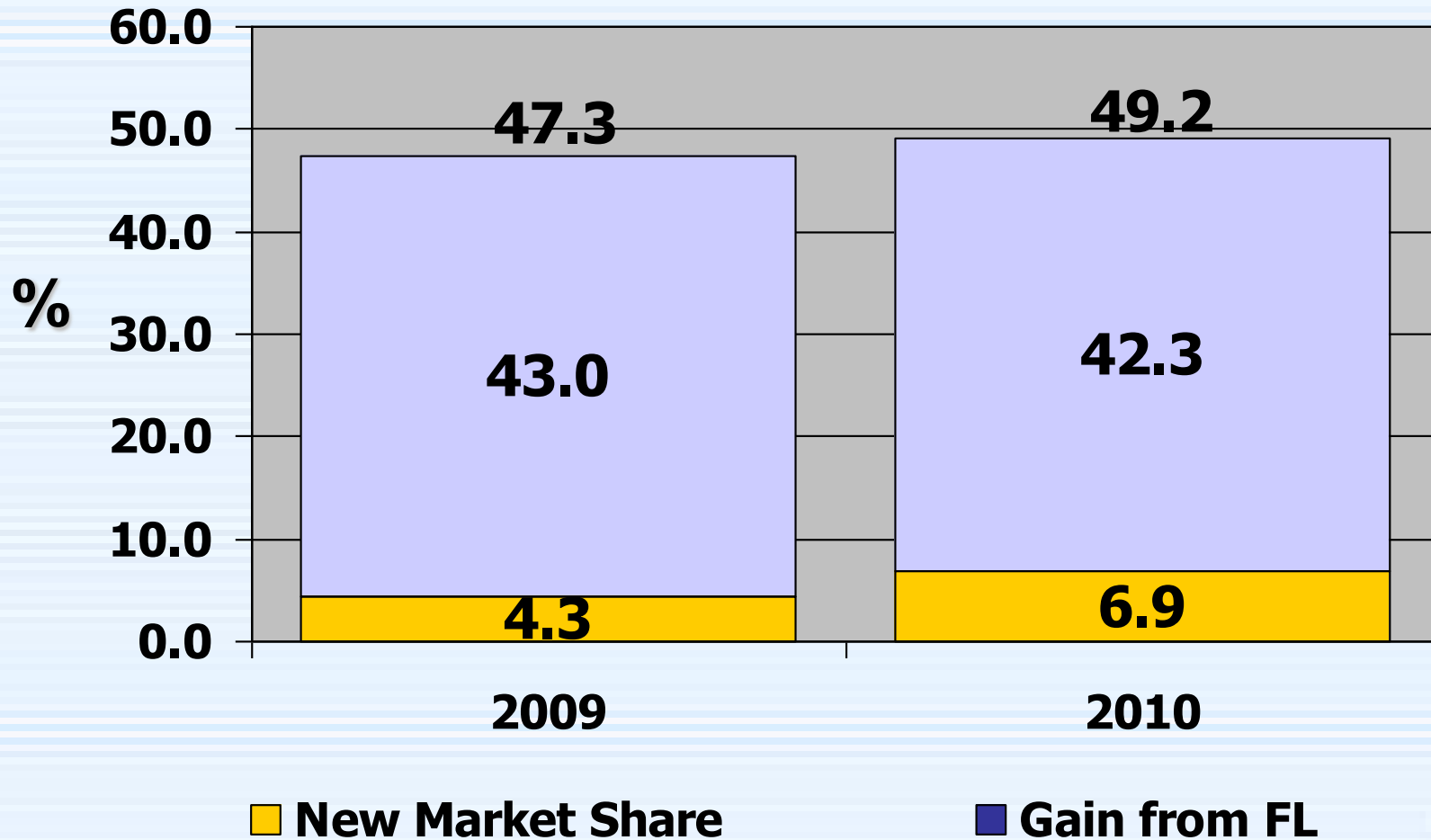
May 2010

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	# of Visitors 2010	Δ %
Florida	55,627	+8.5
Southeast	8,154	+14.9
Northeast	15,191	-6.4
Midwest	12,399	+1.2
Canada	1,452	+35.1
Europe	14,409	-2.9
US Opp Mkts	4,468	-5.5
TOTAL	111,700	+3.9

First Time Visitors (*% Yes*)

May



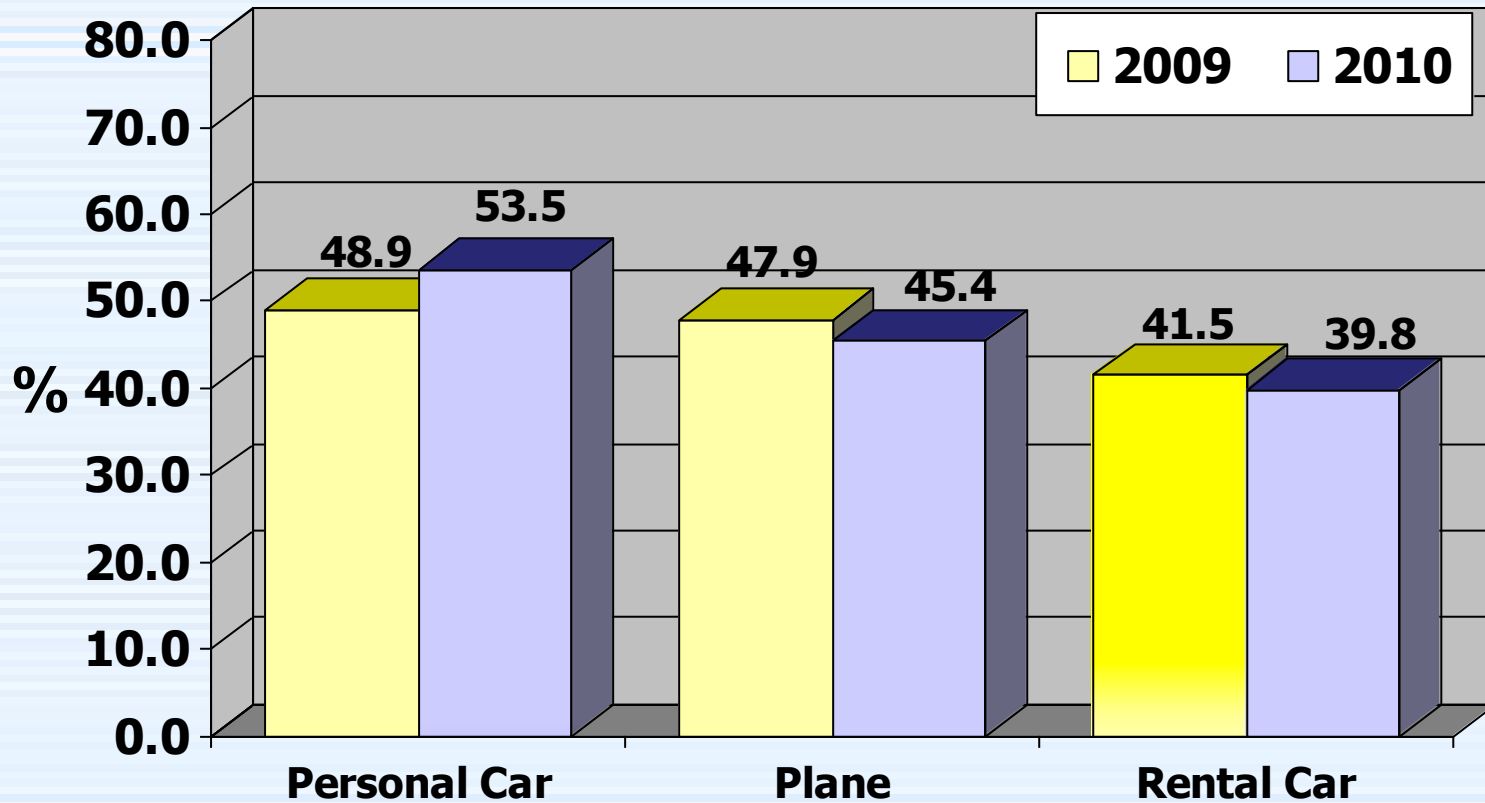
Purpose of Trip

May

	2009	2010
Vacation/Weekend Getaway	80.9%	81.1%
Business/Conferences/Business Mtgs	17.1	19.4
Visit with Friends/Relatives	6.5	5.4

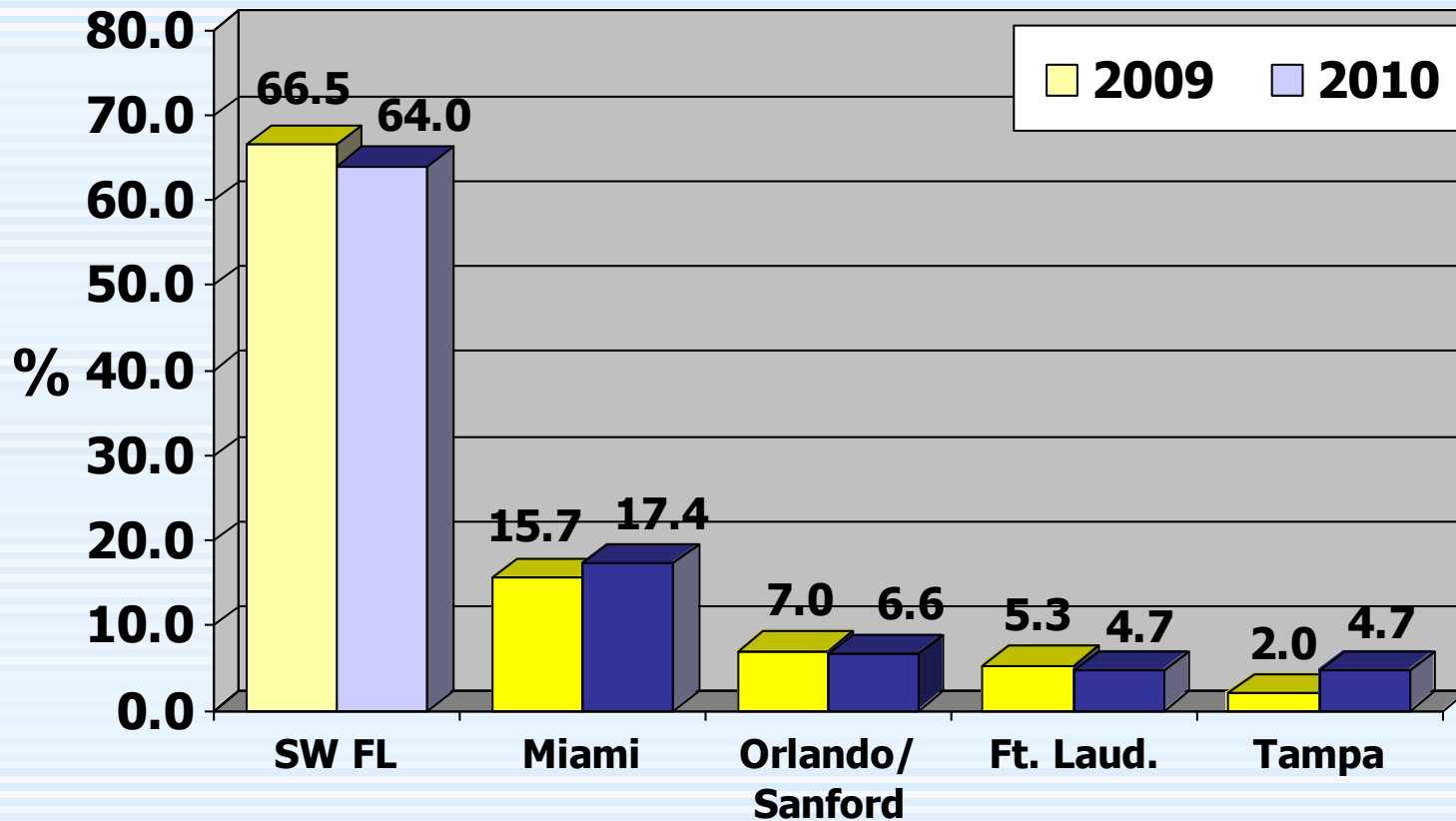
Transportation Mode

May



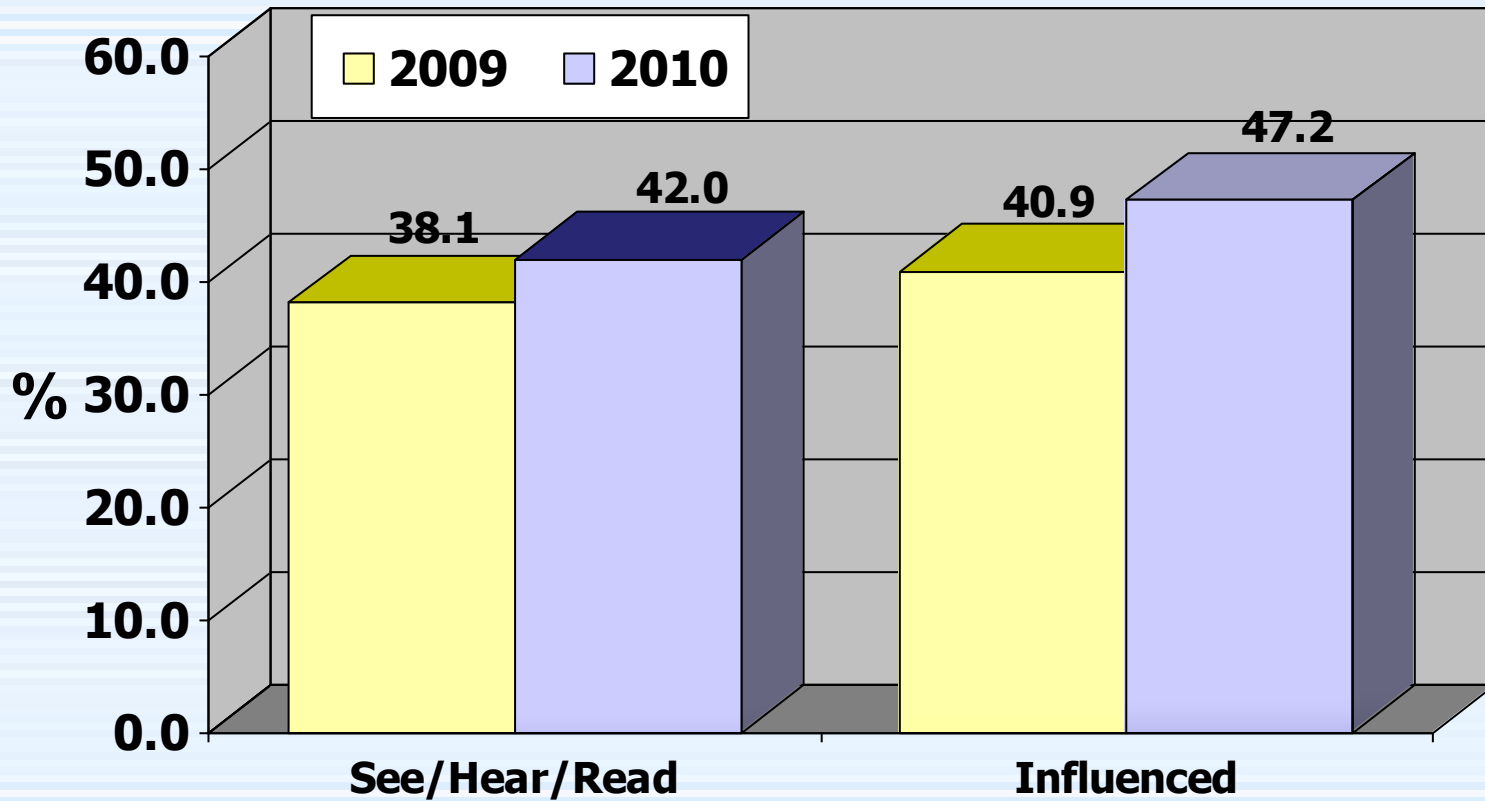
Airports of Deplanement

May



Collier Message Awareness

May



Visitor Perceptions

	<u>May</u> <u>2009</u>	<u>May</u> <u>2010</u>
Satisfaction <i>(combined)</i>	95.2%	97.4%
Would Recommend	95.7	96.3
More Expensive	7.1	3.8
Return Next Year	63.2	61.2

Visitors Describe

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Naples, Marco Island, Everglades

- ❖ Accommodating.
- ❖ Affluent.
- ❖ Beautiful.
- ❖ Calm.
- ❖ Clean and organized.
- ❖ Comfy.
- ❖ Enjoyable.
- ❖ Entertaining.
- ❖ Everglades.
- ❖ Expensive.
- ❖ Family oriented.
- ❖ Favorite weekend getaway.
- ❖ Fifth Avenue.
- ❖ Golf.
- ❖ Great weather.
- ❖ Group retreat.
- ❖ Hiking.
- ❖ Home-like.
- ❖ Lovely.
- ❖ Luxury.
- ❖ It is easy to fly in here.
- ❖ Not too commercialized.
- ❖ Old time charm.
- ❖ Peaceful.
- ❖ Quiet.
- ❖ Reasonable.
- ❖ Relaxed, friendly.
- ❖ Safe.
- ❖ Salubrious.
- ❖ Slow-paced.
- ❖ Throwback to a different time.
- ❖ Tropical.
- ❖ Up market.
- ❖ Vacation spot.
- ❖ Warm.

Average Age/Median Income

	<u>May</u> <u>2009</u>	<u>May</u> <u>2010</u>
Average Age (yrs)	47.1	47.8
Median HH Income	\$128,505	\$134,242

Thank you!

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Web Site

Miles Media Group

Naples Marco Island Everglades CVB Measurement Dashboard May 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: 5.16 <i>Minutes</i>	5.58	5.16	5.39
Bounce Rate: 34% <i>of Home Page</i>	34%	33.0%	35%
Bounce Rate: 45% <i>Overall</i>	51%	45.3%	55.5%





SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
5.9%
 of total page views

7,982
 Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
32,665 Visits	 14%	 12%
135,104 Page Views	 2%	 3%
184,015 Visits Year-to-Date (vs. 160,137 visits in 2009)		
837,462 Page Views Year-to-Date (vs. 770,066 in 2009)		

SIT BREAKDOWN

	LM	LY
Guide Orders:	473 -3%	+117%
Book Hotel:	905 -15%	-11%
Newsletter Signup:	177 +55%	+75%
Deals Page views:	1,620 -32%	+136%
Property Detail Views:	3,694 -17%	+14%
Download Guide Link:	204 +3%	N/A
Savings Click Here:	909 +13%	-31%

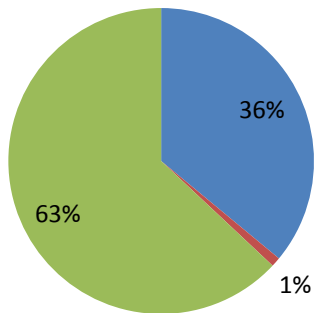
MOST REQUESTED PAGES

1. Home
2. My Florida Savings
3. Stay/Accommodation Listings/Hotel Accommodations
4. Beach Conditions
5. Events Calendar/Current Events

CAMPAIGN RESPONSE

259
1%
 Total Responses Percent of total visits

SOURCES OF TRAFFIC



- Search Engines
- Campaigns
- Other Sources

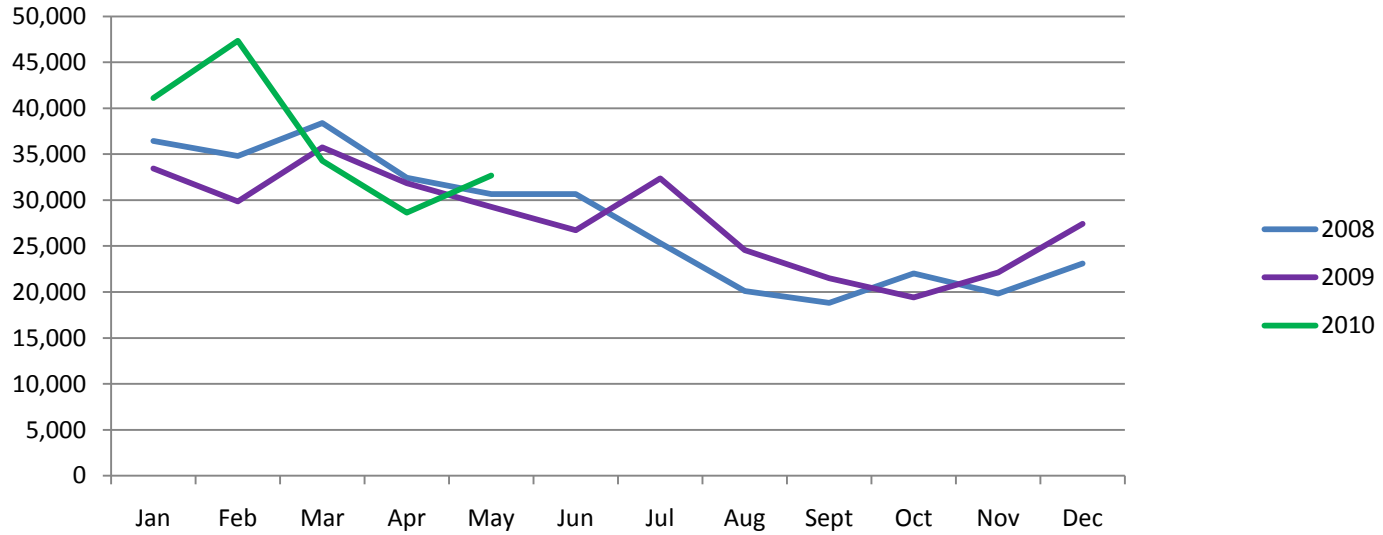
Baseline average percentages for 2009:

Search Engines: 41%
Campaigns: 5%
Other: 54%

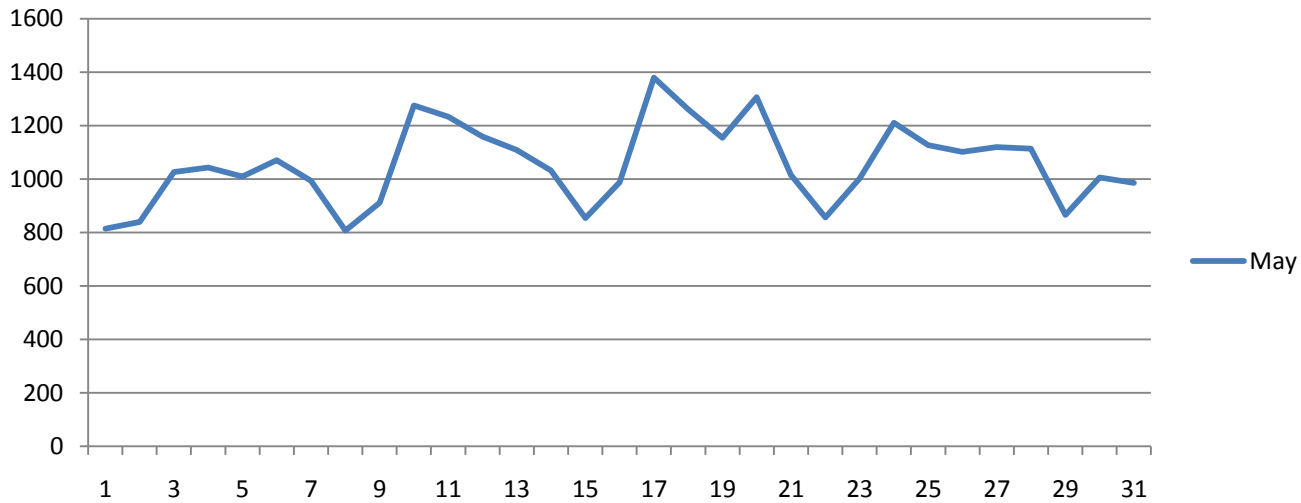
VISITORS BY STATE

		LM	LY
1.	Florida:	10,487	+17%
2.	New Jersey:	2,015	+13%
3.	Virginia:	1,756	+29%
4.	Georgia:	1,262	+31%
5.	New York:	954	+3%

Visits – 2008-2010



Visits by Day for May



Trended Top 4 Markets for Month

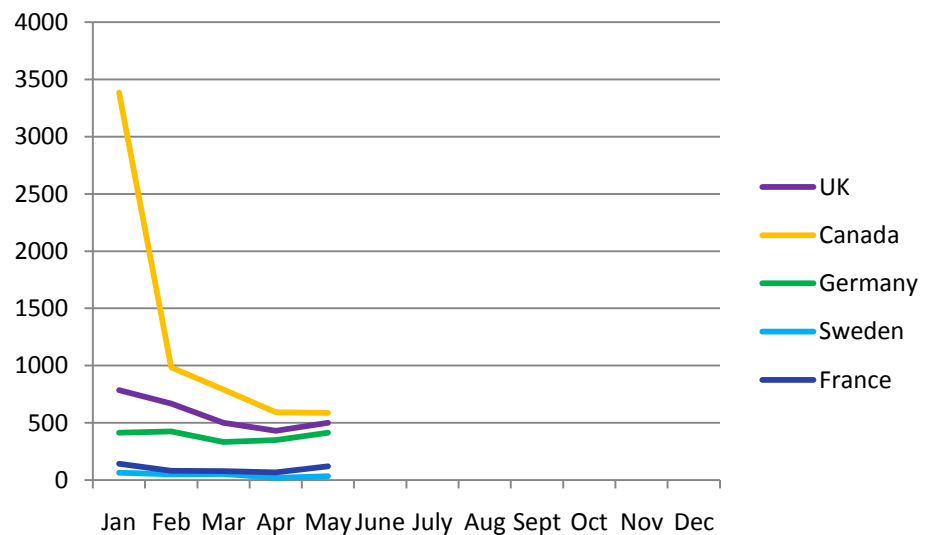


International

		LM	LY
USA	24,758	+16%	+7%
International:	2,927	+25%	+10%

Unique Visits for Month

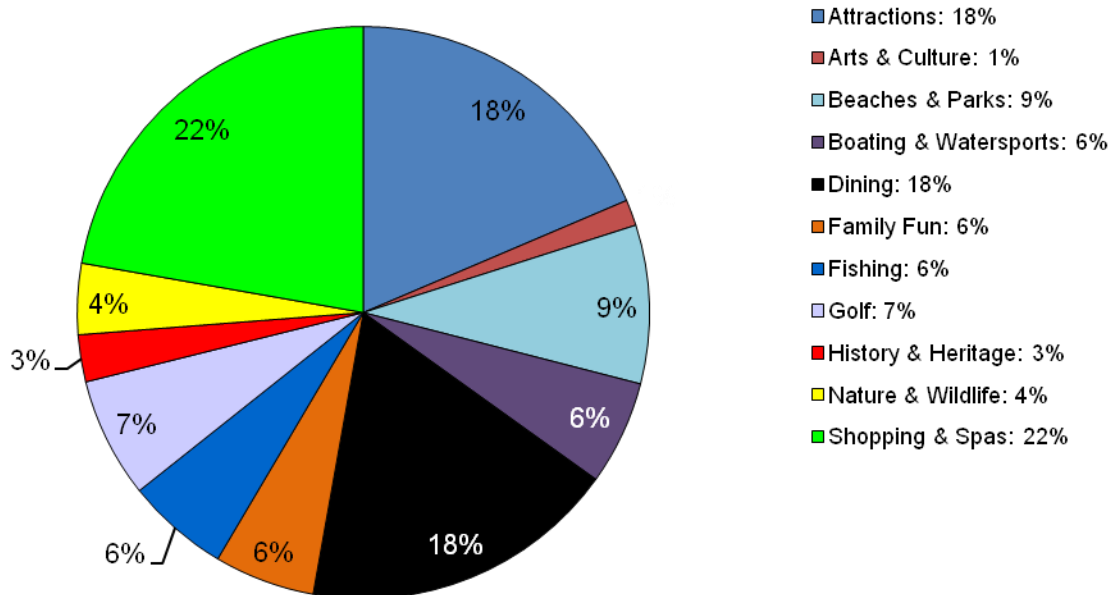
Canada	588	-1%	+18%
Germany	415	+19%	+20%
UK	500	+16%	-32%
Sweden	33	+65%	-11%
France	119	+78%	+40%



Top Internal Search Terms

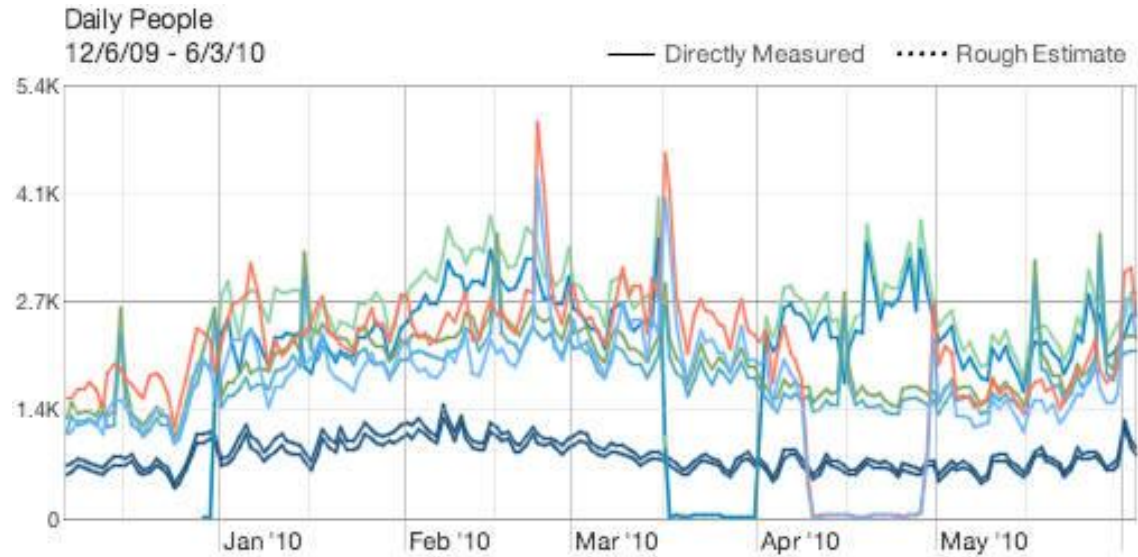
Internal Search Term	Number of Searches
3 rd street south	1
4 th of july	1
airboat	1
antique shops	1
bonita springs	1

Content Report



DMO Competition - Quantcast

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



Site	Reach by US People April 2010
ParadiseCoast.com	17,000
PalmBeachFL.com	26,900
Fla-Keys.com	75,800
DaytonaBeach.com	59,600

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

Search Engine Services

Sales & Marketing Technologies, Inc.

CVB Monthly Search Engine Report

Overall Search Engine Performance

- Visitors to the website increased 8% over April
- There was an increase of 70% over May last year.
- May search engine referrals down 12% over April
- May Search Engine Referrals down 24% over 2009
- May had highest month on record for visits
2nd highest month for Page Views on record

Naples CVB Monthly Search Engine Report

Search Engine Optimization Actions

- **Tracked and analyzed site traffic statistics to determine course of action**
- **Resubmitted site to search engines and directories below**
- **Researched search engine rankings**
- **Made adjustment to interior website pages**
- **Created third party blog posts for Beach Conditions**
- **Created business profiles**
- **Created and submitted new RSS feeds**
- **Researched Competitor's Back-links**
- **Conducted social bookmarking**
- **Generated report to summarize action taken**

Naples CVB Monthly Search Engine Report

Web Site Trends			
	March	April	May
Visits	122,447	131,167	141,832
Page Views	482,597	504,826	627,377
S.E. Referrals	24,267	19,979	17,609
Sessions	122447	131167	141832
Sign-ups	13	11	24

Naples CVB Monthly Search Engine Report

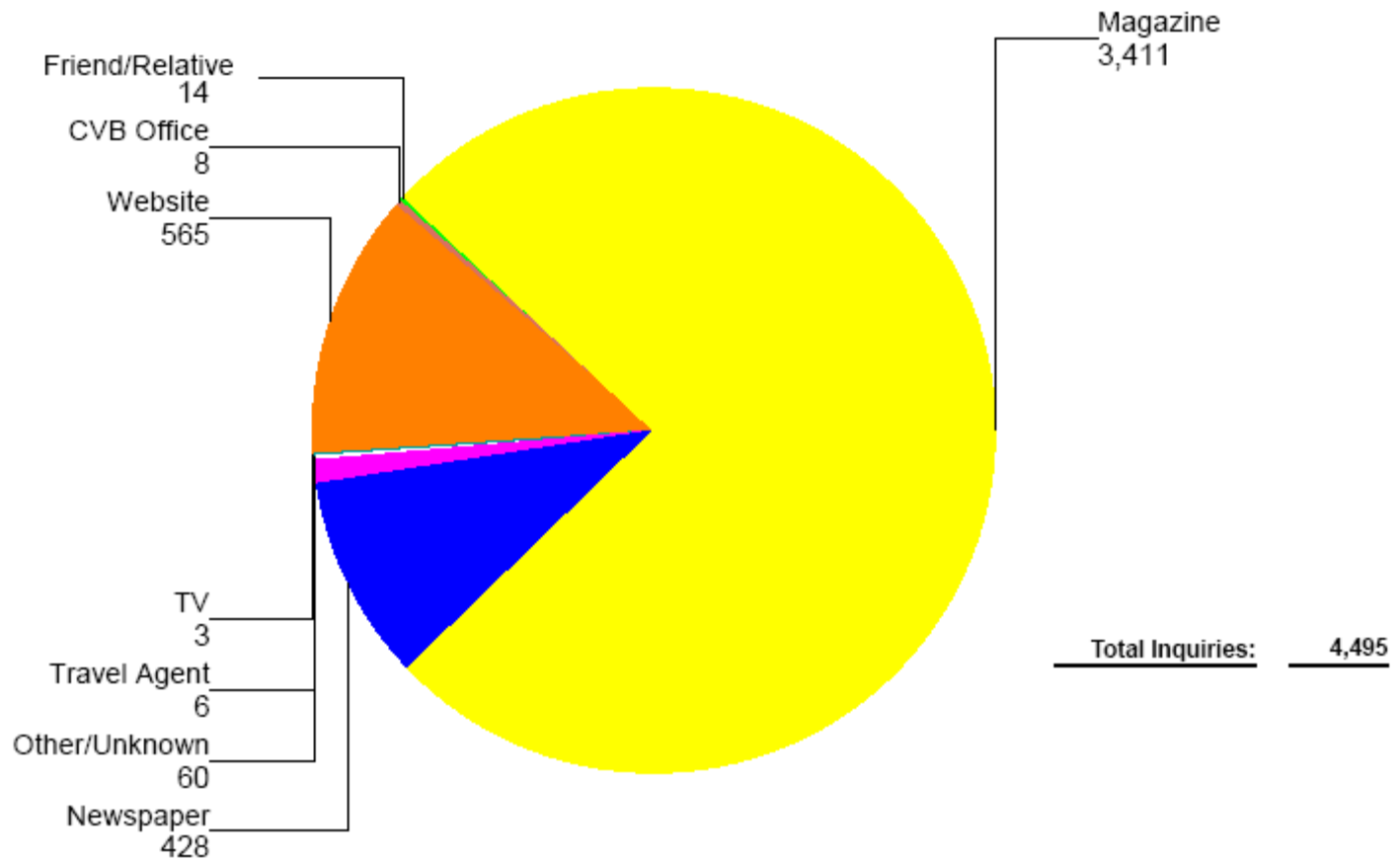
Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
May	\$1236.70	4,033	\$0.31	\$0.00	1
April	\$1200.70	3,928	\$0.31	\$0.00	1
March	\$1240.11	3,977	\$0.31	\$0.00	0

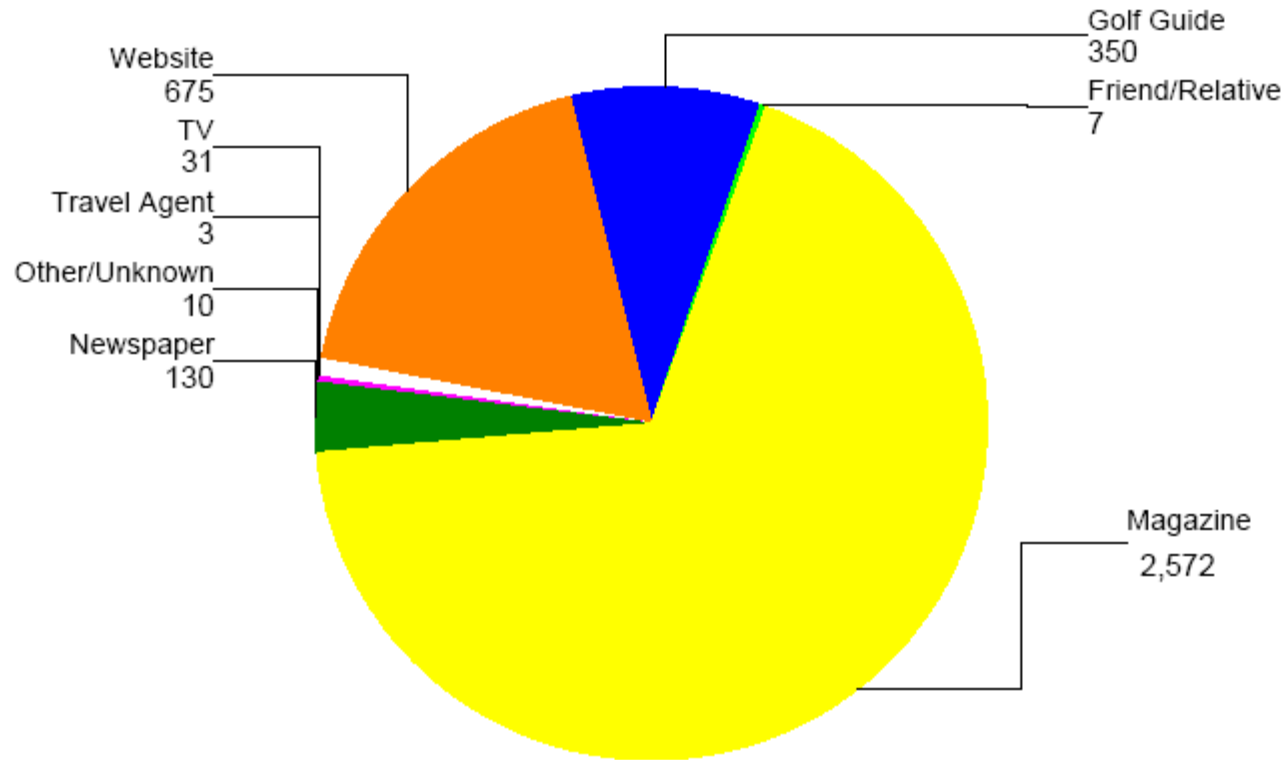
Fulfillment Services

Phase V

Naples, Marco Island, Everglades CVB Request Summary by Source For the month of May 2009



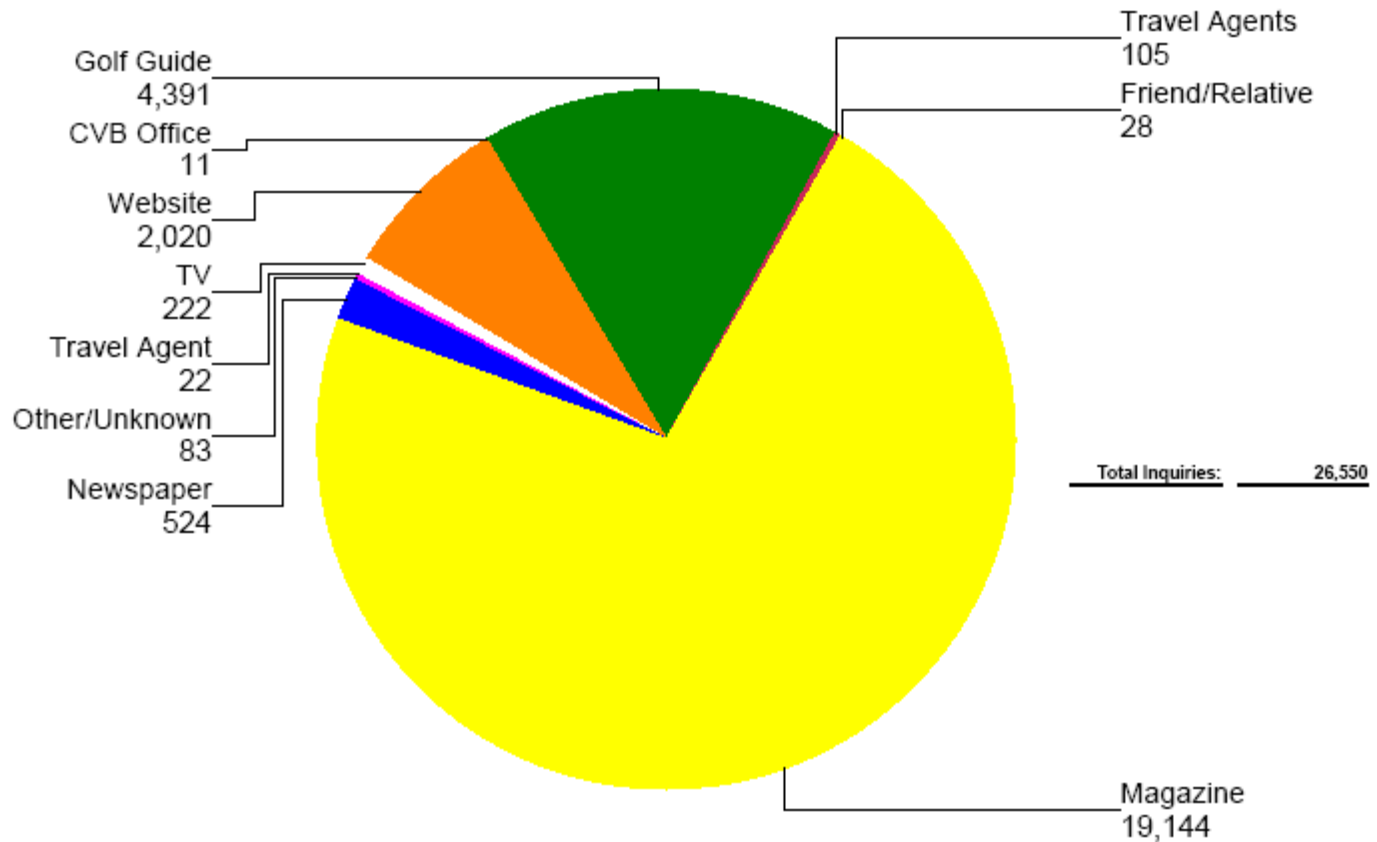
Naples, Marco Island, Everglades CVB Request Summary by Source For the month of May 2010



Total Inquiries: 3,778

Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2010



Inquiries – Leading 4 Countries May 2010

2009

USA

Canada

Germany

UK

2010

USA

Canada

Brazil

UK & Bangladesh

Inquiries - Leading 6 States

May 2010

2009

Florida

Illinois

New York

Pennsylvania

Ohio

Michigan

2010

Florida

New York

Minnesota

California

Illinois

Texas

Collier County CVB Inquiries by Type Calendar Year

	May 2010	Y-T-D
Phone	186	1,114
Publications	4,357	20,182
Web site	302	3596
Info@ParadiseCoast	1	23

Misc. CVB Services

Calendar Year

	May 2010	Y-T-D
Hotel Bookings	14	50
Info Ctr Shipments	3,500	20,500
Editorial Gen Calls	65	323
Mtg Planner Calls	0	3
Storm Info Calls	0	5
Storm Accommodations	0	0
Sports Council	5	24

Live Chat by Page May 2010

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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	4	14.0	3.5
Calendar of Events	0	0.0	0.0
Contact us	0	0.0	0.0
Dining	1	2.2	2.2
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	26	155.0	6.0
Media Planner	0	0.0	0.0
Meeting Planners	0	0.0	0.0
Nature & Wildlife	0	0.0	0.0
Order a Guide	0	0.0	0.0
Shopping	0	0.0	0.0
Site Map	1	4.4	4.4
Spas	0	0.0	0.0
Stay in Paradise	0	0.0	0.0
Things to Do-Main	5	14.1	2.8
Travel Professionals	0	0.0	0.0
Wedding	1	2.3	2.3
Totals	38	192.1	5.1

Live Chat by Topic May 2010

By Topic			
Topic	# of chats	Minutes	Min/Chat
Accommodations	7	33.8	4.8
Airport	2	8.1	4.0
Attractions	4	25.3	6.3
Beaches	3	12.2	4.1
Charters and Tours	2	6.3	3.2
Dining & Nightlife	3	14.2	4.7
Events & Festivals	1	5.1	5.1
Golf	1	4.6	4.6
Misc.	12	69.4	5.8
Visitor's Guide	3	13.2	4.4
Totals	38	192.1	5.1

Misc Services May 2010

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Publication	MONTH	YTD	% of Total
Meeting Planners			
Market Group Fulfillment	3	99	5%
FAM 2010	0	38	2%
Meeting Planner Kit Fulfillment	7	98	5%
Meeting Planner Non-Kit Fulfillment	1	4	0%
Other/Unknown	1	236	11%
Post Show Followup			
2010 Destination Showcase	0	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	0	53	3%
Meeting Planners	12	1,144	55%
Promotions			
Summer VIP 2009	0	2	0%
Summer VIP 2010	4	94	5%
Promotions	4	96	5%
SMERF Group Leaders	0	1	0%
Travel Agents			
JetBlue Airways 2010	0	1	0%
Luxury Travel Agents	0	125	6%
MLT 2009	0	55	3%
Other/Unknown	2	12	1%
Travel Agents	2	193	9%
Grand Total:	18	2,080	

Thank you

Questions?