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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	Contracte 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	Contracte 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	Contracte 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	Contracte Rooms
Debi DeBenedetto	14	1,070	56,750	3,555	0
Total:	14	1,070	56,750	3,555	0
Total.					
TURNED TENTATIVE					
	Total Count	Peak Rooms	Economic Impact	Requested Rooms	Contracte Rooms
TURNED TENTATIVE					
TURNED TENTATIVE Sale Rep	Count	Rooms	Impact	Rooms	

Printed: 5/10/2010

Naples, Marco Island, Everglades CVB Task Report

Created - Between 3/4/2010 - 5/10/2010

Task Assi	gned 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
	Attended Planning Connection in Gaine and post followup	esville, sponsored reception an	d trade show with 2	? partners NBF	l and Hilton Naples -	120 planners - sent pre
3/5/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/5/2010	3/4/2010	Debi DeBenedetto
	CVB Advisory Roundtable 9-11					
3/5/2010	Debi's Activity Tracking Account	General - TDC Report	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
	TDC report 2 hours					
3/5/2010	Debi's Activity Tracking Account	sent rfp to partner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
	FEb/MArch sent 4 sets of golf leads to h	notel partners from Play Florida	Golf shows			
3/5/2010	Debi's Activity Tracking Account	Site with client - Sales	Closed	3/5/2010	2/26/2010	Debi DeBenedetto
	Site with client for venue for FSAE welc	ome				
3/5/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/5/2010	2/25/2010	Debi DeBenedetto
	Met with planner Brenda Glass - got FL	a Livestock boooked NG and a	assist with future sit	e for Marco Isi	land and tour tickets f	or planner
3/5/2010	Debi's Activity Tracking Account	Refer advertising inquiry to Paradise	Closed	3/5/2010	2/24/2010	Debi DeBenedetto
	Meetings with Plan Your meeting Carol	and other conversations re: n	narketing - referred	to Paradise as	s well.	
3/5/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
	Secured honeymoon promotion for Brid	al ads and guide				
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	2/21/2010	Debi DeBenedetto
	Attended Boston Globe Travel Show Fe	eb. 18-21 - Great show				
3/5/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
	Several referrals for venues and restaur	rants discussions with planner	s and travel agents			
3/5/2010	Debi's Activity Tracking Account	Register Trade show	Closed	5/5/2010	5/10/2010	Debi DeBenedetto
	Register Florida Huddle and secure par	tners - follow up on partners				
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 Assig	ned User: Debi DeBenedetto				June 28, 2010 Detailed Staff	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	30olofs366d Date	Closed by User
	Proof copy for several items - golf, well	osite, newsletters etc - ongoing	monthly			
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
	Philly eblast invite and invitations mails	ing and RSVP				
3/8/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/8/2010	3/8/2010	Debi DeBenedetto
	Beth Chandler Marketing Events Planner					
	off: 800 554 6637 (x55805) cell: 404 395 7453 fax: 678 355 5809 beth_chandler@mohawkind.com themohawkgroup.com					
	1975 West Oak Circle Marietta, Georgia 30062					
3/8/2010	Hyland Software	Site with client - Sales	Closed	3/22/2010	3/23/2010	Debi DeBenedetto
	Erin Kupcak					
	Debi arranging site for this client March	h 22 & 23				
3/8/2010	Leon County Schools	Sales - Assisted Mtg Planner	Open	8/8/2010		
	Eva Turner					
	Saw at Planning connection coming in	Sept. Contact to set up site				
3/10/2010	Global Management Services, Incorporated	sent rfp to partner	Closed	3/23/2010	3/23/2010	Debi DeBenedetto
	sent out Rfp to hotels					
3/11/2010	Paxen Group	General - Followup Call	Closed	3/11/2010	3/11/2010	Debi DeBenedetto
	asked if booked					
3/11/2010	Site Search, Incorporated	General - Followup Call	Closed	3/20/2010	3/23/2010	Debi DeBenedetto
	find out if booked					
3/15/2010	University of Minnesota	General - Email	Closed	3/15/2010	4/9/2010	Debi DeBenedetto
	Heather Dorr					
	sent partners U of MN RFP for Feb 20	11				
3/15/2010	Viva Consult	General - Followup Call	Closed	3/15/2010	4/28/2010	Debi DeBenedetto
	Denise Ker	·				
	sent 2011 CEG Masters Program RFI	to specific partners requested				
3/17/2010	Debi's Activity Tracking Account	General - Email	Closed	3/17/2010	3/17/2010	Jennifer Leslie
	assisted Anna Kacprzak with LogosTo	ur (European) with bus/charter	information	She wanted genera	l info for "arouns to	the USA"
3/18/2010	Illinois Ready Mixed Concrete Association	sent rfp to partner	Closed	3/18/2010	-	Debi DeBenedetto
	Cherish Schwenn					
0/10/0010		Company Faller 0.11	Olean	4/40/0040	4/01/0010	Deki Deb
	Illinois Ready Mixed Concrete signed to multiple people 2004 - 2010 iDSS. All Rights Reserved.	General - Followup Call	Closed	4/18/2010	4/21/2010	Debi DeBenedetto Printed: 5/10/201 Page: 2 of 10

					June 28, 2010			
Task Assig		T . T	0	D D .	Detailed Staff Re	•		
Create Date	Account Name Contact Name	Task Type	Status	Due Date	40016536601 Date	Closed by User		
	Association							
	Cherish Schwenn							
	ask if booked requested							
3/19/2010	Ag Processiing Inc	Sales - Assisted Mtg Planner	Closed	3/30/2010	4/29/2010	Debi DeBenedetto		
	Ed Woll							
	Sent rfp 3/19 and will follow up							
3/19/2010	Conference Planning Resources	General - Followup Call	Closed	3/19/2010	3/19/2010	Debi DeBenedetto		
	Jeff Berger							
	ask if booked							
3/19/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/19/2010	3/19/2010	Debi DeBenedetto		
	Debi DeBenedetto							
	Attended Pharma show in Philly 3/14/3	3/18 and worked follow up sevel	ral hours - good eve	ent and show	50 leads			
3/19/2010	Paxen Group	General - Followup Call	Closed	3/19/2010	3/19/2010	Debi DeBenedetto		
	Frederic Triplett							
	asked if booked							
3/23/2010	Hyland Software	Site with client - Sales	Closed	3/23/2010	3/23/2010	Debi DeBenedetto		
	Erin Kupcak							
	Site with Erin and Angela NG, Ritz, NBH looks good 5 hours							
3/23/2010	Virginia Transportation Construction Alliance	sent rfp to partner	Closed	3/23/2010	3/23/2010	Debi DeBenedetto		
	Rick Eisenman							
	sent Rfp to hotels for VTCA							
3/23/2010	Virginia Transportation Construction Alliance	General - Followup Call	Closed	4/2/2010	5/10/2010	Debi DeBenedetto		
	Rick Eisenman							
	Call to see if he got bids							
3/23/2010	Virginia Transportation Construction Alliance	General - Followup Call	Closed	3/29/2010	3/31/2010	Debi DeBenedetto		
		and the same delication						
	Collect bids from hotels and mial to pla							
3/25/2010	Debi's Activity Tracking Account	General - Email	Closed	3/25/2010	3/25/2010	Jennifer Leslie		
	contacted meeting planner - Alexandra							
3/25/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/25/2010	3/25/2010	Jennifer Leslie		
	worked with Lonna - with Crane House	e for an auction donation from C	·VB					
3/29/2010	AARP The Magazine	sent rfp to partner	Closed	3/29/2010	3/29/2010	Debi DeBenedetto		
	AARP NAtional Sales meeting							
3/29/2010	AARP The Magazine	Sales - Assisted Mtg Planner	Closed	4/29/2010	5/10/2010	Debi DeBenedetto		
	Shari Horowitz							
	Call to follow up							
3/31/2010	Debi's Activity Tracking Account	General - Followup Call	Closed	3/31/2010	3/26/2010	Debi DeBenedetto		
	signed to multiple people					Printed: 5/10/2010		

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Task Assig	ned User: Debi DeBenedetto				June 28, 2010 Detailed Staff F	Reports IX	
Create Date	Account Name Contact Name Debi DeBenedetto	Task Type	Status	Due Date	50006s34601 Date	Closed by User	
	Completed follow up from Pharma sho	ow, sent email and added contac	cts to idss and	l list for newsletters			
3/31/2010	Debi's Activity Tracking Account	Site with client - Sales	Closed	3/31/2010	3/22/2010	Debi DeBenedetto	
	Debi DeBenedetto						
	Site with Erin Kupcak and Angela for I	Hyland Software 11-6					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	3/31/2010	3/23/2010	Debi DeBenedetto	
	8:30 one hour meeting with local DMC	to discuss working relationship	s and destina	tion promotion - bui	It contact list and for	llow up	
3/31/2010	Debi's Activity Tracking Account	General - Meeting	Closed	3/31/2010	3/23/2010	Debi DeBenedetto	
	Debi DeBenedetto						
	Meting with agency goover newsletter	s and proofs, VIP and Tourism v	week 1 hour				
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	3/31/2010	3/24/2010	Debi DeBenedetto	
	FSAE conference call on Auction and annual here at NG	sponsor - memo sent to partner	s for support a	as follow up - We w	ill be well represente	ed with FSAE for the July	
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	3/31/2010	3/25/2010	Debi DeBenedetto	
	Meeting with Collier Lodging Assn - W and BYMH	fill get free full page in EZ yellow	v pages per El	llen Papay for Dec i	ssue to educate loc	als on value of tourism	
3/31/2010	Debi's Activity Tracking Account	General - Meeting	Closed	3/31/2010	3/31/2010	Debi DeBenedetto	
	Debi DeBenedetto						
	10 am meeting with agency tourism w	eek theme					
3/31/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	3/31/2010	3/26/2010	Debi DeBenedetto	
	Debi DeBenedetto						
	Meeting with industry partners and Dia	ana Dresses exhibit					
3/31/2010	Debi's Activity Tracking Account	Site with client - Sales	Closed	3/31/2010	3/29/2010	Debi DeBenedetto	
	Debi DeBenedetto						
	Met clients for site at Marriott MArco Is			nra Consumer Bank	ruptcy Attorneys cor		
3/31/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/31/2010	3/30/2010	Debi DeBenedetto	
	Debi DeBenedetto Travel Zoo presentation breakfast Nap	alas Hilton Traval7aa aam far da	actiontion prov	matian			
3/31/2010		General - Meeting	Closed	3/31/2010	3/30/2010	Debi DeBenedetto	
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Cioseu	3/3/1/2010	3/30/2010	Debi Debenedello	
	11:15 staff meeting Tourism week						
3/31/2010	Debi's Activity Tracking Account	General - Meeting	Closed	3/31/2010	3/30/2010	Debi DeBenedetto	
	Alan Maltz Mission meeting						
3/31/2010	Debi's Activity Tracking Account	ldss updates	Closed	3/31/2010	3/31/2010	Debi DeBenedetto	
	, 3	•	-		-		
	office work, emails and updates to ids	s					
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	3/31/2010	3/9/2010	Debi DeBenedetto	
	Met with Ron Atlanta Record film for to	ourism week video and update h	nis info on our	website			
3/31/2010	Debi's Activity Tracking Account	Sales - Meeting / Show /	Closed	3/31/2010	3/31/2010	Debi DeBenedetto	
* Took is see	signed to multiple people	Conference				Printed: 5/10/2010	

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Task Assig	ned User: Debi DeBenedetto				June 28, 2010 Detailed Staff F	Panorts IV
Create Date	Account Name Contact Name	Task Type	Status	Due Date	6001653661 Date	Closed by User
	Registered Pow Wow - throughout mo hours	nth organized Pow Wow events	, communication	n and order booth	items, add partner,	select appointments 4
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
	Communication with Seminole Casino	and partners on job lead				
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	4/1/2010	4/9/2010	Debi DeBenedetto
	Set up Fam committee for 2010 fam fo	or April 1 - organize agenda				
3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Service Task	Closed	3/31/2010	3/24/2010	Debi DeBenedetto
	Review of 2011 Budget - give Jack # a	and begin budget process - Sale	s plan building			
3/31/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/31/2010	3/23/2010	Debi DeBenedetto
	Judges selection and communication is	for torusim week				
3/31/2010	Debi's Activity Tracking Account	Register Trade show	Closed	3/31/2010	3/25/2010	Debi DeBenedetto
	Debi DeBenedetto					
	Register for MLT, secure partner relate	ionship				
3/31/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	3/31/2010	4/9/2010	Debi DeBenedetto
	Debi DeBenedetto					
	Contact with Wendy at Jet BLue for VI possible join promotion. Send info for				ents. Worked out V	IP on Jet Blue site and
3/31/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	<u> </u>	3/31/2010	3/24/2010	Debi DeBenedetto
	Debi DeBenedetto					
	New golf guides came in and leads se Cleveland, Detroit	nt out to partners and new guide	es sent to all lea	ds list for 2010 sh	nows. Include Bosto	on, Philly, Chicago, DC,
3/31/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/31/2010	3/20/2010	Debi DeBenedetto
	Debi DeBenedetto					
	Boston show travel agent follow up co.	mpleted				
3/31/2010	Debi's Activity Tracking Account	General - Expense Reports	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
	Debi DeBenedetto					
	reimburse request done					
3/31/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	10/1/2010	4/9/2010	Debi DeBenedetto
	Debi DeBenedetto					
	ATTA Summit bid for 2011 closed. AT	TA staff retreat still open for De	c 2010 - finish p	planning and itiner	rary.	
3/31/2010	Personal Care Products Council	Sales - Send Sales Kit	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
	Sent memo to planner to assist with C	VB services for event booked. J	eanie/personal	care council		
4/9/2010	Debi's Activity Tracking Account	General - Meeting	Closed	4/9/2010	4/8/2010	Debi DeBenedetto
	Debi DeBenedetto					
41010000	Staff meeting for 4 hours			4	4/0/07-15	
	Debi's Activity Tracking Account signed to multiple people 2004 - 2010 iDSS. All Rights Reserved.	General - Worked on	Closed	4/9/2010	4/9/2010	Debi DeBenedetto Printed: 5/10/2010 Page: 5 of 10

Task Assig	Account Name	Task Type	Status	Due Date	June 28, 2010 Detailed Staff Re 7006\$660 Date	ports IX Closed by User	
Date	Contact Name	upcoming CVB event					
	Debi DeBenedetto	apocining of 2 ordina					
	Two days worked all day on tourism av Jennifer and Debi	ward nominations, spreadsheets	s, copies and getting	g nominations	s to judges. Many hour	s on this project by	
4/9/2010	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	5/3/2010	5/3/2010	Debi DeBenedetto	
	Working on FAM notes and minutes , t	imeline etc for Oct. MP FAM					
4/9/2010	University of Minnesota	General - Followup Call	Closed	4/9/2010	4/9/2010	Debi DeBenedetto	
	Emailed to follow up and talked to Hilto	N MI they did send Proposal.					
4/16/2010	Debi's Activity Tracking Account	General - Meeting	Closed	4/16/2010	4/16/2010	Jennifer Leslie	
	4/8/10 - went to Purchasing to have ne	w Blackberry phone configured					
4/16/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/16/2010	4/16/2010	Jennifer Leslie	
	3/17/10 - TSAE Power Luncheon in Ta	llahassee. Got pop up screen,	promo items, and c	collateral read	y for Dan Sullivan to ta	ke on behalf of CVB.	
4/16/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/16/2010	4/16/2010	Jennifer Leslie	
	3/24/10 - assisted planner with collater	al & destination info for her ince	entive program at th	e Ritz Carltor	n in April for 60 attende	es.	
4/16/2010	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	4/16/2010	4/16/2010	Jennifer Leslie	
	3/19/10 - Lufthansa travel agent comin	a for site in April Got a comp a	t Hilton and severa	l attractions	Referral from Frauke		
4/19/2010	Nestle Business Services	Sales - Assisted Mtg Planner	Closed	4/19/2010		Jennifer Leslie	
	Amy Viser						
	4/19 - received RFP from Nestle Busin	ess Services					
4/20/2010	Advance Food Products Joella Gamon	General - Followup Call	Closed	4/20/2010	4/21/2010	Debi DeBenedetto	
	follow up message sent for status upda	ate					
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 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.						
4/21/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/21/2010	4/21/2010	Debi DeBenedetto	
	Working on Trade show lists and Budg	uets 2011					
4/21/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	4/21/2010	4/21/2010	Debi DeBenedetto	
	Several leads out on Play Florida Golf	sent to hotels supportina aolf au	ıide				
4/21/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/21/2010	4/21/2010	Debi DeBenedetto	
	planning Destination showcase						

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Task Assig	ned User: Debi DeBenedetto				June 28, 2010 Detailed Staff F	Reports IX	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	800MoSalend 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	
	Planning Tallahassee show for June 3	shows in one trip					
4/21/2010	Debi's Activity Tracking Account	General - Email	Closed	4/21/2010	4/19/2010	Debi DeBenedetto	
	255 emails on return from vacation - d	'one					
4/22/2010	Western CPE	General - Followup Call	Closed	4/22/2010	4/22/2010	Debi DeBenedetto	
	Joy Christensen						
	requested status of group						
4/28/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Open	5/15/2010			
	Hi Debi,						
	We appreciate your offer to deliver 300 Supervisors of Elections Conference Manager.						
	THANK YOU!!						
	THE ULTIMATE VOTING MACHINE	.YOU!					
	Vicki Collins Public Relations Director P O Box 2545 Fort Myers FL 33902						
	Direct Number: 239.533.6335 Fax Number: 239.533.6310 vcollins@leeelections.com						
4/28/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/28/2010	5/10/2010	Debi DeBenedetto	
	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.						
4/28/2010	Debi's Activity Tracking Account	Event Service Task	Closed	4/28/2010	4/28/2010	Debi DeBenedetto	
	Working on 2011 sponsorships and fu Also organized tracking method for tra		r				
4/28/2010	Debi's Activity Tracking Account	ldss updates	Closed	4/28/2010	4/28/2010	Debi DeBenedetto	
	1.5 hour idss training						
4/28/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	4/28/2010	4/28/2010	Debi DeBenedetto	
	week of working on MP fam for Oct. It	tinerary and communication with	snonsor nartners	- set and nlann	ned next meetina		
4/28/2010	Debi's Activity Tracking Account	General - Meeting	Closed		4/22/2010	Debi DeBenedetto	
	9-12 staff and HBX meeting						
4/28/2010	<u> </u>	Event Sales Task	Closed	A/20/2010	4/22/2010	Debi DeBenedetto	
4/Z6/ZU IU	Debi's Activity Tracking Account		Closed	4/28/2010	4/22/2010	Deni Debenedetto	
* Task is ass	Cvent webinar training for rfps to their signed to multiple people	site 1 hour				Printed: 5/10/201	
	Sold 2010 :DCC All Distance December					1 mileu. J/10/2010	

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Task Assig	ned User: Debi DeBenedetto				June 28, 2010 Detailed Staff Re	enorts IX
Create Date	Account Name Contact Name	Task Type	Status	Due Date	9001653661 Date	Closed by User
4/28/2010	Debi's Activity Tracking Account	General - Meeting	Closed	4/28/2010	4/27/2010	Debi DeBenedetto
	Meeting with Aaron Lester new Naples owners.	International Pavillion Conven	tion center how t	to promote, work	together , network an	nd get the word out. Met
4/28/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/30/2010	5/3/2010	Debi DeBenedetto
	Send out VIP links to my 7 tour operato	ors who are accepting program				
4/28/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/28/2010	4/28/2010	Debi DeBenedetto
	created a list of optional activities durin so got partner cooperation to show the					
4/29/2010	Ag Processiing Inc	General - Email	Open	2/27/2011		
	Ask Marriott to give you room count an	d revenue on Ag Processing m	neeting group			
4/29/2010	Classic Meetings Incorporated	sent rfp to partner	Closed	4/29/2010	4/29/2010	Debi DeBenedetto
	sent rfp to hotels					
4/29/2010	Classic Meetings Incorporated	Sales - Assisted Mtg Planner	Closed	4/29/2010	4/29/2010	Debi DeBenedetto
	Sent mp kit and contact with repeat pla	nner for rfp				
4/29/2010	Classic Meetings Incorporated	General - Followup Call	Open	5/29/2010		
	call planner to see if booked					
4/30/2010	Debi's Activity Tracking Account	General - Continuing Education	Closed	4/30/2010	4/30/2010	Jennifer Leslie
	participated in Cvent CVB managemen	t training				
4/30/2010	National Propane Gas Association	-	Closed	4/30/2010	4/30/2010	Debi DeBenedetto
	sent rfp Nat propane gas Assn 2012 W	Inter Board				
4/30/2010	National Propane Gas Association	General - Followup Call	Open	5/30/2010		
	follow up status					
4/30/2010	Social Media Tourism Symposium Larisa Draves	sent rfp to partner	Open	5/30/2010		
	Sent proposal to Social Media Tourism	Symposium to host 2010 SoM	le Tourism Symp	osium in Novem	ber	
5/3/2010	National Trailer Dealers Association Gwen Brown	sent rfp to partner	Closed	5/3/2010	5/3/2010	Debi DeBenedetto
	sent rfp National Trailer Dealers conve	ntion				
5/3/2010	National Trailer Dealers Association	General - Followup Call	Open	6/3/2010		

^{*} Task is assigned to multiple people

call for status

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Task Assig	ned User: Debi DeBenedetto				June 28, 2010 Detailed Staff Re	ports IX
Create Date	Account Name Contact Name	Task Type	Status	Due Date	10losedoDate	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
	sent Rfp 38 room nights for Feb 2012 t	rom follow up call to planner				
5/10/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/21/2010	5/10/2010	Debi DeBenedetto
	REgister for Huddle					
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	5/10/2010	5/10/2010	Debi DeBenedetto
	Posted MP Fam Save the date on Plax	ro, LinkedIn and Facebook				
5/10/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Open	5/11/2010		
	Debi DeBenedetto	off rate at Markatina plan brains	tarmina waitina a	mfirm		
	Sent Rfp to Marriott for booking our sta				F/10/2010	Daki DaDara dawa
5/10/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/10/2010	5/10/2010	Debi DeBenedetto
	All Pow Wow is final, sent emails, Rsvp Frauke and shirts etc. Ready set go.	o events, appts. changes etc do	ne. Travel arrange	ements done, p	packed and ready with	bags for Oonagh and
5/10/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Open	6/10/2010		
	Debi DeBenedetto					
	SEt up partners for Boston sales BLitz	for Sept. on partner request. A	dd to budget			
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/3/2010	5/3/2010	Debi DeBenedetto
	Meeting planner Fam meeting Naples	Grande 1.5				
5/10/2010	Debi's Activity Tracking Account	General - Meeting	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
	Agency meeting pp map, newsletter, g	olf Frontier, facebook jet blue ar	nd prizes -			
5/10/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
	solicited and found partner for VF big S	SE FI Radio promotion. NG will	do			
5/10/2010	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
	Finalized itinerary for Frauke visit and g	got to all parites. Great itinerary	<i>!</i>			
5/10/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
	Debi DeBenedetto					
	Attended Double Tree Awards to suppl	ort partner 1.5				
5/10/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
	Webinar with CVENT					
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
	Attended Naples Beach Hotel event sh	ow pool 5-7				
	Debi's Activity Tracking Account signed to multiple people 2004 - 2010 iDSS. All Rights Reserved.	Sales - Assisted Mtg	Closed	5/10/2010	5/3/2010	Debi DeBenedetto Printed: 5/10/2010 Page: 9 of 10

	ned User: Debi DeBenedetto				June 28, 2010	onorto IV
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Detailed Staff Round 10100160060000000000000000000000000000	Closed by User
	Debi DeBenedetto	Planner				
	Assisted RAchelle Klippe Iowa HB plai	nner for vacation and site inform	nation - sent her inf	fo anf VIP		
5/10/2010	Debi's Activity Tracking Account	General - Followup Call	Open	5/20/2010		
	Talked with RSW Carol to set up assis	t with Frontier newsletter e blas	t - she will send			
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/10/2010	5/6/2010	Debi DeBenedetto
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/10/2010	5/7/2010	Debi DeBenedetto
5/10/2010	Visions meeting Alan Maltz project cre Debi's Activity Tracking Account	Sales - Assisted Mtg	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
	Debi DeBenedetto Assisted planner with senior group Ma	Planner rk Rose June 8-15 called and s	ent info for group			
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto Arrangements made for Fam marketing	Fam Itinerary - Planning	Closed	5/10/2010	5/4/2010	Debi DeBenedetto
5/10/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Service Task	Closed	5/10/2010	5/7/2010	Debi DeBenedetto
	Collected data for Expedia Reservation	ns for TDC report and excel spr	eadsheet of facts 1	1.5		
5/10/2010	Debi's Activity Tracking Account	Sales - Prospecting	Open	5/21/2010		
	Worked on proposal for sponsorship o area if NG gets group - great for future	f CESSE to come to Naples Fol		Association for	Association Exec CE	O of 60 will be coming to
5/10/2010	National Council of Juvenile and Family Court Judges Deanna Lyons	f CESSE to come to Naples For business and showcasing of de sent rfp to partner		5/10/2010		TO of 60 will be coming to Debi DeBenedetto
5/10/2010	area if NG gets group - great for future National Council of Juvenile and Family Court Judges	f CESSE to come to Naples For business and showcasing of de sent rfp to partner	estination. 2 hours			
5/10/2010	area if NG gets group - great for future National Council of Juvenile and Family Court Judges Deanna Lyons sent 2011 Mid Winter Meeting NCJFC National Council of Juvenile and Family Court Judges Deanna Lyons	f CESSE to come to Naples For business and showcasing of do sent rfp to partner	estination. 2 hours Closed	5/10/2010	5/10/2010	
	area if NG gets group - great for future National Council of Juvenile and Family Court Judges Deanna Lyons sent 2011 Mid Winter Meeting NCJFC National Council of Juvenile and Family Court Judges Deanna Lyons call to see status National Council of Juvenile and Family Court Judges Deanna Lyons Deanna Lyons Deanna Lyons	f CESSE to come to Naples For business and showcasing of description sent rfp to partner It rfp to partners 5/10 General - Followup Call	Closed Open	5/10/2010	5/10/2010	Debi DeBenedetto

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Naples, Marco Island, Everglades CVB Call Summary by Toll Free Number

Toll Free Number	# of Calls	<u>Minutes</u>
800-2ESCAPE	95	275.32
PR-Editorial	65	212.28
Expedia Reservations	14	72.55
International	9	22.08
Storm Information	0	0.00
Meeting Planner	0	0.00
Sports Council of Collier County	5	8.62
Naples #1	9	4.50
Naples #2	1	0.17
Grand Total:	198	595.52

Naples, Marco Island, Everglades CVB Call Summary by Purpose

<u>Purpose</u>	Calls/Request	<u>Minutes</u>	Reservations
Expedia Reservations	4	37.98	1
Live Information	67	227.22	-
Special Fulfillment	18	30.50	-
Sports Council of Collier County Information	2	6.78	-
Visitors Guide	3,778	354.67	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	2	2.95	-
Hang up	16	6.70	-
Wrong Number	21	8.15	-
Meeting Planner	0	0.00	-
Update Accommodations Info	0	0.00	-
Grand Total:	3,908	674.95	1

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

. . .

		Current Year			Last Year	
Source	<u>Month</u>	YTD	% YTD	<u>Month</u>	YTD	% YTD
Leisure Markets	1,006	9,416	26.71%	5,368	14,522	51.29%
Fall In-State Campaign	1	5	0.01%	0	0	0.00%
Winter Northern Campaign	0	74	0.21%	0	0	0.00%
Spring/Summer In-State Campaign	404	450	1.28%	0	2	0.01%
Niche Markets	2,345	17,195	48.77%	979	11,316	39.96%
International Markets	2	7,900	22.41%	365	2,247	7.94%
Miscellaneous	20	218	0.62%	16	229	0.81%
Grand Total:	3,778	35,258		6,728	28,316	

^{*} YTD = Fiscal Year to Date

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

Media .	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	1	22	0%
Arthur Frommer's Budget Travel June 2010	0	1	0%
Coastal Living June 2009	0	30	0%
Coastal Living May 2010	0	1	0%
Conde Nast Traveler May 2010	394	460	5%
Cooking Light September 2009	2	239	3%
Midwest Living January/February 2010	1	647	7%
Midwest Living March/April 2009	0	2	0%
Other/Unknown	4	11	0%
Southern Living Travel Florida February 2009	0	52	1%
Southern Living Travel Florida March 2010	109	1,541	16%
Southern Living Travel June 2008	0	2	0%
Women's World Magazine Story January 26 2009	0	2	0%
Consumer Magazines	511	3,010	

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

Media Consumer Directories	<u>Month</u>	YTD	<u>% YTD</u>
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	13	1,034	11%
2009 Official Florida Vacation Guide - Specific Target	7	275	3%
2009 Official Florida Vacation Guide - Telephone Call	0	6	0%
2009 Visit Florida SIP - Beach Getaway	0	8	0%
2010 Visit Florida Magazine	2	6	0%
2010 Visit Florida Magazine - Quick Check	27	27	0%
2010 Visit Florida Magazine - Specific Target	15	15	0%
Florida Getaways Floridians 2-2008 - Quick Check	0	3	0%
Consumer Directories	64	1,379	
Consumer E-Marketing			
DestinationBrochures.com	11	49	1%
Other/Unknown	2	156	2%
ParadiseCoast.com	285	2,948	31%
Miles Media Imports	275	2,841	
Phone	6	60	
info@paradisecoast.com	1	24	
Interactive Text Chat	3	23	
ParadiseCoast.de	0	6	0%
Visit USA - UK	3	13	0%
VisitFlorida.com	0	5	0%
Consumer E-Marketing	301	3,177	

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

Media Consumer Newspaper	<u>Month</u>	YTD	<u>% YTD</u>
America's Best Vacations Festivals & Events October 2009	0	500	5%
America's Best Vacations In-State Insert October 2009	0	1,214	13%
Other/Unknown	10	13	0%
Spring In-State Insert Collinson April 18 2010	120	121	1%
Visit Florida In-State Insert Spring 2009	0	2	0%
Consumer Newspaper	130	1,850	
Grand Total:	1,006	9,416	

^{*} YTD = Fiscal Year to Date

Visitor Guide Request Summary by Fall In-State Campaign

<u>Media</u>	<u>Month</u>	YTD	% YTD
Miami/Ft. Lauderdale & West Palm Beach			
Florida PBS (Miami/Ft. Ldale & WPB) Fall 2009	1	3	60%
Miami/Ft. Lauderdale Television Campaign Fall 2009	0	1	20%
PalmBeachPost.com (Miami/Ft. Ldale & WPB) Fall 2009	0	1	20%
Miami/Ft. Lauderdale & West Palm Beach	1	5	•
Grand Total:	1	5	_

^{*} YTD = Fiscal Year to Date

Visitor Guide Request Summary by Winter Northern Campaign

<u>Media</u>	<u>Month</u>	YTD	% YTD
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			
Philadephia Television Campaign Winter 2010	0	8	11%
Philadelphia	0	8	
Grand Total:	0	74	

^{*} YTD = Fiscal Year to Date

Visitor Guide Request Summary by Spring/Summer In-State Campaign

<u>Media</u>	<u>Month</u>	<u>YTD</u>	% YTD
All Florida Markets			
Florida Cable Partnership (Florida) Spring/Summer 2010	1	4	1%
Florida PBS (Florida) Spring/Summer 2010	3	8	2%
All Florida Markets	4	12	
Fort Myers/Naples			
Fort Myers/Naples Television Campaign Spring/Summer 2010	1	1	0%
Fort Myers/Naples	1	1	
Miami/Ft. Lauderdale & West Palm Beach			
Miami/Ft. Lauderdale Television Campaign Spring/Summer 2010	4	9	2%
West Palm Beach Television Campaign Spring/Summer 2010	0	3	1%
Miami/Ft. Lauderdale & West Palm Beach	4	12	
Online Geo-Targeted In-State			
Visit Florida Backyard Getaways Co-op CEO May 2010	374	374	83%
Online Geo-Targeted In-State	374	374	
Orlando			
Orlando Television Campaign Spring/Summer 2010	1	3	1%
Orlando	1	3	
Other/Unknown TV Campaign			
Other/Unknown	14	35	8%
Other/Unknown TV Campaign	14	35	
Tampa/St. Petersburg			
Tampa/St. Petersburg Television Campaign Spring/Summer 2010	6	13	3%
Tampa/St. Petersburg	6	13	
Grand Total:	404	450	

^{*} YTD = Fiscal Year to Date

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

Media Niche Markets (Bridal/Honeymoon)	<u>Month</u>	YTD	<u>% YTD</u>
Bridal Guide January/February 2008	1	85	0%
Bridal Guide January/February 2009	0	2	0%
Bridal Guide January/February 2010	83	2,345	14%
Bridal Guide May/June 2009	7	41	0%
Bridal Guide May/June 2010	237	542	3%
Brides Florida March - September 2009	3	702	4%
Destination Weddings & Honeymoons October - December 2009	0	41	0%
Niche Markets (Bridal/Honeymoon)	331	3,758	
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	9	435	3%
Audubon (Natural Wonders of Florida) March/April 2010	223	479	3%
National Geographic Traveler January/February 2010	1	1,218	7%
Undiscovered Florida VF Insert (NGT) May - September 2010	1,031	1,046	6%
Niche Markets (ECO)	1,264	3,180	
Niche Markets (Golf)			
Play Florida Golf 2009	0	395	2%
Play Florida Golf 2010	350	4,591	27%
Niche Markets (Golf)	350	4,986	
Niche Markets (Senior)			
AAA Going Places South May/June 2009	0	633	4%
AAA Going Places South May/June 2010	126	158	1%
AARP - Southeast Region March/April 2010	274	4,478	26%
Niche Markets (Senior)	400	5,269	

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

<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
0	2	0%
0	2	
2 345	17 195	
	0	0 2 0 2

^{*} YTD = Fiscal Year to Date

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

Media	<u>Month</u>	YTD	<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		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	0	18	0%
Germany	0	89	
International Markets - Additional Market Pentration			
USA Travel Guide January - September 2010	2	2	0%
International Markets - Additional Market Pentration	2	2	
Crowd Totals	•	7.000	
Grand Total:	<u> </u>	7,900	

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Miscellaneous

<u>Media</u>	<u>Month</u>	YTD	<u>% YTD</u>
Friend/Relative	7	47	22%
Naples, Marco Island, Everglades CVB	0	18	8%
Other/Unknown	10	122	56%
Travel Agent	3	31	14%
Grand Total:	20	218	

^{*} YTD = Fiscal Year to Date

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

For the month of May 2010

Current Year Last Year YTD YTD State Month % YTD **Month** % YTD Florida 626 4,987 19.75% 2,587 7,076 27.59% New York 334 1,993 7.89% 303 1,359 5.30% Illinois 4.97% 162 1,502 5.95% 220 1,274 Pennsylvania 143 1,393 5.52% 229 1,174 4.58% Michigan 91 1,388 5.50% 187 943 3.68% 4.11% Ohio 144 1,374 5.44% 204 1,053 New Jersey 125 1,021 4.04% 175 724 2.82% California 208 901 3.57% 168 727 2.83% 3.13% Texas 152 790 97 847 3.30% Indiana 82 665 2.63% 147 690 2.69% 665 76 1.90% Minnesota 244 2.63% 486 Wisconsin 85 640 2.54% 110 661 2.58% Massachusetts 100 620 108 1.92% 2.46% 493 Georgia 89 576 2.28% 194 752 2.93% Missouri 70 528 2.09% 129 611 2.38% 75 506 2.00% 137 528 2.06% Virginia North Carolina 80 493 1.95% 134 2.41% 619 Tennessee 67 457 1.81% 128 495 1.93% Maryland 61 401 1.59% 97 454 1.77% 79 Kentucky 61 355 1.41% 418 1.63% South Carolina 28 284 1.12% 81 329 1.28% 1.42% Alabama 31 281 1.11% 84 363 27 249 1.09% Iowa 0.99% 54 279 Colorado 49 242 0.96% 39 208 0.81% Connecticut 42 242 0.96% 68 298 1.16% Louisiana 35 224 0.89% 78 283 1.10% Washington 51 220 0.87% 25 207 0.81% 44 187 0.74% 25 0.73% Arizona 186 Kansas 25 183 0.72% 26 158 0.62% Oklahoma 24 171 0.68% 17 168 0.66%

Phase V of Southwest Florida, Inc.
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Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by State

		Current Year			<u>Last Year</u>	
<u>State</u>	<u>Month</u>	YTD	<u>% YTD</u>	<u>Month</u>	YTD	% YTD
Arkansas	27	166	0.66%	32	183	0.71%
West Virginia	19	146	0.58%	32	169	0.66%
Mississippi	22	140	0.55%	43	187	0.73%
Nebraska	18	127	0.50%	12	122	0.48%
Oregon	33	127	0.50%	11	95	0.37%
New Hampshire	12	124	0.49%	28	124	0.48%
Maine	12	119	0.47%	14	114	0.44%
Delaware	16	104	0.41%	15	89	0.35%
Nevada	21	93	0.37%	20	95	0.37%
New Mexico	15	76	0.30%	10	64	0.25%
Vermont	13	68	0.27%	6	47	0.18%
Rhode Island	15	66	0.26%	18	77	0.30%
Puerto Rico	12	53	0.21%	20	106	0.41%
Utah	12	50	0.20%	9	45	0.18%
Idaho	16	48	0.19%	6	52	0.20%
Montana	8	35	0.14%	4	40	0.16%
South Dakota	5	34	0.13%	8	34	0.13%
North Dakota	4	32	0.13%	3	36	0.14%
Hawaii	5	28	0.11%	5	29	0.11%
Wyoming	9	27	0.11%	3	26	0.10%
District of Columbia	2	21	0.08%	3	16	0.06%
Alaska	2	16	0.06%	0	22	0.09%
Virgin Island	0	5	0.02%	0	4	0.02%
Armed Forces	1	2	0.01%	4	5	0.02%
Guam	0	1	0.00%	0	0	0.00%
Grand Total:	3,654	25,246		6,312	25,644	

^{*} YTD = Fiscal Year to Date

Visitor Guide Request Summary by Country

<u>Country</u> USA	<u>Month</u> 3,654	Current Year YTD 25,246	<u>% YTD</u> 71.60%	<u>Month</u> 6,312	<u>Last Year</u> <u>YTD</u> 25,644	<u>% YTD</u> 90.56%
United Kingdom	12	4,481	12.71%	350	2,168	7.66%
No Address Given	22	3,890	11.03%	0	0	0.00%
Canada	30	899	2.55%	10	204	0.72%
Brazil	24	327	0.93%	1	12	0.04%
Germany	0	95	0.27%	23	118	0.42%
Netherlands	2	50	0.14%	1	10	0.04%
India	1	20	0.06%	2	8	0.03%
Portugal	0	20	0.06%	0	1	0.00%
Bangladesh	12	18	0.05%	0	4	0.01%
France	2	18	0.05%	6	23	0.08%
Australia	0	14	0.04%	1	2	0.01%
Denmark	1	14	0.04%	1	1	0.00%
Belgium	3	12	0.03%	2	7	0.02%
Ukraine	0	11	0.03%	1	3	0.01%
Argentina	2	10	0.03%	3	6	0.02%
Russia	1	10	0.03%	0	4	0.01%
Ireland	1	9	0.03%	1	5	0.02%
Lithuania	0	9	0.03%	0	1	0.00%
Spain	0	9	0.03%	0	7	0.02%
Austria	0	8	0.02%	1	3	0.01%
Italy	2	8	0.02%	1	7	0.02%
Iran	4	7	0.02%	4	6	0.02%
Switzerland	0	7	0.02%	2	12	0.04%
Greece	0	5	0.01%	0	0	0.00%
Mexico	1	4	0.01%	2	6	0.02%
Sweden	0	4	0.01%	0	2	0.01%
Finland	0	3	0.01%	0	3	0.01%
Israel	1	3	0.01%	0	0	0.00%
Norway	0	3	0.01%	0	2	0.01%
Andorra	0	2	0.01%	0	0	0.00%

Visitor Guide Request Summary by Country

Country Czech Republic	Month 0	Current Year YTD 2	<u>% YTD</u> 0.01%		<u>/TD</u> 00%
Egypt	0	2	0.01%	0 0 0.0	00%
Guernsey	0	2	0.01%	0 0 0.0	00%
Hungary	0	2	0.01%	1 2 0.0	1%
Luxembourg	0	2	0.01%	0 0 0.0	00%
New Zealand	0	2	0.01%	0 0 0.0	00%
Qatar	0	2	0.01%	0 0 0.0	00%
Serbia	0	2	0.01%	1 2 0.0	1%
South Africa	0	2	0.01%	0 1 0.0	00%
Sri Lanka	0	2	0.01%	0 0 0.0	00%
Uruguay	0	2	0.01%	0 0 0.0	00%
Belarus	0	1	0.00%	0 0 0.0	00%
Bermuda	0	1	0.00%	0 1 0.0	00%
Bosnia And Herzegovina	0	1	0.00%	0 0 0.0	00%
Bulgaria	0	1	0.00%	0 1 0.0	00%
Croatia	0	1	0.00%	0 0 0.0	00%
Cuba	0	1	0.00%	0 0 0.0	00%
Estonia	0	1	0.00%	0 0 0.0	00%
Finlad	0	1	0.00%	0 0 0.0	00%
Isle Of Man	0	1	0.00%	0 0 0.0	00%
Jamaica	0	1	0.00%	0 0 0.0	00%
Japan	0	1	0.00%	0 0 0.0	00%
Kazakstan	0	1	0.00%	0 1 0.0	00%
Latvia	1	1	0.00%	0 0 0.0	00%
Morocco	0	1	0.00%	0 0 0.0	00%
Pakistan	0	1	0.00%	1 2 0.0	1%
Philippines	1	1	0.00%	0 3 0.0	1%
Potugal	1	1	0.00%	0 0 0.0	00%
Saudi Arabia	0	1	0.00%	0 2 0.0	1%
Turkey	0	1	0.00%	0 0 0.0	00%
Venezuela	0	1	0.00%	0 1 0.0	00%

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

		Current Year			Last Year	
Country	<u>Month</u>	<u>YTD</u>	% YTD	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Africa	0	0	0.00%	0	1	0.00%
Chile	0	0	0.00%	0	3	0.01%
China	0	0	0.00%	0	1	0.00%
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	0.01%
Iraq	0	0	0.00%	0	2	0.01%
Macedonia	0	0	0.00%	0	1	0.00%
Malaysia	0	0	0.00%	0	1	0.00%
Nigeria	0	0	0.00%	0	1	0.00%
Poland	0	0	0.00%	1	9	0.03%
Scotland	0	0	0.00%	0	2	0.01%
Thailand	0	0	0.00%	0	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:	3,778	35,258		6,728	28,316	

^{*} YTD = Fiscal Year to Date

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

<u>Media</u> Consumer Shows	<u>Month</u>	YTD	<u>% YTD</u>
Post Show Follow Up			
NY Times Travel Show March 2010	0	620	30%
Consumer Shows	0	620	30%
Mailings to Partners	0	1	0%
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%

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

<u>Media</u>	<u>M</u>	<u>onth</u>	YTD	<u>% YTD</u>
Tour Operators				
Huddle 2010		0	21	1%
Other/Unknown		0	4	0%
Tour Operators		0	25	1%
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	

^{*} YTD = Fiscal Year to Date

		000	tober	No	ember	Do	cember	lo lo	nuoru	May 2010	hruory		March		April		May		luno	1	luke	Detailed S	taff Re	parts I)	Total
Publication		2008	2009	2008	2009	2008	2009	2009	nuary 2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	July 2010	2009 of 2000	2009	2010	2008/2009 2009/2010
Visitors Guide												2000		12000	20.0		20.0		20.0			2392 of 3989		20.0	2000/2000
Leisure Markets																									
Consumer Magazines																									
AAA Florida TourBook 2009 Edition	Leisure Markets	C) (8	0	3	0	0 1	3	8 1	10	1	3	1 8	8 ()	4	1	5 (0	7	0 8	0	3 0	61 22
Arthur Frommer's Budget Travel February 2009	Leisure Markets) (0	0	0	0	0	3	0 35	54	0 16	60	0 60	6 () 2	24	0	5 0	0	0	0 0	0	0 0	612 0
Arthur Frommer's Budget Travel June 2008	Leisure Markets	0) (0	0	0	0	0	1	0	0	0	0	0 (0 (0	0	0	0 0	0	0	0 0	0	0 0	1 0
Arthur Frommer's Budget Travel June 2009	Leisure Markets) (0	0	0	0	0	0	0	0	0	0	0 0	0 ()	2	0 38	88 0	0 16	7	0 74	0 1	6 0	647 0
Arthur Frommer's Budget Travel June 2010	Leisure Markets) (4	0	0	0	0	0	0	0	0	0	0 0	0 '	1	0	0 47	0 0	0 25	0	0 0	0	0 0	0 1
Coastal Living June 2009 Coastal Living May 2010	Leisure Markets Leisure Markets) 24	0	0	0	0	0	0	0	0	0	0	1 /	0 (2	0	0 17	0 0	0 25	0	0 99		7 0 0 0	565 30
Conde Nast Traveler January 2009	Leisure Markets			0	n	0	0	0 52	5	0 14	45	0 10	05	0 3	1 (1	0	0 33	3 0	0 14	3	0 58		7 0	1,366 0
Conde Nast Traveler May 2010	Leisure Markets			0	n	0	0	0 02	0	0 13	0	0 10	0	0 0	0 66	ŝ	0 39	94	0 0	0 14	0	0 0		0 0	0 460
Cooking Light September 2009	Leisure Markets		164	4	0 2	7	0 1	8	0 1	1	0	6	0	4 (0 7	7	0	2	0 0	0	0	0 0	-	0 0	0 239
Ladies Home Journal April 2008	Leisure Markets	0) (0	1	0	0	0	0	0	0	0	0	0 (0 ()	0	0	0 0	0	0	0 0	0	0 0	1 0
Midwest Living January/February 2010	Leisure Markets	0) (0	0	0	0	0	0 24	5	0 2	212	0 15	6 (0 33	3	0	1	0 0	0	0	0 0	0	0 0	0 647
Midwest Living March/April 2008	Leisure Markets	C) (0	1	0	0	0	0	0	0	0	0	0 (0 ()	0	0	0 0	0	0	0 0	0	0 0	1 0
Midwest Living March/April 2009	Leisure Markets	C) .	1	0	0	0	0	0	1	0	0 50	03	0 34	1 (13	34	0 4	13 (0	0	0 1	0	0 0	1,022 2
Other/Unknown	Leisure Markets	C) (0	0	_	0		0	0	0	0	0	2 (0 5	5	-	4	0 0	0	0	0		0 0	0 11
Southern Living Travel Florida February 2009	Leisure Markets) 1	1	0 1		0		4	2 88	32	13 35	51	6 129			-	0 2	23 (0 4	1	0 17	0 2	1 0	1,563 52
Southern Living Travel Florida March 2010	Leisure Markets	C) (0	0	<u> </u>	0	0	0	0	0	9	0 1,05	4 (0 369	9	0 10	09	0 0	0	0	0 0	0	0 0	0 1,541
Southern Living Travel July 2008	Leisure Markets	0) (0	1	0	1	0	1	0	0	0	0	0 (0 ()	0	0	0 0	0	0	0 0	0	0 0	3 0
Southern Living Travel June 2008	Leisure Markets	30) (0 1	6		3		4	0 1	15	1	9	0 (6 (11	0 00	3 (0 40	2	0 0	•	0 0	119 2
VF Insert (National Geographic Traveler) April/May 2009	Leisure Markets	1 2	1 .	1	0	1	0	0 2	0	0	Q Q	0	3	0 19	9 (94	1	0 30	1 (0 18	0	0 90	0 3	2 0	1,571 0
Women's World Magazine Story January 26 2009 Sub Total for Consumer Magazines	Leisure Markets	1 30	200	4	9 5	in 4	4			7 1,41	14 1	242 1,13	34 1,22	4 60	1 404	1 1 10	13 5	11 1 20	12 6	0 79	6	0 347	0 13	6 0	34 2 7 566 3 010
Sub Total for Consumer Magazines Consumer Directories		30	209	9 1	5 5	1	4 2	.01 00	2 26	1,41	17 2	242 1,13	1,22	4 60	1 481	1,19	5	1,28	12	/9		0 347	0 13	<u> </u>	7,566 3,010
2007 Official Florida Vacation Guide	Leisure Markets	-) (n	1	0	0	0	0	0	0	0	0	0 '	0 (1	0	0	0 0	n	0	0 0	0	0 0	1 0
2008 Great Florida Getaways	Leisure Markets			n	1	-	0	0	0	0	0	0	0	0 1		1	0	0	0 0	n	0	0 0	0	0 0	1 0
2008 Official Florida Vacation Guide	Leisure Markets	24	1 (0 1:	2	~	9	0	0	0	0	0	0	o i	0 (o	0	0	0 0	0	0	0 0	0	0 0	85 0
2009 Great Florida Getaways	Leisure Markets	-) (0	0	0	0	0	1	0	0	0	1	1	1 ()	0	0	0 0	0	0	0 0	0	0 0	3 1
2009 Naples, Marco Island & the Everglades Visitors Guide	Leisure Markets	C) 2	2	0	0	0	0	0	1	0	0	0	1 (0 (0	0	0	0 0	0	1	0 0	0	0 0	1 4
2009 Official Florida Vacation Guide - Quick Check	Leisure Markets	C	169	9	0 13	15	0 14	2	0 20	3	0 2	200	0 10	12 (0 70	19	93	13 39	90 0	0 44	5	0 292	0 30	0 0	1,620 1,034
2009 Official Florida Vacation Guide - Specific Target	Leisure Markets		57		0 3		0 5	4 6	1 7	7 5		26 12	20 1	7 16	1 4	4 10)4	7 15		0 13	5	0 81		0 0	951 275
2009 Official Florida Vacation Guide - Telephone Call	Leisure Markets	C) (0	0	0	0	3	7	1	1	1	5	1 ;	3 ()	5	0	2 (0	0	0 0	0	1 0	24 6
2009 Visit Florida SIP - Beach Getaway	Leisure Markets	C) 2	2	0	0	0	1	0	2	1	1	0	2 (0 (0	0	0	2 (0	1	0 1	0	0 0	5 8
2010 Visit Florida Magazine	Leisure Markets	9) (0	0	0	0	0	0	0	0	0	0	1 (0 3	3	0	2	0 0	0	0	0 0	0	0 0	0 6
2010 Visit Florida Magazine - Quick Check	Leisure Markets) (0	0	0	0	0	0	0	0	0	0	0 0	0 ()		27	0 0	0	0	0 0	0	0 0	0 27
2010 Visit Florida Magazine - Specific Target	Leisure Markets) (0	0	0	0	0	0	0	0	0	0	0 (0 (2	0	15	0 0	0	0	0 0	0	0 0	0 15
Florida Getaways Beaches 2 - Quick Check	Leisure Markets Leisure Markets			2	0	1	0	0	0	0	0	0	0		0 (2	2	0	3 (n .	2	0 0	0	1 0	11 3
Florida Getaways Floridians 2-2008 - Quick Check Visit FL SIP - Beaches	Leisure Markets) (0	1	0	1	0	0	0	0	0	0	0 7		1	0	0	0 0	n	0	0 0	0	0 0	2 0
Sub Total for Consumer Directories	Ecidic Markets	24	232	2 1	5 16	9 5	0 20	0 6	9 28	4 5	57 2	228 12	26 12	5 16	5 77	7 30	15 6	64 55	1 0	0 58	4	0 377	0 38	4 0	2,707 1,379
Consumer E-Marketing								-		' '	-											0		-	2,701 1,010
DestinationBrochures.com	Leisure Markets	12	2 4	4 1	0	3 1	2	5 1	9 1	0 2	26	6 1	13	8 13	3 2	2	7 .	11	8 0	0 1	5	0 9	0	6 0	146 49
MidwestLiving.com	Leisure Markets	2	2 (0	1	0	0	0	0	0	0	0	0	0 (0 ()	0	0	0 0	0	0	0 0	0	0 0	3 0
Other/Unknown	Leisure Markets	11		4	7	•	8 1	0 1			0	76	<u> </u>	6 10	-		14	2 1	6 0	0	5	0 6		4 0	92 156
ParadiseCoast.com	Leisure Markets	173	3 190							6 23	35 5	64 23	32 44	8 15	3 338	3 15		35 12	23 (0 69		0 240	0 21		2,805 2,948
ParadiseCoast.de	Leisure Markets	1		1	0	0	0	1	0	1	0	0	0	0 (0 3	3	0	0	0 0	0	0	0 4	0	0 0	5 6
Visit Florida Downtowns & Small Towns Direct	Leisure Markets) (0	0	0	0	0	0	0	0	0	0	0 (0 ()	0	0 19	94 (0 3		0 0	0	0 0	228 0
Visit Florida Downtowns & Small Towns Online	Leisure Markets) (0	0	-	0	-	0	0	0	0	0	0 (0 ()	0	0	0 0	2,93	9	0 2,956		0 0	5,895 0
Visit USA - UK	Leisure Markets	1	- (0	4	1	0	0	4	4	1	2	0	3 (0 ()	1	3	0 0	0	3	0 0	0	0 0	10 13
VisitFlorida.com	Leisure Markets	205	100	9 16	6 19	4 40	2 20	0 22	2 64	2 20	4	649 24	48 47	5 17	7 24	7 17	4 20	01 34	0 0	0 2.00	1	0 0	0 22	7 0	26 5
Sub Total for Consumer E-Marketing		205	199	J 16	19	14 18	8 39	9 32	3 61	J 26	66 6	649 24	4/	J 1/	7 347	1/	3 30	34		3,69		0 3,215	0 22	, 0	9,210 3,177
Consumer Newspaper America's Best Vacations Festivals & Events October 2009	Leisure Markets	-) (0	n	0	0	0	0 50	0	0	0	0	0 '	0 (1	0	0	0 0	n	0	0 0	0	0 0	0 500
America's Best Vacations In-State Insert October 2009	Leisure Markets	1	67	7	0 87	3	0 26	0	0 30		0	0	0	ŏ i	0 7	ĭ	0	0	0 0	n n	0	0 0	0	0 0	0 1,214
America's Best Vacations Out-of-State Insert March 2009	Leisure Markets	1 7) (0	0	0	0	0	ol '	o l	0	0	0	0 554	4 (1,22	26	0 22	24 (0	0	0 0	0	0 0	2,004 0
Other/Unknown	Leisure Markets	1 0		0	0	0	0	0	0	0	0	0	0	0 0	0 3	3		10	0 0	0	0	0 0	0	0 0	0 13
PrePrint Out-State Spring 2008	Leisure Markets	1	il i	0	0	0	0	0	1	0	0	0	0	0 0	0 0)	0	0	0 0	0	0	0 0	0	0 0	2 0
Spring In-State Insert Collinson April 18 2010	Leisure Markets) (0	0	0	0	0	0	0	0	0	0	0 (0 '	1	0 12	20	0 0	0	0	0 0	0	0 0	0 121
Visit Florida In-State Insert Fall 2007	Leisure Markets	2	2 (0	0		0	0	0	0	0	0	0	0 (0 ()	0	0	0 0	0	0	0 0	0	0 0	2 0
Visit Florida In-State Insert Fall 2008	Leisure Markets	C) (0 2,04	0	0 67	5	0	0	0	0	0	0	0 (0 ()	0	0	0 0	0	0	0 0	0	0 0	2,715 0
Visit Florida In-State Insert Spring 2009	Leisure Markets	C) (0	0	-	0	0	0	0	0	0	0	0 :	2 (2,46	35	0 34	13 (0	0	0 0	0	0 0	2,810 2
Visit Florida In-State Insert Summer 2008	Leisure Markets	5	5 (0	0	0	0	0	0	0	0	0	0	0 (0 (0	0	0	0 (0	0	0 0	0	0 0	5 0
Visit Florida In-State Insert Summer 2009	Leisure Markets) (0	0	0	0	0	0	0	0	0	0	0 '	1 ()	0	0 80	00 0	0 4,00	1	0 0	0	0 0	4,802 0
Winnipeg Free Press (Canada)	Leisure Markets	C) (0	0	U	U	U	0	U	U	0	U	0	1 (J -	U	U	U (U .	U	0 0	0	0	1 0
Sub Total for Consumer Newspaper			67						1 51		0	0	0 4.55	0 558		3,69		30 1,36		0 4,00		0 0		0 0	12,341 1,850
Leisure Markets		267	7 707	7 2,24	0 1,28	8 92	7 88	5 99	5 1,67	8 1,73	3/ 1,1	1,50	08 1,82	4 1,50	1 909	5,36	1,00	06 3,54	1 (9,07	1	0 3,939	0 74	/ 0	31,824 9,416
Fall In-State Campaign		+	+	+	+	+	+	+	1	1	+		+	1	+	1	+	+	+	+	1	+ + +		+	
Miami/Ft. Lauderdale & West Palm Beach			+	+	+	1	1	1	-	+	+		_	1	+	1	+	-	+	+	1	+ + + -		-	
Florida PBS (Miami/Ft. Ldale & WPB) Fall 2009	Fall In-State Campaign) (0	0	0	0	0	0	0	0	0	0	0	0 :		0	1	0 0	0	0	0 0	0	0 0	0 3
Miami/Ft. Lauderdale Television Campaign Fall 2009	Fall In-State Campaign	1 7		o l	ō	ō	0	ō	o l	1	0	0	0	0 1	0 6	5	0	0	0 0	o l	0	0 0	0	0 0	0 1
PalmBeachPost.com (Miami/Ft. Ldale & WPB) Fall 2009	Fall In-State Campaign	1 6		0	0	1	0	0	0	0	0	0	0	0 0	0 (5	0	0	0 0	0	0	0 0	-	0 0	0 1
Sub Total for Miami/Ft. Lauderdale & West Palm Beach		d		0	0	1	ŏ	0	o o	1	0	0	0	0	o i	2	0	1	0 0	0	0	0 0	-	0 0	0 5
Fall In-State Campaign				0	0	1	0	_	0	1	0	0	0	0 (0 2	2	0	1	0 0	0	0	0 0	_	0 0	0 5
Winter Northern Campaign																									
Chicago																									
Chicago Television Campaign Winter 2010	Winter Northern Campaign	0		0	0	0	0	0	0	5		17	0	1 (0 ()	0	0	0 0	0	0	0 0		0 0	0 23
Sub Total for Chicago) (0	0	0	0	0	0	5	0	17	0	1 (0 (0	0	0	0 0	0	0	0 0	0	0 0	0 23

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										May 2010	L		t.	_	A11					_	Lab.	- Deta i	iled St	aff Report	s IX	T-1-1
Bublication	+		tober		ovember		ember		anuary		bruary		arch	2000	April		May 2010		une 2010	2000	July	2000	ightst Ct			Total 2009 2009/2010
Publication Visitors Guide		2008	2009	2008	2009	2008	2009	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	293 of	36	2009 2010	2006/2	2009/2010
New York				-							-	+	+	_		+	+						-			
New York Television Campaign Winter 2010	Winter Northern Campaign		n	0	0 () 0		0	0	12	0 2	7 (3	0 () () 0			0	0	0 0) () 0	0	0 4
Weather.com & Weather Travel (New York) Winter 2010	Winter Northern Campaign		n	0	0 0	0		0	0	1	0 2			0	0 0		0			0	0	0 0		0	0	0 1
Sub Total for New York	Winter Worthern Gampaign		n	ŏ	0 0	0		0	0	13	0 2	7 6	ń	3	o d	Ď i	0	ì		0	Ŏ	0 0	i i	o o	Ö	0 43
Philadelphia			•	-	<u> </u>	<u> </u>		•	1		<u> </u>	`	<u> </u>	1		,	<u> </u>	· ·		1		,	`	-		
Philadephia Television Campaign Winter 2010	Winter Northern Campaign		0	0	0 (0		0	0	0	0	3 () :	5	0 () (0	C		0	0	0 0) (0 0	0	0 8
Sub Total for Philadelphia			0	0	0 (0		0	0	0	0	3 () :	5	0 (0 () 0	0		0	0	0 0) (0	0	0 8
Winter Northern Campaign			0	0	0 (0		0	0	18	0 4	7 0		9	0 (0 0	0	i d		0	0	0 0	0 0	0 0	0	0 74
Spring/Summer In-State Campaign																										
All Florida Markets																										
Florida Cable Partnership (Florida) Spring/Summer 2010	Spring/Summer In-State Campaign		0	0	0 (0		0	0	0	0) () (0	0 3	3 () 1	C		0	0	0 0) (0 0	0	0 4
Florida PBS (Florida) Spring/Summer 2010	Spring/Summer In-State Campaign		0	0	0 (0		0	0	0	0) () (0	0 5	5 () 3	C		0	0	0 0) (0	0	0 8
Sub Total for All Florida Markets			0	0	0 (0		0	0	0	0	0) (0	0 8	В () 4	C		0	0	0 0	0	0	0	0 12
Fort Myers/Naples																										
Fort Myers/Naples Television Campaign Spring/Summer 2010	Spring/Summer In-State Campaign	_	0	0	0 (0		0	0	0	0) () (0	0 () () 1	0		0	0	0 0	-	0 0	0	0 1
Sub Total for Fort Myers/Naples			0	0	0 (0		0	0	0	0	0 0) (0	0 (0 () 1	C		0	0	0 0) (0 0	0	0 1
Miami/Ft. Lauderdale & West Palm Beach	 		_					_						_						_						
Miami/Ft. Lauderdale Television Campaign Spring/Summer 2010	Spring/Summer In-State Campaign		0	0	0 (0		0	0	0	0	0 0		0	0 8	5 () 4			0	0	0 0) (0	0	0 9
West Palm Beach Television Campaign Spring/Summer 2010	Spring/Summer In-State Campaign	-	0	0	0 0	0		0	0	0	0) (0	0 3	3 () 0			0	0	0 0) (0	0	0 3
Sub Total for Miami/Ft. Lauderdale & West Palm Beach		-	0	U	0 (, 0		0	U	U	0		, ,	U	0 3	5 (4	u	-	U	U	0 0	, .	, ,	U	0 12
Miami/Palm Beach	Occupation Communication In Other	_	_		4			_		0		1		^	0 /	2				^	_	0 0		2	0	
Miami/Ft. Lauderdale Television	Geographic Campaign - In-State	+ - !	0	0	4	1 0	1	0	0	0	0	1	, ,	0	0 () (1 0		1	0	1	0 () (0	0	2 0
Sub Total for Miami/Palm Beach	-	+	U .	U		1 0	1	<u> </u>	U	- U	U	<u> </u>	, (U	<u> </u>	J (1 0	1 0	-	U	-1	0 0	, (0	U	
On-line - In-State & Domestic US Markets	Geo-Targeted In-State Online	+ -	0	0	0 /	, ^	1	0	0	0	0	1 .		0	0 /	1 /) ^		1	0	0	0 0	1 1		0	1 /
Travelocity.com Sub Total for On-line - In-State & Domestic US Markets	Geo-Targeted In-State Online	+	0	0	0 0	1 0	1	0	0	0	0	1		0	0 2	1	1 0	1	1	0	0	0 0	1		0	1 6
Sub Total for On-line - In-State & Domestic US Markets	+	+	-	J	<u> </u>	, 0	+	<u> </u>	-	-	4	1	' 	<u> </u>	<u> </u>	-	′ 	1	+	<u> </u>	-	<u> </u>	, (, 0	U	-+
Online Geo-Targeted In-State	Spring/Summer In State Compaign		0	0	0 (1 0		0	0	0	0	1	1 /	0	0 (1 (374	-		0	0	0 0) 0	0	0 27/
Visit Florida Backyard Getaways Co-op CEO May 2010 Sub Total for Online Geo-Targeted In-State	Spring/Summer In-State Campaign	+	n	0	0 4	1 0	1	0	0	0	0	1 6	1	0	0 4	1 '	374		1	0	0	0 0	1	0	0	0 374 0 374
			U	•	-	, 0		0	· ·	<u> </u>	'	,	<u>'</u>	<u> </u>	-	'	3/4	- ·		0	-	•	,	, ,	- 0	0 3/4
Orlando Orlando Television Campaign Spring/Summer 2010	Spring/Summer In-State Campaign		n	0	0 () 0		n	0	0	0) () (n	0 1	2 (1			0	0	0 0) () 0	0	0 3
Sub Total for Orlando	Spring/Summer In-State Campaign		n	ň	0 0	0		ň	n	ň	n	n c	1	n	ň	2 6	1	1 6		n	Ŏ	o c		0	o o	0 3
Other/Unknown TV Campaign				•	١ ,	,		•	•	4		,	Ή '	•		,	ʻ— '	, ·		•		4	,	, ,	-	
Other/Unknown	Spring/Summer In-State Campaign		0	0	0 () 0		0	0	0	0) () (0	0 2	1 (14			0	0	0 0) (0	0	0 35
Sub Total for Other/Unknown TV Campaign	opg		0	0	0 (0		0	0	0	0	0 0) (0	0 21	1 () 14			0	0	0 0) (0 0	0	0 35
Tampa/St. Petersburg				1				-										1				-			-	
Tampa/St. Petersburg Television Campaign Spring/Summer 2010	Spring/Summer In-State Campaign		0	0	0 (0		0	0	0	0) () (0	0 7	7 (6	C		0	0	0 0) (0 0	0	0 13
Weather.com - Tampa/St. Petersburg	Geo-Targeted In-State Online		0	0	0 (0		0	0	0	0) () (0	0 () (0	C		0	1	0 0) (0 0	0	1 0
Sub Total for Tampa/St. Petersburg			0	0	0 (0		0	0	0	0	0) (0	0 7	7 () 6	C		0	1	0 0) (0	0	1 13
Spring/Summer In-State Campaign			0	0	1 (0		0	0	0	0	0 1		0	0 46	6 (404			0	2	0 0) (0	0	4 450
Niche Markets																										
Niche Markets (Bridal/Honeymoon)																										
Bridal Guide January/February 2008	Niche Markets	40	5	13 2	58 45	309	1	4 18	86	3 73	36	6 475	5	1	151 2	2 70) 1	49		0	45	0 35		73	0 2,	,792 85
Bridal Guide January/February 2009	Niche Markets		0	2	0 (0		0	0	0	0) () (0	0 () (0	C		0	0	0 0) (0	0	0 2
Bridal Guide January/February 2010	Niche Markets		0	0	0 (0	22	2	0	301	0 77	9 (649	9	0 31	1 (83	C		0	0	0 0) (0	0	0 2,345
Bridal Guide May/June 2009	Niche Markets		0	9	0 4	1 0		8	0	6	0	2 77	7 :	2	223	3 222				0	58	0 28	3 0) 11	0	713 41
Bridal Guide May/June 2010	Niche Markets		0	0	0 (0		0	0	0	0) () (0	0 305	5 (237	0		0	0	0 0	-	0 0	0	0 542
Bridal Guide November/December 2007	Niche Markets		3	0	1 () 5		0	0	0	0) () (0	0 () () 0	9		0	0	0 0) (0 0	0	9 0
Bridal Guide September/October 2007	Niche Markets		4	0	0 (0	_	0	0	0	0) (0	0 () () 0	9		0	0	0 0) (0 0	0	4 0
Brides Florida March - September 2009	Niche Markets		0 :	58	0 403	3 0	2	0	0	25	0 13	5 223	3 5	4	39 4	4 14	1 3	10		0 1	107	0 14	4 (72	0	479 702
Destination Weddings & Honeymoons October - December 2009	Niche Markets	44	0	8	50 47	2 0	07	7 4	0	005 70	0 00)		0	110	5 004) 004	450		0	0	0 0) () 0	0	0 41
Sub Total for Niche Markets (Bridal/Honeymoon)		41	2 !	90 2	59 474	314	27	5 18	B6	335 73	36 92	2 775	700	6	413 625	5 306	331	153		0 2	210	0 77	/ (156	0 3,	,997 3,758
Niche Markets (ECO)	Nijeka Markata	_	0	4				^	_	0	0			_	0 (0	0	0 0		2	0	- 1
Audubon (Eco-Tourism Guide) May/June 2009	Niche Markets		0	0	1 (0		0	0	0	0	1 2		0	0 (,	0			0	0	0 0) 0	0	4 0
Audubon (Great Florida Birding Trail) November/December 2007 Audubon (Great Florida Birding Trail) November/December 2008	Niche Markets Niche Markets	+ -	n	1 1	51 (0 51		0 22	21	0 11	11	76	(0	44 () ?	1 0			0	6	0 0		1 0	0	687 1
Audubon (Great Florida Birding Trail) November/December 2008 Audubon (Great Florida Birding Trail) November/December 2009	Niche Markets		n	1	0 210) 01	11		0	36	0 3	3 70) 2	2	0 1	1 4) 0		1	0	0	0 0) (0	0	0 435
Audubon (Natural Wonders of Florida) March/April 2009	Niche Markets		o l	0	0 210) 0	''	ŏ	ő	0	0	0 134	1 2	0	138 () 34	5 0	27		0	28	0 20) (1	0	383 0
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Echo Encounter March 4 2009	Niche Markets		0	0	ō c	0		0	0	ő	0	240	, ,,,,	0	82 () () 223	0		0	ő	0 0) (ol öl	ő	322 0
National Geographic Traveler January/February 2010	Niche Markets		0	0	0 (0 0	44	6	0	342	0 23		188	8	0	2 (1	0		0	0	0 0		o o	0	0 1,218
Undiscovered Florida 2009	Niche Markets		0	0	0 0	0 0		0	1	0	1	0 1	1 0	0	0 0) (0		0	0	0 0) (ol ől	0	2 0
Undiscovered Florida VF Insert (NGT) May - September 2010	Niche Markets		0	0	0 0	0		0	0	0	0			0	0 15	5 (1,031	C	1	0	0	0 0	0 0	0 0	0	0 1,046
Sub Total for Niche Markets (ECO)			0	3 1	52 210	51	55	6 22	22	378 11	27	5 451	40	5	264 89		1,264			0	34	0 20) () 1	0 1.	,395 3,180
Niche Markets (Golf)																										
Play Florida Golf 2009	Niche Markets		0	0	0 245	5 0		0	0	0	0 15) () (0	0 () (0	C		0	0	0 0) (0	0	0 395
Play Florida Golf 2010	Niche Markets		0	0	0 (0		0	0	0	0) (0	0 4,24	1 (350	C		0	0	0 0) (0	0	0 4,591
Travel & Leisure Golf March/April 2009	Niche Markets		0	-	0 (0		0	0	0	0) () (0	0 () (0	1		0		0 0	-	0 0	0	2 0
Sub Total for Niche Markets (Golf)			0	0	0 24	5 0		0	0	0	0 15	0 () (0	0 4,241	1 (350	1		0	1	0 0) (0 0	0	2 4,986
Niche Markets (Senior)																						1				
AAA Car & Travel January 2008	Niche Markets		0	0	0 () 1		0	0	0	0			0	0 (,	0	C		0	0	0 0		0 0	0	1 0
AAA Going Places North January/February 2008	Niche Markets		0		0 (0		0	1	0	0			0	0 () (0	C	<u> </u>	0	-	0 0		0 0	0	1 0
AAA Going Places South May/June 2008	Niche Markets		9		62 (0		0	0	0	0			0	0 () (0	C	<u> </u>	0	0	0 0		0 0	0	71 0
AAA Going Places South May/June 2009	Niche Markets				0 9	0	Ų-	8	0	10	0			0	1 1	1 256		34			662	0 147		31	0 1,	,131 633
AAA Going Places South May/June 2010	Niche Markets		0		0 (0		0	0	0	0) (0	0 32		126	C	1	0		0 0		0	0	0 158
AARP - Mid-Atlantic Region September/October 2008	Niche Markets	65			87 (23		0	0	0	0) () (0	0 (· ·	0	C	1	0	0	0 0		0		968
AARP - Southeast Region March/April 2009	Niche Markets		0		0 (0		0	0	0	2	3,800			,146 (00				0	0	0 0		0 0	0 5,	,421 0
AARP - Southeast Region March/April 2010	Niche Markets		0		0 (0		0	0	0	0	1 (3,114		0 1,089		274		<u> </u>	0	0	0 0		0 0	0	0 4,478
Sub Total for Niche Markets (Senior)		66	7 2	85 3	49 9	24	32	8	1	10	2	1 3,800	3,114	4 1,	,147 1,122	2 617	7 400	146	1	0 6	662	0 147	7 (31	0 7,	,593 5,269
Niche Markets (Shopping/Cultural/Dining)		1	1			1	_	_						_												
Shop America Spring/Summer 2009	Niche Markets		0	0	0 (0		0	0	0	0			0	0 (0	C	<u> </u>	0	0	0 0	-	1	0	1 0
Sub Total for Niche Markets (Shopping/Cultural/Dining)			0	0	0 (0		0	0	0	0	0 0) (0	0 (0 (0			0	0	0 0	0 0	0 1	0	1 0

		Octo	ohor	Nove	ember	Dece	mbor	la	nuarv	- Fob	ruary	l M	arch	Ap	ril		May		une	1	July	- Detailed S	tatt Re i	aarts-	 X 	otal
Publication					2009				2010		2010		2010				2010		2010	2009	2010		2009	2010	2008/2009	
Visitors Guide		2000	2003	2000	2003	2000	2003	2003	2010	2003	2010	2003	2010	2003	2010	2003	2010	2003	2010	2003	2010	2394 of 3989	2003	2010	2000/2009	2003/2010
Travel Agent Directories		+							1								_				_			+	-	
FL Official Travel Industry Guide 2009	Niche Markets	1		0			0		0	1) (0	0	_	1	0 (1	0	0	0 0	0 0	1	0 1	0
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Sub Total for Travel Agent Directories	Niche Markets	+						: :		3			: 	4 0	- ;		2	0		0	0	9 9	0	4	0 0	
Niche Markets		1,079	378	760	938	389	1,159	409	9 72	851	1,348	5,026	4,220	6 1,824	6,078	979	9 2,34	45 333	-	0 0	07	0 244	0 189	4	0 12,989	17,195
Niche Warkets		1,079	3/6	760	930	309	1,159	40	9 72	001	1,340	5,020	4,22	1,024	0,070	973	2,34	45 333	1	9	,,,	0 244	U 105	4	0 12,969	17,195
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United Kingdom		+'												+										+		
TIA Discover America - Go Guide Fall 2008	International Markets			20		36	0				, ,		. ,		0		1	0 0		0	0	0	0 (·	0 72	
TIA Discover America - Go Guide Pail 2006 TIA Discover America - Go Guide Spring 2009	International Markets	+ 0	'	30		30	0	(1)	0				: :	0	0		2	0 50	1	0	7	0 0	0 0	4	0 72	
TIA Discover America - Go Guide Spring 2009 TIA Discover America SoGoNow.com - Direct Fall 2008	International Markets	1	'	21	1	1 9	0	(1)	0	1 2					0	-	1	0 30		0	7	0 0	0 0	_	0 23	
TIA Discover America SoGoNow.com - Direct Pail 2008 TIA Discover America SoGoNow.com - Direct Spring 2009	International Markets International Markets	1 0		21	-	2	0	1 2	0	, ,				0 0	0		7	0 37	,	0	0	0 0	0 0	4	0 23	
TIA Discover America Sogonow.com - Direct Spring 2009 TIA Discover America Sweepstakes - General Fall 2008		1 0		996	1	130	0) 26	0	, ,				0 0	0		7	0 3/		0	0	0 0	0 0	4	0 1,152	
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UK Go America eCampaign Fall 2009	International Markets	0		0	(0) (0 2,66	9) () () (0 0	0	-)	0 (-	0	0	0 0	0 (0 0	2,000
UK Go America Fall 2009	International Markets	0		0	9	0	16	6 (0) ()	1 () (0 0	0	()	0 0)	0	0	0 0	0 0	4	0 0	17
UK Go America ReasonsToGo.com Fall 2009	International Markets	1 0		0	(0	0) (0) (26	6 () (0 0	0	()	0 0)	0	0	0 0	0 0	4	0 0	26
UK Go America Travel Agent eCampaign Fall 2009	International Markets	0		0	(0	0) (0 10	5 0) (0 0	0	()	0 0)	0	0	0 0	0 0	1	0 0	105
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	International Markets	0		0	(0	0) (0) (4,964	1 () (0 0	0)	0 0)	0	0	0 0	0 0	1	0 0	1,001
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	International Markets	0		0		0	21	(0	0) 5	5 0) (0 0	0	()	0 0)	0	0	0 0	0 0	<u> </u>	0 0	26
VISITFLORIDA First News March 2009	International Markets	0		0	(0) (0) () () (0 0	0		1	0 0)	0	0	0 0	0 0	j	0 1	0
Sub Total for United Kingdom		0		1,047	(290	37	427	7 2,77	ı c	4,996	6 6	6 (0 0	0	340	6	0 3,231		0	5	0 300	0 0)	0 5,662	7,807
North America (Canada)																										
Canadian Television (Weather Channel)	International Markets	0	C	0	(0	0) :	3	2 0) () () (0 0	0	()	0 ()	0	0	0 0	0 (J	0 3	2
Sub Total for North America (Canada)		0		0	(0	0) :	3	2 0) () () (0 0	0	(0	0 ()	0	0	0 0	0 0	j	0 3	2
Germany																										
Florida Sun Magazine	International Markets	27	13	29	13	18	0		0 1	5	5 19	16	15	5 12	0	19	9	0 43	3	0	3	0 25	0 10	j	0 207	71
Florida Sun Magazine April - June 2010	International Markets	0		0		0	0) (0	0) () (0 0	18)	0 0)	0	0	0 0	0 0	ز	0 0	18
Tripadvisor.com (German Travel Networks)	International Markets	0	0	0		0	0) (0	0				0 0	0	()	0 0)	0	2	0 0	0 0	ر	0 2	0
Sub Total for Germany		27	13	29	13	18	0		0 1	5	5 19	16	1	5 12	18	19	9	0 43	3	0	5	0 25	0 10	J	0 209	89
International & Canadian Markets		1																								1
VISITFLORIDA International Travel Planner 2009	International Markets	0	C	0	(0	0) 2	2) C) () () (0 0	0	()	0 ()	0	0	0 0	0 0	ر	0 2	0
Sub Total for International & Canadian Markets		0	C	0		0	0) :	2) () () () (0 0	0	(0	0 ()	0	0	0 0	0 0	ر	0 2	0
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USA Travel Guide January - September 2010	International Markets	0		0	(0	0) (0) () () () (0 0	0	()	2 ()	0	0	0 0	0 0	ر	0 0	2
Sub Total for International Markets - Additional Market Pentratio	on	0		0	(0	0) (0) () () () (0 0	0		0	2 ()	0	0	0 0	0 0	J	0 0	2
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		1		1,010	1	1	-				,			1				,						+		1,000
Miscellaneous		1							1															1		
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Friend/Relative	Friend/Relative	1	8	2	-	7	3	3	9	7 5	5	7 11		2 7	9		4	7 6	i	0	1	0 12	0 7	/	0 82	47
Other/Unknown	Other/Unknown	15	7	2	18	3 4	7	38	8 2	3 25	27	7 26	10	0 21	20	10		10 16	i	0	9	0 6	0 18	3	0 187	122
Travel Agent	Travel Agent	1 0	2	1 1	1 4	. 0)	11	7 5	5	7 8	1	4 2	4		2	3 2		0	0	0 3	0 4	4	0 28	
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		† · · · ·		 		' ' '		<u> </u>	·	1	' 	1	<u> </u>							<u> </u>	-			+	-	
Total Visitors Guide Requests:		1.389	1.116	4,086	2,268	1,636	2,095	1,886	6 5,24	2,634	1 7,573	6,610	6,09	3 3,372	7,087	6,72	3,77	78 7,172		0 10.0	31	0 4,531	0 975	<u>.</u>	0 51,023	35,258
· otal · iono.o oalao rioquosio.		1,000	1,110	7,000	2,200	1,000	2,000	1,000	U,E-7	2,007	., ,,,,,,	0,010	0,000	0,012	7,007	0,72	0,1	7,172	-	10,0		-,,001	5,70		31,020	

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Consumer Shows	0 26 0 0 26 0	7,405
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Mailings to Partners	0 0 0	
Media	0 0 0	
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Meeting Planners	0 0 0	8 14
2005 pringtime Post Show Post Show Followup 0 0 0 0 0 0 0 0 0	v v 0	14
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2010 Destination Showcase	0 0 0	854
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Boston Appreciation Luncheon 2010 Post Show Followup 0 0 0 0 0 0 0 0 0	0 0 0	60
FAM 2010 Meeting Planners 0 0 0 0 0 0 0 0 0	0 0 0	0
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Market Group Fulfillment Market Group Fulfillment 0 89 0 0 0 0 0 2 2 2 5 3 2 0	0 0 0	0
Meeting Planners 6 55 5 3 6 1 9 3 11 7 11 19 6 3 7 7 10 0 10 0 11	0 0 0	109
Meeting Planners 1	0 0 0	97
New York VIP Planners	0 0 0	4
Other/Unknown Meeting Planners 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0	65
Philly 2010 Post Show Followup 0 0 0 0 0 0 0 0 0	0 0 0	0 2
Planning Connection 2010 Post Show Followup 0 0 0 0 0 0 0 0 0	0 0 0	0
Toronto Incentive Work	0 0 0	0
TSAE Planners 2010 Post Show Followup 0 0 0 0 0 0 0 0 0	0 0 0	0 2
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SMERF Group Leaders		
SMERF Group Leaders SMERF Group Leaders 0 0 0 1 0	0 0 0	0
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Travel Agents		
Albany - WITS Luncheon Travel Agents 0 0 0 0 0 0 51 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0	51
Buffalo Luncheon Travel Agents 0 0 0 0 25 0 0 0 0 0 0 0 0 0	0 0 0	25
Carolinas Travel Agent Show February 2009 Travel Agents 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0	129
	0 0 0	0
London Addison Travel Agents 0 0 0 0 171 0	0 0 0	171 331
Luxury Travel Agents Travel Agents 0 <	0 0 0	331
Military	0 0 0	467
Montream Audissort	0 1 0	9
Ottawa-Gatineau Addison Travel Agents 0	0 0 0	104
Rochester - Sales Calls Travel Agents 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0	39
Syracuse - Sales Calls Travel Agents 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0	30
Toronto Addison Travel Agents 0 0 0 0 442 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0 0 0	442
Travel Agents 1 3 0 0 1,185 125 478 6 0 55 0 0 130 2 0 2 0 0 1 0 2	0 1 0	1,798
	1 1	10.50-
Total Special Fulfillment Requests: 40 200 158 191 1,390 128 490 15 513 196 81 260 139 1,072 6,039 18 1,281 0 398 0 19		10,582 2,0
Grand Total: 1,429 1,316 4,244 2,459 3,026 2,223 2,376 5,263 3,147 7,769 6,691 6,353 3,511 8159 13,310 3,796 11,541 0 11,506 0 4,550	0 34 0	66 242 07 4
Grand Total: 1,429 1,316 4,244 2,459 3,026 2,223 2,376 5,263 3,147 7,769 6,691 6,353 3,511 8159 13,310 3,796 11,541 0 11,506 0 4,550	0 34 0	66,313 37,3

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Publication	2008	2009		2009	2008	2009		2010	2009	2010	2009	2010	2009	2010	2009		2009	2010	2009	2010	2009 c.f	20/0	2009	2010	2008/2009 20	
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