

Naples, Marco Island, Everglades CVB

SALES REPORT EXECUTIVE SUMMARY

3/4/2010 - 5/10/2010

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

Naples, Marco Island, Everglades CVB
Task Report

June 28, 2010
Detailed Staff Reports IX
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Created - Between 3/4/2010 - 5/10/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	3/3/2010	Debi DeBenedetto
<i>Attended Planning Connection in Gainesville, sponsored reception and trade show with 2 partners NBH and Hilton Naples - 120 planners - sent pre and post followup</i>						
3/5/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/5/2010	3/4/2010	Debi DeBenedetto
<i>CVB Advisory Roundtable 9-11</i>						
3/5/2010	Debi's Activity Tracking Account	General - TDC Report	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>TDC report 2 hours</i>						
3/5/2010	Debi's Activity Tracking Account	sent rfp to partner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>FEb/MARch sent 4 sets of golf leads to hotel partners from Play Florida Golf shows</i>						
3/5/2010	Debi's Activity Tracking Account	Site with client - Sales	Closed	3/5/2010	2/26/2010	Debi DeBenedetto
<i>Site with client for venue for FSAE welcome</i>						
3/5/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/5/2010	2/25/2010	Debi DeBenedetto
<i>Met with planner Brenda Glass - got FLA Livestock booked NG and assist with future site for Marco Island and tour tickets for planner</i>						
3/5/2010	Debi's Activity Tracking Account	Refer advertising inquiry to Paradise	Closed	3/5/2010	2/24/2010	Debi DeBenedetto
<i>Meetings with Plan Your meeting Carol and other conversations re: marketing - referred to Paradise as well.</i>						
3/5/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>Secured honeymoon promotion for Bridal ads and guide</i>						
3/5/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	3/5/2010	2/21/2010	Debi DeBenedetto
<i>Attended Boston Globe Travel Show Feb. 18-21 - Great show</i>						
3/5/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	3/5/2010	3/5/2010	Debi DeBenedetto
<i>Several referrals for venues and restaurants discussions with planners and travel agents</i>						
3/5/2010	Debi's Activity Tracking Account	Register Trade show	Closed	5/5/2010	5/10/2010	Debi DeBenedetto
<i>Register Florida Huddle and secure partners - follow up on partners</i>						
3/5/2010	Debi's Activity Tracking Account	Proof copy	Closed	3/5/2010	3/19/2010	Debi DeBenedetto

* Task is assigned to multiple people

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Task Assigned User: Debi DeBenedetto

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

* Task is assigned to multiple people

Printed: 5/10/2010

Task Assigned User: Debi DeBenedetto

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

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

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

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Detailed Staff Reports IX

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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Registered Pow Wow - throughout month organized Pow Wow events, communication and order booth items, add partner, select appointments 4 hours

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
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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
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Set up Fam committee for 2010 fam for 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
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Review of 2011 Budget - give Jack # and begin budget process - Sales 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
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Judges selection and communication for torusim week

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Register Trade show	Closed	3/31/2010	3/25/2010	Debi DeBenedetto
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Register for MLT, secure partner relationship

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Send Promotional Item / Collateral	Closed	3/31/2010	4/9/2010	Debi DeBenedetto
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Contact with Wendy at Jet Blue for VIP promo, Fam and sales training info to Jet Blue reservations agents. Worked out VIP on Jet Blue site and possible join promotion. Send info for their website an contact agency - follow up Jet Blue

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Send Promotional Item / Collateral	Closed	3/31/2010	3/24/2010	Debi DeBenedetto
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New golf guides came in and leads sent out to partners and new guides sent to all leads list for 2010 shows. Include Boston, Philly, Chicago, DC, Cleveland, Detroit

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	3/31/2010	3/20/2010	Debi DeBenedetto
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Boston show travel agent follow up completed

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Expense Reports	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
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reimburse request done

3/31/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	10/1/2010	4/9/2010	Debi DeBenedetto
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ATTA Summit bid for 2011 closed. ATTA staff retreat still open for Dec 2010 - finish planning and itinerary.

3/31/2010	Personal Care Products Council	Sales - Send Sales Kit	Closed	3/31/2010	3/31/2010	Debi DeBenedetto
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Sent memo to planner to assist with CVB services for event booked. Jeanie/personal care council

4/9/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	4/9/2010	4/8/2010	Debi DeBenedetto
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Staff meeting for 4 hours

4/9/2010	Debi's Activity Tracking Account	General - Worked on	Closed	4/9/2010	4/9/2010	Debi DeBenedetto
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* Task is assigned to multiple people

Printed: 5/10/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Close Date	Closed by User
	Debi DeBenedetto	upcoming CVB event				
	<i>Two days worked all day on tourism award nominations, spreadsheets, copies and getting nominations to judges. Many hours on this project by Jennifer and Debi</i>					
4/9/2010	Debi's Activity Tracking Account	Fam Itinerary - Planning	Closed	5/3/2010	5/3/2010	Debi DeBenedetto
	<i>Working on FAM notes and minutes , timeline etc for Oct. MP FAM</i>					
4/9/2010	University of Minnesota	General - Followup Call	Closed	4/9/2010	4/9/2010	Debi DeBenedetto
	<i>Emailed to follow up and talked to HiltoN MI they did send Proposal.</i>					
4/16/2010	Debi's Activity Tracking Account	General - Meeting	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>4/8/10 - went to Purchasing to have new Blackberry phone configured</i>					
4/16/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>3/17/10 - TSAE Power Luncheon in Tallahassee. Got pop up screen, promo items, and collateral ready for Dan Sullivan to take on behalf of CVB.</i>					
4/16/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>3/24/10 - assisted planner with collateral & destination info for her incentive program at the Ritz Carlton in April for 60 attendees.</i>					
4/16/2010	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	4/16/2010	4/16/2010	Jennifer Leslie
	<i>3/19/10 - Lufthansa travel agent coming for site in April. Got a comp at Hilton and several attractions. Referral from Frauke.</i>					
4/19/2010	Nestle Business Services	Sales - Assisted Mtg Planner	Closed	4/19/2010	4/19/2010	Jennifer Leslie
	<i>Amy Viser 4/19 - received RFP from Nestle Business Services</i>					
4/20/2010	Advance Food Products	General - Followup Call	Closed	4/20/2010	4/21/2010	Debi DeBenedetto
	<i>Joella Gamon follow up message sent for status update</i>					
4/20/2010	Debi's Activity Tracking Account	General - Worked on upcoming CVB event	Closed	4/20/2010	4/20/2010	Debi DeBenedetto
	<i>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.</i>					
4/21/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/21/2010	4/21/2010	Debi DeBenedetto
	<i>Working on Trade show lists and Budgets 2011</i>					
4/21/2010	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	4/21/2010	4/21/2010	Debi DeBenedetto
	<i>Several leads out on Play Florida Golf sent to hotels supporting golf guide</i>					
4/21/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	4/21/2010	4/21/2010	Debi DeBenedetto
	<i>planning Destination showcase</i>					

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

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

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Task Assigned User: Debi DeBenedetto

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

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Task Assigned User: Debi DeBenedetto

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

* Task is assigned to multiple people

Printed: 5/10/2010

Task Assigned User: Debi DeBenedetto

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

Total Tasks: 124

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of May 2010

<u>Toll Free Number</u>	<u># of Calls</u>	<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
<u>Grand Total:</u>	<u>198</u>	<u>595.52</u>

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

For the month of May 2010

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>	<u>Reservations</u>
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	-
<u>Grand Total:</u>	<u>3,908</u>	<u>674.95</u>	<u>1</u>

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

For the month of May 2010

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Leisure Markets	1,006	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%
<u>Grand Total:</u>	<u>3,778</u>	<u>35,258</u>		<u>6,728</u>	<u>28,316</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of May 2010

<u>Media</u>	<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

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Directories			
2009 Great Florida Getaways	0	1	0%
2009 Naples, Marco Island & the Everglades Visitors Guide	0	4	0%
2009 Official Florida Vacation Guide - Quick Check	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

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Newspaper			
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

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

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Miami/Ft. Lauderdale & West Palm Beach			
Florida PBS (Miami/Ft. Ldale & WPB) Fall 2009	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

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Winter Northern Campaign

For the month of May 2010

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

* YTD = Fiscal Year to Date

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

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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**

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
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

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Travel Agent Directories			
FL Official Travel Industry Guide January - September 2010	0	2	0%
Travel Agent Directories	0	2	
 <u>Grand Total:</u>	 <u>2,345</u>	 <u>17,195</u>	

* YTD = Fiscal Year to Date

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

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
United Kingdom			
UK Go America eCampaign Fall 2009	0	2,669	34%
UK Go America Fall 2009	0	17	0%
UK Go America ReasonsToGo.com Fall 2009	0	26	0%
UK Go America Travel Agent eCampaign Fall 2009	0	105	1%
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	0	4,964	63%
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	0	26	0%
United Kingdom	0	7,807	
North America (Canada)			
Canadian Television (Weather Channel)	0	2	0%
North America (Canada)	0	2	
Germany			
Florida Sun Magazine	0	71	1%
Florida Sun Magazine April - June 2010	0	18	0%
Germany	0	89	
International Markets - Additional Market Penetration			
USA Travel Guide January - September 2010	2	2	0%
International Markets - Additional Market Penetration	2	2	
Grand Total:	2	7,900	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<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%
<u>Grand Total:</u>	<u>20</u>	<u>218</u>	

* YTD = Fiscal Year to Date

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

For the month of May 2010

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

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

For the month of May 2010

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Arkansas	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

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of May 2010

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	3,654	25,246	71.60%	6,312	25,644	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%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of May 2010

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

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of May 2010

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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**

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Shows			
Post Show Follow Up			
NY Times Travel Show March 2010	0	620	30%
<hr/>			
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%
<hr/>			
Meeting Planners	12	1,144	55%
Promotions			
Summer VIP 2009	0	2	0%
Summer VIP 2010	4	94	5%
<hr/>			
Promotions	4	96	5%
SMERF Group Leaders	0	1	0%

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

For the month of May 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<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

Naples, Marco Island, Everglades CVB
 Year to Date Request Summary by Source
 May 2010

June 28, 2010
 Detailed Staff Reports IX

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total			
		2008	2009	2008	2009	2008	2009	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2008/2009	2009/2010		
Visitors Guide																													
Travel Agent Directories																													
FL Official Travel Industry Guide 2009	Niche Markets		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
FL Official Travel Industry Guide January - September 2010	Niche Markets		0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2	
Sub Total for Travel Agent Directories			0	0	0	0	0	0	0	0	1	0	0	1	0	1	0	0	0	0	0	0	0	0	0	1	2		
Niche Markets			1,079	378	760	938	389	1,159	409	723	851	1,348	5,026	4,226	1,824	6,078	979	2,345	333	0	907	0	244	0	189	0	12,989	17,195	
International Markets																													
United Kingdom																													
TIA Discover America - Go Guide Fall 2008	International Markets		0	0	30	0	36	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	72	0	
TIA Discover America - Go Guide Spring 2009	International Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	50	0	7	0	0	0	0	0	0	57	0	
TIA Discover America SoGoNow.com - Direct Fall 2008	International Markets		0	0	21	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	
TIA Discover America SoGoNow.com - Direct Spring 2009	International Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	7	0	37	0	0	0	0	0	0	0	0	44	0	
TIA Discover America Sweepstakes - General Fall 2008	International Markets		0	0	996	0	130	0	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,152	0	
TIA Discover America Sweepstakes - General Spring 2009	International Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	338	0	3,144	0	8	0	300	0	0	0	0	3,790	0	
TIA Discover America WinaTriptoFlorida.com Sweepstakes 2008	International Markets		0	0	0	0	122	0	401	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	523	0	
UK Go America eCampaign Fall 2009	International Markets		0	0	0	0	0	0	2,669	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,669	0
UK Go America Fall 2009	International Markets		0	0	0	0	0	16	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17	0
UK Go America ReasonsToGo.com Fall 2009	International Markets		0	0	0	0	0	0	0	0	26	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	26	0
UK Go America Travel Agent eCampaign Fall 2009	International Markets		0	0	0	0	0	0	105	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	105	0
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	International Markets		0	0	0	0	0	0	0	0	4,964	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4,964	0
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	International Markets		0	0	0	0	0	21	0	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	26	0
VISITFLORIDA First News March 2009	International Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
Sub Total for United Kingdom			0	0	1,047	0	290	37	427	2,774	0	4,996	6	0	0	0	346	0	3,231	0	15	0	300	0	0	0	5,662	7,807	
North America (Canada)																													
Canadian Television (Weather Channel)	International Markets		0	0	0	0	0	0	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	
Sub Total for North America (Canada)			0	0	0	0	0	0	3	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	2	
Germany																													
Florida Sun Magazine	International Markets		27	13	29	13	18	0	11	5	19	16	15	12	0	19	0	43	0	3	0	25	0	10	0	0	207	71	
Florida Sun Magazine April - June 2010	International Markets		0	0	0	0	0	0	0	0	0	0	0	0	18	0	0	0	0	0	0	0	0	0	0	0	0	18	0
Tripadvisor.com (German Travel Networks)	International Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	2	0	
Sub Total for Germany			27	13	29	13	18	0	11	5	19	16	15	12	18	19	0	43	0	5	0	25	0	10	0	209	89		
International & Canadian Markets																													
VISITFLORIDA International Travel Planner 2009	International Markets		0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Sub Total for International & Canadian Markets			0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0		
International Markets - Additional Market Penetration																													
USA Travel Guide January - September 2010	International Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0
Sub Total for International Markets - Additional Market Penetration			0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	
International Markets			27	13	1,076	13	308	37	432	2,787	5	5,015	22	15	12	18	365	2	3,274	0	20	0	325	0	10	0	5,876	7,900	
Miscellaneous																													
CVB Office	Naples, Marco Island, Everglades CVB		0	1	4	2	1	4	2	4	6	3	8	3	5	1	0	0	0	0	5	0	2	0	0	0	33	18	
Friend/Relative	Friend/Relative		1	8	2	4	7	3	9	7	5	7	11	2	7	9	4	7	6	0	11	0	12	0	7	0	82	47	
Other/Unknown	Other/Unknown		15	7	2	18	4	7	38	23	25	27	26	10	21	20	10	10	16	0	9	0	6	0	18	0	187	122	
Travel Agent	Travel Agent		0	2	1	4	0	0	1	7	5	7	8	4	2	4	2	3	2	0	0	0	3	0	4	0	28	31	
Miscellaneous			16	18	9	28	12	14	50	41	44	53	19	35	34	16	20	24	0	25	0	23	0	29	0	330	218		
Total Visitors Guide Requests:			1,389	1,116	4,086	2,268	1,636	2,095	1,886	5,248	2,634	7,573	6,610	6,093	3,372	7,087	6,728	3,778	7,172	0	10,031	0	4,531	0	975	0	51,023	35,258	

Naples, Marco Island, Everglades CVB
 Year to Date Request Summary by Source
 May 2010

June 28, 2010
 Detailed Staff Reports IX

Publication	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2008	2009	2008	2009	2008	2009	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2009	2010	2008/2009	2009/2010	
Visitors Guide																											
Paradise Coast Website Leads																											
paradisecoastgerman.milesmediagroup.com		0	0	0	0	0	0	0	0	13	0	15	0	13	0	8	0	0	0	0	0	0	0	0	0	49	0
floridaslastparadise.com		0	0	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0
www.athletesinparadise.com		0	0	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0
www.myparadisecoast.com		0	0	0	0	0	0	0	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	0
shootingparadise.com		0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0
www.floridaslastparadise.com		0	0	0	0	0	0	0	0	6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0
myparadisecoast.com		0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
www.paradisemarcoisland.com		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
paradisecove.com		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
ParadiseCoast.com		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
WWW.PARADISECOAST.COM		0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
paradisecoastuk.milesmediagroup.com		0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	0	0	0	4	0
aaa.paradisecoast.com		0	71	1	45	4	30	7	77	0	24	4	25	10	22	77	36	33	0	33	0	43	0	109	0	330	321
af.paradisecoast.com		0	4	2	0	0	0	1	0	49	1	1	0	5	0	2	1	1	0	0	0	0	0	1	0	6	62
au.paradisecoast.com		0	1	0	1	0	2	5	0	15	0	38	0	5	0	3	0	0	0	2	0	0	0	1	0	4	69
cl.paradisecoast.com		0	2	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	52	0	0	0	0	0	2	54
echo.paradisecoast.com		1	6	0	0	0	1	0	3	0	1	0	0	3	1	0	3	4	0	1	0	2	0	17	0	15	28
fly.paradisecoast.com		0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	1
fv.paradisecoast.com		1	11	61	9	0	6	9	69	5	3	4	1	0	11	17	5	12	0	9	0	3	0	17	0	115	138
german.paradisecoast.com		10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
gg.paradisecoast.com		1	4	1	0	0	3	1	2	0	1	3	1	3	12	22	3	22	0	9	0	2	0	9	0	26	73
go.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1
golf.paradisecoast.com		36	515	99	348	190	272	173	135	165	163	106	48	78	74	80	93	67	0	68	0	189	0	465	0	1648	1716
golf.paradisecoast.com		0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	2
gtl.paradisecoast.com		0	0	0	0	0	0	0	0	1	0	0	0	3	0	2	1	0	0	0	0	0	0	2	0	6	3
jp.paradisecoast.com		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
is.paradisecoast.com		0	6	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	1
m.paradisecoast.com		0	0	0	0	0	0	0	7	0	22	0	10	3	0	2	0	0	1	0	0	0	0	0	0	44	1
mail.paradisecoast.com		1	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
mih.paradisecoast.com		80	496	82	441	213	512	195	379	144	81	129	226	69	206	95	204	52	0	61	0	214	0	552	0	2545	1886
ml.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	37	0	0	0	0	0	0	0	0	0	0	0	0	0	37
mpp.paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2
newsletter.pardiseoast.com		8	0	0	0	1	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19
os.paradisecoast.com		2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
paradisecoast.co.uk		0	189	34	354	65	159	33	410	87	108	45	85	26	176	234	560	342	0	235	0	166	0	184	0	2041	1451
paradisecoast.com		2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3
paradisecoast.com		0	0	0	0	0	51	2	1	0	0	1	0	4	0	1	1	0	0	3	0	1	0	2	0	53	14
paradisecoast.de		0	198	2	101	17	84	19	111	65	201	78	175	62	88	136	116	90	0	127	0	97	0	87	0	1074	780
paradisecoast.milesmediagroup.com		0	0	16	22	27	3	47	104	50	74	55	104	56	157	13	61	11	0	61	0	55	0	59	0	525	450
paradisecoastblueway.com		0	32	0	0	0	0	2	1	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	34	3
paradisecoastrental.com		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
sl.paradisecoast.com		0	0	1	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0	0	0	0	0	0	6
sun.paradisecoast.com		0	6	0	49	0	2	1	1	0	2	1	2	1	4	0	6	0	5	0	7	0	27	0	60	54	
ta.paradisecoast.com		130	504	165	438	290	500	239	350	216	55	190	190	114	121	226	169	62	0	61	0	212	0	564	0	2327	2469
uf.paradisecoast.com		0	4	0	2	1	1	1	1	0	1	5	0	0	0	0	6	0	4	0	3	0	29	0	9	49	
wed.paradisecoast.com		5	461	7	395	121	450	184	299	185	76	84	156	40	219	75	162	85	0	64	0	176	0	529	0	2218	1555
www.paradisecoast.com		2	0	2	0	3	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
www.Paradisecoast.com		0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	3
www.Paradisecoast.com		0	1	0	2	0	2	0	3	2	7	5	4	3	2	1	2	1	0	0	0	5	0	4	0	23	21
www.PARADISECOAST.COM		0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
www.paradisecoast.com.de		0	16	21	0	115	0	175	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	311
www.paradisecoast.de		0	0	0	36	0	37	0	66	139	237	83	96	121	56	93	84	27	0	12	0	12	0	16	0	612	503
www.paradisecoastblueway.com		0	1	0	3	3	1	8	1	4	2	3	0	0	1	3	0	0	0	2	0	2	0	5	0	9	30
www.shootingparadise.com		0	0	0	0	0	0	0	0	28	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	28	0
Paradise Coast Website Leads		279.00	2,528.00	494.00	2,246.00	1,052.00	2,116.00	1,120.00	2,020.00	1,127.00	1,147	838.00	1,139.00	641	1,171	1,088.00	1,139.00	823.00	0.00	811.00	0.00	1,190.00	0.00	2,680.00	0.00	12,143	13,879
Total Views		300185	531265	403294	517722	333164	501845	480970	553766	382949	499616	420567	482597	535277	504826	581702	627377	1652820	0	509646	0	431248	0	458901	0	4219014	6490723
Unique Monthly Visitors		64721	111735	57661	108426	68591	108127	85077	128871	74927	129458	78396	122447	75771	131167	83453	141832	79267	0	94173	0	110399	0	104522	0	982063	976958