



DIRECTOR'S REPORT- Jack Wert

RECENT ACTIVITIES

- Bob Harden Radio program interviews
- TV, newspaper and radio interviews related to oil spill
- Visit Florida International Committee conference calls
- Visit Florida Board of Directors Meeting & Tourism Commission Meeting
- Tourism Advisory Roundtable
- Strategic Plan Development
- Economic Recovery Task Force and Communications Team meetings
- EVP Volleyball event at Vanderbilt Beach Park
- Park Staff Appreciation Luncheon
- Proposed Aquarium project meetings
- Concierge Association Annual Meeting Greeting
- Scandinavia Air Service with Monarch Airlines fam visit
- Presentations to CAC, PARAB, Naples Chamber, Marco Chamber, Friends of the Museums, Naples City Council for support of reallocation of tourist tax from Beach Park Facilities fund to promotion for FY 11 in the amount of \$1 million.



Sales & Marketing Department Report- Debi DeBenedetto

Industry Relations - Sales

- FSAE July 21-23 Naples Grande- Florida Society of Association Executives annual meeting 350 in attendance destination co-hosts
- SMU, Successful Meetings University – Naples Beach hotel & Golf Club destination co hosted 28 Meeting planners Aug. 8-10
- MPISEC – Attended Meeting Professional International South East Chapter annual meeting Hyatt Coconut Point –Aug. 19-21
- Virtuoso – Travel Agent Travel Mart attended August 15-18
- MLT – Delta Vacations annual Travel Agent show attended Sept. 12-14

New Product Development

- Fam for Allegiant Air – John Fenyes – new air service
- 2011 Sales & Marketing Plan complete
- Fam for Monarch Air – Scandinavian flights to RSW
- Meeting Planner Fam planning Oct. 18-21
- Fam for German Tour operators MESO Tours
- SISO Spouse program 2011

Promotions

- VIP ongoing development for FY 11
- Bring your Meetings Home Tourism Facts Naples Chamber Showcase
- Begin wedding promotion with Naples Botanical Gardens



RFP's and Booked Business

49 RFP's sent out through iDSS to Partners

- **Represents 20,203 potential room nights THIS IS AN ALL TIME RECORD HIGH FOR TWO MONTH PERIOD!**
- **4 Groups booked with 861 room nights**
- **Over an estimated \$896,722 gross sales**
- **Estimated \$2 million economic impact**



PR & Communications- JoNell Modys

Projects

- ***Oil Spill Communications***

- [Travelers Update/Beach Conditions Page](#) - Daily updates to Beach Conditions
News release with NOAA quote indicating there is virtually no possibility of oil impact in our area.
News release and press conference to launch the Adventures in Paradise video series with premiere episode being the cooking pasta in seawater activity.
Ghost wrote Jack Wert column for Life in Naples magazine

- ***2011 Visitors Guide***

- Story outline input and approvals. Provided some original photos, destination cocktail recipe and photos and other materials.

- ***Video***

- Completed editing of several Adventures in Paradise video series episodes.

- ***Alan Maltz Journey Through Paradise Project***

- Work on team to select FY2010 images. Letter to M. Daniels regarding project.

- ***New Media Monitoring and Analysis System***

- *Continuing training on new contact management, monitoring system for print, Internet and broadcast, and coverage analysis.*

Media Relations

- ***Story Pitches and Info Submissions***

- ***Florida Outdoor Writers Association (FOWA)***

Delivered presentation to writer's group about our destination as the conference host for the annual meeting in August 2011. Attended conference.

- ***Press in Destination***

Angela Aline organized following national and international FAM visits:

August 30 – September 4: Tom Bleck of WDVR FM, a non-commercial, educational diversified radio station. Reaches 4 million people in the New Jersey/Pennsylvania area. Producing special travel segment focusing on places to visit and things to do in southwest Florida.

- **September 17 – 19:** Tin Thomas, editor-in-chief, Cruise and Travel Lifestyles magazine, in Canada. Angle includes new attractions and resorts; been there haven't done that attractions; Florida is great place to visit and beaches are still pristine and oil-free.



Upcoming Fams in Planning Process

- **September 21-22:** BCF secured Jason Nixon, associate lifestyle editor, Delta Sky, press visit and coordinated travel arrangements for journalist.
- **October 6 – 10:** BCF secured Terry Zinn, travel editor for multiple Oklahoma publications, and international food and wine writer. Angela Aline to host journalist.
- **Oct. 25-28:** BCF secured Michael McCarthy, editor in chief, Washington Flyer for a press visit.
- **November 5 – 8:** Jean-Francois Legare, senior editor EnRoute magazine in Canada. Read by more than 1 million people each month. Angle will be “Other Florida Weekend”, focusing on west coast as opposed to more usually visited east coast of the state.
- **January 7 – 9, 2011:** Britt Heudorf, writer for “Magazin Exclusive” of Germany. Circulation of 35,000 per month. Featuring high end golf resort vacation.

News Releases

- BCF drafted and distributed the Adventures in Paradise Sea Salt news to 820 media contacts, food and travel editors, travel magazines, broadcast stations, wires, The Gulf of Mexico Pasta story, which first broke on Naples’ local NBC affiliate, WBBH-TV, was picked up on NBC’s “national” feed appearing in Monterey, Calif. and Shreveport, La. Markets.
- BCF drafted and distributed the NOAA Expert Forecast news release to more than 890 national media contacts, travel editors of daily newspapers, travel magazines, broadcast stations, wires, etc.
- BCF drafted and distributed the Heart & Soul Honeymoon news release to more than 540 national media contacts, travel editors, wedding publications and feature writers.



Recent Publicity Highlights

- The Sea Salt Gulf of Mexico Pasta story and the CVB's Adventures in Paradise first webisode, which was captured by Karla Ray of NBC-2, was picked up on NBC's "national" feed appearing in Monterey, Calif. and Shreveport, La. Markets.
- Foodies at *Tripatini.com* discuss the idea of cooking pasta in seawater, sparked by our recent video demonstration in Naples. <http://bit.ly/cZEN6S>
- One-of-a-Kind Gulf of Mexico Pasta featured in Visit Florida blog.
http://www.visitflorida.com/experts/dining_entertainment_and_luxury/action.blog/id.3508/?CMP=LEC-LuxuryGeneral

Awards

- BCF prepared and submitted two HSMAI Adrian Award entries for the Paradise Coast Getaway Radio Promotion and the Florida's Paradise Coast Recovery Communications Campaign for the Deepwater Horizon Oil Spill.



Film Office- Maggie McCarty

PRODUCTION NOTES

- “The Big Year” – 20th Century Fox feature film*
- “Sanctuary” – indie film
- University of Miami student film
- CGI – in-house video for streaming
- Backyard Films – TV commercial
- Naples Daily News – TV commercial
- Sky Angel – instructional video
- Travelers Insurance – print ad

WORKING LEADS

- Sekha Films – feature film
- QAZ Productions – print commercial
- Mandeville Films – feature film

OPERATIONS

- VisionNet upload
- Lead/inquiry response
- Monthly Revenue Tracking

--Followed-up with activity worksheets to clients

--Recorded data

- Client Management
- Issued film permits
- -Opened a production file for each inquiry
- AFCI Case Study-developing topic for approval



- Photo used for University of PA publication

MEDIA

- *Naples Daily News*

MEETINGS

- Film Florida Board Meeting
- FL Film Commissioners Council
- Film FL Workshop/panel
- Film FL Reception
- Naples International Film Festival
- Blue Sky Media
- Public Relations Assoc. of Collier County (PRACC) – guest speaker

TRADE SHOW/SALES MISSIONS

- Independent Film Week New York- Exhibitor/Sponsor
- Native Producers Club/Film Florida Event
- IFP Filmmakers Reception - NYC



Sports Council of Collier County – Ralph Pryor & Niccole Curran

July Report:

Date of Event	Type of Event	Name of Event	# of Hotel Room Nights
July 7-11, 2011	Youth Baseball	USSSA SWFL Fun in the Sun Bash (DEI \$75,000)	98
July 15-18, 2011	Youth Baseball	USSSA SWFL Fun in the Sun Bash (DEI \$140,000)	186
July 30-Aug 1, 2011	Adult Softball	NSA State Tournament (DEI \$166,000.00)	39
Direct Economic	Impact (DEI)		
Total DEI = \$381,000.00			Total = 323

August Report:

Date of Event	Type of Event	Name of Event	# of Hotel Room Nights
July 7-11, 2011	Adult Soccer	FSSA 7v7 Soccer	67 and counting...
Direct Economic	Impact (DEI)	\$68,516.00	



September & Upcoming Report:

Date of Event	Type of Event	Name of Event	Location
September 17-19, 2010	Youth Baseball	USSSA Labor Day Classic	NCRP
September 24-26, 2010	Girls Softball	Early Fall Signature Showcase	NCRP
September 25-26, 2010	BMX Biking	SSA Summer Series State Qualifier	Golden Gate Community Center
October 9-10, 2010	Youth Soccer	Naples Youth Soccer Club Shark Shootout	NCRP
October 15-17, 2010	Youth Baseball	USSSA Halloween Battle of the Bats	NCRP
November 12-14, 2010	Senior Softball	Senior Softball USA Winter National Championships	Lee County/NCRP
November 17-19, 2010	IWLCA College Coaches Conference	deBeer Lacrosse Presidents Cup Coaches Conference D1, 2, & 3	Ritz Carlton Golf Resort
November 20-21, 2010	Girls HS Lacrosse	deBeer Lacrosse Presidents Cup Showcase Tournament	NCRP & Vineyards
December 10-12, 2010	Youth Baseball	USSSA 3 rd Annual Christmas Grand Slam	NCRP



EUROPEAN REPRESENTATION- DIAMONDE

Oil spill update

Discussed current booking situation and outlook with the main German tour operators in regards to the oil spill:

Meier's: currently bookings to the West coast are down 20%; did not receive cancellations but less requests for new bookings; bookings for summer 2010 will overall reach numbers from 2009, but the West coast is a bit weaker; are optimistic that short bookings will pick up soon; prices for the winter are lower than in summer because of better rates from the hotels. For the first time their winter catalog includes the month of April, which is a strong months because of Easter vacations;

Dertour: bookings for the winter (bookable since mid July) are down 30% at the moment compared to 2009, which itself has also been a weak season; do not receive cancellations but slow requests for new bookings; prices are also better than for summer but they expect a very strong increase for the coming summer; in hope of a drop down of the US Dollar Dertour is waiting a bit longer than usual with the print of the summer brochure (mid November).

FTI: do not report larger decreases in bookings; when media started reporting about the oil spill reaching FL (months of June and July) they had more requests on the situation coming into their reservation office, but bookings did not drop and are currently also at a good level.

Thomas Cook/Neckermann: are down with booking numbers for the winter 40% so far and also their summer numbers are down 25% compared to 2009; name the oil spill as one of the main reasons, especially for the decreased summer as the last minute business was not as usual due to negative media!

TOUR OPERATOR ACTIVITY

- Held a personal meeting with Heike Pleuter from Meier's Weltreisen; they invited us to participate in their "Round Tables" in January 2011 (travel agent education); dates and cities are not fixed yet, but we mentioned our general interest (if the cities will be others than during the road show this year). Further discussed possibility of a training for their service team and future marketing coops.
- Held a personal meeting with Setareh Zahir-Fard from the marketing department of **Dertour**; unfortunately Katja Wagner could not join; discussed again possible marketing activities such as online education (inter active!), an in house Florida Event (decision, if it will be possible at all, will only be made mid September) and training for their service team; except for the DER Akademie they do not have any further plans for travel agent education currently, but will inform us asap if this changes. Another possible tool for education would be a small flyer to be included in the weekly Infox-Mailing; for this current winter catalog,



Katja added Marco Island for the first time with the Olde Marco Inn and the Marriott; on the other hand they dropped the Holiday Inn Naples due to bad performance

- Contacted Stefanie Akbar from **FTI** in regards to winter and coming summer product; they changed their layout a bit but will not change the existing product; for summer she is not quite ready with the planning, will contact us when she needs product recommendations;
- Held sales training for a total of 28 agents from the **Kuoni Netherlands** reservation team in the head office in Amsterdam. Training was part of a Florida evening which DiaMonde organized with Frank ten Cate. Exclusive presentation of DiaMonde, no other partners involved.

TRAVEL AGENT ACTIVITIES

- Total number of sales calls: 38 travel agencies in Germany and the Netherlands.
- Provided travel agent Daniela Mager from **travel agency "Hempel"** with information and insider tips on Naples for her personal holiday in September. She will stay 2 nights at the Trianon, booked through TUI.
- Sent out a mailing via e-mail with oil spill update to 389 travel agents (contacts from Meier's Weltreisen Road show) August 04, 2010

EVENTS

- Assisted Stefan Finke, PM of German niche tour operator **Meso Reisen** with the setting of his itinerary for a personal fam in September; he received several offers from different partners in Naples and will do "Captain Doug Airboat tour" and a "Naples Princess Cruise"; travel dates are September 13 to 16, 2010; overnight is taken care of by his incoming agency Tourico

Travel Agent Functions

Participation at the dinner event in Crailsheim, Southern Germany, which was part of the Thomas Cook road show. 15 minutes presentation to a total of 27 travel agents.



MEDIA

Press inquiries

- Provided photo library link and offered assistance to Mrs. Schroeder from publishing house Niedecken (FVW) for a sales guide to US destinations they are currently working on
- Paradise Ads: worked on the FVW ad placed in the August 27, 2010 issue of the trade magazine (online and print). Provided new layout for the tour operator page of German website as well as pdf's from the winter catalogs

ADMINISTRATIVE/OTHER

- Brochure fulfillment:
 - a) Inquiries generated through website: 0
 - b) Direct inquiries: 5
- Contacted Mr. Herwig Oberhuber from the marketing department of German charter airline **Condor** to introduce ourselves in regards to the planned new flight to either Tampa or Fort Myers; decision for the flight will be made this month.
- continued with the research project niche tour operators such as golf TOs and holiday homes operators to be finalized beginning of September 2010
- requested pdf documents of new **winter brochures** from German tour operator (Swiss have annual brochures)
- Visit USA: Registration for consumer fares in 2011: CMT Stuttgart and free in Munich, brochure contribution for Reisen Hamburg.



UK & Ireland Office- Oonagh McCullagh

HIGHLIGHTS OF THE MONTH:

Monarch Airlines & Scandinavian Travel Group, Gatwick Airport, 4th August

Attended meeting together with Lee County UK office with Jerome Newton, Monarch Airlines, Steen Normann & Jesper Lindhardt, Scandinavian Travel Group. This new start-up tour operator are planning to charter Monarch aircraft from Gatwick for operation from Denmark into Florida, They are considering Ft Myers airport (RSW) for service but during the meeting we discover that FLL with its proximity to Miami & the Cruise port is more in their favour. We worked hard during the meeting to convince them to consider RSW & the whole region of south Florida – Collier County, Lee County, The Keys & Miami.

By the end of the meeting they very much wish to consider RSW – we further invite them to visit the region & the visit is set up for September. See below (email) plan suggested by UK office to encourage the flight service into RSW & positive reply for RSW. Additional assistance was given to make arrangements for the visit. This was a successful meeting & would be extremely beneficial if the service becomes operational.

Buy a gift consumer promotion launched UK wide, 12 Aug 2010

- Very successful to date -
- Launched 12th August 2010 – over two month period
- In the first 24 hours the competition received 5,000 entries
- Banner on home page with link to competition page – average reach 600,000 unique users per month
- First solus newsletter sent out on 12th August 2010 reaching 500,000 members/consumers
- First general newsletter sent out on 19th August, reaching 500,000 members
- Second general newsletter sent out 7th September 2010, reaching 500,000 members
- Second solus newsletter to be sent out reaching 500,000 members, date TBD
- Within the first week 8,500 entries, averaging 300 entries per day, 11,097 to date

Jamie Competition Promotion Results:

- Competition page, including website links to Funway Holidays and the Paradise Coast, launched 10th September 2010



- Banners on JamieOliver.com's homepage to highlight the competition, unique users 253, 989, launched 10th September 2010
- On the food wise section recipe from Baleen restaurant including link to competition page, launched 3rd September 2010, unique users 2,002,523
- News section - Newsfeed with information on the Paradise Coast launch date TBD
- Exposure through JamieOliver.com's monthly newsletter highlighting the competition, reaching 104,000 – mail date TBD

MARKET ACTIVITIES: Market Update

A catalogue of woes may have hit the long haul holiday market this year but destinations are fighting back hard to overcome the negatives, according to its latest review of the sector by Hayes & Jarvis.

Ironically, dollar destinations hit by a double whammy of sliding exchange rates and airline strikes have been the big winners in a topsy-turvy year for long haul travel. Transatlantic travellers may have less cash in their pockets this year than when sterling hit its high point against the US dollar, but for Hayes & Jarvis demand has soared by over 30 per cent for travel this spring and summer, especially to Las Vegas, the fastest growing US destination, and for twin-centre trips to the West Coast.

- **The possibility of oil from the BP oil spill in the Gulf of Mexico reaching the beaches of south Florida and the Florida Keys is now minimal**, according to the US government. The improved situation is a result of the successful capping of the leaking oil well.
- **STA Travel Group will move into the over 50s market next month after purchasing the Bridge the World brand from Stella Travel Services UK.**
- **European travellers to the US will have to pay an extra \$14 from next month for electronic visas.**



The visas, known as an Electronic System for Travel Authorisation (ESTA), have been compulsory for UK tourists and other European visitors since January 2009. At present, they are free, but from September 8, the US will start charging \$14, or around £9 based on the current exchange rates. The move has been criticised by the European Union, which said it could deter or complicate travel.

Consumer groups are advising people planning a trip to the US to apply now, before the new charge comes into force. The ESTA lasts for two years, or until a person's passport expires. Visit USA said although it did not support any taxes on tourism, it was relieved at the price set.

"We had expected it to be around \$17-20, so we were pleasantly surprised that it is \$14, which comes in at around less than £10 a head with the exchange rate," said a spokesperson.

It said agents should warn customers that there are bogus websites around charging higher rates. "Agents could benefit their customers by offering advice and referring them to our website to avoid being ripped off."

- **United and Continental unveiled the combined airline's new logo and aircraft livery, should the U.S. government approve their merger.** The logo displays the combined airline's name, United, in capital letters in a sans-serif font, joined with the global mark that has represented Continental's brand since 1991. "The new visual identity builds upon the significant value of each airline's current brand, while advancing the combined airline's future brand image," said the carriers. United and Continental expect their merger to be completed in the fourth quarter of this year

**Completed Inquires: via
phone /email: 94**

**Literature mailed out: 373
(June, July August)**



Projects/Market Activities:	
(To include interaction with other CVB departments and brief description)	
1	<p>Working with Touchdown – to establish major consumer promotions – First consumer promotion was launched 12th August 2010 with buyagift.com and will run for two months. OMMAC negotiated with Bon Voyage to partner with them on the competition. Initial response to the campaign has been very successful. OMMAC will provide a full report on the promotion once it is completed.</p> <p>Second consumer promotion is due to take place with JamieOliver.com in September and will run for one month. OMMAC has negotiated with Funway Holidays to partner with the promotion. Additional benefits are being negotiated to maximise on the hotel contribution & include Beleen Restaurant as this is a food focused website.</p>
2	<p>Confirming the activity for the UK Marketing Campaign with our Tour Operator partners - ongoing progress - see below updates:</p>
3	<p>Virgin Holidays - as part of the UK Marketing / Ad – Completed the Smooth Guide – Ongoing discussions confirming further activity including the consumer promotion & possibility radio promotion for September. Following further discussions it was agreed we will not participate with the radio promotion this time. We worked on an issue with invoice payment & solved this accordingly.</p> <p>We agreed to participate the upcoming Rock & Roam direct consumer guide for their customers this will fall into next year’s budget – it will drop in October to over 65,000 Virgin Holidays customer members. We negotiated to be the lead destination within the guide.</p>
4	<p>Funway Holidays - as part of the UK Marketing / Ad – Completed Telegraph feature – now in negotiation & confirming further activity including the consumer promotion with Jamie Oliver online promotion. Completed Travel Agents Quiz incentive featuring question on the Paradise Coast. Further trade online activity will drop in September. We are participating with their Florida focus for September “Flavours of Florida” on their web site & worked with the PR Dep to obtain recipes from various restaurants in the area. All restaurants will be given a reference, our logo & a link to the Jamie Oliver promotion.</p>
5	<p>Bon Voyage - as part of the UK Marketing / Ad – Completed participation with trade & consumer event earlier in the year – staff booking incentive now in place from June. Also confirming web based consumer promotion ppc & additional consume event. Finalized Consumer promotion with Touchdown.</p>
6	<p>North America Travel Services – as part of the UK Marketing Campaign – completed co-op partnerships with trade advertising. Additional activity with direct marketing e-flyer to their customer base. Additional hotels have been adder for 2011 brochure.</p>



7	Travel Mole - as part of the UK Marketing / Ad – The “Race to Paradise Coast” – Travel Industry Golf promotion – May – Sept / Oct - final held in Paradise Coast in Dec – is now in place & we are updating information every few weeks for broadcast & extra exposure with estimated coverage ongoing each communication - 76,000 UK & Ireland travel industry.
8	Destination Golf – as part of the UK Marketing / Ad – this is now issued - our participation with new e-brochure – monthly distribution to over 65,000 golfers (many from the Virgin Atlantic data base). Trade package is being worked on & will be promoted via Travel Mole it will not link with the Race to Paradise Coast promotion as the final will be hosted & too difficult having paying passengers at the same time. Finalizing on the details for the final survey promotion with Going for Golf together with Dollar car rental & Virgin Atlantic.
9	Expedia - as part of the UK Marketing / Ad – will follow up for activity for next year’s budget from Oct 2010.
10	Thomas Cook – as part of the UK Marketing / Ad – will follow up aiming for future activity in October – our next budget year.
11	On-going - reviewing & updating data base



Public Relations & Media Correspondence		
<ul style="list-style-type: none"> • Mail out of Summer 2010 newsletter – sent to 271 recipients 		
<ul style="list-style-type: none"> • Mail out of What's New press release – sent to 345 recipients 		
<ul style="list-style-type: none"> • Reviewing & updating data base 		
<ul style="list-style-type: none"> • Carried out check up on 'Florida Fun For Less' on Paradise Coast UK web site - www.paradisecoast.co.uk 		
Contact/Publication	Activity	Result
Gilly Pickup, Freelance	OMMAC provided information for a 'quirky Florida' piece. Information sent included the Ghost Orchid and Everglades activities.	OMMAC to monitor coverage for use.
Haley Hogan, Liz Greenberg, The Zimmerman Agency	OMMAC contacted the Zimmerman Agency to request images and recipe options for Baleen restaurant, for the upcoming JamieOliver.com competition.	To provide recipe and forward coverage on to the agency.
Heather McKay, Editor, bbcwildlifemagazine.com	OMMAC provided information on the destination to the recently launched website.	OMMAC to maintain contact.
Amanda Statham, Travel Editor, You and Your Wedding	Publication is launching travel videos on their website. OMMAC is in talks about what is required to be involved.	OMMAC awaiting response.



Kirstie Niland, Editor, Kids Travel Cam	OMMAC learnt of this new site which will feature 10-year old presenting travelogues from a child's perspective from holiday destinations. OMMAC provided information on family friendly activities.	OMMAC to monitor coverage for use.
Jill Sayles, Assistant Editor, Travel Bulletin	OMMAC provided information on events taking place in the destination in the Winter.	OMMAC to monitor coverage for use.
Kerry Spencer, Editor, Busygirlsguide.co.uk	OMMAC provided an update on the destination.	OMMAC to monitor coverage for use.

Estimated Value Summary of Leads/ Activity:				
	Lead / Activity	Value \$	Potential Room Nights	Economic Impact \$
1	Scandinavian Travel Group (estimate 20,000pax)		50,000	12,000,000
2	Buy a Gift promotion (currently 11,097 entries)	40,000	1,600	48,000