

MARKETING PARTNER REPORTS

September 27, 2010



Tourist Tax Collections

Collier County Tax Collector



** NAPLES **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
102425	147706	202271	304284	473406	536310	578659	314492	192256	129009	150982		3131800

** MARCO ISLAND **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
124837	158522	168816	229316	364347	466758	550969	361520	197005	167786	223954		3013830

** IMMOKALEE **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
676	624	558	754	633	912	580	596	541	965	670		7509

** EVERGLADES CITY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
3783	4473	5706	8704	12423	15656	18852	10467	6149	3705	4019		93937

** COLLIER COUNTY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
213228	235663	367743	514622	827789	1013235	1256966	636092	393674	282867	289743		6031622

** OTHER **

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

** TOTALS **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
444949	546988	745094	1057680	1678598	2032871	2406026	1323167	789625	584332	669368		12278698

** APARTMENT **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
367	165	947	2776	3910	4729	6041	2607	1350	799	133		23824
** CONDOMINIUM **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
19477	14463	32182	63689	67669	240487	412028	65444	26234	23042	50203		1014918
** CAMPGROUND/RV/PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
2494	2999	5825	13772	21117	30227	41973	7260	3551	1501	3616		134335
** HOTEL/MOTEL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
367978	469435	611459	712102	1010110	1243041	1434996	1081251	698121	477576	532222		8638291
** INTERVAL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
10156	9509	13274	20198	17462	28801	34980	31383	12115	19999	15197		213074
** MOBILE HOME PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
438	746	974	1688	2479	2066	5327	2170	911	516	292		17607
** SINGLE FAMILY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
24226	7933	12349	33206	16749	41749	113111	20584	9537	23926	12516		315886
** REALTOR **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
19813	41738	68084	210249	539102	441771	357570	112468	37806	36973	55189		1920763
** OTHER **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** TOTALS **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
444949	546988	745094	1057680	1678598	2032871	2406026	1323167	789625	584332	669368		12278698

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

**AUGUST 2010
 (MONTH OF JULY 2010 VENDOR TAX COLLECTION)**

BREAKDOWN	FISCAL 08-2009	FISCAL 09- 2010	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	639,464	669,368	+ 29,904	+ 4.6%
YEAR TO DATE	11,775,429	12,278,698	+ 503,269	+ 4.2%
HOTEL / MOTEL				
MONTH TO MONTH	539,652	532,222	- 7,430	- 1.4%
YEAR TO DATE	8,464,319	8,638,291	+ 173,972	+ 2.1%
REALTORS				
MONTH TO MONTH	59,058	55,189	- 3,869	- 6.5%
YEAR TO DATE	1,853,100	1,920,763	+ 67,663	+ 3.6%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	25,190	62,852	+ 37,662	+ 149.5%
YEAR TO DATE	1,162,619	1,354,628	+ 192,009	+ 16.5%

Tax Comparison by Year

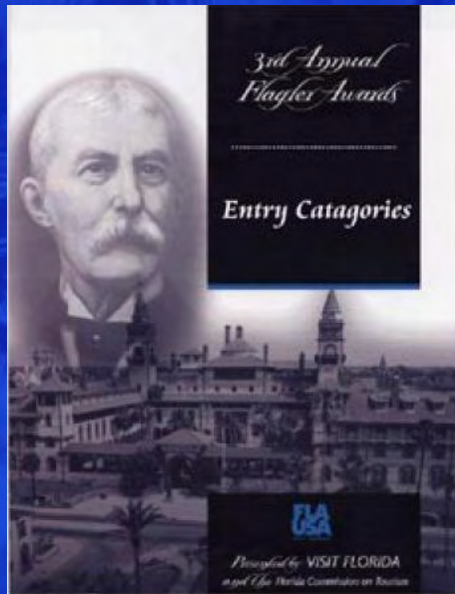
Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Year Total
1999	640,480	1,267,608	1,317,499	1,371,476	784,833	488,066	364,773	433,180	345,039	308,092	429,610	512,719	8,263,375
2000	700,014	1,238,022	1,410,142	1,465,756	855,005	521,455	451,648	414,920	364,720	340,269	402,161	567,687	8,731,799
2001	729,455	1,392,218	1,484,889	1,560,447	889,288	553,759	410,521	484,722	361,650	217,367	318,386	453,326	8,856,028
2002	583,811	1,227,724	1,413,825	1,533,979	821,961	494,400	364,389	370,036	395,650	271,002	375,384	491,145	8,343,306
2003	597,396	1,138,004	1,356,372	1,480,581	873,340	553,456	398,901	426,851	408,007	340,101	377,056	585,332	8,535,397
2004	689,388	1,204,591	1,674,850	1,688,035	1,018,887	588,052	452,253	521,027	580,653	374,394	534,965	567,158	9,894,253
2005	839,654	1,400,804	1,657,258	2,015,875	997,580	661,153	507,831	542,394	385,377	338,173	523,284	836,793	10,706,176
2006	1,058,211	1,735,579	2,241,964	2,441,129	1,500,894	954,244	734,243	725,247	544,998	436,452	605,668	859,051	13,837,680
2007	1,056,702	1,835,999	2,338,801	2,608,708	1,501,529	907,302	746,001	710,183	622,286	525,638	689,286	800,592	14,343,027
2008	1,240,865	1,923,205	2,310,172	2,713,577	1,577,193	866,202	805,292	757,042	586,617	399,869	619,243	798,658	14,597,935
2009	1,127,737	1,634,522	1,975,391	2,021,992	1,229,845	748,687	580,021	639,464	569,707	444,949	546,988	745,094	12,264,397
2010	1,057,680	1,678,598	2,032,871	2,406,026	1,323,167	789,625	584,332	669,368					10,541,667
Proj 10	1,125,000	1,639,000	2,075,000	2,318,000	1,359,000	824,000	656,000	666,000	570,000	400,000	620,000	798,000	13,050,000

Advertising Report

Paradise Advertising &
Marketing, Inc.

Award Recognition

11th Annual VISIT FLORIDA Flagler Awards

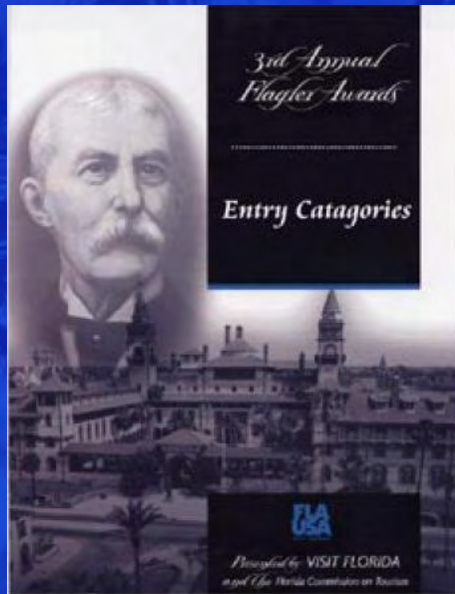


Finalist in 6 categories:

- **Creative Partnering** – “We Just Got Back” Online Promotion
- **Creativity in PR** – Paradise Coast Getaway Radio Promotion
- **Web Site** - ParadiseCoast.com

Award Recognition

11th Annual VISIT FLORIDA Flagler Awards Cont.



Finalist in 6 categories:

- **Internet Marketing** – “Breaking Ice” Online Ad
- **Television** – “Revelations” TV Campaign
- **Mixed Media Campaign** - Canadian Campaign

Award Recognition

2010 Successful Meetings Pinnacle Award

2010
pinnacle awards
successful meetings



- Earned reputation as the most credible and prestigious symbol of excellence among meeting planners and hoteliers.

Award Recognition

Travel Weekly Magellan Award



Awarded a **Gold** *Travel Weekly* Magellan Award for The “Revelations” television campaign launched last winter

*The destination is one of 10 2010 Gold winners

Award Recognition

2009 Adrian Awards (HSMAI):



- **Silver** – Paradise Priced Perfectly Campaign
- **Bronze** – Breaking Ice web ad on weather.com
- **Bronze** – Paradise Coast Arts, Culture & Heritage Guide
- **Bronze** – Paradise Coast German Visitor Guide

Summer Campaign Success

“Find Your Summer Paradise” In-state focused campaign

- Florida Visitation year-to-date up 1.3% over 2009
- Web visits from Florida June/July up 14% in over 2009



Summer Campaign Success

“Escape Right Here” local campaign

- Summer Web visits from Ft. Myers/Naples up 18% over 2009

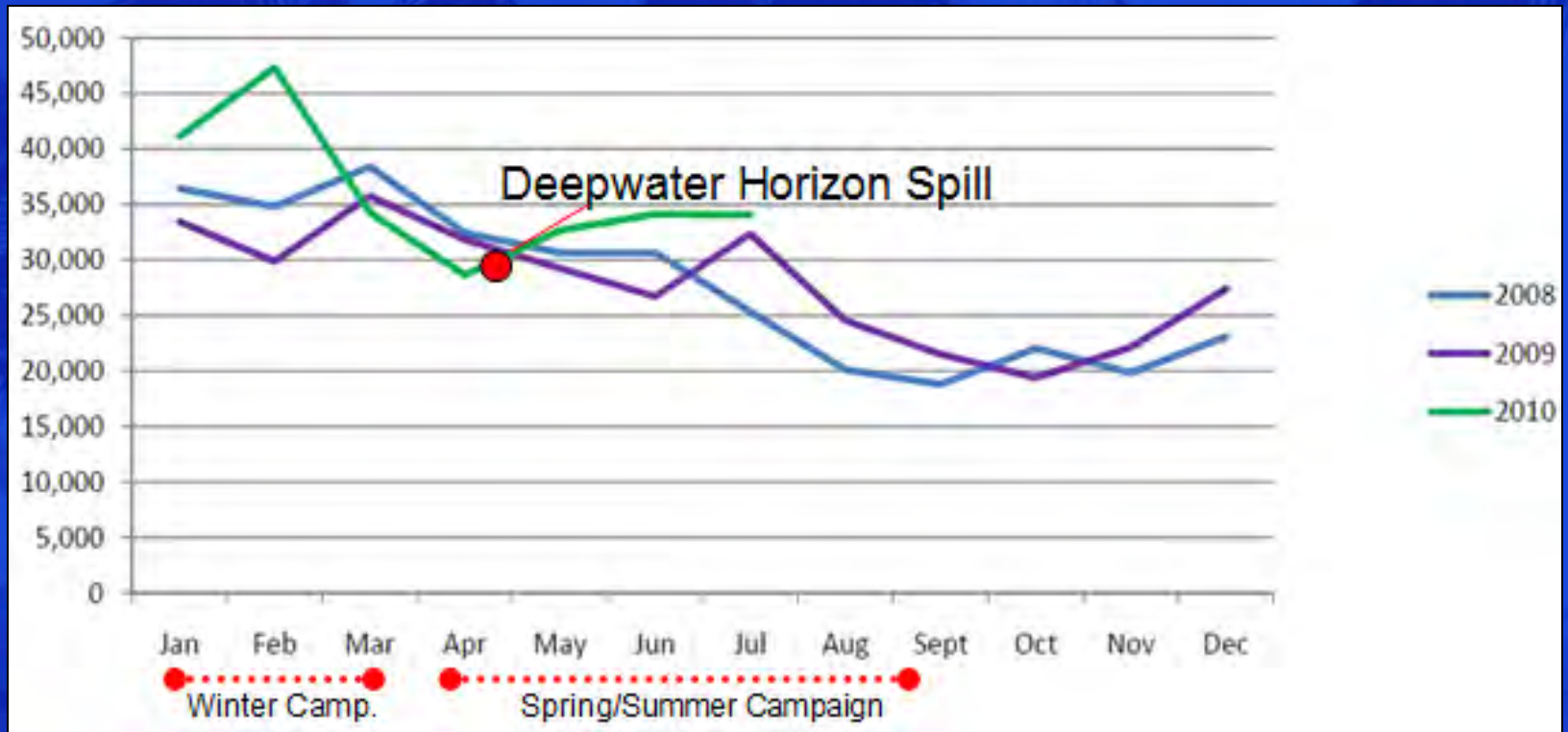


Per July Visitor Profile:

- 36.9% of July visitors saw destination message
- Of this group, 33.7% say message played a role in choosing destination

Summer Campaign Success

ParadiseCoast.com Web Visits 2008-2010



Summer Campaign Success

Area Visitation Origins June & July 2010:

1.	Tampa – St. Petersburg	13.7%
2.	Greater Orlando Area	12.1
3.	Miami – Ft. Lauderdale	11.3
4.	West Palm Beach	5.2
5.	New York	4.7
6.	Minneapolis – St. Paul	2.3
7.	Ft. Myers	2.2

2010 Campaign Success

Economic Impact Year-to-Date (Jan-Aug 2010) over 2009:

- Total visitation up 3.3% *
- Additional 31,800 visitors *
- Additional 49,180 room nights
- Additional \$16.4 million in direct expenditures *
- Occupancy up 6.3% **
- Revenue Per Available Room (REVPAR) up 6.1% **
- Tourist tax revenue up \$654,065 (Jan – July Collected) ***

Sources: * Research Data Services, Inc. ** Smith Travel Research *** Collier Tax Collector

Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research

September 27, 2010
Staff Report Presentations VIII - 1
19 of 68

August 2010

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

**Presented By:
Research Data Services, Inc.
September 2010**



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

Number of Visitors

Year to Date 2010

September 27, 2010
Staff Report Presentations VIII - 1
21 of 68

	<u>2010</u>	<u>Δ %</u>
First Quarter	495,300	+5.2
Second Quarter	328,100	+4.0
July	102,000	-2.4
August	76,800	-3.5
YTD 2010	1,002,200	+3.3

Impacts of Tourism

Year to Date 2010

September 27, 2010
Staff Report Presentations VIII - 1
22 of 68

	<u>2010</u>	<u>Δ %</u>
First Quarter	\$444,012,345	+2.5
Second Quarter	\$312,805,837	+5.7
July	\$71,320,345	-1.7
August	\$46,756,269	-3.9
YTD 2010	\$874,894,796	+2.9

Visitor Origins

Year to Date 2010

September 27, 2010
 Staff Report Presentations VIII - 1
 23 of 68

	<u># of Visitors</u>		
	<u>2009</u>	<u>2010</u>	<u>Δ%</u>
Florida	367,315	372,060	+1.3
Southeast	66,440	67,519	+1.6
Northeast	195,187	207,628	+6.4
Midwest	153,226	162,290	+5.9
Canada	22,203	23,789	+7.1
Europe	116,667	118,079	+1.2
<u>US Opp.</u>			
<u>Mkts..</u>	<u>49,362</u>	<u>50,835</u>	<u>+3.0</u>
TOTAL YTD	970,400	1,002,200	+3.3

Smith Travel Occupancy/ADR

September 27, 2010
Staff Report Presentations VIII - 1
24 of 68

August 2010

	Occupancy	% Δ	ADR	% Δ
Naples MSA	42.9%	-2.8%	\$113.33	-2.4%
Naples Upscale	49.1%	-7.6%	\$139.74	-1.5%
Miami-Hialeah	66.0%	+5.0%	\$111.11	+1.0%
Florida Keys	65.5%	-1.7%	\$145.64	+2.7%
Ft. Myers	37.3%	-0.7%	\$99.25	-4.7%
Sarasota-Bradenton	41.9%	-3.5%	\$86.34	-4.6%
Clearwater	52.8%	-0.2%	\$90.55	0.0%
St. Petersburg	52.3%	+9.6%	\$96.63	-4.8%
Palm Beach County	55.6%	+4.9%	\$94.11	-0.1%
Ft. Lauderdale	60.1%	+4.2%	\$83.56	-3.3%
Florida	54.7%	+5.5%	\$88.77	+0.3%

Smith Travel Occupancy

September 27, 2010
Staff Report Presentations VIII - 1
25 of 68

August 2010

Occupancy (%)

	<u>Trans</u>	<u>% Δ 09-10</u>	<u>Grp</u>	<u>% Δ 09-10</u>	<u>Total</u>
Naples MSA	35.4%	-7.8%	7.2%	+44.3%	42.9%
Miami-Hialeah	52.9%	+5.6%	9.0%	-4.2%	66.0%
Florida Keys	60.8%	-3.3%	4.5%	+30.3%	65.5%
Ft. Myers	29.6%	-10.8%	6.7%	+55.4%	37.3%
Sarasota-Bradenton	34.4%	+6.6%	7.3%	-31.7%	41.9%
Clearwater	38.1%	-1.8%	14.8%	+4.1%	52.8%
St. Petersburg	40.3%	+8.2%	11.5%	+16.5%	52.3%
Palm Bch Cty	39.8%	+6.0%	14.2%	+1.6%	55.6%
Ft. Lauderdale	45.7%	+7.6%	10.7%	-9.8%	60.1%

Smith Travel ADR

August 2010

September 27, 2010
Staff Report Presentations VIII - 1
26 of 68

	ADR (\$)				
	<u>Trans</u>	<u>% Δ 09-10</u>	<u>Grp</u>	<u>% Δ 09-10</u>	<u>Total</u>
Naples MSA	\$115.31	-2.8%	\$104.81	-1.4%	\$113.33
Miami-Hialeah	\$117.31	+1.5%	\$95.04	-0.9%	\$111.11
Florida Keys	\$145.94	+2.3%	\$142.62	+10.8%	\$145.64
Ft. Myers	\$105.88	-1.6%	\$76.61	-1.2%	\$99.25
Sarasota-Bradenton	\$89.27	-0.1%	\$73.69	-23.5%	\$86.34
Clearwater	\$97.84	-0.1%	\$71.79	+2.2%	\$90.55
St. Petersburg	\$98.00	-4.5%	\$93.97	-5.0%	\$96.63
Palm Bch Cty	\$97.26	+0.2%	\$91.06	+0.2%	\$94.11
Ft. Lauderdale	\$85.05	-2.6%	\$90.35	-3.1%	\$83.56

Research Date Service Occupancy/ADR

Year to Date 2010

	Occupancy			ADR		
	<u>2009</u>	<u>2010</u>	<u>% Δ</u>	<u>2009</u>	<u>2010</u>	<u>% Δ</u>
January	61.2%	68.0%	+11.1%	\$175.9	\$162.5	-7.6%
February	78.3%	81.6%	+4.2%	\$249.6	\$229.9	-7.9%
March	80.3%	83.3%	+3.7%	\$241.1	\$235.8	-2.2%
April	70.6%	75.8%	+7.4%	\$213.5	\$205.1	-3.9%
May	60.9%	62.3%	+2.3%	\$149.4	\$145.9	-2.3%
June	55.9%	57.8%	+3.4%	\$128.7	\$129.5	+0.6%
July	63.6%	60.7%	-4.6%	\$105.6	\$107.4	+1.7%
August	45.7%	43.7%	-4.4%	\$98.6	\$94.8	-3.9%

August 2010 *Visitor Profile*

Executive Summary: August 2010

September 27, 2010
Staff Report Presentations VIII - 1

29 of 68

1. Although the visible impacts of the Horizon disaster have receded, the effects on consumer perceptions linger. At the date of this writing (September 17, 2010), fully one-fifth of potential visitors are of the opinion that Southwest Florida's gulf beaches have been tainted by the spill. There are reports that even some Floridians share this view.
2. Collier's August origin distribution is as follows:

<u>August Visitor Segments</u>	<u>2009 Visitor #</u>	<u>2010 Visitor #</u>	<u>% Δ</u>
Florida	39,720	37,325	-6.0
Southeast	5,094	4,608	-9.5
Northeast	6,766	6,835	+1.0
Midwest	6,050	6,221	+2.8
Canada	876	537	-38.7
Europe	16,079	16,205	+0.8
Markets of Opportunity	5,015	5,069	+1.1
Total	79,600	76,800	-3.5

3. This August, Collier hosted 76,800 visitors staying in commercial lodging (-3.5%). The total economic impact of tourism on Collier County reached \$46,756,269 (-3.9%).
4. When asked to describe the destination, consumers focus on the following descriptive features:

<u>Descriptive Features</u>	<u>Percent</u>
White, Sandy Beaches	87.1%
Safety	86.1
Warm Weather	85.8
Unspoiled Environment	84.8
Dining Opportunities	78.8
Relaxation	77.3
Sunning on the Beach	70.0
Upscale Lodgings	68.5
Upscale Shopping	56.2
Value for the Money	52.5

5. This August, 39.0% of our visitors are enjoying the destination for the first time (2009: 36.4%), Better than one of every five of these (21.8%) are newcomers to both Florida and Collier County (2009: 18.1%).
6. Some 48.9% of August visitors used “lift” to reach the Naples, Marco Island, Everglades area (2009: 47.4%). Although Southwest Florida International Airport (RSW) remains the primary airport of deplanement (2009: 44.4%; 2010: 42.4%), more visitors report using the Miami and Fort Lauderdale airports than this time last year.
7. The month of August saw a slight increase in the group/business travel segment (2009: 21.8%; 2010: 22.7%).
8. Most visitors rate the cost of their Collier trip as close to expectations (2009: 73.4%; 2010: 75.8%).
9. The level of Internet usage for travel information has reached the 97% mark. Better than eight of every ten respondents (81.1%) sought information for their current trip on the web. Hotel and destination websites; TripAdvisor; Airline websites; and Expedia are sources cited most frequently by visitors.
10. Some 40.5% of August visitors volunteer seeing a message promoting the destination (2009: 36.9%). For 50.5% of these, this message played a significant “selection” role in choosing Collier for this trip.
11. The majority of visitors are satisfied with their experience in Collier (2010: 95.4% satisfaction rating). Over half (54.0%) say they plan to return next year.
12. Consistent with national demographic trends, this month’s census is younger (2009: 46.3 years of age; 2010: 46.1 years of age). The typical visitor party’s household income is \$136,154.

H/M/C Number of Visitors

<u>August</u> <u>2009</u>	<u>August</u> <u>2010</u>	<u>'09-'10</u> <u>Δ %</u>
79,600	76,800	+3.5

Impacts of Tourism

September 27, 2010
Staff Report Presentations VIII - 1
32 of 68

Estimates Direct & Induced

<u>August</u> <u>2009</u>	<u>August</u> <u>2010</u>	<u>'09-'10</u> <u>Δ %</u>
\$48,668,327	\$46,756,269	-3.9

Visitor Origins

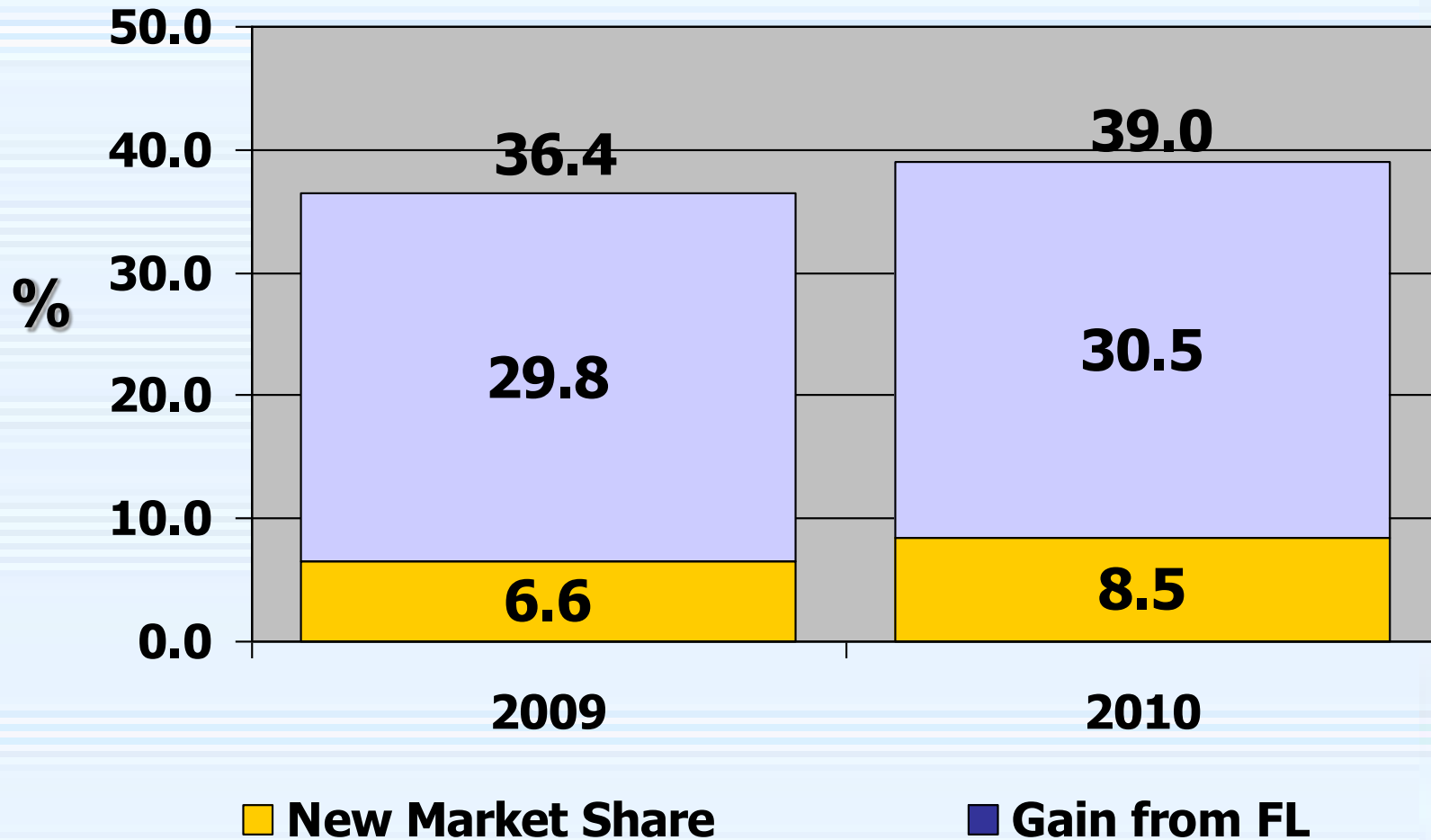
August

September 27, 2010
Staff Report Presentations VIII - 1
33 of 68

	<u># of Visitors</u>		
	<u>2009</u>	<u>2010</u>	<u>Δ %</u>
Florida	39,720	37,325	-6.0
Southeast	5,094	4,608	-9.5
Northeast	6,766	6,835	+1.0
Midwest	6,050	6,221	+2.8
Canada	876	537	-38.7
Europe	16,079	16,205	+0.8
<u>US Opp.</u>	<u>5,015</u>	<u>5,069</u>	<u>+1.1</u>
<u>Mkts.</u>			
TOTAL	79,600	76,800	-3.5

First Time Visitors (% Yes)

August



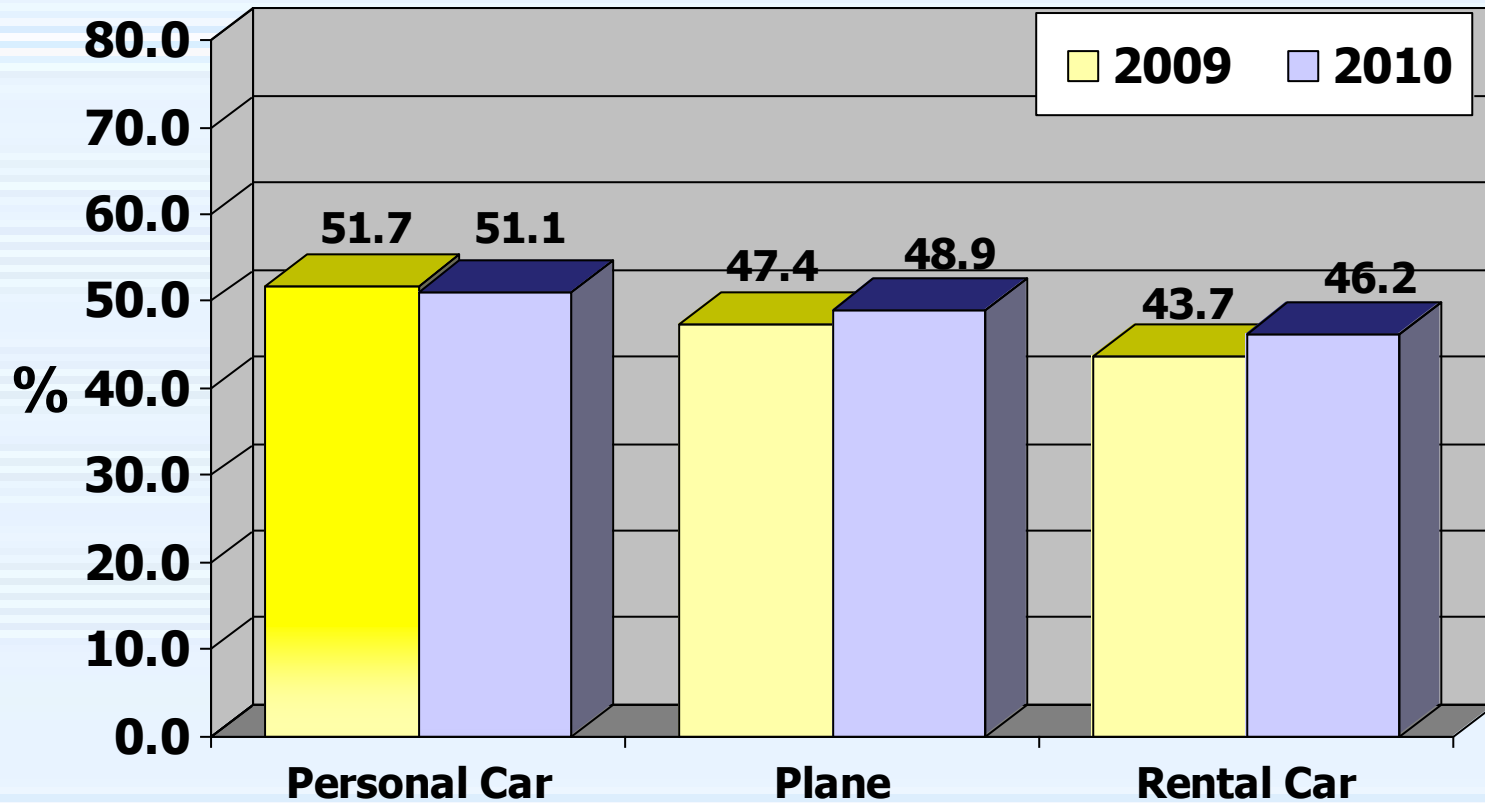
Purpose of Trip

August

	2009	2010
Vacation/Getaway	77.5%	74.5%
Business/Conferences/Business Mtgs.	21.8	22.7
Visit with Friends/Relatives	7.8	8.4

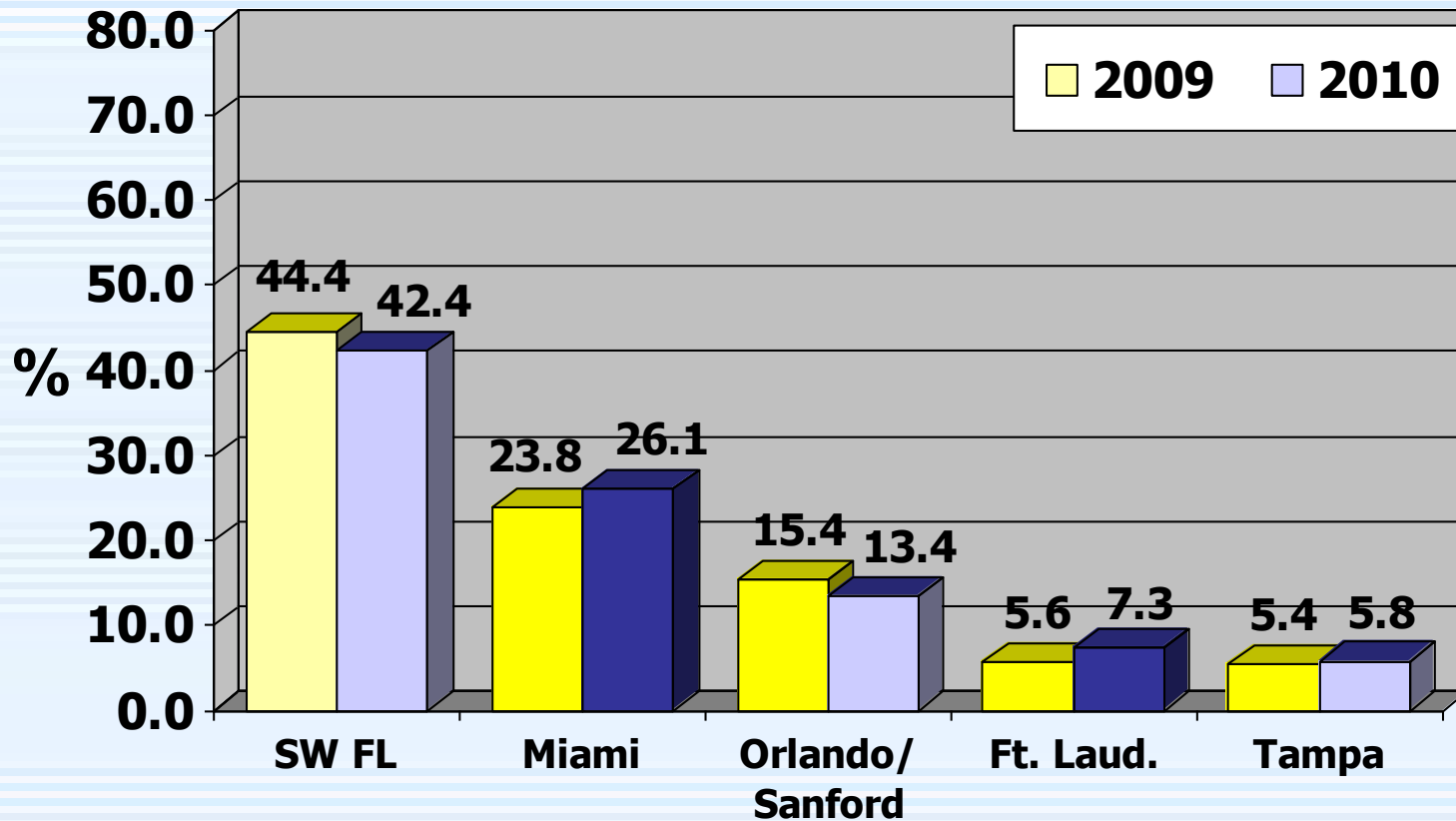
Transportation Mode

August



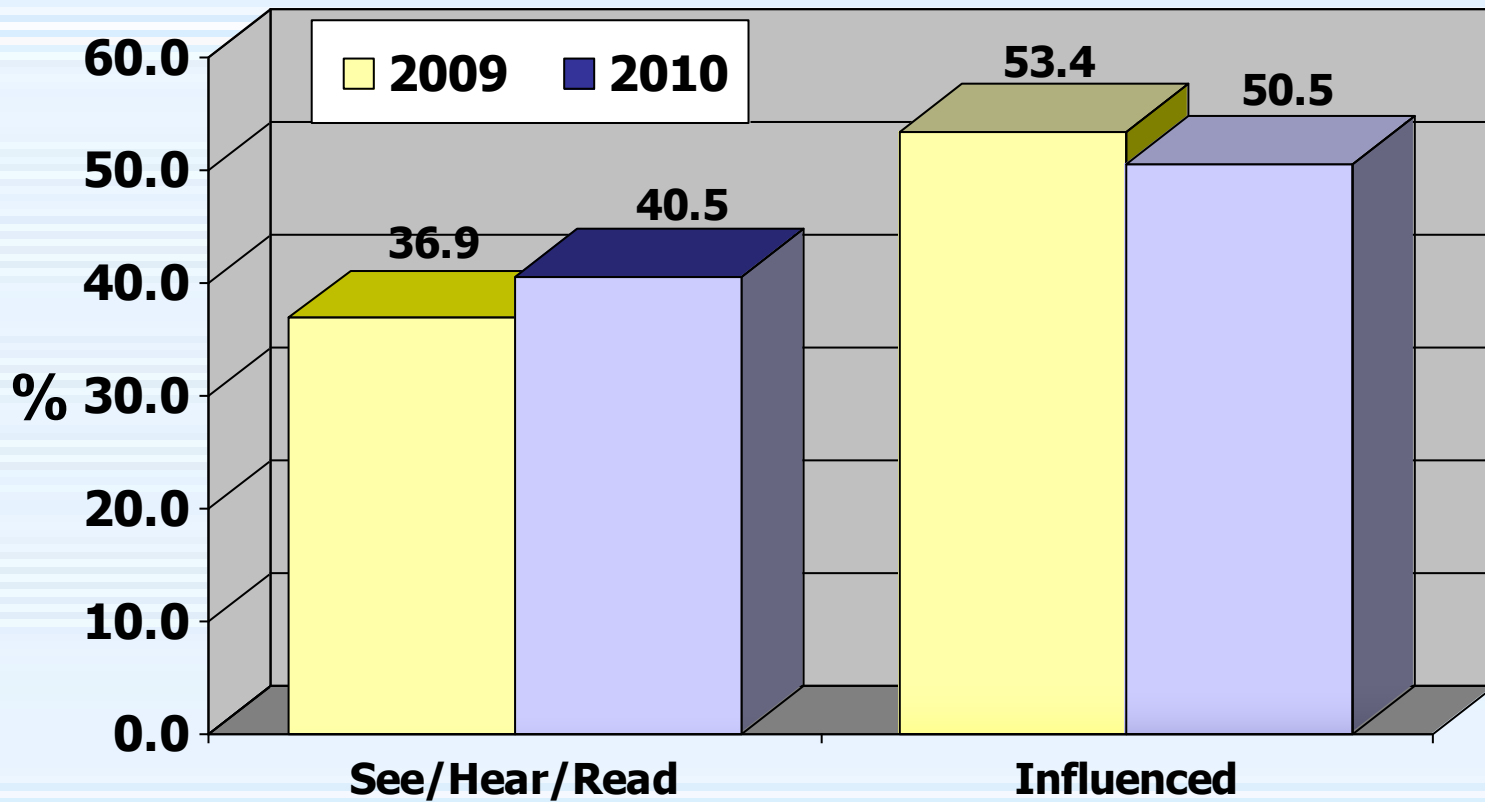
Airports of Deplanement

August



Collier Message Awareness

August



Visitor Perceptions

	<u>August 2009</u>	<u>August 2010</u>
Satisfaction <i>(combined)</i>	96.0%	95.4%
Would Recommend	94.8%	92.4%
More Expensive	13.9%	10.2%
Return Next Year	55.0%	54.0%

Visitors Describe

September 27, 2010
Staff Report Presentations VIII - 1
40 of 68

Naples, Marco Island, Everglades

- ❖ Amazing, cleanest beaches.
- ❖ An antidote to the Orlando experience.
- ❖ Beautiful area, though not for young children. Very romantic.
- ❖ Calm, less congested.
- ❖ Classy.
- ❖ Comfortable.
- ❖ Complete change of environment.
- ❖ Convenient, accessible.
- ❖ Cosmopolitan, European-feel, good mix.
- ❖ Easy to get around.
- ❖ Economical.
- ❖ Enjoyed the music in the evenings on 5th Avenue and 3rd Street.
- ❖ Escape.
- ❖ Expensive cars.
- ❖ Extremely naturalistic.
- ❖ Fun but relaxing getaway.
- ❖ Good fishing.
- ❖ Good mix of shopping and attractions.
- ❖ Gorgeous.
- ❖ Great up-market beach.
- ❖ Heavenly.
- ❖ Historic, not commercial.
- ❖ Kind people, beautiful.
- ❖ Natural feel, not over-developed.
- ❖ Nature and fauna.
- ❖ Older.
- ❖ One of the nicer places in Florida, good amenities, culture.
- ❖ Organized, comfortable, quiet.
- ❖ Out of the city, family-friendly.
- ❖ Pleasant surprise, excellent.
- ❖ Pleasant, laid back.
- ❖ Pristine, manicured.
- ❖ Recharge batteries.
- ❖ Refined.
- ❖ Relaxing, beautiful paradise.
- ❖ Restful, veg out.
- ❖ Something for everyone.
- ❖ Tightly knit, safe.
- ❖ Tropical atmosphere, lush, luxurious.

Average Age/Median Income




	August <u>2009</u>	August <u>2010</u>
Average Age (yrs)	46.3	46.1
Median HH Income	\$140,227	\$136,154

Web Site

Miles Media Group

Naples Marco Island Everglades CVB Measurement Dashboard August 2010

LM = vs. last month | LY = vs. last year |
 IB = vs. Industry Benchmarks | B = vs. 2009 baseline

 **Good**  **Not Significant**  **Needs Attention**
 0 – 12% change 13% or higher change

ENGAGEMENT

	LY	IB	B
Time on Site: 5.26 <i>Minutes</i>	5.42	5.16	5.39
Bounce Rate: 37% <i>of Home Page</i>	35%	33.0%	35%
Bounce Rate: 49% <i>Overall</i>	44%	45.3%	55.5%





SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
18.4%
 of total page views

18,743
 Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM		LY
26,414 Visits	 22%		8%
102,086 Page Views	 26%		18%
278,622 Visits Year-to-Date (vs. 243,753 visits in 2009)			
1,221,010 Page Views Year-to-Date (vs. 1,117,429 in 2009)			

SIT BREAKDOWN

		LM	LY
Guide Orders:	349	-7%	+4%
Newsletter Signup:	99	-22%	+34%
Deals Page views:	10,344	-33%	+165%
Stay in Paradise Listings Views:	2,450	-25%	N/A
Download Guide Link:	163	-14%	-32%
Summer Site Click Here:	203	-29%	-50%
Summer Site Book Direct:	422	-47%	-42%
Discover Site Click Here:	36	-27%	N/A
Discover Site Book Direct:	140	+18%	N/A
BookDirect™ Searches:	2,134	N/A	N/A
BookDirect™ Clicks:	2,354	N/A	N/A

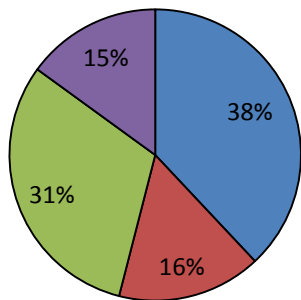
MOST REQUESTED PAGES

1. Home
2. Find Your Summer Paradise
3. Stay/Accommodation Listings/Hotel Accommodations
4. Events Calendar/Current Events
5. Things to Do/Attractions and activities

CAMPAIGN RESPONSE

4,228 16.0%
 Total Responses Percent of total visits

SOURCES OF TRAFFIC



- Search Engines
- Campaigns
- Typed URL/Bookmarked
- Other Referrals

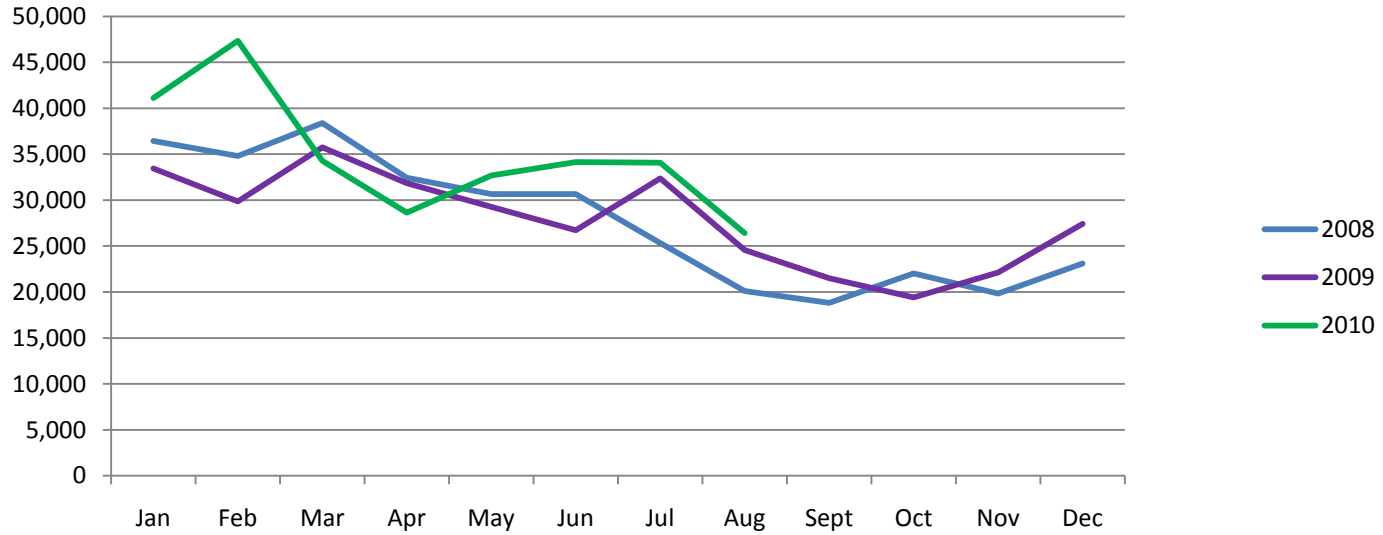
Baseline average percentages for 2009:

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

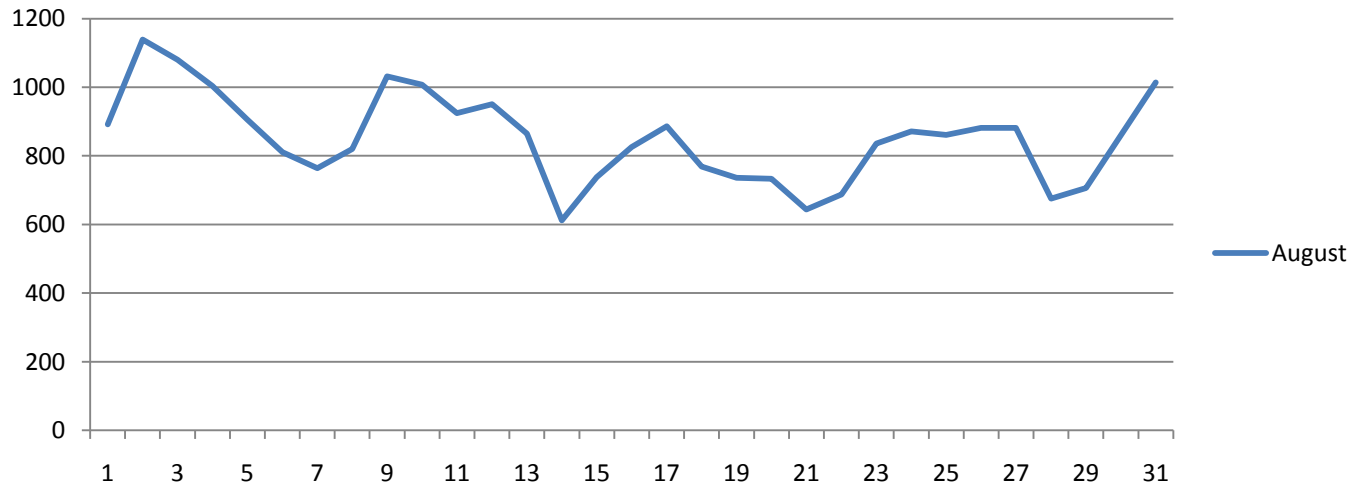
VISITORS BY STATE

		LM	LY
1.	Florida:	8,272	-21%
2.	New Jersey:	1,599	-31%
3.	Virginia:	1,408	-23%
4.	New York:	910	-31%
5.	Georgia:	838	-24%
			+19%
			+0.3%
			+1%
			-1%
			-16%

Visits – 2008-2010



Visits by Day for August

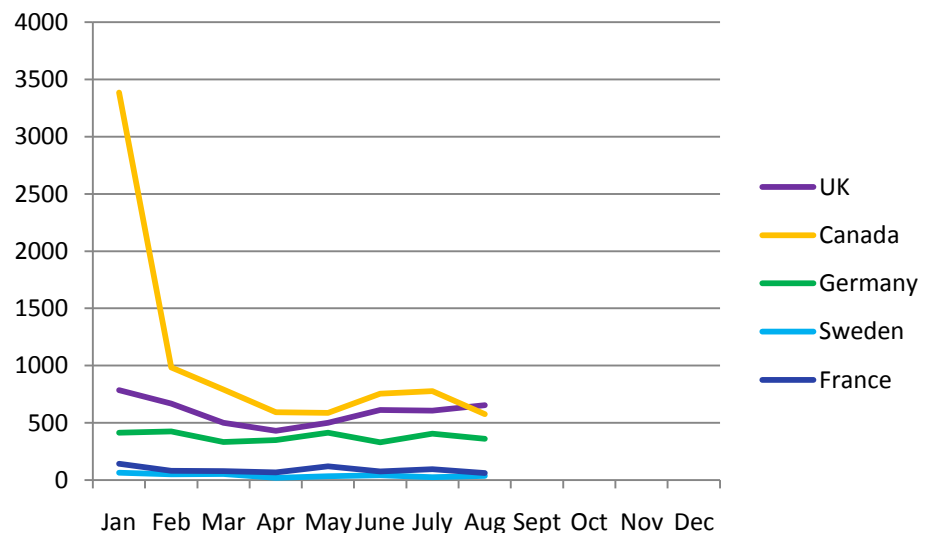


Top 10 Markets for Month

Top Ten DMAs	Visitors
Orlando	2,794
Miami	2,115
Tampa	1,589
Washington D.C.	1,550
Philadelphia	1,468
New York	1,187
Fort Myers/Naples	1,162
Atlanta	780
Chicago	545
Dallas/Ft. Worth	510

International

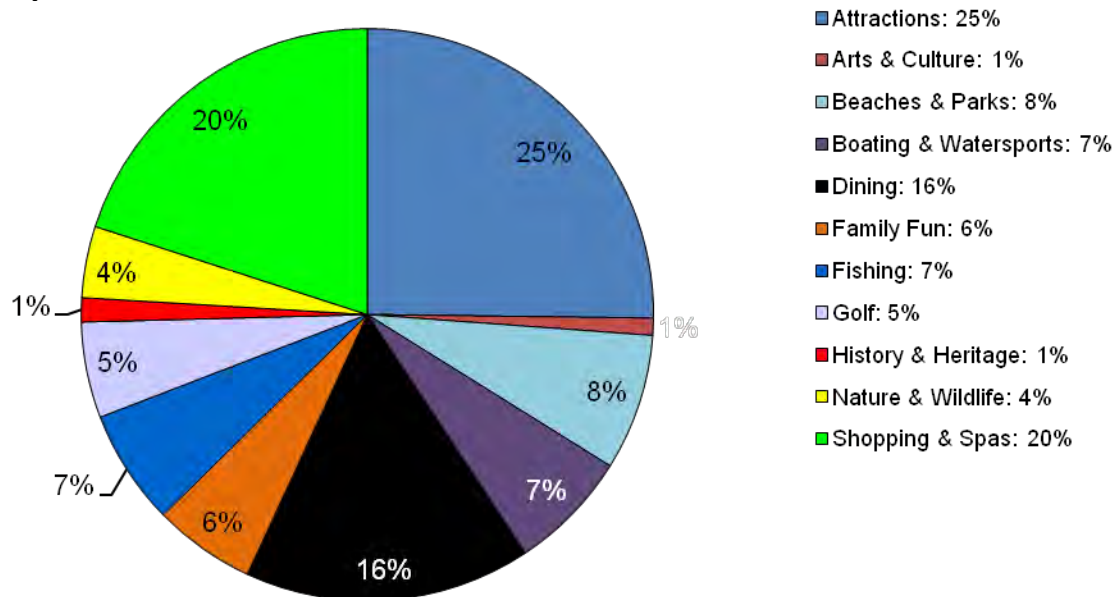
		LM	LY
USA	20,160	-23%	+7%
International:	2,646	-7%	-10%
<i>Unique Visits for Month</i>			
Canada	658	-15%	+14%
Germany	360	-11%	+11%
UK	655	+8%	-7%
Sweden	35	+40%	-43%
France	61	-36%	-12%



Top Internal Search Terms

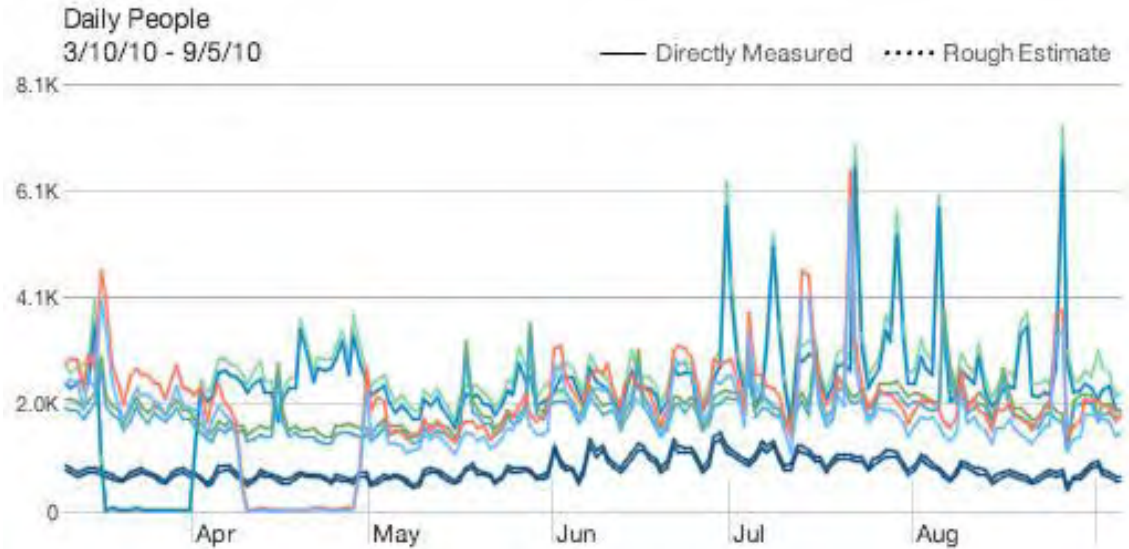
Internal Search Term	Number of Searches
marco island	9
weather	9
extraordinary events	8
beaches	6
naples	5

Content Report



DMO Competition - Quantcast

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



Site	Reach by US People July 2010
ParadiseCoast.com	25,043
PalmBeachFL.com	13,100
Fla-Keys.com	96,000
DaytonaBeach.com	57,500

Search Engine Services

Sales & Marketing Technologies, Inc.

Overall Search Engine Performance

- August had 26,414 Site Visitors (+7.57% over '09)
- August Search Engine Referrals Increased by 1% from July
- August Search Engine Referrals decreased by 14% from last year
- We started using new tracking stats this month from Miles Media

Search Engine Optimization Actions

- * Tracked and analyzed site traffic statistics
- * Resubmitted site to search engines and directories
- * Researched search engine rankings
- * Created third party blog posts for Beach Conditions
- * Conducted social bookmarking

Naples CVB Monthly Search Engine Report

Web Site Trends			
	June	July	August
Visits	141,832	118,713	26,414
Page Views	627,377	637,180	102,086
S.E. Referrals	17,609	16,001	16,083
Sessions	141832	118713	N/A
Sign-ups	3	0	0

Naples CVB Monthly Search Engine Report

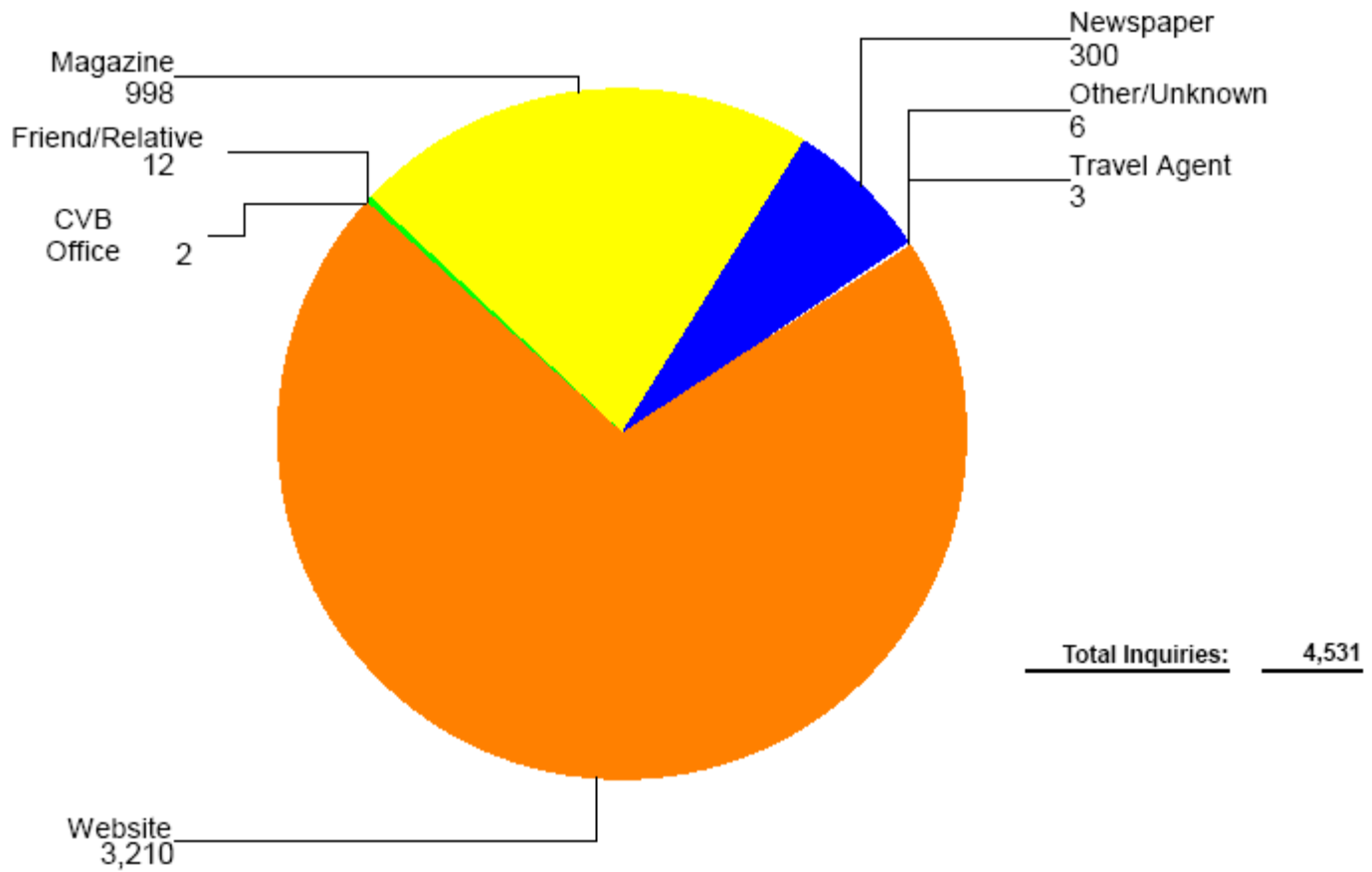
Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
August	\$1003.52	3,145	\$0.32	\$1003.52	1
July	\$1109.85	3,527	\$0.31	\$554.92	2
June	\$1198.30	3,782	\$0.32	\$599.15	2

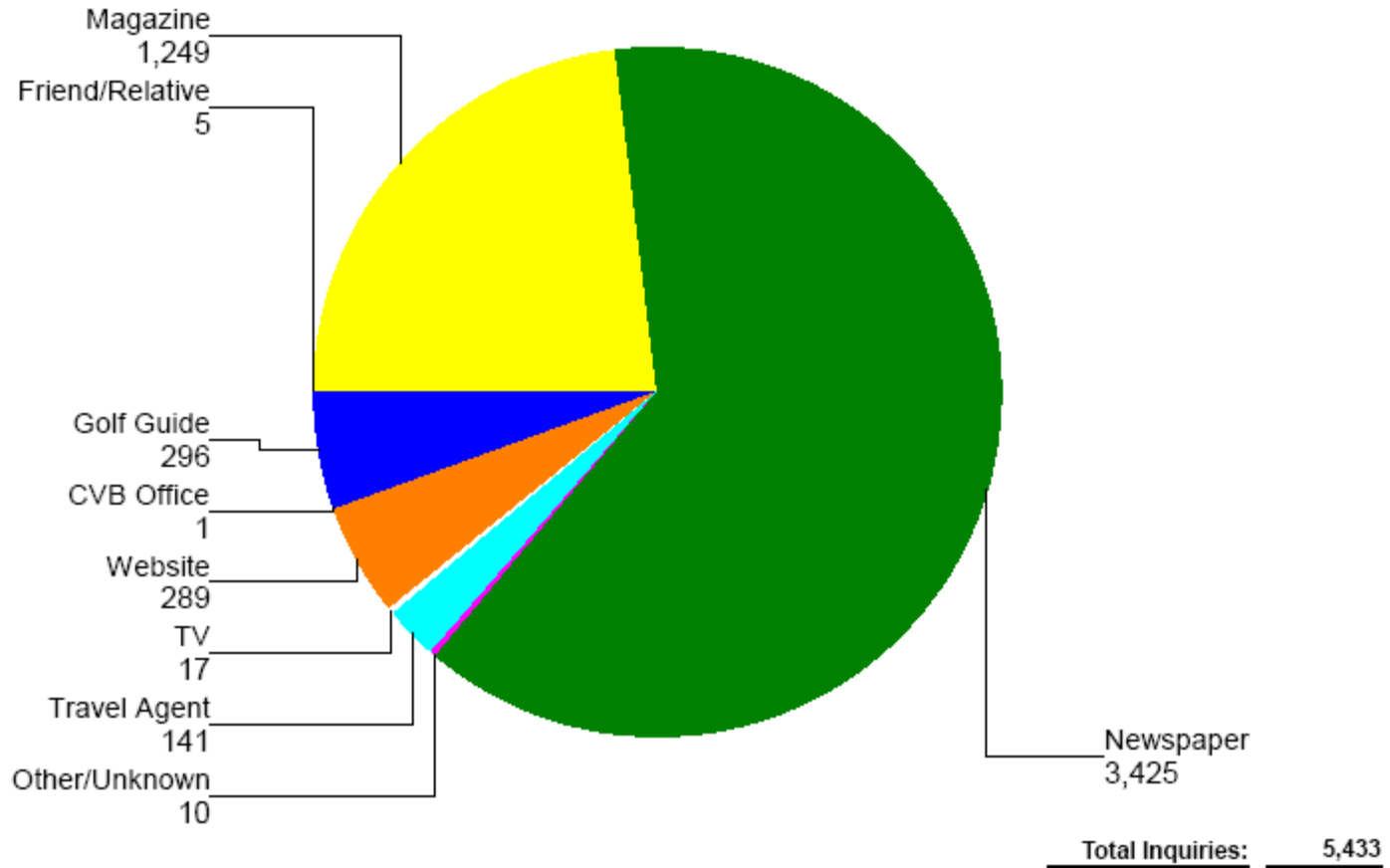
Fulfillment Services

Phase V

Naples, Marco Island, Everglades CVB Request Summary by Source For the month of July & August 2009

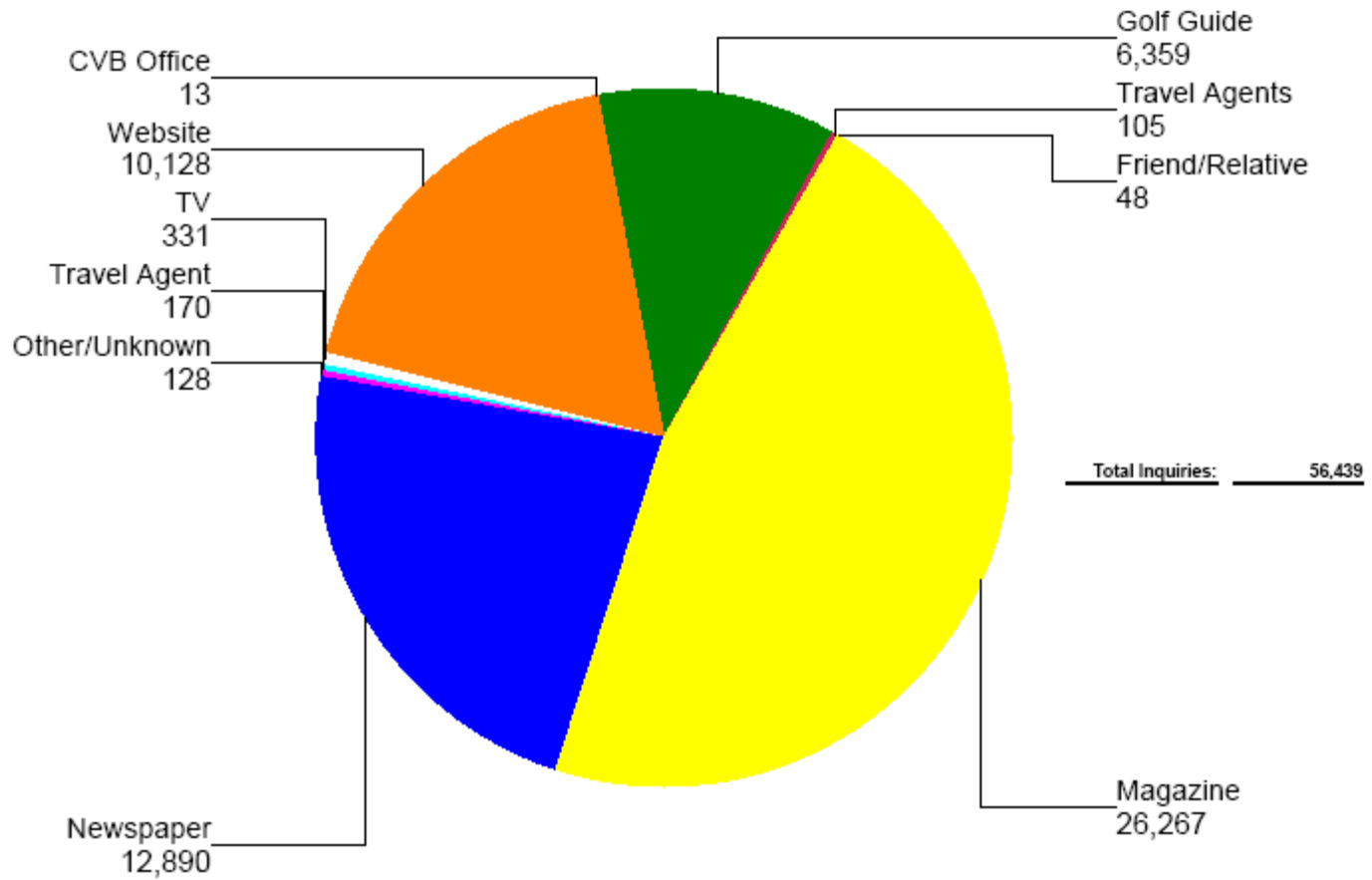


Naples, Marco Island, Everglades CVB Request Summary by Source For the months of July & August 2010

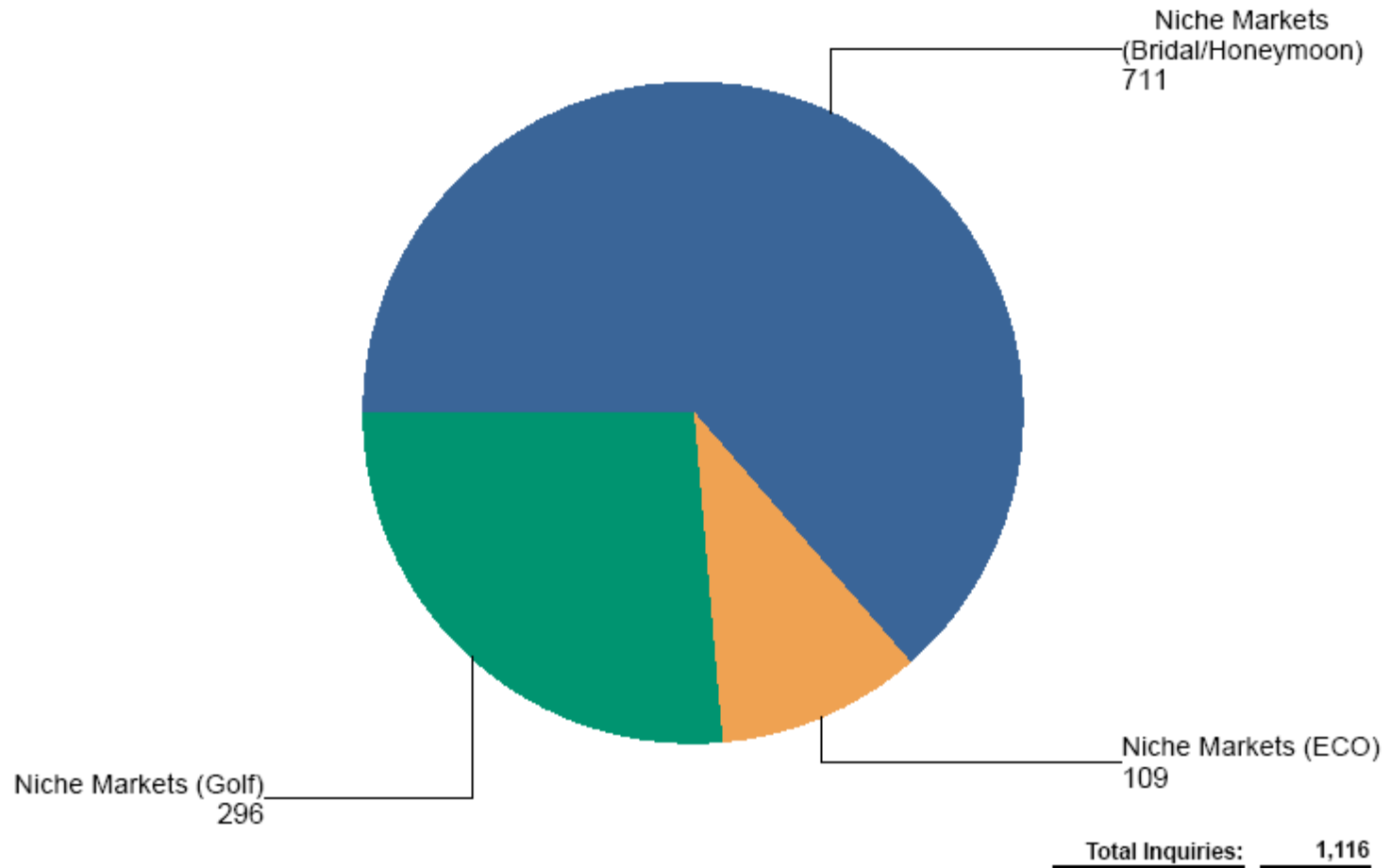


Naples, Marco Island, Everglades CVB Request Summary by Source

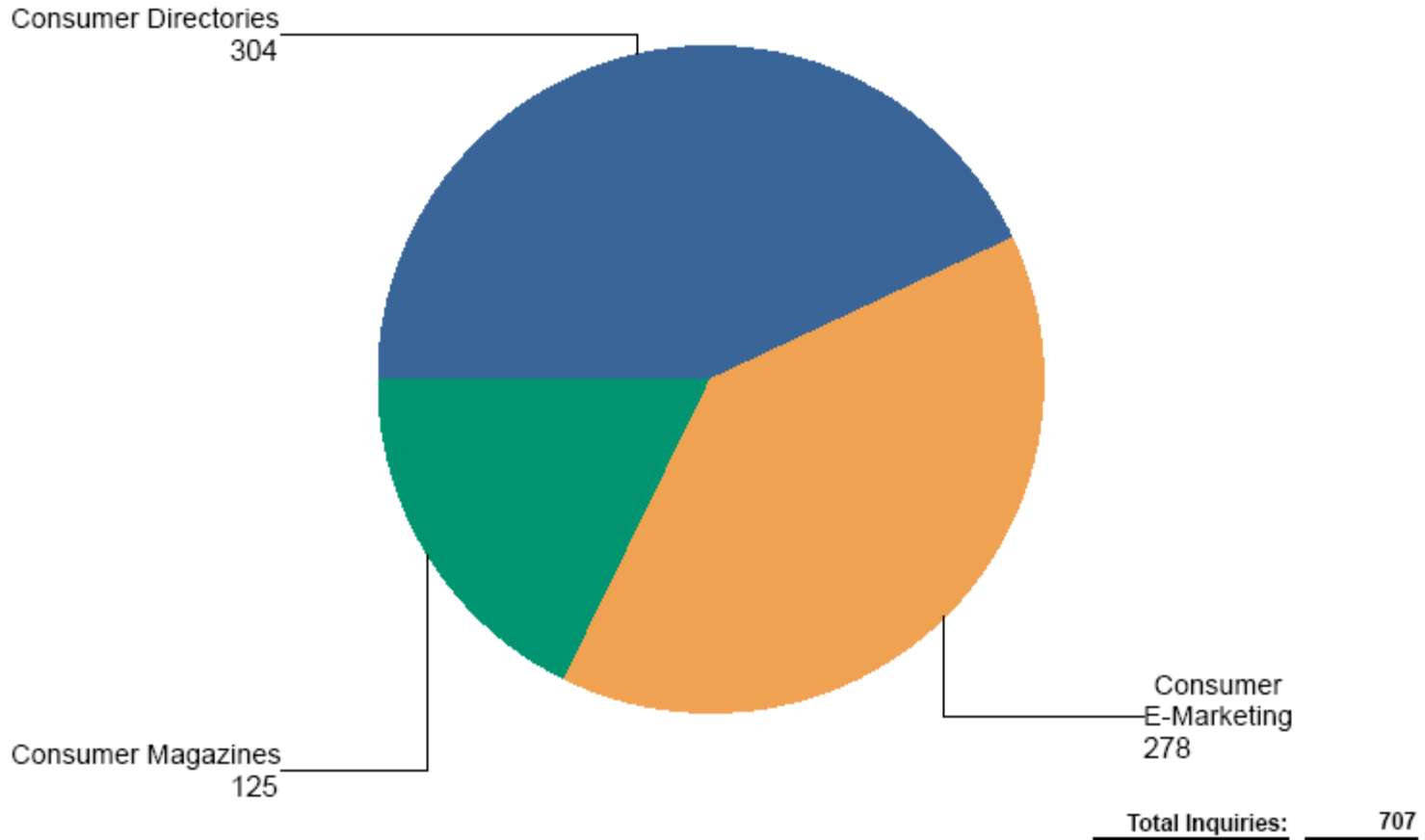
Year to Date 2010



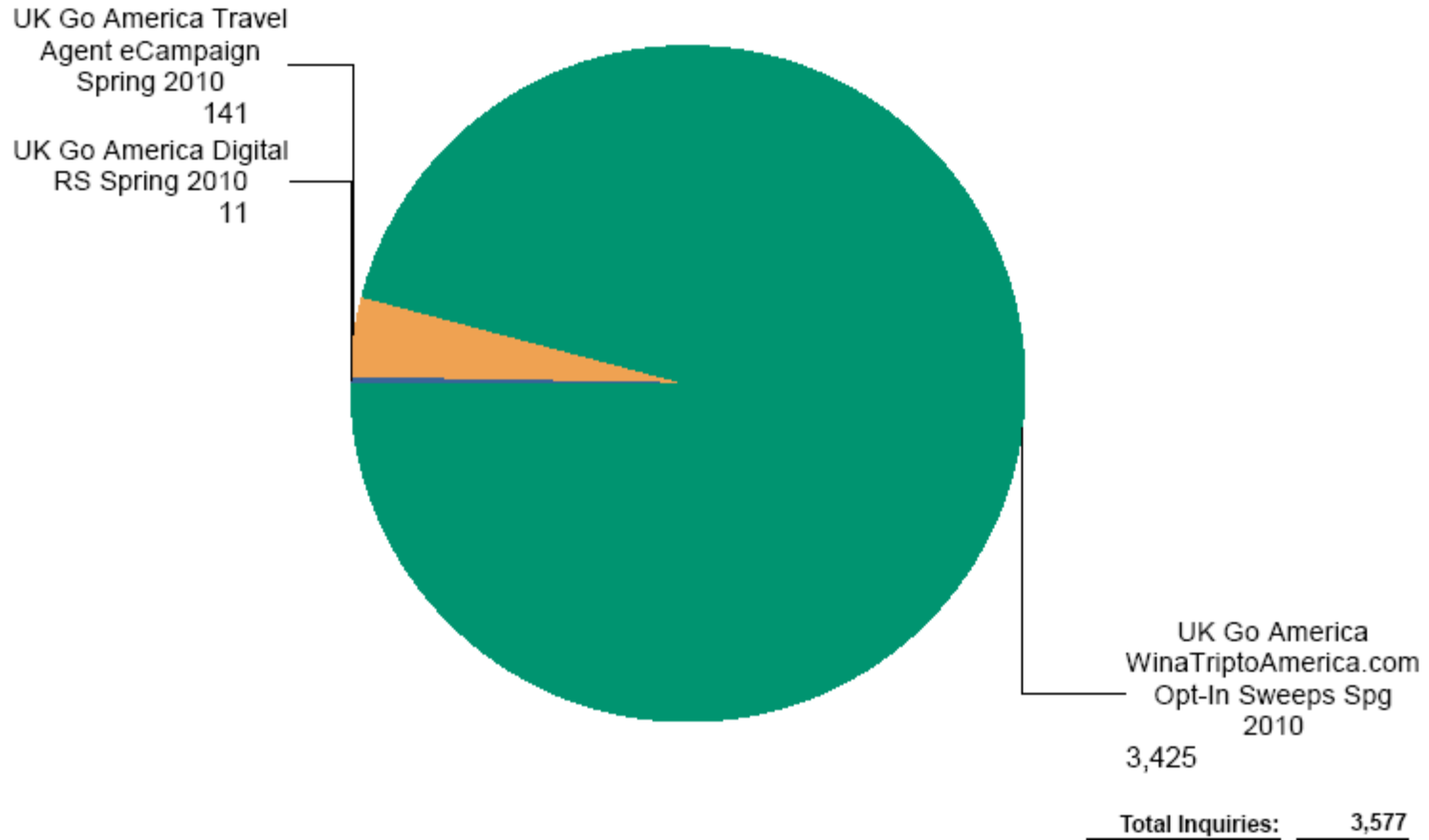
**Naples, Marco Island, Everglades CVB
Request Summary by Niche Markets
For the months of July & August 2010**



**Naples, Marco Island, Everglades CVB
Request Summary by Leisure Markets
For the months of July & August 2010**



Naples, Marco Island, Everglades CVB Request Summary by International Markets For the month of July & August 2010



Inquiries – Leading 4 Countries July & August 2010

2009

USA

UK

Brazil

Canada

2010

UK

US

Ireland

Brazil

Inquiries - Leading 6 States July & August 2010

2009

California

New York

Georgia

Florida

Texas

Illinois

2010

Florida

New York

Texas

Ohio

California

Pennsylvania

Inquiries by Type Calendar Year

	July/Aug '10	Y-T-D
Phone	444	1,823
Publications	8,586	28,768
Web site	551	4,413
Info@ParadiseCoast	1	24

Misc. CVB Services Calendar Year

	July & Aug 2010	Y-T-D
Hotel Bookings	9	71
Info Ctr. Shipments	4,650	27,550
Editorial Gen Calls	84	454
Mtg. Planner Calls		4
1		8
Storm Info Calls	3	0
Storm Accommodations	0	29
Sports Council	3	

Live Chat by Page July & August 2010

BY PAGE			
Page	# of chats	Minutes	Min/Chat
Arts & Culture	1	3.6	3.6
Attractions	2	7.3	3.7
Beachs & Parks	2	11.7	5.9
Contact us	3	47.5	15.8
Dining	2	6.4	3.2
Home Page	35	195.4	10.7
Nature & Wildlif	1	1.6	1.6
Shopping	1	2.4	2.4
Stay in Paradis	2	13.8	11.3
Things to Do-M	2	29.2	14.6
Totals	51	318.9	6.3

Live Chat by Topic July & August 2010

By Topic			
Topic	# of chats	Minutes	Min/Chat
Accommodations	10	68.9	18.0
Airport	1	5.1	501.0
Attractions	6	38.0	13.1
Beaches	3	18.0	9.6
Charters and Tours	3	11.5	3.8
Dining & Nightlife	4	26.5	6.6
Events & Festivals	1	4.3	4.3
Media	1	5.2	5.2
Misc.	16	124.3	7.8
Relocation	2	15.9	8.0
Temperature	3	3.4	1.1
Visitor's Guide	1	1.4	1.4
Totals	51	322.5	6.3

Misc. Services

July & August 2010

September 27, 2010
 Staff Report Presentations VIII - 1
 67 of 68

Media	Month	YTD	% YTD
Mailings to Partners	1	2	0%
Meeting Planners			
Market Group Fulfillment	2	101	4%
HSMIA 2010	96	96	3%
Meeting Planner Kit Fulfillment	20	243	7%
Meeting Planner Non-Kit Fulfillment	2	6	0%
Visit Florida Meeting Planners 2009	126	126	3%
Post Show Followup			
Destination Showcase Chicago 2010	447	447	16%
FSAE Executives 2010	152	152	4%
Successful Meetings University (Attendees) 2010	26	26	1%
Successful Meetings University (Non-Attendees) 2010	23	23	1%
Meeting Planners	434	2,351	61%
Promotions			
Summer VIP 2010	7	199	6%
Promotions	7	199	6%
Tour Operators			
Other/Unknown	1	7	0%
Tour Operators	1	28	1%
Travel Agents			
Other/Unknown	1	13	0%
Virtuoso Membership 2010	531	531	14%
Travel Agents	532	725	19%
Grand Total:	975	3,831	

Thank you

Questions?