

Naples, Marco Island, Everglades CVB Sales Report
7/12/2010 - 9/9/2010

September 27, 2010
 Detailed Staff Reports IX
 1 of 45

Event Type: RFP Rcvd

Sales Rep: Debi DeBenedetto

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
AHR Site Selection	2012 Nat'l rural utilities-IBES conference	RFP Rcvd	0	RFP's received - Out of Florida	11/10/2012 11/15/2012		\$0.00	0	280	890	0
Aircraft Rescue & Fire Fighting Working Group	2012 training seminars	RFP Rcvd	0	Tradeshow Attended	3/6/2012 3/8/2012		\$50,000.00	0	70	210	0
Aircraft Rescue & Fire Fighting Working Group	2011 annual conference	RFP Rcvd	0	Tradeshow Attended	9/10/2011 9/15/2011		\$82,000.00	0	175	729	0
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0	Tradeshow Attended	9/7/2013 9/13/2013		\$82,000.00	0	175	729	0
American Academy of Otolaryngic Allergy & Foundation	2010 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshow Attended	7/7/2010 7/10/2010		\$0.00	0	175	540	0
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012		\$0.00	0	175	600	0
American Express	2010 AE employee benefits	RFP Rcvd	0	Received Email from Planner	10/20/2010 10/21/2010		\$2,240.00	0	20	20	0
American Institute for Chartered Property Casualty Underwriters	Executive Committee AICPCU Board	RFP Rcvd	Association-Insurance	Repeat Planner Contact	2/16/2012 2/18/2012		\$12,000.00	23	0	38	38
American Society of TMJ Surgeons	2012 American Society of TMJ Surgeons annual mtg	RFP Rcvd	0	RFP's received in 2010	2/29/2012 3/4/2012		\$36,750.00	0	42	147	0
Association Management Center	2012 MCA annual meeting	RFP Rcvd	0	RFP's received - Out of Florida	1/20/2012 1/25/2012		\$66,000.00	0	100	375	0
Association Services USA	2014 Convention	RFP Rcvd	0		5/14/2014 5/18/2014		\$60,000.00	0	0	370	0
Becker & Poliakoff	CAM leadership 2011	RFP Rcvd	0	Repeat Planner Contact	1/22/2011 1/23/2011		\$2,000.00	0	0	0	0
Church of Christ Written in Heaven	2013 National Youth Convention	RFP Rcvd	Association-Religious	RFP's received - Florida	7/16/2013 7/21/2013		\$0.00	0	139	490	0
Classic Meetings Incorporated	2013 American College of Real Estate Lawyers	RFP Rcvd	0	Repeat Planner Contact	10/9/2013 10/13/2013		\$285,570.00	770	0	770	0
ConferenceDirect / K. Renzi	2012 Fl. Aviation Trades Assoc	RFP Rcvd	0	Received Email from Planner	6/9/2012 6/12/2012		\$27,000.00	0	70	170	0
ConferenceDirect / V. Penchosky	2011 PARC annual meeting	RFP Rcvd	0	RFP's received in 2010	11/8/2011 11/10/2011		\$0.00	0	40	120	0
EMCO Corporation	Canadian Corporate incentive	RFP Rcvd	Corporate-Incentive	Repeat Planner Contact	1/30/2011 2/5/2011		\$100,000.00	0	50	350	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	2011 Attended	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Excellence in Meetings, Incentives & Events	2011 ERT bi annual sales meeting	RFP Rcvd	0	RFP's received - Out of Florida	1/22/2011 1/28/2011		\$35,376.00	0	33	201	0
Farmers Cooperative Company	Farmers Cooperative Company annual Strategic Planning Meeting	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	Received Phone Call from Planner	2/3/2011 2/6/2011		\$25,000.00	0	0	104	0
Florida Apartment Association	2013 education conf & trade show	RFP Rcvd	0	Tradeshow Attended	10/8/2013 10/11/2013		\$123,200.00	0	440	1,100	0
Florida Chess Association	2012 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	8/31/2012 9/1/2012		\$0.00	0	75	150	0
Florida Institute of Certified Public Accountants	2011 employee benefits conference	RFP Rcvd	0	Tradeshow Attended	5/25/2011 5/26/2011		\$3,750.00	0	25	25	0
Florida Institute of Certified Public Accountants	2011 not for profit conference	RFP Rcvd	0	Tradeshow Attended	6/1/2011 6/2/2011		\$1,935.00	0	10	15	0
Florida Institute of Certified Public Accountants	2012 Health Care conference	RFP Rcvd	0	Tradeshow Attended	4/24/2012 4/27/2012		\$57,780.00	0	140	270	0
Florida Society of Dermatologic Surgeons	2012 conference	RFP Rcvd	Association-Health & Medical	Repeat Planner Contact	11/1/2012 11/3/2012		\$42,480.00	0	140	360	0
Florida's Adoption Information Center	2011 adoption conference training	RFP Rcvd	0	RFP's received - Florida	1/18/2011 1/21/2011		\$16,720.00	0	40	95	0
Florida's Long-Term Care Program	2011 Golden choices volunteer recognition	RFP Rcvd	0	RFP's received - Florida	4/12/2011 4/13/2011		\$17,120.00	0	60	80	0
Grinley & Associates	2011 Bravo Health	RFP Rcvd	0	Received Email from Planner	9/15/2011 9/17/2011		\$11,880.00	0	40	120	0
Guardian Life Insurance Company of America	2011 PCA Workshop	RFP Rcvd	0	RFP's received in 2010	7/31/2011 8/2/2011		\$0.00	0	55	165	0
HelmsBriscoe / A. Gillespie	2011 SHPS Client Forum	RFP Rcvd	0	RFP's received - Out of Florida	2/21/2011 2/25/2011		\$61,250.00	0	80	245	0
HelmsBriscoe / J. Mattes	2011 Ingersoll Rand incentive trip	RFP Rcvd	0	RFP's received in 2010	1/31/2011 2/2/2011		\$13,200.00	0	25	75	0
HemoCue Inc	2011 group meeting	RFP Rcvd	0	Received Phone Call from Planner	1/23/2011 1/27/2011		\$7,040.00	0	50	225	0
HR Policy Association	2011 CHRO Summit	RFP Rcvd	Association-Educational	Tradeshow Attended	3/22/2011 3/26/2011		\$0.00	0	150	340	0
Lee Salberg International Group	Korean Group	RFP Rcvd	0		6/7/2011 6/10/2011		\$39,000.00	0	0	300	0
Managed Meetings, LLC	2012 annual convention	RFP Rcvd	0	RFP's received - from repeat planner	2/6/2012 2/10/2012		\$179,000.00	0	400	1,245	0
Meeting Expectations, Incorporated	Silk Road 2011	RFP Rcvd	0		5/13/2011 5/18/2011		\$125,000.00	0	0	680	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	3 or 4 Peak Rooms	Requested Rooms	Contracted Rooms	
Status: CURRENT TENTATIVE											
Mississippi Road Builders Association Inc	2012 Miss. Road Builders Convention	RFP Rcvd	0	Received Email from Planner	5/2/2012 5/5/2012		\$42,000.00	0	75	280	280
MOTIF Sites, Meetings & Events	2011 Incentive Program - Mercury Insur.	RFP Rcvd	0	RFP's received - Out of Florida	9/26/2011 9/29/2011		\$0.00	0	30	120	0
MOTIF Sites, Meetings & Events	2011 Managers Retreat - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	7/25/2011 7/28/2011		\$0.00	0	10	40	0
MOTIF Sites, Meetings & Events	2011 Management Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	6/6/2011 6/9/2011		\$0.00	0	65	260	0
MOTIF Sites, Meetings & Events	2011 Sales program - Mercury Ins	RFP Rcvd	0	RFP's received in 2010	8/29/2011 9/1/2011		\$0.00	0	120	420	0
MOTIF Sites, Meetings & Events	2011 Regional Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	1/24/2011 1/27/2011		\$0.00	0	275	1,100	0
MOTIF Sites, Meetings & Events	2011 Annual Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	11/7/2011 11/10/2011		\$0.00	0	0	3,300	0
MRI Software, LLC	2011 user conference	RFP Rcvd	0	Tradeshow Attended	10/14/2011 10/20/2011		\$257,376.00	0	700	2,298	0
MRI Software, LLC	2012 user conference	RFP Rcvd	0	Tradeshow Attended	10/12/2012 10/18/2012		\$257,376.00	0	707	2,298	0
National Council of Juvenile and Family Court Judges	2011 Mid Winter Meeting NCJFCJ	RFP Rcvd	Association-Government, Public Administration		1/10/2011 1/15/2011		\$50,000.00	270	0	270	0
National League of Postmasters	2011 Annual Convention	RFP Rcvd	0	Tradeshow Attended	7/17/2011 7/21/2011		\$0.00	0	375	1,875	0
National Lime Association	2011 NLA Winter Board Mtg	RFP Rcvd	0	Tradeshow Attended	1/25/2011 2/1/2011		\$0.00	0	18	0	0
National Trailer Dealers Association	National Trailer Dealers Assn 2011 Annual Convention	RFP Rcvd	Association-Trade, Commercial or Business	CVB Website	10/5/2011 10/8/2011	National	\$75,000.00	600	250	550	0
Ounce of Prevention Fund of Florida	2011 Program Manager's Meeting	RFP Rcvd	0	RFP's received in 2010	1/18/2011 1/21/2011		\$7,040.00	0	20	50	0
Papa Johns International	Papa Johns group incentive March 2011	RFP Rcvd	0		3/2/2011 3/6/2011		\$0.00	0	0	900	0
PJA Groups	2011 Eastforest Incentive	RFP Rcvd	0	Received Email from Planner	2/25/2011 3/2/2011		\$45,000.00	0	30	180	0
REALTOR Association of Greater Miami & the Beaches	2011 leadership retreat	RFP Rcvd	0	Tradeshow Attended	10/12/2011 10/13/2011		\$7,840.00	0	60	70	0
Republican Assoc.	2011 annual winter	RFP Rcvd	0	CVB Website	11/12/2011 11/16/2011		\$76,700.00	0	300	650	0
Republican Assoc.	2011 annual spring	RFP Rcvd	0	CVB Website	1/15/2011 1/18/2011		\$76,700.00	0	300	650	0
Republican Assoc.	2011 annual summer	RFP Rcvd	0	CVB Website	6/18/2011 6/21/2011		\$76,700.00	0	300	650	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	4 Q Rooms	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: CURRENT TENTATIVE												
Republican Assoc.	2011 annual fall	RFP Rcvd	0	CVB Website	9/10/2011 9/13/2011		\$76,700.00	0	300	650	0	
Site Search, Inc.	2012 2013 Annual FACC	RFP Rcvd	0		7/10/2012 7/13/2012		\$63,000.00	0	0	376	0	
Site Search, Inc.	2013 Annual FACC	RFP Rcvd	0		7/16/2013 7/19/2013		\$63,000.00	0	0	376	0	
Site Search, Incorporated	Sept 2010, CEO council	RFP Rcvd	0	RFP's received in 2010	9/24/2010 9/25/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Oct 2010, Central FL meet & greet	RFP Rcvd	0	RFP's received - Florida	10/14/2010 10/14/2010		\$0.00	0	2	2	0	
Site Search, Incorporated	Oct 2010, COO council	RFP Rcvd	0	RFP's received in 2010	10/22/2010 10/23/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Nov 10, mtg planner forum	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Nov 10, CEO council	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0	
Site Search, Incorporated	Nov 10, FSAE foundation & winter conf	RFP Rcvd	0	RFP's received in 2010	11/14/2010 11/15/2010		\$0.00	0	55	101	0	
Southeastern Section of the American Urological Association, Incorporated	2013 SES 77th annual meeting	RFP Rcvd	Association-Health & Medical	RFP's received - Out of Florida	3/12/2013 3/17/2013		\$0.00	0	316	1,286	0	
The Bankruptcy Bar Association	2012 annual weekend retreat	RFP Rcvd	0	Tradeshaw Attended	5/9/2012 5/12/2012		\$46,500.00	0	125	310	0	
The Main Event by Melody	Women in Film 2012	RFP Rcvd	Association-Trade, Commercial or Business		9/16/2012 9/21/2012		\$20,000.00	0	0	180	0	
The Main Event by Melody	Abbey Museum	RFP Rcvd	Association-Trade, Commercial or Business		8/12/2013 8/17/2013		\$12,000.00	0	20	120	0	
Trusty & Associates	2011 SMOGS annual meeting	RFP Rcvd	0	Repeat Planner Contact	3/3/2011 3/5/2011		\$0.00	0	10	24	0	
United Fresh Produce Association	2011 United Fresh Produce	RFP Rcvd	0		1/16/2011 1/22/2011		\$0.00	0	100	330	0	
United States Tennis Association	2012 annual meeting	RFP Rcvd	0	Received Email from Planner	11/30/2012 12/2/2012		\$54,275.00	0	150	325	0	
United States Tennis Association	2013 annual meeting	RFP Rcvd	0	Received Email from Planner	12/6/2013 12/8/2013		\$54,275.00	0	150	325	0	
Event Count:							73	\$2,926,773.00	1,663	8,217	32,869	318

Status: LEADS SENT

Aircraft Rescue & Fire Fighting Working Group	2012 training seminars	RFP Rcvd	0	Tradeshaw Attended	3/6/2012 3/8/2012		\$50,000.00	0	70	210	0
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Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	5 or 4 or 3 Attended	Peak Rooms	Requested Rooms	Contracted Rooms
Status: LEADS SENT											
Aircraft Rescue & Fire Fighting Working Group	2011 annual conference	RFP Rcvd	0	Tradeshow Attended	9/10/2011 9/15/2011		\$82,000.00	0	175	729	0
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0	Tradeshow Attended	9/7/2013 9/13/2013		\$82,000.00	0	175	729	0
American Express	2010 AE employee benefits	RFP Rcvd	0	Received Email from Planner	10/20/2010 10/21/2010		\$2,240.00	0	20	20	0
Association Management Center	2012 MCA annual meeting	RFP Rcvd	0	RFP's received - Out of Florida	1/20/2012 1/25/2012		\$66,000.00	0	100	375	0
Association Services USA	2014 Convention	RFP Rcvd	0		5/14/2014 5/18/2014		\$60,000.00	0	0	370	0
Becker & Poliakoff	CAM leadership 2011	RFP Rcvd	0	Repeat Planner Contact	1/22/2011 1/23/2011		\$2,000.00	0	0	0	0
ConferenceDirect / K. Renzi	2012 Fl. Aviation Trades Assoc	RFP Rcvd	0	Received Email from Planner	6/9/2012 6/12/2012		\$27,000.00	0	70	170	0
ConferenceDirect / L. Golabowski	2011 FIS	RFP Rcvd	0	Repeat Planner Contact	2/21/2011 2/22/2011		\$15,000.00	0	50	60	0
ConferenceDirect / N. Morrissey	2010 RZIM IT meeting in Naples	RFP Rcvd	0	RFP's received - Out of Florida	10/31/2010 11/2/2010		\$0.00	0	30	90	0
EMCO Corporation	Canadian Corporate incentive	RFP Rcvd	Corporate-Incentive	Repeat Planner Contact	1/30/2011 2/5/2011		\$100,000.00	0	50	350	0
Excellence in Meetings, Incentives & Events	2011 ERT bi annual sales meeting	RFP Rcvd	0	RFP's received - Out of Florida	1/22/2011 1/28/2011		\$35,376.00	0	33	201	0
Finance and Resource Management Consultants	2011 Study Group meeting 1200	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received - from repeat planner	1/27/2011 1/28/2011		\$8,800.00	0	25	50	0
Finance and Resource Management Consultants	2011 study group meeting #1900	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received - from repeat planner	1/12/2011 1/13/2011		\$5,280.00	0	15	30	0
Florida Apartment Association	2011 education conf & trade show	RFP Rcvd	0	Tradeshow Attended	10/11/2011 10/14/2011		\$123,200.00	0	440	1,100	0
Florida Apartment Association	2013 education conf & trade show	RFP Rcvd	0	Tradeshow Attended	10/8/2013 10/11/2013		\$123,200.00	0	440	1,100	0
Florida Institute of Certified Public Accountants	2011 annual convention	RFP Rcvd	0	Tradeshow Attended	6/21/2011 6/25/2011		\$39,345.00	0	70	305	0
Florida Institute of Certified Public Accountants	2011 employee benefits conference	RFP Rcvd	0	Tradeshow Attended	5/25/2011 5/26/2011		\$3,750.00	0	25	25	0
Florida Institute of Certified Public Accountants	2011 not for profit conference	RFP Rcvd	0	Tradeshow Attended	6/1/2011 6/2/2011		\$1,935.00	0	10	15	0
Florida Institute of Certified Public Accountants	2012 Health Care conference	RFP Rcvd	0	Tradeshow Attended	4/24/2012 4/27/2012		\$57,780.00	0	140	270	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	6 or 4 Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
Status: LEADS SENT											
Florida Society of Dermatologic Surgeons	2012 conference	RFP Rcvd	Association-Health & Medical	Repeat Planner Contact	11/1/2012 11/3/2012		\$42,480.00	0	140	360	0
Florida's Adoption Information Center	2011 adoption conference training	RFP Rcvd	0	RFP's received - Florida	1/18/2011 1/21/2011		\$16,720.00	0	40	95	0
Florida's Long-Term Care Program	2011 Golden choices volunteer recognition	RFP Rcvd	0	RFP's received - Florida	4/12/2011 4/13/2011		\$17,120.00	0	60	80	0
Grinley & Associates	2011 Bravo Health	RFP Rcvd	0	Received Email from Planner	9/15/2011 9/17/2011		\$11,880.00	0	40	120	0
HelmsBriscoe / A. Gillespie	2011 SHPS Client Forum	RFP Rcvd	0	RFP's received - Out of Florida	2/21/2011 2/25/2011		\$61,250.00	0	80	245	0
HelmsBriscoe / J. Mattes	2011 Ingersoll Rand incentive trip	RFP Rcvd	0	RFP's received in 2010	1/31/2011 2/2/2011		\$13,200.00	0	25	75	0
HemoCue Inc	2011 group meeting	RFP Rcvd	0	Received Phone Call from Planner	1/23/2011 1/27/2011		\$7,040.00	0	50	225	0
Lee Salberg International Group	Korean Group	RFP Rcvd	0		6/7/2011 6/10/2011		\$39,000.00	0	0	300	0
Managed Meetings, LLC	2012 annual convention	RFP Rcvd	0	RFP's received - from repeat planner	2/6/2012 2/10/2012		\$179,000.00	0	400	1,245	0
Meeting Expectations, Incorporated	Silk Road 2011	RFP Rcvd	0		5/13/2011 5/18/2011		\$125,000.00	0	0	680	0
Mississippi Road Builders Association Inc	2012 Miss. Road Builders Convention	RFP Rcvd	0	Received Email from Planner	5/2/2012 5/5/2012		\$42,000.00	0	75	280	280
MRI Software, LLC	2011 user conference	RFP Rcvd	0	Tradeshaw Attended	10/14/2011 10/20/2011		\$257,376.00	0	700	2,298	0
MRI Software, LLC	2012 user conference	RFP Rcvd	0	Tradeshaw Attended	10/12/2012 10/18/2012		\$257,376.00	0	707	2,298	0
Ounce of Prevention Fund of Florida	2011 Program Manager's Meeting	RFP Rcvd	0	RFP's received in 2010	1/18/2011 1/21/2011		\$7,040.00	0	20	50	0
Papa Johns International	Papa Johns group incentive March 2011	RFP Rcvd	0		3/2/2011 3/6/2011		\$0.00	0	0	900	0
REALTOR Association of Greater Miami & the Beaches	2011 leadership retreat	RFP Rcvd	0	Tradeshaw Attended	10/12/2011 10/13/2011		\$7,840.00	0	60	70	0
REALTOR Association of Greater Miami & the Beaches	2010 staff retreat	RFP Rcvd	0	Received Email from Planner	8/13/2010 8/14/2010		\$2,970.00	0	30	30	0
Republican Assoc.	2011 annual winter	RFP Rcvd	0	CVB Website	11/12/2011 11/16/2011		\$76,700.00	0	300	650	0
Republican Assoc.	2011 annual spring	RFP Rcvd	0	CVB Website	1/15/2011 1/18/2011		\$76,700.00	0	300	650	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	7 of 49	Peak Rooms	Requested Rooms	Contracted Rooms
Status: LEADS SENT											
Republican Assoc.	2011 annual summer	RFP Rcvd	0	CVB Website	6/18/2011 6/21/2011		\$76,700.00	0	300	650	0
Republican Assoc.	2011 annual fall	RFP Rcvd	0	CVB Website	9/10/2011 9/13/2011		\$76,700.00	0	300	650	0
Site Search, Inc.	Regional 2012 and 2013	RFP Rcvd	0		10/26/2010 10/28/2010		\$0.00	0	0	41	0
Site Search, Inc.	2012 2013 Annual FACC	RFP Rcvd	0		7/10/2012 7/13/2012		\$63,000.00	0	0	376	0
Site Search, Inc.	2013 Annual FACC	RFP Rcvd	0		7/16/2013 7/19/2013		\$63,000.00	0	0	376	0
The Bankruptcy Bar Association	2012 annual weekend retreat	RFP Rcvd	0	Tradeshow Attended	5/9/2012 5/12/2012		\$46,500.00	0	125	310	0
The Main Event by Melody	Women in Film 2012	RFP Rcvd	Association-Trade, Commercial or Business		9/16/2012 9/21/2012		\$20,000.00	0	0	180	0
The Main Event by Melody	Abbey Museum	RFP Rcvd	Association-Trade, Commercial or Business		8/12/2013 8/17/2013		\$12,000.00	0	20	120	0
United States Tennis Association	2012 annual meeting	RFP Rcvd	0	Received Email from Planner	11/30/2012 12/2/2012		\$54,275.00	0	150	325	0
United States Tennis Association	2013 annual meeting	RFP Rcvd	0	Received Email from Planner	12/6/2013 12/8/2013		\$54,275.00	0	150	325	0
					Event Count:	49	\$2,592,048.00	0	6,010	20,203	280

Status: TURNED CANCELLED

Building Real Productive Lives	July 2010 women's retreat	RFP Rcvd	0	Received Email from Planner	7/22/2010 7/23/2010		\$5,300.00	0	25	50	0
ConferenceDirect / L. Golabowski	2011 FIS	RFP Rcvd	0	Repeat Planner Contact	2/21/2011 2/22/2011		\$15,000.00	0	50	60	0
Finance and Resource Management Consultants	2011 Study Group meeting 1200	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received - from repeat planner	1/27/2011 1/28/2011		\$8,800.00	0	25	50	0
Finance and Resource Management Consultants	2011 study group meeting #1900	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received - from repeat planner	1/12/2011 1/13/2011		\$5,280.00	0	15	30	0
Skadden	2011 Womens' Retreat	RFP Rcvd	Association-Fraternal	Tradeshow Attended	2/3/2011 2/6/2011		\$0.00	0	200	440	0
Truth Attack	2009 tea party motor march	RFP Rcvd	0	RFP's received - Out of Florida	10/30/2009 10/31/2009		\$0.00	0	25	25	0
Wells Dairy	2013 President's club awards	RFP Rcvd	0	RFP's received in 2010	2/21/2013 2/23/2013		\$52,500.00	0	70	210	0

Status:		TURNED DEFINITE								
Association of Jewish Family & Children's Agencies	AJFCA 2011 Winter Meetings	RFP Rcvd	Association-Religious	1/13/2010 1/16/2010	\$15,000.00	85	0	85	0	
ConferenceDirect / N. Morrissey	2010 RZIM IT meeting in Naples	RFP Rcvd	0	RFP's received - Out of Florida 10/31/2010 11/2/2010	\$0.00	0	30	90	0	
Hyland Software	2011 Team OnBase Conference	RFP Rcvd	0	Received Email from Planner 1/28/2011 2/3/2011	\$0.00	0	175	645	0	
Site Search, Inc.	Regional 2012 and 2013	RFP Rcvd	0	10/26/2010 10/28/2010	\$0.00	0	0	41	0	
				Event Count:	4	\$15,000.00	85	205	861	0

Status:		TURNED LOST							
American Academy of Otolaryngic Allergy & Foundation	2010 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshow Attended 7/7/2010 7/10/2010	\$0.00	0	175	540	0
Aravindhan Dental Hospital	Mar 2010 Oral Radiology Convention	RFP Rcvd	0	RFP's received in 2010 2/13/2010 2/16/2010	\$0.00	0	400	1,200	0
Keller Group	2010 Feb/Mar meeting	RFP Rcvd	0	RFP's received in 2010 2/7/2010 2/11/2010	\$0.00	0	275	1,070	0
Multi-Expo International, Inc	2010 Singles Expo	RFP Rcvd	0	RFP's received - Florida 4/3/2010 4/4/2010	\$0.00	0	3	6	0
National Propane Gas Association	NPGA Winter 2012 Board of Directors Mtg Rfp	RFP Rcvd	Association-Manufacturing/Distribution	1/27/2012 1/31/2012	\$70,400.00	0	0	400	0
Nestle Business Services	2011 HealthCare Nutrition Sales Meeting	RFP Rcvd	0	Received Email from Planner 1/21/2011 1/30/2011	\$0.00	0	214	998	0
Professional Outdoor Media Association	2012 POMA annual conference	RFP Rcvd	0	Received Email from Planner 8/8/2012 8/11/2012	\$0.00	0	120	345	0
Professional Outdoor Media Association	2013 POMA annual conference	RFP Rcvd	0	Received Email from Planner 8/7/2013 8/11/2013	\$0.00	0	120	345	0
REALTOR Association of Greater Miami & the Beaches	2010 staff retreat	RFP Rcvd	0	Received Email from Planner 8/13/2010 8/14/2010	\$2,970.00	0	30	30	0
Site Search, Incorporated	Jan 10, FSAE/FSAE foundation	RFP Rcvd	0	RFP's received in 2010 1/14/2010 1/15/2010	\$0.00	0	15	30	0
Site Search, Incorporated	Feb 10, central FL meet & greet	RFP Rcvd	0	RFP's received in 2010 2/5/2010 2/5/2010	\$0.00	0	2	2	0
Site Search, Incorporated	Feb 10, COO council	RFP Rcvd	0	RFP's received in 2010 2/26/2010 2/27/2010	\$0.00	0	20	40	0
Site Search, Incorporated	Mar 10, Mtg planner forum	RFP Rcvd	0	RFP's received in 2010 3/12/2010 3/13/2010	\$0.00	0	20	40	0
The Meeting Company	NTE 2011	RFP Rcvd	0	Repeat Planner Contact 1/31/2011 2/24/2011	\$525,561.00	0	0	2,199	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	9/14/10 9/15/10	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: TURNED LOST												
Tom Morrison & Associates, Inc.	June 2011 PAC	RFP Rcvd	Association-Government, Public Administration	RFP's received in 2010	6/5/2011 6/9/2011		\$65,000.00	0	175	555	0	
Tom Morrison & Associates, Inc.	June 2012 FLA PAC	RFP Rcvd	Association-Government, Public Administration	Received Phone Call from Planner	6/3/2012 6/7/2012		\$65,000.00	0	175	555	0	
Tom Morrison & Associates, Inc.	June 2013 Fla PAC	RFP Rcvd	Association-Government, Public Administration		6/2/2013 6/6/2013		\$65,000.00	0	175	555	0	
Tom Morrison & Associates, Inc.	Oct 2012 Fla Pac	RFP Rcvd	Association-Government, Public Administration		9/30/2012 10/4/2012		\$65,000.00	0	0	555	0	
Tom Morrison & Associates, Inc.	Oct 2013 Fla Pac	RFP Rcvd	Association-Government, Public Administration		10/6/2013 10/10/2013		\$65,000.00	0	0	555	0	
Tom Morrison & Associates, Inc.	2012 Feb Fla Pac	RFP Rcvd	Association-Government, Public Administration		2/19/2012 2/23/2012		\$65,000.00	0	175	555	0	
Tom Morrison & Associates, Inc.	Feb 2013 Fla pac	RFP Rcvd	Association-Government, Public Administration		2/10/2013 2/14/2013		\$65,000.00	0	0	555	0	
Western CPE	Garden May 2011 Western CPE Rfp	RFP Rcvd	0	CVB Website	5/21/2011 5/28/2011		\$0.00	0	45	255	0	
Event Count:							22	\$1,053,931.00	0	2,139	11,385	0

Status: TURNED TENTATIVE

Aircraft Rescue & Fire Fighting Working Group	2011 annual conference	RFP Rcvd	0	Tradeshaw Attended	9/10/2011 9/15/2011		\$82,000.00	0	175	729	0
Aircraft Rescue & Fire Fighting Working Group	2012 training seminars	RFP Rcvd	0	Tradeshaw Attended	3/6/2012 3/8/2012		\$50,000.00	0	70	210	0
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0	Tradeshaw Attended	9/7/2013 9/13/2013		\$82,000.00	0	175	729	0
American Express	2010 AE employee benefits	RFP Rcvd	0	Received Email from Planner	10/20/2010 10/21/2010		\$2,240.00	0	20	20	0
Association Management Center	2012 MCA annual meeting	RFP Rcvd	0	RFP's received - Out of Florida	1/20/2012 1/25/2012		\$66,000.00	0	100	375	0
Association Services USA	2014 Convention	RFP Rcvd	0		5/14/2014 5/18/2014		\$60,000.00	0	0	370	0
Becker & Poliakoff	CAM leadership 2011	RFP Rcvd	0	Repeat Planner Contact	1/22/2011 1/23/2011		\$2,000.00	0	0	0	0
ConferenceDirect / K. Renzi	2012 Fl. Aviation Trades Assoc	RFP Rcvd	0	Received Email from Planner	6/9/2012 6/12/2012		\$27,000.00	0	70	170	0
ConferenceDirect / L. Golabowski	2011 FIS	RFP Rcvd	0	Repeat Planner Contact	2/21/2011 2/22/2011		\$15,000.00	0	50	60	0
ConferenceDirect / N. Morrissey	2010 RZIM IT meeting in Naples	RFP Rcvd	0	RFP's received - Out of Florida	10/31/2010 11/2/2010		\$0.00	0	30	90	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	10/1/11 Start	Peak Rooms	Requested Rooms	Contracted Rooms
Status: TURNED TENTATIVE											
EMCO Corporation	Canadian Corporate incentive	RFP Rcvd	Corporate-Incentive	Repeat Planner Contact	1/30/2011 2/5/2011		\$100,000.00	0	50	350	0
Excellence in Meetings, Incentives & Events	2011 ERT bi annual sales meeting	RFP Rcvd	0	RFP's received - Out of Florida	1/22/2011 1/28/2011		\$35,376.00	0	33	201	0
Finance and Resource Management Consultants	2011 Study Group meeting 1200	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received - from repeat planner	1/27/2011 1/28/2011		\$8,800.00	0	25	50	0
Finance and Resource Management Consultants	2011 study group meeting #1900	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	RFP's received - from repeat planner	1/12/2011 1/13/2011		\$5,280.00	0	15	30	0
Florida Apartment Association	2011 education conf & trade show	RFP Rcvd	0	Tradeshaw Attended	10/11/2011 10/14/2011		\$123,200.00	0	440	1,100	0
Florida Apartment Association	2013 education conf & trade show	RFP Rcvd	0	Tradeshaw Attended	10/8/2013 10/11/2013		\$123,200.00	0	440	1,100	0
Florida Institute of Certified Public Accountants	2012 Health Care conference	RFP Rcvd	0	Tradeshaw Attended	4/24/2012 4/27/2012		\$57,780.00	0	140	270	0
Florida Institute of Certified Public Accountants	2011 employee benefits conference	RFP Rcvd	0	Tradeshaw Attended	5/25/2011 5/26/2011		\$3,750.00	0	25	25	0
Florida Institute of Certified Public Accountants	2011 not for profit conference	RFP Rcvd	0	Tradeshaw Attended	6/1/2011 6/2/2011		\$1,935.00	0	10	15	0
Florida Institute of Certified Public Accountants	2011 annual convention	RFP Rcvd	0	Tradeshaw Attended	6/21/2011 6/25/2011		\$39,345.00	0	70	305	0
Florida Society of Dermatologic Surgeons	2012 conference	RFP Rcvd	Association-Health & Medical	Repeat Planner Contact	11/1/2012 11/3/2012		\$42,480.00	0	140	360	0
Florida's Adoption Information Center	2011 adoption conference training	RFP Rcvd	0	RFP's received - Florida	1/18/2011 1/21/2011		\$16,720.00	0	40	95	0
Florida's Long-Term Care Program	2011 Golden choices volunteer recognition	RFP Rcvd	0	RFP's received - Florida	4/12/2011 4/13/2011		\$17,120.00	0	60	80	0
Grinley & Associates	2011 Bravo Health	RFP Rcvd	0	Received Email from Planner	9/15/2011 9/17/2011		\$11,880.00	0	40	120	0
HelmsBriscoe / A. Gillespie	2011 SHPS Client Forum	RFP Rcvd	0	RFP's received - Out of Florida	2/21/2011 2/25/2011		\$61,250.00	0	80	245	0
HelmsBriscoe / J. Mattes	2011 Ingersoll Rand incentive trip	RFP Rcvd	0	RFP's received in 2010	1/31/2011 2/2/2011		\$13,200.00	0	25	75	0
HemoCue Inc	2011 group meeting	RFP Rcvd	0	Received Phone Call from Planner	1/23/2011 1/27/2011		\$7,040.00	0	50	225	0
Lee Salberg International Group	Korean Group	RFP Rcvd	0		6/7/2011 6/10/2011		\$39,000.00	0	0	300	0
Managed Meetings, LLC	2012 annual convention	RFP Rcvd	0	RFP's received - from repeat planner	2/6/2012 2/10/2012		\$179,000.00	0	400	1,245	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	11 Oct 11 Start	Peak Rooms	Requested Rooms	Contracted Rooms
Status: TURNED TENTATIVE											
Meeting Expectations, Incorporated	Silk Road 2011	RFP Rcvd	0		5/13/2011 5/18/2011		\$125,000.00	0	0	680	0
Mississippi Road Builders Association Inc	2012 Miss. Road Builders Convention	RFP Rcvd	0	Received Email from Planner	5/2/2012 5/5/2012		\$42,000.00	0	75	280	280
MRI Software, LLC	2012 user conference	RFP Rcvd	0	Tradeshow Attended	10/12/2012 10/18/2012		\$257,376.00	0	707	2,298	0
MRI Software, LLC	2011 user conference	RFP Rcvd	0	Tradeshow Attended	10/14/2011 10/20/2011		\$257,376.00	0	700	2,298	0
Ounce of Prevention Fund of Florida	2011 Program Manager's Meeting	RFP Rcvd	0	RFP's received in 2010	1/18/2011 1/21/2011		\$7,040.00	0	20	50	0
REALTOR Association of Greater Miami & the Beaches	2011 leadership retreat	RFP Rcvd	0	Tradeshow Attended	10/12/2011 10/13/2011		\$7,840.00	0	60	70	0
REALTOR Association of Greater Miami & the Beaches	2010 staff retreat	RFP Rcvd	0	Received Email from Planner	8/13/2010 8/14/2010		\$2,970.00	0	30	30	0
Republican Assoc.	2011 annual fall	RFP Rcvd	0	CVB Website	9/10/2011 9/13/2011		\$76,700.00	0	300	650	0
Republican Assoc.	2011 annual spring	RFP Rcvd	0	CVB Website	1/15/2011 1/18/2011		\$76,700.00	0	300	650	0
Republican Assoc.	2011 annual summer	RFP Rcvd	0	CVB Website	6/18/2011 6/21/2011		\$76,700.00	0	300	650	0
Republican Assoc.	2011 annual winter	RFP Rcvd	0	CVB Website	11/12/2011 11/16/2011		\$76,700.00	0	300	650	0
Site Search, Inc.	2012 2013 Annual FACC	RFP Rcvd	0		7/10/2012 7/13/2012		\$63,000.00	0	0	376	0
Site Search, Inc.	2013 Annual FACC	RFP Rcvd	0		7/16/2013 7/19/2013		\$63,000.00	0	0	376	0
Site Search, Inc.	Regional 2012 and 2013	RFP Rcvd	0		10/26/2010 10/28/2010		\$0.00	0	0	41	0
The Bankruptcy Bar Association	2012 annual weekend retreat	RFP Rcvd	0	Tradeshow Attended	5/9/2012 5/12/2012		\$46,500.00	0	125	310	0
The Main Event by Melody	Women in Film 2012	RFP Rcvd	Association-Trade, Commercial or Business		9/16/2012 9/21/2012		\$20,000.00	0	0	180	0
The Main Event by Melody	Abbey Museum	RFP Rcvd	Association-Trade, Commercial or Business		8/12/2013 8/17/2013		\$12,000.00	0	20	120	0
United States Tennis Association	2012 annual meeting	RFP Rcvd	0	Received Email from Planner	11/30/2012 12/2/2012		\$54,275.00	0	150	325	0
United States Tennis Association	2013 annual meeting	RFP Rcvd	0	Received Email from Planner	12/6/2013 12/8/2013		\$54,275.00	0	150	325	0
Event Count:						48	\$2,592,048.00	0	6,010	19,303	280

EVENT FACTORS	Quantity	Multiplier	Event days	Total
				\$ -
Room nights booked	861	\$ 155.09	3	\$ 400,597.47
Meeting Room Revenue	4	\$ 1,000.00	3	\$ 12,000.00
F&B spending based on 1.5 persons in room	1291	\$ 125.00	3	\$ 484,125.00
	0	\$ -		\$ -
	0		0	\$ -
offsite expenditures				\$ -
What other expenditures, if any, are anticipated?				\$ -
Total direct impact =				\$ 896,722.47
	Output multiplier	1.73	Total output impact	\$ 1,551,329.87
		Employment impact		31.38528645
		Total earnings impact		484230.1338
Transient lodging tax				\$ 7,173.78
Local option gasoline tax				\$ 2,457.54
Occupational license tax rev.				
Payment for use of public facility				\$ -
Total gross revenue				\$ 2,045,222.71
Funds expended by local government CVB to attract the event				\$ -
Cost of additional public services required by the event or team				\$ -
Additional items				\$ -
Total expenditures				\$ -
Gross revenue				\$ 2,045,222.71
Net revenue				\$ 2,045,222.71

Aug sept 2010

Debi DeBenedetto CVB Sales

Naples, Marco Island, Everglades CVB
Task Report

September 27, 2010
Detailed Staff Reports IX
14 of 45

Created - Between 7/12/2010 - 9/9/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Fam Itinerary - Planning	Closed	7/12/2010	9/3/2010	Debi DeBenedetto
<i>Marketing for Fam - load applications to FTP site, updates and communication with applicants and partners</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Mtg Planner	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
<i>Assisted planner with offsite dine around info and sales kit Irene Caban Eventions of Florida 4302 Henderson Blvd. Ste 107 Tampa, Fl 33629 813-600-5763</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
<i>Worked on 2011 Trade Shows research shows and list to partners for ad fair - other ad fair misc.</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
<i>Website review and recommendations</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	7/12/2010	8/4/2010	Debi DeBenedetto
<i>Conference call and new committee for opportunity to open opportunities with Key West Express and joint promotion of Keys to Marco Island, Naples and Everglades for packages and video promo on boat, maps and other. Will follow up with committee formation - Nov. - March promo.</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	7/12/2010	6/17/2010	Debi DeBenedetto
<i>Attended Trade show, SGMP meeting and TSAE luncheon in Tallahassee with 2 hotel partners plus GENO trade show 3 days 6-15-6-17 Tallahassee</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	7/12/2010	8/4/2010	Debi DeBenedetto
<i>Staff meeting 3 hours</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	7/12/2010	7/9/2010	Debi DeBenedetto
<i>Worked on presentation for Marketing Retreat sales power point and plan for 2011</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	7/12/2010	7/8/2010	Debi DeBenedetto
<i>Conference call with SMU and sponsors - sent out notice of event and coordinated with sponsors and publication for group event, register and prepare for show</i>						
7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Mtg Planner	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
<i>Friendly & Friendly Assisted planner with offsite suggestions</i>						
7/12/2010	Debi's Activity Tracking Account	Sales - Send Sales Kit	Closed	7/12/2010	7/12/2010	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	Closed Date	Closed by User
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Discussions on VG sales and proof of web and sales sheet

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	7/12/2010	8/4/2010	Debi DeBenedetto
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Worked with Book Direct , Teri to preopare for bookdirect lauch on website and roundtable training and presentation. New booking engine live on website 6/15/2010

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
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Prepared for, attended and follow up on Destination Showcase Chicago

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
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Meeting with agency Roundtable meeting update - other roundtable preparation

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Followup Call	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
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General promotion VIP updates and reminders and marketing on website of promo

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Mtg Planner	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
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*Assisted planner to promote area and sent info Debi,
Please send all materials to
Dawn M. Braun, CAE
National Association of Home Builders
Executive Officers Council
1201 15th St., NW
Washington, DC 20005*

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - TDC Report	Closed	7/12/2010	7/12/2010	Debi DeBenedetto
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work on TDC report and updating tasks

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	sent rfp to partner	Closed	7/12/2010	6/18/2010	Debi DeBenedetto
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Sent out 7 Rfps from Tom Morrison FSAE contact for FPAC groups

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Visitor Guide edits	Closed	7/12/2010	8/4/2010	Debi DeBenedetto
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Notes and discussions on Visitor Guide

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Followup Call	Closed	7/12/2010	7/7/2010	Debi DeBenedetto
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Agency meeting on oil campaign approval and brainsotrming and thoughts

7/12/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	7/12/2010	7/7/2010	Debi DeBenedetto
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Partner meeting Hilton Naples Niccole and Heni to meet new market sales person and discuss future plans for shows and strategy with them

7/16/2010	Mississippi Road Builders Association Inc Peggy Lockert	Sales - Assisted Mtg Planner	Closed	7/30/2010	8/20/2010	Debi DeBenedetto
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*check to see if planner needs assistance with booking convention in our area
8/20/10 - Jennifer sent email follow up*

7/20/2010	ConferenceDirect / L. Golabowski	sent rfp to partner	Closed	8/3/2010	8/20/2010	Debi DeBenedetto
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* Task is assigned to multiple people

Printed: 9/16/2010

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Lynn Golabowski					
<i>Check to see if Lynn booked 2011 FIS in our area 8/20/10 - Jennifer sent follow up email</i>						

7/22/2010	American Express Megan Rooksby	Sales - Assisted Mtg Planner	Closed	7/30/2010	8/20/2010	Debi DeBenedetto
<i>check to see if American Express booked in our area and if they need assistance 8/20/10 - Jennifer sent follow up email to see if they booked in our area</i>						

7/22/2010	Grinley & Associates Noelle Grinley	Sales - Assisted Mtg Planner	Closed	7/30/2010	8/20/2010	Debi DeBenedetto
<i>check to see if Noelle needs assistance with Bravo Health group coming 2011 8/20/10 - Jennifer sent follow email</i>						

7/26/2010	Lee Salberg International Group	sent rfp to partner	Closed	7/26/2010	8/4/2010	Debi DeBenedetto
<i>Korean group rfp sent</i>						

7/27/2010	Site Search, Inc. Brenda Glass	sent rfp to partner	Closed	7/27/2010	8/20/2010	Debi DeBenedetto
<i>Debi sent 2 Rfps on this group board and annual FACC Brenda Glass 8/20/10 - booked business</i>						

7/27/2010	Site Search, Inc.	sent rfp to partner	Closed	8/3/2010	8/4/2010	Debi DeBenedetto
<i>follow up on two rfp sent and schedule sites</i>						

7/28/2010	ConferenceDirect / N. Morrissey Neysa Morrissey	Sales - Assisted Mtg Planner	Closed	8/10/2010	8/20/2010	Debi DeBenedetto
<i>check to see if they found a venue for their add on meeting and if they need any collateral 8/20/10 - booked business</i>						

7/30/2010	ConferenceDirect / K. Renzi Kristin Renzi	Sales - Assisted Mtg Planner	Closed	8/15/2010	8/20/2010	Debi DeBenedetto
<i>check to see if planner needs any collateral or destination assistance 8/20/10 - Jennifer sent email follow up</i>						

7/30/2010	REALTOR Association of Greater Miami & the Beaches Teresa Kinney	Sales - Assisted Mtg Planner	Closed	7/30/2010	8/20/2010	Debi DeBenedetto
<i>check with Realtor to see if they need any collateral or help with their August staff meeting 8/20/10 - Jennifer sent follow up email</i>						

7/30/2010	The Bankruptcy Bar Association Laura Silverman	Sales - Assisted Mtg Planner	Open	8/15/2010		
<i>check to see if planner needs any collateral or destination assistance</i>						

7/30/2010	United States Tennis Association Lynne Salus	Sales - Assisted Mtg Planner	Closed	8/15/2010	8/20/2010	Debi DeBenedetto
<i>RFP from FSAE show. Check to see if they need anything and if they booked in the area for the 2012 & 2013 annual meeting 8/20/10 - Jennifer sent follow up email</i>						

8/2/2010	Florida Apartment Association Marjorie Cook	Sales - Assisted Mtg Planner	Open	8/16/2010		
<i>check to see if planner needs collateral or destination information</i>						

* 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
8/2/2010	Florida Institute of Certified Public Accountants	Sales - Assisted Mtg Planner	Open	8/17/2010		
	<i>check to see if planner needs collateral or destination information</i>					
8/2/2010	Florida Institute of Certified Public Accountants Wendy Johnson	Sales - Assisted Mtg Planner	Open	8/17/2010		
	<i>check to see if planner needs collateral or destination information</i>					
8/2/2010	Florida Institute of Certified Public Accountants Wendy Johnson	Sales - Assisted Mtg Planner	Open	9/15/2010		
	<i>check to see if they booked 2012 Health Care conference in our area</i>					
8/2/2010	Florida Society of Dermatologic Surgeons Paula Baumgardner	Sales - Assisted Mtg Planner	Open	8/16/2010		
	<i>check to see if meeting planner needs collateral or destination information</i>					
8/2/2010	Meeting Expectations, Incorporated	sent rfp to partner	Closed	8/2/2010	8/2/2010	Debi DeBenedetto
	<i>Sendt rfp to hotels and invited to FAM</i>					
8/2/2010	Meeting Expectations, Incorporated Lauren Andrews	General - Followup Call	Open	9/2/2010		
	<i>Check on Silk road Rfp if booked</i>					
8/2/2010	REALTOR Association of Greater Miami & the Beaches Teresa Kinney	Sales - Assisted Mtg Planner	Closed	8/16/2010	8/20/2010	Debi DeBenedetto
	<i>check to see if planner needs collateral or destination information 8/20/10 - Jennifer sent email follow up</i>					
8/2/2010	The Main Event by Melody	sent rfp to partner	Closed	8/2/2010	8/2/2010	Debi DeBenedetto
	<i>sent Rfp out</i>					
8/2/2010	The Main Event by Melody	General - Followup Call	Open	9/2/2010		
	<i>Call to see if booked</i>					
8/4/2010	Florida's Adoption Information Center Sandra Santiago	Sales - Assisted Mtg Planner	Open	8/17/2010		
	<i>check to see if planner needs collateral or destination information</i>					
8/11/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	8/11/2010	8/11/2010	Jennifer Leslie
	<i>assisted meeting planner from UK. She wanted info on the VIP cards. Sent her some VIP cards and directed her to our website.</i>					
8/11/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	8/11/2010	8/11/2010	Jennifer Leslie
	<i>Assisted meeting planner - Anne Stephens -with information on the area for her "political association client" that holds 5 meetings per year. Also invited her to the FAM</i>					
8/13/2010	Aircraft Rescue & Fire Fighting Working Group	Sales - Assisted Mtg Planner	Open	8/30/2010		

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Task Assigned User: Debi DeBenedetto

Create Date Account Name Task Type Status Due Date 10/15/10 Date Closed by User

Contact Name

Barbara Haas

check to see if meeting planner booked in the area and/or needs collateral or destination information

8/13/2010	Aircraft Rescue & Fire Fighting Working Group Barbara Haas	Sales - Assisted Mtg Planner	Open	8/30/2010		
-----------	---	------------------------------	------	-----------	--	--

check to see if meeting planner booked either the Aircraft Rescue seminars or annual conference in our area. Check to see if they need collateral or destination information

8/13/2010	Becker & Poliakoff Lisa Walters	sent rfp to partner	Closed	8/13/2010	8/13/2010	Debi DeBenedetto
-----------	------------------------------------	---------------------	--------	-----------	-----------	------------------

sent rfp

8/13/2010	MRI Software, LLC Bess Matuszewski	Sales - Assisted Mtg Planner	Open	8/30/2010		
-----------	---------------------------------------	------------------------------	------	-----------	--	--

check to see if meeting planner booked in the area and if they need collateral or destination information

8/13/2010	Society of Independent Show Organizers Gillian Campbell	sent rfp to partner	Closed	8/13/2010	8/13/2010	Debi DeBenedetto
-----------	--	---------------------	--------	-----------	-----------	------------------

Sent event Rfp to sip n sail NTT and few

8/13/2010	Society of Independent Show Organizers Gillian Campbell	Sales - Send Promotional Item / Collateral	Open	4/1/2011		
-----------	--	--	------	----------	--	--

send vip cards for welcome bags and follow up with details of site

8/13/2010	Society of Independent Show Organizers	General - Followup Call	Open	9/30/2010		
-----------	--	-------------------------	------	-----------	--	--

Call to see if booked

8/16/2010	Finance and Resource Management Consultants Lisa Langford	Sales - Assisted Mtg Planner	Closed	9/1/2010	9/3/2010	Debi DeBenedetto
-----------	--	------------------------------	--------	----------	----------	------------------

check to see if they booked in the area and if they need collateral or destination information

8/18/2010	HelmsBriscoe / J. Mattes Jaimie Mattes	Sales - Assisted Mtg Planner	Open	8/30/2010		
-----------	---	------------------------------	------	-----------	--	--

check to see they booked 2011 Ingersoll Rand in the area or if they need collateral or destination information

8/19/2010	Florida's Long-Term Care Program ZsaZsa Ingram-Fitzpatrick	Sales - Assisted Mtg Planner	Open	9/1/2010		
-----------	---	------------------------------	------	----------	--	--

check to see if meeting planner needs collateral or destination information

8/20/2010	Republican Assoc. Anne Stephens	Sales - Assisted Mtg Planner	Open	9/10/2010		
-----------	------------------------------------	------------------------------	------	-----------	--	--

check with meeting planner to see if they need collateral or destination information

8/23/2010	Managed Meetings, LLC Dave Tomasini	Sales - Assisted Mtg Planner	Open	9/13/2010		
-----------	--	------------------------------	------	-----------	--	--

check to see if they need collateral or destination information

8/24/2010	Excellence in Meetings, Incentives & Events Jacqueline D'Imperio	Sales - Assisted Mtg Planner	Open	9/2/2010		
-----------	---	------------------------------	------	----------	--	--

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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
8/26/2010	Association Services USA Tim Dove <i>sent Rfp met planner SMU</i>	sent rfp to partner	Closed	8/26/2010	8/26/2010	Debi DeBenedetto
8/26/2010	The Main Event by Melody <i>call and ask if Women in Film and Abbey Museum booked</i>	General - Followup Call	Open	11/26/2010		
8/26/2010	The Main Event by Melody Melody Whitelaw <i>sent rfp client attending Fam</i>	sent rfp to partner	Closed	8/26/2010	8/26/2010	Debi DeBenedetto
8/30/2010	Debi's Activity Tracking Account <i>Contact Laura Johnson with RTI/Biologics - Laura.Johnson@rtix.com - cell 352-494-2105 - regarding booking any meetings in 2011 or 2012. Attended SMU in Naples. We won't sign any contracts until after our January 2011 sales meeting, but several of the properties are now at the top of my 2012 list (and beyond!). Another thing, I would never have considered hosting this particular sales meeting in Marco Island because of the perceived distance from the airport. After staying there, I realized a) it's actually not that far from SW Florida Intl Airport, b) the location makes Ft. Lauderdale Intl. Airport a viable alternative, and c) the property is so gorgeous, who cares how far you have to drive to get there!!!</i>	Sales - Assisted Mtg Planner	Closed	12/30/2010	9/7/2010	Debi DeBenedetto
8/30/2010	Papa Johns International Michele Heuglin <i>Called and requested more info</i>	Sales - Assisted Mtg Planner	Closed	8/30/2010	8/30/2010	Debi DeBenedetto
8/31/2010	Ounce of Prevention Fund of Florida Chris Schuh <i>check to see if meeting planner needs collateral or destination information. Applied to Oct 2010 FAM</i>	Sales - Assisted Mtg Planner	Open	9/10/2010		
8/31/2010	Papa Johns International Michele Heuglin <i>call Michelle to see if Papa Johns contracted</i>	General - Followup Call	Closed	8/31/2010	9/3/2010	Debi DeBenedetto
9/2/2010	HelmsBriscoe / A. Gillespie Aimee Gillespie <i>received RFP - check to see if meeting planner needs collateral or destination information</i>	Sales - Assisted Mtg Planner	Open	9/15/2010		
9/3/2010	Association Management Center Erica Powell <i>check to see if meeting planner needs collateral or destination information</i>	Sales - Assisted Mtg Planner	Open	9/15/2010		
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto <i>Visitor Guide Meeting 1.5 hours</i>	Sales - Meeting / Show / Conference	Closed	9/3/2010	7/13/2010	Debi DeBenedetto
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto <i>All day staff meeting marketing retreat Marriott</i>	Sales - Meeting / Show / Conference	Closed	9/3/2010	7/15/2010	Debi DeBenedetto
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	9/3/2010	7/20/2010	Debi DeBenedetto

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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>Attending FSAE conference next 3 days. got 11 rfp from conference and great education destination hosted conference at Naples Grande and 350 in attendance - excellent showcase of dest as 3 hotels sponsored local and had CVB support. Volunteered and assisted conference, attended sessions and events day and night.</i>					
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	9/3/2010	7/14/2010	Debi DeBenedetto
	<i>Meeting with Teri book direct to train hotels</i>					
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	9/3/2010	7/16/2010	Debi DeBenedetto
	<i>office tasks - live book direct - Vip update</i>					
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Email	Closed	9/3/2010	7/26/2010	Debi DeBenedetto
	<i>general office day and sending out review of rfps from FSAE meeting - catch up day after 3 day conference</i>					
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Worked on upcoming CVB event	Closed	9/3/2010	7/13/2010	Debi DeBenedetto
	<i>ADvisory roundtable 9-12 organized and attended</i>					
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto	Proofing Marketing materials	Closed	9/3/2010	7/14/2010	Debi DeBenedetto
	<i>VG meeting and proofs, Meeting with Michele digital - remind FSAE and confirm tours</i>					
9/3/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Email	Closed	9/3/2010	7/19/2010	Debi DeBenedetto
	<i>follow up on destination showcase leads, take FSAE bags to conference - prepare for conference - general office</i>					
9/3/2010	Debi's Activity Tracking Account	General - Email	Closed	9/3/2010	7/27/2010	Debi DeBenedetto
	<i>office and send out info for wonemns retreat - Rich brown lead Nat. Assn home builders Recent projects worked daily - Fam, Show follow up, vip, sales plan Key west promo, plan site for planner</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Closed	9/7/2010	7/29/2010	Debi DeBenedetto
	<i>Worked on Marketing plan and finalized it. 8 hours</i>					
9/7/2010	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	9/7/2010	9/7/2010	Debi DeBenedetto
	<i>Booked flight for Virtuoso Clive comcast Matt up date prepare Virtuoso updates with 3 planners SMU bag stuffer web updates worked on marketing sales plan</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	9/7/2010	8/4/2010	Debi DeBenedetto
	<i>SMU appt scheduling and follow up prep for show invoice NBH for SMU Angela and Jenny SMU updates Talked to Gordon about new visitor center Update fam with planner summit event Chicago update planner Matt / Results TV Book MLT plan</i>					

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	9/7/2010	8/8/2010	Debi DeBenedetto
	<i>book roundtable dinner show Naples for Oct. 25th</i>					
	<i>Attended Successful Meetings University NBH SMU - 3 days and nights of meetings and events</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	9/7/2010	8/13/2010	Debi DeBenedetto
	<i>Clean storage room</i>					
	<i>Alan Maltz meeting</i>					
	<i>copy photos of Alan taking photos - give to JoNell</i>					
	<i>5 Rfp's sent and follow up from SMU this week</i>					
	<i>Leo oches here</i>					
9/7/2010	Debi's Activity Tracking Account	General - Followup Call	Closed	9/7/2010	8/23/2010	Debi DeBenedetto
	<i>follow up on MPI sec</i>					
	<i>sent SISO follow up</i>					
	<i>calls and office catch up</i>					
9/7/2010	Debi's Activity Tracking Account	General - Meeting	Closed	9/7/2010	9/2/2010	Debi DeBenedetto
	<i>Staff meeting 4 hours plus follow up</i>					
	<i>Fam meeting 2 hours</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Fam Itinerary - Planning	Closed	9/7/2010	9/7/2010	Debi DeBenedetto
	<i>Fam updates for Mp fam 3 cancels this morning and some rsvp - spreadsheet and communication</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Proof copy	Closed	9/7/2010	7/17/2010	Debi DeBenedetto
	<i>proof map again</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	9/7/2010	7/20/2010	Debi DeBenedetto
	<i>Sales meeting with Orbitz - fla packages</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	9/7/2010	8/5/2010	Debi DeBenedetto
	<i>Meeting with Miles Media 2 hours go over MP plan and other options</i>					
	<i>Ad fair 4-7 45 RSVP attended successful event</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	9/7/2010	8/12/2010	Debi DeBenedetto
	<i>Naples Chamber trade show - Bring your meetings home</i>					
	<i>gave out tourism fact cards</i>					
	<i>incentive for leads was told to many</i>					
	<i>100 peopel came by booth</i>					
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	9/7/2010	8/19/2010	Debi DeBenedetto
	<i>3 day conference MPISEC attended</i>					
	<i>education/networking/ leads</i>					
	<i>seminars and general session</i>					
	<i>nightly events</i>					
9/7/2010	Debi's Activity Tracking Account	General - Followup Call	Closed	9/7/2010	8/24/2010	Debi DeBenedetto
	<i>follow up to Marriott on NTOP request for sponsorship</i>					

* 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
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	9/7/2010	8/26/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Idss updates	Closed	9/7/2010	9/7/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	set site itinerary	Closed	9/7/2010	7/16/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	9/7/2010	8/3/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Followup Call	Closed	9/7/2010	7/26/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Mtg Planner	Closed	9/7/2010	8/2/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	9/7/2010	8/15/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Followup Call	Closed	9/7/2010	8/23/2010	Debi DeBenedetto
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	9/7/2010	9/7/2010	Debi DeBenedetto

meeting with Katies

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
9/7/2010	Debi's Activity Tracking Account Debi DeBenedetto	Fam Itinerary - Planning	Open	9/7/2010		
	<i>review for Media plan for group markets meeting with M&C ellen Miles Media meeting plan</i>					
9/7/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	9/7/2010	7/16/2010	Debi DeBenedetto
	<i>completed itinerary for ALlegiant Air site scheduled for 9/8/10 Allegiant air will bring extra service into Punta Gorda Ft Myers and want hotels to site for net rate contracts will be thousand of new room nights to destination</i>					
9/7/2010	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	9/7/2010	9/7/2010	Debi DeBenedetto
	<i>design and purchase table top covers and vases for booth and for Encounter partners booths</i>					
9/7/2010	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	9/7/2010	9/7/2010	Debi DeBenedetto
	<i>sent promo itmes collateral to planner Sharon Nowlen for Allstate Worked with planner Brenda Glass sent vip and pp map FL assn community correction</i>					
9/7/2010	Debi's Activity Tracking Account	Register Trade show	Closed	9/7/2010	8/4/2010	Debi DeBenedetto
	<i>contact Terri odell for group offsite venue assist planner Neysa Conference planner contact - heads up message Bob Loughgran invite to ad fair get VIP button back up on website Steve Kenny professional learning lead partner updates FSAE</i>					
9/7/2010	Debi's Activity Tracking Account	General - Meeting	Closed	9/7/2010	8/11/2010	Debi DeBenedetto
	<i>register Deestination Showcase DC and Chicago early bird rate discount talked to planner I had met at Affordable meetings DC Nancy Kerns Visitor center updates</i>					
9/7/2010	Debi's Activity Tracking Account	General - Meeting	Closed	9/7/2010	8/25/2010	Debi DeBenedetto
	<i>Boston sales calls meeting with hotel team Alan Maltz meeting SMU follow up</i>					
9/7/2010	Debi's Activity Tracking Account	General - Meeting	Closed	9/7/2010	8/30/2010	Debi DeBenedetto
	<i>setting itinerary for Monarch site partner coop assistance</i>					
9/7/2010	Debi's Activity Tracking Account	Event Sales Task	Closed	9/7/2010	9/3/2010	Debi DeBenedetto
	<i>Key West promo meeting will do VIP for Key West close that promo they have no money and no assistance</i>					
9/9/2010	HemoCue Inc	Sales - Assisted Mtg Planner	Open	9/20/2010		
	<i>worked on meeting planner fam, notices and spreadsheet updates eneral office planner contact partner updates Vip meeting</i>					

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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Diane Kerek

check to see if they need collateral or destination information for 2011 meeting

Total Tasks: 111

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of August 2010

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE	64	132.42
PR-Editorial	35	109.70
Expedia Reservations	1	5.67
International	7	16.50
Storm Information	2	0.98
Meeting Planner	0	0.00
Sports Council of Collier County	0	0.00
Naples #1	2	0.60
Naples #2	0	0.00
<u>Grand Total:</u>	<u>111</u>	<u>265.87</u>

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

For the month of August 2010

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>	<u>Reservations</u>
Expedia Reservations	0	0.00	0
Live Information	21	74.38	-
Special Fulfillment	972	32.60	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	5,433	208.38	-
Arts Culture & Heritage Guide	1	3.85	-
CVB Office Referral	0	0.00	-
Hang up	17	8.28	-
Wrong Number	29	12.85	-
Meeting Planner	0	0.00	-
Update Accommodations Info	0	0.00	-
<u>Grand Total:</u>	<u>6,473</u>	<u>340.35</u>	<u>0</u>

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

For the month of August 2010

Source	Current Year			Last Year		
	Month	YTD	% YTD	Month	YTD	% YTD
Leisure Markets	707	18,358	29.65%	3,939	31,077	62.09%
Fall In-State Campaign	0	5	0.01%	0	0	0.00%
Winter Northern Campaign	0	74	0.12%	0	0	0.00%
Spring/Summer In-State Campaign	17	2,255	3.64%	0	4	0.01%
Niche Markets	1,116	26,436	42.70%	244	12,800	25.58%
Group Markets	0	1	0.00%	0	0	0.00%
International Markets	3,577	14,509	23.43%	325	5,866	11.72%
Miscellaneous	16	276	0.45%	23	301	0.60%
Grand Total:	5,433	61,914		4,531	50,048	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	1	24	0%
Arthur Frommer's Budget Travel June 2010	37	701	4%
Coastal Living June 2009	0	31	0%
Coastal Living May 2010	38	352	2%
Conde Nast Traveler May 2010	30	679	4%
Cooking Light September 2009	1	242	1%
Midwest Living January/February 2010	1	649	4%
Midwest Living March/April 2009	0	2	0%
Other/Unknown	1	17	0%
Southern Living Travel Florida February 2009	0	52	0%
Southern Living Travel Florida March 2010	16	1,659	9%
Southern Living Travel June 2008	0	2	0%
Women's World Magazine Story January 26 2009	0	2	0%
Consumer Magazines	125	4,412	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of August 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	0	1,064	6%
2009 Official Florida Vacation Guide - Specific Target	0	282	2%
2009 Official Florida Vacation Guide - Telephone Call	0	6	0%
2009 Visit Florida SIP - Beach Getaway	0	9	0%
2010 Florida Insider Guide - Quick Check	9	37	0%
2010 Florida Insider Guide - Specific Target	2	16	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	1	0%
2010 Visit Florida Magazine	0	10	0%
2010 Visit Florida Magazine - Quick Check	182	554	3%
2010 Visit Florida Magazine - Specific Target	111	321	2%
Florida Getaways Floridians 2-2008 - Quick Check	0	3	0%
Consumer Directories	304	2,308	
Consumer E-Marketing			
DestinationBrochures.com	7	65	0%
Other/Unknown	2	164	1%
ParadiseCoast.com	265	3,733	20%
Miles Media Imports	261	3,611	
Phone	2	70	
info@paradisecoast.com	1	25	
Interactive Text Chat	1	27	
ParadiseCoast.de	0	6	0%
Visit USA - UK	3	18	0%
VisitFlorida.com	1	8	0%
Consumer E-Marketing	278	3,994	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of August 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	3%
America's Best Vacations In-State Insert October 2009	0	1,214	7%
Other/Unknown	0	16	0%
Spring In-State Insert Collinson April 18 2010	0	2,353	13%
Summer In-State Insert Collinson June 6 2010	0	3,559	19%
Visit Florida In-State Insert Spring 2009	0	2	0%
<hr/> Consumer Newspaper	<hr/> 0	<hr/> 7,644	
 Grand Total:	 707	 18,358	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Fall In-State Campaign

For the month of August 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	0	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	0	5	
Grand Total:	0	5	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Winter Northern Campaign

For the month of August 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 August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
All Florida Markets			
Florida Cable Partnership (Florida) Spring/Summer 2010	1	12	1%
Florida PBS (Florida) Spring/Summer 2010	2	10	0%
All Florida Markets	3	22	
Fort Myers/Naples			
Fort Myers/Naples PBS Spring/Summer 2010	0	1	0%
Fort Myers/Naples Television Campaign Spring/Summer 2010	0	4	0%
Weather.com (Fort Myers/Naples) Spring/Summer 2010	1	1	0%
Fort Myers/Naples	1	6	
Miami/Ft. Lauderdale & West Palm Beach			
Miami/Ft. Lauderdale Television Campaign Spring/Summer 2010	2	18	1%
West Palm Beach Television Campaign Spring/Summer 2010	1	5	0%
Miami/Ft. Lauderdale & West Palm Beach	3	23	
Online Geo-Targeted In-State			
Visit Florida Backyard Getaways Co-op CEO May 2010	0	2,097	93%
Online Geo-Targeted In-State	0	2,097	
Orlando			
Orlando Television Campaign Spring/Summer 2010	2	9	0%
Orlando	2	9	
Other/Unknown TV Campaign			
Other/Unknown	8	82	4%
Other/Unknown TV Campaign	8	82	
Tampa/St. Petersburg			
Tampa/St. Petersburg Television Campaign Spring/Summer 2010	0	16	1%
Tampa/St. Petersburg	0	16	
Grand Total:	17	2,255	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide Added Value RSL July/August 2010	525	882	3%
Bridal Guide Added Value RSL September 2010	141	141	1%
Bridal Guide January/February 2008	0	85	0%
Bridal Guide January/February 2009	0	2	0%
Bridal Guide January/February 2010	21	2,455	9%
Bridal Guide May/June 2009	0	43	0%
Bridal Guide May/June 2010	24	1,107	4%
Brides Florida March - September 2009	0	703	3%
Destination Weddings & Honeymoons October - December 2009	0	41	0%
Niche Markets (Bridal/Honeymoon)	711	5,459	
Niche Markets (Culture/Heritage)			
Visit Florida Reflections April 19 2010	0	4,934	19%
Niche Markets (Culture/Heritage)	0	4,934	
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	0	435	2%
Audubon (Natural Wonders of Florida) March/April 2010	77	779	3%
National Geographic Traveler January/February 2010	1	1,219	5%
Undiscovered Florida VF Insert (NGT) May - September 2010	31	1,556	6%
Niche Markets (ECO)	109	3,991	
Niche Markets (Golf)			
Play Florida Golf 2009	0	395	1%
Play Florida Golf 2010	296	6,209	23%
Niche Markets (Golf)	296	6,604	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Senior)			
AAA Going Places South May/June 2009	0	633	2%
AAA Going Places South May/June 2010	0	246	1%
AARP - Southeast Region March/April 2010	0	4,567	17%
Niche Markets (Senior)	0	5,446	
Travel Agent Directories			
FL Official Travel Industry Guide January - September 2010	0	2	0%
Travel Agent Directories	0	2	
 Grand Total:	 1,116	 26,436	

* YTD = Fiscal Year to Date

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

For the month of August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Business (Association)			
ASAE E-Newsletters (Meetings & Expositions) May 2010	0	1	100%
Group Business (Association)	0	1	
<u>Grand Total:</u>	<u>0</u>	<u>1</u>	

* YTD = Fiscal Year to Date

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

For the month of August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
United Kingdom			
UK Go America Digital RS Spring 2010	11	11	0%
UK Go America eCampaign Fall 2009	0	2,669	18%
UK Go America Fall 2009	0	17	0%
UK Go America ReasonsToGo.com Fall 2009	0	26	0%
UK Go America Spring 2010	0	3,019	21%
UK Go America Travel Agent eCampaign Fall 2009	0	105	1%
UK Go America Travel Agent eCampaign Spring 2010	141	141	1%
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	0	4,964	34%
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Spg 2010	3,425	3,425	24%
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	0	26	0%
United Kingdom	3,577	14,403	
North America (Canada)			
Canadian Television (Weather Channel)	0	2	0%
North America (Canada)	0	2	
Germany			
Florida Sun Magazine	0	71	0%
Florida Sun Magazine April - June 2010	0	31	0%
Germany	0	102	
International Markets - Additional Market Penetration			
USA Travel Guide January - September 2010	0	2	0%
International Markets - Additional Market Penetration	0	2	
Grand Total:	3,577	14,509	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

For the month of August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Friend/Relative	5	62	22%
Naples, Marco Island, Everglades CVB	1	20	7%
Other/Unknown	10	159	58%
Travel Agent	0	35	13%
<u>Grand Total:</u>	<u>16</u>	<u>276</u>	

* YTD = Fiscal Year to Date

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

For the month of August 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	214	12,857	28.66%	219	13,565	32.38%
New York	120	2,900	6.46%	250	2,330	5.56%
Pennsylvania	86	2,090	4.66%	122	1,599	3.82%
Illinois	76	2,073	4.62%	181	1,769	4.22%
Ohio	95	2,045	4.56%	138	1,512	3.61%
Michigan	65	1,860	4.15%	107	1,385	3.31%
Texas	96	1,657	3.69%	183	1,339	3.20%
California	88	1,530	3.41%	386	1,606	3.83%
New Jersey	68	1,507	3.36%	114	1,135	2.71%
Georgia	58	1,129	2.52%	229	1,354	3.23%
Indiana	49	1,023	2.28%	127	968	2.31%
North Carolina	66	958	2.14%	62	823	1.96%
Massachusetts	35	916	2.04%	81	767	1.83%
Wisconsin	42	909	2.03%	100	958	2.29%
Minnesota	31	847	1.89%	63	665	1.59%
Missouri	46	847	1.89%	34	779	1.86%
Virginia	40	828	1.85%	40	716	1.71%
Tennessee	46	763	1.70%	110	744	1.78%
Maryland	32	643	1.43%	39	599	1.43%
Kentucky	36	605	1.35%	79	599	1.43%
Alabama	35	527	1.17%	125	601	1.43%
South Carolina	32	509	1.13%	43	440	1.05%
Louisiana	32	470	1.05%	72	486	1.16%
Connecticut	20	436	0.97%	59	509	1.21%
Colorado	13	374	0.83%	23	315	0.75%
Arizona	18	366	0.82%	36	299	0.71%
Iowa	26	362	0.81%	28	376	0.90%
Washington	23	357	0.80%	41	356	0.85%
Oklahoma	20	319	0.71%	25	269	0.64%
Arkansas	18	311	0.69%	32	275	0.66%

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

For the month of August 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>
Mississippi	12	292	0.65%	61	299	0.71%
Kansas	14	284	0.63%	16	216	0.52%
West Virginia	11	228	0.51%	9	213	0.51%
Oregon	14	225	0.50%	19	164	0.39%
Nebraska	10	208	0.46%	10	174	0.42%
New Hampshire	7	187	0.42%	20	177	0.42%
Maine	10	186	0.41%	17	162	0.39%
Nevada	9	171	0.38%	11	133	0.32%
Delaware	9	157	0.35%	18	137	0.33%
New Mexico	6	121	0.27%	8	110	0.26%
Rhode Island	5	110	0.25%	16	138	0.33%
Utah	10	105	0.23%	48	160	0.38%
Idaho	3	93	0.21%	37	131	0.31%
Vermont	5	86	0.19%	6	68	0.16%
Puerto Rico	3	67	0.15%	2	120	0.29%
South Dakota	4	57	0.13%	4	49	0.12%
Montana	2	52	0.12%	4	52	0.12%
Hawaii	3	50	0.11%	11	69	0.16%
North Dakota	3	46	0.10%	9	63	0.15%
Wyoming	2	42	0.09%	5	42	0.10%
District of Columbia	1	39	0.09%	4	31	0.07%
Alaska	3	33	0.07%	5	37	0.09%
Virgin Island	0	5	0.01%	0	4	0.01%
Armed Forces	1	4	0.01%	0	8	0.02%
Guam	1	2	0.00%	0	1	0.00%
Grand Total:	1,774	44,868		3,488	41,896	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of August 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	1,774	44,868	72.47%	3,488	41,896	83.71%
United Kingdom	2,874	10,373	16.75%	220	5,607	11.20%
No Address Given	646	4,709	7.61%	646	1,200	2.40%
Canada	32	999	1.61%	22	275	0.55%
Brazil	9	386	0.62%	112	623	1.24%
Germany	6	117	0.19%	21	159	0.32%
Ireland	50	59	0.10%	1	19	0.04%
Netherlands	4	55	0.09%	1	15	0.03%
India	4	26	0.04%	1	12	0.02%
France	3	23	0.04%	2	27	0.05%
Portugal	0	22	0.04%	1	24	0.05%
Bangladesh	0	21	0.03%	0	4	0.01%
Australia	4	20	0.03%	2	11	0.02%
Denmark	3	18	0.03%	1	3	0.01%
Russia	3	16	0.03%	0	4	0.01%
Belgium	1	15	0.02%	2	10	0.02%
Italy	2	15	0.02%	0	15	0.03%
Spain	3	15	0.02%	4	16	0.03%
Iran	1	13	0.02%	1	7	0.01%
Ukraine	1	13	0.02%	0	3	0.01%
Argentina	0	12	0.02%	1	11	0.02%
Lithuania	0	9	0.01%	0	1	0.00%
Austria	0	8	0.01%	3	6	0.01%
Sweden	2	8	0.01%	0	3	0.01%
Switzerland	1	8	0.01%	0	14	0.03%
Greece	1	6	0.01%	0	0	0.00%
Mexico	0	5	0.01%	0	8	0.02%
Finland	0	4	0.01%	0	3	0.01%
Israel	1	4	0.01%	0	0	0.00%
Norway	1	4	0.01%	0	2	0.00%
Hungary	0	3	0.00%	0	3	0.01%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of August 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>
Philippines	0	3	0.00%	0	6	0.01%
South Africa	1	3	0.00%	0	1	0.00%
Uruguay	0	3	0.00%	1	1	0.00%
Andorra	0	2	0.00%	0	0	0.00%
Croatia	0	2	0.00%	0	0	0.00%
Czech Republic	0	2	0.00%	0	1	0.00%
Egypt	0	2	0.00%	0	0	0.00%
Guernsey	0	2	0.00%	0	0	0.00%
Japan	0	2	0.00%	0	0	0.00%
Latvia	0	2	0.00%	0	1	0.00%
Luxembourg	0	2	0.00%	0	0	0.00%
Nepal	0	2	0.00%	0	0	0.00%
New Zealand	0	2	0.00%	0	1	0.00%
Nigeria	2	2	0.00%	0	1	0.00%
Pakistan	0	2	0.00%	0	4	0.01%
Peru	0	2	0.00%	0	0	0.00%
Qatar	0	2	0.00%	0	1	0.00%
Saudi Arabia	0	2	0.00%	0	2	0.00%
Serbia	0	2	0.00%	0	2	0.00%
Sri Lanka	0	2	0.00%	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%
Chile	1	1	0.00%	0	4	0.01%
Cuba	0	1	0.00%	0	0	0.00%
Estonia	0	1	0.00%	0	1	0.00%
Isle Of Man	0	1	0.00%	0	3	0.01%
Jamaica	0	1	0.00%	0	0	0.00%
Kazakstan	0	1	0.00%	0	1	0.00%
Morocco	0	1	0.00%	0	1	0.00%

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of August 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>
New Zealand	1	1	0.00%	0	0	0.00%
Papua New Guinea	1	1	0.00%	0	0	0.00%
Poland	1	1	0.00%	0	10	0.02%
Thailand	0	1	0.00%	0	2	0.00%
Turkey	0	1	0.00%	0	0	0.00%
Venezuela	0	1	0.00%	0	1	0.00%
Africa	0	0	0.00%	0	1	0.00%
Channel Islands	0	0	0.00%	0	1	0.00%
China	0	0	0.00%	0	1	0.00%
Colombia	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	0.00%
Macedonia	0	0	0.00%	0	1	0.00%
Malaysia	0	0	0.00%	0	1	0.00%
Scotland	0	0	0.00%	0	2	0.00%
Singapore	0	0	0.00%	0	1	0.00%
Tanzania	0	0	0.00%	0	1	0.00%
United Arab Emirates	0	0	0.00%	0	1	0.00%
Vietnam	0	0	0.00%	1	1	0.00%
Yugoslavia	0	0	0.00%	0	1	0.00%
Grand Total:	5,433	61,914		4,531	50,048	

* YTD = Fiscal Year to Date

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

For the month of August 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	16%
Consumer Shows	0	620	16%
Mailings to Partners	1	2	0%
Meeting Planners			
Market Group Fulfillment	0	101	3%
FAM 2010	0	38	1%
HSMAI 2010	96	96	3%
Meeting Planner Kit Fulfillment	9	126	3%
Meeting Planner Non-Kit Fulfillment	2	6	0%
Other/Unknown	0	236	6%
Pow Wow 2010	0	10	0%
Visit Florida Meeting Planners 2009	126	126	3%
Post Show Followup			
2010 Destination Showcase	0	28	1%
2010 Helmsbriscoe	0	112	3%
Boston Appreciation Luncheon 2010	0	40	1%
Destination Showcase Chicago 2010	0	447	12%
FSAE Executives 2010	152	152	4%
Philly 2010	0	47	1%
Planning Connection 2010	0	152	4%
Successful Meetings	0	237	6%
Successful Meetings University (Attendees) 2010	26	26	1%
Successful Meetings University (Non-Attendees) 2010	23	23	1%
TSAE Planners 2010	0	53	1%
Pre-Show Post Card			

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

For the month of August 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Meeting Planners			
Destination Showcase Chicago June 2010	0	295	8%
Meeting Planners	434	2,351	61%
Promotions			
Summer VIP 2009	0	2	0%
Summer VIP 2010	5	102	3%
Promotions	5	104	3%
SMERF Group Leaders	0	1	0%
Tour Operators			
Huddle 2010	0	21	1%
Other/Unknown	0	7	0%
Tour Operators	0	28	1%
Travel Agents			
JetBlue Airways 2010	0	1	0%
Luxury Travel Agents	0	125	3%
MLT 2009	0	55	1%
Other/Unknown	1	13	0%
Virtuoso Membership 2010	531	531	14%
Travel Agents	532	725	19%
Grand Total:	972	3,831	

* YTD = Fiscal Year to Date