



## DIRECTOR'S REPORT

### ACTIVITIES

- Visit Florida Board of Directors & Tourism Commission Meetings- Orlando
- Follow up meetings with Scandinavia Tours investors
- Meetings with EDC and Chamber on joint marketing efforts
- e-Tourism Summit- New York City
- Meetings with Stakeholder groups on long term funding solution
- FACVB Annual Meeting- Gainesville

## SALES DEPARTMENT- Debi DeBenedetto and Jennifer Leslie

### Industry Relations - Sales

- MLT Travel Agent Show, St. Paul Minnesota exhibited to 1,600 Travel agents and 75 contacts – Delta Vacations
- Boston Sales Calls with Partners 22 calls made
- MPISEC – Attended Meeting Professional International South East Chapter annual meeting Miami

### New Product Development

- Allegiant Air – contracted 5 new hotels and 3 new outbound cities
- Meeting Planner Fam planning Oct. 18-21 18 planners in attendance
- Georgia Meeting Professionals International Bid to host 2011 SEA conference – would bring 75 Meeting planners to destination
- Meetings South – Focus Live event bid to host 2011- would bring 30 Meeting planners to destination
- Webinar – Spin Planners.com



## Promotions

- 2011 VIP
- 2011 Meeting Planner Marketing tools plan on website

## RFP's and Booked Business

8 RFP's sent out through Idss to Partners

- 2,340 potential room nights
- MPI SEC Meeting booked for December board meeting and the Chapter meeting at the Naples Bay Resort for Dec. 6&7, 2010. This will bring several Meeting Planners Collier County and an opportunity for a site with this hotel and destination review.

## PUBLIC RELATIONS & COMMUNICATIONS- JoNell Modys & Angela Aline

### **Projects:**

#### *Oil Spill Communications*

*Travelers Update/Beach Conditions Page* – Transitioned page to retain positive news but remove intensive details related to the oil spill. Now updated on an as-needed basis

#### *Storm Communications*

Went into readiness mode prior to Hurricane Paula. Did not need to activate emergency Web module or hotel vacancy surveys as the storm turned south of Cuba away from our area.

#### *Conferences & Missions*

JoNell Modys attended the annual Florida Governor's Conference on Tourism and met with travel editors from several top publications, including Southern Living, Coastal Living and Meetings South, as well as attending educational sessions and the annual Flagler Awards.

JoNell Modys attended the Adventure Travel Trade Association World Summit and met with top journalists from National Geographic Traveler, Away.com, Travel + Leisure and top travel freelance writers and bloggers.

Maria Sabale of BCF attended the VISIT FLORIDA New York Media Reception October 5 and met with multiple top travel media writers and editors.



JoNell Modys attended the University of Florida Tourism Crisis Institute.

JoNell Modys attended the Florida Association of Convention & Visitors Bureaus annual conference.

#### *2011 Visitors Guide*

Extensive copy edits by JoNell Modys. Provided many photos from our library; sought approval on an Alan Maltz image; and sent many queries out to partners featured in editorial that required sourcing of photos.

#### *Video*

Completed editing of two new Adventures in Paradise video series episodes (Vanderbilt Beach and Downtown Shopping). Shot footage to be used in another upcoming edition (stone crab season).

#### *Alan Maltz Journey Through Paradise Project*

Shot b-roll footage of Alan working on shooting images of stone crab boat returning to dock for use in upcoming Journey Through Paradise Webisode.

#### *New Media Monitoring and Analysis System*

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

#### *Media Relations*

##### *Story Pitches and Info Submissions*

JoNell Modys pitched *Miami Herald* outdoor writer on doing a story about the Florida Panther National Wildlife Refuge. Arranged trip with biologist through the Friends of the Panther Refuge. Story ran Oct. 10. Also pitched the writer about the annual Florida Panther bicycle trip in Big Cypress, held in March and will continue to follow up on that opportunity.

BCF pitched *Smart Money* regarding travel deals based on a media lead.

BCF pitched *Travel Girl Magazine* regarding culinary food events based on a media lead.

BCF pitched *Stretch the One Income Dollar on vacation and travel opportunities, based on a media lead.*



### *Press in Destination*

Terry Zinn – freelance writer from Oklahoma with several top publication outlets, visited Oct. 6-10 and was escorted by Angela Aline during destination activities.

Jason Nixon – Delta Sky correspondent and freelance writer, visited Sept. 21-22. He has requested photography of SeaSalt Naples based on his meal experience there. Possible publication date of Spring 2011.

Peter Koch – AirTran Go magazine writer, visited in late October. BCF met with editor at recent VISIT FLORIDA New York media reception and discussed story based on the legend of the Skunk Ape, as well as several other wildlife watching opportunities.

Upcoming FAMS in planning process:

November or December TBD – Michael McCarthy, editor of *Washington Flyer*, attempting to schedule visit to include outdoor adventures either November or December.

Angela Aline is coordinating the following international FAM visits:

October 19 – 22: Antonia Steffens, USA bureau chief, *Frau im Spiegel* (Germany's equivalent to *People* magazine), and west coast correspondent for *VOGUE*.

October 26 – 30: Adrian Phillips, journalist on assignment from the *Independent on Sunday*, a large national UK newspaper with a weekly circulation of 155,565.

November 5 – 8: Jean-Francois Legare, senior editor *EnRoute* magazine in Canada. Read by more than 1 million people each month.

November 1 – 8: Corinna Streng, freelance journalist for German daily newspaper, *Rhein-Neckar-Zeitung*, circulation 301,245.

Mid-December (dates to be clarified): Louise Gaboury, journalist with *Bel-Age*, leading 50+ French-Canadian magazine, circulation over 130,000.

January 7 – 9, 2011: Britt Heudorf, writer for "Magazin Exclusive" of Germany. Circulation of 35,000 per month.

### News Releases

Release about the two Henry Awards and additional finalist awards from this year's Florida Governor's Conference on Tourism

Release distributed nationally and through Paradise Connection media e-news about the start of the annual Stone Crab Season.

Release in development for release early November about Fall and Winter what's new, festivals and events, deals and more.



### Recent Publicity Highlights

Miami Herald – Panthers, orchids ‘environment watchdogs’ October 10. Result of CVB story pitch and arranged tour. Media Ad Value: \$5,182.50 (Miami, Broward and Internet editions).

Miami Herald – 5 Great places to canoe or kayak in South Florida. October 13. Round up story based on previous trip – CVB discussed this with writer prior to publication. Media Ad Value: \$3,149.69.

Miami Herald – Eating our way across the Sunshine State. October 10. Round up story about great Florida food favorites. Mentions stone crab claws in Everglades City. Media Ad Value: \$3,553.17.

Travel 50 & Beyond – Vacation Homes. October 1. Story profiles John and Delores Story who finally settled in Naples, Fla. after vacationing in the area for many years. Media Ad Value: \$6,208.53.

Travel + Leisure – Exploring Florida’s Everglades. CVB worked with writer Tom Austin several years ago on this story and assisted with itinerary stops and arrangements. Story then was delayed and then released in October 2010 issue. Media Ad Value: \$7,887.74

Motor Boating – Winter warm ups. October 1. Story is a round up of great places to boat to and tie up in the winter months. Profile on Naples, Marco Island and Everglades City, mentions town features, Keewaydin, anchorages, day trips, etc. Media Ad Value: \$8,207.69

### Awards

The CVB was awarded two top Henry awards and four other finalist awards at the Flagler Awards.

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

### Social Media

Ongoing Twitter and Facebook postings detailing destination news, area events, etc.



## FILM OFFICE – Maggie McCarty

### PRODUCTION NOTES

- TLC/U.K. – tv episode
- BBC - documentary
- Beyond Productions – tv episode\*

### WORKING LEADS

- J. Jill catalogue – print
- The Discovery Channel – TV pilot
- ALL CURRENT PRODUCTION

### OPERATIONS

- Issued film permits
- VisionNet upload
- Lead/inquiry response
- Monthly Revenue Tracking
- Client Management
- Opened a production file for each inquiry
- AFCI Case Study-developing topic for approval
- CC/CVB PR RFP Selection Committee
- CVB Advisory Roundtable



**MEDIA**

- *Ft. Myers News-Press*
- *Gulfshore Business Review*

**MEETINGS**

- Sky Angel
- NIF Festival

**SPORTS COUNCIL – Ralph Pryor & Nicole Curran**

**September Activity:**

<b>Date of Event</b>	<b>Type of Event</b>	<b>Name of Event</b>	<b>Location</b>	<b>Total Rm. Nights</b>
September 17-19, 2010	Youth Baseball	USSSA Labor Day Classic	NCRP	(Minimal rm. Nights)
September 24-26, 2010	Girls Softball	Early Fall Signature Showcase	NCRP	TBA: @ 15 teams total
September 25-26, 2010	BMX Biking	SSA Summer Series State Qualifier	Golden Gate Community Center	TBA: 150 riders on Sat; 100 Sunday



**October Activity:**

<b>Date of Event</b>	<b>Type of Event</b>	<b>Name of Event</b>	<b>Location</b>	<b>Total Rm. Nights</b>
October 9-10, 2010	Youth Soccer	Naples Youth Soccer Club Shark Shootout	NCRP	TBA: @ 90 teams
October 15-17, 2010	Youth Baseball	USSSA Halloween Battle of the Bats	NCRP	TBA: @ 25 teams currently registered

**Upcoming Events in 2010:**

<b>Date of Event</b>	<b>Type of Event</b>	<b>Name of Event</b>	<b>Location</b>
November 6-7, 2010	Adult Softball	NSA	NCRP
November 12-14, 2010	Senior Softball	Senior Softball USA Winter National Champ.	Lee County/NCRP
November 17-19, 2010	IWLCA College Coaches Conference	deBeer Lacrosse Presidents Cup Coaches Conference D1, 2, & 3	Ritz Carlton Golf Resort
November 20-21, 2010	Girls HS Lacrosse	deBeer Lacrosse Presidents Cup Showcase Tourn.	NCRP
December 10-12, 2010	Youth Baseball	USSSA 3 <sup>rd</sup> Annual Christmas Grand Slam	NCRP





## OMMAC- UK REPRESENTATIVES

### **HIGHLIGHT OF THE MONTH:**

#### **Jamie Oliver consumer promotion launched UK nationwide, 10 September 2010 – featuring Paradise Coast**

- Launched 10<sup>th</sup> September 2010 – run for over one month period
- Banner on home page with link to competition page – average reach 253,989 unique users per month
- First general newsletter sent out on 19<sup>th</sup> September 2010, reaching 104,000 members
- Coverage on the food wise section, with a recipe from Baleen restaurant and link to the competition, 3<sup>rd</sup> September 2010
- News section with information about the paradise Coast
- After competition ends – Funway Holidays to email special offer featuring Paradise Coast to all entries with the exception of the winner – date TBC.

#### **Visit Florida Tour Operator Advisory Luncheon, Thursday 30 September 2010, London.**

Attended this very successful event both tour operators and industry partners provided a brief market update. Overall the tour operator's bookings to Florida are up and they are generally feeling very positive about the destination moving forward. They commented, however, that the second quarter, which runs from April through to June 2011, will need to be monitor carefully to see if bookings to Florida are still on the rise.

OMMAC provided a brief update, which touched on the success of the Paradise Promise and how well this has been received and highlighted our activities moving forward into the new financial year that would require partnership from our tour operator partners.

Overall the feedback was very positive from both Industry and tour operator partners.



## MARKET ACTIVITIES: Market Update

- **Competition on two of the busiest transatlantic routes is set to intensify with Delta Airlines applying to run services from London's Heathrow airport to Boston and Miami.**

The US carrier's move follows the regulators' decision to allow British Airways (BA) and American Airlines to operate a joint business across the Atlantic. Delta in turn is now seeking permission from both the European Commission and US Department of Transportation to run twice-daily flights on the Boston and Miami routes.

As a condition of being granted regulatory approval by the EU and the US, BA and American Airlines were required to surrender up to four slots to competitor airlines that were unable to secure them elsewhere. Rival airlines were expected to make a move for the routes, especially with the aviation industry showing signs of robust recovery in recent months. Delta, which was Gatwick- based, started operating flights from Heathrow in March 2008 following the Open Skies agreement between the EU and the US. Should it win approval, Delta will be operating 10 services a day.

Miami is seen as a year- round route, especially with a large number of cruise passengers taking holidays in the Caribbean. "Delta's new service would provide more choices and competition for customers travelling between these important US cities and London, one of the most popular destinations in Europe for both business and leisure travellers," said Glen Hauenstein, the airline's executive vice president of network planning.

- **Orlando Tourism Bureau is launching a marketing campaign in the UK this autumn** in association with its three major theme parks and four operator partners. Featuring the strapline 'Orlando Makes Me Smile', the £1.3 million campaign will include TV, print and digital advertising.
- **Virgin Atlantic's first global marketing campaign, which launched in the US in May, has been extended to the UK.** The airline said the £10m global initiative, would help 'strengthen its recovery from recession'.  
The campaign is designed to build Virgin Atlantic's brand presence worldwide and stimulate increased demand for travel both to and from the UK.  
'Your Airline's Either Got it or it Hasn't', created by RKCR/Y&R, features a series of print, outdoor and online adverts promoting Virgin Atlantic's Upper Class, bringing to

life the product's 'glamour, style and comfort'.

Paul Dickinson, the airline's director of sales and marketing, said: 'People always tell us that there is something special and different about travelling with Virgin Atlantic and this campaign was designed to illustrate that certain magic ingredient that sets us apart from the competition.

**Virgin Group has announced it has formed a partnership to spend as much as \$500 million on high-end hotels over the next three years**, banking on brand recognition to lure affluent clients. Virgin Hotels, intended as a four-star chain, will cater to high income, well-educations, metropolitan creative class' customers, according to a brochure on its website detailing plans for the venture. The company is seeking hotel sites in such North America cities as New York, Miami, San Francisco, Boston, Los Angeles and plans to expand globally later. Virgin plans to have up to 25 hotels within a decade.

<b>Upcoming Events:</b>	
1	VUSA Ireland Workshop, Dublin, 1 <sup>st</sup> October 2010
2	Visit Florida Partners meeting & Luncheon Dublin, 1 <sup>st</sup> October 2010
3	Tour America Consumer Event, 3 <sup>rd</sup> October 2010
4	ABTA Travel Convention, Malta, 18 – 20 October 2010
5	WTM – London, 8 <sup>th</sup> – 11 <sup>th</sup> November 2010
6	Race to Paradise Coast, early December 2010 date TBC

**Completed Inquires: via phone /email: 148**

**Literature mailed out: 563 Visitor guides (Aug / Sept )**



<b>Estimated Value Summary of Leads/ Activity:</b>				
	<b>Lead / Activity</b>	<b>Value \$</b>	<b>Potential Room Nights</b>	<b>Economic Impact \$</b>
1	V Fl Tour Operator Luncheon		80,000	4,800,000.
2	Jamie Oliver promotion (estimated)	40,000	1,600	48,000

**DIAMONDE- EUROPEAN REPRESENTATIVES**

**Tour Operator Activities**

Confirmed and produced cooperation with **TUI** Germany for a 1 page feature in “TUI News” in September (travel agent magazine, please find copy attached)

Confirmed and produced joint marketing coop with **TUI** for inclusion in the long-haul-destination end consumer mailing to 25,000 selected TUI clients sent out in September 2010. (please find copy attached)

Secured feature of mailing page with additional Naples logo on **TUI** online platform “TUI newsnet”, accessed by 30.000 agents; this was free of charge for us

- Negotiated inclusion of VIP pass in German tour operator **Canusa** “Bonus Card” program; this is a card that gives added value to all of Canusa client bookings, FOC advertising! Featured online since Jul 28, 2010.
- Secured product meeting with the following tour operators in the Netherlands for October: **TUI Netherlands, Oad Reizen, Exit Reizen, American Vacations, Travel Trend**
- **Dertour/Meiers Weltreisen:** secured service team training for October 12, 2010
- **220 RN** booked on the joint promotion with **America Unlimited** and Travel Zoo; a very good result according to Timo Kohlenberg. (please see further details under “TO activities”)



- Joint promotion with **Skytours** resulted in an increase of approx. **100 RN** for the summer months compared to the same period last year (please see further details under “TO activities”)
- Secured destination visit for product manager Stefan Finke with **Meso Reisen** (niche TO) in September (please see further details under “Event activities”), inclusion of the destination in their 2011 secured. (please see details under “TO Activities”)

### **Travel Agent Activity**

- Sales calls in July: total of **6** personal visits to travel agents in Germany, Switzerland, Austria, Netherlands
- Sales calls in August: total of **38** personal visits to travel agents in Germany, Switzerland, Austria, Netherlands
- Sales calls in September: total of **38** personal visits to travel agents in Germany, Switzerland, Austria, Netherlands
- Educated 27 travel agents at the dinner event in Crailsheim, Southern Germany, which was part of the **Thomas Cook** roadshow “Neue Winterwelten” (please see details under “TA activities”).
- Held sales training for a total of 28 agents from the **Kuoni Netherlands** reservation team in the head office in Amsterdam. (please see details under “TA activities”)
- Secured sales trainings with the following tour operators in the Netherlands for October: **TUI Netherlands, Oad Reizen** and **Exit Reizen**.

### **EVENTS**

- Roadshows
- Educated 421 agents at **Meiers Weltreisen** Roadshow in August; (please see details in “Event activities”)
- Exhibitions
- Visit USA: completed registration for consumer fairs in 2011(CMT Stuttgart, f.r.e.e. in Munich, brochure distribution for Reisen Hamburg and Touristik and Caravaning Leipzig)



- Travel Agent Functions
- registered for VUSA Austria seminar in February 2011, including special destination training session
- registered for VUSA Germany seminar in Seeheim, October 30

## **MEDIA**

- Press inquiries
- Assisted in 3 press inquiries, see entry under Media
- Functions
- Registered for VUSA media networking event taking place on November 30, 2010 in Munich
- Paradise Ads
- Completed changes to the current TO page of German Website

## **ADMINISTRATIVE/OTHER**

- Brochure fulfillment
- Inquiries generated through website: none to report
- brochure fulfillment consumer: 5 (July: 0, August: 2, September 3)
- Brochure fulfillment TA: 4 (July: 0, August 2, September 2)

## **Booking Assistance**

- Provided travel agent Daniela Mager from **travel agency “Hempel”** with information and insider tips on Naples for her personal holiday in September. She will stay 2 nights at the Trianon, booked through TUI.



## Sales Training

- Kuoni training in NL
- held sales training for a total of 28 agents from the Kuoni Netherlands reservation team in the head office in Amsterdam on August 26, 2010. The training was part of a Florida evening that DiaMonde organized with Frank ten Cate, Product Manager. All of the agents brought food and beverages with them; so all in all it was a cozy evening with a learning effect. It was an exclusive presentation of DiaMonde, no other partners were involved. Introduced the VIP Card as well which resulted in the request of sending Kuoni some hard copies to include them in the travel documents for Florida trips. We fulfilled this request from our office.

## Dinner Events

- Thomas Cook Event, Crailsheim
- Date: August 17, 2010
- City: Crailsheim (Southern Germany)
- Location: Stadthotel Crailsheim
- Number of attendees: 27 travel agents
- Participating partners: Florida Keys and Jardin Tecina Hotel (La Gomera).
- Feedback: It was an evening function and part of the Thomas Cook roadshow presenting their winter portfolio. Each partner had a presentation slot of 10 minutes. All of the presentations were held in one block before the dinner. In general it was a good opportunity to approach a small sized group of travel agents, however there is still potential for improvement in organization from the Thomas Cook side including timing of the presentations and location choice. Therefore we would suggest focusing on other events next year.



## SUMMARY OF EVENT ACTIVITIES

### Roadshows

- MWR Roadshow
- Prepared a tailor made presentation for this event.
- Date: July 19-23, 2010
- Cities: Dortmund, Cologne, Wiesbaden, Munich, Berlin
- Locations: Hilton Dortmund, Hilton Cologne, Radisson Blue, Schwarzer Bock Hotel Wiesbaden, Hilton Munich, The Westin Grand Berlin
- Number of attendees: in total 421 (Dortmund: 82, Cologne: 88, Wiesbaden: 61, Munich: 103, Berlin: 87)
- Participating Florida partners: Orlando Flex Ticket / Universal Studios & SeaWorld
- Feedback: The event took place at day time and in workshop style. There were 5 different workshops: North America, Caribbean, Asia, South Africa and Educational Trip. The agents, divided in groups of 15-20 people, visited each workshop in rotation with coffee and lunch breaks in between. Each workshop was assigned to one of 5 senses; the North America workshop had hearing, that's why we included some typical sounds, i.e. from sea and nature, in our presentation. For each group there was one hour presentation out of which we had 15 minutes presentation time.
- All attendees were provided with a questionnaire including questions on the Naples area that were answered during the presentation. At the end of each day, Meier's Weltreisen drew winners from the completed questionnaires. We provided 3 hotel vouchers à 2 nights in Inn on Fifth, La Playa and Bellasera.
- Furthermore all attendees received the German Visitors Guide.
- The agents also answered a feed-back questionnaire which lead to a positive feedback for all functions.
- All in all it was a good opportunity to intensely present and train on the Naples are and in small sized groups of interested agents. Therefore we would suggest taking part in this kind of workshop again in case it will be repeated.





**Fam Trips**

- Assisted Stefan Finke, PM of German niche tour operator **Meso Reisen** with the setting of his itinerary for a personal fam in September; he received several offers from different partners in Naples and will do "Captain Doug Airboat tour" and a "Princess Cruise";

**Workshops**

- Ongoing preparation and organization of GoWest Seminar with Meier's Weltreisen in Orlando in November

**Mailings**

- Mailing to total of **848 TAs** with update on oil spill situation (please find copy attached)
- Sent out a mailing via e-mail with oil spill update to **389 travel agents** (contacts from **Meier's Weltreisen Roadshow**) August 04, 2010 (same format as above!)

**Visitor Center Activity**

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	TOT
Big Cypress										
Welcome Center	N/A	N/A	3,808	4,099	2,512	1,890	2,094	1,859	1,362	17,624
Oasis	15,205	17,597	17,085	8,870	6,129	3,954	4,997	3,744	2,979	80,560
Downtown	3,626	5,666	4,631	3,057	1,892	1,126	1,286	1,137	937	23,358
Everglades	2,926	3,477	4,047	2,850	1,595	1,355	2,272	1,247	774	20,543
Immokal	45	55	52	47	44	50	55	47	120	515
Marco	1,353	1,449	1,467	1,045	441	595	588	646	357	7,941
Naples	600	3,761	5,051	2,747	2,263	2,057	1,896	1,871	1,700	21,946
3rd Conc									658	658
<b>TOTAL</b>	<b>23755</b>	<b>32005</b>	<b>36,141</b>	<b>22,715</b>	<b>14,876</b>	<b>11,027</b>	<b>13,188</b>	<b>10,551</b>	<b>8,887</b>	<b>173,145</b>