

# MARKETING PARTNER REPORTS October 25, 2010



# Tourist Tax Collections

## Collier County Tax Collector

\*\* NAPLES \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
102425	147706	202271	304284	473406	536310	578659	314492	192256	129009	150982	123268	3255068

\*\* MARCO ISLAND \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
124837	158522	168816	229316	364347	466758	550969	361520	197005	167786	223954	215814	3229644

\*\* IMMOKALEE \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
676	624	558	754	633	912	580	596	541	965	670	663	8172

\*\* EVERGLADES CITY \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
3783	4473	5706	8704	12423	15656	18852	10467	6149	3705	4019	3055	96992

\*\* COLLIER COUNTY \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
213228	235663	367743	514622	827789	1013235	1256966	636092	393674	282867	289743	235133	6266755

\*\* OTHER \*\*

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

\*\* TOTALS \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
444949	546988	745094	1057680	1678598	2032871	2406026	1323167	789625	584332	669368	577933	12856631

										October 25, 2010			23974
										Staff Report Presentations VIII - 1			4 of 75
													TOTALS
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
367	165	947	2776	3910	4729	6041	2607	1350				23974	
** APARTMENT **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
19477	14463	32182	63689	67669	240487	412028	65444	26234	23042	50203	55623	1070541	
** CONDOMINIUM **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
2494	2999	5825	13772	21117	30353	42239	7260	3551	1501	3616	1954	136681	
** CAMPGROUND/RV/PARK **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
367978	469435	611459	712102	1010110	1243041	1434996	1081251	698121	477576	532222	454761	9093052	
** HOTEL/MOTEL **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
10156	9509	13274	20198	17462	28801	34980	31383	12115	19999	15197	9839	222913	
** INTERVAL **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
438	746	974	1688	2479	1940	5061	2170	911	516	292	464	17679	
** MOBILE HOME PARK **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
24226	7933	12349	33206	16749	41749	113111	20584	9537	23926	12516	17674	333560	
** SINGLE FAMILY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
19813	41738	68084	210249	539102	441771	357570	112468	37806	36973	55189	37468	1958231	
** REALTOR **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
444949	546988	745094	1057680	1678598	2032871	2406026	1323167	789625	584332	669368	577933	12856631	
** OTHER **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
444949	546988	745094	1057680	1678598	2032871	2406026	1323167	789625	584332	669368	577933	12856631	
** TOTALS **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
444949	546988	745094	1057680	1678598	2032871	2406026	1323167	789625	584332	669368	577933	12856631	

**FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS**

October 25, 2010  
Staff Report Presentations VIII - 1

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

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<b>BREAKDOWN</b>	<b>FISCAL 08-2009</b>	<b>FISCAL 09- 2010</b>	<b>DIFFERENCE</b>	<b>%</b>	
<b>OVERALL COLLECTIONS</b>					
<b>MONTH TO MONTH</b>	<b>569,707</b>	<b>577,933</b>	<b>+</b>	<b>8,226</b>	<b>+ 1.44%</b>
<b>YEAR TO DATE</b>	<b>12,345,136</b>	<b>12,856,631</b>	<b>+</b>	<b>511,495</b>	<b>+ 4.14%</b>
<b>HOTEL / MOTEL</b>					
<b>MONTH TO MONTH</b>	<b>482,466</b>	<b>454,761</b>	<b>-</b>	<b>27,705</b>	<b>- 5.74%</b>
<b>YEAR TO DATE</b>	<b>8,946,785</b>	<b>9,093,052</b>	<b>+</b>	<b>146,267</b>	<b>+ 1.63%</b>
<b>REALTORS</b>					
<b>MONTH TO MONTH</b>	<b>51,270</b>	<b>37,468</b>	<b>-</b>	<b>13,802</b>	<b>- 26.92%</b>
<b>YEAR TO DATE</b>	<b>1,904,370</b>	<b>1,958,231</b>	<b>+</b>	<b>53,861</b>	<b>+ 2.83%</b>
<b>INDIVIDUALS (APTS/CONDOS S F HOMES)</b>					
<b>MONTH TO MONTH</b>	<b>20,611</b>	<b>45,478</b>	<b>+</b>	<b>24,867</b>	<b>+ 120.65%</b>
<b>YEAR TO DATE</b>	<b>1,183,230</b>	<b>1,400,106</b>	<b>+</b>	<b>216,876</b>	<b>+ 18.33%</b>

### TOURIST TAX REVENUE COMPARISON REPORT

	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	CAL YR TOTAL
FY 08-09	399,869	619,243	798,658	1,127,737	1,634,522	1,975,391	2,021,992	1,229,849	748,687	580,021	639,464	569,707	\$10,527,360
FY 09-10	444,949	546,988	745,094	1,057,680	1,678,598	2,032,871	2,406,026	1,323,167	789,625	584,332	669,368	577,933	\$11,119,600
FY 10 BUDGET	401,000	610,500	788,000	1,074,000	1,718,700	2,116,700	2,376,100	1,361,100	832,000	674,700	679,600	417,500	\$11,250,500
MONTH COMP	45,080	-72,255	-53,564	-70,057	44,076	57,480	384,034	93,322	40,938	4,311	29,904	8,226	\$592,234
BUDGET COMP	-\$43,949	\$63,512	\$42,906	\$16,320	\$40,102	\$83,829	-\$29,926	\$37,933	\$42,375	\$90,368	\$10,232	-\$160,333	\$130,900

# Advertising Report

Paradise Advertising &  
Marketing, Inc.



# Monthly TDC Report

October 25<sup>th</sup>, 2010





# 2011 Strategic Marketing Plan

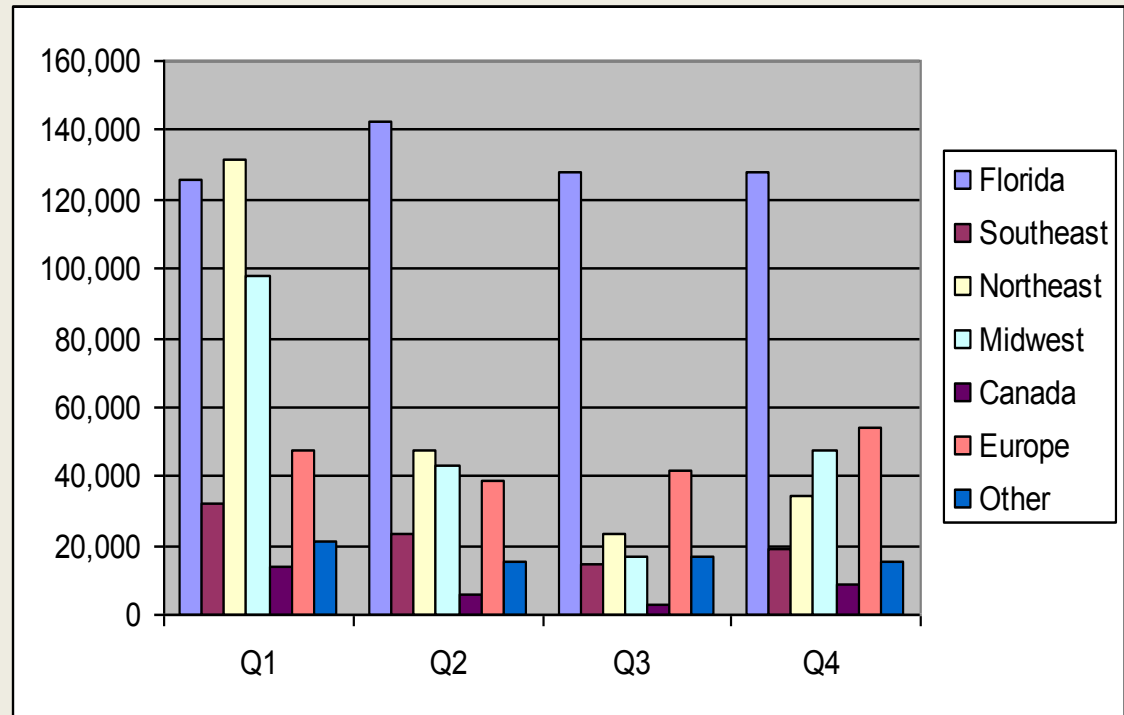
## Leisure Target Overview

### Domestic

1. In-state
2. Northeast U.S.
3. Midwest U.S.
4. Southeast U.S.

### International

1. Germany
2. UK
3. Canada



2009 Visitation by Quarter

# 2011 Strategic Marketing Plan

## Leisure Target Overview

### Seasonality:

**Domestic** – Annual program, with emphasis as follows:

- Fall – Southeast FL markets
- Winter – Domestic Northern feeder markets (New York & Chicago)
- Spring/Summer – Domestic In-state feeder markets

**International** - Efforts concentrated during key decision-making time periods (specific to each market).

# 2011 Strategic Marketing Plan

## Leisure Target Overview

### Demographics:

#### Primary

- Adults 35 – 64 years of age
- Skewed towards women
- Household income of \$100k+
- Combination of family, couples and singles

#### Niche

- Bridal
- Fishing
- Sports
- Eco/Green
- Culture & Heritage
- Dining
- Senior
- Golf

# 2011 Strategic Marketing Plan

## Group Target Overview

1. Corporate
2. In-state Associations
3. Out-of-State Associations
4. Medical and SMERF (Social, Mmilitary, Education, Religious Fraternal Meetings)

# 2011 Strategic Marketing Plan

## Business Objectives

1. Increase brand awareness in target markets by 10%
2. Increase “Signals of Intent to Travel” by 5%
3. Grow and maintain Return on Investment (ROI) of \$18 per dollar of advertising
4. Create and execute messages to increase new visitation by 2%
5. Meet or exceed annual occupancy of 62%
6. Increase tourist tax revenue by 1%
7. Maintain high Average Daily Rate (ADR) relative to competitive set.

# 2011 Strategic Marketing Plan

## Media Mix

	<u>2010</u>	<u>2011</u>	<u>% Change</u>
Print	16%	12%	-25%
Television	50%	45%	-10%

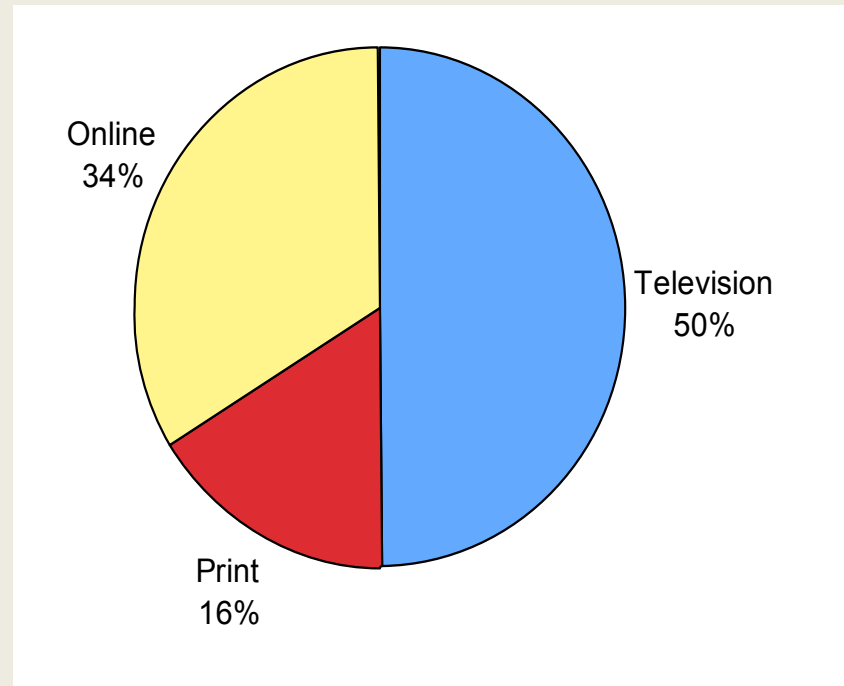
Traditional media spends have been reduced overall by 35% and have shifted to:

Digital/Social	6%	11%	+83%
Online	34%	39%	+15%

# 2011 Strategic Marketing Plan

## Media Mix

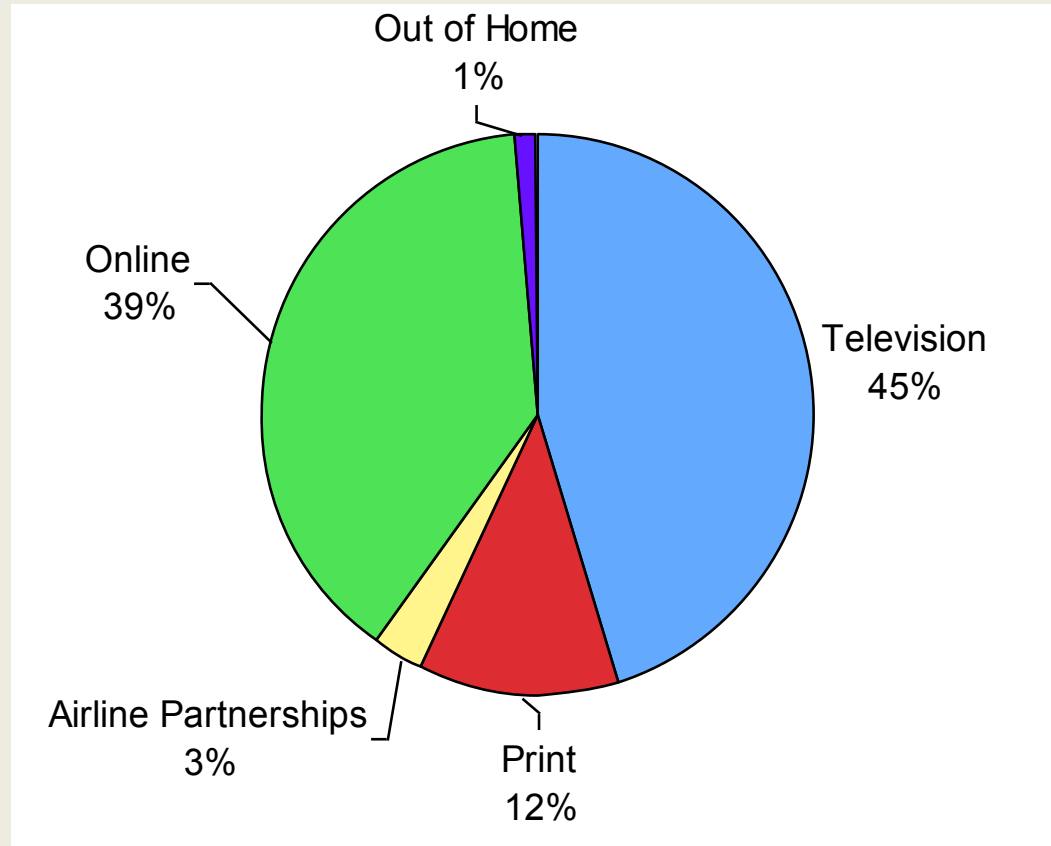
### 2009/2010 Spending by Medium



# 2011 Strategic Marketing Plan

## Media Mix

### 2010/2011 Spending by Medium





# 2011 Strategic Marketing Plan

## New Initiatives

### Quick Response (QR) Tags

Acts as a mobile “bar code.” User takes a picture of the tag and the creative message is delivered to their phone.

Benefits include:

- Engages growing mobile market
- Ability to capture data



# 2011 Strategic Marketing Plan

## New Initiatives

### Mobile Application

Design for use with multiple types of mobile devices. Features could include:

- Ability to store itineraries, “ideas” and notes.
- Share to social media networks
- Incentivize travel to destination by offering coupons and deals
- GPS/mapping features



# 2011 Strategic Marketing Plan

## New Initiatives



ACPE Annual Meeting  
July 27 – 31, 2010  
Marco Island Marroitt

Mark your calendars now for this year's big event. The ACPE Annual Meeting comes loaded with plenty of CME accredited courses, election of officers, and the fun and beauty of the Paradise Coast™.

The Paradise Coast provides the perfect environment for us to focus and relax. And after hours you'll enjoy the sights of downtown Naples, miles of beautiful white sand beaches, and thrilling nature adventures.

Make plans now to attend. Click here to [sign up now](#).

Learn more about [the Paradise Coast](#).



## Group Attendance Push

Online “toolkit” to fill gap between the meeting professional’s decision to book a meeting, and their ability to guarantee attendance.

Promotional tools include:

- Web page, online, print and e-mail templates
- Downloadable logos and photography
- Easy-to-use CVB collateral ordering form

# 2011 Strategic Marketing Plan

## New Initiatives

### Streaming Online Radio

More people using online radio for their music and news.

Benefits include:

- Extremely cost efficient
- Ability to target listeners in specific markets
- Opportunity to run online videos and advertising banners.



**Aol Radio.**

# QUESTIONS?

# Research Report

Klages Research &

Research Data Services, Inc.

**RESEARCH DATA SERVICES, INC.**

3825 HENDERSON BOULEVARD • SUITE 300  
TAMPA, FLORIDA 33629  
TEL (813) 254-2975 • FAX (813) 254-2986

**Naples, Marco Island, Everglades Convention and Visitors Bureau**

**September 2010 Visitor Profile**



***Prepared for:***

Collier County Board of County Commissioners

and

Naples, Marco Island, Everglades Convention and Visitors Bureau

***Prepared by:***

Walter J. Klages, Ph.D.

President

Research Data Services, Inc.

***Research@KlagesGroup.com***

October 25, 2010

*Naples, Marco Island, Everglades: September 2010 Summary*

***Executive Summary: September 2010***

1. Although Collier was unaffected by the Horizon spill, some consumers continue to hold the perception that the spill did affect its coastline. These concerns are sourced in travelers' risk assessments. When planning a vacation, potential risks that could disrupt the experience are negative factors in destination choice. Vacation planners are risk averters and the perception of even a remote likelihood of spill impacts causes visitation losses.
2. This September, Collier hosted 60,100 visitors who stayed in commercial lodging **(-1.0%)**. The total economic impact of tourism on Collier County reached \$37,743,323 **(+1.2%)**.
3. Collier's September origin distribution is as follows:

<u>Sept. Visitor Segments</u>	<u>2009 Visitor #</u>	<u>2010 Visitor #</u>	<u>% Δ</u>
Florida	29,015	27,886	-3.9
Southeast	3,581	4,207	+17.5
Northeast	7,223	6,671	-7.6
Midwest	5,099	5,229	+2.5
Canada	485	781	+61.0
Europe	11,412	11,780	+3.2
Markets of Opportunity	3,885	3,546	-8.7
<b>Total</b>	<b>60,700</b>	<b>60,100</b>	<b>-1.0</b>

4. When asked to describe the destination, consumers focus on the following descriptive features:

<u>Descriptive Features</u>	<u>Percent</u>
Unspoiled Environment	93.0%
Safety	86.3
White, Sandy Beaches	85.6
Dining Opportunities	85.5
Warm Weather	83.6
Relaxation	78.6
Sunning on the Beach	72.7
Upscale Lodgings	67.9
Upscale Shopping	60.7
Value for the Money	52.9



*Naples, Marco Island, Everglades: September 2010 Summary*

5. One out of every three September visitors (33.6%) enjoyed the destination for the first time **(2009: 37.3%)**. Some 19.9% of these are newcomers to both Florida and Collier County.
6. Some 49.0% of September visitors flew to reach the Naples, Marco Island, Everglades area **(2009: 50.3%)**. Although the majority of air travelers still use Southwest Florida International Airport (RSW) **(2009: 60.0%; 2010: 56.3%)**, more visitors report deplaning at the Miami and Fort Lauderdale airports than this time last year.
7. The month of September saw a slight decrease in the group/business travel segment **(2009: 26.8%; 2010: 23.7%)**.
8. Most visitors find the cost of their Collier trip to be what they expected **(2009: 80.2%; 2010: 78.9%)**.
9. Visitors' usage of the Internet for travel information has reached the 96% level. Better than eight of every ten respondents (81.3%) sought information for their current trip on the web. Hotel, airline, and destination websites; TripAdvisor; and Expedia are sources cited most frequently by visitors.
10. Some 52.6% of September visitors volunteer seeing a message promoting the destination **(2009: 55.3%)**. Over half of these (57.1%) say that this message played a role in choosing Collier for this trip.
11. The majority of visitors are satisfied with their experience in Collier **(2010: 94.1% satisfaction rating)**. Over half (51.9%) say they plan to return next year.
12. This month's visitor group is younger **(2009: 49.2 years of age; 2010: 48.1 years of age)**, with the typical visitor party's household income averaging \$141,038.

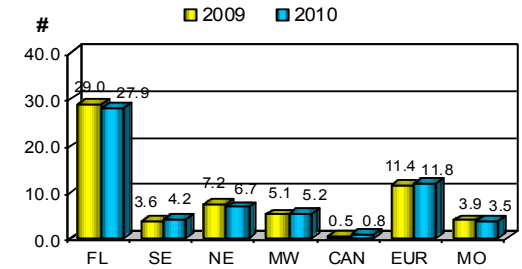
# Naples, Marco Island, Everglades: *September 2010 Visitor Profile*



**September 2010 Visitor Profile – Naples, Marco Island, Everglades**

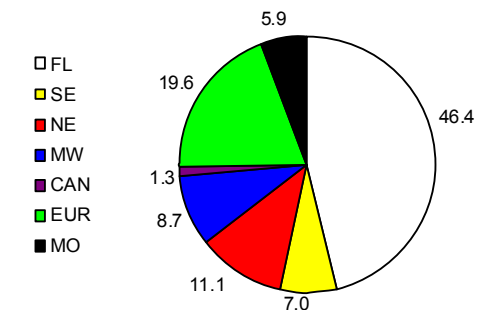
Visitor Volume	Annual 2009	Year to Date		% Δ '09/'10	September		% Δ '09/'10
		2009	2010		2009	2010	
Visitors (#)	1,338,800	1,031,100	1,062,300	+3.0	60,700	60,100	-1.0
Room Nights	1,985,930	1,537,030	1,584,110	+3.1	110,600	108,500	-1.9
Direct Exp. (\$)	\$756,482,900	\$595,416,100	\$612,098,000	+2.8	\$25,009,500	\$25,314,100	+1.2

**September Visitor Origins (in Thousands)**



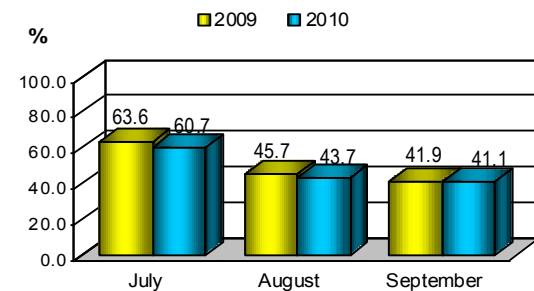
Visitor Origin	YTD # of Visitors			Rel %	September # of Visitors			% Δ '09/'10
	2009	2010	'09/'10		2009	2010	'09/'10	
Florida	396,330	399,946	+0.9	47.8%	29,015	46.4%	27,886	-3.9
Southeast	70,021	71,726	+2.4	5.9	3,581	7.0	4,207	+17.5
Northeast	202,410	214,299	+5.9	11.9	7,223	11.1	6,671	-7.6
Midwest	158,325	167,519	+5.8	8.4	5,099	8.7	5,229	+2.5
Canada	22,688	24,570	+8.3	0.8	485	1.3	781	+61.0
Europe	128,079	129,859	+1.4	18.8	11,412	19.6	11,780	+3.2
Markets of Opp.	53,247	54,381	+2.1	6.4	3,885	5.9	3,546	-8.7
<b>Total</b>	<b>1,031,100</b>	<b>1,062,300</b>	<b>+3.0</b>	<b>100.0</b>	<b>60,700</b>	<b>100.0</b>	<b>60,100</b>	<b>-1.0</b>

**September 2010 Visitor Origins (%)**

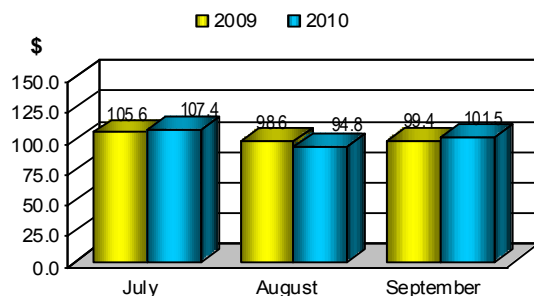


Occupancy	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Occ. 2008	67.4%	86.0%	84.6%	75.4%	68.9%	63.6%	66.3%	50.6%	39.2%	55.8%	62.1%	62.3%
Occ. 2009	61.2	78.3	80.3	70.6	60.9	55.9	63.6	45.7	41.9	51.8	59.3	60.4
Occ. 2010	68.0	81.6	83.3	75.8	62.3	57.8	60.7	43.7	41.1			
<b>Δ Pts. ('09/'10)</b>	<b>+6.8</b>	<b>+3.3</b>	<b>+3.0</b>	<b>+5.2</b>	<b>+1.4</b>	<b>+1.9</b>	<b>-2.9</b>	<b>-2.0</b>	<b>-0.8</b>			
ADR 2008	\$190.2	\$266.0	\$290.1	\$232.8	\$168.7	\$139.9	\$118.6	\$110.0	\$104.6	\$117.8	\$125.7	\$160.6
ADR 2009	175.9	249.6	241.1	213.5	149.4	128.7	105.6	98.6	99.4	111.6	117.8	166.7
ADR 2010	162.5	229.9	235.8	205.1	145.9	129.5	107.4	94.8	101.5			
<b>Δ % ('09/'10)</b>	<b>-7.6%</b>	<b>-7.9%</b>	<b>-2.2%</b>	<b>-3.9%</b>	<b>-2.3%</b>	<b>+0.6%</b>	<b>+1.7%</b>	<b>-3.9%</b>	<b>+2.1%</b>			
RevPAR 2008	\$128.2	\$228.8	\$245.4	\$175.5	\$116.2	\$89.0	\$78.6	\$55.7	\$41.0	\$65.7	\$78.1	\$100.1
RevPAR 2009	107.7	195.4	193.6	150.7	91.0	71.9	67.2	45.1	41.6	57.8	69.9	100.7
RevPAR 2010	110.5	187.6	196.4	155.5	90.9	74.9	65.2	41.4	41.7			
<b>Δ % ('09/'10)</b>	<b>+2.6%</b>	<b>-4.0%</b>	<b>+1.4%</b>	<b>+3.2%</b>	<b>-0.1%</b>	<b>+4.2%</b>	<b>-3.0%</b>	<b>-8.2%</b>	<b>+0.2%</b>			

**Occupancy**

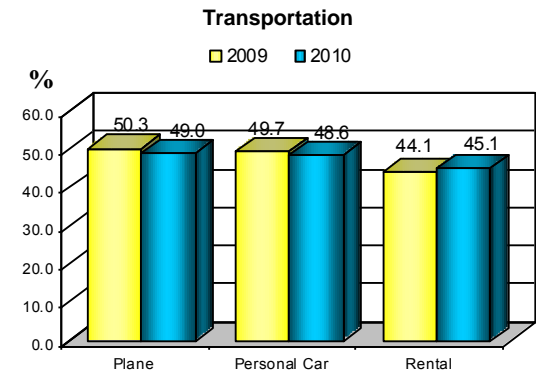


**Room Rates**

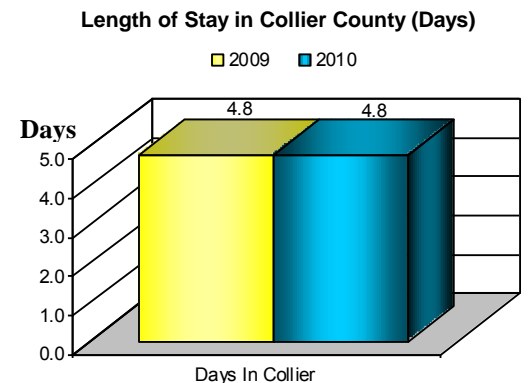
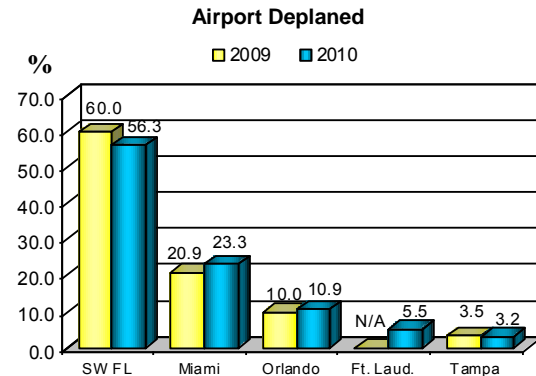


**September 2010 Visitor Profile -- Naples, Marco Island, Everglades**

	<u>September 2009</u>	<u>September 2010</u>
<b>Transportation Mode</b> (Multiple Response)		
Plane	50.3%	49.0%
Personal Car	49.7	48.6
Rental Car	44.1	45.1
<b>Airport Deplaned</b> (Base: Flew)		
Southwest Florida International	60.0%	56.3%
Miami International	20.9	23.3
Orlando International/Sanford	10.0	10.9
Ft. Lauderdale International	N/A	5.5
Tampa International	3.5	3.2

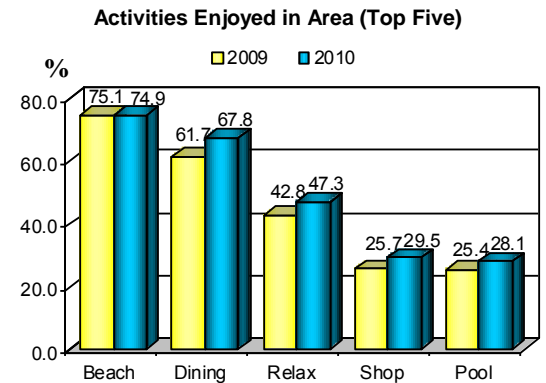


	<u>September 2009</u>	<u>September 2010</u>
<b>Purpose of Trip</b> (Multiple Response)		
Vacation/Weekend Getaway	76.4%	77.9%
Business Travelers/Conferences/Business Meetings	26.8	23.7
Special Event	5.6	7.0
Wedding/Honeymoon	7.1	6.2
Visit with Friends and Relatives	6.3	5.9
<b>First Visit to Collier County</b> (% Yes)	37.3%	33.6%
<b>First Visit to Florida</b> (% Yes)	8.0%	6.7%
<b>Length of Stay in Collier County</b> (# of days)	4.8 days	4.8 days
<b>Party Size</b> (# of People)	2.4 people	2.4 people
<b>Satisfaction with Collier County</b>		
Very Satisfied	87.5%	85.7%
Satisfied	8.0	8.4
<b>Satisfaction Level</b> (Very Satisfied + Satisfied)	<b>95.5%</b>	<b>94.1%</b>
<b>Recommend Collier to Friends/Relatives</b>		
Yes	94.3%	93.8%

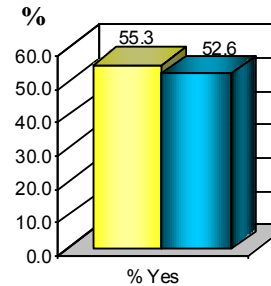


**September 2010 Visitor Profile -- Naples, Marco Island, Everglades**

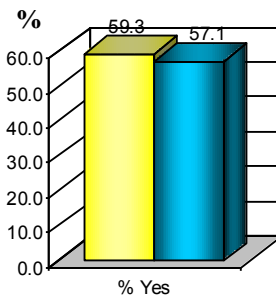
	<u>September 2009</u>	<u>September 2010</u>
<b>Activities Enjoyed in Area (Multiple Response)</b>		
Beach	75.1%	74.9%
Dining Out	61.7	67.8
Relaxing	42.8	47.3
Shopping	25.7	29.5
Pool	25.4	28.1
Reading	N/A	19.0
Sunsets	N/A	19.0
Swimming	22.6	17.5
Sunning	N/A	17.5
Sightseeing	13.1	17.6
Bars/Nightlife	N/A	16.2
Everglades Adventure/Nature	11.2	14.8
Walking	12.4	14.1
Visiting Friends/Relatives	12.2	11.5
Golfing	11.4	8.4
<b>Expense Relative to Expectations</b>		
More Expensive	10.9%	10.7%
Less Expensive	5.6	4.8
As Expected	80.2	78.9
Don't Know	3.3	5.6
<b>Plan to Return (% Yes)</b>		
To Local Area	88.0%	86.7%
Next Year (Base: All Visitors)	56.0	59.9
<b>Average Age Head of Household (Years)</b>		
	49.2	48.1
<b>Median Annual Household Income</b>		
	\$147,870	\$141,038
<b>See/Read/Hear Collier Message (% Yes)</b>		
	55.3%	52.6%
<b>Type of Message Seen (Multiple Response)</b>		
Internet	73.5%	75.9%
Television	18.4	24.7
Newspaper	16.7	18.6
Magazine	18.2	16.7
Travel Guides/Visitor Guides/Brochures	11.2	12.4
<b>Influenced by Collier Message</b>		
(Base: Respondents Reporting See/Read/Hear Message)	59.3%	57.1%



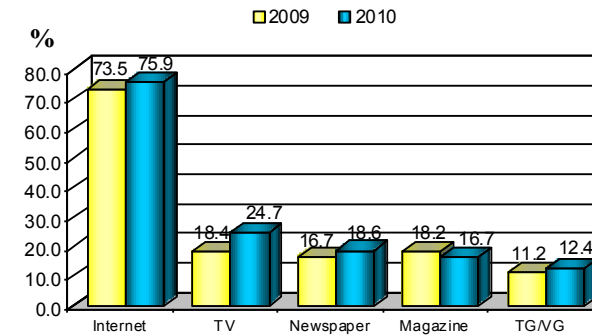
**See/Hear/Read Message**



**Influenced by Message**



**Type of Message Seen**





# Collier County Tourism Research

October 25, 2010  
Staff Report Presentations VIII - 1  
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## September 2010

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

**Presented By:  
Research Data Services, Inc.  
October 25, 2010**



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# Year to Date 2010 Visitor Profile *(Through September)*



# Number of Visitors

October 25, 2010  
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*Year to Date 2010*

	<u>2010</u>	<u>Δ %</u>
<b>First Quarter</b>	<b>495,300</b>	<b>+5.2</b>
<b>Second Quarter</b>	<b>328,100</b>	<b>+4.0</b>
<b>July</b>	<b>102,000</b>	<b>-2.4</b>
<b>August</b>	<b>76,800</b>	<b>-3.5</b>
<b>September</b>	<b>60,100</b>	<b>-1.0</b>
<b>Third Quarter</b>	<b>238,900</b>	<b>-2.4</b>
<b>YTD 2010</b>	<b>1,062,300</b>	<b>+3.0</b>

# Impacts of Tourism

*Year to Date 2010*

October 25, 2010  
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	<u>2010</u>	<u>Δ %</u>
<b>First Quarter</b>	<b>\$444,012,345</b>	<b>+2.5</b>
<b>Second Quarter</b>	<b>\$312,805,837</b>	<b>+5.7</b>
<b>July</b>	<b>\$71,320,345</b>	<b>-1.7</b>
<b>August</b>	<b>\$46,756,269</b>	<b>-3.9</b>
<b>September</b>	<b>\$37,743,323</b>	<b>+1.2</b>
<b>Third Quarter</b>	<b>\$155,819,937</b>	<b>-1.7</b>
<b>YTD 2010</b>	<b>\$912,638,119</b>	<b>+2.8</b>

# Visitor Origins

*Year to Date 2010*

October 25, 2010  
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	<u># of Visitors</u>		
	<u>2009</u>	<u>2010</u>	<u>Δ %</u>
<b>Florida</b>	<b>396,330</b>	<b>399,946</b>	<b>+0.9</b>
<b>Southeast</b>	<b>70,021</b>	<b>71,726</b>	<b>+2.4</b>
<b>Northeast</b>	<b>202,410</b>	<b>214,299</b>	<b>+5.9</b>
<b>Midwest</b>	<b>158,325</b>	<b>167,519</b>	<b>+5.8</b>
<b>Canada</b>	<b>22,688</b>	<b>24,570</b>	<b>+8.3</b>
<b>Europe</b>	<b>128,079</b>	<b>129,859</b>	<b>+1.4</b>
<b><u>US Opp Mkts</u></b>	<b><u>53,247</u></b>	<b><u>54,381</u></b>	<b><u>+2.1</u></b>
<b>TOTAL YTD</b>	<b>1,031,100</b>	<b>1,062,300</b>	<b>+3.0</b>

# RDS Occupancy/ADR

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## Year to Date 2010

	Occupancy			ADR		
	<u>2009</u>	<u>2010</u>	<u>% Δ</u>	<u>2009</u>	<u>2010</u>	<u>% Δ</u>
<b>January</b>	61.2%	68.0%	+11.1%	\$175.9	\$162.5	-7.6%
<b>February</b>	78.3%	81.6%	+4.2%	\$249.6	\$229.9	-7.9%
<b>March</b>	80.3%	83.3%	+3.7%	\$241.1	\$235.8	-2.2%
<b>April</b>	70.6%	75.8%	+7.4%	\$213.5	\$205.1	-3.9%
<b>May</b>	60.9%	62.3%	+2.3%	\$149.4	\$145.9	-2.3%
<b>June</b>	55.9%	57.8%	+3.4%	\$128.7	\$129.5	+0.6%
<b>July</b>	63.6%	60.7%	-4.6%	\$105.6	\$107.4	+1.7%
<b>August</b>	45.7%	43.7%	-4.4%	\$98.6	\$94.8	-3.9%
<b>September</b>	41.9%	41.1%	-1.9%	\$99.4	\$101.5	+2.1%

# September 2010

## *Visitor Profile*

# H/M/C Number of Visitors

<b><u>September</u></b> <b><u>2009</u></b>	<b><u>September</u></b> <b><u>2010</u></b>	<b><u>'09-'10</u></b> <b><u>Δ %</u></b>
<b>60,700</b>	<b>60,100</b>	<b>-1.0</b>

# Impacts of Tourism

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## *Estimates Direct & Induced*

<b><u>September</u></b> <b><u>2009</u></b>	<b><u>September</u></b> <b><u>2010</u></b>	<b><u>'09-'10</u></b> <b><u>Δ %</u></b>
<b>\$37,289,165</b>	<b>\$37,743,323</b>	<b>+1.2</b>

# Visitor Origins

## September

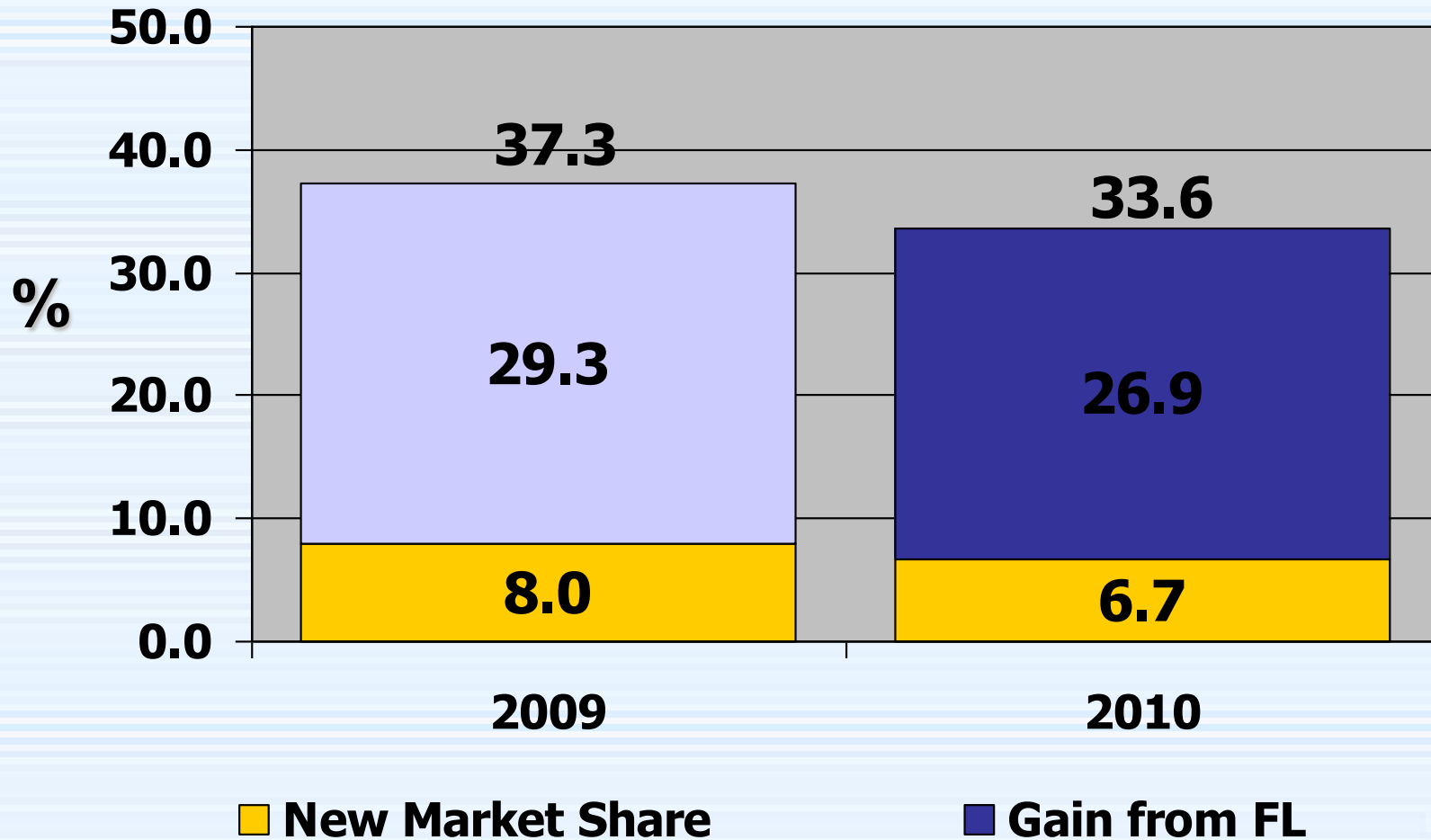
October 25, 2010  
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	<u># of Visitors</u>		
	<u>2009</u>	<u>2010</u>	<u>Δ %</u>
Florida	29,015	27,886	-3.9
Southeast	3,581	4,207	+17.5
Northeast	7,223	6,671	-7.6
Midwest	5,099	5,229	+2.5
Canada	485	781	+61.0
Europe	11,412	11,780	+3.2
<u>US Opp Mkts</u>	<u>3,885</u>	<u>3,546</u>	<u>-8.7</u>
<b>TOTAL</b>	<b>60,700</b>	<b>60,100</b>	<b>-1.0</b>



# First Time Visitors (*% Yes*)

## September



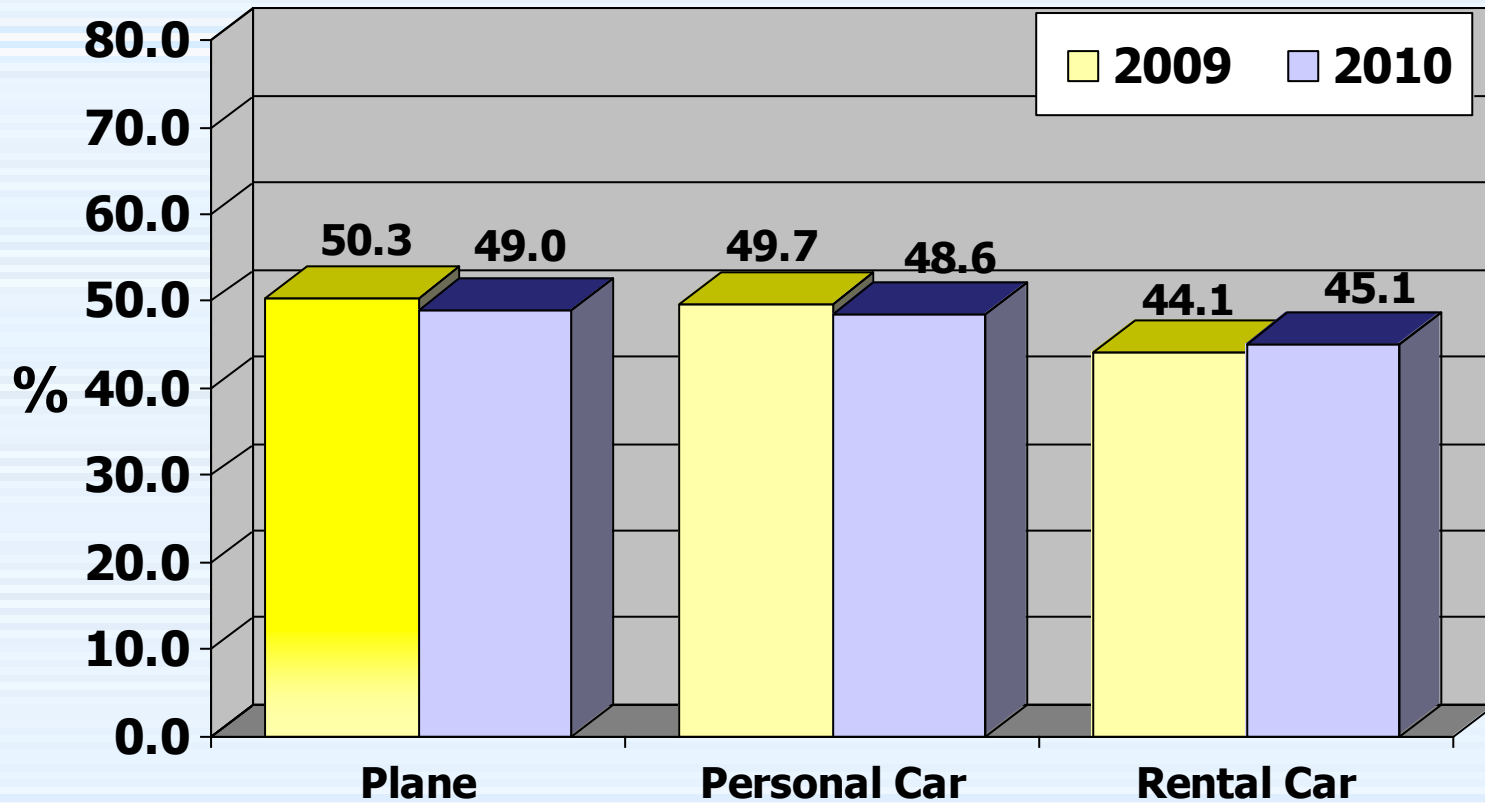
# Purpose of Trip

## *September*

	<b>2009</b>	<b>2010</b>
<b>Vacation/Getaway</b>	<b>76.4%</b>	<b>77.9%</b>
<b>Business/Conferences/Business Mtgs</b>	<b>26.8</b>	<b>23.7</b>
<b>Special Event</b>	<b>5.6</b>	<b>7.0</b>
<b>Wedding/Honeymoon</b>	<b>7.1</b>	<b>6.2</b>
<b>Visit with Friends/Relatives</b>	<b>6.3</b>	<b>5.9</b>

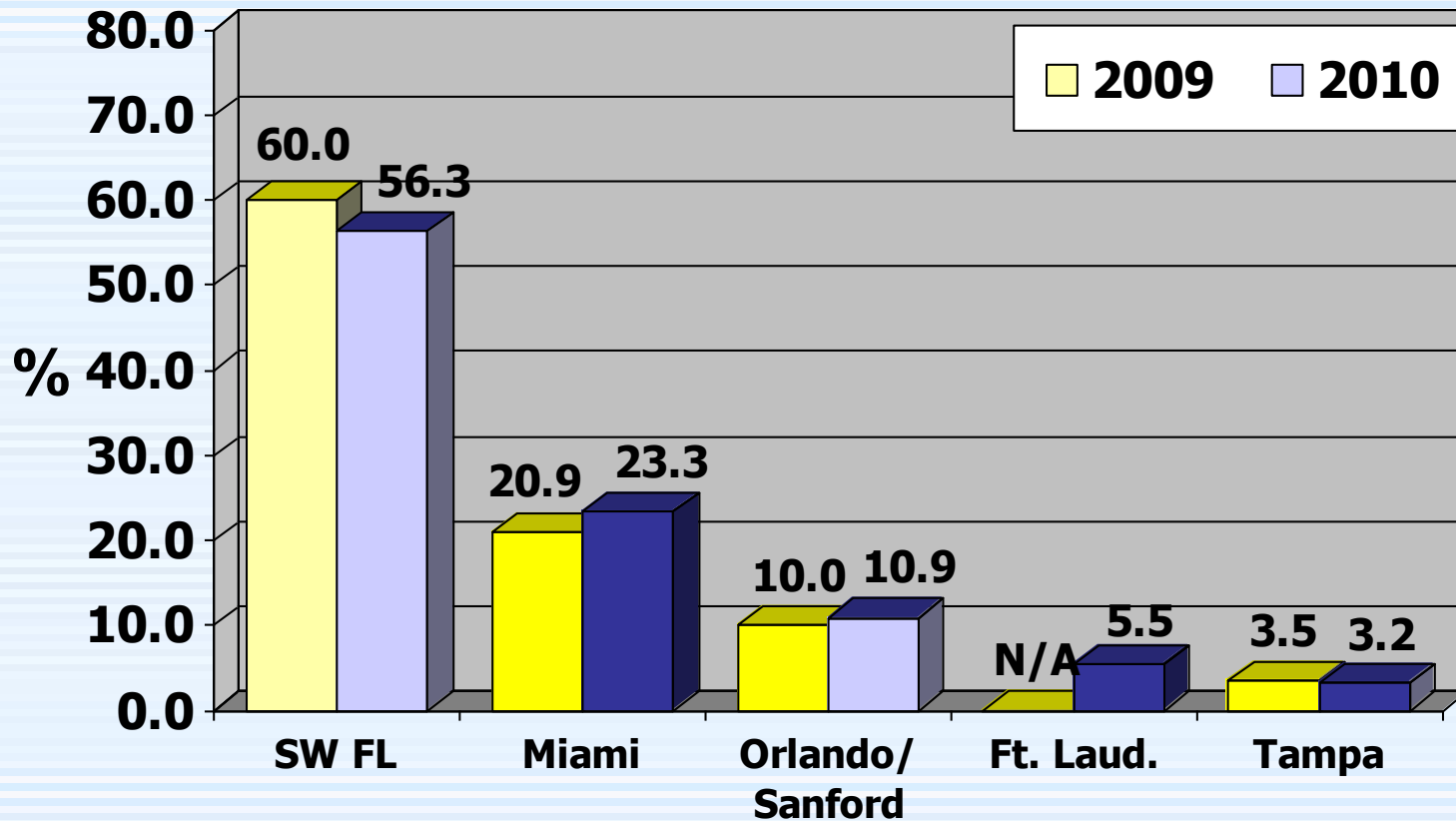
# Transportation Mode

## September



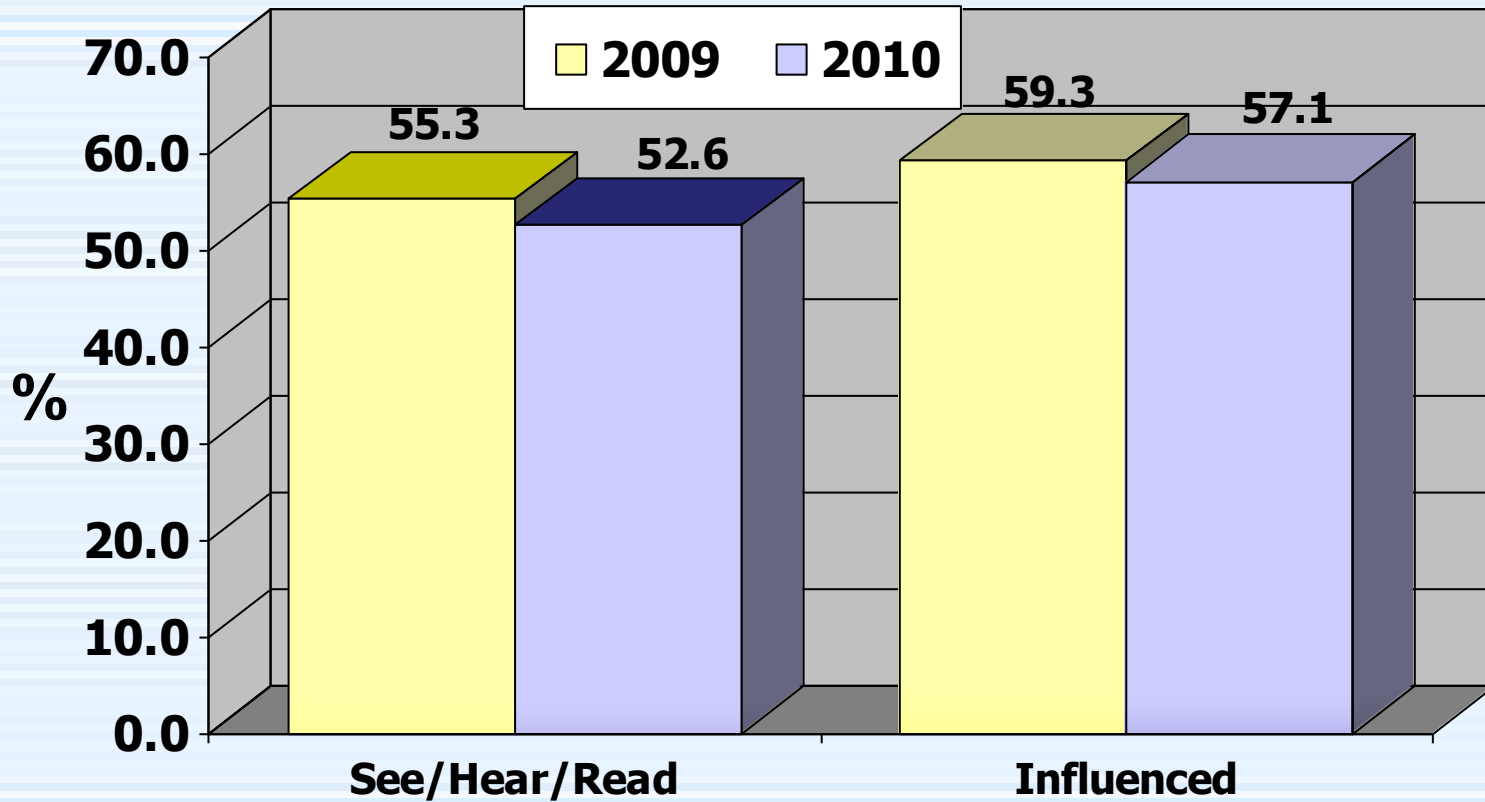
# Airports of Deplanement

## September



# Collier Message Awareness

## September



# Visitor Perceptions

	<b><u>Sept.</u></b> <b><u>2009</u></b>	<b><u>Sept.</u></b> <b><u>2010</u></b>
<b>Satisfaction <i>(combined)</i></b>	<b>95.5%</b>	<b>94.1%</b>
<b>Would Recommend</b>	<b>94.3%</b>	<b>93.8%</b>
<b>More Expensive</b>	<b>10.9%</b>	<b>10.7%</b>
<b>Return Next Year</b>	<b>49.3%</b>	<b>51.9%</b>

# Average Age/Median Income

	<b>September <u>2009</u></b>	<b>September <u>2010</u></b>
<b>Average Age (yrs)</b>	<b>49.2</b>	<b>48.1</b>
<b>Median HH Income</b>	<b>\$147,870</b>	<b>\$141,038</b>

*Thank you!*

October 25, 2010  
Staff Report Presentations VIII - 1  
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# Web Site

# Miles Media Group

# Naples Marco Island Everglades CVB Measurement Dashboard September 2010

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

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

## ENGAGEMENT





	LY	IB	B
Time on Site: <b>5.29</b> <i>Minutes</i>	5.33	5.16	5.39
Bounce Rate: <b>37%</b> <i>of Home Page</i>	35%	33.0%	35%
Bounce Rate: <b>48%</b> <i>Overall</i>	46%	45.3%	55.5%

## SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions  
**13.3%**                      **10,867**  
 of total page views                      Signals of Intent to Travel

See breakdown below

## ACTIVITY

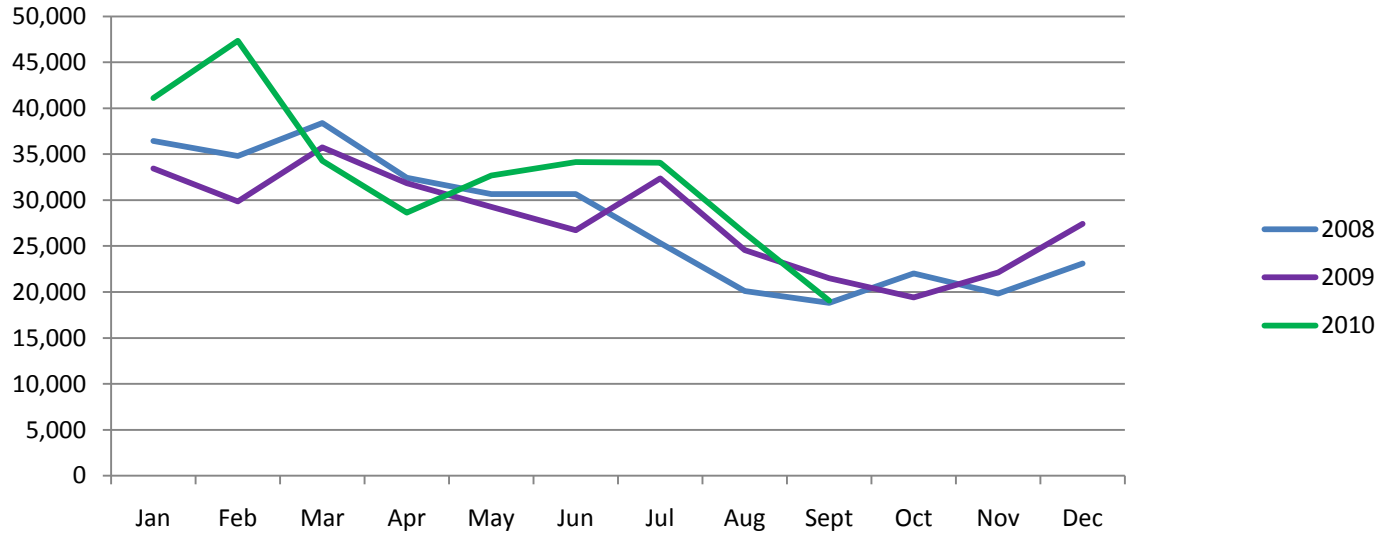
	LM	LY
<b>19,050</b> Visits	 <b>28%</b>	 <b>11%</b>
<b>81,691</b> Page Views	 <b>20%</b>	 <b>26%</b>
<b>297,672</b> Visits Year-to-Date (vs. 265,564 visits in 2009)		
<b>1,518,682</b> Page Views Year-to-Date (vs. 1,228,469 in 2009)		

## SIT BREAKDOWN

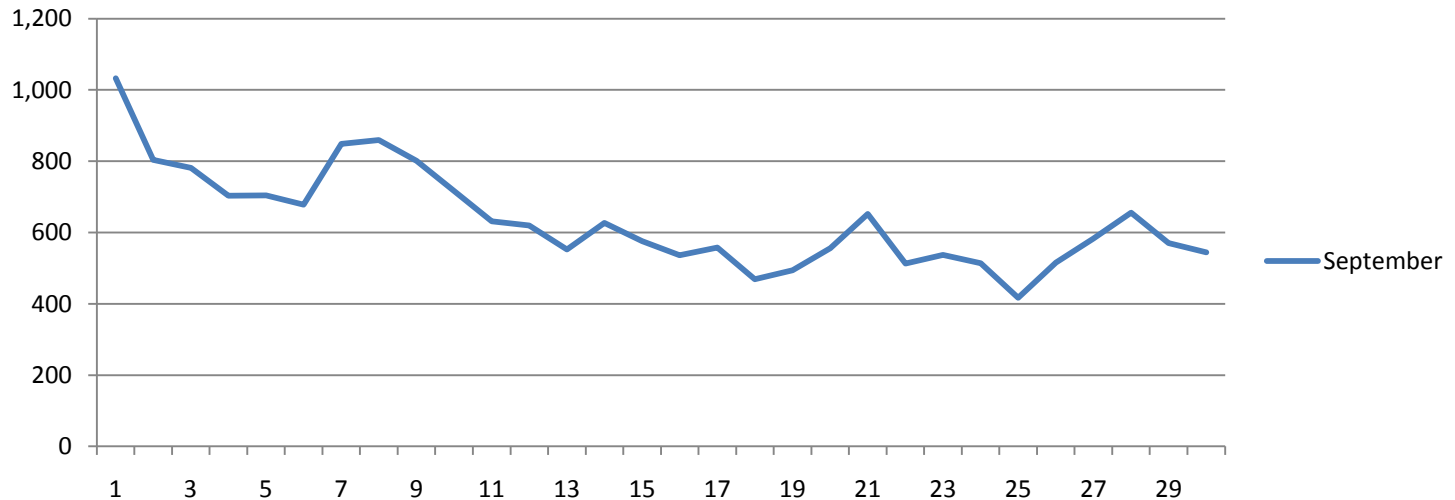
	LM	LY
Guide Orders:	<b>328</b> <b>-6%</b>	<b>+42%</b>
Newsletter Signup:	<b>86</b> <b>-13%</b>	<b>+8%</b>
Deals Page views:	<b>4,852</b> <b>-53%</b>	<b>+79%</b>
Stay in Paradise Listings Views:	<b>1,982</b> <b>-19%</b>	<b>-90%</b>
Download Guide Link:	<b>133</b> <b>-18%</b>	<b>-41%</b>
Summer Site Click Here:	<b>69</b> <b>-66%</b>	<b>-68%</b>
Summer Site Book Direct:	<b>209</b> <b>-50%</b>	<b>-27%</b>
Discover Site Click Here:	<b>12</b> <b>-67%</b>	N/A
Discover Site Book Direct:	<b>43</b> <b>-69%</b>	N/A
BookDirect™ Searches:	<b>1,542</b> <b>-18%</b>	N/A
BookDirect™ Clicks:	<b>1,611</b> <b>-32%</b>	N/A



## Visits – 2008-2010



## Visits by Day for September



## Top 10 Markets for Month

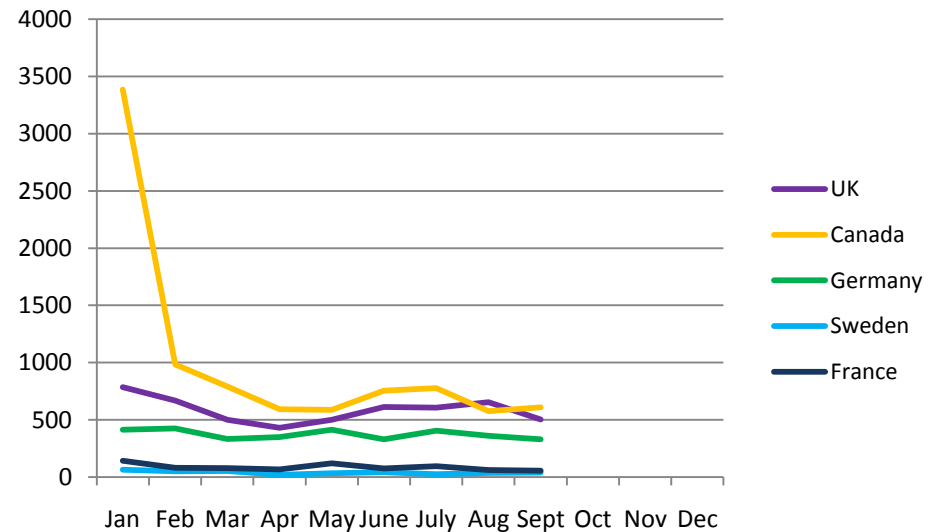
Top Ten DMAs	Visitors
Orlando	1,736
Miami	1,428
Washington D.C.	1,121
Philadelphia	1,052
Fort Myers/Naples	999
Tampa	804
New York City	762
Atlanta	577
Chicago	425
Dallas/Ft. Worth	317

## International

		LM	LY
<b>USA</b>	<b>14,085</b>	<b>-30%</b>	<b>+3%</b>
<b>International:</b>	<b>2,328</b>	<b>-12%</b>	<b>-24%</b>

### Unique Visits for Month

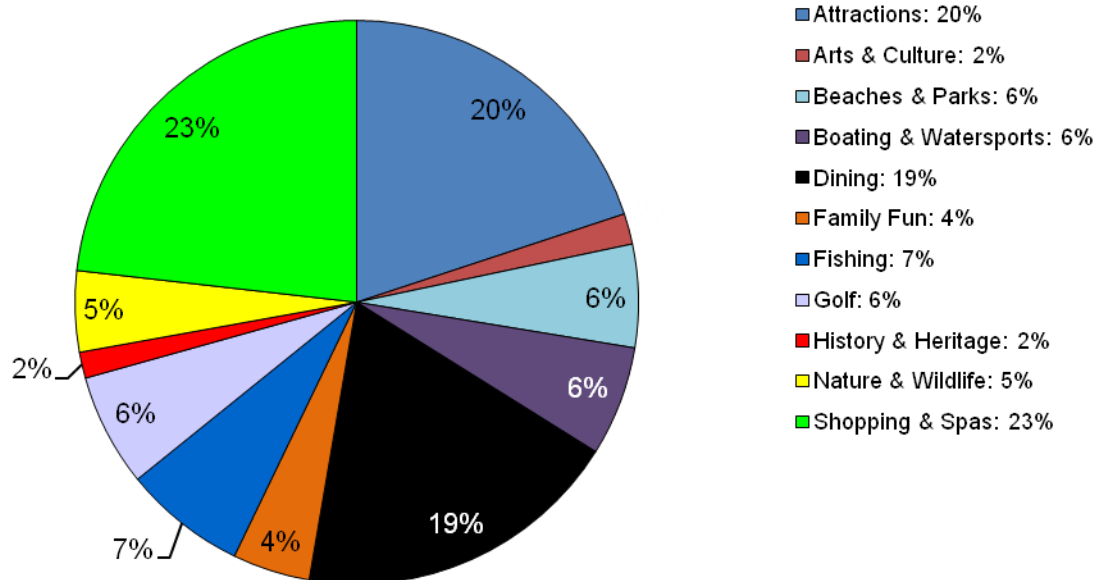
<b>Canada</b>	<b>610</b>	<b>-7%</b>	<b>-16%</b>
<b>Germany</b>	<b>331</b>	<b>-8%</b>	<b>+8%</b>
<b>UK</b>	<b>502</b>	<b>-23%</b>	<b>-38%</b>
<b>Sweden</b>	<b>39</b>	<b>+11%</b>	<b>-45%</b>
<b>France</b>	<b>56</b>	<b>-8%</b>	<b>-34%</b>



## Top Internal Search Terms

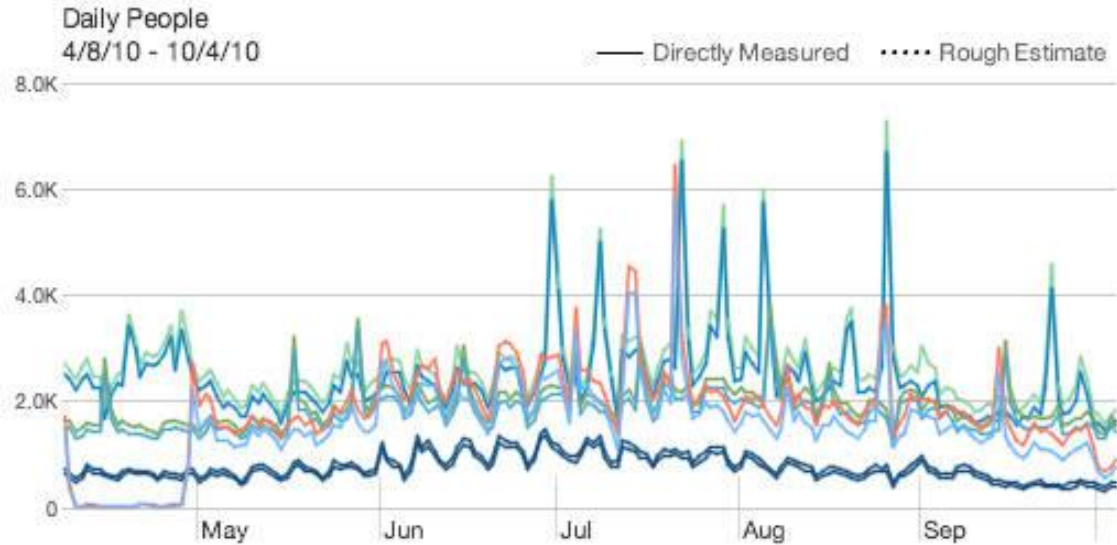
Internal Search Term	Number of Searches
weather	9
marco island	4
airboats	3
bars	3
diving	3

## Content Report



## DMO Competition - Quantcast

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



Site	Reach by US People August 2010
ParadiseCoast.com	17,932
PalmBeachFL.com	19,500
Fla-Keys.com	59,000
DaytonaBeach.com	43,200

# Search Engine Services

**Sales & Marketing Technologies, Inc.**



## Overall Search Engine Performance

- **September had 19,050 Website Visitors**
- **September Search Engine Referrals**
  - **Decreased by 13% from August**
  - **Increased by 1% from last year**
  - **Increased by 1% from last year**

# Naples CVB Monthly Search Engine Report

- The chart below shows clicks and impressions to the website .
- Indicates a decrease in volume for the top search terms.

Query	Impressions	Change	Clicks	Change	CTR	Change	Avg. position	Change
☆ <a href="#">naples florida</a>	40,500		720	↓ -18%	2%	↓ -0.4	8.1	↑ 0.2
☆ <a href="#">naples</a>	27,100	↑ 22%	110	↓ -35%	0%	↓ -0.4	9.5	↓ -0.5
☆ <a href="#">marco island florida</a>	12,100		140	↓ -33%	1%	↓ -0.6	15	↓ -1.0
☆ <a href="#">marco island</a>	8,100	↓ -55%	73	↓ -57%	1%		27	↓ -4.0
☆ <a href="#">naples fl</a>	8,100		110	↓ -35%	1%	↓ -0.7	7.2	
☆ <a href="#">family fun</a>	5,400	↑ 23%	58	↑ 61%	1%	↑ 0.3	5.2	↑ 0.4
☆ <a href="#">naples. fl</a>	4,400	↓ -19%	58	↓ -36%	1%	↓ -0.4	7.2	↓ -0.3
☆ <a href="#">marco island hotels</a>	2,900	↓ -34%	73	↓ -48%	3%	↓ -0.7	5.9	↑ 0.6
☆ <a href="#">naple</a>	2,900		<10	↑ ∞	-		8.8	↑ 0.3
☆ <a href="#">american patriot getaways</a>	2,400	↓ -17%	<10	↑ ∞	-		5.3	↑ 0.6

# Search Engine Optimization

- \* Tracked and analyzed site traffic statistics
- \* Resubmitted site to search engines and directories
- \* Researched search engine rankings
- \* Tracked new pages and attempted to link them
- \* Conducted social bookmarking
- \* Conducted Business Profile building

# Naples CVB Monthly Search Engine Report

<b>Web Site Trends</b>			
	<b>July</b>	<b>August</b>	<b>September</b>
<b>Visits</b>	118,713	26,414	19,050
<b>Page Views</b>	637,180	102,086	81,691
<b>S.E. Referrals</b>	16,001	16,083	13,973
<b>Sessions</b>	118713	N/A	N/A
<b>Sign-ups</b>	0	0	0

# Naples CVB Monthly Search Engine Report

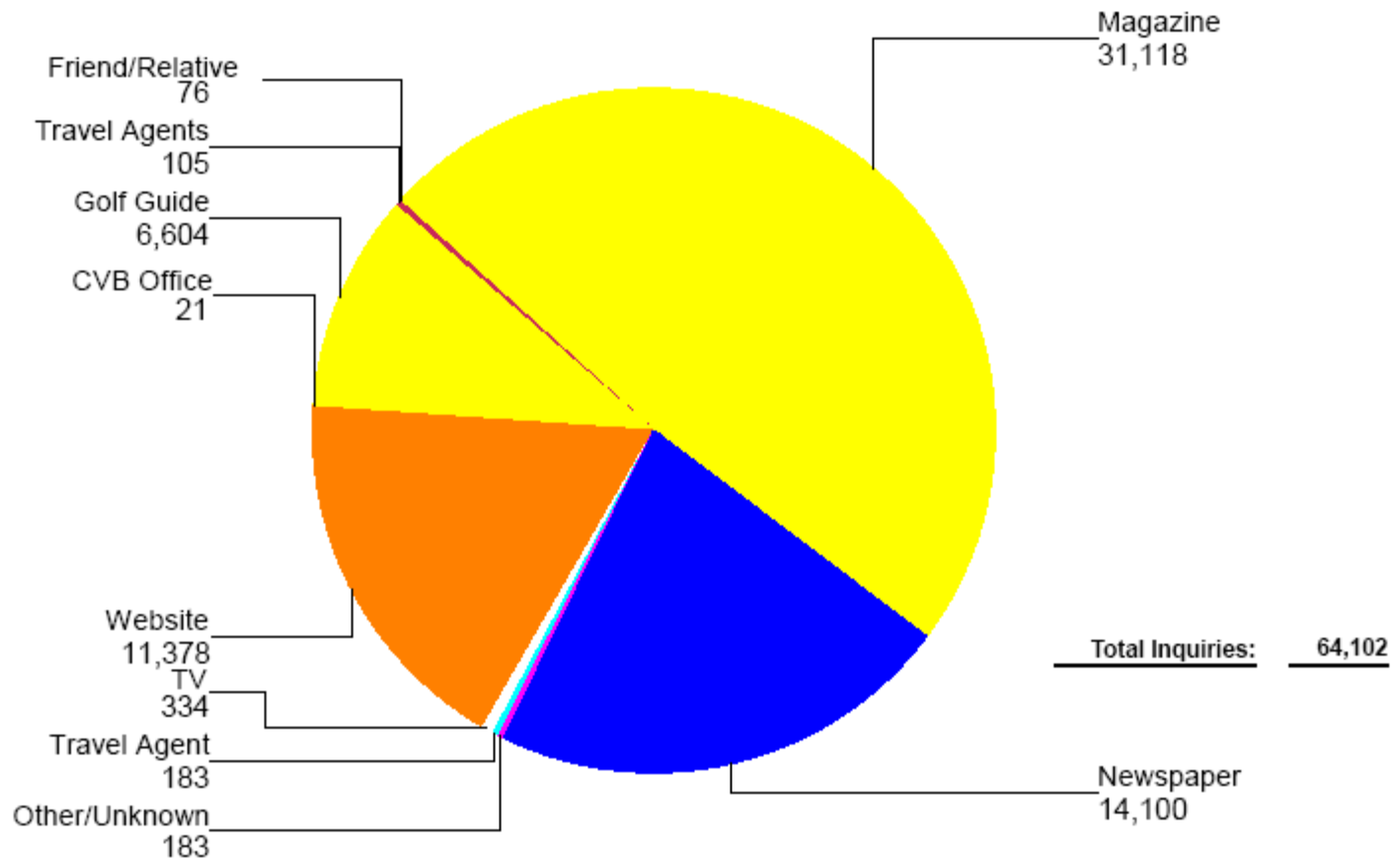
## Google Pay Per Click Review

	<b>Spending</b>	<b>Clicks</b>	<b>CP Click</b>	<b>CP Lead</b>	<b>Convs</b>
<b>September</b>	\$885.46	2,792	\$0.32	\$885.46	1
<b>August</b>	\$1003.52	3,145	\$0.32	\$1003.52	1
<b>July</b>	\$1109.85	3,527	\$0.31	\$554.92	2

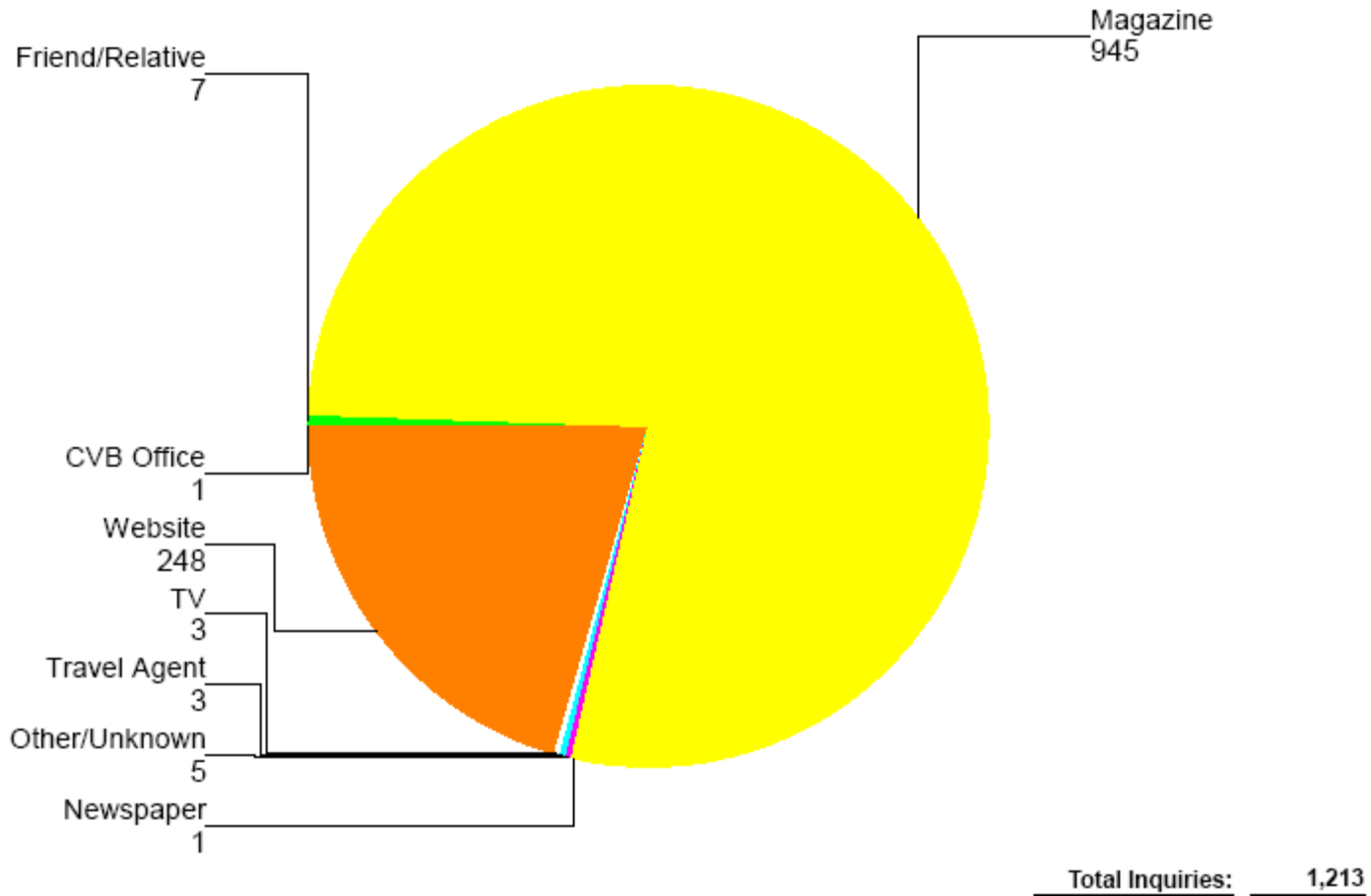
# Fulfillment Services

## Phase V

**Naples, Marco Island, Everglades CVB**  
**Request Summary by Source**  
**For the month of September 2009**

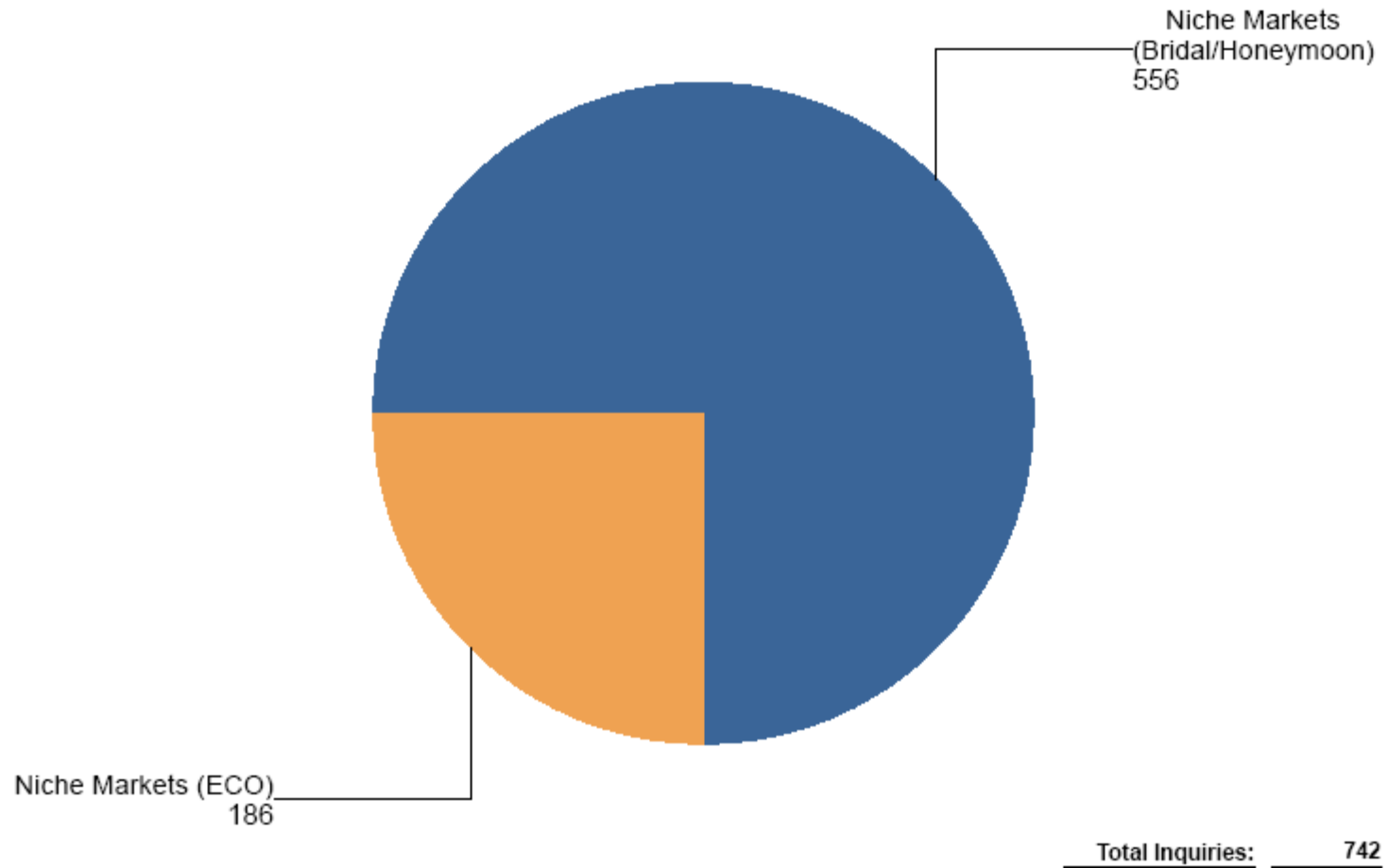


### Naples, Marco Island, Everglades CVB Request Summary by Source For the month of September 2010

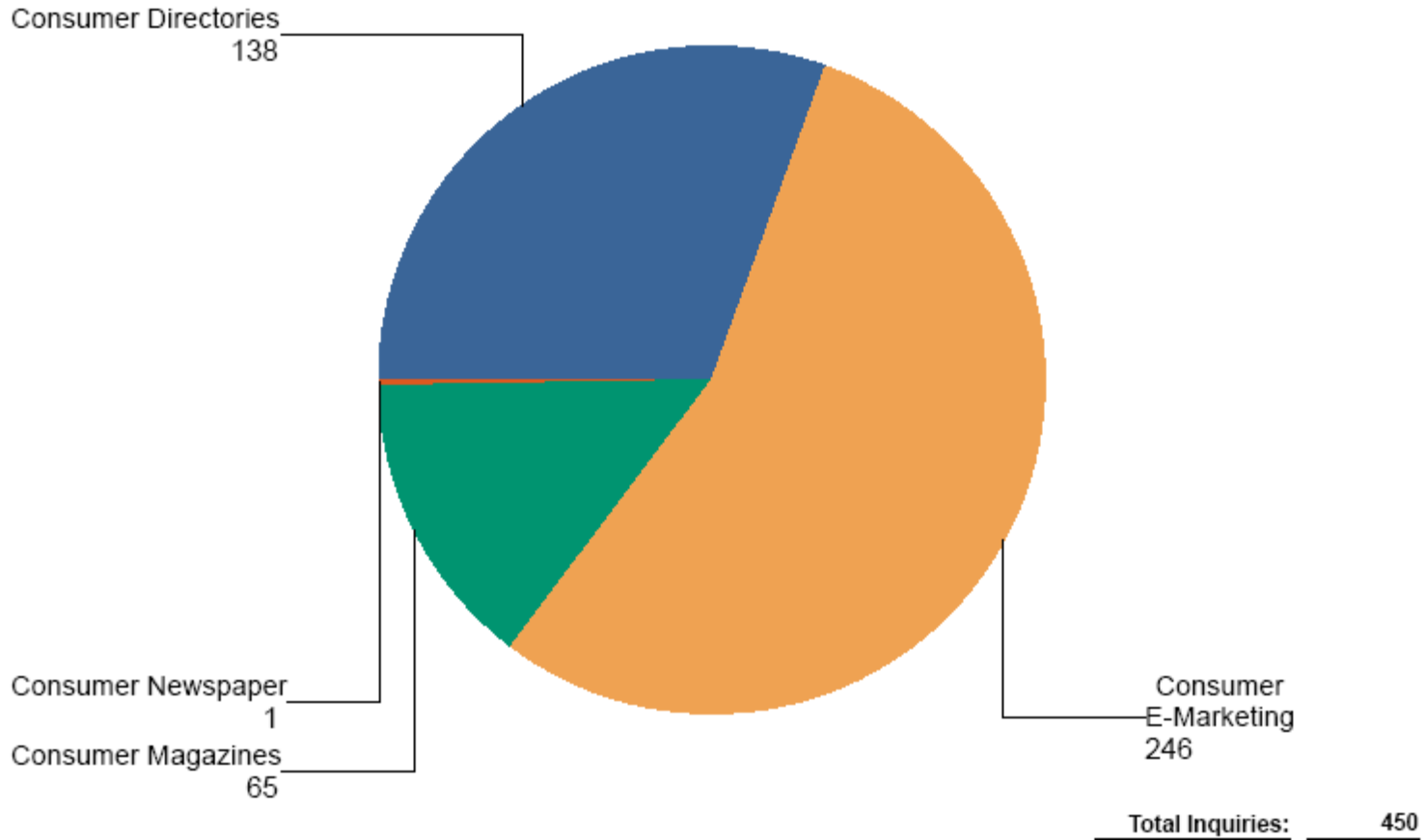




**Naples, Marco Island, Everglades CVB**  
**Request Summary by Niche Markets**  
**For the month of September 2010**

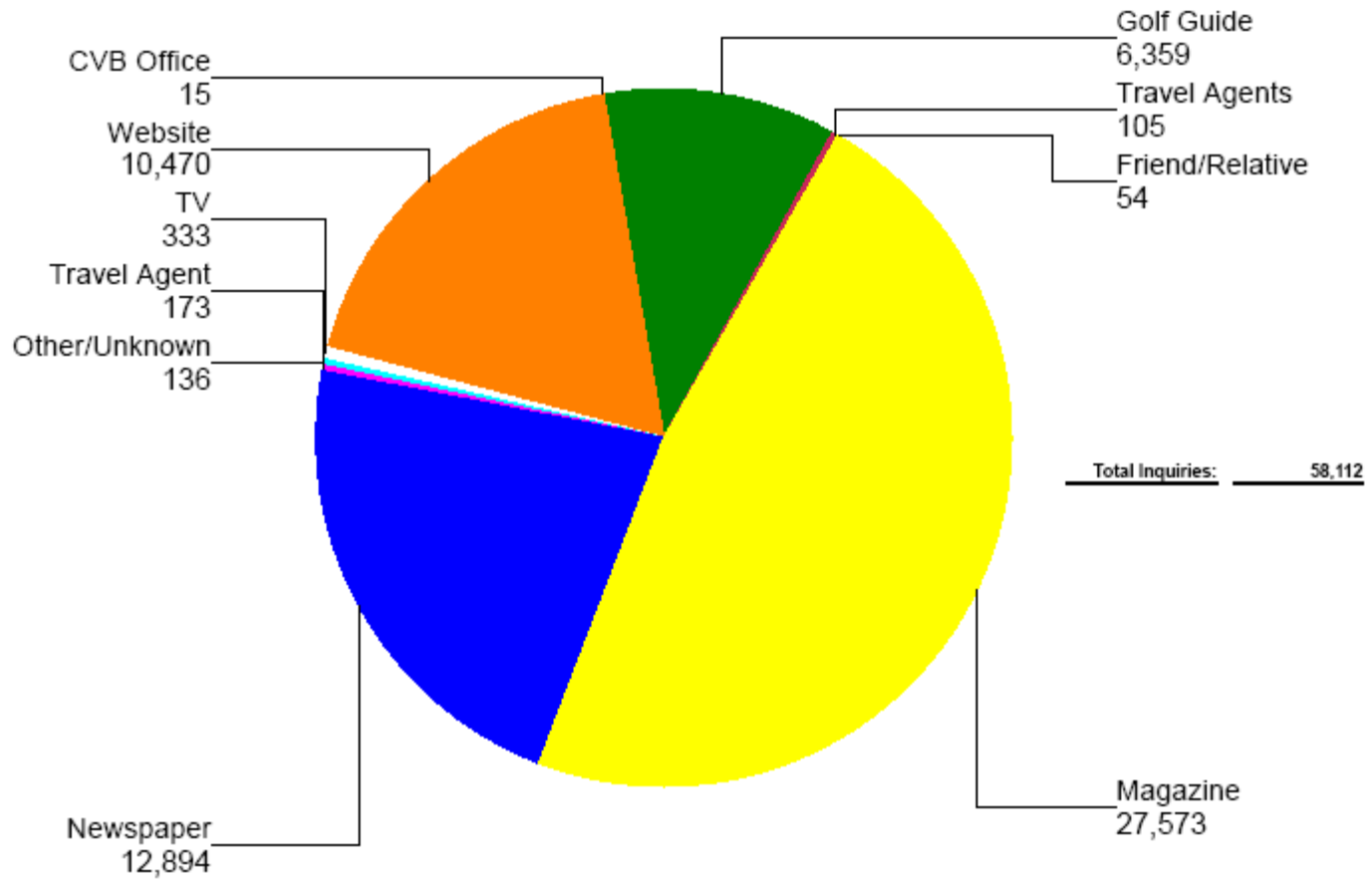


**Naples, Marco Island, Everglades CVB**  
**Request Summary by Leisure Markets**  
**For the month of September 2010**



## Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2010



# Inquiries – Leading 4 Countries

## September 2010

**2009**

USA

Brazil

Canada

Portugal

**2010**

USA

Canada

Brazil

Portugal

# Inquiries - Leading 6 States

## September 2010

### **2009**

California

New York

Georgia

Florida

Texas

Illinois

### **2010**

Florida

Ohio

New York

Illinois

Pennsylvania

Texas

# Collier County CVB Inquiries by Type Calendar Year

	<b>September 2010</b>	<b>Y-T-D</b>
Phone	176	1,999
Publications	1,320	30,088
Web site	246	4,659
Info@ParadiseCoast	1	25

# Misc. CVB Services Calendar Year

	<b>September 2010</b>	<b>Y-T-D</b>
Hotel Bookings	3	74
Info Ctr Shipments	1,350	28,900
Editorial Gen Calls	55	509
Mtg Planner Calls	0	4
Storm Info Calls	0	8
Storm Accommodations	0	0
Sports Council	2	31

## Live Chat by Page September 2010

<b>BY PAGE</b>			
<b>Page</b>	<b># of chats</b>	<b>Minutes</b>	<b>Min/Chat</b>
<b>Home Page</b>	<b>10</b>	<b>52.3</b>	<b>5.2</b>
<b>Order a Guide</b>	<b>1</b>	<b>6.0</b>	<b>6.0</b>
<b>Stay in Paradise</b>	<b>1</b>	<b>15.0</b>	<b>15.0</b>
<b>Things to Do-Main</b>	<b>4</b>	<b>13.0</b>	<b>3.3</b>
<b>Totals</b>	<b>16</b>	<b>86.4</b>	<b>5.4</b>



## Live Chat by Topic September 2010

<b>By Topic</b>			
<b>Topic</b>	<b># of chats</b>	<b>Minutes</b>	<b>Min/Chat</b>
<b>Airport</b>	<b>1</b>	<b>1.1</b>	<b>1.1</b>
<b>Attractions</b>	<b>2</b>	<b>7.4</b>	<b>3.7</b>
<b>Charters and Tours</b>	<b>1</b>	<b>4.3</b>	<b>4.3</b>
<b>Dining &amp; Nightlife</b>	<b>1</b>	<b>13.4</b>	<b>13.4</b>
<b>Events &amp; Festivals</b>	<b>2</b>	<b>6.4</b>	<b>3.2</b>
<b>Family</b>	<b>1</b>	<b>15.0</b>	<b>15.0</b>
<b>Misc.</b>	<b>4</b>	<b>23.1</b>	<b>5.8</b>
<b>Transportation</b>	<b>1</b>	<b>5.1</b>	<b>5.1</b>
<b>Visitor's Guide</b>	<b>3</b>	<b>10.5</b>	<b>3.5</b>

## Misc Services September 2010

Publication	MONTH	YTD	% OF TOTAL
<b>Golf Guide</b>			
Other Golf	0	0	
Play FL Golf	26	7,405	
Play FL Golf - UK	0	0	
<b>Golf Guide Total:</b>	<b>26</b>	<b>7,405</b>	<b>69.98%</b>
<b>Meeting Planners</b>			
Meeting Planner Kit	5	97	
<b>Meeting Planners Total:</b>	<b>5</b>	<b>1,238</b>	<b>11.70%</b>
<b>Promotions</b>			
Summer VIP	2	32	
<b>Promotions Total:</b>	<b>2</b>	<b>32</b>	<b>0.30%</b>
<b>Travel Agents</b>			
Other/Unknown	1	9	
<b>Travel Agents Total:</b>	<b>1</b>	<b>1,798</b>	<b>16.99%</b>
<b>Total Fulfilled via Mail from Phase V:</b>	<b>34</b>	<b>10,582</b>	

# Thank you

# Questions?