



DIRECTOR'S REPORT

RECENT ACTIVITIES

Collier County Lodging & Tourism Alliance Board Meeting Presentation
Children's Museum Corporate Giving Committee
Naples Intl Film Festival Press Conference
Bob Harden Radio Interviews
Economic Recovery Task Force
FGCU Resort & Hospitality Class Presentation
EDC Project Innovation

TRADE SHOWS

World Travel Market- London

Met with 25 UK and European tour operators, press and tourism representatives
Co-sponsor for UK Tour operator Dinner attended by 400 UK tour industry reps.

SALES DEPARTMENT- Debi DeBenedetto and Jennifer Leslie

Industry Relations – Sales

- Set up Sites for two new Meeting Planners with Rfp's
- Set up 4 Tour operator Fams Voyageurs du monde, France; Meso Tours, German; American Ring, Denmark; American Vacations, German
- Hosting first Annual CVB & Tourism Holiday Industry Event Dec. 9, 2010 Seminole Casino Immokalee
- Shark Shoot out 5 day Event supported with advertising and CVB booth at event
- Participated in and organized hubs for Great Florida Beach Walk Nov. 6, 2010

New Product Development

- Meeting Planner Fam "Taste of Paradise" Successfully hosted 3 day Fam
- Meetings South – Focus Live WON bid to Host at Naples Beach Hotel & Golf Club August 28-30, 2011 CVB to Co-host
- Webinar – Spin Planners.com new
- CVB and Naples Bay Resort to host MPI SEC Board and December meeting



- Idss Training 2 day seminars
- New Trade show booth double screen completed
- Florida Encounter Trade show attended 30 Planner appointments Nov. 13-17

Promotions

- 2011 VIP Preferred Pass development
- 2011 Meeting Planner Marketing tools plan on website
- Jet Blue/LaPlaya promotion for winter set and confirmed

RFP's and Booked Business

- 13 RFP's sent out through CVB sales office to Partners
- 2,963 potential room nights
- Booked Meetings Focus Group for 2011 that will bring 30 planners in August 2011
- Booked 4 groups with 424 room nights for an estimated economic impact of \$359,000.



PUBLIC RELATIONS & COMMUNICATIONS- JoNell Modys & Angela Aline

Projects

Oil Spill Communications

Travelers Update/Beach Conditions Page – Updated page to retain positive news but remove intensive details related to the oil spill. Dated page for November 2010.

Conferences, Media Missions & Meetings

- VISIT FLORIDA media reception in Washington, D.C.attended by 26 journalists.
- Society for Ethical Ecotourism in Florida Board Meeting
- Great VISIT FLORIDA Beach Walk
- Journey Through Paradise team meeting
- Big Cypress National Preserve recreational Familiarization Tour for area tourism/hospitality reps
- Advertising photo shoot coordination meeting
- Greater Naples Chamber Wake Up Naples and Business After 5.

Bureau Projects

- Continued to make extensive copy edits and requested and obtained photos from individual attractions and tours that are mentioned editorially.
- Edited arts and cultural guide for new version of digital arts guide.
- Worked with BCF on revised project plan for Journey Through Paradise with Alan Maltz based on a more realistic budget; worked with A.M. on shooting issues.

Video

Worked with Paradise Adv. digital and Miles Media to begin regular uploading of new Adventures in Paradise video episodes to our Web site and YouTube. Began working with team to come up with plan to reformat video page.



Community Relations

- Paradise Press e-news for the local tourism industry, media & friends issued November
- Great VISIT FLORIDA Beach Walk pre-planning, public relations and participation during November 6 event.

Media Relations

Story Pitches and Info Submissions

JoNell provided updated information about meetings facilities and group activity options to Leo Jakobsen for a December South FL feature in Successful Meetings magazine.

Paradise Connection e-news for Travel Media issued to over 500 travel media journalists November 16.

Fact checking and copy points editing for use in various upcoming VISIT FLORIDA publication articles.

Press in Destination

Adrian Phillips came to research excursions with the Swamp Explorers team (Rick Cruz and Julie Cardenas). This idea came from an item in our What's New press brief sent to the U.K. office, which was used for press fulfillment and story pitching. Adrian is working on a section front full feature article in the Independent on Sunday, the U.K. largest national paper with 155,565 circulation.

Peter Koch came on a research visit initiated by the CVB to facilitate his research into Everglades area activities and searching for the Skunk Ape. This was the result of an editor contact made at the October VISIT FLORIDA media reception in New York.

Corinna Streng, freelance journalist for German daily newspaper, Rhein-Neckar-Zeitung, circulation 301,245 spent several days in Naples researching activities. Her story focuses on vacation rental-based holidays. She stayed in a vacation rental in Ft. Myers and included Naples in her activity suggestions.

Jean-Francois Legare, senior editor EnRoute magazine in Canada, visited in early November. The magazine is read by more than 1 million people each month.

Antonia Steffens, USA bureau chief, Frau im Spiegel (Germany's equivalent to People



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.

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

Fall and Winter what’s new, festivals and events, deals and more.

What’s New With Meetings release updated and posted in online media center. Also used for journalist fulfillment.

Naples & Marco Island Great VISIT FLORIDA Beach Walk.

Recent Publicity Highlights

Reisen Exklusiv” (Exclusive Travel) has featured the German version of our Stone Crab press release.

Woman’s World, Paradise Coast feature.

Awards

The CVB was awarded three gold, three silver and one bronze in the prestigious Hospitality Sales & Marketing Association International’s annual Adrian Awards competition. Awards will be presented at the annual awards banquet in January 2011.

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



FILM OFFICE – Maggie McCarty

PRODUCTION HIGHLIGHTS

- Maday Productions - commercial

WORKING LEADS

- Blinding Edge Pictures – feature film
- White Label Productions – commercial
- MBJ Films – feature film
- TCF International Pictures – feature film
- ABG World - video
- J. Jill catalogue – print
- Arizona Films – indie film
- The Discovery Channel – TV pilot
- ALL CURRENT PRODUCTION

OPERATIONS

- Issued film permits
- VisionNet upload
- Lead/inquiry response
- Monthly Revenue Tracking
- Followed-up with activity worksheets to clients

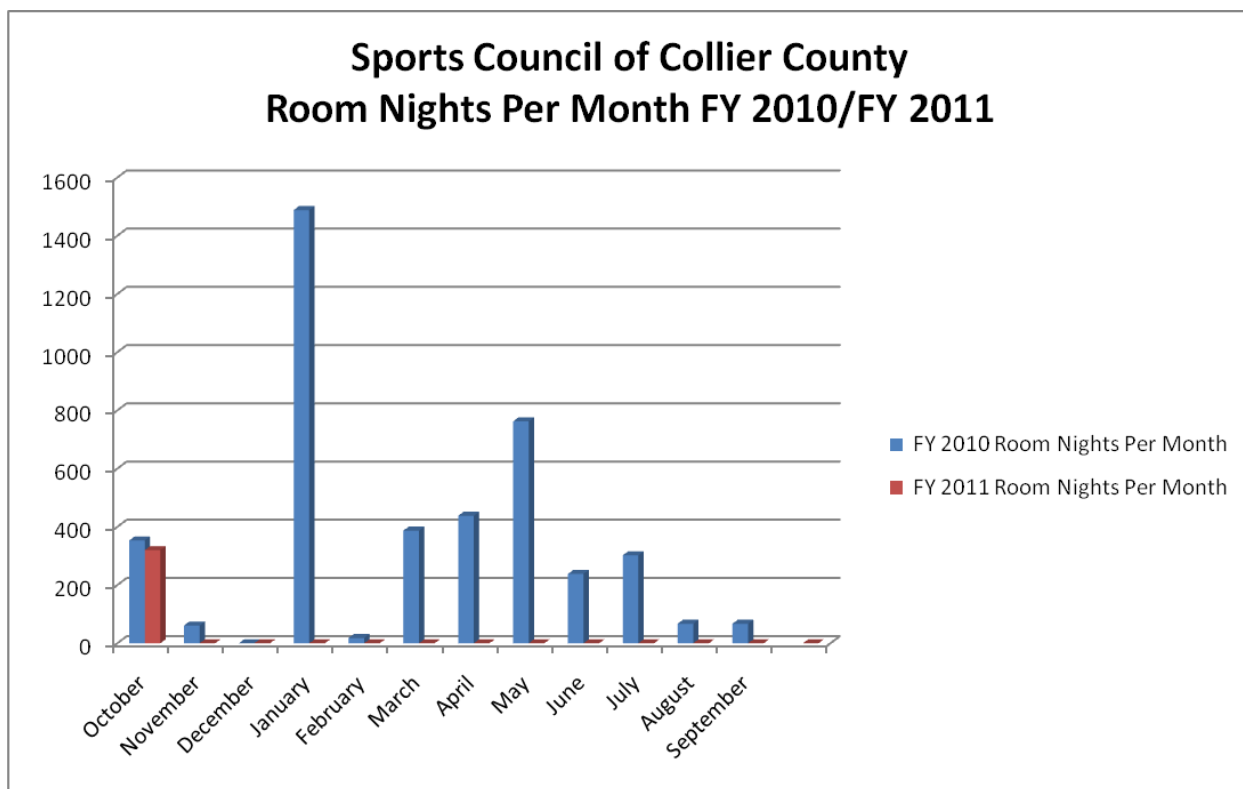


SPORTS COUNCIL – Ralph Pryor & Nicole Curran

Sports Council of Collier County

FY 2010 October-September (Blue Bar on Graph)

FY 2011 (October-September (Red Bar on Graph))



October 2010 Report:

- Naples Youth Soccer Shark Shootout**
- October 9-10, 2010
- 320 Room Nights
- USSSA Battle of the Bats Youth Baseball Tournament**
- October 15-17, 2010

- Room Nights to Be Announced

November 2010:

- NSA Adult Softball Tournament**

- 12 teams

- Room Nights to be Announced

- Senior Softball USA Winter Nationals (split with Lee County)**

- 165-170 teams (majority staying in Lee County)

- IWLCA Coaches Conference/Girls Showcase Tournaments—MAJOR EVENT**

- Approx. 300 College Coaches Staying at Ritz Carlton Golf Resort

- Approx. 90 Teams Participating

- Approx. 60 Out of Town Referees

Upcoming in December 2010:

- Tentative UNC Lacrosse Training Camp**

- December 4-5, 2010

- USSSA Youth Baseball Tournament**

- December 10-12, 2010



UK Office Report- OMMAC, Ltd. – Oonagh McCullagh

HIGHLIGHTS OF THE MONTH of OCTOBER 2010:

Visit USA travel Agents training & Visit Florida – Ireland Trade & Media luncheon – Dublin 1 October 2010.

Participated with both of these very successful events.

The training was attended by approximately 50 top agents & we collected their email for further communications. We shared a table with V FI to minimise cost & extend our budget. Would recommend participating with this event in the future & co-sharing with Visit FI as we receive maximum exposure.

Tour America Consumer Show, Dublin, 3 October 2010

Exhibited at this very successful event on the Visit Florida stand with four other Florida partners. The consumer show saw over 14,000 attendees throughout the day with the Paradise Coast stand seeing around 500 consumers.

This year, for the first time, the show was held only on the Sunday. The visitor numbers were down by 9% on last year's event due to the show running for one day as opposed to 2 days in 2009. On the day of the show booking conversions were at 51%, which is an increase of 16% on last year's show and the average selling price was up by 19.9%. The show also received 39.2% repeat business – see attached report.

Attended ABTA Travel Convention, Malta 18-21 October 2010

This is the leading UK travel convention & attended by over 2,000 decision maker delegates. This was a very successful event for both knowledge on current & future trends within the travel industry & networking with key industry clients.

We were able to establish main contacts with Monarch group & various travel agency groups & media. Follow up meetings have been set up at WTM. Additionally we were able to gain knowledge on current & new methods of reaching trade & consumers including social media etc.



Current & Upcoming Events:	
1	WTM – London, 8 th – 11 th November 2010
2	Visit USA UK Road Show 29 Nov – 1 Dec 2010
3	Race to Paradise Coast, golf event , Paradise Coast - 10-14 December 2010

Expos/Tradeshows/Conferences:	
1	Visit USA Ireland Travel Agents training & Visit Florida – Ireland Trade & Media luncheon – Dublin 1st October 2010. Very successful trade & media event & would recommend participating again next year – see notes above.
2	Tour America Consumer Show, Dublin, 3 October 2010 – Very successful consumer event – we participated with V FL – would recommend participating again next year. See recap report attached
3	ABTA Travel Convention, Malta 18-21st October 2010. Attended this leading UK travel convention attended by major decision makers – very successful event & would recommend participating again next year – see notes above.

Completed Inquires: via phone /email: 163



Projects/Market Activities:	
(To include interaction with other CVB departments and brief description)	
1	<p>Ongoing working with Touchdown – to establish major consumer promotions – First consumer promotion was launched 12th August 2010 with buyagift.com and ended 11th October 2010. OMMAC negotiated with Bon Voyage to partner with us on this promotion. Initial response to the campaign has been very successful receiving over 15,600 entries (during two month period) - a record breaking amount for this type of promotion. See full re cap report attached.</p> <p>Second consumer promotion was launched 10th September 2010 with JamieOliver.com and ended on 10th October 2010. OMMAC negotiated with Funway Holidays to partner with us for this promotion. Additional benefits have been negotiated to maximise on the hotel contribution & include Baleen Restaurant as this is a food focused website. Again very successful campaign reaching over 4,000 entries (during one month period) - See full recap report attached.</p> <p>OMMAC has been in discussion with Virgin Holidays regarding the third consumer promotion with Crabtree & Evelyn. Virgin Holiday have confirmed support for this promotion & final details are to be decided – the aim is to co-inside with a new citrus product launch in January – over a two / three month time frame for the promotion.</p>
2	<p>Confirming the activity for the UK Marketing Campaign with our Tour Operator partners - ongoing progress - see below updates:</p>
3	<p>Virgin Holidays - as part of the UK Marketing / Ad – The upcoming Rock & Roam direct consumer guide for their customers dropped on 4th October to over 65,000 Virgin Holidays customer & club members / 40 retail stores and given out in the V-room at Gatwick which has a footfall of circa 100,000. All approved by cvb. We negotiated to be the lead destination within the guide – sent with last months report.</p>
4	<p>Funway Holidays - as part of the UK Marketing / Ad – OMMAC met with Funway to discuss opportunities for this coming year & how our area is selling currently. Encouraged to have additional Marco island product included. Also discussed the follow up offer/email out for the consumer responses for the promotion with Jamie Oliver online.</p>
5	<p>Bon Voyage - as part of the UK Marketing / Ad – finalized details for the follow up offer with the Buyagift consumer promotion. Special offer to all the entries of the promotion stating “ sorry you have not won the prize but we have a special offer to Paradise Coast – then include lead in price &</p>



	book by date” – to encourage additional consumers to book our area.
6	North America Travel Services – as part of the UK Marketing Campaign – Following up on additional activity for the coming year.
7	Travel Mole - as part of the UK Marketing / Ad – The “Race to Paradise Coast” – Travel Industry Golf promotion. The final qualifier took place at the end of October – the four golfers are now selected. An e-flyer was distributed to the Travel Mole database on 29 th October with estimated coverage - 76,000 UK & Ireland travel industry. See attached
8	Destination Golf – as part of the UK Marketing / Ad – We are following up to have new offers placed on the e-brochure – monthly distribution to over 65,000 golfers (many from the Virgin Atlantic data base). We aim to follow up with this promotion in 2011.
9	Expedia - as part of the UK Marketing / Ad – We will follow up for activity for next year’s budget from Oct 2010.
10	Thomas Cook – as part of the UK Marketing / Ad – Thomas Cook are going through a major restructure. New Product department being set up – once this is complete & we are sure of the future plan for Florida we will follow up aiming for future activity from October.
11	On-going - reviewing & updating data base

Out-of-Office Sales Calls/Contacts:	
1	28/10 Working with BA Holidays to provide them with updated information on the destination for their website and a potential FAM visit in the new year
2	22/10 Working with Bon Voyage to provide them with a constant supply of brochures to promote the destination.
3	19/10 Working with Marriott Hotels to provide information on the latest flight information from the UK to the destination.
4	19/10 Coordinating with Virgin Holidays regarding consumer promotion and receiving an update on the restructure of the company.
5	21/10 Meeting with Touchdown to discuss the consumer response to the promotion with Buyagift.com and Bon Voyage and to discuss the upcoming promotion with Crabtree and Evelyn.



6	13/10 Working with Platinum Travel to provide information on luxury villas in the destinations.
7	12/10 Meeting with Funway Holidays to discuss opportunities for the coming year and the current consumer promotion. Also encouraging additional product for the Marco island area.
8	01 – 31/10 Working on appointments with all relevant tour operators / media / agents for the World Travel Market.
9	1/10 attended V USA travel agents training , Dublin with V Florida
10	1/10 Attended the V FI travel industry & media luncheon meeting, Dublin
11	1/10 Attended the leaving reception for Matt Bell, Virgin Holidays – London – met with new contacts within Virgin Atlantic we will continue to work with. Matt Bell will move to Expedia – hence an additional contact for us with in this organization.
12	18- 21 – attended ABTA travel convention – various meetings with travel industry & set up additional follow up meeting at WTM – including with Richard Hatfield, Group MD Monarch .
13	28 /10 meeting with Sue Marshall, V FI – re upcoming WTM & our coop partnership with the V FI dinner on Monday evening – we were able to select top prime location for our table & priority for our guests.
14	On going through out the month – following up on potential appointments for WTM.
15	Selecting restaurant for Monarch dinner on Tue evening of WTM & encouraging both the charter airline MD & group MD to attend together with out FI partner of Lee County RSW & Sanford.
16	5/10 received final approval from our partners for the print edition of Going for Golf survey promotion
17	15/10 Discussion with James Killick re his new position within Virgin Holidays. On behalf of all the CVB & our partners wrote hand written good luck message & thank for all his support. Received a hand written note by reply.
18	15/10 passed on lead from Irish travel agent for accommodations of private homes in the Naples area – Platinum Travel, Ireland / Harborview Rentals Naples.

P.R. Contacts/Publication	Activity	Result
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<p>Adrian Philips, Freelance contributing to the Independent on Sunday</p>	<p>Adrian contacted OMMAC to discuss story ideas in the destination. OMMAC successfully pitched an Eco themed trip.</p> <p>Working with the CVB, OMMAC helped organised tour with swamp explorer and accommodation.</p>	<p>Journalist will be visiting from 26th – 30th October. OOMAC to follow up with him on his return and request date for publication.</p>
<p>Jill Sayles, Assistant Editor, Travel Bulletin</p>	<p>OMMAC provided information on weddings and honeymoons for an upcoming feature.</p>	<p>The feature is due out on 22 October 2010. Feature did not appear.</p>
<p>Chris Peacock, Supplements Editor, ABTA Magazine</p>	<p>OMMAC provided journalist with information on weddings and honeymoons for an upcoming feature.</p>	<p>Feature is due out in November 2010. OMMAC to monitor coverage for use.</p>
<p>Lisa Minot, Travel Editor, The sun</p>	<p>Journalist informed OMMAC that the travel section will be increasing in November. She has requested information on celebrities visiting the destination and special deals.</p>	<p>OMMAC to maintain contact with journalist.</p>
<p>Trisha Harbord, Travel Editor, News of The World</p>	<p>Journalist informed OMMAC that the travel section will be increasing in November. OMMAC provided a full update on the destination.</p>	<p>OMMAC to maintain contact with journalist.</p>
<p>Chris Leadbeater, Travel Writer, Travelmail</p>	<p>OMMAC met with journalist. He is interested in sports tourism and off the beaten track tourism.</p>	<p>OMMAC provided him with relevant information and will maintain contact.</p>
<p>Jo Wood, Freelance, contributes to ASDA Magazine</p>	<p>OMMAC provided an update on the destination.</p>	<p>OMMAC to maintain contact with journalist.</p>



VISITOR CENTER VISITATION

			<u>2010</u>	<u>YTD</u> <u>STATISTICS</u>								
		<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>TOTAL</u>
<u>Big Cypress</u>												
<u>Welcome Center</u>		<u>N/A</u>	<u>N/A</u>	<u>3,808</u>	<u>4,099</u>	<u>2,512</u>	<u>1,890</u>	<u>2,094</u>	<u>1,859</u>	<u>1,362</u>	<u>1,968</u>	<u>19,592</u>
<u>Oasis</u>		<u>15,205</u>	<u>17,597</u>	<u>17,085</u>	<u>8,870</u>	<u>6,129</u>	<u>3,954</u>	<u>4,997</u>	<u>3,744</u>	<u>2,979</u>	<u>4,302</u>	<u>84,862</u>
<u>Downtown Naples</u>		<u>3,626</u>	<u>5,666</u>	<u>4,631</u>	<u>3,057</u>	<u>1,892</u>	<u>1,126</u>	<u>1,286</u>	<u>1,137</u>	<u>937</u>	<u>1,776</u>	<u>25,134</u>
<u>Everglades</u>		<u>2,926</u>	<u>3,477</u>	<u>4,047</u>	<u>2,850</u>	<u>1,595</u>	<u>1,355</u>	<u>2,272</u>	<u>1,247</u>	<u>774</u>	<u>1,196</u>	<u>21,739</u>
<u>Immokalee</u>		<u>45</u>	<u>55</u>	<u>52</u>	<u>47</u>	<u>44</u>	<u>50</u>	<u>55</u>	<u>47</u>	<u>120</u>	<u>110</u>	<u>625</u>
<u>Marco</u>		<u>1,353</u>	<u>1,449</u>	<u>1,467</u>	<u>1,045</u>	<u>441</u>	<u>595</u>	<u>588</u>	<u>646</u>	<u>357</u>	<u>628</u>	<u>8,569</u>
<u>VIC Naples Hwy. 41</u>		<u>600</u>	<u>3,761</u>	<u>5,051</u>	<u>2,747</u>	<u>2,263</u>	<u>2,057</u>	<u>1,896</u>	<u>1,871</u>	<u>1,700</u>	<u>1,988</u>	<u>23,934</u>
<u>3rd Street Concierge</u>										<u>658</u>	<u>1,183</u>	<u>1,841</u>
<u>TOTAL</u>		<u>23755</u>	<u>32005</u>	<u>36,141</u>	<u>22,715</u>	<u>14,876</u>	<u>11,027</u>	<u>13,188</u>	<u>10,551</u>	<u>8,887</u>	<u>13,151</u>	<u>186,296</u>