

MARKETING PARTNER REPORTS

November 22, 2010



Tourist Tax Collections

Collier County Tax Collector

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

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

BREAKDOWN	FISCAL 09 - 2010	FISCAL 10 - 2011	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	444,949	478,857	+ 33,908	+ 7.6%
YEAR TO DATE	444,949	478,857	+ 33,908	+ 7.6%
HOTEL / MOTEL				
MONTH TO MONTH	367,978	333,456	- 34,522	- 9.4%
YEAR TO DATE	367,978	333,456	- 34,522	- 9.4%
REALTORS				
MONTH TO MONTH	19,813	18,057	- 1,756	- 8.9%
YEAR TO DATE	19,813	18,057	- 1,756	- 8.9%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	44,070	117,645	+ 73,575	+ 167%
YEAR TO DATE	44,070	117,645	+ 73,575	+ 167%

Tourist Tax Revenue Report - FY 2010-2011

FY 10-11	% Annual Budget	Monthly Budget	Monthly Actual	Variance	Cummulative Annual Budget	Cummulative Annual Actual	Variance	Projection
October 10	3.21	\$418,900	\$478,857	\$59,957	\$418,900	\$478,857	\$59,957	\$13,109,957
November 10	4.62	\$602,900	\$0		\$1,021,800			
December 10	5.96	\$777,800	\$0		\$1,799,600			
January 11	8.23	\$1,074,000	\$0		\$2,873,600			
February 11	13.17	\$1,718,700	\$0		\$4,592,300			
March 11	16.22	\$2,116,700	\$0		\$6,709,000			
April 11	18.20	\$2,375,100	\$0		\$9,084,100			
May 11	10.43	\$1,361,100	\$0		\$10,445,200			
June 11	6.38	\$832,600	\$0		\$11,277,800			
July 11	5.17	\$674,700	\$0		\$11,952,500			
August 11	5.21	\$679,900	\$0		\$12,632,400			
September 11	3.20	\$417,600	\$0		\$13,050,000			
Totals	100.00	\$13,050,000	\$478,857	\$59,957	\$13,050,000	\$478,857	\$59,957	\$13,109,957

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

November 22, 2010
Staff Report Presentations VIII - 1
8 of 60

Naples, Marco Island, Everglades Convention and Visitors Bureau

October 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

November 22, 2010

Naples, Marco Island, Everglades: October 2010 Summary

Executive Summary: October 2010

1. This October, Collier hosted 113,600 visitors who stayed in commercial lodging **(+11.0%)**. In tandem with visitation, lodging occupancy grew by 7.0 points, with Average Daily Rates (ADR) stepping up at a +2.5% rate. The total economic impact of tourism on Collier County reached \$79,714,228 **(+16.4%)**.

2. Collier's October origin distribution is as follows:

<u>Oct. Visitor Segments</u>	<u>2009 Visitor #</u>	<u>2010 Visitor #</u>	<u>% Δ</u>
Florida	40,920	46,349	+13.3
Southeast	5,217	6,361	+21.9
Northeast	15,550	16,245	+4.5
Midwest	12,685	15,563	+22.7
Canada	1,944	2,272	+16.9
Europe	20,358	21,130	+3.8
Markets of Opportunity	5,626	5,680	+1.0
Total	102,300	113,600	+11.0

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

<u>Descriptive Features</u>	<u>Percent</u>
Unspoiled Environment	89.0%
Warm Weather	88.4
Safety	85.2
Dining Opportunities	80.0
White, Sandy Beaches	76.9
Relaxation	72.0
Upscale Lodgings	64.3
Upscale Shopping	57.0
Value for the Money	56.4
Sunning on the Beach	55.8

4. Better than one of every three October visitors (37.5%) was in the destination for the first time **(2009: 33.3%)**. Some 17.1% of these are newcomers to both Florida and Collier County **(2009: 12.6%)**.

Naples, Marco Island, Everglades: October 2010 Summary

5. The majority (**57.0%**) of October visitors flew to reach the Naples, Marco Island, Everglades area (**2009: 58.9%**). Nearly two of every three of these report deplaning at Southwest Florida International Airport (RSW) (**2009: 59.3%; 2010: 61.5%**).
6. The month of October saw a significant increase in the group/business travel segment (**2009: 20.9%; 2010: 26.9%**).
7. Most visitors find the cost of their Collier trip to be what they expected (**2009: 76.2%; 2010: 80.0%**).
8. Visitors' usage of the Internet for travel information has reached the 97% level. Three of every four respondents (75.3%) sought information for their current trip on the web. Hotel, airline, and destination websites; Expedia; TripAdvisor; Travelocity; and Hotels.com are sources cited most frequently by visitors.
9. Just over one of every four visitors (27.4%) report that they or someone in their household has a smartphone. Blackberry (46.5%), iPhone (30.1%) and Android (16.2%) devices are the most commonly mentioned smartphone platforms.
10. Some 40.9% of October visitors volunteer seeing a message promoting the destination (**2009: 42.5%**). Some 43.1% of these say that this message played a role in choosing Collier for this trip (**2009: 40.2%**).
11. The majority of visitors are satisfied with their experience in Collier (**2010: 96.8% satisfaction rating**). Over half (56.7%) say they plan to return next year.
12. This month's visitor group is younger (**2009: 51.1 years of age; 2010: 49.6 years of age**), with the typical visitor party's household income averaging \$137,368.

Naples, Marco Island, Everglades: *October 2010 Visitor Profile*

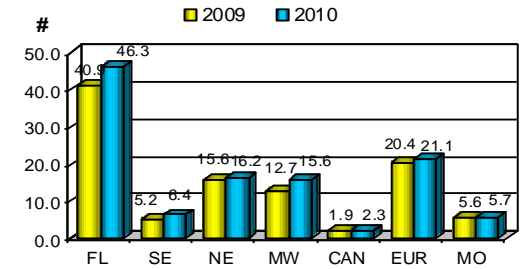


October 2010 Visitor Profile – Naples, Marco Island, Everglades

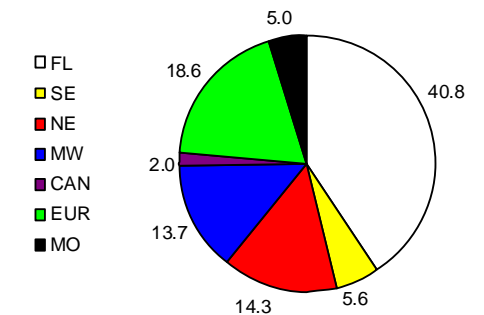
Visitor Volume	Annual 2009	Year to Date		% Δ '09/'10	October		% Δ '09/'10
		2009	2010		2009	2010	
Visitors (#)	1,338,800	1,133,400	1,175,900	+3.7	102,300	113,600	+11.0
Room Nights	1,985,930	1,671,930	1,739,010	+4.0	134,900	154,900	+14.8
Direct Exp. (\$)	\$756,482,900	\$641,348,800	\$665,561,600	+3.8	\$45,932,700	\$53,463,600	+16.4

Visitor Origin	YTD # of Visitors			Rel %	October # of Visitors			% Δ '09/'10
	2009	2010	% Δ '09/'10		2009	2010	% Δ '09/'10	
Florida	437,250	446,295	+2.1	40.0%	40,920	40.8%	46,349	+13.3
Southeast	75,238	78,087	+3.8	5.1	5,217	5.6	6,361	+21.9
Northeast	217,960	230,544	+5.8	15.2	15,550	14.3	16,245	+4.5
Midwest	171,010	183,082	+7.1	12.4	12,685	13.7	15,563	+22.7
Canada	24,632	26,842	+9.0	1.9	1,944	2.0	2,272	+16.9
Europe	148,437	150,989	+1.7	19.9	20,358	18.6	21,130	+3.8
Markets of Opp.	58,873	60,061	+2.0	5.5	5,626	5.0	5,680	+1.0
Total	1,133,400	1,175,900	+3.7	100.0	102,300	100.0	113,600	+11.0

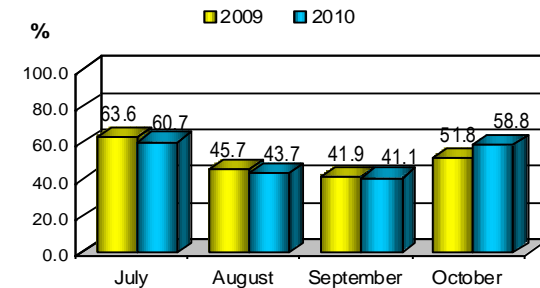
October Visitor Origins (in Thousands)



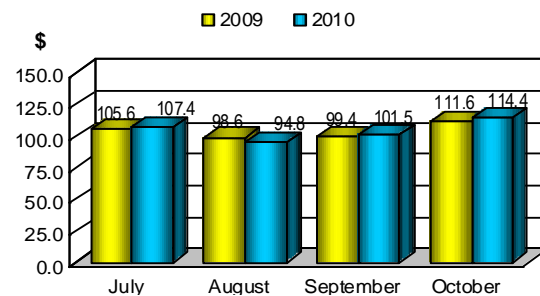
October 2010 Visitor Origins (%)



Occupancy



Room Rates



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	58.8		
Δ Pts. ('09/'10)	+6.8	+3.3	+3.0	+5.2	+1.4	+1.9	-2.9	-2.0	-0.8	+7.0		
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	114.4		
Δ % ('09/'10)	-7.6%	-7.9%	-2.2%	-3.9%	-2.3%	+0.6%	+1.7%	-3.9%	+2.1%	+2.5%		
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	67.3		
Δ % ('09/'10)	+2.6%	-4.0%	+1.4%	+3.2%	-0.1%	+4.2%	-3.0%	-8.2%	+0.2%	+16.4%		

October 2010 Visitor Profile -- Naples, Marco Island, Everglades

October 2009 **October 2010**

Transportation Mode

(Multiple Response)

Plane	58.9%	57.0%
Rental Car	52.1	47.7
Personal Car	41.5	43.0

Airport Deplaned *(Base: Flew)*

Southwest Florida International	59.3%	61.5%
Miami International	20.4	23.4
Orlando International/Sanford	10.1	8.6
Tampa International	7.2	4.1

Purpose of Trip *(Multiple Response)*

Vacation/Weekend Getaway	76.0%	68.1%
Business Travelers/Conferences/Business Meetings	20.9	26.9
Visit with Friends and Relatives	8.3	7.1

First Visit to Collier County *(% Yes)*

First Visit to Collier County	33.3%	37.5%
-------------------------------	-------	-------

First Visit to Florida *(% Yes)*

First Visit to Florida	4.2%	6.4%
------------------------	------	------

Length of Stay in Collier County *(# of days)*

Length of Stay in Collier County	4.9 days	5.0 days
----------------------------------	----------	----------

Party Size *(# of People)*

Party Size	2.4 people	2.3 people
------------	------------	------------

Satisfaction with Collier County

Very Satisfied	88.4%	86.5%
Satisfied	7.7	10.3
Satisfaction Level <i>(Very Satisfied + Satisfied)</i>	96.1%	96.8%

Recommend Collier to Friends/Relatives

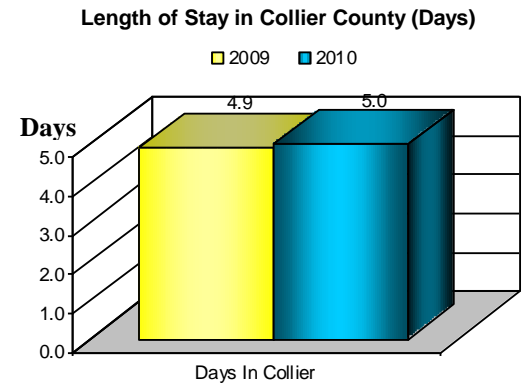
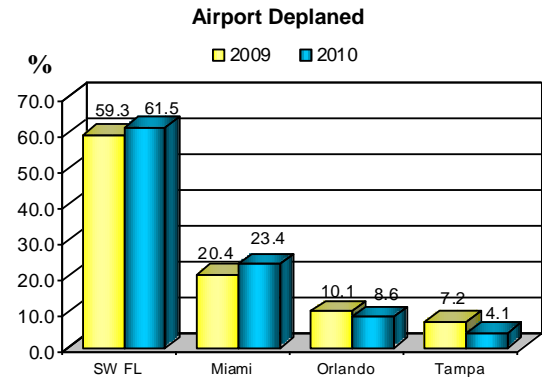
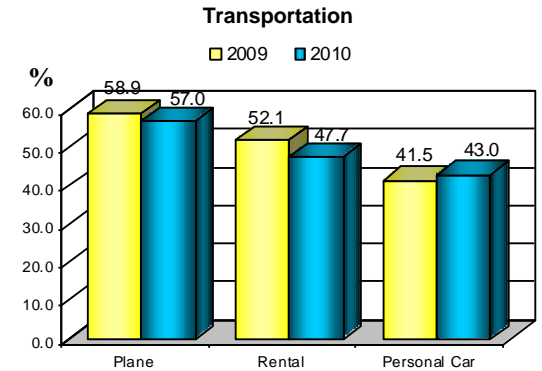
Yes	95.7%	94.5%
-----	-------	-------

Expense Relative to Expectations

More Expensive	4.3%	7.8%
Less Expensive	9.2	3.4
As Expected	76.2	80.0
Don't Know	10.3	8.8

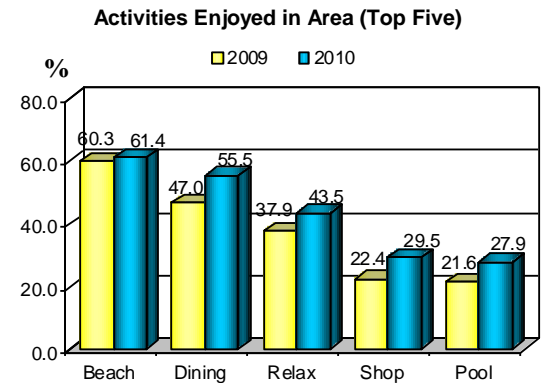
Plan to Return *(% Yes)*

To Local Area	91.5%	87.9%
Next Year <i>(Base: All Visitors)</i>	62.6	64.5

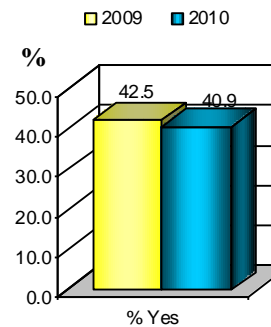


October 2010 Visitor Profile -- Naples, Marco Island, Everglades

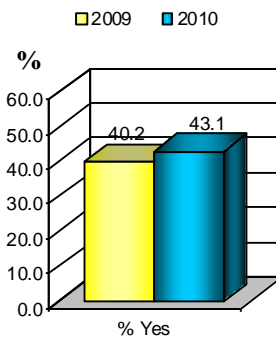
	<u>October 2009</u>	<u>October 2010</u>
Activities Enjoyed in Area (Multiple Response)		
Beach	60.3%	61.4%
Dining Out	47.0	55.5
Relaxing	37.9	43.5
Shopping	22.4	29.5
Pool	21.6	27.9
Sightseeing	16.4	18.8
Sunning	14.7	18.3
Swimming	13.7	16.6
Everglades Adventure/Nature	8.7	14.3
Sunsets	10.3	14.1
Visiting Friends/Relatives	14.4	11.6
Reading	8.5	11.0
Golfing	8.6	10.5
Walking	7.8	9.7
Average Age Head of Household (Years)		
	51.1	49.6
Median Annual Household Income		
	\$136,964	\$137,368
See/Read/Hear Collier Message (% Yes)		
	42.5%	40.9%
Type of Message Seen (Multiple Response)		
Internet	68.9%	70.7%
Television	23.8	28.4
Newspaper	23.9	25.0
Magazine	16.7	12.3
Travel Guides/Visitor Guides/Brochures	8.7	11.1
Influenced by Collier Message		
<i>(Base: Respondents Reporting See/Read/Hear Message)</i>	40.2%	43.1%
Collier Base Budget		
Total	\$1,077.60	\$1,082.45
Per Person/Day	449.00	470.63
Per Person/Trip	91.63	94.13
Avg. Party Budget Breakdown		
Accommodations	\$429.08	\$462.23
Food/Entertainment	494.37	486.95
Retail	127.63	118.76



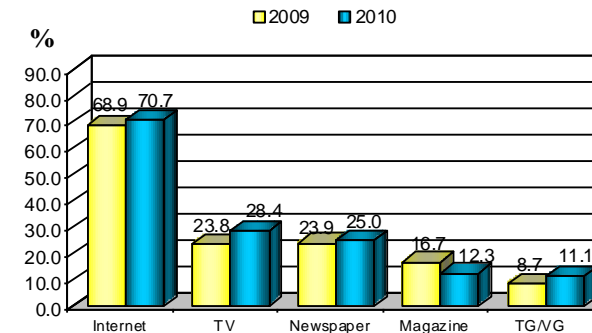
See/Hear/Read Message



Influenced by Message



Type of Message Seen



Collier County Tourism Research

November 22, 2010
Staff Report Presentations VIII - 1
15 of 60

October 2010

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

**Presented By:
Research Data Services, Inc.
November 22, 2010**



© Research Data Services, Inc. 2010

Unemployment/ Consumer Debt

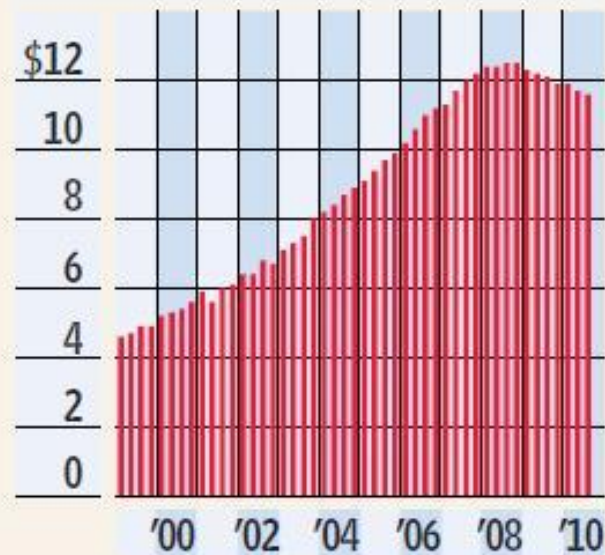
November 22, 2010
Staff Report Presentations VIII - 1
16 of 60

Unemployed workers per job opening



Source: Labor Department

Total consumer debt, in trillions



Source: Federal Reserve Bank of N.Y.

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

Number of Visitors

November 22, 2010
Staff Report Presentations VIII - 1
18 of 60

Year to Date 2010

	<u>2010</u>	<u>Δ %</u>
First Quarter	495,300	+5.2
Second Quarter	328,100	+4.0
Third Quarter	238,900	-2.4
October	113,600	+11.0
YTD 2010	1,175,900	+3.7

Impacts of Tourism

Year to Date 2010

November 22, 2010
Staff Report Presentations VIII - 1
19 of 60

	<u>2010</u>	<u>Δ %</u>
First Quarter	\$444,012,345	+2.5
Second Quarter	\$312,805,837	+5.7
Third Quarter	\$155,819,937	-1.7
October	\$79,714,228	+16.4
YTD 2010	\$992,352,347	+3.8

Visitor Origins

Year to Date 2010

November 22, 2010
Staff Report Presentations VIII - 1
20 of 60

of Visitors

	<u>2009</u>	<u>2010</u>	<u>Δ %</u>
Florida	437,250	446,295	+2.1
Southeast	75,238	78,087	+3.8
Northeast	217,960	230,544	+5.8
Midwest	171,010	183,082	+7.1
Canada	24,632	26,842	+9.0
Europe	148,437	150,989	+1.7
<u>US Opp Mkts</u>	<u>58,873</u>	<u>60,061</u>	<u>+2.0</u>
TOTAL YTD	1,133,400	1,175,900	+3.7

RDS Occupancy/ADR

November 22, 2010
Staff Report Presentations VIII - 1
21 of 60

Year to Date 2010

	Occupancy			ADR		
	<u>2009</u>	<u>2010</u>	<u>% Δ</u>	<u>2009</u>	<u>2010</u>	<u>% Δ</u>
January	61.2%	68.0%	+11.1%	\$175.9	\$162.5	-7.6%
February	78.3%	81.6%	+4.2%	\$249.6	\$229.9	-7.9%
March	80.3%	83.3%	+3.7%	\$241.1	\$235.8	-2.2%
April	70.6%	75.8%	+7.4%	\$213.5	\$205.1	-3.9%
May	60.9%	62.3%	+2.3%	\$149.4	\$145.9	-2.3%
June	55.9%	57.8%	+3.4%	\$128.7	\$129.5	+0.6%
July	63.6%	60.7%	-4.6%	\$105.6	\$107.4	+1.7%
August	45.7%	43.7%	-4.4%	\$98.6	\$94.8	-3.9%
September	41.9%	41.1%	-1.9%	\$99.4	\$101.5	+2.1%
October	51.8%	58.8%	+13.5%	\$111.6	\$114.4	+2.5%

October 2010

Visitor Profile

H/M/C Number of Visitors

October
2009

October
2010

'09-'10
Δ %

102,300

113,600

+11.0

Impacts of Tourism

November 22, 2010
Staff Report Presentations VIII - 1
24 of 60

Estimates Direct & Induced

<u>October</u> <u>2009</u>	<u>October</u> <u>2010</u>	<u>'09-'10</u> <u>Δ %</u>
\$68,485,656	\$79,714,228	+16.4

Visitor Origins

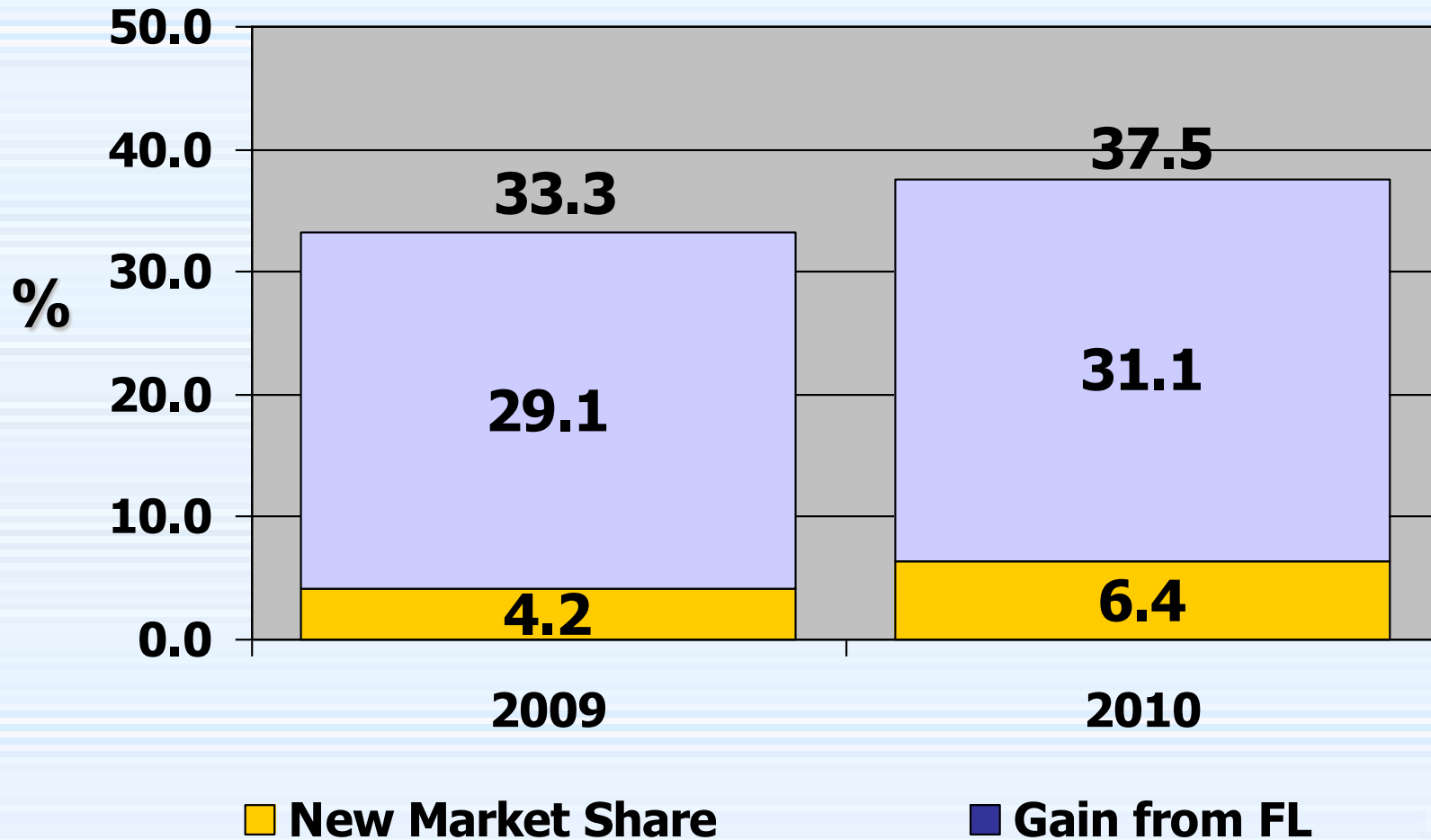
October

November 22, 2010
Staff Report Presentations VIII - 1
25 of 60

	<u># of Visitors</u>		
	<u>2009</u>	<u>2010</u>	<u>Δ%</u>
Florida	40,920	46,349	+13.3
Southeast	5,217	6,361	+21.9
Northeast	15,550	16,245	+4.5
Midwest	12,685	15,563	+22.7
Canada	1,944	2,272	+16.9
Europe	20,358	21,130	+3.8
<u>US Opp Mkts</u>	<u>5,626</u>	<u>5,680</u>	<u>+1.0</u>
TOTAL	102,300	113,600	+11.0

First Time Visitors (*% Yes*)

October



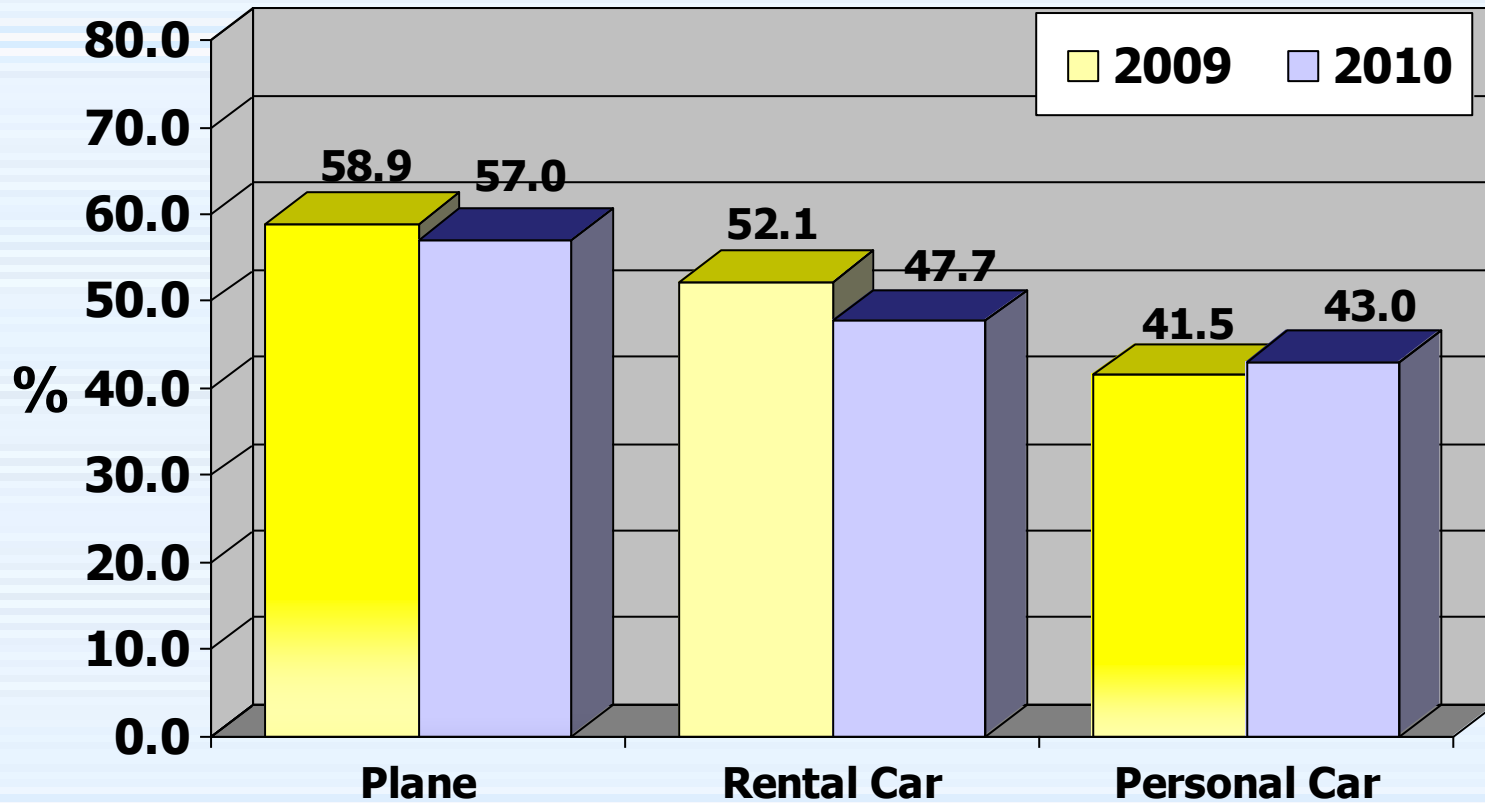
Purpose of Trip

October

	2009	2010
Vacation/Getaway	76.0%	68.1%
Business/Conferences/Business Mtgs	20.9	26.9
Visit with Friends/Relatives	8.3	7.1

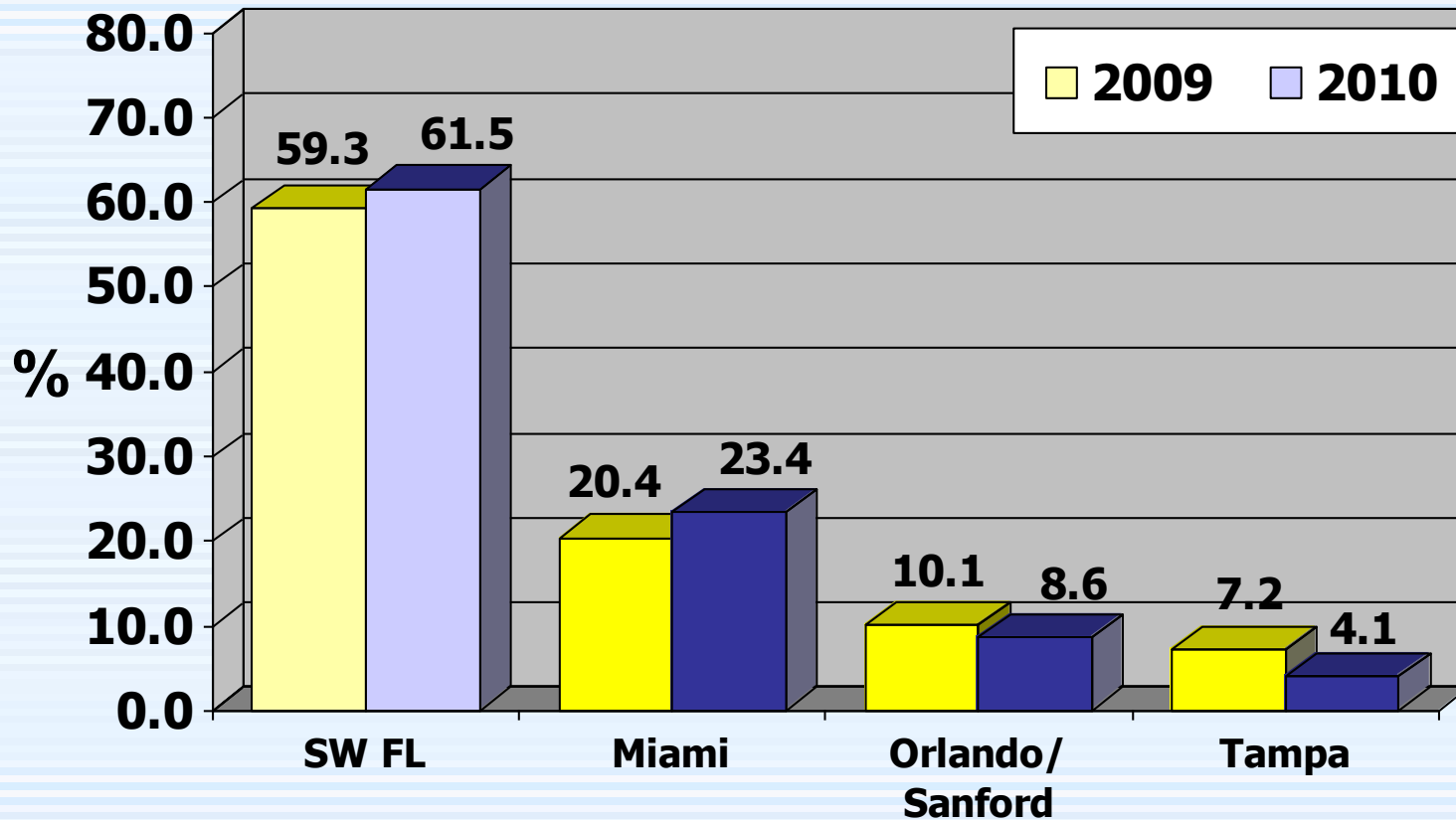
Transportation Mode

October



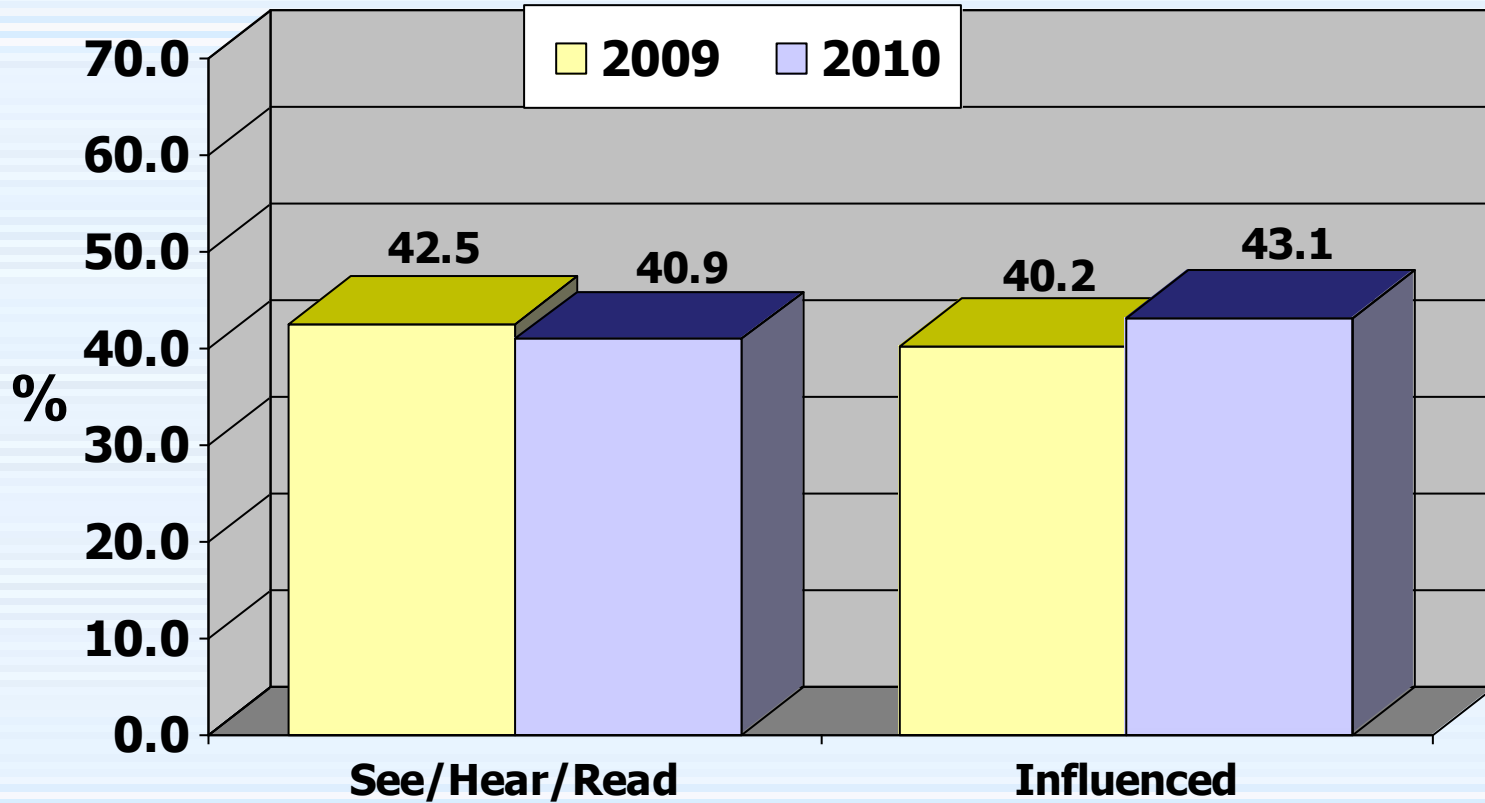
Airports of Deplanement

October



Collier Message Awareness

October



Visitor Perceptions

	<u>Oct.</u> <u>2009</u>	<u>Oct.</u> <u>2010</u>
Satisfaction <i>(combined)</i>	96.1%	96.8%
Would Recommend	95.7%	94.5%
More Expensive	4.3%	7.8%
Return Next Year	57.3%	56.7%

Average Age/Median Income

	October <u>2009</u>	October <u>2010</u>
Average Age (yrs)	51.1	49.6
Median HH Income	\$136,964	\$137,368

Thank you!






Web Site

Miles Media Group

Naples Marco Island Everglades CVB Measurement Dashboard October 2010

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

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

ENGAGEMENT

	LY	IB	B
Time on Site: 5.33 <i>Minutes</i>	5.28	5.16	5.39
Bounce Rate: 35% <i>of Home Page</i>	33%	33.0%	35%
Bounce Rate: 52% <i>Overall</i>	47%	45.3%	55.5%





SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
13.9%
 of total page views

12,770
 Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
19,911 Visits	 5%	 3%
91,972 Page Views	 13%	 11%
317,583 Visits Year-to-Date (vs. 284,675 visits in 2009)		
1,394,673 Page Views Year-to-Date (vs. 1,388,580 in 2009)		

SIT BREAKDOWN

	LM	LY
Guide Orders:	385 +17%	+70%
Newsletter Signup:	99 +15%	+71%
Deals Page views:	5,419 +12%	+108%
Stay in Paradise Listings Views:	2,077 +5%	-91%
Download Guide Link:	126 -5%	-43%
Paradise Priced Click Here:	716 +938%	+426%
Paradise Priced Book Direct:	421 +101%	+55%
BookDirect™ Searches:	1,574 +2%	N/A
BookDirect™ Clicks:	1,953 +21%	N/A

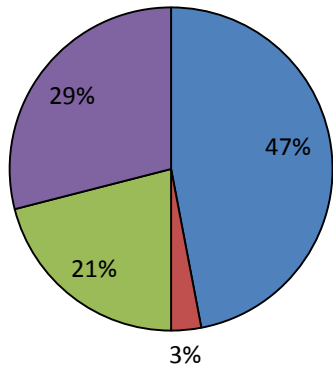
MOST REQUESTED PAGES

1. Home
2. Events Calendar/ Current Events
3. Paradise Priced Perfectly
4. Events Calendar/ Current Events/ Event Details
5. Stay/Accommodation Listings/Hotel Accommodations

CAMPAIGN RESPONSE

635
3.1%
 Total Responses Percent of total visits

SOURCES OF TRAFFIC



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

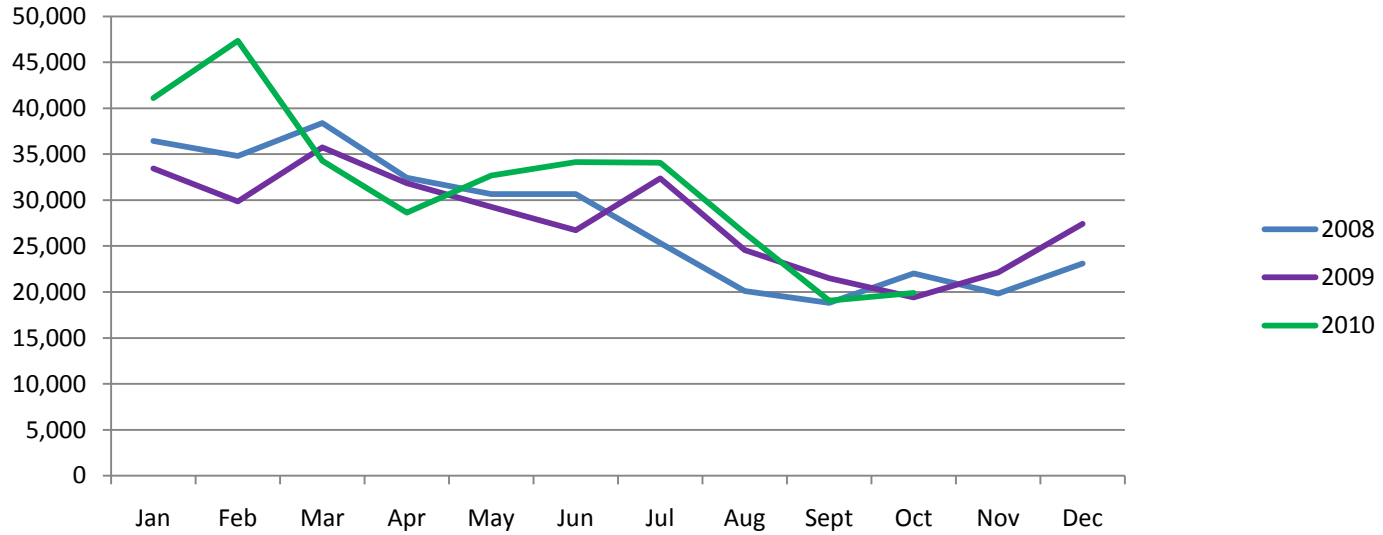
Baseline average percentages for 2009:

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

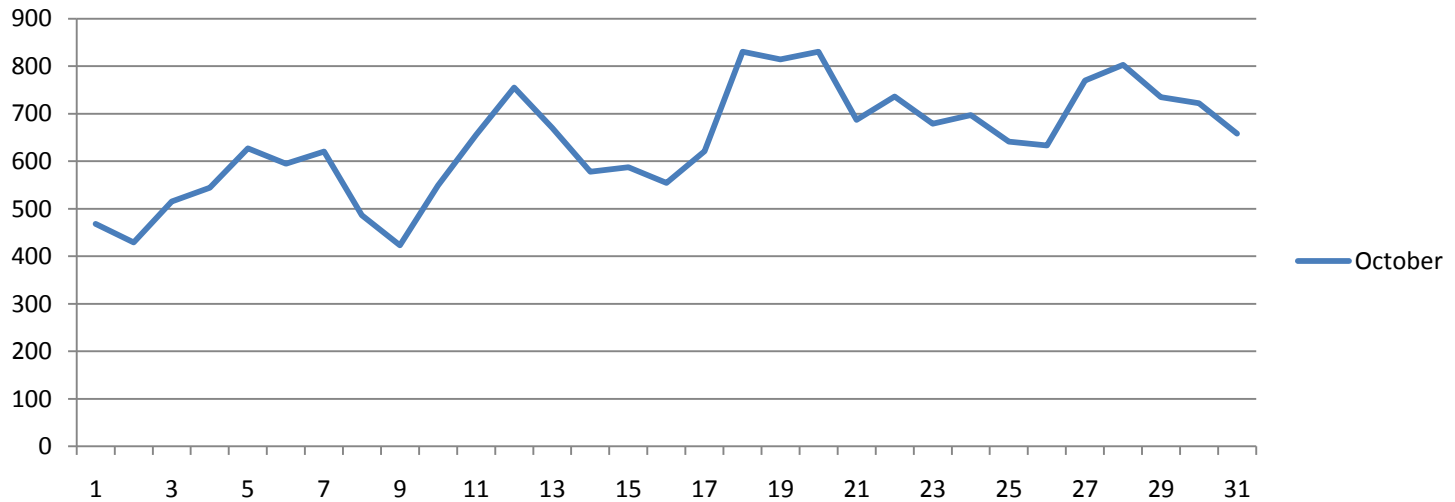
VISITORS BY STATE

		LM	LY	
1.	Florida:	5,400	+2.2%	+18%
2.	New Jersey:	1,222	+7%	-7%
3.	Virginia:	1,012	+4%	+12%
4.	Georgia:	603	-3%	-19%
5.	New York:	579	-6%	+8%

Visits – 2008-2010



Visits by Day for October



Top 10 Markets for Month

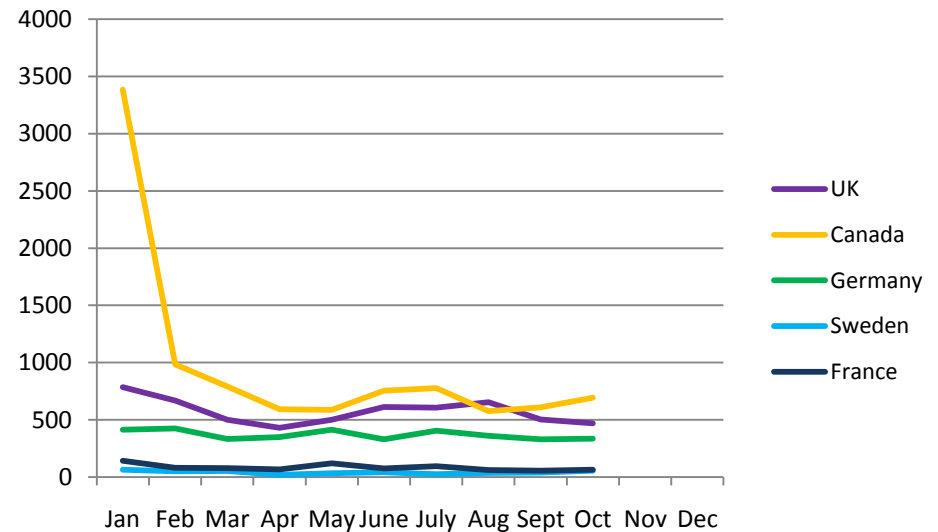
Top Ten DMAs	Visitors
Orlando	1,826
Miami	1,431
Washington D.C.	1,225
Philadelphia	1,209
Tampa	1,118
Fort Myers/Naples	1,032
New York City	836
Atlanta	626
Chicago	513
Boston	399

International

		LM	LY
USA	14,649	+4%	+5%
International:	2,626	+13%	-12%

Unique Visits for Month

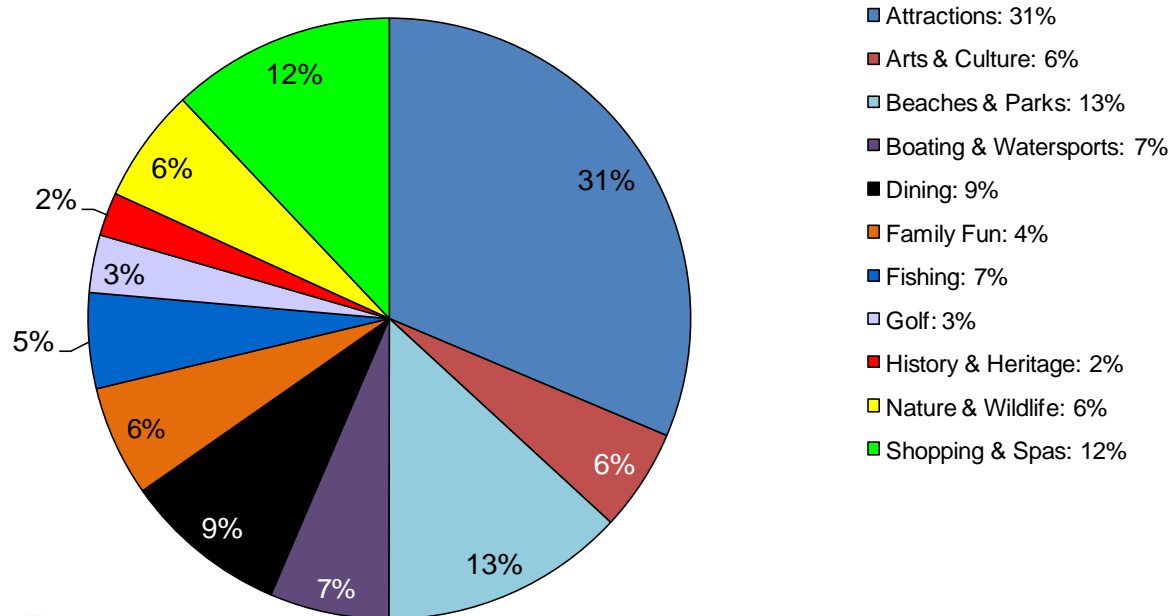
Canada	693	+14%	-8%
Germany	335	+1%	-21%
UK	471	-6%	-28%
Sweden	57	+46%	-5%
France	65	+16%	-23%



Top Internal Search Terms

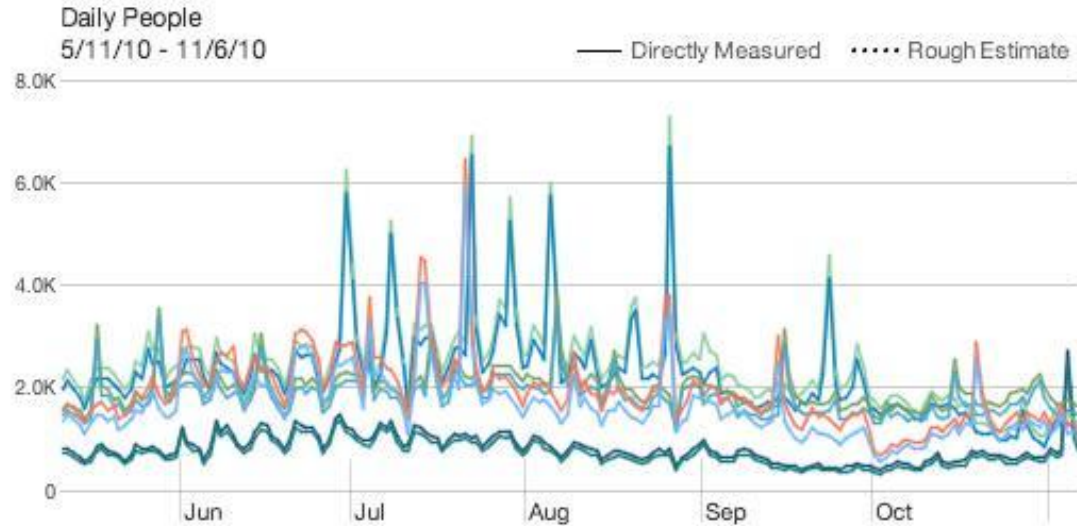
Internal Search Term	Number of Searches
weather	19
marco island	9
everglades	5
swamp buggy ride	5
beaches	4

Content Report



DMO Competition - Quantcast

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



Site	Reach by US People Sept 2010
ParadiseCoast.com	18,300
PalmBeachFL.com	19,700
Fla-Keys.com	57,900
DaytonaBeach.com	47,900

Search Engine Services

Sales & Marketing Technologies, Inc.

Overall Search Engine Performance

- **October had 19,911 Visitors**
- **October Visitors increased by 5% from September**
- **October Search Engine Referrals increased by 10% from September**
- **October Visitors increased by 3% from last year**

Naples CVB Monthly Search Engine Report

Top Ten Search Terms

The list below is the top ten search terms the ParadiseCoast site shows up for in the Google Search Engine.

Search queries		
Query	Impressions	Clicks
naples florida	40,500	720
naples	33,100	140
marco island	18,100	140
marco island florida	12,100	110
family fun	8,100	110
naples fl	8,100	91
miromar outlets	6,600	<10
naples, fl	5,400	58
collier county	3,600	<10
marco island hotels	2,900	91

Search Engine Optimization Actions

- * Tracked and analyzed site traffic statistics
- * Resubmitted site to search engines and directories
- * Research search engine rankings
- * Tracked new pages and attempted to link them
- * Conducted social bookmarking
- * Worked with Google PPC
- * Conducted Business Profile building
- * Generated report to summarize action taken

Naples CVB Monthly Search Engine Report

Web Site Trends			
	August	September	October
Visits	26,414	19,050	19,911
Page Views	102,086	81,691	91,972
S.E. Referrals	16,083	13,973	15,339
Sessions	N/A	N/A	N/A
Sign-ups	0	0	0

Naples CVB Monthly Search Engine Report

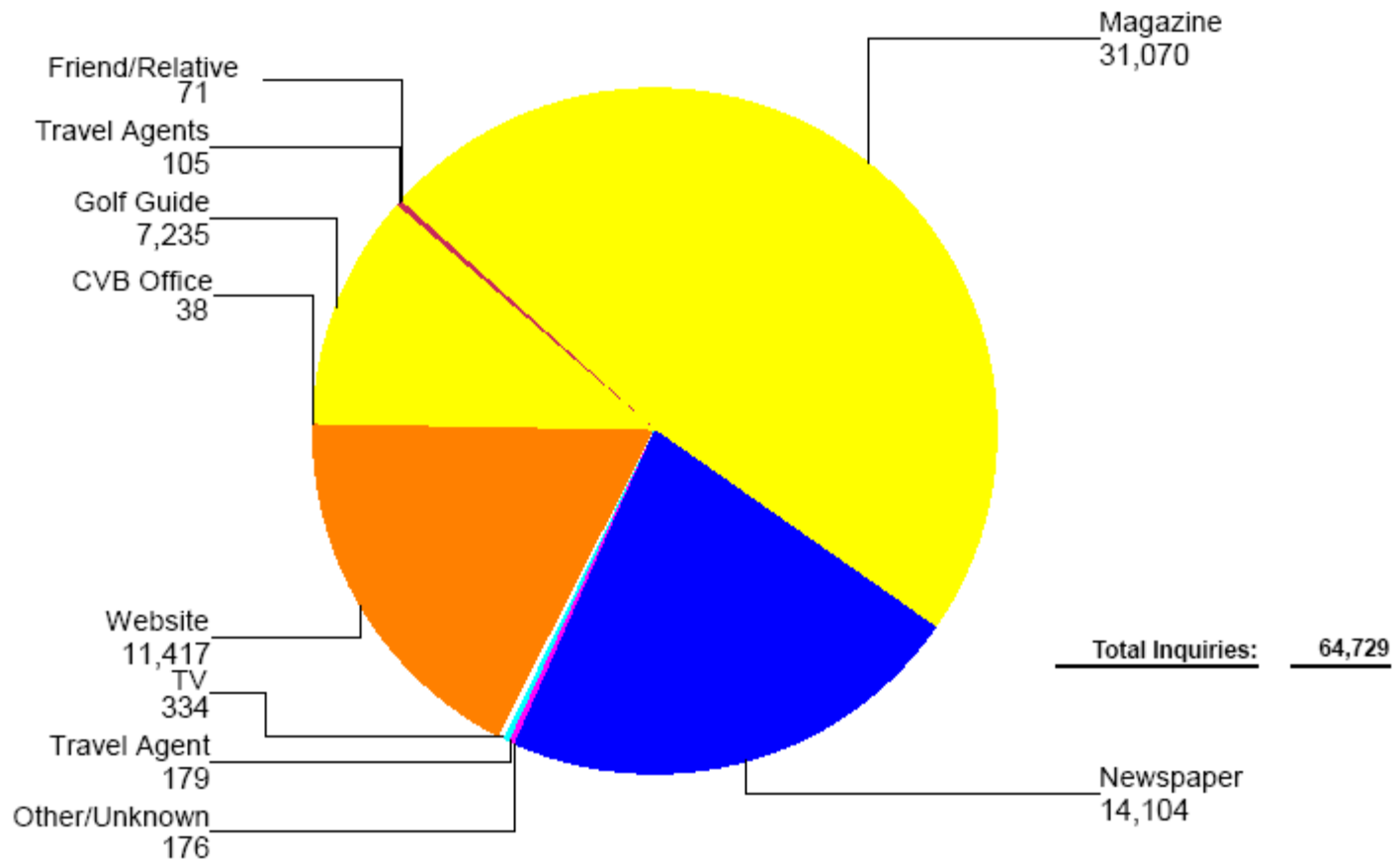
Google Pay Per Click Review

	Spending	Clicks	CP Click	CP Lead	Convs
October	\$964.04	3,074	\$0.31	\$0.00	0
September	\$885.46	2,792	\$0.32	\$885.46	1
August	\$1003.52	3,145	\$0.32	\$1003.52	1

Fulfillment Services

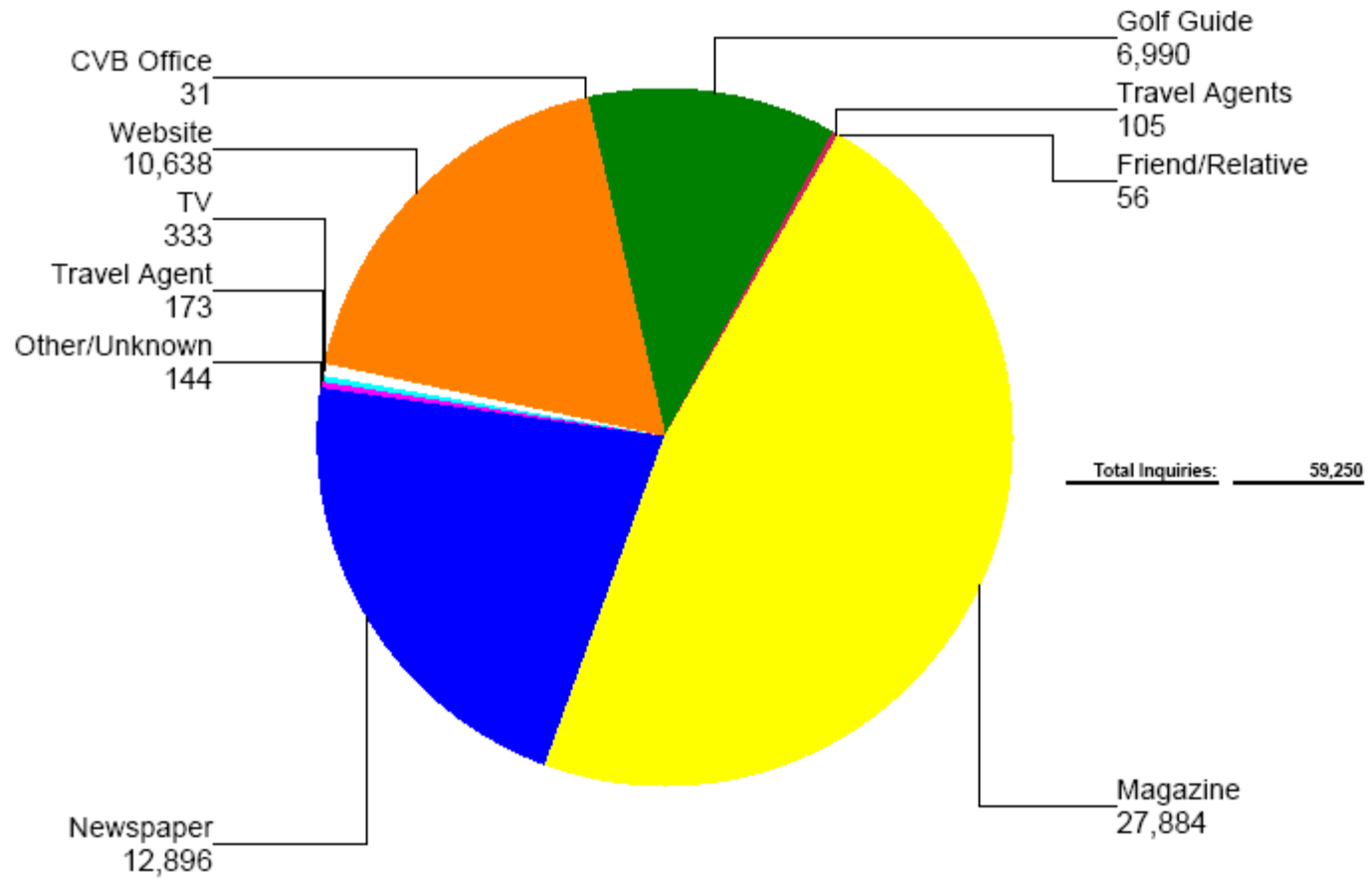
Phase V

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

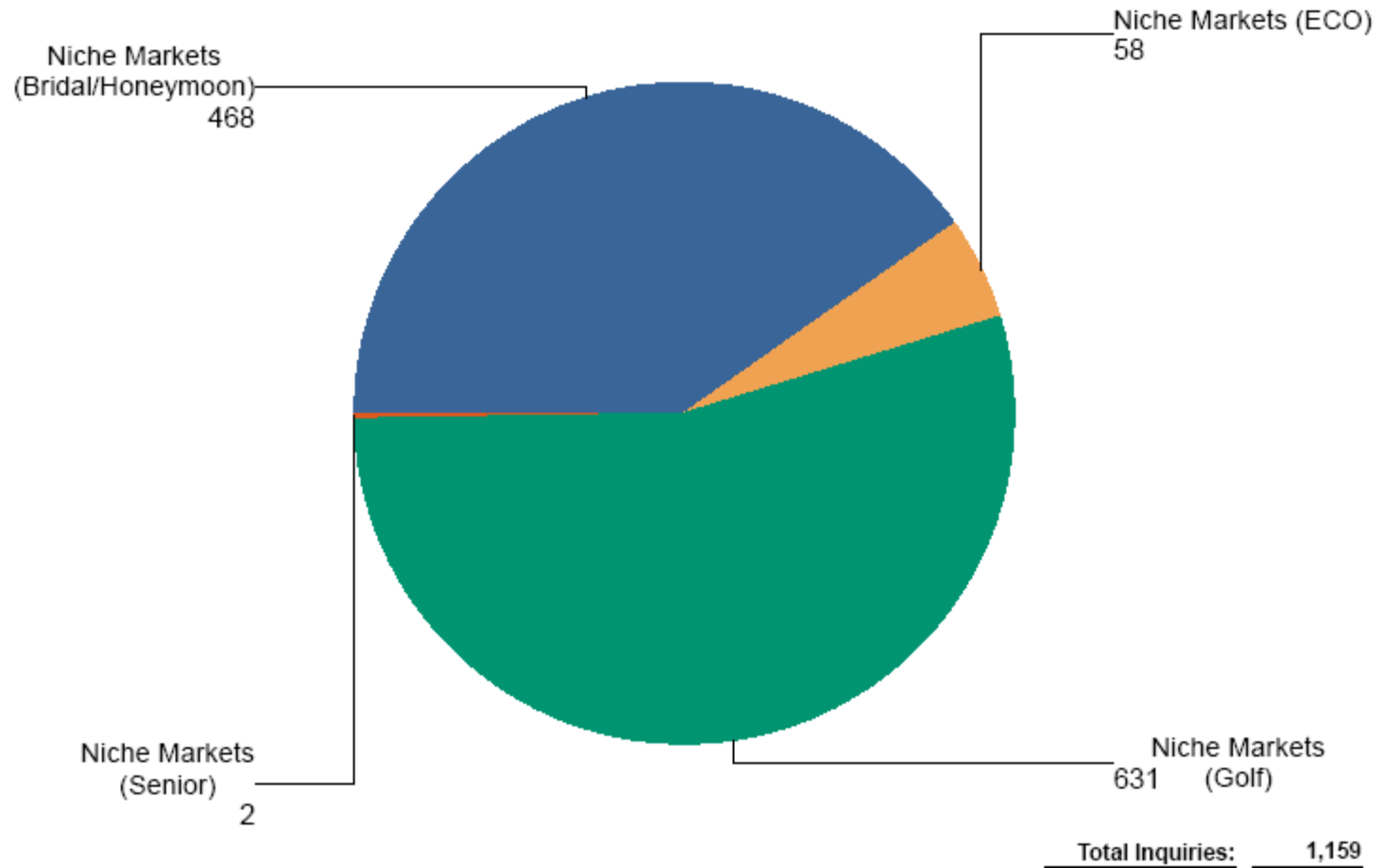


Naples, Marco Island, Everglades CVB Request Summary by Source

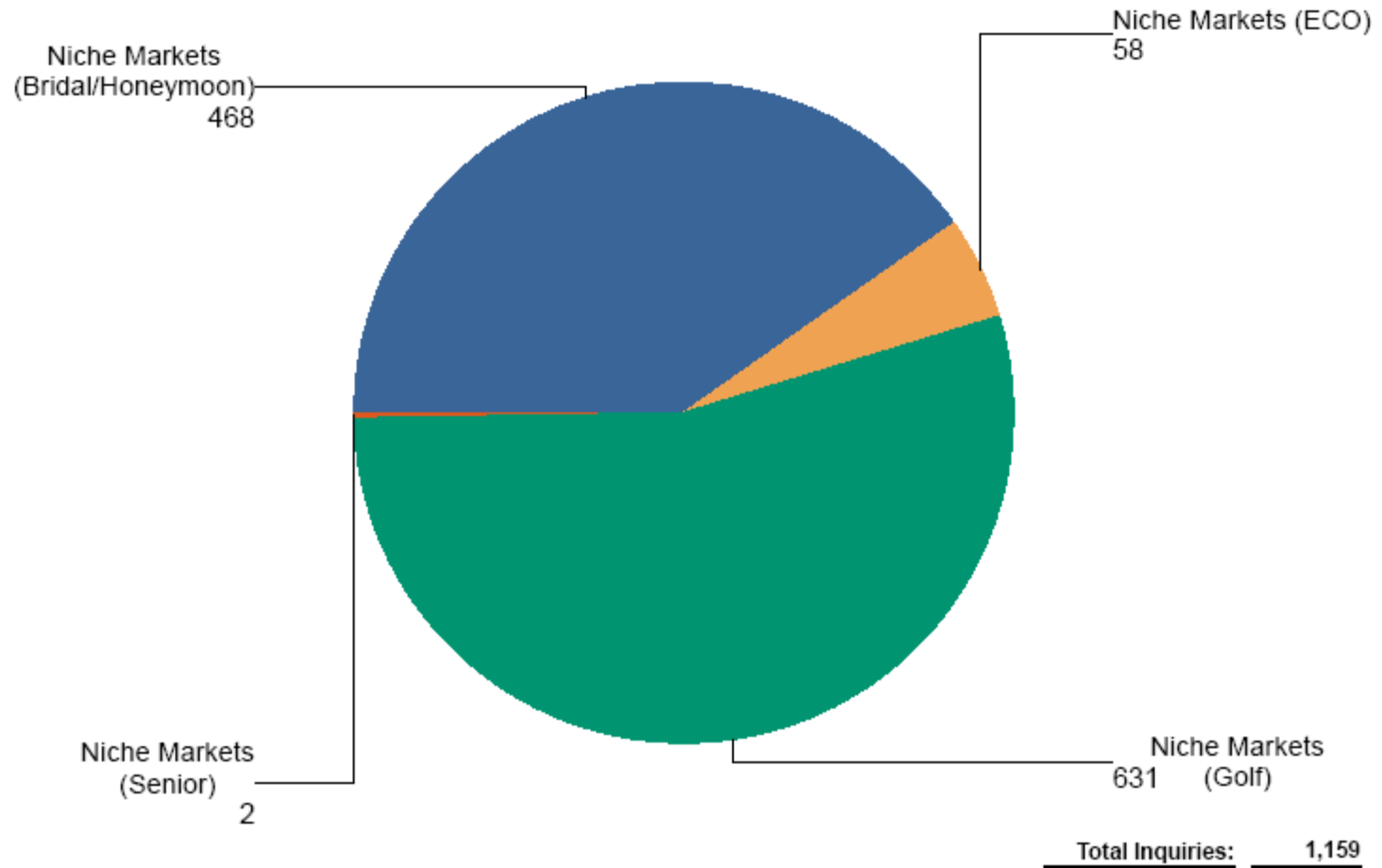
Year to Date 2010



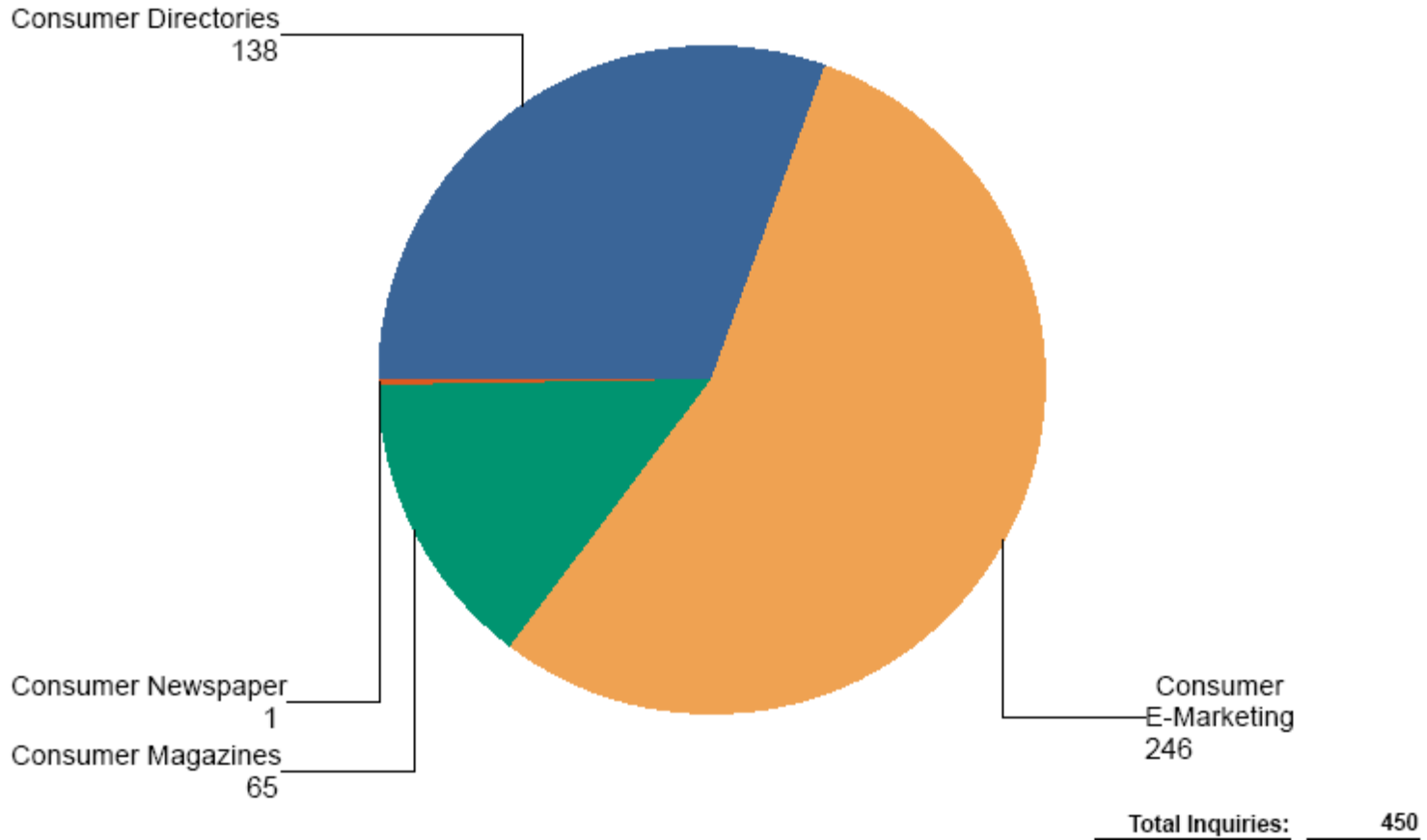
Naples, Marco Island, Everglades CVB Request Summary by Niche Markets For the month of October 2010



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



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

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

Misc. CVB Services Calendar Year

	September 2010	Y-T-D
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

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

Live Chat by Topic September 2010

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

Misc Services September 2010

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

Thank you

Questions?