Naples, Marco Island, Everglades CVB Sales Report 10/10/2010 - 11/12/2010

November 22, 2010 Detailed Staff Report IX 1 of 31

Page: 1 of 7

Event Type: All

Sales Rep: Debi DeBenedetto

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Room
Status: C	URRENT TENTATIVE										
AHR Site Selection	2012 Nat'l rural utilities-IBES conference	RFP Rcvd	0	RFP's received - Out of Florida	11/10/2012 11/15/2012		\$0.00	0	280	890	
Aircraft Rescue & Fire Fighting Working Group	2012 training seminars	RFP Rcvd	0	Tradeshow Attended	3/6/2012 3/8/2012		\$50,000.00	0	70	210	
Aircraft Rescue & Fire Fighting Working Group	2011 annual conference	RFP Rcvd	0	Tradeshow Attended	9/10/2011 9/15/2011		\$82,000.00	0	175	729	
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0	Tradeshow Attended	9/7/2013 9/13/2013		\$82,000.00	0	175	729	
American Academy of Otolaryng Allergy & Foundation	ic 2010 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshow Attended	7/7/2010 7/10/2010		\$0.00	0	175	540	
American Academy of Pediatrics	2012 Practical Pediatrics Course	RFP Rcvd	Association-Health & Medical	CVB Website	11/9/2012 11/11/2012		\$100,000.00	0	165	475	
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012		\$0.00	0	175	600	
American Express	2010 AE employee benefits	RFP Rcvd	0	Received Email from Planner	10/20/2010 10/21/2010		\$2,240.00	0	20	20	
American Institute for Chartered Property Casualty Underwriters	Executive Committee AICPCU Board	RFP Rcvd	Association-Insurance	Repeat Planner Contact	2/16/2012 2/18/2012		\$12,000.00	23	0	38	38
American Society of TMJ Surgeo	ns 2012 American Society of TMJ Surgeons annual mtg	RFP Rcvd	0	RFP's received in 2010	2/29/2012 3/4/2012		\$36,750.00	0	42	147	
AMR Management Services	2013 Fall Summit	RFP Rcvd	0	2010 received by mtg/networkin g Items	11/17/2013		\$53,926.00	0	160	457	
Association Management Center	2012 MCA annual meeting	RFP Rcvd	0	RFP's received - Out of Florida	1/20/2012 1/25/2012		\$66,000.00	0	100	375	
Association Services USA	2014 Convention	RFP Rcvd	0		5/14/2014 5/18/2014		\$60,000.00	0	0	370	
Cato Institute	2012 benefactor summit	RFP Rcvd	0	RFP's received - Out of Florida	2/22/2012 2/26/2012		\$61,250.00	0	75	245	
Church of Christ Written in Heave	en 2013 National Youth Convention	RFP Rcvd	Association-Religious	RFP's received - Florida	7/16/2013 7/21/2013		\$0.00	0	139	490	
Classic Meetings Incorporated	2013 American College of Real Estate Lawyers	RFP Rcvd	0	Repeat Planner Contact	10/9/2013 10/13/2013		\$285,570.00	770	0	770	

Sales Report - Rpt#0045 Printed: 11/10/2010

Sales Rep:	Debi DeBenedetto	November 22, 2010 Detailed Staff Report IX									
Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	2 designal		Requested Rooms	Contracted Rooms
Status: C	CURRENT TENTATIVE										
ConferenceDirect / K. Renzi	2012 Fl. Aviation Trades Assoc	RFP Revd	0	Received Email from Planner	6/9/2012 6/12/2012		\$27,000.00	0	70	170	0
Dionex Corporation	Souther Area Nov Dionex Sales & Service Training	RFP Rcvd	0		11/9/2010 11/11/2010		\$17,000.00	0	0	100	0
EMCO Corporation	Canadian Corporate incentive	RFP Rcvd	Corporate-Incentive	Repeat Planner Contact	1/30/2011 2/5/2011		\$100,000.00	0	50	350	0
Excellence in Meetings, Incentive & Events	es 2011 ERT bi annual sales meeting	RFP Revd	0	RFP's received - Out of Florida	1/22/2011 1/28/2011		\$35,376.00	0	33	201	0
Farmers Cooperative Company	Farmers Cooperative Company annual Strategic Planning Meeting	RFP Rcvd	Association-Agricultural, Commodities, Food/Food Products	Received Phone Call from Planner	2/3/2011 2/6/2011		\$25,000.00	0	0	104	0
Florida Chess Association	2012 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	8/31/2012 9/1/2012		\$0.00	0	75	150	0
Florida Society of Dermatologic Surgeons	2012 conference	RFP Rcvd	Association-Health & Medical	Repeat Planner Contact	11/1/2012 11/3/2012		\$42,480.00	0	140	360	0
Florida's Long-Term Care Progra	m 2011 Golden choices volunteer recognition	RFP Rcvd	0	RFP's received - Florida	4/12/2011 4/13/2011		\$17,120.00	0	60	80	0
Georgia Meeting Professionals International	Sea 2011	RFP Rcvd	Association-Educational		8/18/2010 8/21/2010		\$100,000.00	0	150	470	0
Grinley & Associates	2011 Bravo Health	RFP Rcvd	0	Received Email from Planner	9/15/2011 9/17/2011		\$11,880.00	0	40	120	0
Guardian Life Insurance Compan of America	y 2011 PCA Workshop	RFP Rcvd	0	RFP's received in 2010	7/31/2011 8/2/2011		\$0.00	0	55	165	0
HelmsBriscoe / A. Gillespie	2011 SHPS Client Forum	RFP Rcvd	0	RFP's received - Out of Florida	2/21/2011 2/25/2011		\$61,250.00	0	80	245	0
HelmsBriscoe / S. Gutierrez Toro	k 2011 Laboratory Products Assoc	RFP Revd	0	2010 received by mtg/networkin g Items	11/6/2011 11/8/2011		\$13,334.00	0	72	107	0
HemoCue Inc	2011 group meeting	RFP Rcvd	0	Received Phone Call from Planner	1/23/2011 1/27/2011		\$7,040.00	0	50	225	0
HR Policy Association	2011 CHRO Summit	RFP Rcvd	Association-Educational	Tradeshow Attended	3/22/2011 3/26/2011		\$0.00	0	150	340	0
Lee Salberg International Group	Korean Group	RFP Rcvd	0		6/7/2011 6/10/2011		\$39,000.00	0	0	300	0
Managed Meetings, LLC	2012 annual convention	RFP Rcvd	0	RFP's received - from repeat planner			\$179,000.00	0	400	1,245	0
Meeting Expectations, Incorporat	ed Silk Road 2011	RFP Rcvd	0		5/13/2011 5/18/2011		\$125,000.00	0	0	680	0

Page: 2 of 7

Sales Rep: De	ebi DeBenedetto							November Detailed			
Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	3 Aftenti		Requested Rooms	Contracted Room
Status: Cl	URRENT TENTATIVE										
Mississippi Road Builders Association Inc	2012 Miss. Road Builders Convention	RFP Rcvd	0	Received Email from Planner	5/2/2012 5/5/2012		\$42,000.00	0	75	280	280
MOTIF Sites, Meetings & Events	2011 Incentive Program - Mercury Insur.	RFP Rcvd	0	RFP's received - Out of Florida	9/26/2011 9/29/2011		\$0.00	0	30	120	(
MOTIF Sites, Meetings & Events	2011 Managers Retreat - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	7/25/2011 7/28/2011		\$0.00	0	10	40	(
MOTIF Sites, Meetings & Events	2011 Management Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	6/6/2011 6/9/2011		\$0.00	0	65	260	(
MOTIF Sites, Meetings & Events	2011 Sales program - Mercury Ins	RFP Rcvd	0	RFP's received in 2010	8/29/2011 9/1/2011		\$0.00	0	120	420	(
MOTIF Sites, Meetings & Events	2011 Regional Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	1/24/2011 1/27/2011		\$0.00	0	275	1,100	(
MOTIF Sites, Meetings & Events	2011 Annual Mtg - Mercury Insur	RFP Rcvd	0	RFP's received in 2010	11/7/2011 11/10/2011		\$0.00	0	0	3,300	(
MRI Software, LLC	2011 user conference	RFP Rcvd	0	Tradeshow Attended	10/14/2011 10/20/2011		\$257,376.00	0	700	2,298	(
MRI Software, LLC	2012 user conference	RFP Rcvd	0	Tradeshow Attended	10/12/2012 10/18/2012		\$257,376.00	0	707	2,298	(
National Association of College an University Business Officers	d NACUBO FALL Board 2011	RFP Rcvd	Association-Educational	Website	11/16/2011 11/19/2011		\$20,000.00	0	0	75	(
National Council of Juvenile and Family Court Judges	2011 Mid Winter Meeting NCJFCJ	RFP Rcvd	Association-Government, Public Administration		1/10/2011 1/15/2011		\$50,000.00	270	0	270	(
National Exchange Carrier Association	NECA2013 BOD	RFP Rcvd	Association-Government, Public Administration	2010 received by mtg/networkin g Items	1/14/2013 1/16/2013		\$0.00	0	20	50	(
National League of Postmasters	2011 Annual Convention	RFP Rcvd	0	Tradeshow Attended	7/17/2011 7/21/2011		\$0.00	0	375	1,875	(
National Lime Association	2011 NLA Winter Board Mtg	RFP Rcvd	0	Tradeshow Attended	1/25/2011 2/1/2011		\$0.00	0	18	0	(
National Trailer Dealers Association	National Trailer Dealers Assn 2011 Annual Convention	RFP Rcvd	Association-Trade, Commercial or Business	CVB Website	10/5/2011 10/8/2011	National	\$75,000.00	600	250	550	(
Ounce of Prevention Fund of Florida	2011 Program Manager's Meeting	RFP Rcvd	0	RFP's received in 2010			\$7,040.00	0	20	50	(
Papa Johns International	Papa Johns group incentive March 2011	RFP Rcvd	0		3/2/2011 3/6/2011		\$0.00	0	0	900	(
PJA Groups	2011 Eastforest Incentive	RFP Rcvd	0	Received Email from Planner	2/25/2011 3/2/2011		\$45,000.00	0	30	180	(
REALTOR Association of Greater Miami & the Beaches	2011 leadership retreat	RFP Rcvd	0	Tradeshow Attended	10/12/2011 10/13/2011		\$7,840.00	0	60	70	(

Sales Rep:	Debi DeBenedetto									November 22, 2010 Detailed Staff Report IX			
Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End		nomic mpact	4 Aftempl		Requested Rooms	Contracted Rooms		
Status:	CURRENT TENTATIVE												
Republican Assoc.	2011 annual winter	RFP Rcvd	0	CVB Website	11/12/2011 11/16/2011	\$76,	700.00	0	300	650	0		
Republican Assoc.	2011 annual spring	RFP Rcvd	0	CVB Website	1/15/2011 1/18/2011	\$76,	700.00	0	300	650	0		
Republican Assoc.	2011 annual summer	RFP Rcvd	0	CVB Website	6/18/2011 6/21/2011	\$76,	700.00	0	300	650	0		
Republican Assoc.	2011 annual fall	RFP Rcvd	0	CVB Website	9/10/2011 9/13/2011	\$76,	700.00	0	300	650	0		
Site Search, Inc.	2012 2013 Annual FACC	RFP Rcvd	0		7/10/2012 7/13/2012	\$63,	00.00	0	0	376	0		
Site Search, Inc.	2013 Annual FACC	RFP Rcvd	0		7/16/2013 7/19/2013	\$63,	00.00	0	0	376	0		
Site Search, Incorporated	Sept 2010, CEO council	RFP Rcvd	0	RFP's received in 2010			\$0.00	0	20	40	0		
Site Search, Incorporated	Oct 2010, Central FL meet & greet	RFP Rcvd	0	RFP's received			\$0.00	0	2	2	0		
Site Search, Incorporated	Oct 2010, COO council	RFP Rcvd	0	RFP's received in 2010			\$0.00	0	20	40	0		
Site Search, Incorporated	Nov 10, mtg planner forum	RFP Rcvd	0	RFP's received in 2010			\$0.00	0	20	40	0		
Site Search, Incorporated	Nov 10, CEO council	RFP Rcvd	0	RFP's received in 2010			\$0.00	0	20	40	0		
Site Search, Incorporated	Nov 10, FSAE foundation & winter conf	RFP Rcvd	0	RFP's received in 2010			\$0.00	0	55	101	0		
Site Search, Incorporated	2011 Global Imaging systems	RFP Rcvd	0	RFP's received - from repeat planner		\$26,	400.00	0	75	150	0		
Society of Independent Show Organizers	Spouse program SISO	CVB Sponsored	0		4/11/2011 4/11/2011	\$1,	00.00	0	0	0	0		
Southeastern Section of the American Urological Associatio Incorporated	2013 SES 77th annual meeting n,	RFP Rcvd	Association-Health & Medical	RFP's received - Out of Florida	3/12/2013 3/17/2013		\$0.00	0	316	1,286	0		
The Bankruptcy Bar Association	2012 annual weekend retreat	RFP Rcvd	0	Tradeshow Attended	5/9/2012 5/12/2012	\$46,	500.00	0	125	310	0		
The Junior league of Tampa	Girls weekend 2011	RFP Rcvd	Association-Athletic & Sports/Recreation		3/27/2011 3/28/2011	\$7,	500.00	0	0	30	0		
The Main Event by Melody	Abbey Museum	RFP Rcvd	Association-Trade, Commercial or Business		8/12/2013 8/17/2013	\$12,	00.00	0	20	120	0		
The Main Event by Melody	Women in Film 2012	RFP Rcvd	Association-Trade, Commercial or Business		9/16/2012 9/21/2012	\$20,	00.00	0	0	180	0		
Trusty & Associates	2011 SMOGS annual meeting	RFP Rcvd	0	Repeat Planner Contact			\$0.00	0	10	24	0		

Page: 4 of 7

Sales Rep: D	ebi DeBenedetto		November 22, 2010 Detailed Staff Report IX								
Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	5 Aftomi			Contracted Rooms
Status: C	URRENT TENTATIVE										
Uniform Data System for Medica Rehabilitation	2011 Physicians meeting	RFP Rcvd	0	2010 received by mtg/networkin g Items	2/9/2011 2/10/2011		\$17,500.00	0	35	70	0
University Of Florida - IFAS Offi of Conferences & Inst	ce 2011 Adaptive Management Conference	RFP Rcvd	0	RFP's received - from repeat planner	12/3/2011 12/10/2011		\$130,000.00	0	225	760	0
University Of Florida - IFAS Offi of Conferences & Inst	ce Nov event SGMP	CVB Sponsored	0	Repeat Planner contact	11/18/2010 11/18/2010		\$0.00	0	0	0	0
World Events	2011 National Marketing and Sales Meeting	RFP Rcvd	0	_	2/7/2011 2/11/2011 Event Count:	77	\$50,000.00 \$3,197,548.00	1,663	200 8,274	790 33,968	318
Status: I	TINERARIES										
Meso Reisen GmbH	Oct 2010 FAM	Sales FAM	0	FAM 2010	10/26/2010 10/30/2010		\$0.00	0	0	0	0
Naples, Marco Island, Everglades CVB	2010 Mtg Planner FAM	CVB Sponsored	0	FAM 2010	10/18/2010 10/20/2010		\$0.00	0	18	54	0
					Event Count:	2	\$0.00	0	18	54	0
Status: L	EADS SENT										
American Academy of Pediatrics	2012 Practical Pediatrics Course	RFP Rcvd	Association-Health & Medical	CVB Website	11/9/2012 11/11/2012		\$100,000.00	0	165	475	0
American Vacation	Nov. 2010 FAM	Sales FAM	0	FAM 2010	11/18/2010 11/19/2010		\$0.00	0	0	0	0
AMR Management Services	2013 Fall Summit	RFP Rcvd	0	2010 received by mtg/networkin g Items	11/13/2013 11/17/2013		\$53,926.00	0	160	457	0
Continuing Education Comapny, Inc.	2010 CME annual conference	RFP Rcvd	0	RFP's received - from repeat planner	11/11/2010 11/13/2010		\$2,832.00	0	80	240	0
Georgia Meeting Professionals International	Sea 2011	RFP Rcvd	Association-Educational		8/18/2010 8/21/2010		\$100,000.00	0	150	470	0
HelmsBriscoe / S. Gutierrez Toro	k 2011 Laboratory Products Assoc	RFP Rcvd	0	2010 received by mtg/networkin g Items	11/6/2011 11/8/2011		\$13,334.00	0	72	107	0
Meetings South	August Event Focus	RFP Rcvd	0		8/28/2011 8/31/2011		\$0.00	0	60	130	0
Meso Reisen GmbH	Oct 2010 FAM	Sales FAM	0	FAM 2010	10/26/2010 10/30/2010		\$0.00	0	0	0	0
Naples, Marco Island, Everglades CVB	2010 Mtg Planner FAM	CVB Sponsored	0	FAM 2010	10/18/2010 10/20/2010		\$0.00	0	18	54	0

Page: 5 of 7

Copyright ©2008 iDSS. All Rights Reserved.

Sales Rep: D	ebi DeBenedetto							November Detailed			
Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	6 Aftenti			Contracted Rooms
Status: L	EADS SENT										
National Exchange Carrier Association	NECA2013 BOD	RFP Rcvd	Association-Government, Public Administration	2010 received by mtg/networkin g Items	1/14/2013 1/16/2013		\$0.00	0	20	50	0
Site Search, Incorporated	2011 Global Imaging systems	RFP Rcvd	0	RFP's received - from repeat planner	1/17/2011 1/18/2011		\$26,400.00	0	75	150	0
Uniform Data System for Medical Rehabilitation	2011 Physicians meeting	RFP Rcvd	0	2010 received by mtg/networkin g Items	2/9/2011 2/10/2011		\$17,500.00	0	35	70	0
University Of Florida - IFAS Offi of Conferences & Inst	ce 2011 Adaptive Management Conference	RFP Rcvd	0	RFP's received - from repeat planner			\$130,000.00	0	225	760	0
				_	Event Count:	13	\$443,992.00	0	1,060	2,963	0
Status: T	URNED DEFINITE										
Becker & Poliakoff	CAM leadership 2011	RFP Rcvd	0	Repeat Planner Contact	1/22/2011 1/23/2011		\$2,000.00	0	0	0	0
Continuing Education Comapny, Inc.	2010 CME annual conference	RFP Rcvd	0	RFP's received - from repeat planner	11/11/2010 11/13/2010		\$2,832.00	0	80	240	0
Meetings South	August Event Focus	RFP Rcvd	0		8/28/2011 8/31/2011		\$0.00	0	60	130	0
Naples, Marco Island, Everglades CVB	2010 Mtg Planner FAM	CVB Sponsored	0	FAM 2010	10/18/2010 10/20/2010		\$0.00	0	18	54	0
					Event Count:	4	\$4,832.00	0	158	424	0
Status: T	URNED LOST										
ConferenceDirect / V. Penchosky	2011 PARC annual meeting	RFP Rcvd	0	RFP's received in 2010	11/8/2011 11/10/2011		\$0.00	0	40	120	0
HelmsBriscoe / J. Mattes	2011 Ingersoll Rand incentive trip	RFP Rcvd	0	RFP's received in 2010	1/31/2011 2/2/2011		\$13,200.00	0	25	75	0
United States Tennis Association	2013 annual meeting	RFP Rcvd	0	Received Email from Planner	12/6/2013 12/8/2013		\$54,275.00	0	150	325	0
					Event Count:	3	\$67,475.00	0	215	520	0
Status: T	URNED TENTATIVE										
American Academy of Pediatrics	2012 Practical Pediatrics Course	RFP Rcvd	Association-Health & Medical	CVB Website	11/9/2012 11/11/2012		\$100,000.00	0	165	475	0

Page: 6 of 7

Sales Rep:	Debi DeBenedetto							November Detailed			
Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	7 Aftenti		Requested Rooms	Contracted Rooms
Status: T	URNED TENTATIVE										
AMR Management Services	2013 Fall Summit	RFP Rcvd	0	2010 received by mtg/networkin g Items	11/17/2013		\$53,926.00	0	160	457	0
Georgia Meeting Professionals International	Sea 2011	RFP Rcvd	Association-Educational		8/18/2010 8/21/2010		\$100,000.00	0	150	470	0
HelmsBriscoe / S. Gutierrez Toro	k 2011 Laboratory Products Assoc	RFP Rcvd	0	2010 received by mtg/networkin g Items	11/8/2011		\$13,334.00	0	72	107	0
National Exchange Carrier Association	NECA2013 BOD	RFP Rcvd	Association-Government, Public Administration	2010 received by mtg/networkin g Items	1/16/2013		\$0.00	0	20	50	0
Site Search, Incorporated	2011 Global Imaging systems	RFP Rcvd	0	RFP's received - from repeat planner	1/17/2011 1/18/2011		\$26,400.00	0	75	150	0
Uniform Data System for Medica Rehabilitation	1 2011 Physicians meeting	RFP Rcvd	0	2010 received by mtg/networkin g Items	2/9/2011 2/10/2011		\$17,500.00	0	35	70	0
University Of Florida - IFAS Offi of Conferences & Inst	ice 2011 Adaptive Management Conference	RFP Rcvd	0	RFP's received - from repeat planner	12/3/2011 12/10/2011		\$130,000.00	0	225	760	0
				_	Event Count:	8	\$441,160.00	0	902	2,539	0
				=	Event Count:	107	\$4,155,007.00	1,663	10,627	40,468	318

Page: 7 of 7

Copyright ©2008 iDSS. All Rights Reserved.

Naples, Marco Island, Everglades CVB Itineraries - by Participating Partners 10/11/2010 - 11/13/2010

Event	Date	Account Name	Internal Contact	Expense Type & Category Itinerary Type & Details		Amount
Partner Name: Cruise Na	ples					
Oct 2010 FAM	10/24/2010	American Ring Travel, Inc	Debi DeBenedetto	Sales Fam		\$0.00
Oct 2010 FAM	10/26/2010	Meso Reisen GmbH	Debi DeBenedetto	Sales Fam		\$0.00
MP FAM Oct. 2010	10/20/2010	Debi's Activity Tracking Account	Debi DeBenedetto	Sales Fam		\$0.00
2010 Mtg Planner FAM	10/20/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto	Sales Fam		\$0.00
			-	Danto de Naciona Naciona Naciona	O de Texado	#0.00
				Partner Name: Cruise Naples	SubTotal:	\$0.00
Partner Name: Downtown	Naples Associ	iation				
Oct 2010 FAM	10/23/2010	American Ring Travel, Inc	Debi DeBenedetto	Sales Fam		\$0.00
				Partner Name: Downtown Naples Association	SubTotal:	\$0.00
Partner Name: Gulfcoast	Inn					
Oct 2010 FAM	10/24/2010	American Ring Travel, Inc	Debi DeBenedetto	Sales Fam		\$0.00
				Partner Name: Gulfcoast Inn	SubTotal:	\$0.00
Partner Name: Hilton Mar	co Island Beac	h Resort & Spa				
MP FAM Oct. 2010	10/19/2010	Debi's Activity Tracking Account	Debi DeBenedetto	Sales Fam		\$0.00
2010 Mtg Planner FAM	10/19/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto	Sales Fam		\$0.00
				Partner Name: Hilton Marco Island Beach Resort & Spa	SubTotal:	\$0.00

Partner Name: LaPlaya E	Beach & Golf Re	sort					er 22, 2010 Staff Report I	X
Nov Fam 2010	11/13/2010	Voyageurs du Monde	Debi DeBenedetto	Hotel	Sales Fam	9 of 31	Stall Report I	\$750.00
				0	FAM 3 rooms LaPlaya			
Oct 2010 FAM	10/28/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam			\$0.00
			T	Pai	tner Name: LaPlaya Beach & Golf	Resort	SubTotal:	\$750.00
Partner Name: Marco Isla	and Marriott Bea	ach Resort, Golf Club & Spa						
MP FAM Oct. 2010	10/19/2010	Debi's Activity Tracking Account	Debi DeBenedetto		Sales Fam			\$0.00
2010 Mtg Planner FAM	10/19/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto		Sales Fam			\$0.00
			1	Partner Name:	Marco Island Marriott Beach Reso Club	rt, Golf & Spa	SubTotal:	\$0.00
Partner Name: Naples Ba	ay Resort							
MP FAM Oct. 2010	10/20/2010	Debi's Activity Tracking Account	Debi DeBenedetto		Sales Fam			\$0.00
2010 Mtg Planner FAM	10/20/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto		Sales Fam			\$0.00
			T		Partner Name: Naples Bay	Resort	SubTotal:	\$0.00
Partner Name: Naples G	rande Beach Re	esort - The Waldorf Astoria Collection						
MP FAM Oct. 2010	10/18/2010	Debi's Activity Tracking Account	Debi DeBenedetto		Sales Fam			\$0.00
2010 Mtg Planner FAM	10/18/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto		Sales Fam			\$0.00
			1	Partner N	lame: Naples Grande Beach Resor Waldorf Astoria Co		SubTotal:	\$0.00
Partner Name: Naples Pr	rincess							
Oct 2010 FAM	10/23/2010	American Ring Travel, Inc	Debi DeBenedetto		Sales Fam			\$0.00
Oct 2010 FAM	10/27/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam			\$0.00

Copyright ©2010 iDSS. All Rights Reserved.

Printed: 11/10/2010 Page: 2 of 4

2010 Mtg Planner FAM	10/18/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto		Sales Fam		Staff Report IX	\$0.00
				Р	artner Name:	Naples Princess	SubTotal:	\$0.00
Partner Name: Naples Tr	ransportation, To	ours and Event Planning						
Oct 2010 FAM	10/24/2010	American Ring Travel, Inc	Debi DeBenedetto		Sales Fam			\$0.00
Oct 2010 FAM	10/27/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam			\$0.00
Oct 2010 FAM	10/29/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam			\$0.00
MP FAM Oct. 2010	10/19/2010	Debi's Activity Tracking Account	Debi DeBenedetto		Sales Fam			\$0.00
			T	Partner Name: Naples T	ransportation,	Tours and Event Planning	SubTotal:	\$0.00
Partner Name: Naples Zo	oo at Caribbean	Gardens						
Oct 2010 FAM	10/30/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam			\$0.00
MP FAM Oct. 2010	10/20/2010	Debi's Activity Tracking Account	Debi DeBenedetto		Sales Fam			\$0.00
2010 Mtg Planner FAM	10/20/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto		Sales Fam			\$0.00
			T	Partner Name: Nap	oles Zoo at Ca	ribbean Gardens	SubTotal:	\$0.00
Partner Name: Riverwalk	at Tin City - Co	rporate Office						
Oct 2010 FAM	10/27/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam			\$0.00
			T	Partner Name: Riverwal	k at Tin City -	Corporate Office	SubTotal:	\$0.00
Partner Name: The Inn o	n Fifth							
Nov Fam 2010	11/13/2010	Voyageurs du Monde	Debi DeBenedetto	Food and Beverage 0	Sales Fam Dinner and	site arranged by tour op		\$300.00
Oct 2010 FAM	10/27/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam	J 17 17 1F		\$0.00

Naples, Marco Island, Everglades CVB

November 22, 2010

2010 Mtg Planner FAM	10/19/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedett	Sales Fam	November 22, 2010 Detailed Staff Report IX 11 of 31	\$0.00
			-	Partner Name:	The Inn on Fifth SubTotal:	\$300.00
Partner Name: The Ritz-	Carlton, Naples					
MP FAM Oct. 2010	10/20/2010	Debi's Activity Tracking Account	Debi DeBenedett	Sales Fam		\$0.00
2010 Mtg Planner FAM	10/20/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedett	Sales Fam		\$0.00
			-	Partner Name: The Ritz	-Carlton, Naples SubTotal:	\$0.00
Partner Name: Trianon C	Old Naples Hotel					
Oct 2010 FAM	10/28/2010	Meso Reisen GmbH	Debi DeBenedett	Sales Fam		\$0.00
			-	Partner Name: Trianon (Old Naples Hotel SubTotal:	\$0.00
Partner Name: Voyageur	rs du Monde					
Nov Fam 2010	11/13/2010	Voyageurs du Monde	Debi DeBenedett	Sales Fam		\$0.00
			-	Partner Name: Voya	geurs du Monde SubTotal:	\$0.00

Total:

\$1,050.00

Naples, Marco Island, Everglades CVB Call Summary by Toll Free Number

Toll Free Number	# of Calls	<u>Minutes</u>
800-2ESCAPE	67	161.50
PR-Editorial	40	140.77
Expedia Reservations	2	9.42
International	4	17.10
Storm Information	4	0.80
Meeting Planner	1	1.85
Sports Council of Collier County	2	1.80
Naples #1	1	0.50
Naples #2	2	0.68
Grand Total:	123	334.42

Naples, Marco Island, Everglades CVB Call Summary by Purpose

Purpose	Calls/Request	<u>Minutes</u>	Reservations
Expedia Reservations	0	0.00	0
Live Information	28	122.17	-
Special Fulfillment	54	29.95	-
Sports Council of Collier County Information	0	0.00	-
Visitors Guide	1,603	222.08	-
Arts Culture & Heritage Guide	0	0.00	-
CVB Office Referral	2	8.72	-
Hang up	28	10.23	-
Wrong Number	23	10.30	-
Meeting Planner	0	0.00	-
Update Accommodations Info	0	0.00	-
Grand Total:	1,738	403.45	0

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Source

		Current Year			Last Year	
Source	<u>Month</u>	YTD	% YTD	<u>Month</u>	YTD	% YTD
Leisure Markets	414	414	25.83%	707	707	63.35%
Fall In-State Campaign	0	0	0.00%	0	0	0.00%
Winter Northern Campaign	0	0	0.00%	0	0	0.00%
Spring/Summer In-State Campaign	0	0	0.00%	0	0	0.00%
Niche Markets	1,159	1,159	72.30%	378	378	33.87%
Group Markets	0	0	0.00%	0	0	0.00%
International Markets	0	0	0.00%	13	13	1.16%
Miscellaneous	30	30	1.87%	18	18	1.61%
Grand Total:	1,603	1,603		1,116	1,116	

^{*} YTD = Fiscal Year to Date

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

Media Consumer Magazines	<u>Month</u>	YTD	<u>% YTD</u>
Coastal Living May 2010	3	3	1%
Other/Unknown	5	5	1%
Southern Living Travel Florida March 2010	21	<u>21</u>	5%
Consumer Magazines	29	29	
Consumer Directories			
2010 Florida Insider Guide - Quick Check	7	7	2%
2010 Florida Insider Guide - Specific Target	4	4	1%
2010 Visit Florida Magazine	6	6	1%
2010 Visit Florida Magazine - Quick Check	65	65	16%
2010 Visit Florida Magazine - Specific Target	34	34	8%
Consumer Directories	116	116	
Consumer E-Marketing			
DestinationBrochures.com	6	6	1%
Other/Unknown	1	1	0%
ParadiseCoast.com	256	256	62%
Miles Media Imports	245	245	
Phone	7	7	
info@paradisecoast.com	2	2	
Interactive Text Chat	2	2	
Visit USA - UK	1	1	0%
Consumer E-Marketing	264	264	
Consumer Newspaper			
America's Best Vacations In-State Insert October 2009	2	2	0%
Other/Unknown	3	3	1%
Consumer Newspaper	5	5	
Grand Total:	414	414	

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Fall In-State Campaign

<u>Media</u>	<u>Month</u>	YTD	<u>% YTD</u>
Grand Total:	=		

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Winter Northern Campaign

<u>Media</u>	<u>Month</u>	YTD	<u>% YTD</u>
Grand Total:	=		

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Spring/Summer In-State Campaign

<u>Media</u>	<u>Month</u>	<u>YTD</u>	% YTD
Grand Total:			

^{*} YTD = Fiscal Year to Date

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

<u>Media</u>	<u>Month</u>	YTD	% YTD
Niche Markets (Bridal/Honeymoon)			
Bridal Guide Added Value RSL July/August 2010	86	86	7%
Bridal Guide Added Value RSL October/November 2010	304	304	26%
Bridal Guide Added Value RSL September 2010	57	57	5%
Bridal Guide January/February 2010	16	16	1%
Bridal Guide May/June 2010	5	5	0%
Niche Markets (Bridal/Honeymoon)	468	468	
Niche Markets (ECO)			
Audubon (Natural Wonders of Florida) March/April 2010	58	58	5%
Niche Markets (ECO)	58	58	
Niche Markets (Golf)			
Play Florida Golf 2010	631	631	54%
Niche Markets (Golf)	631	631	
Niche Markets (Senior)			
AAA Going Places South May/June 2010	2	2	0%
Niche Markets (Senior)	2	2	
Grand Total:	1,159	1,159	

^{*} YTD = Fiscal Year to Date

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

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
One of Table			
Grand Total:	=		

^{*} YTD = Fiscal Year to Date

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

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Grand Total:			

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Miscellaneous

<u>Media</u>	<u>Month</u>	YTD	<u>% YTD</u>
Friend/Relative	2	2	7%
Naples, Marco Island, Everglades CVB	17	17	57%
Other/Unknown	11	11	37%
Grand Total:	30	30	

^{*} YTD = Fiscal Year to Date

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

For the month of October 2010

	<u>.</u>	Current Year	<u>[</u>		Last Year	
<u>State</u>	<u>Month</u>	YTD	% YTD	<u>Month</u>	YTD	<u>% YTD</u>
Florida	158	158	10.46%	174	174	17.56%
Ohio	90	90	5.96%	93	93	9.38%
Pennsylvania	87	87	5.76%	56	56	5.65%
New York	82	82	5.43%	233	233	23.51%
Michigan	68	68	4.50%	32	32	3.23%
Texas	66	66	4.37%	20	20	2.02%
California	64	64	4.24%	22	22	2.22%
Illinois	64	64	4.24%	37	37	3.73%
New Jersey	61	61	4.04%	22	22	2.22%
Massachusetts	55	55	3.64%	9	9	0.91%
Missouri	51	51	3.38%	20	20	2.02%
North Carolina	50	50	3.31%	23	23	2.32%
Georgia	48	48	3.18%	22	22	2.22%
Wisconsin	45	45	2.98%	17	17	1.72%
Tennessee	41	41	2.72%	37	37	3.73%
Indiana	39	39	2.58%	20	20	2.02%
Virginia	38	38	2.52%	17	17	1.72%
Kentucky	30	30	1.99%	11	11	1.11%
South Carolina	30	30	1.99%	3	3	0.30%
Minnesota	28	28	1.85%	17	17	1.72%
Alabama	27	27	1.79%	10	10	1.01%
Louisiana	27	27	1.79%	6	6	0.61%
Maryland	24	24	1.59%	10	10	1.01%
Mississippi	22	22	1.46%	2	2	0.20%
Connecticut	18	18	1.19%	10	10	1.01%
Kansas	17	17	1.13%	2	2	0.20%
lowa	16	16	1.06%	10	10	1.01%
Arkansas	15	15	0.99%	3	3	0.30%
Arizona	14	14	0.93%	2	2	0.20%
West Virginia	14	14	0.93%	4	4	0.40%

Phase V of Southwest Florida, Inc. Page 12 of 15

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

	9	Current Year			<u>Last Year</u>	
<u>State</u>	<u>Month</u>	<u>YTD</u>	% YTD	<u>Month</u>	<u>YTD</u>	% YTD
Oklahoma	11	11	0.73%	6	6	0.61%
Oregon	10	10	0.66%	4	4	0.40%
Nevada	9	9	0.60%	1	1	0.10%
Washington	9	9	0.60%	6	6	0.61%
Colorado	8	8	0.53%	6	6	0.61%
Maine	8	8	0.53%	4	4	0.40%
New Mexico	8	8	0.53%	1	1	0.10%
Nebraska	6	6	0.40%	5	5	0.50%
New Hampshire	6	6	0.40%	1	1	0.10%
Rhode Island	6	6	0.40%	3	3	0.30%
Vermont	6	6	0.40%	1	1	0.10%
Delaware	5	5	0.33%	3	3	0.30%
Utah	5	5	0.33%	1	1	0.10%
District of Columbia	4	4	0.26%	1	1	0.10%
Idaho	4	4	0.26%	1	1	0.10%
South Dakota	4	4	0.26%	0	0	0.00%
Wyoming	4	4	0.26%	0	0	0.00%
Montana	3	3	0.20%	0	0	0.00%
North Dakota	2	2	0.13%	1	1	0.10%
Puerto Rico	2	2	0.13%	0	0	0.00%
Hawaii	1	1	0.07%	1	1	0.10%
Alaska	0	0	0.00%	0	0	0.00%
Armed Forces	0	0	0.00%	0	0	0.00%
Guam	0	0	0.00%	0	0	0.00%
Virgin Island	0	0	0.00%	1	1	0.10%
Grand Total:	1,510	1,510		<u>991</u>	991	

^{*} YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Visitor Guide Request Summary by Country

<u>Country</u> USA	<u>Month</u> 1,510	Current Year YTD 1,510	<u>% YTD</u> 94.20%	<u>Month</u> 991	<u>Last Year</u> <u>YTD</u> 991	<u>% YTD</u> 88.80%
Canada	34	34	2.12%	22	22	1.97%
Brazil	14	14	0.87%	61	61	5.47%
No Address Given	12	12	0.75%	2	2	0.18%
United Kingdom	9	9	0.56%	5	5	0.45%
Netherlands	4	4	0.25%	3	3	0.27%
Portugal	4	4	0.25%	7	7	0.63%
Italy	3	3	0.19%	1	1	0.09%
Germany	2	2	0.12%	12	12	1.08%
Pakistan	2	2	0.12%	0	0	0.00%
Australia	1	1	0.06%	0	0	0.00%
Austria	1	1	0.06%	1	1	0.09%
Belgium	1	1	0.06%	0	0	0.00%
France	1	1	0.06%	1	1	0.09%
Macedonia	1	1	0.06%	0	0	0.00%
Mexico	1	1	0.06%	0	0	0.00%
Sweden	1	1	0.06%	0	0	0.00%
Switzerland	1	1	0.06%	1	1	0.09%
Ukraine	1	1	0.06%	0	0	0.00%
Argentina	0	0	0.00%	1	1	0.09%
Bangladesh	0	0	0.00%	2	2	0.18%
Croatia	0	0	0.00%	1	1	0.09%
Denmark	0	0	0.00%	2	2	0.18%
Iran	0	0	0.00%	1	1	0.09%
Ireland	0	0	0.00%	1	1	0.09%
Japan	0	0	0.00%	1	1	0.09%
Grand Total:	1,603	1,603		1,116	1,116	

^{*} YTD = Fiscal Year to Date

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

<u>Media</u> Meeting Planners	<u>Month</u>	YTD	<u>% YTD</u>
Market Group Fulfillment	3	3	6%
Boston Sales Calls 2010	16	16	30%
Meeting Planner Kit Fulfillment	10	10	19%
Meeting Planner Non-Kit Fulfillment	1	1	2%
Meeting Planners	30	30	56%
Promotions			
Summer VIP 2010	1	1	2%
Promotions	1	1	2%
Tour Operators			
Other/Unknown	1	1	2%
Tour Operators	1	1	2%
Travel Agents			
Boston Sales Calls 2010	16	16	30%
Other/Unknown	6	6	11%
Travel Agents		22	41%
Grand Total:	54	54	

^{*} YTD = Fiscal Year to Date

		1 0		Marrant		Danamban	I	Fahrusan	Manak	Ail	Mar.	1	la la	Detailed S	tati Report I	Tetal
Publication		2009	2010	Novemb 2009		December 2010	January 2010 2011	February 2011	March 2011	April 2011	May 2011	June 2010 2011	July 2010 2011	August 3000 T 30111	September 2010 2011	Total
Visitors Guide		2009	2010	2009	2010	2009 2010	2010 2011	2010 2011	2010 2011	2010 2011	2010 2011	2010 2011	2010 2011	2410() 3411	2010 2011	2009/2010 2010/2011
Leisure Markets			+													
Consumer Magazines			1													
AAA Florida TourBook 2009 Edition	Consumer Magazines		8 0	3	0	0 0	8 0	1 0	1 0	0 0	1 0	0 0	1 0	1 0	2 0	26 0
Arthur Frommer's Budget Travel June 2010	Consumer Magazines		0 0	0	0	0 0	0 0	0 0		1 0	0 0	531	0 132 0	37 0	22 0	723 0
Coastal Living June 2009	Consumer Magazines	2	4 0	6	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0	0 0	0 0	31 0
Coastal Living May 2010	Consumer Magazines		0 3	0	0	0 0	0 0	0 0	1 0	0 0	0 0	262 (51 0	38 0	9 0	361 3
Conde Nast Traveler May 2010	Consumer Magazines		0 0	0	0	0 0	0 0	0 0	0 0	66 0	394 0	148 (0 41 0	30 0	0 0	679 0
Cooking Light September 2009	Consumer Magazines	16	4 0	27	0	18 0	11 C	6 0	4 0	7 0	2 0	0 0	2 0	1 0	3 0	245 0
Midwest Living January/February 2010	Consumer Magazines		0 0	0	0	0 0	245 0	212 0	156 0	33 0	1 0	1 (0 0	1 0	0 0	649 0
Midwest Living March/April 2009	Consumer Magazines		1 0	0	0	0 0	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 0
Other/Unknown	Consumer Magazines		0 5	0	0	0 0	0 0	0 0	2 0	5 0	4 C	3 (0 2 0	1 0	6 0	23 5
Southern Living Travel Florida February 2009	Consumer Magazines	1	1 0	12	0	8 0	2 0	13 0	6 0	0 0	0 0	0 0	0 0	0 0	0 0	52 0
Southern Living Travel Florida March 2010	Consumer Magazines		0 21	0	0	0 0	0 0	9 0	1,054 0	369 0	109 0	60 (0 42 0	16 0	23 0	1,682 21
Southern Living Travel June 2008	Consumer Magazines		0 0	1	0	0 0	0 0) 1 C	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 0
Women's World Magazine Story January 26 2009	Consumer Magazines		1 0	1	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 0
Sub Total for Consumer Magazines		20	9 29	50	0	26 0	267 0	242 0	1,224 0	481 0	511 0	1,005	0 272 0	125 0	65 0	4,477 29
Consumer Directories					_											
2009 Great Florida Getaways	Consumer Directories		0 0	0	0	0 0	0 0	0 0) 1 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0
2009 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	40	2 0	425	0	0 0	1 0	0 0	1 1 0	70 0	40 0	0 0	0 0	0 0	0 0	4 0
2009 Official Florida Vacation Guide - Quick Check	Consumer Directories	16		135	0	142 0	203 0	200 0	102 0	70 0	13 0	21 (9 0	0 0	0 0	1,064 0
2009 Official Florida Vacation Guide - Specific Target	Consumer Directories	5	7 0	33	0	54 0	77 0	26 0	17 0	4 0	7 0	3 () 4 0	0 0	0 0	282 0
2009 Official Florida Vacation Guide - Telephone Call	Consumer Directories	+ - !	0 0	0	0	3 0	1 0	1 1	1 1		0 0	0 0	0 0	0 0		6 0
2009 Visit Florida SIP - Beach Getaway	Consumer Directories	+	0 7	U	0	1 0	4 0				0 0	13 0	1 15 0	U 0	<u> </u>	3 0
2010 Florida Insider Guide - Quick Check	Consumer Directories	+	0 /	V .	U	0 0		, U	0 0		0 0	13 (15 0	3 0	3 0	42 7
2010 Florida Insider Guide - Specific Target	Consumer Directories	+ !	0 4	U	0	0 0	0 0		0 0		0 0	4 (0 10 0	2 0	1 4 0	18 4
2010 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	+ !	0	0	0	0 0		, 0	1 1 6	1 3 0	1 2	0 0	1 0	0 0	1 1	11 6
2010 Visit Florida Magazine	Consumer Directories		0 6	0	0	0 0	0 0	0 0	1 0	3 0	2 0	2 (2 0	400	1 0	
2010 Visit Florida Magazine - Quick Check	Consumer Directories	+ :	0 34	0	0	0 0	0 0	0 0	0 0		27 C	185 C	0 160 0	182 0 111 0	88 0	642 65 362 34
2010 Visit Florida Magazine - Specific Target Florida Getaways Floridians 2-2008 - Quick Check	Consumer Directories Consumer Directories	+	2 ^	1	0	0 0	0 0	, 0 0	0 0		10 0	31 (30 0	111	41 0	302 34
	Consumer Directories	22	2 116	160	0	200 0	204 0	220	125 0	77 0	64 0	325 (200 0	304 0	137 0	2,445 116
Sub Total for Consumer Directories Consumer F-Marketing		23	2 110	169	U	200 0	284 0	228 0	J 125 C	77 0	64 0	325 (300 0	304 0	137 0	2,445 116
Consumer E-Marketing DestinationBrochures.com	Consumer E-Marketing	+	1 6	3	0	5 0	10 0	6 0		2 0	11 0	7 (2 0	7 0	3 0	69 6
		+ '	4 0	5	0	10 0		76 0	16 0	2 0	111	1 1	2 0	7 0	3 0	68 6
Other/Unknown	Consumer E-Marketing	10	0 256	105	0		41 0	76 0	16 0	2 0	205	2 2	3 363 0	2 0	225 0	171 1
ParadiseCoast.com ParadiseCoast.do	Consumer E-Marketing	19	0 256	185	0	382 0	557 0	564 0	0 448 0	338 0	285 0	257 0	263 0	265 0	235 0	3,968 256
ParadiseCoast.de	Consumer E-Marketing	_	0 1	1	0	0 0	4 0			3 0	3 0		3 3	3 0	1 0	19 1
Visit USA - UK VisitFlorida.com	Consumer E-Marketing Consumer E-Marketing	-	0 1	1	0	1 0	1 0	1 1		2 0	0 0		2 0	1 0		19 1
Sub Total for Consumer E-Marketing	Consumer E-ivial kelling	19	9 264	194	0	399 0	614 0	649 0	475 0	347 0	301 0	266	0 273 0	278 0	246 0	4,240 264
		13	204	134	•	335 0	014 0	045 0	7 473 0	347 0	301	200 (273 0	270 0	240 0	4,240 204
Consumer Newspaper America's Best Vacations Festivals & Events October 2009	Consumer Newspaper	+	0 0		٥	0 0	500 0			0 0	0 0) 0 0	0 0		500 0
America's Best Vacations In-State Insert October 2009	Consumer Newspaper Consumer Newspaper	6	7 2	873	0	260 0	14 0			0 0	0 0	0 0	0 0	0 0		1,214 2
Other/Unknown	Consumer Newspaper Consumer Newspaper		0 3	0/0	0	0 0	0 0			3 0	10 0	2 0	1 0	0 0	1 1	17 3
Spring In-State Insert Collinson April 18 2010	Consumer Newspaper Consumer Newspaper		0 0	0	0	0 0	0 0			1 0	120 0	2,167	65 0	0 0		2,353 0
Summer In-State Insert Collinson June 6 2010	Consumer Newspaper		0 0	0	0	0 0	0 0			0 0	0 0	2,825	734 0	0 0	0 0	3,559 0
Visit Florida In-State Insert Spring 2009	Consumer Newspaper	_	0 0	2	0	0 0	0 0			0 0	0 0	0 0	0 0	0 0		2 0
Sub Total for Consumer Newspaper	Concumor Nonopapor	6	7 5	875	Ô	260 0	514 0	0 0	0 0	1 4 n	130 0	4,994	0 800 0	0 0	1 0	7,645 5
Leisure Markets		70			0	885 0		1,119 0	1,824 0	909 0				707 0	449 0	
		1	1	.,			.,	.,	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		.,,	-,,	.,,			10,001
Fall In-State Campaign																
Miami/Ft. Lauderdale & West Palm Beach																
Florida PBS (Miami/Ft. Ldale & WPB) Fall 2009	Miami/Ft. Lauderdale & West Palm Beach		0 0	0	0	0 0	0 0	0 0	0 0	2 0	1 0	0 0	0 0	0 0	0 0	3 0
Miami/Ft. Lauderdale Television Campaign Fall 2009	Miami/Ft. Lauderdale & West Palm Beach		0 0	0	0	0 0	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0
PalmBeachPost.com (Miami/Ft. Ldale & WPB) Fall 2009	Miami/Ft. Lauderdale & West Palm Beach		0 0	1	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0
Sub Total for Miami/Ft. Lauderdale & West Palm Beach			0 0	1	0	0 0	1 0	0 0	0 0	2 0	1 0	0 0	0 0	0 0	0 0	5 0
Fall In-State Campaign			0 0	1	0	0 0	1 0	0 0	0 0	2 0	1 0	0 0	0 0	0 0	0 0	5 0
		1	1				-									
Winter Northern Campaign		1											1			
Chicago	au.	+		<u> </u>			<u> </u>	 	 							00
Chicago Television Campaign Winter 2010	Chicago	+	0 0	0	0	0 0	5 0	17 0	1 1	0 0	0 0	0 0	0 0	0 0	0 0	23 0
Sub Total for Chicago		+	<u> </u>	0	0	υ 0	5 0	17 0	1 0	<u> </u>	0 0	0 0	0 0	U 0	0 0	23 0
New York New York Television Compaign Winter 2010	Now York	+			_	0 0	12	27								42
New York Television Campaign Winter 2010	New York	+	0 -	0	0	0 0	13 0	27 0	3 3	<u> U </u>	0 0	0 0	0 0	0 0	<u> </u>	42 0
Weather.com & Weather Travel (New York) Winter 2010	New York	+ !	0 0	0	0	0 0	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0
Sub Total for New York	+	1 '	<u> </u>	U	U	υ 0	14 0	27 0	<u> </u>	' ' O	" "	' U C	U 0	U 0	'	43 0
Philadelphia Philadelphia Tolovision Campaign Winter 2010	Philadelphia	+ -	0 ^			0 0		1 2 .		1 0 0					1 0 0	
Philadephia Television Campaign Winter 2010	Philadelphia		0 0	0	0	0 0	0	3 3	1 5 6		0 0	0	0 0	0 0		8 0
Sub Total for Philadelphia Winter Northern Campaign		+ !	0	, v	0	0 0	19 0) 3 U	ا او ار		0 0	0 0	0 0	0 0		74 0
Winter Northern Campaign	+	1 '	1 0	 	J	U U	19 0	, , , ,	, 3 (<u> </u>	"	 	, v 0	<u> </u>	 	 '~ "
Spring/Summer In-State Campaign		+	+	 			+ + +	+ + +	+ + +		 	 	+ + +	+ + +	 	
All Florida Markets		1	1						 				 			
Florida Cable Partnership (Florida) Spring/Summer 2010	All Florida Markets	1	0 0	n	n	0 0	0 0	0 0	0 0	3 0	1 1	5 0	2 0	1 0	0 0	12 0
Florida PBS (Florida) Spring/Summer 2010	All Florida Markets	1	0 0	<u> </u>	0	0 0	i j			5 0	3 0	0 0		2 0	2 0	12 0
Sub Total for All Florida Markets	7 W. T. TOTICA MICHOLO		o o	n	n	0 0	j j			8 0	4 0	5 6	2 0	3 0	2 0	24 0
Fort Myers/Naples	<u> </u>	1 '	Ť ,	"	J	- V		·	 	"	-	<u> </u>		"		
Fort Myers/Naples PBS Spring/Summer 2010	Fort Myers/Naples	1	0 0	0	0	0 0	0 0		1 0 0		0 0	0 0	1 1	0 0		1 0
Fort Myers/Naples Television Campaign Spring/Summer 2010	Fort Myers/Naples		ōl o	ň	0	0 0	l ŏl ŏ	م ان ان	م ان از	0 0	1 1	2 7	1 1 0	0 0	م ان ار	4 0
Weather.com (Fort Myers/Naples) Spring/Summer 2010	Fort Myers/Naples	1	0 0	n o	0	0 0	j j				0 0	0 0	1 1 0	1 1 0	il ől n	1 1 0
Sub Total for Fort Myers/Naples	yoromapioo	1	0 0	n	n	0 0	j j		أن أن		1 0	2 (0 3 0	1 1	ان ان	6 0
Miami/Ft. Lauderdale & West Palm Beach		 	Ť		- 0	- J	<u> </u>	<u> </u>	1 1	<u> </u>	' '	<u> </u>		' '	<u> </u>	<u>'</u> '
Miami/Ft. Lauderdale & West Fallin Beach Miami/Ft. Lauderdale Television Campaign Spring/Summer 2010	Miami/Ft. Lauderdale & West Palm Beach	1	0 0	n	n	0 0	0 0	0 0	0 0	5 n	4 0	6 (1 1	2 0	0 0	18 0
West Palm Beach Television Campaign Spring/Summer 2010	Miami/Ft. Lauderdale & West Palm Beach		0 0	ان	0	0 0	0 0			3 0	0 0	1 1	0 0	1 1 0	0 0	5 0
Sub Total for Miami/Ft. Lauderdale & West Palm Beach			0 0	ň	n	0 n	j j	0 0	م ان ان	8 0	4 0	7 7	1 1	3 0	م ان ان	23 0
	•	•			J	•	•								<u>, v</u>	

	T	Oc	tober	Nove	ember	December	January	February	March	April	May	June	July	Detailed S	September	Total
Publication		2009			2010		2010 2011						2010 2011	2800f 32011	2010 2011	2009/2010 2010/2011
Online Geo-Targeted In-State														20.01 01		
TripAdvisor.com (Online Geo-Targeted) Spring/Summer 2010	Online Geo-Targeted In-State	C	0	0	0	0	0 0	0 0 0	0	0 0 0	0 0	0 (0 0	0 0	1 0	1 0
Visit Florida Backyard Getaways Co-op CEO May 2010	Online Geo-Targeted In-State	C	0	0	0	0	0 0	0 0 0	0	0 0 0	374 (1,455	268 0	0 0	0 0	2,097 0
Sub Total for Online Geo-Targeted In-State		C	0	0	0	0	0 0	0 0 0	0	0 0 0	374 (1,455	0 268 0	0 0	1 0	2,098 0
Orlando		ļ .		.	_											
Orlando Television Campaign Spring/Summer 2010	Orlando		0	0	0	0	0 0	0 0 0	0	0 2 0) 1 (2 (2 0	2 0	0 0	9 0
Sub Total for Orlando			0) 0	0	0	0 0	0 0 0	0	0 2 0) 1 () 2 (0 2 0	2 0	0 0	9 0
Other/Unknown TV Campaign Other/Unknown	Other/Unknown TV Campaign		1 0	1 0	0	0	0 0	0 0		0 21 (14 0	18 (21 0	9 0		82 0
Sub Total for Other/Unknown TV Campaign	Other/Otherown 1 v Campaign		il ö	il ö	0	ő	0 0	0 0	0	0 21 0	14 0	18 (0 21 0	8 0		82 0
Tampa/St. Petersburg			1	1	·		<u> </u>				1				, ,	1 1
Tampa/St. Petersburg Television Campaign Spring/Summer 2010	Tampa/St. Petersburg	C	0	0	0	0	0 0	0 0 0	0	0 7 (6 (3 (0 0	0 0	1 0	17 0
TBO.com/Yahoo.com Spring/Summer 2010	Tampa/St. Petersburg	C	0	0	0	0	0 0	0 0 (0	0 0 0	0 0	0 (0 0	0 0	1 0	1 0
Sub Total for Tampa/St. Petersburg			0	0	0	0	0 0	0 0 0	0	0 7 (6 (3 (0 0	0 0	2 0	18 0
Spring/Summer In-State Campaign		0	0) 0	0	0	0 0	0 0 0	0	0 46 (404 (1,492	0 297 0	17 0	5 0	2,260 0
					ļ											
Niche Markets (Bridal/Honoymoon)				1												
Niche Markets (Bridal/Honeymoon) Bridal Guide Added Value RSL July/August 2010	Niche Markets (Bridal/Honeymoon)		96		0	0	0 0	0 0		0 0		0 (357 0	525 0	237 0	1,119 86
Bridal Guide Added Value RSL October/November 2010	Niche Markets (Bridal/Honeymoon)		304	1 0	0	0	0 0	0 0 0	0 0			0 0	0 0	0 0	83 0	83 304
Bridal Guide Added Value RSL September 2010	Niche Markets (Bridal/Honeymoon)		57		0	0	0 0	0 0 0	0	0 0 0		0 0	0 0	141 0	202 0	343 57
Bridal Guide January/February 2008	Niche Markets (Bridal/Honeymoon)	13	3 0	45	0	14	0 3	0 6 (1	0 2 (1 (0 (0 0	0 0	0 0	85 0
Bridal Guide January/February 2009	Niche Markets (Bridal/Honeymoon)	- 2	0	0	0	0	0 0	0 0 0	0	0 0 0	0 0	0 0	0 0	0 0	0 0	2 0
Bridal Guide January/February 2010	Niche Markets (Bridal/Honeymoon)	0	16	0	0	222	0 301	0 779 (649	0 311 (83 (58 (31 0	21 0	19 0	2,474 16
Bridal Guide May/June 2009	Niche Markets (Bridal/Honeymoon)	9	0	4	0	8	0 6	0 2 0	2	0 3 0	7 0	2 (0 0	0 0	0 0	0 43 0
Bridal Guide May/June 2010	Niche Markets (Bridal/Honeymoon)	- 0	5	403	0	20	0 0	0 0 0 0 135 0	0 0	0 305 0	237 (457 (0 84 0	24 0	15 0	1,122 5
Brides Florida March - September 2009 Destination Weddings & Honeymoons October - December 2009	Niche Markets (Bridal/Honeymoon) Niche Markets (Bridal/Honeymoon)	58	1 ^	1 403	0	11	0 25	0 133 (04	0 4 0	3 0		0 0	0 0		703 0
Destination Weddings & Honeymoons October - December 2009 Sub Total for Niche Markets (Bridal/Honeymoon)	I VIOLE (VIAINELS (DITUAL/HOTEVITIONII)	90	468	3 474	<u> </u>	275	0 335	0 922 0	706	0 625 0	331	518	0 472 0	711 0	556 0	6,015 468
Niche Markets (ECO)		30	700	7/4	<u> </u>							3.5				3,5.5
Audubon (Eco-Tourism Guide) May/June 2009	Niche Markets (ECO)	1	0	0	0	0	0 0	0 0 0	0	0 0 0	0 0	0 0	0 0	0 0	0 0	1 0
Audubon (Great Florida Birding Trail) November/December 2008	Niche Markets (ECO)	1	0	0	0	0	0 0	0 0 0	0	0 0 0	0 0	0 0	0 0	0 0	0 0	1 0
Audubon (Great Florida Birding Trail) November/December 2009	Niche Markets (ECO)	1	0	210	0	110	0 36	0 36 0	22	0 11 (9 (0 (0 0	0 0	0 0	435 0
Audubon (Natural Wonders of Florida) March/April 2010	Niche Markets (ECO)	C	58	0	0	0	0 0	0 0 0	195	0 61 0	223 (76 (0 147 0	77 (186 0	965 58
National Geographic Traveler January/February 2010	Niche Markets (ECO)		0	0	0	446	0 342	0 239 (188	0 2 0) 1 (0 0	0 0	1 0	0 0	1,219 0
Undiscovered Florida VF Insert (NGT) May - September 2010	Niche Markets (ECO)		0	0 240	0	0	0 0	0 0 0	0 0	0 15 0	1,031	333 (0 146 0	31 0	0 0	1,556 0
Sub Total for Niche Markets (ECO)		- 3	58	210	U	556	0 378	0 275 0	405	0 89 (1,264 0	409	293 0	109 0	186 0	0 4,177 58
Niche Markets (Culture/Heritage) Visit Florida Reflections April 19 2010	Niche Markets (Culture/Heritage)) 0) 0	0	0	0 0	0 0		0 0		4,934	0 0	0 0		0 4,934 0
Sub Total for Niche Markets (Culture/Heritage)	Two is warkers (Outland) i chage)	0	0 0	0	0	Ö	0 0	0 0 0	0 0	o o o	0 0	4,934	0 0	0 0	0 0	0 4,934 0
Niche Markets (Golf)																
Play Florida Golf 2009	Niche Markets (Golf)	C	0	245	0	0	0 0	0 150 0	0	0 0 0	0 0	0 (0 0	0 0	0 0	395 0
Play Florida Golf 2010	Niche Markets (Golf)	C	631		0	0	0 0	0 0 0	0	0 4,241 (350 (947 (375 0	296 0	0 0	6,209 631
Sub Total for Niche Markets (Golf)			631	245	0	0	0 0	0 150 0	0	0 4,241 (350 0	947 (0 375 0	296 0	0 0	0 6,604 631
Niche Markets (Senior)	Niebe Martinta (Conina)	200				200	0 40	0 0		0 4			2 0 0	0 0		
AAA Going Places South May/June 2009	Niche Markets (Senior)	285	0	9	0	328	0 10	0 0 0		0 32 (126	64 (24 0	0 0		0 633 0 0 246 2
AAA Going Places South May/June 2010 AARP - Southeast Region March/April 2010	Niche Markets (Senior) Niche Markets (Senior)		1 6	1 0	0	0	0 0	0 0 0	3,114	0 1,089 0	274	89 (0 0	0 0		0 4,567 0
Sub Total for Niche Markets (Senior)	Twiche warkets (Oction)	285	5 2	9	Ö	328	0 10	0 1 0		0 1,122 (0 24 0	0 0	0 0	5,446 2
Travel Agent Directories							-		3,	,,						1 3,1.0
FL Official Travel Industry Guide January - September 2010	Travel Agent Directories	C	0	0	0	0	0 0	0 0 (1	0 1 (0 0	0 (0 0	0 0	0 0	2 0
Sub Total for Travel Agent Directories			0	0	0	0	0 0	0 0 0	1	0 1 (0 0	0 (0 0	0 0	0 0	2 0
Niche Markets		378	1,159	938	0	1,159	0 723	0 1,348 (4,226	0 6,078 (2,345	6,961	0 1,164 0	1,116	742 0	27,178 1,159
Group Markets Group Rusiness (Association)		1	+	1			+ + -	+ + + -	+ + -	+ + -	+ + -	1	+ + +		+ + -	+
Group Business (Association) ASAE E-Newsletters (Meetings & Expositions) May 2010	Group Business (Association)	-) ^)	0	0	0 0	0 0		0 0		1 /	0 0	0 0		1 1
Sub Total for Group Business (Association)	Croup Dualificas (Maadoliddill)	1) n	<u> </u>	n	ő	0 0	o o	o o	o o		1 0	0 0	o o		<u>i i ö</u>
Group Markets			0		0	ő	0 0	0 0 0	o o	o ő ő	o o o	1 0	0 0	0 0	o o o	1 0
International Markets			1		1			+ + + + + + + + + + + + + + + + + + + +								
United Kingdom	Haita di Kia adam	 -			 -									44		. 44
UK Go America Ocampaign Fall 2009	United Kingdom	1 2	1 0	1 0	0	0	0 0 0	0 0 0	0	0 0	0 0	0 0	0 0	11 0	0 0	2 660
UK Go America eCampaign Fall 2009	United Kingdom	1	1 ^	1 0	0	16	0 2,009	0 0 0				0 0	0 0	0 0	0 0	2,669 0
UK Go America Fall 2009 UK Go America ReasonsToGo.com Fall 2009	United Kingdom United Kingdom	1) 0) 0	0	10	0 0	0 1 0					0 0	0 0		26 0
UK Go America Spring 2010	United Kingdom	- 0	0 0) 0	0	ő	0 0	0 0 0		ŏl ŏl ö		0 0	3,019 0	0 0		3,019 0
UK Go America Travel Agent eCampaign Fall 2009	United Kingdom		0 0	0	0	o	0 105	0 0 0	0	0 0 0	0 0	o o	0 0	o c	0 0	0 105 0
UK Go America Travel Agent eCampaign Spring 2010	United Kingdom	C	0	0	0	0	0 0	0 0 0	0	0 0 0	0 0	0 0	0 0	141 0	0 0	141 0
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Fall 2009	United Kingdom	C	0	0	0	0	0 0	0 4,964 (0	0 0 0	0 0	0 0	0 0	0 0	0 0	0 4,964 0
UK Go America WinaTriptoAmerica.com Opt-In Sweeps Spg 2010		1 0	0	0	0	0	0 0	0 0 0	0	0 0 0	0 0	0 0	0 0	3,425	0 0	3,425 0
UK Go America WinaTriptoAmerica.com Sweepstakes Fall 2009	United Kingdom	1 2	0	1 0	0	21	0 0	0 5 0	0	0 0 0	0 0	0 0	0 0	0 0		26 0
Sub Total for United Kingdom North America (Canada)		1	, 0	1 0	- 0	37	0 2,774	0 4,996 0	0	9 9	, 0	0 0	3,019 0	3,577	0 0	0 14,403 0
Canadian Television (Weather Channel)	North America (Canada)	1)) 0	0	0	0 2	0 0	0	0 0 0	0 0	0 0	0 0	0 0		<u>2</u> n
Sub Total for North America (Canada)		1 0	Ö) ŏ	0	ŏ	0 2	o ő d	o o	o ŏ č	o o o	o o	0 0	o o	o o	2 0
Germany																
Florida Sun Magazine	Germany	13	0	13	0	0	0 11	0 19 (15	0 0 0	0 0	0 0	0 0	0 0	0 0	71 0
Florida Sun Magazine April - June 2010	Germany	L	0	0	0	0	0 0	0 0 0	0	0 18 0	0 0	13 (0 0	0 0	0 0	31 0
Sub Total for Germany		13	s 0	13	0	0	0 11	0 19 0	15	0 18 (0 0	13 (0 0	0 0	0 0	0 102 0
International Markets - Additional Market Pentration USA Travel Guide January - September 2010	International Markets - Additional Market Pentration	-) ^	1 0	0	0	0 0	0 0) 2 () 0 (0 0	0 0		1 2 0
Sub Total for International Markets - Additional Market Pentratio		1 0	0	j o	0	0	0 0	0 0	0 0	0 0 0	2 0	0 0	0 0	0 0	0 0	2 0
International Markets		13	0	13	0	37	0 2,787	0 5,015 0	15	0 18 0	2 0	13 (3,019 0	3,577	0 0	14,509 0

November 22, 2010 Detailed Staff Report IX

																					Delalled Stall Recoll					
			tober	November		Dec	ember		anuary		ruary	Ma	arch		April		lay		ine	July	1 29 00 3		gust September			Total
Publication		2009	2010	2009	2010	2009	2010	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010 201	1 26900)† 3 2 ¶1	1 20	10 20	011 2	2009/2010 2010/2011
Miscellaneous																										
Friend/Relative	Friend/Relative	8	3 2	2	4	0 3	3	0	7 () 7	7 () 2		0	9 0	7	0	4	0	6	0	5	0	7	0	69 2
CVB Office	Naples, Marco Island, Everglades CVB		1 17	7	2	0 4	4	0	4 () 3	3 (3		0	1 0		0	0	0	1	0	1	0	1	0	21 17
Other/Unknown	Other/Unknown	7	7 11		18	0 7	7	0 2	23 (27	7 (10		0	20 0	10	0	9	0	18	0 1	0	0	5	0	164 11
Travel Agent	Travel Agent	2	2 0)	4	0 0)	0	7 () 7	7 () 4	. (0	4 0	3	0	3	0	1	0	0	0	3	0	38 0
Miscellaneous		18	3 30) :	28	0 14	1	0 4	41 () 44	1 (19	(0	34 0	20	0	16	0	26	0 1	6	0	16	0	292 30
Total Visitors Guide Requests:		1,116	1,603	3 2,20	68	0 2,095	5	0 5,25	50 (7,573	3 (6,093	(0 7,0	087 0	3,778	0	15,073	0	6,151	0 5,43	3	0	1,212	0	63,126 1,603
Arts Culture & Heritage Guide																										
Leisure Markets																										
Consumer Magazines																										
Other/Unknown	Consumer Magazines	(0)	0	0 0)	0	0 () () (0		0	0 0		0	0	0	0	0	1	0	0	0	1 0
Sub Total for Consumer Magazines) 0)	0	0 0) (0	0 () (0		0	0 0		0	0	0	0	0	1	0	0	0	1 0
Leisure Markets		(0)	0	0 0)	0	0 () () (0	(0	0 0	C	0	0	0	0	0	1	0	0	0	1 0
Miscellaneous																										
CVB Office	Naples, Marco Island, Everglades CVB	(0)	0	0 0)	0	0 () () (0		0	0 0) (0	0	0	1	0	0	0	0	0	1 0
Miscellaneous			0)	0	0 0)	0	0 () () (0	(0	0 0	0	0	0	0	1	0	0	0	0	0	1 0
Total Arts Culture & Heritage Guide Requests:			0)	0	0 0)	0	0 () () (0		0	0 0		0	0	0	1	0	1	0	0	0	2 0

November 22, 2010 Detailed Staff Report IX

	0	ctober	Nove	ember	Dece	mber	Jan	uary	Februa	ary	Ma	rch	A	pril	N.	ay Ju	ine	Ju	ly	August	Sep	otember	To	tal
Publication	2009	2010					2010	2011	2010	2011	2010	2011	2010		2010	ay Ju 2011 2010	2011	2010	2011	August 3000 32011	2010	2011	2009/2010	
Special Fulfillment																								
Consumer Shows																								
NY Times Travel Show March 2010	Post Show Follow Up	0	0 0	0	0	0	0	0	0	0	0	0	620	0	0	0 0	0	0	0	0	0	0 (620	0
Consumer Shows		0	0 0	0	0	0	0	0	0	0	0	0	620		0	0 0	0	0	0	0	0	0 (620	0
		1	-		_						-				-		1						, , , ,	
Mailings to Partners		0	0 0	0	0	0	1	0	0	0	0	0) 0	0	0	0 0	0	0	0	1	0	0 () 2	0
		1	1	1	_							-			_		1		-					-
Meeting Planners																								
Market Group Fulfillment	Market Group Fulfillment 8	9	3 0	0	0	0	3	0	0	0	2	0) 2	0	3	0 0	0	2	0	0	0	0 (101	3
Boston Sales Calls 2010	Meeting Planners	0 1	16 0	0	0	0	0	0	0	0	0	0	1 0	0	0	0 0	0	0	0	0	0	0 0) 0	16
FAM 2010	Meeting Planners	0 '	0 0	0	0	0	0	0	0	0	0	0) 39	0	0	0 0	0	0	0	0	0	0 0	38	10
HSMAI 2010	Meeting Planners	0	0 0	0	0	0	0	0	0	0	0	0) 30	0	0	0 0	0	0	0	06	0	0 0	96	0
		0	0 0	0	0	0	0	0	0	0	0	0	0	0	- 0	0 0	0	0	0	90	0 40	0 0		0
HSMAI Meeting Planners 2010 Meeting Planner Kit Fulfillment	Meeting Planners Meeting Planners 5	5 1	10 0	0	0	0	0	0	- 0	0	19	0	<u> </u>	0	- 0	0 0	0	11	0	0	0 12	9 (129	40
Meeting Planner Nor-Kit Fulfillment	Meeting Planners 5	5 1	1 3	0	1	0	3	0	7	0	19	0	3	0	/	0 8	0	11	0	9	0	4 (130	10
		0	1 0	0	1	0		0	0	0	0	U	0	0	1	0 0	0	0	0	2	0	0 (000	1
MPI SEC 2010	Meeting Planners	0	0 0	0	0	0	0	0	0	0	0	U	0 005	0	0	0 0	0	0	0	0	0 3	9 (39	0
Other/Unknown	Meeting Planners	0	0 0	0	0	0	0	0	- 0	0	0	0	235	0	1	0 0	0	0	0	0	0	0 0	236	0
Visit Florida Meeting Planners 2009	Meeting Planners	U .	0 0	0	0	0	0	0	U	U	0	- 0	. 0	0	0	0 0	U	0	0	126	U	0 (126	0
MPI SEC 2010	Post Show Follow Up	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0 28	4 (284	0
2010 Destination Showcase	Post Show Followup	0	0 0	0	0	0	0	0	0	0	0	0	28	0	0	0 0	0	0	0	0	0	0 (28	0
2010 Helmsbriscoe	Post Show Followup	0	0 0	0	0	0	0	0	112	0	0	0	0	0	0	0 0	0	0	0	0	0	0 (112	0
Boston Appreciation Luncheon 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	40	0	0	0	0	0 0	0	0	0	0	0	0 (40	0
Destination Showcase Chicago 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	447	0	0	0	0 (447	0
FSAE Executives 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	152	0	0 (152	0
Philly 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	47	0	0	0	0	0 0	0	0	0	0	0	0 (47	0
Planning Connection 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	152	0	0	0	0	0 0	0	0	0	0	0	0 (152	0
Pow Wow 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 10	0	0	0	0	0	0 (10	0
Successful Meetings	Post Show Followup 5	2	0 185	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0 (237	0
Successful Meetings University (Attendees) 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	26	0	0 0	26	0
Successful Meetings University (Non-Attendees) 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	23	0	0 0	23	0
TSAE Planners 2010	Post Show Followup	0	0 0	0	0	0	0	0	0	0	0	0	53	0	0	0 0	0	0	0	0	0	0 (53	0
Destination Showcase Chicago June 2010	Pre-Show Post Card	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 295	0	0	0	0	0	0 (295	0
Meeting Planners	19	6 3	30 188	Ö	2	ő	8	ő	119	ő	260	Ö	359	ő	12		ő	460	0	434	0 45	6 (2,807	30
moung Famore		•		-	_							·		Ť		0.0					-	`	2,00.	
Promotions			+																			+		
Summer VIP 2009	Promotions	n	0 2	0	0	0	0	0	0	0	0	0) 0	0	0	0 0	0	٥	0	0	0	0 () 2	0
Summer VIP 2010	Promotions	0	1 0	0	0	0	0	0	0	0	0	0	90	0	4	0 0	0	2	0	5	0 1	1 (113	1
Promotions	Tiomotions	<u> </u>	1 2	0	0	0	0	0	0	ŏ	0	0	00	0	4	0 1	n	2	0	5	0 1	1 6	115	1
Fidiliotions		•	1 2			·		-			- 0		, 30	-	- 7	,	-				-	' '	, 113	-
CMEDE Croup Londoro		_	+																					
SMERF Group Leaders	OMEDE O I I.																							
SMERF Group Leaders	SMERF Group Leaders	0	0 1	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0 0	1	0
SMERF Group Leaders		0	0 1	0	0	0	0	0	0	- 0	U	U) 0	0		0 0	0	U	U	U	0	0 0) 1	0
		+	+					\vdash					+		-						+	+	_	
Tour Operators		_	_																		-	_		
Huddle 2010	Tour Operators	U	0 0	0	0	0	0	0	21	0	0	0	0	0	0	0 0	0	0	0	0	0	0 (21	0
Other/Unknown	Tour Operators	1	1 0	0	1	0	0	0	1	0	0	0) 1	0	0	0 2	0	1	0	0	0	0 (7	1
Tour Operators		1	1 0	0	1	0	0	0	22	0	0	0) 1	0	0	0 2	0	1	0	0	0	0 (28	1
		+											-											
Travel Agents													1											
Boston Sales Calls 2010	Travel Agents	0 1	16 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0 (0	16
JetBlue Airways 2010	Travel Agents	0	0 0	0	0	0	0	0	0	0	0	0	1	0	0	0 0	0	0	0	0	0	0 (1	0
Luxury Travel Agents	Travel Agents	0	0 0	0	125	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0	0 (125	0
MLT 2009	Travel Agents	0	0 0	0	0	0	0	0	55	0	0	0	0	0	0	0 0	0	0	0	0	0	0 0	55	0
MLT 2010	Travel Agents	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	0	0 12	5 (125	0
Other/Unknown	Travel Agents	3	6 0	0	0	0	6	0	0	0	0	0	1	0	2	0 0	0	0	0	1	0	2 (15	6
Virtuoso Membership 2010	Travel Agents	0	0 0	0	0	0	0	0	0	0	0	0	0	0	0	0 0	0	0	0	531	0	0 0	531	0
Virtuoso Top Travel Agents 2010	Travel Agents	0	0 0	0	0	0	0	0	ő	0	0	0	0 0	n	0	0 0	ő	0	0	0	0 9	12 (92	0
Travel Agents		3 2	22 0	o o	125	Ö	6	Ö	55	ő	ō	0) 2	o	2	0 0	ő	ō	0	532	0 21		944	22
		1		<u> </u>	.20						Ť		<u> </u>	<u> </u>	i			Ť		772	<u> </u>	1	1	
Total Special Fulfillment Requests:	20	0 5	54 191	n	128	n	15	0	196	0	260	_	1,072	n	18	0 316	0	463	n	972	0 68	6 (4,517	54
Total operation full influence requests.	20	Ť	191	.	120	•	13	"	130	-	200		1,572	i	"	310	"	700	U	372	1 00	<u> </u>	7,017	34
Grand Total:	1,31	6 1,65	57 2,459	0	2,223	0	5,265	0	7,769	0	6.353	-	8.159	0	3,796	0 15,389	0	6.615	0	6,406	0 1.89	18 (67,645	1.657
Orana rotai.	1,31	0, 1,00	2,439	., 0	2,223	U	3,203	J	1,103	J	0,333		, 0,139		3,790	0 15,369		0,010		0,400	01 1,08		, 01,043	1,007

November 22, 2010 Detailed Staff Report IX

	Oc	tober	November	December	January	February	March	April	May	June	July	August	September	Total
Publication	2009		2009 2010	2009 2010		2010 2011	2010 2011	2010 2011	2010 2011	2010 2011	2010 2011	30100 32011	2010 2011	Total 2009/2010 2010/2011
								1				G-F-OI G-T-		
Paradise Coast Website Leads														
aaa.paradisecoast.com	71	16	45 0	30 0	77 0	24 0	25 (22 0	36 (16 (24 0	16 0	34 (420 16
	- 11	63	0 0	0 0	0 0	1 0	0 0	22 0	1 1	13 (96 0	99 0	26 0	240 63
af.paradisecoast.com au.paradisecoast.com	- 4	6	1 0	3 0) 13	0 46 0	4 0	20	67 6
	- 1	0	1 0	2 0	0 0					9 0	9 40 0	9 0	2 4	1 07 0
cl.paradisecoast.com		0	0 0	0 0	0 0			0 0		0 0	0 0	4 0		1 2 0
data.paradisecoast.com	U		0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	, ,	29 () 49 (075
echo.paradisecoast.com	<u> </u>	51		1 0	3 0	1 (0 0	1 0	3 (9 (173 0	29 0	49 (275 51
floridaslastparadise.com		73	0 0	0 0	0 0	12 0) 0 0	0 0	0 0) 0 0	0 0	0 0	0 0	12 73
fly.paradisecoast.com		0	0 0	0 0	0 0	0 0	0 0	0 1 0	0 0	0 0	0 0	0 0	0 0	/ 1 0
fv.paradisecoast.com	11	124	9 0	6 0	69 0	3 0) 1 (0 11 0) 5 0) 2 (94 0	27 (161 (399 124
german.paradisecoast.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	/ 0 0
qq.paradisecoast.com	4	4	0 0	3 0	2 0	1 0	1 (0 12 0	3 (1 (6 0	1 0	1 (35 4
go.paradisecoast.com	0	0	0 0	0 0	0 0	0 0	0 (0 0	0 0	0 (0 0	0 0	0 0	0 0
golf.paradisecoast.com	515	117	348 0	272 0	135 0	163 0	48 (74 0	93 (64 (150 0	72 0	109 (2043 117
qolf.paradiseCoast.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 (0 0	0 0	0 0	1 0
gtl.paradisecoast.com	0	0	0 0	0 0	0 0) 1 C	0 (3 0	2 0) 2 (29 0	3 C	0 0	0 40 0
ip.paradisecoast.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
is.paradisecoast.com	6	25	0 0	0 0	0 0	0 0	0 0	0 0) 4 () 42 0	14 0	53 (119 25
m.paradisecoast.com	0	21	0 0	0 0	7 0	22 0	10 0	0 3 0		30 (36 0	33 0	17 (160 21
mail.paradisecoast.com	0	1 7	0 0	0 0	0 0		0 0			1 1	0 0	0 0	1 0 0	1 0
	496	243	441 0	512 0	379	81 0	226	206 0	204	164	312 0	87 0	224	3332 243
mh.paradisecoast.com	496	243	441 0	0 0	219	01 0	220	200 0	204	104 (312 0	0/	224	0 243
ml.paradisecoast.com	0	1 1	0 0	0 0	0 0	0 0	0 0	0 0		0 0	U 0	U C	0 0	1 0 1
mpp.paradisecoast.com	0	0	0 0	0 0	0 0	0 0	1 0 (0 0	0 0	0 0	0 0	0 0	1 1	1 0
myparadisesavings.com	0	0	0 0	0 0	0 0) 2 0	0 0	0 0	0 0	0 (0 0	0 0	0 (2 0
newsletter.pardisecoast.com	0	0	0 0	0 0	0 0	0 0	0 (0 0	0 0	0 (0 0	0 0	0 (, 0 0
os.paradisecoast.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 (0 0	0 0	0 (, 0 0
paradisebusinesspromotions.blogspot.com	0	1	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 1
paradisecarclubhome.info	0	1	0 0	0 0	0 0	0 0	0 0	0 0 0	0 0	0 (0 0	0 0	0 0	0 1
paradisecoast.co.uk	189	285	354 0	159 0	410 0	108	85 (176 0	560	177 (235 0	302 0	308	3063 285
ParadiseCoast.com	0	0	0 0	0 0	0 0	1 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0
paradisecoast.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
paradisecoast.com.	0	0	0 0	51 0	1 0	0 0		0 0	1 0) 2 (3 0	1 0		59 0
paradisecoast.de	198	142	101 0	84 0	111 0	201 0	175 (0 88 0	116	79 (113 0	136	108	1510 142
	100	172	22 0	3 0	104	74 0	104	0 157 0	61 (103	155 0	114	19 (916 26
paradisecoast.milesmediagroup.com	22	20	22 0	0 0	104	74 0	1 104 (197	0 0) 103 (0 0	114	19 (34 0
paradisecoastblueway.com	32	0	0 0	0 0	1 0	13 0	15 (13 0		9 0	0 0	0 0	9 0	50 50 0
paradisecoastgerman.milesmediagroup.com	U	0	0 0	0 0	0 0	13 0) 15 (J 13 U	0 8	7 1 0	0 0	0 0	0 0	50 0
paradisecoastrental.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
paradisecoastuk.milesmediagroup.com	0	0	0 0	0 0	0 0	0 0	0 0	0 4 0	0 0	0 (0 0	5 0	0 0	9 0
paradisecove.com	0	0	0 0	0 0	0 0	1 0	0 0	0 0	0 0	0 (0 0	0 0	0 0	/ 1 0
shootinparadise.com	0	0	0 0	0 0	0 0	6 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	ا 6 0
sl.paradisecoast.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
sun.paradisecoast.com	6	31	49 0	2 0	1 0	0 0	1 (0 1 0	0 0	3 (66 0	81 C) 22 (232 31
ta.paradisecoast.com	504	93	438 0	500 0	350 0	55 0	190 (121 0	169 (146 (86 0	54 0	87 (2700 93
uf.paradisecoast.com	4	. 0	2 0	1 0	1 0	1 0	0 0	0 0	0 0	0 0	1 0	0 0	2 (12 0
wed.paradisecoast.com	461	115	395 0	450 0	299 0	76 0	156	219 0	162 0	185 (128 0	40 0	79 (2650 115
www.athletesinparadise.com		5	0 0	0 0	0 0	12 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	12 5
www.floridaslastparadise.com	0	116	0 0	0 0	0 0	6 0	0 0			0 0	0 0	0 0	0 0	6 116
www.marcoislandparadiseproperties.com	0	1	0 0	0 0	i i					0 0	0 0	0 0	م ان از	0 1
	- 0	1 0	0 0	0 0	0 0	7 7						0 0		7 7
www.myparadisesavings.com	- 0	1 4		0 0	0	1 1						0 0		1 1
www.paradiseadvnews.com		1 - 1	0 0	0 0	0		ا اد			0 0	0 0	0 0		1 1
WWW.PARADISECOAST.COM		1 0	0 0	0 0	0 0	0 0	1 1	0 0	0 0	0 0	0 0	0 0	0 0	+ 1 0
www.paradisecoast.com	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 (0 0	0 0	0 0	0 0
www.Paradisecoast.com	0	1 0	0 0	0 0	0 0	<u> </u>	1 0 (ol 0	0 0	0 (0 0	0 0	1 0 0	0 0
www.ParadiseCoast.com	1	5	2 0	2 0	3 0) 7 C) 4 (2 0) 2 0	3 (1 0	4 0) 2 (33 5
www.PARADISECOAST.COM	0	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	/ 0 0
www.paradisecoast.com.de	16	0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	27 (31 0	0 0	0 0	74 0
www.paradisecoast.de	0	27	36 0	37 0	66 0	237 0	96 (56 0	84 (0 (0 0	41 0	74 (727 27
www.paradisecoastblueway.com	1	2	3 0	1 0	1 0	2 0	0 0	1 0	0 0	1 (0 0	3 0	3 (16 2
www.paradisecoastgroup.com	0	1	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 1
www.paradisemarcoisland.com	0	0	0 0	0 0	0 0	1 0		ol ól a		0 0	0 0	0 0	ol ól d	1 0
www.shootinparadise.com	0	78	0 0	0 0	0 0	28 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	28 78
Paradise Coast Website Leads	2,528	1,674	2,246 0	2,116 0	2,020 0	1,147	1,139	0 1,171 0	1,139	1,043	1,827 0	1,167	1,383	19,299 1,674
· stration over the strategy	2,520	1,574	2,270	2,110	2,020	1,177	1,100	','''	1,100	1,040	1,021	1,107	1,000	1,074
		1					 			 	 			+
Total Views	E24205	405570	E47722 0	E0104E 0	EE2766 0	400616	102507	E04026 0	627277	E20006 4	627100	406040	256150	105570 6140000
Total Views	531265		517722 0					0 504826 0			637180 0			495578 6148290
Unique Monthly Visitors	111735	95282	108426 0	108127 0	128871 0	129458 0	122447	0 131167 0	141832	136712	118713 0	105880 0) 77701 (95282 1421069