

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

November 22, 2010
Detailed Staff Report IX
1 of 31

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 Rooms
Status: CURRENT 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	0
Aircraft Rescue & Fire Fighting Working Group	2012 training seminars	RFP Rcvd	0	Tradeshaw Attended	3/6/2012 3/8/2012		\$50,000.00	0	70	210	0
Aircraft Rescue & Fire Fighting Working Group	2011 annual conference	RFP Rcvd	0	Tradeshaw Attended	9/10/2011 9/15/2011		\$82,000.00	0	175	729	0
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0	Tradeshaw Attended	9/7/2013 9/13/2013		\$82,000.00	0	175	729	0
American Academy of Otolaryngic Allergy & Foundation	2010 Basic Course in Otolaryngic Allergy	RFP Rcvd	0	Tradeshaw Attended	7/7/2010 7/10/2010		\$0.00	0	175	540	0
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 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	0
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	0
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 Surgeons	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	0
AMR Management Services	2013 Fall Summit	RFP Rcvd	0	2010 received by mtg/networking Items	11/13/2013 11/17/2013		\$53,926.00	0	160	457	0
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	0
Association Services USA	2014 Convention	RFP Rcvd	0		5/14/2014 5/18/2014		\$60,000.00	0	0	370	0
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	0
Church of Christ Written in Heaven	2013 National Youth Convention	RFP Rcvd	Association-Religious	RFP's received - Florida	7/16/2013 7/21/2013		\$0.00	0	139	490	0
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	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	2 of 21	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
ConferenceDirect / K. Renzi	2012 Fl. Aviation Trades Assoc	RFP Rcvd	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, Incentives & Events	2011 ERT bi annual sales meeting	RFP Rcvd	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 Program	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 Company of America	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 Torok Assoc	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
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	Tradeshaw 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	2/6/2012 2/10/2012		\$179,000.00	0	400	1,245	0
Meeting Expectations, Incorporated	Silk Road 2011	RFP Rcvd	0		5/13/2011 5/18/2011		\$125,000.00	0	0	680	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	3 Oct 2011	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT 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	0
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	0
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	0
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	0
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	0
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	0
MRI Software, LLC	2011 user conference	RFP Rcvd	0	Tradeshaw Attended	10/14/2011 10/20/2011		\$257,376.00	0	700	2,298	0
MRI Software, LLC	2012 user conference	RFP Rcvd	0	Tradeshaw Attended	10/12/2012 10/18/2012		\$257,376.00	0	707	2,298	0
National Association of College and University Business Officers	NACUBO FALL Board 2011	RFP Rcvd	Association-Educational	Website	11/16/2011 11/19/2011		\$20,000.00	0	0	75	0
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	0
National Exchange Carrier Association	NECA2013 BOD	RFP Rcvd	Association-Government, Public Administration	2010 received by mtg/networking Items	1/14/2013 1/16/2013		\$0.00	0	20	50	0
National League of Postmasters	2011 Annual Convention	RFP Rcvd	0	Tradeshaw Attended	7/17/2011 7/21/2011		\$0.00	0	375	1,875	0
National Lime Association	2011 NLA Winter Board Mtg	RFP Rcvd	0	Tradeshaw Attended	1/25/2011 2/1/2011		\$0.00	0	18	0	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	0
Ounce of Prevention Fund of Florida	2011 Program Manager's Meeting	RFP Rcvd	0	RFP's received in 2010	1/18/2011 1/21/2011		\$7,040.00	0	20	50	0
Papa Johns International	Papa Johns group incentive March 2011	RFP Rcvd	0		3/2/2011 3/6/2011		\$0.00	0	0	900	0
PJA Groups	2011 Eastforest Incentive	RFP Rcvd	0	Received Email from Planner	2/25/2011 3/2/2011		\$45,000.00	0	30	180	0
REALTOR Association of Greater Miami & the Beaches	2011 leadership retreat	RFP Rcvd	0	Tradeshaw Attended	10/12/2011 10/13/2011		\$7,840.00	0	60	70	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	4 Oct 4 Oct	Peak Rooms	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		\$63,000.00	0	0	376	0
Site Search, Inc.	2013 Annual FACC	RFP Rcvd	0		7/16/2013 7/19/2013		\$63,000.00	0	0	376	0
Site Search, Incorporated	Sept 2010, CEO council	RFP Rcvd	0	RFP's received in 2010	9/24/2010 9/25/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Oct 2010, Central FL meet & greet	RFP Rcvd	0	RFP's received - Florida	10/14/2010 10/14/2010		\$0.00	0	2	2	0
Site Search, Incorporated	Oct 2010, COO council	RFP Rcvd	0	RFP's received in 2010	10/22/2010 10/23/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, mtg planner forum	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, CEO council	RFP Rcvd	0	RFP's received in 2010	11/5/2010 11/6/2010		\$0.00	0	20	40	0
Site Search, Incorporated	Nov 10, FSAE foundation & winter conf	RFP Rcvd	0	RFP's received in 2010	11/14/2010 11/15/2010		\$0.00	0	55	101	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
Society of Independent Show Organizers	Spouse program SISO	CVB Sponsored	0		4/11/2011 4/11/2011		\$1,000.00	0	0	0	0
Southeastern Section of the American Urological Association, Incorporated	2013 SES 77th annual meeting	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	Tradeshaw 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		\$12,000.00	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		\$20,000.00	0	0	180	0
Trusty & Associates	2011 SMOGS annual meeting	RFP Rcvd	0	Repeat Planner Contact	3/3/2011 3/5/2011		\$0.00	0	10	24	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	5 of 10	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Uniform Data System for Medical Rehabilitation	2011 Physicians meeting	RFP Rcvd	0	2010 received by mtg/networking Items	2/9/2011 2/10/2011		\$17,500.00	0	35	70	0
University Of Florida - IFAS Office of Conferences & Inst	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 Office of Conferences & Inst	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		\$50,000.00	0	200	790	0
					Event Count:	77	\$3,197,548.00	1,663	8,274	33,968	318

Status: ITINERARIES

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: LEADS 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/networking 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 Torok Assoc	2011 Laboratory Products Assoc	RFP Rcvd	0	2010 received by mtg/networking 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

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	6 of 6	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: LEADS SENT

National Exchange Carrier Association	NECA2013 BOD	RFP Rcvd	Association-Government, Public Administration	2010 received by mtg/networking 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/networking Items	2/9/2011 2/10/2011		\$17,500.00	0	35	70	0
University Of Florida - IFAS Office of Conferences & Inst	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:					13		\$443,992.00	0	1,060	2,963	0

Status: TURNED 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: TURNED 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: TURNED 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
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Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	7 of 7 of 7	Peak Rooms	Requested Rooms	Contracted Rooms	
Status: TURNED TENTATIVE												
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	
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 Torok Assoc	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	
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 Office of Conferences & Inst	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

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

November 22, 2010
 Detailed Staff Report IX
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Event	Date	Account Name	Internal Contact	Expense Type & Category	Itinerary Type & Details	Amount
Partner Name: Cruise Naples						
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
					Partner Name: Cruise Naples	SubTotal: \$0.00
Partner Name: Downtown Naples Association						
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 Marco Island Beach 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 Beach & Golf Resort

Nov Fam 2010	11/13/2010	Voyageurs du Monde	Debi DeBenedetto	Hotel 0	Sales Fam FAM 3 rooms LaPlaya	9 of 31	\$750.00
Oct 2010 FAM	10/28/2010	Meso Reisen GmbH	Debi DeBenedetto		Sales Fam		\$0.00

Partner Name: LaPlaya Beach & Golf Resort	SubTotal:	\$750.00
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Partner Name: Marco Island Marriott Beach 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

Partner Name: Marco Island Marriott Beach Resort, Golf Club & Spa	SubTotal:	\$0.00
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Partner Name: Naples Bay 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

Partner Name: Naples Bay Resort	SubTotal:	\$0.00
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Partner Name: Naples Grande Beach Resort - 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

Partner Name: Naples Grande Beach Resort - The Waldorf Astoria Collection	SubTotal:	\$0.00
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Partner Name: Naples Princess

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

Partner Name: Naples Princess	SubTotal:	\$0.00
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Partner Name: Naples Transportation, Tours and Event Planning						
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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

Partner Name: Naples Transportation, Tours and Event Planning	SubTotal:	\$0.00
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Partner Name: Naples Zoo at Caribbean Gardens						
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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

Partner Name: Naples Zoo at Caribbean Gardens	SubTotal:	\$0.00
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Partner Name: Riverwalk at Tin City - Corporate Office						
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Oct 2010 FAM	10/27/2010	Meso Reisen GmbH	Debi DeBenedetto	Sales Fam		\$0.00
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Partner Name: Riverwalk at Tin City - Corporate Office	SubTotal:	\$0.00
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Partner Name: The Inn on Fifth						
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Nov Fam 2010	11/13/2010	Voyageurs du Monde	Debi DeBenedetto	Food and Beverage 0	Sales Fam	\$300.00
Oct 2010 FAM	10/27/2010	Meso Reisen GmbH	Debi DeBenedetto		Dinner and site arranged by tour op Sales Fam	\$0.00

Partner Name: The Inn on Fifth	SubTotal:	\$300.00
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Partner Name: The Ritz-Carlton, Naples						
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MP FAM Oct. 2010	10/20/2010	Debi's Activity Tracking Account	Debi DeBenedetto	Sales Fam		\$0.00
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2010 Mtg Planner FAM	10/20/2010	Naples, Marco Island, Everglades CVB	Debi DeBenedetto	Sales Fam		\$0.00
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Partner Name: The Ritz-Carlton, Naples	SubTotal:	\$0.00
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Partner Name: Trianon Old Naples Hotel						
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Oct 2010 FAM	10/28/2010	Meso Reisen GmbH	Debi DeBenedetto	Sales Fam		\$0.00
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Partner Name: Trianon Old Naples Hotel	SubTotal:	\$0.00
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Partner Name: Voyageurs du Monde						
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Nov Fam 2010	11/13/2010	Voyageurs du Monde	Debi DeBenedetto	Sales Fam		\$0.00
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Partner Name: Voyageurs du Monde	SubTotal:	\$0.00
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Total:						\$1,050.00
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Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of October 2010

<u>Toll Free Number</u>	<u># of Calls</u>	<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
<u>Grand Total:</u>	<u>123</u>	<u>334.42</u>

Naples, Marco Island, Everglades CVB**Call Summary by Purpose**

For the month of October 2010

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>	<u>Reservations</u>
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	-
<u>Grand Total:</u>	<u>1,738</u>	<u>403.45</u>	<u>0</u>

Naples, Marco Island, Everglades CVB**Visitor Guide Request Summary by Source**

For the month of October 2010

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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%
<u>Grand Total:</u>	<u>1,603</u>	<u>1,603</u>		<u>1,116</u>	<u>1,116</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of October 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
Coastal Living May 2010	3	3	1%
Other/Unknown	5	5	1%
Southern Living Travel Florida March 2010	21	21	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

For the month of October 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Winter Northern Campaign

For the month of October 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

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

For the month of October 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of October 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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

For the month of October 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Markets

For the month of October 2010

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

For the month of October 2010

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

* YTD = Fiscal Year to Date

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

For the month of October 2010

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<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%
Iowa	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%

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

For the month of October 2010

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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		991	991	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of October 2010

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	1,510	1,510	94.20%	991	991	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**

For the month of October 2010

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Meeting Planners			
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	22	41%
Grand Total:	54	54	

* YTD = Fiscal Year to Date

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2009	2010	2009	2010	2009	2010	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2010	2011	2009/2010	2010/2011
Miscellaneous																											
Friend/Relative	Friend/Relative	8	2	4	0	3	0	7	0	7	0	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	2	0	4	0	4	0	3	0	3	0	1	0	0	0	0	0	1	0	1	0	1	0	21	17
Other/Unknown	Other/Unknown	7	11	18	0	7	0	23	0	27	0	10	0	20	0	10	0	9	0	18	0	10	0	5	0	164	11
Travel Agent	Travel Agent	2	0	4	0	0	0	7	0	7	0	4	0	4	0	3	0	3	0	1	0	0	0	3	0	38	0
Miscellaneous		18	30	28	0	14	0	41	0	44	0	19	0	34	0	20	0	16	0	26	0	16	0	16	0	292	30
Total Visitors Guide Requests:		1,116	1,603	2,268	0	2,095	0	5,250	0	7,573	0	6,093	0	7,087	0	3,778	0	15,073	0	6,151	0	5,433	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	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	0	0	0	0	0	1	0	0	0	1	0
Leisure Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	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	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	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	0	0	0	0	0	1	0	1	0	0	0	2	0

