



## DIRECTOR'S REPORT

### Recent Activity- December 2011- January 2012

Visit Florida Marketing Planning Retreat- Orlando

Naples Chamber of Commerce Volunteer Appreciation Luncheon

US Tour Operators Association (USTOA) Annual Meeting- Marco Island Marriott

Toured Golisano Children's Museum of Naples

Visit Florida Board of Directors Webinar

TDC Subcommittee Meeting

Tourism Day- Tallahassee- Meeting with Collier Delegation on tourism issues



## SALES DEPARTMENT - Debi DeBenedetto and Jennifer Leslie

### Industry Relations – Sales

- Sales mission committee in progress
- Medical Tourism Committee in progress
- No Travel
- Several sites organized
- USTOA attended local representation Marriott Marco Island Resort
- Review of Punta Gorda Visitor Center for possible reservations Kiosk

### New Product Development

- Assisted UK office with IAGTO The Global Golf Tourism Organization 2013 Rfp and event was awarded to Marco Island Marriott Beach Resort
- Assisted UK office with Sparks Event – WeTravel4sports.com seeking 12 month promotion for golf event to be held in destination. Several hotels responded. Event pending
- Assisted German office with partner for CANUSA German tour operator promotion
- Top 40 Meeting Planner list will develop a plan cater to them
- Bridal fulfillment complete with post card and newsletter schedule
- Share Smart Meetings Award Plaque with board
- Share planner testimonials

### RFP's and Booked Business

- December was slow and no November report was done so this is over Nov. 17-Jan. 12<sup>th</sup> date TDC report is due
- We are off to a great start for the New Year
- 30 RFP's sent to partners
- 4 sites conducted and 5 sites planned
- 7 RFP's booked 1809 room nights - estimated sales \$651,000; economic impact over \$1,550,333.
- 86 RFP's are pending tentative



## **PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline**

### **New PR Agency Relationship**

JoNell Modys traveled to New York for very successful account kick off meetings January 5 & 6. Work has been actively underway since the first of the month, including a combination of planning, organizational tasks and actual day-to-day media relations.

### **Press in Destination – December & January**

#### **Joann Biondi – Fine art photography of Lorenzo The Cat**

Generated a lot of social media exposure through the LorenzoTheCat Facebook site with over 18,000+ “Likes” and 4,000+ Twitter followers, as well as our own postings surrounding their photo shoot visit. Three new Lorenzo images shot in our destination will be unveiled at the One Women, One Cat gallery showing February 3-5 at Marco Island Center for the Arts

#### **Glenn Law, Richard Gibson – SaltWater Sportsman**

Backcountry fishing with Capt. Ken Chambers in the Ten Thousand Islands for an escape and fishing feature in this highly regarded national publication, planned for April 2012.

#### **Marko Wramen – Expressen**

Visited as part of a Florida experience for a feature in this Swedish magazine.

#### **Rebecca Kleinman – Women’s Wear Daily + freelance**

Covered an industry conference at The Ritz-Carlton, Naples for a story that will include what meeting attendees can do in Naples, such as dining, shopping, etc. She is also searching for additional publication outlets for future stories about the area.

#### **Daniel Caza - Golf AGP International and Hockey Le Magazine, Canada**

CVB assisted with golf and accommodations for feature in major Canadian publications

#### **Jim Stenson – The Contemporary Sportsman**

Planning stories on fishing and Naples. Fishing with Capt. Kevin Merritt.

#### **Steve Jermanok – The Boston Globe**

CVB met with journalist in his home area of Boston in October, followed up with information and he was able to get an assignment for a story on Adventure in the Everglades. Story coming in February.

#### **Jason Ferguson – Moon Guides**

CVB assisted guidebook writer in securing accommodations and provided information on



### **Steve Jermanok – The Boston Globe**

CVB met with journalist in his home area of Boston in October, followed up with information and he was able to get an assignment for a story on Adventure in the Everglades. Story coming in February.

### **Jason Ferguson – Moon Guides**

CVB assisted guidebook writer in securing accommodations and provided information on What's New, recommendations on things to see and do, etc.

## **Press Releases**

### **CVB Winter Marketing Campaign**

LHA doing targeted pitches to marketing and travel business (consumer) media in both New York

and Chicago markets beginning Jan. 17

CVB release to regional market Jan. 17

### **Events**

Release to national event calendar media contacts week of Jan. 17

### **One Woman, One Cat**

Release about the Paradise Coast photo shoot to create new fine art images of Lorenzo The Cat

and promoting the One Women, One Cat gallery show Feb. 3-5 at Marco Island Center for the Arts

### **2011 Annual and December Visitation, Spending Stats**

Plan to release morning of Jan. 23 prior to start of TDC meeting

## **Recent Publicity Resulting from FAMs, Missions, Pitches, Releases**

### **[www.VISITFLORIDA.com](http://www.VISITFLORIDA.com) – [Top Eats in Naples](#)**

The new Dining, Entertainment & Luxury Insider for VISIT FLORIDA, Rachele Lucas, visited Naples and produced a blog about top dining experiences.

***Woman's World - Escape Winter on Florida's Paradise Coast!*** by Johnene Granger CVB's JoNell Modys worked extensively with travel and photo editors to supply information, content and images for this feature. *Woman's World*, a large supermarket weekly, has a 1.3 million circulation.



***New York Times T Magazine* – [Boat to Table by Steve Heyman](#)**

Brief look at fresh Florida Gulf seafood and where to get it. Includes mention of Naples and stone crab dining at Truluck's and City Seafood in Everglades City, as well as a nice mention of the Marco Island Historical Museum. This placement began with an extensive telephone conference between CVB's JoNell Modys and Steve Heyman, followed by his subsequent visit. He also worked on a feature about hotels in the Naples area that is planned for an upcoming issue.

## **Other Projects**

### **Social Media**

Regular postings to destination Facebook and Twitter accounts

### **Medical Tourism**

Attended committee meeting

Meeting minutes

Wrote query to medical service providers regarding their services for data collection

### **ParadiseCoast.com Web**

Extensive work on updating listings with category tagging, descriptions, photos

Added many new listings

Worked with Miles Media to uncover display problems resulting from formatting upgrade

### **Local Media**

Updated local, regional media lists

Worked on two upcoming stories for Naples Florida Weekly

### **Partners**

Provided welcome letter from Jack Wert for the catalogue for the upcoming Naples Art, Antiques & Jewelry show

Attended the preview tour/evaluation for Naples Food Tours

Provided custom local media lists to Naples Food Tours, Peace, Love & Little Donuts, Simply Faces

### **Community**

Began work on setting up a tourism speakers bureau to be announced via local media

Participation on the Naples Chamber *nSpire* campaign



## FILM OFFICE – Maggie McCarty

### **PRODUCTION NOTES**

- Blair LLC – catalog shoot
- Discovery Channel – series promo
- Pazit Inc – print
- History Channel – TV series
- Physicians Regional – commercial
- Travel Channel – TV series
- CVB – in-house print

### **WORKING LEADS**

- Shed Media/U.K. – TV series
- Zodiac TV – TV series
- DoubleHope – feature
- Humble – TV commercial
- Pure Imagination – TV commercial
- NYU – student film
- ALL CURRENT PRODUCTION

### **OPERATIONS**

- Issued film permits
- VisionNet upload
- Lead/inquiry response
- Monthly Revenue Tracking
- Opened a production file for each inquiry
- Regional film commissioners meeting (Charlotte, Pinellas, Sarasota)



## **EVENTS**

- National Association of Television Production Executives  
Conference/Exhibition – Miami Beach

## **MISC.**

- Tour of Fiddler Films studio



## **Sports Council of Collier County Hotel Room Nights & Direct Economic Impact (DEI) Sports Events 10/22/11 – 1/15/12**

### **SWFL/USSSA Halloween Baseball Bash**

- 50 room nights total
- DEI - \$140,467.00

### **Corrigan Sports' Boys Paradise Shootout - Lacrosse**

- 600 room nights total
- DEI - \$432,915.00

### **Senior Softball USA Winter Nationals**

- 200 room nights
- DEI – \$755,612.00

### **Corrigan Sports' IWLCA/deBeer Girls President's Cup Lacrosse**

- 2,400 room nights
- DEI - \$1,039,245.00

### **SWFL/USSSA Youth Baseball Christmas Bash**

- 35 room nights
- DEI -\$ \$79,050.00

### **Kelme Florida Cup Boys Soccer Tournament (as of 1/15 12)**

- 2,250 room nights
- DEI - \$579,570.00

### **Kelme Florida Cup Girls Soccer Tournament (as of 1/15/12)**

- 1,175 room nights
- DEI - \$299,858.00

### **HITS Triathlon Series**

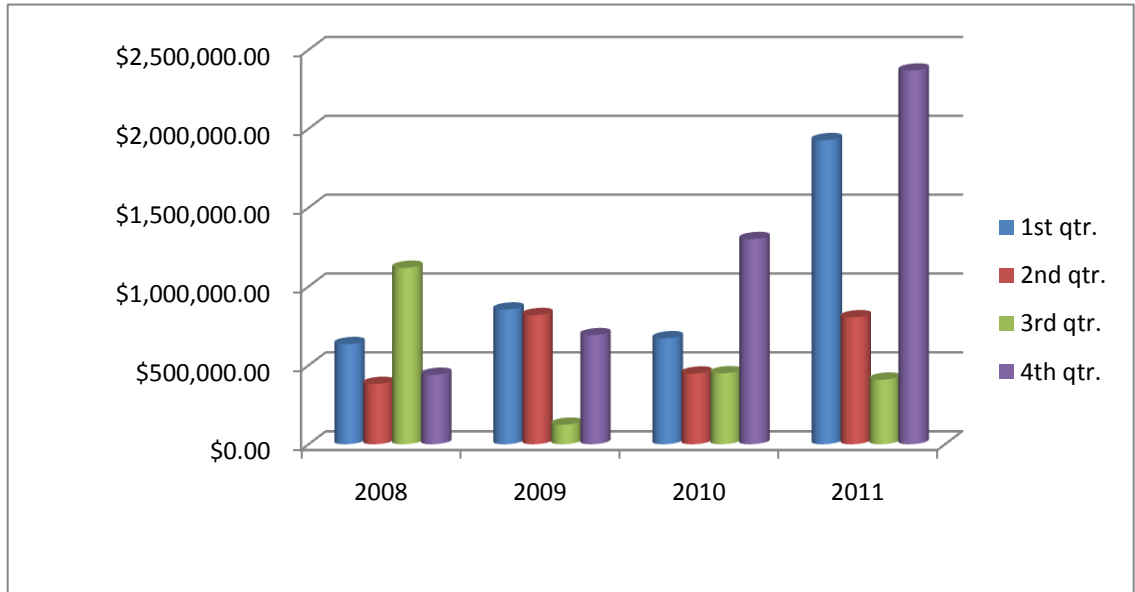
- 270 room nights
- DEI - \$217,650

**Total Direct Economic Impact (DEI) 10/22/11 – 1/15/2012 = \$3,544,367.00**





**Total Direct Economic Impact – Calendar Years 2008-2011**



**Upcoming Events**

January 2012	<a href="#">Run for the Paws 5K</a>
January 28-29, 2012	<a href="#">Swamp Buggy Races</a>
February 2012	<a href="#">20K Trail Run</a>
February 4, 2012	<a href="#">Tour de Picayune</a>
February 13-19	<a href="#">The ACE Group Classic</a>
February 18, 2012	<a href="#">Naples Equestrian Challenge 5K</a>



## OMMAC- UK REPRESENTATIVES

### **HIGHLIGHT OF THE MONTH:**

#### **Visit USA Road Shows, 29 November - 1 December 2011**

OMMAC attended these successful events on behalf of the Paradise Coast. The shows were held in London, Bristol and Manchester and saw **over 300 travel agents attend during the three days**, OMMAC made direct contact with the majority of all travel agents in attendance to promote the destination. OMMAC co-shared a stand with Discover New England in order to reduce budget & share costs. The training road shows are now very well attended & are becoming an annual event where agents are booking them into their calendar. See attached for full report with images to indicate the atmosphere of the event.

### **MARKET ACTIVITIES: Market Update**

Holidays are a basic necessity, finds YouGov survey

**Holidays remain a basic necessity for the majority of Brits, according to the latest survey by YouGov. Of the 2057 adults questioned, 65% of consumers said they are planning to take a holiday of five days or more in 2012, with the remaining 35% not planning any holidays.**

**Of those planning to take a holiday, 49% plan to go abroad once or more, while 29% are planning to holiday in the UK once or more. When asked to think about the current financial climate and how this will impact their holiday plans for next year Brits are largely cautious. The survey found:**

- 26% agreed that they were concerned but still planning to take a holiday**
- 18% indicated they were concerned and will wait until closer to the time to book their holiday**
- 6% said they were not concerned and have already booked their holiday.**

**Tony Mooney, business development director at First Data Merchant Solutions, said:**



**"Following Thomas Cook's share price dip last month and the expected wider economic contraction in 2012 it is fair to say the travel industry is expecting sales to fall dramatically next year.**

**"However, Tui Travels profitability and the results of our consumer survey suggest it might not be that bad. Despite the ongoing austerity consumers are continuing to spend on the basics, for which the annual holiday remains included."**

**ABTA chief executive Mark Tanzer added: "Household budgets are feeling the pinch but for years we have seen that holidays are the last to be cut back in tough times.**

**"ABTA's own research has shown that people would rather cut back on eating out or home improvements than give their holiday the chop.**

Virgin Holidays unwraps its first standalone shop just in time for Christmas

Virgin Holidays has opened its first standalone 'holiday emporium', on London's busy and prestigious High Street Kensington. The store joins the company's network of 100 concession outlets in Debenhams, House of Fraser, Tesco, Sainsbury's and 'pop up' shops already operating across the UK.

Split over two levels of approximately 1800sq foot of space, the store features dedicated 'pods' for Virgin Holidays, Virgin Holidays Cruises and Virgin Holidays+HIP Hotels, giving customers the chance to explore their options and discuss their specific holiday hopes in detail with the team of six expert staff. Substantial video walls, fresh graphics and the latest technology will bring our destinations to life and a spacious lounge-style setting, which evokes the popular and exclusive Virgin Holiday v-room and Concierge lounges to create a continuous theme throughout the customer's journey, will further encourage any visitors to browse, discover and learn more about the wide choice of options available, and the Virgin Holidays Rockstar Service approach.

Alongside the vibrant and playful design, standout elements that customers can look forward to include:

- An 'Experience area' with user-selectable content via iPads displayed on a super-sized video wall
- A 'holiday window'... a digital glimpse into some of our fabulous destinations
- Fresh design featuring bold graphics and quirky furnishings
- iPads to browse our brochures digitally and a games area for kids

**Expos/Tradeshows/Conferences**



DATE	EVENT	RESULT
29 November – 1 December	VUSA Road Shows	OMMAC attended all three road shows in London, Bristol and Manchester and saw over 300 travel agents individually to directly promote the destination. (See attached for full report).

**Completed Inquires: via phone /email: 86**

**Literature mailed out: TBC**

<b>PROJECTS/MARKETING ACTIVITIES</b>		
<b>UK Marketing Campaign &amp; Advertising / Consumer Promotions / General Marketing Ongoing Activity – all co-op with tour operator partners:</b>		
PARTNER/PROJECT	ACTIVITY	RESULT
<b>Virgin Holidays co-op with V FI</b>  As part of UK marketing campaign	OMMAC currently discussing activity for 2012.	OMMAC to maintain contact.
<b>Bon Voyage</b>  Bon Voyage	OMMAC currently discussing activity for 2012.	OMMAC to maintain contact.



<p><b>North America Travel Services</b></p> <p>As part of the UK Marketing Campaign</p>	<p>Sales mission with Consumer &amp; Trade activity – plan in March 2012 &amp; additional activity.</p> <p>Tour Operator requested brochures.</p>	<p>OMMAC to confirm activity.</p> <p>OMMAC awaiting 2012 brochures. Tour operator aware.</p>
<p><b>Travel Mole</b></p> <p><b>The "Race to Paradise Coast"</b></p> <p>As part of the UK Marketing Campaign</p>	<p>Planning the final event – working with the host hotel to confirm dates.</p>	<p>OMMAC to confirm dates.</p>
<p><b>BA &amp; BA Holidays co-op with V FI</b></p> <p>As part of UK marketing campaign</p>	<p>OMMAC currently discussing activity for 2012.</p>	<p>OMMAC to maintain contact.</p>
<p><b>Thomas Cook - Netflights.com</b></p>	<p>Consumer Promotion with <b>Waitrose Supermarket</b> - Marco Island Marriot – hotel partner – came to a close on 6 November 2011. Total entries for the competition are 15,380.</p>	<p>OMMAC provided tour operator with opt-in data. OMMAC to discuss follow up offer.</p> <p>OMMAC awaiting full report.</p>
<p><b>Destination Golf</b></p> <p>As part of UK marketing campaign</p>	<p>OMMAC – following up on consumer &amp; PGA golf pro's promotion possible with Race to Paradise Coast segment</p>	<p>OMMAC held additional meeting post WTM and following up.</p>
<p><b>General</b></p>	<p>On-going - reviewing &amp; updating data base</p>	



<b>Out-of-Office Sales Calls/Contacts:</b>	
1	Attending Visit USA road show, London, Bristol & Manchester.
2	1 – 7/12 Liaising with Travelbag regarding their 2012 Florida Campaign.
3	21/12 Liaising with North American Travel Services to provide brochures.
4	1 – 23 In discussion with Netflights.com regarding Waitrose follow up offer for 2012.
5	8/12 working & compiling full list of Golf available in our area including rates etc – confirmed list & contact information with CVB. This was required for the IAGTO proposal
6	13/12 Attending Virgin Holidays launch of their 'Holiday Emporium' in Central London – see above notes under industry update. Oonagh gave the reply address on behalf of the invited guests. This store is aimed at the high-end market & only a few destinations we invited.
7	1 – 24/12 Liaising with Travelmole to secure 'Race To Paradise'
8	12/12 Explorative talks with Destination Golf – following up from WTM to discuss promotional activity & including the possible extension of "Race to Paradise Coast" golf promotion with the consumer sector & PGA golf pros
9	Following up with our mailing house regarding literature for 2012
10	1-22 – general follow up from WTM meetings
11	14- 20/12 Following up with Neil Garner, Monarch regarding possible visit to our area post Huddle – we are encouraging him to stay longer than one night
12	15/12 Working with Selling Long Haul on proactive activity got 2012
13	15/12 – sent our images to be included with the CVB Christmas Card
14	1-15 – following up with Marco Island Marriott regarding Race to Paradise Coast event
15	16/12 Assisting Gary Boyd, Bryan Somers Travel – with upcoming visit to Paradise Coast – he already has confirmed his accommodation - informed LaPlaya
16	19/12 Following up on opportunity with V FI PR for possible media event in 2012
17	19/12 Meeting & follow up discussion with IAGTO regarding hosting of the 2013 N America convention - very successful meeting & strong indication that Paradise Coast will be selected
18	Office closed during holiday break – 24 Dec – 3 January



<b>Public Relations &amp; Media Correspondence</b>		
<ul style="list-style-type: none"> <li>• <b>Follow up, Nada Farhoud, The People, 31 October 2011</b></li> <li>• <b>Marko Wramen, Expressen, 10 – 12 January 2012</b></li> <li>• <b>Collating information for The Independent Feature on The Gulf Coast</b></li> <li>• <b>General media liaison to promote Paradise Coast</b></li> </ul>		
<b>CONTACT</b>	<b>ACTIVITY</b>	<b>RESULT</b>
<b>Nada Farhoud, The People</b>	OMMAC chased journalist for feedback on her trip and for confirmation of publications date.	OMMAC awaiting confirmation.
<b>Marko Wramen, Expressen (Sweden)</b>	Journalist is travelling to the destination in January 2012 and has requested accommodation and activities in the Everglades. This is a lead following meeting at WTM with V USA.	OMMAC confirmed assistance and will provide full itinerary in January 2012. .
<b>Simon Verness, The Independent</b>	Journalist requested information on the destination for a feature on the Gulf Coast.	OMMAC to provide relevant information. Feature is due for publication in January 2012.
<b>Shevelle Rhule, Fashion and Beauty Editor, Pride Magazine</b>	OMMAC provided information on what's new in the destination and upcoming events.	OMMAC to maintain contact with journalist.
<b>Jayne Gorman, Travel Blogger, 40before30.com</b>	OMMAC provided information on the destination.	OMMAC to maintain contact with journalist.
<b>Christa Larwood, Contributing Editor, Lonely Planet Magazine</b>	Journalist contacted OMMAC to inform that the Features Editor will be returning from maternity leave and she will be returning to Contributing Editor. Journalist has asked to be updated on all news, press releases and press trips.	OMMAC to contact with any relevant opportunities.



<b>Tim Ware, Editor, Mainycities.com</b>	Journalist informed OMMAC that he has launched a new website.	OMMAC to send relevant information and news.
<b>Stephen Marry, Publisher, Isabella Magazine</b>	OMMAC contacted journalist to congratulate him on the new publication and provided him with an update on the destination.	OMMAC to maintain contact.
<b>Carolina Silvilia, Editor, London ,Macadam</b>	OMMAC provided journalist with an update on the destination.	OMMAC to maintain contact.
<b>Annie Brown, Chief Writer, Daily Record</b>	OMMAC provided journalist with information on the destination including events for 2012.	OMMAC to maintain contact with journalist.
<b>Lee Cobaj, Passport to The Stars Columnist, Hellomagazine.com</b>	OMMAC provided journalist with celebrity and general information on the destination.	OMMAC to maintain contact with journalist.
<b>Eadaoin Kelly, Head of Operations, Luxury Channel Magazine</b>	OMMAC provided journalist with information on luxury in the destination as well as a general update.	OMMAC to maintain contact with journalist.
<b>Krista Madden, Editor, Beauty and the Dirt</b>	OMMAC provided journalist with an update on what's new in the destination.	OMMAC to maintain contact with journalist.





## DIAMONDE- EUROPEAN REPRESENTATIVES

### ✧ **Tour Operators**

- TUI: Delivered and approved input for marketing activity "Florida Supplement" for a 1 page editorial on Naples; unfortunately we could not place any contact information on this page as a result of TUI's joint marketing policy; in the past they had problems with their distribution channel (TUI owned agencies) who feared that these contacts could be used for direct bookings. We tried to explain that we are not a "competitor" for travel agencies at all, but did not succeed with our wish of placing contact information; in purely B2C campaigns Nadine Rokahr explained us, this is still possible but this supplement also goes to their travel agencies.
- Meier's Weltreisen: Delivered and approved input for marketing activity "Meiers Welt" for a 1 page editorial on Naples; we could also place our direct phone number for further information on this page; unfortunately Meier's Weltreisen's policy does not allow mentioning websites or facebook addresses.
- Meso Reisen/Alternativ Tours: The quiz at the consumer show in Leipzig has been very successful; Meso Reisen reported a good amount of interested participants on both days. Our and the Air Berlin Logo (who sponsored 1 flight) have been placed very well on the counters. The winners of the quiz are: for Charter Bay Resort Naples": Mrs. Ina Tomaczak, Teichstr. 3, 09228 Wittensdorf and for "Bellasera": Mrs. Sandra Kindermann, Am Bahrenbach 44,09114 Chemnitz. Both winners received gift certificates along with our information material and will contact us in due time for reservations. We informed both properties about the winners. Please find a picture of the activity attached.
- America Unlimited: Contacted Timo Kohlenberg in regards to flyer production for consumer shows; he is very interested to participate, i.e. with their latest itinerary for "South Florida" that they added to their brochure for 2012.
- Explorer Fernreisen: Contact in regards to flyer production for consumer shows; showed great interest and are willing to set up specials for "South Florida"; Kathrin Mockenhaupt will send pdf of 2012 brochure to evaluate input for a respective flyer.
- Explorer Fernreisen: Secured destination training for the reservation team in the Explorer Fernreisen head office in Düsseldorf for December 13, 2011.
- FTI: Intense correspondence with FTI regarding set-up of and



requirements for the e-learning pages within the FTI Online Academy for Florida. Set-up guideline of the NAP e-learning part and provided FTI with text input accordingly.

- Novagolf: Followed up on Mr. Weber's stay at the Paradise Coast mid of October. Mr. Weber travelled to Florida as he plans to extend the tour operator program and add Florida as a destination. Besides Orlando and Miami he visited the Naples area. In Naples he visited the Naples Beach Hotel and on Marco Island he visited the Marriott Marco Island. We received very positive feedback on both hotels but he stated that the Naples Beach hotel better suits the clientele of singlereisen.de and Berge & Meer. He is in contact with Naples Beach Hotel concerning rates and golf packages. The plan is to include Florida in both programs as from winter 2012/13, most probably as a 10 days combination of Orlando and NAP. Next follow up will be in spring 2012 when the TO starts with planning the program for winter 2012/13.

#### ✧ **Travel Agents**

- Total number of sales calls: 16 travel agencies in Germany
- Dinner Event in Düsseldorf on November 14, 2011: 7 agencies and 12 agents
- Explorer Fernreisen Munich: Held destination training session for a 3 agents at the Explorer Fernreisen Sales office in Munich on November 22, 2011.
- Explorer Fernreisen: Secured destination training for the sales office team in Cologne for December 14, 2011.

#### ✧ **EVENTS**

- Exhibitions:
  - Tourism & Caravanning, Leipzig: Participated in the TC Leipzig consumer fair from November 16-20, 2011 with brochure distribution through Visit USA Germany. The show reported about 69,000 visitors this year.
  - Ferien Messe Salzburg: Participated in the consumer show "Ferien Messe Salzburg" in Austria from November 18-20, 2011 with brochure distribution through Visit USA Austria. In total 10,121 consumers visited the show.
- Fam Trips
  - TUI Germany: Followed up on their fam trip mid of November. The TUI group of 18 pax enjoyed their stay at the Paradise Coast from November 16-17, 2011 and highly appreciated



the hosted airboat tour as well as the hosted dinner at Tin City.

- Canusa: Secured a joint fam trip with Hilton Worldwide and Delta Airlines to the NAP area. Determination of the fam trip: The fam trip is set for May 10-14, 2012 for a group of about 10 pax. It will be a dedicated Canusa fam trip with members of the sales and reservation teams and product team. Delta Airlines will sponsor air tickets to/from RSW Fort Myers and the group will stay at the Hilton Naples. NAP CVB will organize and take care of itinerary and ground handling.
  - Airberlin: Contacted airberlin in order to discuss the possibility of a joint fam trip in 2012, as a result of our close cooperation in 2011 in form of our participation in the airberlin roadshow and the airberlin microsite promoting the increase of airberlin flight frequencies to RSW. Airberlin generally is interested in a joint fam trip. Dates and further procedure would need to be discussed beginning of December.
  - Dertour: Finalized itinerary for fam trip in December with Debi/Jennifer and handed it over to Mareike Emmel.
- Travel Agent Functions:
    - Visit USA Germany TA Events: Attended the TA events taking place in Munich and Hamburg on November 22 and 28, 2011 through Visit USA Germany. The concept of the evening event was a travel mart with an own stand for each partner. In total 87 agents visited the event in Munich and 111 agents attended the event in Hamburg.

#### ✧ **MEDIA**

- New German Press Kit: Finalization of the new German Press kit in cooperation with Schirm Communiccations.
- Media Events:
  - Visit USA Germany **Media** Events: Participated at the media events in Munich and Hamburg on November 23 and 29, 2011 organized by Visit USA Germany. Each participating partner had its own stand in order to talk individually to the attending journalist and media partners. In total 29 media accounts attended in Munich and 17 in Hamburg. Handling of follow ups after the events.



## ❖ **MARKETING**

- German Facebook page: Maintenance and ongoing communication with the existing "likers".

## ❖ **ADMINISTRATIVE/OTHER**

- Brochure fulfillment:
  - a) Inquiries generated through website: **8**
  - b) Direct inquiries: **7**
  - c) Other: Sent info kits to additional **25** contacts, resulted from our advertisement with America Journal
- TUI LT Special Tours Bremen: Assisted with information on the area according to their request and questions with regards to the agent's personal stay in the area.
- Skytours, Annette Brunschwiler: Followed up on her personal stay at Marriott Marco Island in October. They stayed for 2.5 days in the NAP area and we received very positive feedback on the area and the hotel itself.
- Hapag-Lloyd Reisebüro, Petra Abreder: Assisted with information on the area according to her request for information on tours in the Everglades.
- TUI Netherlands: Sent English version of the destination video for inclusion on the TUI NL website.
- Prepared invitations for the Canusa fam trip taking place in May 2012 in cooperation with Hilton Worldwide and Delta Airlines.
- Requested room nights for summer 2011 from those tour operators publishing a summer and a winter brochure: TUI, Meiers, Dertour/ADAC, FTI, Thomas Cook/Neckermann
- Contact to Naples partners:
  - Provided contact information of prize winners from travel show Leipzig to Jen Friede from the Bellasera and John Finger from Charter Club Resort

## **SPECIAL EVENTS**

- ❖ Destination training in the Explorer Fernreisen head office in Düsseldorf on December 13, 2011.
- ❖ Dinner Event in Cologne on December 13, 2011.
- ❖ Sales Calls in Cologne on December 13 – 15, 2011.
- ❖ Finalization of e-learning pages within the FTI Online Academy Florida.



## MARKET NEWS

### **USA promotion is slowly taking shape** (*travel inside, Nov 7, 2011*)

#### **The Corporation for Travel Promotion is now called "Brand USA".**

Founded in 2009, "Corporation for Travel Promotion" (CTP) was created to conduct the first global tourism marketing campaign in the U.S.A. With respect to this first major information were supposed to be given at the World Travel Market in London – it was announced that the CTP is now called "Brand USA" and has received a logo. In the management, the financing (50% through ESTA revenue – USD 14 per person entering the US – and 50% through private companies) and the planned budget of US\$ 200 million per year nothing changes. The consumer website [www.discoveramerica.com](http://www.discoveramerica.com) has taken over by the US Travel Association.

First strategic guidelines were also announced and here the tourism managers strike conciliatory tones: They distance from the patriotism and flag swinging of the USA. It was important to convey experiences, to illustrate the enormous cultural, human and natural diversity of the USA and to revive the "American Dream" worldwide. For this, "USA Ambassadors" should express their experiences and preferences in the previously defined key markets (Canada, Mexico, Brazil, Germany, France, Great Britain, China, India, South Korea, Japan and Australia) – what selectively indicates social media campaigns.

The global marketing campaign will be launched in March 2012. About the content and especially the distribution of the funds nothing has been announced yet. The Visit USA Committee Switzerland fights for support together with the committees in Germany and Austria.

### **German market trends** (*fvw, Nov 11, 2011*)

#### **Strong sales in 2011**

German travel agents generated strong growth in holiday bookings this year despite the impact of North Africa and Japan on travel demand, according to the latest surveys from market researchers GfK and TATS.

The 2010/11 tourism year, running November 2010 to October 2011, closed with an 11.6% rise in travel agency revenues from holiday bookings, according to the latest monthly survey by GfK. The year ended strongly with a 14.8% rise in sales in October. Summer 2011 thus closed with a 10.7% rise in sales, even though 2010 had already been the strongest year in revenue terms since the survey began. Last winter had already shown a 13.6% increase in revenues.

Looking ahead, growth for the 2011/12 winter season is continuing to weaken in terms of advance sales. The increase has now dropped back to 11.4% from 15.6% in September.



However, last autumn was an extremely strong early bookings period for winter holidays. Meanwhile, overall travel agency revenues have increased by 14.2% over the first ten months of the 2011 calendar year, according to the latest TATS survey. This was mostly driven by a 22.3% rise in airline bookings last year while tourism sales grew by a more moderate 4.7%.

### **German tourism industry posts record results** (*travel inside, Nov 24, 2011*)

#### **Significant increase in sales for both travel agencies and tour operators.**

For the tourism industry, 2011 was a year with a new record result, as the German travel association DRV announced during its meeting in Daegu, South Korea. In the past ten years there has not been a better year's result than in the fiscal year 2010/11 (ended on October 31, 2011) for both, turnover and number of pax.

The turnover for stationary and online travel agencies increased by more than 9.5% to about € 22.5 billion (currently about CHF 27.7 billion) and with that was up by € 2.1 billion compared to the previous year. Distributed among the different sectors € 14.7 billion are allotted to the tourism business (previous year: 13.7 billion) and around 7.8 billion to the business travel sector (2010: 6.7 billion). The travel agencies thus generated a turnover increase of about 7% and the business travel agencies of almost 15%. Between 2001 and 2011 the average turnover per travel agency increased by 20%. The number of travel agencies only slightly decreased in 2011: Compared to the fiscal year 2009/2010 there were a total of 10,240 travel agencies in Germany and with that only 130 agencies less than in the previous year (569 closings face 439 openings).

The German tour operators generated a turnover of € 23.3 billion (about CHF 28.7 billion) which equals to an increase by 9% or € 2.0 billion compared to the previous year. All in all the number of pax increased by 5% - among those likely many Swiss due to the weakness of the Euro.

Spain, Turkey and Greece as well as the Maldives, Thailand and the Caribbean were the winning destinations in summer 2011, while the demand for USA/Canada and for UAE remained stable and the demand for Tunisia and Egypt decreased for known reasons. The demand for destinations Australia, Kenya and South Africa slightly decreased as well.

The cruise market shows outstanding results with a turnover increase of about 12% and a significant increase in passengers, stated DRV. Air travels of tour operators achieved an turnover increase of 11% on average: 12.5% for trips to short and medium haul destinations and 7% for long-haul destinations. Ground-based travel by car, train or bus could generate a turnover increase of 2.5%.



## VISITOR CENTER VISITATION

### Summary

The following activities and initiatives have contributed to increased knowledge and awareness that volunteers, Chamber staff and community members have about activities that are available through the Collier County visitor centers, resulting in our visitors having more and better information.

**Visit all the visitor centers about every ten days to distribute materials. These include:**

Welcome Center and The Oasis Visitor Center – Big Cypress National Preserve

Marco Island Chamber of Commerce Visitor Center

Immokalee Chamber of Commerce Visitor Center

Everglades Chamber of Commerce Visitor Center

Naples Chamber of Commerce Visitor Information Center

Ave Maria Visitor Center

SWFL Regional Airport and Marco, Immokalee, and Everglades Regional Airports

I have developed a good relationship with the directors of these visitor centers in addition to sharing information about local events.

All visitor centers have the Paradise Coast Magazine, Naples on the Gulf Magazine, Marco Magazine, Immokalee Magazine and Everglades fold out.

They also have the Paradise map and the passports in German, French, Spanish and English. The airports receive the magazines only.



The Concierge Gazebo on Third Street also receives the brochures from Immokalee and the Everglades. Punta Gorda Exit 161 Visitor Center, Miccosukee Visitor Center and the three Visit Florida Visitor Centers receive Paradise Coast Magazine.

### **Coordinate FAM Trips for the Collier County volunteers.**

I have had 20 FAM Trips in 2011 and 9 in the last six months of 2010. Volunteers from ALL Collier County visitor centers can join us for these trips. There are anywhere from 15 to 65 volunteers who participate depending on whether we are in or out of season. These FAM Trips are beneficial to the volunteers because they learn personally about an attraction.

### **Implemented a volunteer training program.**

This started with a formal program to train shift leaders and then a formal training program where 65 volunteers came. Developed a training manual for existing and new volunteers.

### **Created a volunteer exchange program.**

This is where Naples, Everglades, Marco or Big Cypress volunteers go to a visitor center other than their own to learn more about the area. This is a new program and I have 6 volunteers participating.





**Coordinate meetings with the Directors from the 6 visitor centers.**

There have been six total meetings, with three in 2011. Big Cypress, Naples and Immokalee have hosted them this year. These meetings include:

Bob DeGross and Isobel Kalafarski, Big Cypress

Sandi Reidemann and Donna Niemczyk, Marco

Daniel Rosario and Myriam Brown, Immokalee

Kathy Lender and Jeanette Brown, Everglades

Lisa Swirda, Naples

Topics at these meetings have included the oil spill, how to attract more visitors, beach replenishment and promotional campaigns.

**Coordinate Preferred Pass Program.**

This is the new on line program where visitors can access deals on accommodations, attractions, shopping and restaurants. I educate the volunteers, hotel and restaurant employees on the use of the Preferred Pass in addition to providing all visitor centers and hotels with the passes

2011 Year To Date Statistics

	January	February	March	April	May	June	July	August	September	October	November	TOTAL
<b>Big Cypress</b>												
Welcome Center	5,034	6,986	5,984	3,297	1,778	1,881	2,182	1,895	1,268	1,704	7,734	39,743
Oasis	12,055	15,564	15,101	8,810	5,492	4,796	6,024	3,999	3,881	5,459	2,743	83,924
Everglades	2,220	2,881	3,100	2,575	1,600	2,235	5,189	4,577	3,196	5,035	6,200	38,808
Immokalee	125	194	195	189	186	155	185	207	220	237	357	2250
Marco	1,007	1,546	1,376	520	448	445	573	463	279	481	647	7,785
Naples VIC	2,765	3,505	3,536	2,114	1,491	1,412	1,664	1,760	1,211	1,956	2,438	23,852
<b>TOTAL</b>	<b>23,206</b>	<b>30,676</b>	<b>29,292</b>	<b>17,505</b>	<b>10,995</b>	<b>10,924</b>	<b>15,817</b>	<b>12,901</b>	<b>10,055</b>	<b>14,872</b>	<b>20,119</b>	<b>196,362</b>