

MARKETING PARTNER REPORTS

January 23, 2012



Tourist Tax Collections

Collier County Tax Collector

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

**DECEMBER 2011
 (MONTH OF NOVEMBER 2011 VENDOR TAX COLLECTION)**

BREAKDOWN	FISCAL 2010-2011	FISCAL 2011-2012	DIFFERENCE		%
OVERALL COLLECTIONS					
MONTH TO MONTH	750,069	924,729	+	174,660	+ 23.29%
YEAR TO DATE	1,854,046	2,141,768	+	287,722	+ 15.52%
HOTEL / MOTEL					
MONTH TO MONTH	619,659	765,114	+	145,455	+ 23.47%
YEAR TO DATE	1,508,738	1,775,356	+	266,618	+ 17.67%
REALTORS					
MONTH TO MONTH	66,367	76,980	+	10,613	+ 15.99%
YEAR TO DATE	115,937	143,526	+	27,589	+ 23.80%
INDIVIDUALS (APTS/CONDOS S F HOMES)					
MONTH TO MONTH	43,844	64,907	+	21,063	+ 48.04%
YEAR TO DATE	189,850	186,142	-	3,708	- 1.95%

Advertising Report

Paradise Advertising &
Marketing, Inc.



Tourist Development Council Report

January 23, 2012





Fall Campaign Results

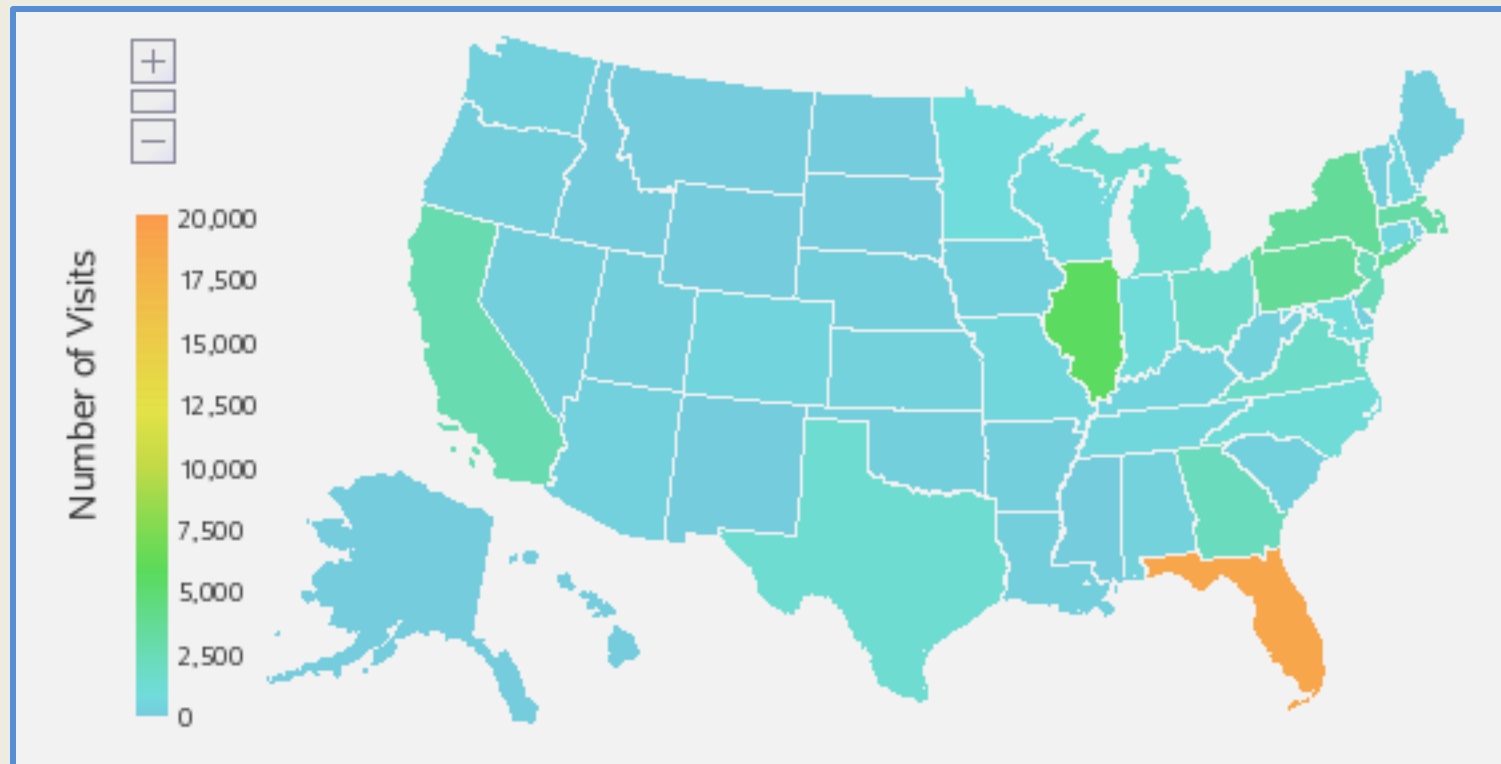
CAMPAIGN RESULTS: 15 DAYS IN NOVEMBER

WEBSITE TRAFFIC



CAMPAIGN RESULTS: 15 DAYS IN NOVEMBER

WEBSITE TRAFFIC



CAMPAIGN RESULTS: 15 DAYS IN NOVEMBER

NOVEMBER	VISITORS 2010	VISITORS 2011	% CHANGE
Florida	41,535	46,216	+11.3
Northeast	9,467	12,766	+34.8
DECEMBER	VISITORS 2010	VISITORS 2011	% CHANGE
Florida	42,109	49,410	+17.3
Northeast	11,995	13,542	+13.3



That's why they call it Paradise.

73°
Currently

ParadiseCoast.com



Winter Campaign

CAMPAIGN OVERVIEW

NEW YORK

CHICAGO

CANADA

Cable TV

Weather Channel TV

**Online / Mobile Ads
Orbitz, Weather.com, MNI
NYTimes.com, Collinson Ad Banner
Network**

**Weather Network
Online Ads**

**Commuter Transit
Video / Poster Ads / Station Billboards**

**Print
Travel Florida Guide**

**NY Times
Co-op e-blasts**

Facebook and Retargeting

CABLE TELEVISION CAMPAIGN

NEW YORK

TOTAL SPOTS: 2,924

TOTAL IMPRESSIONS: 670,714

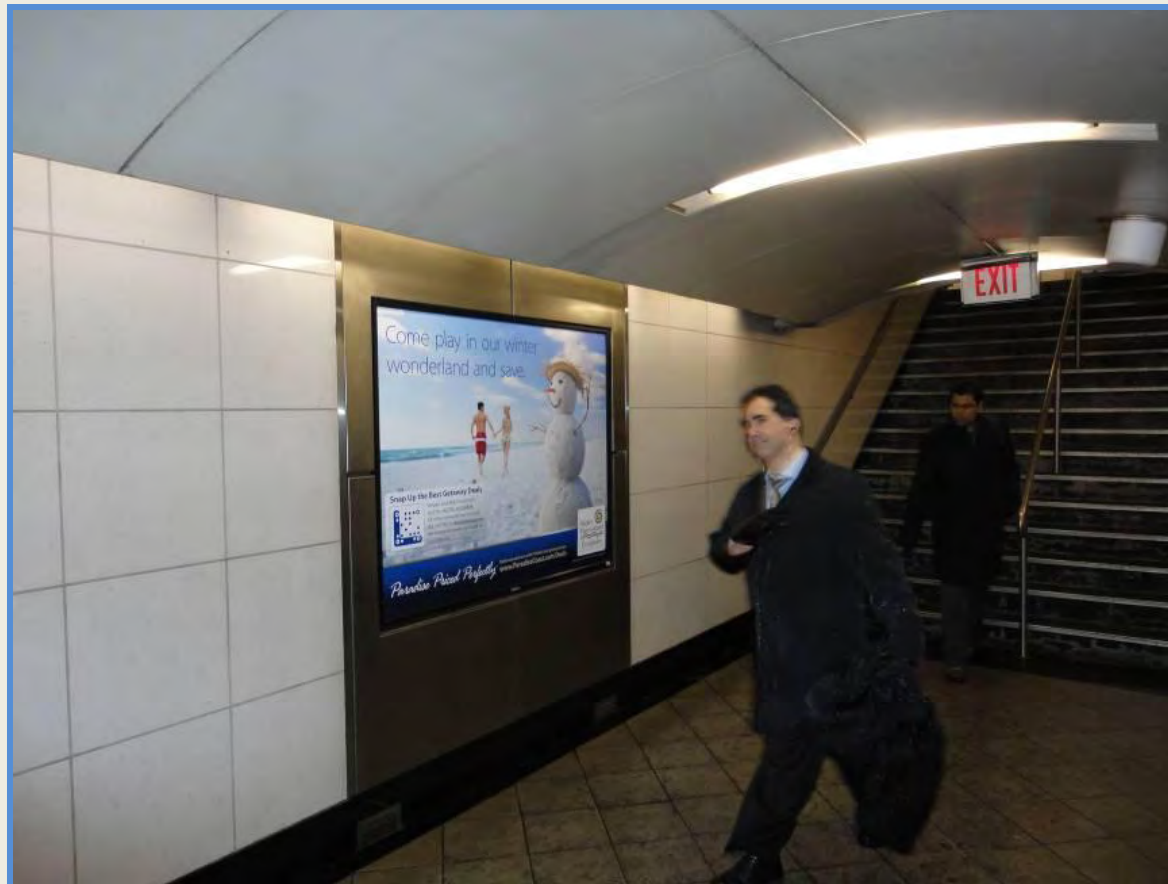
CHICAGO

TOTAL SPOTS: 4,070

TOTAL IMPRESSIONS: 670,714

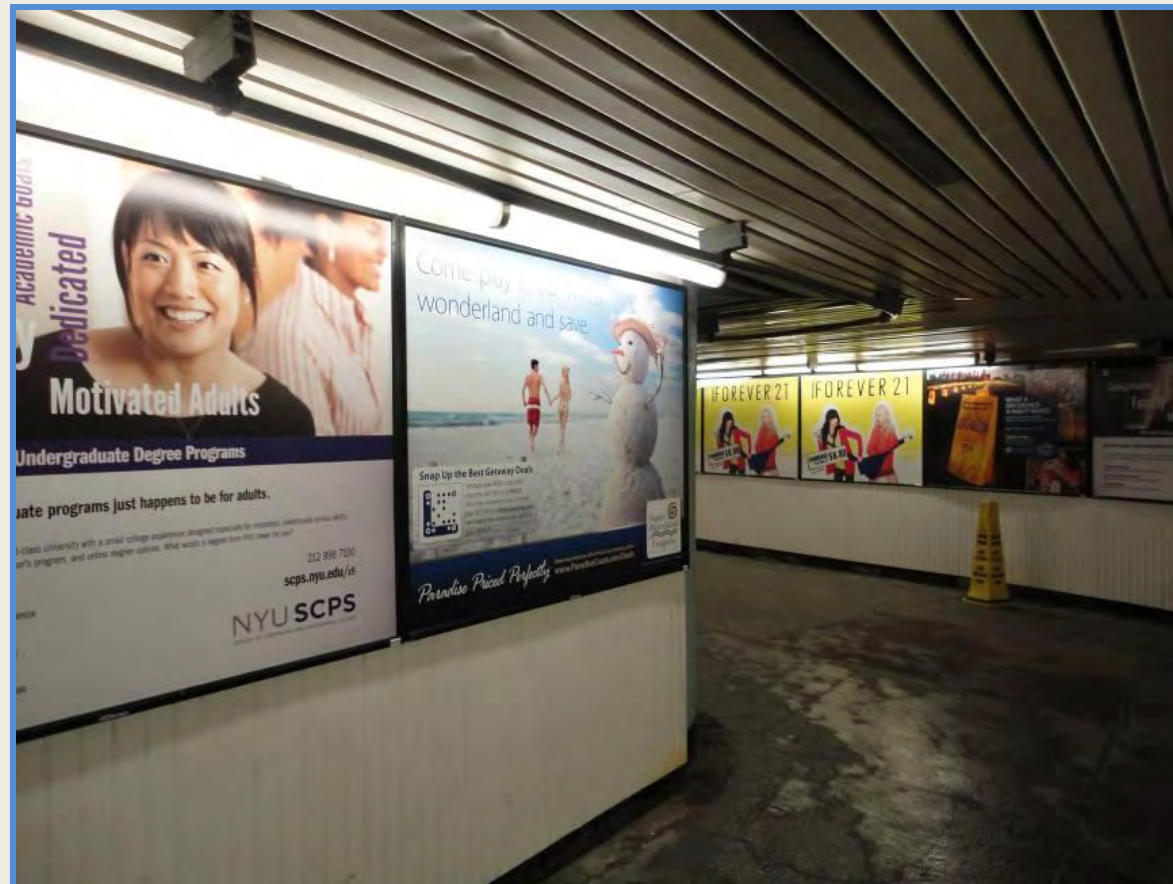
NEW YORK TRANSIT CAMPAIGN

IN-STATION BILLBOARDS



NEW YORK TRANSIT CAMPAIGN

IN-STATION BILLBOARDS



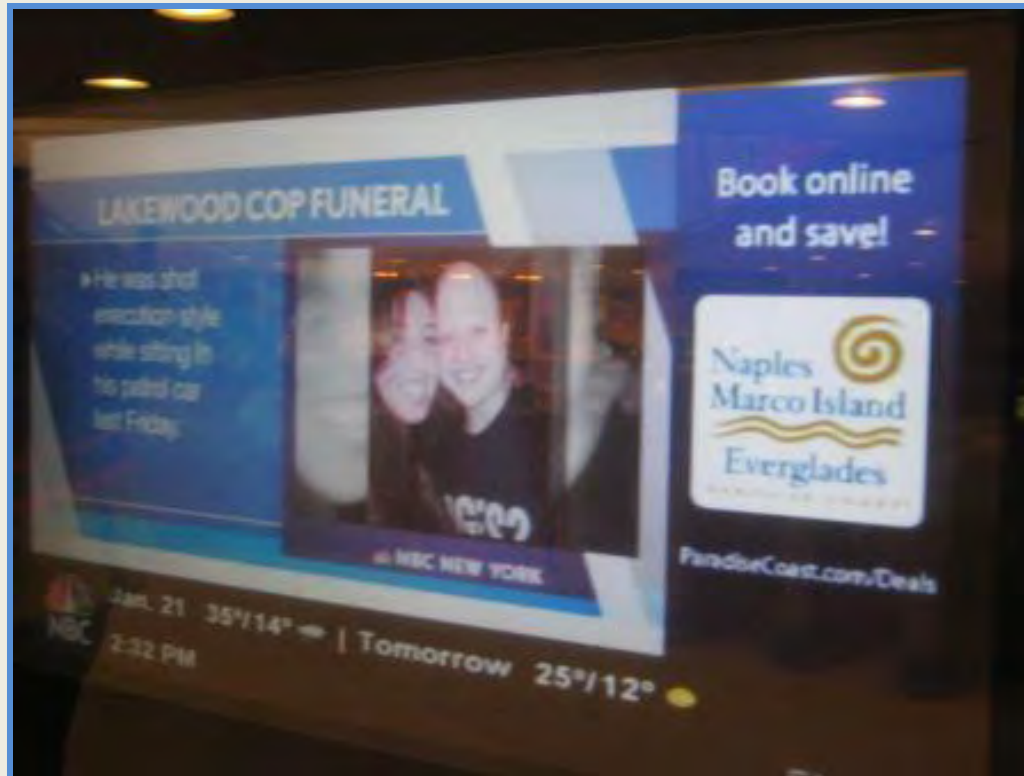
NEW YORK TRANSIT CAMPAIGN

VIDEO SCREENS: IN-STATION & IN-TRAIN



NEW YORK TRANSIT CAMPAIGN

POSTERS IN-TRAIN



CHICAGO DIGITAL OUTDOOR BILLBOARDS

That's why they call it Paradise.



ParadiseCoast.com

73°
Currently



This creative will run, with a live feed to display current Collier temperature, whenever the temperature is above 50°

CHICAGO DIGITAL OUTDOOR BILLBOARDS

Average winter high: 80°



ParadiseCoast.com



This creative will run whenever the temperature in Collier drops below 50°

ONLINE CAMPAIGN: NEW YORK & CHICAGO

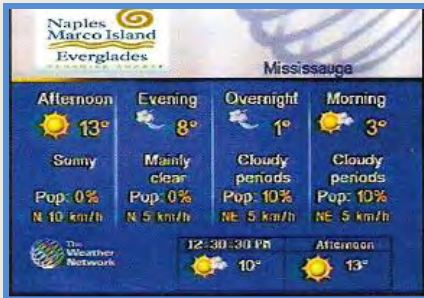
MEDIA	UNIT	IMPRESSIONS
NYTimes.com	15 pre-roll, 300 x 250, 728 x 90 Expandable and Mobile	1,934,524
Weather.com	300 x 250 and Adaptor Ads	7,300,000
MNI: Custom Travel, Weather and Women's Online Networks	Oggi Finogi Expandable Unit	3,125,000
Collinson Banner Ad Network	728 x 90 Expandable Unit	2,500,000
Orbitz.com	Center Spot, Search Results	1,854,200

CANADIAN CAMPAIGN: WEATHER NETWORK TV

Sponsor Local Weather on the :10s. Runs 6 times each hour



:05 Introduction: “Your local forecast brought to you by Naples, Marco Island and the Everglades”



**Logo on screen for duration of the forecast
2:00 minutes**



:10 Wrap up: “This local forecast was brought to you by Naples, Marco Island and the Everglades. Your Paradise Coast.”

CANADIAN CAMPAIGN: WEATHER NETWORK ONLINE

The screenshot shows a web browser window displaying the weather website for Hamilton, Ontario. The page includes navigation tabs for 'TODAY', '5 DAY', 'HOURLY', '14 DAY TREND', 'SATELLITE & RADAR', 'VIEWER PHOTOS', and 'VIDEO'. A 'Forecasts - Long Range' section is visible, with a video player showing a weather forecast. The video player includes a progress bar and a volume icon. The video content features the Naples Marco Island Everglades Paradise Coast logo and the website address www.ParadiseCoast.com with the phone number 1-800-2-escape. The video is titled 'Playing Next: Long Range' and has a duration of 0:14 / 0:15.

**:15 Pre-Roll w/Companion Big Box
300 x 250**

**800,000
Impressions**



New Meetings Photography















Thousands of Islands

Meet

Thousands in Savings



From team-building adventures in the famed Ten Thousand Islands to exceptional incentives at world-class properties, the Paradise Coast™ gives you unmatched value in one of Florida's prettiest tropical settings. Visit us online for Preferred Pass cards that give your attendees \$1,000s in savings, great group deals and much more.

Where it all comes together → ParadiseCoast.com/Meetings



DISCUSSION | QUESTIONS?



Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research December 2011

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

**Presented By:
Research Data Services, Inc.
December 2011**



Economic Indicators



Euro

How many U.S. dollars
one euro buys



Source: Thomson Reuters via
WSJ Market Data Group

Consumer Confidence/ Purchasing Managers' Index



Jobs

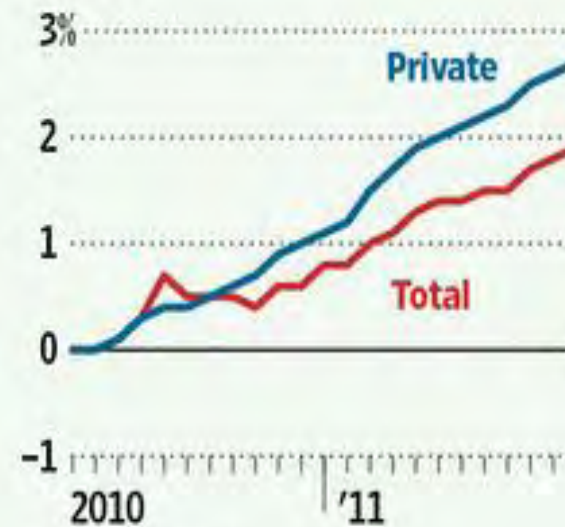
Number of unemployed workers per job opening



Source: Labor Department

Good, Not Great

Cumulative change in number of jobs



Source: Labor Department

Executive Summary

December 2011

Visitor Metrics

December 2011

- ❖ This December, a record **122,000** visitors stayed in Collier County's overnight accommodations **(+15.3%)**, with visitor spending generating **\$117.9 million** of economic impact for the County **(+19.7%)**.
- ❖ The positive impact of December tourist activity is mirrored by the industry's performance. Specifically:

<u>Metrics:</u>	<u>2010</u>	<u>2011</u>	<u>% Δ</u>
Occupancy	58.9%	65.4%	+11.0%
ADR	\$161.4	\$174.7	+8.2%
RevPAR	\$95.1	\$114.3	+20.2%

Visitor Metrics

December 2011

- ❖ Importantly, managements' three month forward-looking reservation index shows positive trending:

% of Properties

Reporting Reservations:

	<u>2010</u>	<u>2011</u>
Up	28.6%	59.5%
The Same	17.1	18.9
Down	40.0	10.8

Visitor Metrics

December 2011

- ❖ All of Collier's key origin segments showed significant growth this December:

<u>December Visitation</u>	<u>2010 Visitor #</u>	<u>2011 Visitor #</u>	<u>% Δ</u>
Florida	42,109	49,410	+17.3
Southeast	9,839	9,882	+0.4
Northeast	11,955	13,542	+13.3
Midwest	18,092	20,374	+12.6
Canada	3,068	2,928	-4.6
Europe	15,341	19,886	+29.6
Mkts. of Opp.	5,396	5,978	+10.8
Total	105,800	122,000	+15.3

Transportation

December 2011

- ❖ The majority (**55.0%**) of December visitors used air transportation (**2010: 56.8%**). Southwest Florida International remains the primary airport of choice (**2010: 61.6%; 2011: 58.3%**).
- ❖ However, reflecting the growth in European visitation, Miami's and Orlando's share of the fly market increased this month.

First Time Visitors

December 2011

- ❖ One of every three December visitors **(33.8%)** are for the first time in the destination, an increase over last December **(2010: 30.4%)**.

Information

December 2011

- ❖ Fully **86.9%** of visitors cite the Internet as their primary information source.

- ❖ Specific URL's mentioned include:
 - Accommodation websites **(48.5%),**
 - TripAdvisor **(38.0%),**
 - Destination websites **(24.5%),**
 - Airline websites **(19.7%).**

- ❖ The **social networking** sites of Facebook, Twitter, and YouTube are also **growing in importance.**

Satisfaction/Demographics

December 2011

- ❖ The overwhelming majority (**93.4%**) of our patrons are satisfied with their stay in the destination. Fully **90.5%** plan a return trip.
- ❖ The typical December visitor is younger (**2010: 48.5 years; 2011: 47.9 years**). Visitors' command a median household income of **\$144,406**.

Annual 2011 Visitor Profile *(Through December)*

Number of Visitors

Annual 2011

	<u>2011</u>	<u>Δ %</u>
First Quarter	511,700	+3.3
Second Quarter	351,000	+7.0
Third Quarter	269,600	+12.9
October	117,400	+3.3
November	118,200	+16.1
December	122,000	+15.3
Fourth Quarter	357,600	+11.3
Annual 2011	1,489,900	+7.7

Impacts of Tourism

Annual 2011

	<u>2011</u>	<u>Δ %</u>
First Quarter	\$470,084,717	+5.9
Second Quarter	\$342,590,947	+9.5
Third Quarter	\$184,132,387	+18.2
October	\$83,994,590	+5.4
November	\$91,249,796	+21.4
December	\$117,937,951	+19.7
Fourth Quarter	\$293,182,337	+15.7
Annual 2011	\$1,289,990,388	+10.6

Visitor Origins

Annual 2011

	# of Visitors 2011	Δ %
Florida	573,560	+8.2
Southeast	106,145	+11.9
Northeast	273,809	+8.7
Midwest	229,859	+5.8
Canada	32,659	-2.4
Europe	203,694	+9.7
US Opp Mkts	70,174	-0.1
TOTAL 2011	1,489,900	+7.7

STR Information

Smith Travel Occupancy/ADR

November 2011

	Occupancy			ADR		
	2010	2011	% Δ	2010	2011	% Δ
Naples MSA	55.8%	64.3%	+15.1%	\$136.53	\$145.58	+6.6%
Naples Upscale	62.5%	71.4%	+14.3%	\$180.71	\$191.19	+5.8%
Miami-Hialeah	72.8%	78.5%	+7.8%	\$133.05	\$151.10	+13.6%
Florida Keys	64.8%	75.0%	+15.7%	\$164.42	\$181.82	+10.6%
Ft. Myers	46.1%	50.3%	+9.1%	\$99.94	\$104.70	+4.8%
Sarasota-Bradenton	51.6%	56.8%	+10.0%	\$95.93	\$101.84	+6.2%
Clearwater	52.7%	54.7%	+3.8%	\$91.20	\$95.81	+5.0%
St. Petersburg	50.8%	56.8%	+11.7%	\$93.20	\$100.66	+8.0%
Palm Beach County	59.9%	63.5%	+6.1%	\$115.18	\$121.32	+5.3%
Ft. Lauderdale	69.5%	72.3%	+4.0%	\$97.31	\$102.06	+4.9%

Smith Travel Occupancy

November 2011

Occupancy (%)

	<u>Trans</u>	<u>% Δ 10-11</u>	<u>Grp</u>	<u>% Δ 10-11</u>	<u>Total</u>
Naples MSA	33.3%	+6.6%	29.6%	+21.9%	64.3%
Miami-Hialeah	49.3%	+5.6%	24.0%	+12.0%	78.5%
Florida Keys	60.5%	+15.3%	14.3%	+18.1%	75.0%
Ft. Myers	34.0%	+8.2%	14.5%	+11.5%	50.3%
Sarasota-Bradenton	40.5%	+11.2%	16.0%	+8.7%	56.8%
Clearwater	30.0%	+9.4%	24.8%	-2.2%	54.7%
St. Petersburg	36.5%	+3.8%	19.5%	+28.7%	56.8%
Palm Bch Cty	40.5%	+8.7%	21.8%	+1.9%	63.5%
Ft. Lauderdale	49.6%	+2.7%	18.5%	+4.7%	72.3%

Smith Travel ADR

November 2011

	ADR (\$)				Total
	<u>Trans</u>	<u>% Δ 10-11</u>	<u>Grp</u>	<u>% Δ 10-11</u>	
Naples MSA	\$159.11	+12.1%	\$134.44	+3.1%	\$145.58
Miami-Hialeah	\$160.66	+13.2%	\$149.31	+16.7%	\$151.10
Florida Keys	\$183.71	+10.9%	\$174.50	+9.1%	\$181.82
Ft. Myers	\$109.30	+3.8%	\$101.17	+7.1%	\$104.70
Sarasota-Bradenton	\$100.51	+6.1%	\$106.03	+5.6%	\$101.84
Clearwater	\$98.10	+2.6%	\$93.04	+7.6%	\$95.81
St. Petersburg	\$101.66	+9.4%	\$100.57	+5.7%	\$100.66
Palm Bch Cty	\$124.23	+7.8%	\$119.92	+0.5%	\$121.32
Ft. Lauderdale	\$101.35	+6.6%	\$115.99	+1.7%	\$102.06

December 2011

Visitor Profile

Visitation

**December
2010**

105,800

**December
2011**

122,000

**'10-'11
Δ %**

+15.3

Impacts of Tourism

<u>December</u> <u>2010</u>	<u>December</u> <u>2011</u>	<u>'10-'11</u> <u>Δ %</u>
\$98,543,470	\$117,937,951	+19.7

Visitor Origins

December 2011

	<u># of Visitors</u>	
	<u>2011</u>	<u>Δ%</u>
Florida	49,410	+17.3
Southeast	9,882	+0.4
Northeast	13,542	+13.3
Midwest	20,374	+12.6
Canada	2,928	-4.6
Europe	19,886	+29.6
<u>US Opp Mkts</u>	<u>5,978</u>	<u>+10.8</u>
TOTAL	122,000	+15.3

RDS Occupancy/ADR

Year to Date

	Occupancy			ADR		
	<u>2010</u>	<u>2011</u>	<u>% Δ</u>	<u>2010</u>	<u>2011</u>	<u>% Δ</u>
January	68.0%	66.4%	-2.4%	\$162.5	\$159.1	-2.1%
February	81.6%	83.8%	+2.7%	\$229.9	\$233.1	+1.4%
March	83.3%	89.1%	+7.0%	\$235.8	\$240.6	+2.0%
April	75.8%	76.1%	+0.4%	\$205.1	\$217.1	+5.9%
May	62.3%	66.5%	+6.7%	\$145.9	\$150.1	+2.9%
June	57.8%	61.3%	+6.1%	\$129.5	\$134.2	+3.6%
July	60.7%	63.7%	+4.9%	\$107.4	\$112.1	+4.4%
August	43.7%	50.0%	+14.4%	\$94.8	\$102.4	+8.0%
September	41.1%	48.7%	+18.5%	\$101.5	\$103.0	+1.5%
October	58.8%	60.5%	+2.9%	\$114.4	\$116.6	+1.9%
November	60.6%	68.3%	+12.7%	\$121.7	\$126.5	+3.9%
December	58.9%	65.4%	+11.0%	\$161.4	\$174.7	+8.2%

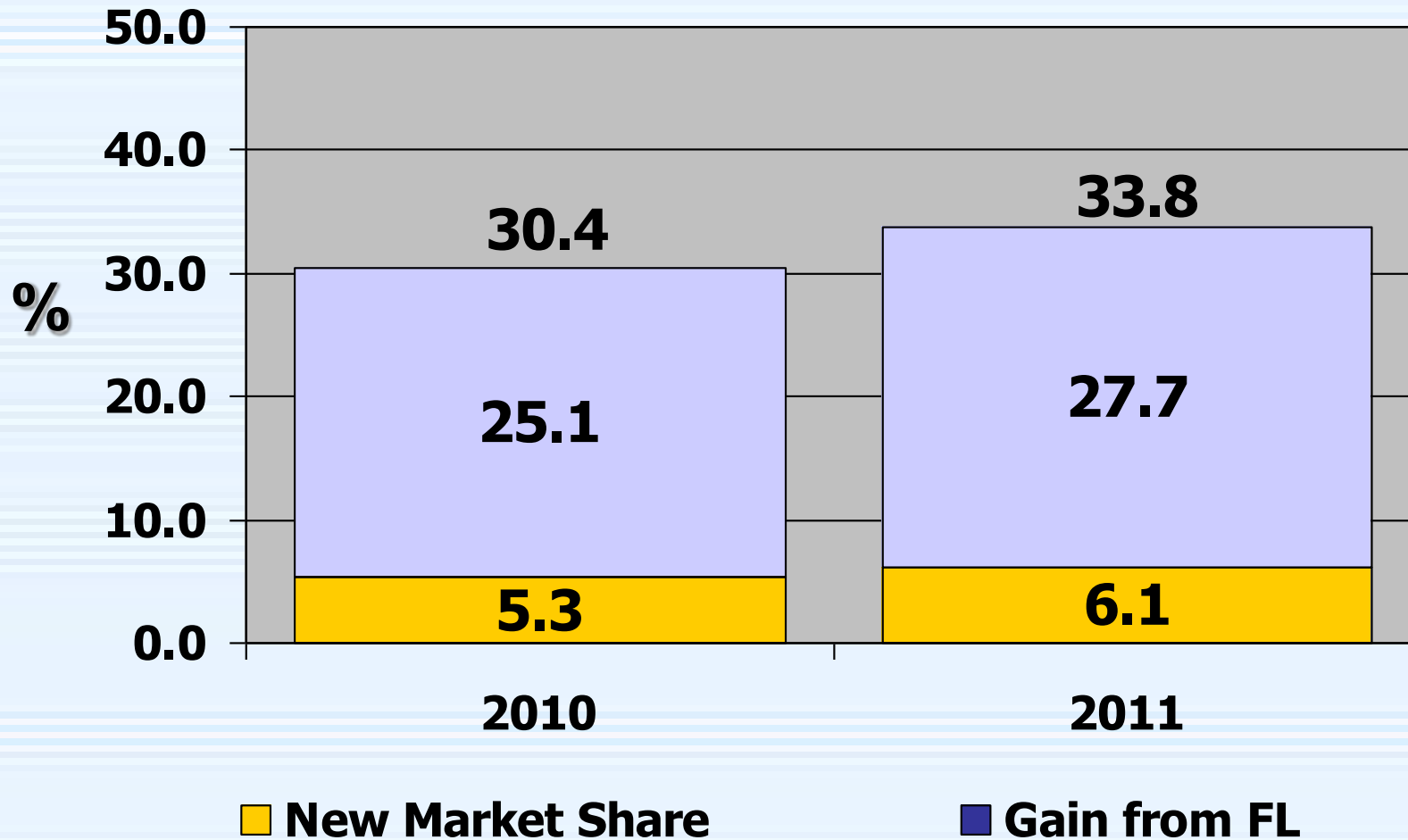
Purpose of Trip

December

	2010	2011
Vacation/Weekend Getaway	69.0%	73.6%
Conferences/Business Meetings	13.4	14.1
Visit with Friends/Relatives	11.6	12.7
Business Travelers	10.2	12.5
Special Events	6.3	7.0

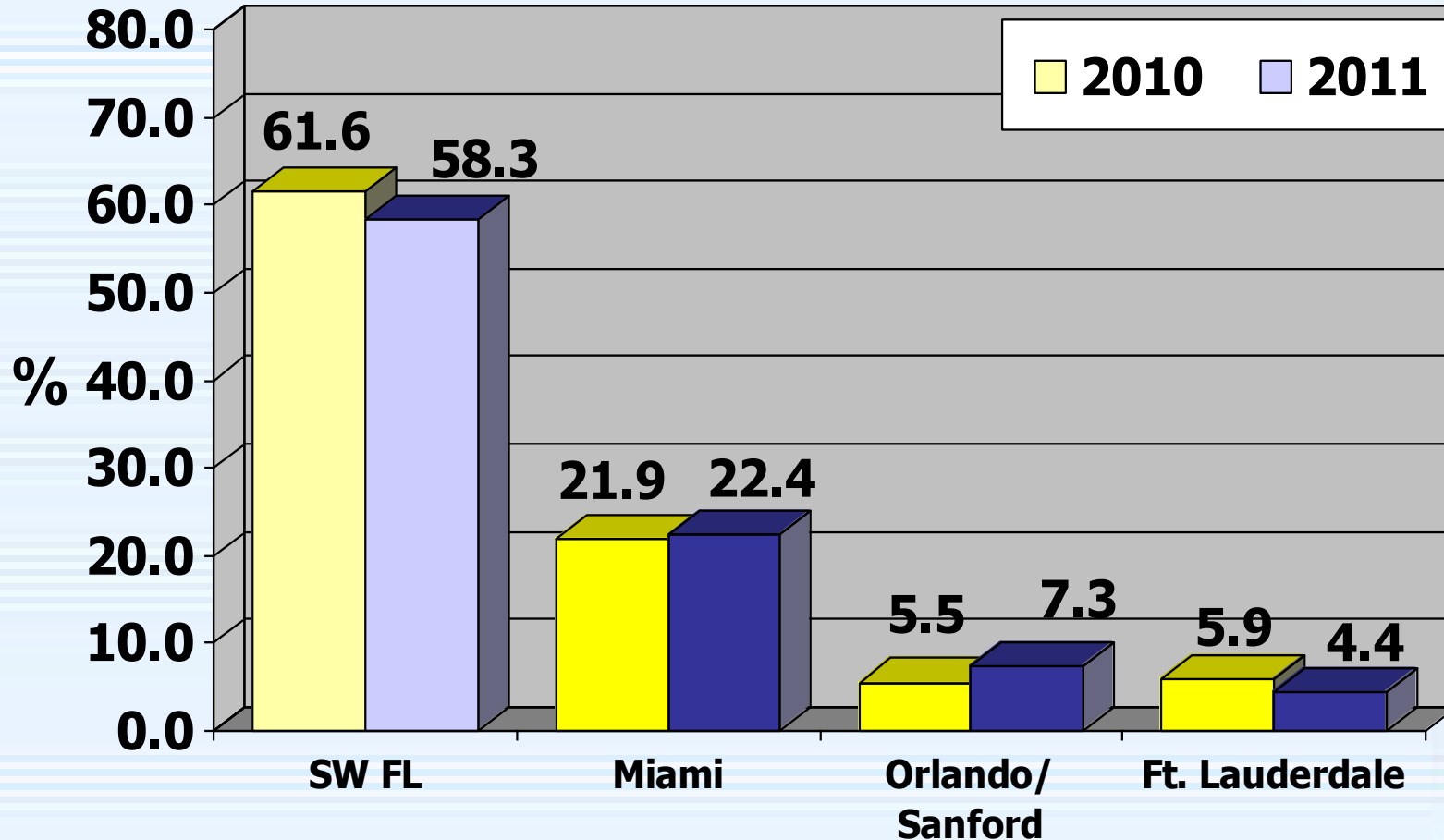
First Time Visitors (% Yes)

December



Airports of Deplanement

December



Visitor Perceptions

	<u>Dec</u> <u>2010</u>	<u>Dec</u> <u>2011</u>
Satisfaction <i>(combined)</i>	91.4%	93.4%
Would Recommend	94.8	92.8
More Expensive	8.4	9.3
Return Next Year	56.3	57.3

Average Age/Median Income

	<u>Dec</u> <u>2010</u>	<u>Dec</u> <u>2011</u>
Average Age (yrs)	48.5	47.9
Median HH Income	\$144,841	\$144,406

Thank you!



Public Relations Report

Lou Hammond & Associates, Inc.



Paradise Perfectly Presented

National Public Relations Update

TDC Meeting



LOU HAMMOND & ASSOCIATES

NEW YORK · PALM BEACH · CHARLESTON

January 23, 2012

I. Who we are



Lou Hammond & Associates

An award-winning public relations agency specializing in destination marketing, culinary, spa, real estate, home decor, retail, beauty and fashion

Established

1984



Lou Hammond & Associates

Independent • Growing

3 offices, 15,000 sq.ft.

40 Clients

40 Employees



1 office, 500 sq.ft.



3 Clients



3 Employees

Nobody owns us! Independent and debt-free



Who we are

Leader, reputation

Winner, more Hospitality
Sales & Marketing
Association International
awards,
last ten years, than any
agency/entity



2011 Awards

6 Golds



Who we are

We're the agency considered
the definitive travel industry leader
with unmatched experience –

13 current destination clients

40+ travel industry clients



II. Situation Analysis, Objectives, Strategies

Paradise, a place of great beauty



Situation Analysis

★ Challenges exist:

- Slow U.S. economic recovery; real estate and unemployment
- Competitors, aggressive budgets
- Consumer/media understanding: brand, location



Situation Analysis

- ★ Opportunities, multi-faceted destination:
 - Business up, last five months
 - Value, beaches, surprising cultural scene
 - Sophisticated luxury, yet family-friendly
 - Diverse offerings, large and protected



Objectives

- ★ *Build* word-of-mouth **buzz and business** through media endorsement during both peak and slower seasons
- ★ *Achieve* clear, distinct identity, Naples, Marco Island, Everglades – Paradise Coast brand – symbol of excellence, first choice, discerning travelers
- ★ *Generate* significant consumer awareness via media: desirable, relaxing, upscale, interesting destination
- ★ *Enhance* image, growing niche markets

Strategies

- ★ *Segment* offerings, focused pitches
- ★ *Provide* consistent stream dynamic story ideas, news, trend information keep destination top-of-mind
- ★ *Develop* strategic partnerships, maximize marketing dollars
- ★ *Target* key regional markets, media missions, e.g. Canada, Southeast, Midwest, Northeast; dedicated outreach, “fish where the fish are”
- ★ *Broaden* coverage, web/social, drive traffic, www.paradisecoast.com, Twitter handle, Facebook page



Strategies

- ★ *Garner* electronic exposure, both network & cable; specific targets national morning shows, MSNBC, E!, CNN, Food Network, Style Network, appropriate reality shows
- ★ *Utilize* multi-pronged approach, securing coverage traditional print/broadcast, leading websites, e-zines, blogs, online newsletters
- ★ *Support* MICE activity, build the business
- ★ *Leverage* calendar of events, national appeal

III. Perfect Leisure Audiences

Paradise Perfectly Presented



Perfect Leisure Audiences

Sampling:

- ★ Beachgoers
- ★ Families
- ★ Culinary Lovers
- ★ Arts & Culture Seekers
- ★ Golfers
- ★ Fishermen/women
- ★ Shoppers
- ★ Weddings/Honeymoons
- ★ Spa Indulgers
- ★ Nature Enthusiasts



Target Media

Outlet Sampling

Broadcast – National	Consumer Travel	Bridal
Travel Channel	Condé Nast Traveler	Brides
Daily Buzz	National Geographic Traveler	Destination Weddings & Honeymoons
Food Network	Departures	The Knot
Fox & Friends	The Robb Report	Martha Stewart Weddings
Today	Travel + Leisure	Town & Country Weddings
Good Morning America	In-flights	Bridal Guide



Target Media

Outlet Sampling

Nat'l/Syndicated	Newspapers	Family/Lifestyle
Associated Press	Philadelphia Inquirer	Coastal Living
Bloomberg	Chicago Tribune	O, the Oprah Magazine
New York Times	Sun Sentinel	Parents
Reuters	Boston Globe	InStyle
Wall Street Journal	Globe and Mail	Town & Country
USA Today	Miami Herald	Scholastic Parent & Child



Target Media

Outlet Sampling

Golf	Culinary	Web/Blog
Golf Digest	Bon Appétit	AOL Travel
Golf Magazine	Martha Stewart Living	About.com
Links	Everyday with Rachael Ray	DailyCandy
Florida Golf	Food & Wine	Thrillist
Golf Tips	Food Network Magazine	Indagare
PGA.Com	Saveur	Huffington Post



IV. Meetings, Incentive, Trade

Paradise, a place that seems perfect



Target Media

Outlet Sampling

MICE	Trade
Successful Meetings	Travel Weekly
M & C	Travel Agent
Corporate Meetings & Incentives	Luxury Travel Advisor
Small Market Meetings	Virtuoso Life
Incentive Magazine	Modern Agent
Meetings South	Agent@Home
Medical Meetings Magazine	Recommend



Priority Geographic Audience

★ Canada

★ Southeast

★ Northeast/MidAtlantic

★ Midwest



V. Energizing Constituents

Paradise is a happy partner



Energizing Constituents

- ★ Unity key, Collier County's success
- ★ Engage all partners, large and small
- ★ Partner information crucial, media fulfillment
- ★ Create sense of community, involvement

Energizing Constituents

Hot Tips



HOT TIP FOR VIRGINIA TOURISM CORPORATION

Working Mother (UMV: 828,388) is looking for late summer deals in Virginia exclusive to their readers to feature on the magazine's "Getaway Page" in the August/September issue. The exclusive component can be the entire deal, a reduced price or special amenity/offering. The deal must be valid for a least the following dates: August 22-September 5.

Information Needed:

- Name of hotel
- Description of deal including booking and travel dates
- Promo code/booking information for *Working Mother* readers
- Website

Outlet Description: Established in 1978 and offers ideas, solutions and support for all aspects of working mothers' lives, including work and family conflicts, balancing roles as a mother and employer/employee and child care. Presents the entrepreneurial spirit of working moms and features real-life stories from mothers. Covers work/family balance, child care, career options and issues, personal and family finance, technology, children's education, growth and development, family travel, food, fitness and nutrition, personal health, fashion, beauty and well-being.

Please send relevant information and any applicable images to VTC@lhammond.com by Friday, April 22, 2011 at 3:00 pm EST



Energizing Constituents

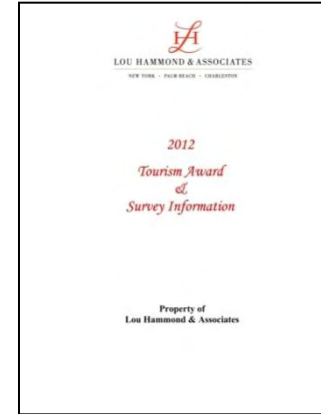
- ★ **PR University: Hot Techniques** – quarterly, information, effective public relations tools
 - Online reviews
 - Increasing Facebook fans
 - Release optimization
 - Social media, blogs



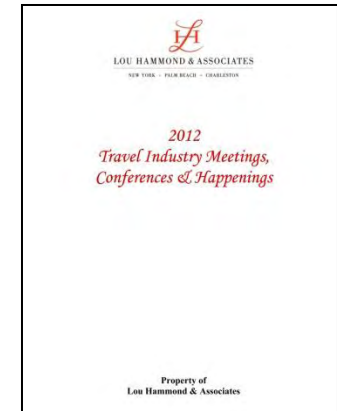
Energizing Constituents

Resource Guides, prepare, distribute:

- ★ 2012 Hotel/Tourism Award Listing
Compilation hotel/tourism awards; criteria, deadlines, contact names



- ★ 2012 Travel Industry Meetings Booklet
125 important worldwide travel industry meetings with dates, locations, topics and contact source information



- ★ 2012 Calendar of Holidays
Yearlong calendar outlining major North American holidays, corresponding deadlines, editorial coverage



LOU HAMMOND & ASSOCIATES
NEW YORK - PALM BEACH - CHARLESTON

2012 CALENDAR OF HOLIDAYS

DATE	HOLIDAY	DEADLINE	MAGS	NEWS
1/1	NEW YEAR'S DAY	7/1	121	
1/17	MARTIN LUTHER KING, JR. DAY	7/17	121/7	
2/2	GROUNDHOG DAY	8/2	122	
2/3	CHINESE NEW YEAR	8/3	128	
2/14	VALENTINE'S DAY*	8/14	134	
2/21	PRESIDENT'S DAY*	8/21	123	
3/8	MARCH 8th	9/8	28	
3/8	ASH WEDNESDAY	9/8	28	
3/17	ST. PATRICK'S DAY	9/17	217	
4/17	PALM SUNDAY	9/17	217	
4/19	PASSOVER	9/19	219	
4/1	APRIL FOOL'S DAY	10/1	31	
4/22	GOOD FRIDAY	10/22	31/2	
4/22	GOOD FRIDAY	10/22	31/2	
4/24	EASTER*	10/24	324	
5/5	CINCO DE MAYO	10/5	45	
5/8	MOTHER'S DAY*	10/8	48	
5/21	ARMED FORCES DAY	10/21	421	
5/30	MEMORIAL DAY*	10/30	430	



Value Blast

109th Edition

Contact: lha@lhammond.com

July 6, 2011



LH&A Blast

- V**ery Timely
- A**ffordable Options
- L**uxurious Properties & Destinations
- U**dated Weekly
- E**asy Savings!

Look for our **VALUE BLAST** every week – a great opportunity for savings!

★ **J'aime Paris Package**
Mandarin Oriental, Paris – France
July 17 through August 28, 2011

To celebrate the grand opening of the stunning new 138-room hotel located on famed Rue, Saint Honoré, this luxury hotel offers guests an exciting opening offer that includes:

- Credit of \$431 for any room reservation or \$718 for suite reservations to be used on rooms, spa, bar or one of the hotel's restaurants

A minimum length of stay may be required on certain dates.

Reservations, 33 01 70 9878 88; www.mandarinoriental.com/paris

TRAVEL+
LEISURE

July 13, 2011
UMV: 348,416

► Paris: Opening special at the Mandarin Oriental

 France, Paris |

Why Go:

The Mandarin Oriental's recruited big design and culinary names (architect Jean Michel Wilmotte, chef Thierry Marx, designer Patrick Jouin) to give the City of Light a shining new star.

J'aime Paris package includes:

- › Overnight accommodations
- › \$431 (or 300€) credit with each room booked or \$718 credit (400€) for a suite; redeemable as a room credit or at the hotel's restaurants, bars, or spa

For more information or to book, go to **Mandarin Oriental Paris**, or call 33-1/ 70-98-73-33.

PRICE From \$1,237 (865€ at today's exchange rate)

BOOK BY August 27, 2011

For more information or to book, go to **Mandarin Oriental Paris**, or call 33-1/ 70-98-73-33.



Agency-wide Release

FALL FITNESS TRAVEL: ENERGIZING ESCAPES FROM ACROSS THE GLOBE

NEW YORK, August 1, 2011 – With comfortable temperatures, crisp air and stunning sights of seasons changing abound, fall provides the perfect opportunity for travelers to be active outdoors. A sampling of invigorating retreats and wellness-themed explorations, in locations spanning from tropical jungles of Thailand to the carved canyons of Utah, appears below.

Pathfinders
TRAVEL
The Travel Magazine for Health & Culture

August 22, 2011
UMV: 60,000



Fall Retreats

With comfortable temperatures, crisp air and stunning sights of seasons changing abound, fall provides the perfect opportunity for travelers to be active outdoors. A sampling of invigorating retreats and wellness-themed explorations, in locations spanning from tropical jungles of Thailand to the carved canyons of Utah, appears below.

Private Island Snorkeling and Diving at [Cayo Island Resort, Sea & Mountain](#) **PR**



The boutique luxury property located in the British Virgin Islands is offering a unique opportunity to explore the unspoiled natural beauty of Cayo Island. For a taste of adventure in paradise, the resort works with Dive BVI to arrange visits to nearby coves, bays, reefs and reefs offering magnificent views of rare sea life, snorkelers and divers. In addition, fun-filled excursions to neighboring islands are planned on a weekly basis. The Sea Cab, a 36-foot dive boat, is fully equipped, including plenty of shade and a freshwater shower. For more information, visit [www.cayoisland.com](#)

Explore Tassalu Valley at Bishop's Lodge Ranch Resort & Spa, [Santa Fe, New Mexico](#)

Heeded in 400 acres surrounded by national forest in the Sangre de Cristo Mountains, the resort provides a wide range of activities to engage in. With trails connected to the resort, guests are encouraged to horseback ride either with or without resort guides and visit the horses often during their stay. A modern fitness center with a yoga studio and movement room, tennis courts, and miles of hiking and mountain biking trails suit the fitness-focused traveler. Active families will enjoy lawn games, evening movies and Camp Appaloosa, a seasonal day and evening children's program. Following an outdoor breakfast, guests can indulge in one of the many treatments at the Spaclub. For more information, visit [www.2510spalodge.com](#).

Scenic Escape in Shenandoah Valley, [Virginia](#)

The inspiring landscape, majestic mountains, trees and streams and diverse wildlife of the park make the valley a home for families looking to get active and reconnect in the beauty of nature. Highlights include more than 100 miles of scenic hiking in the Blue Ridge Mountains as well as motorcycle riding, horseback riding, birding, boating and fishing, among others. Family-friendly trails run along lawns and through woods and meadows, providing a chance to see a multitude of wildlife species. For those looking for recreation by horse, Shenandoah National Park as it celebrates its 75th anniversary season, the Great Smoky in Shenandoah National Park package includes one night at either Skyline Resort or Big Meadows Lodge, breakfast for two and a 100 gas voucher with rate. Starting at \$150 per night. For more information, visit [www.holidayinn.com](#)

Don National Park, founded by early Mormon pioneers offers peaceful and dramatic landscapes of sculptured canyons and striking cliffs. The second most popular tourist attraction in the state and the oldest [National Park](#), Don offers a number of areas of interest. For those who want to venture off the beaten path, both Kolob Canyons and Capitol Reef are ideal areas to visit to explore the backcountry. Hiking, climbing, canoeing and horseback riding are some of the outdoor activities provided here. For more information, visit [www.nps.gov/donip](#)

Time-Appeal Experience at Our Jungle Hotel



Situated on 25 acres of privately owned rainforest in the Khao Sok National Park, Our Jungle Hotel is a true escape from the ordinary. The hotel features a variety of unique amenities, including a 1000-year-old treehouse and a 1000-year-old treehouse. Guests will have one of the most experiences in the world. Guests will have one of the most experiences in the world. Guests will have one of the most experiences in the world. For more information, visit [http://www.khao-sok.com/ourjunglehotel/](#)

Fitness Intensive Retreat at [The Mountain Club](#)

This exclusive retreat is a rigorous, but fun 5 day/4 night package that offers a broad range of enjoyable activities that make sure to sustain a long-term commitment to one's health. A sample day in the program includes a 90-minute fitness consultation, followed by a 50-minute personal training session, a relaxing massage to enjoy the resort's Signature Signature Red Rock Massages and sometimes course after a long day of hard work. The package starts at \$200 per night, based on double occupancy. Guests can enjoy several fitness classes and appealing, adventure mountain biking, and canoeing for those seeking more intense activities. For more information, visit [www.themountainclub.com](#)

Sonoma Vineyard Adventures, The [Sonoma County Winegrowers' Association](#) has added five new tours to its line-up of Sonoma Vineyard Adventures, self-guided vineyard tours, allowing visitors to experience the wine region in an up-close and personal way. Visitors will gain an in-depth understanding of the grape growing process by exploring the vineyard business, as well as learn about the diversity of Sonoma County. Following the tour, guests can then sample the wines made from the vineyards, at the tasting room on the property. The price is \$125 per person, including a 100 gas voucher with rate. For more information, visit [www.sonomacounty.com](#)



Public Relations Seminar

- ★ Coordinate seminar, benefit Collier County constituents
- ★ Staged convenient, central location, multiple tourism, economic development partners
- ★ Focus, understanding North American media, marketing overview, general information supporting positive publicity
- ★ Training, know-how, crisis communications



VI. Media Relations

Paradise perfectly pitched



Ongoing Outreach

- ★ News Bureau – Collier County’s go-to media resource
- ★ Proactive daily pitching
- ★ Story development
- ★ Trend-focused outreach
- ★ Responsiveness key



Events

- ★ Setting/elements reflect Paradise Coast
- ★ Right people attend
- ★ On time, on the money
- ★ Follow up, ensure placement
- ★ Event in NY media capital; additional events in other major markets and/or at destination

Agency Sampling – Events



Utah, The Honorable Gary R. Herbert
LH&A Penthouse/Conference Room
Reach: 19+ million

Interviews/Desk-sides

- ★ Track Collier County's travel schedules, arrange interviews
- ★ Utilize trends, news, launches
- ★ Be a player, industry expert
- ★ Utilize trade show participation

Media Visits

Seeing is Believing

- ★ Emphasize targeted individual visits year-round – every interest
- ★ Host general and special interest group press trips, partner, resorts, attractions
- ★ Share after-trip questionnaires
- ★ Track visits, LH&A Visiting Journalist Program (VJP)



Visiting Journalist Program

Visiting Journalist Follow Up Report

<u>Client</u> Mandarin Oriental, Paris	<u>Trip Date</u> 06/28/2011
<u>Account Rep</u> Emma Silverman	<u>Type</u> Individual
<u>Visitor</u> Heather Maclsaac	<u>Assignment</u> Travel + Leisure
<u>Title</u>	<u>Produced?</u> Yes
<u>Company</u>	<u>Follow-Up Dates</u>
<u>Address</u>	<u>1st:</u> 09/28/2011
	<u>2nd:</u> 12/28/2011
	<u>3rd:</u> 03/28/2012
	<u>Last:</u> 06/28/2012
<u>Tel:</u>	<u>Notes</u>
<u>Fax:</u>	1 night accommodations. Upgrade or higher room category if possible.
<u>E-mail:</u>	Slated for the September or October issue of T+L
<u>Publication Name</u> Travel + Leisure	<u>Article Date</u> 09/01/2011



VII. 90-Day Plan/Quarterly Timeline

Action in Paradise



First 90 Days...

- ★ Distribute account announcement, fact sheet
- ★ LH&A team visit, partner meetings
- ★ Review press materials, update press kit
- ★ Establish news bureau, day-to-day inquiries, image libraries
- ★ Plan media event/desk-sides, NYC, key national media

First 90 Days...

- ★ Set dates, media missions, target markets
- ★ Utilize, research editorial calendars
- ★ Create client addendum
- ★ Establish biweekly conference calls, measurement protocols, prepare reports
- ★ Create, distribute six-month event calendar; distribute press releases

First 90 Days...

- ★ Implement partner “Hot Tip” program
- ★ Integrate, link, LouHammond.com
- ★ Build presence, Twitter
- ★ Coordinate/organize Visiting Journalist Program
- ★ Target promotional partners matching audience profile
- ★ Develop 12-month timeline, action plan and crisis communications plan

VII. The LH&A Difference



The LH&A Difference

- ★ Provide the keys to the “travel club” – unmatched industry experience/contacts
- ★ Highly creative, yet fiscally/operationally responsible, senior staff involvement
- ★ Strategic plan, timelines, clear objectives
- ★ Established category/destination brand building experience
- ★ Integrity, focus and, most of all, **RESULTS!**



Paradise Perfectly Presented

Thank You!

Proud to be Your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON







Search Engine Services

Sales & Marketing Technologies, Inc.

Naples CVB Monthly Search Engine Report

Keyword Rankings

All Keywords 1st Page 2nd Page 3rd Page

<u>Keyword</u>	Google	Yahoo!	Bing
everglades vacation	4  -1	19  +1	9  +1
family vacation Marco Island	3	4  +2	1
family vacation naples florida	6  -1	18  +1	6  -1
family vacations florida	11  -1	-	89  +
florida beach vacations	33  +1	-	-
florida family vacation	11  +1	122  +	60  +
florida vacations	46  -16	-	-
naples florida	10	7  +1	6  +1
naples florida vacation	2  -1	1	1
naples wedding locations	10  +1	31  -1	48  -6
pet friendly hotels florida	38  -3	-	-
pet friendly hotels Naples	5	16  -2	28  -15
pet friendly vacations florida	11  +2	-  -	-  -
visit naples florida	1	2  -1	3  +1

One of the things you look at when trying to be successful on the internet is where specific keywords rank on the search engines. The higher the ranking the more exposure you have to potential visitors.

The above report shows where several “money” keyword terms rank on the three largest search engines – Google, Bing and Yahoo.

* These rankings are a snapshot in time of where these keyword phrases are ranking on the search engines.

Naples CVB Monthly Search Engine Report

In the month of November, Paradise Agency, Miles Media and SMT worked together to begin implementing new meta data for main pages on the website to be able to start capturing opportunities the website is currently missing. In December we added new meta data for the meeting and wedding pages.

The terms we are currently focusing on for the meetings page are:

- Business meeting space
- Business meeting rooms
- Corporate meeting space
- Corporate meeting rooms
- Event facilities
- Meeting space

The terms we are currently focusing on for the weddings page are:

- Florida beach wedding
- Naples wedding locations
- Destination weddings in Florida

We have added these keywords to the SERP tracking and will be reporting on their progress in the January report.

Naples CVB Monthly Search Engine Report

Search Engine Optimization Actions

- **Tracked and analyzed site traffic statistics**
- **Resubmitted site to directories**
- **Worked with Google PPC**
- **Updated meta data on home page**
- **Generated report to summarize action taken**

Naples CVB Monthly Search Engine Report

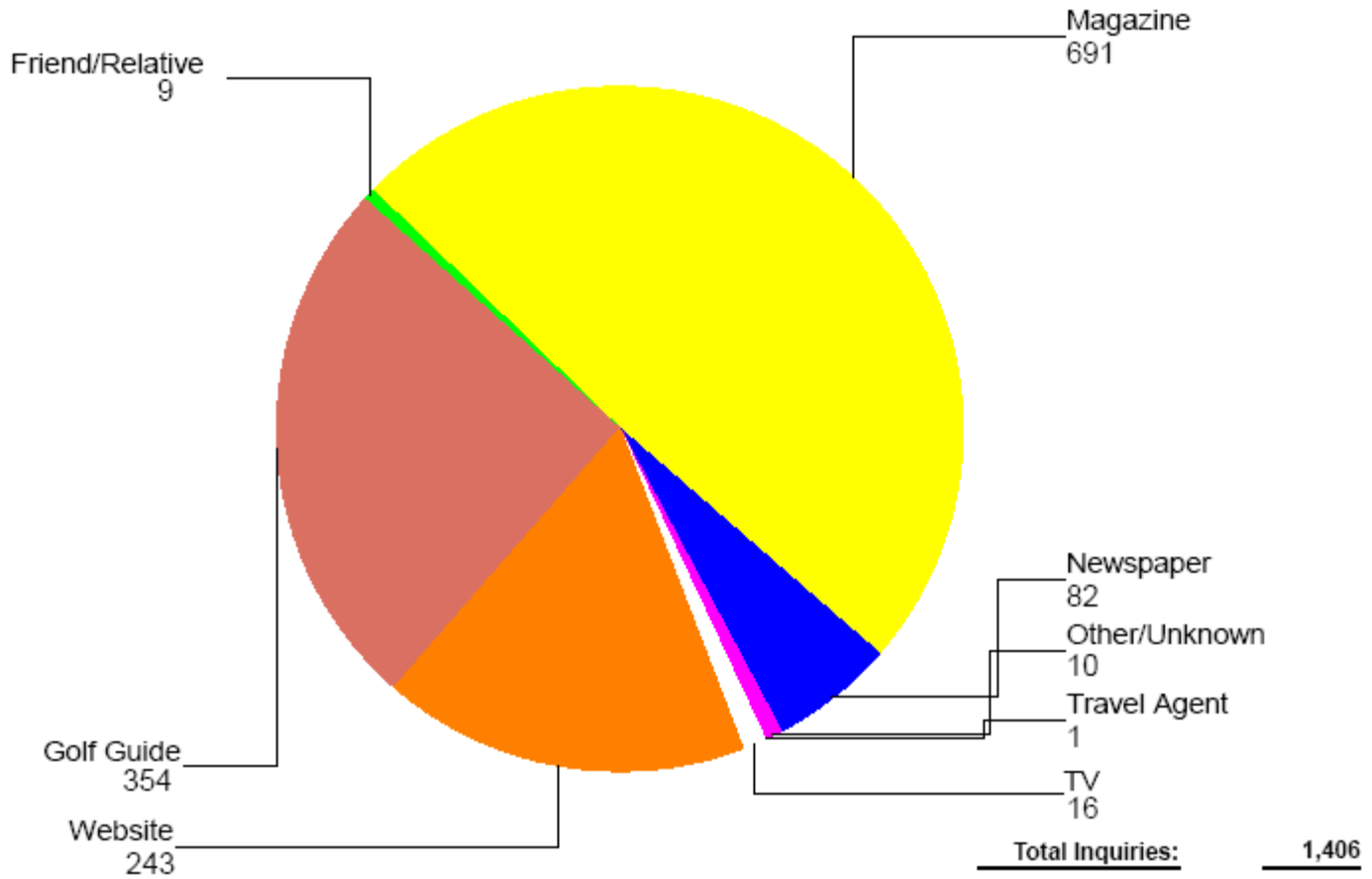
Monthly Google Payer Click

Month	Spending	Clicks	CP Click	Request for Visitor Guides
Dec	\$1,228.01	3,641	\$0.34	112
Nov	\$1,026.32	3,027	\$0.34	104
Oct	\$1,219.61	3,664	\$0.33	96
Sep	\$1,047.73	3,377	\$0.31	311
Aug	\$1,055.05	3,493	\$0.30	162
July	\$1,111.85	3,685	\$0.30	141
June	\$1,229.60	3,775	\$0.33	110
May	\$1,217.06	3,645	\$0.33	144
Apr	\$1,212.46	3,750	\$0.32	167
Mar	\$1,215.89	3,816	\$0.32	156
Feb	\$1,216.36	3,853	\$0.32	64
Jan	\$1,216.39	4,002	\$0.30	1

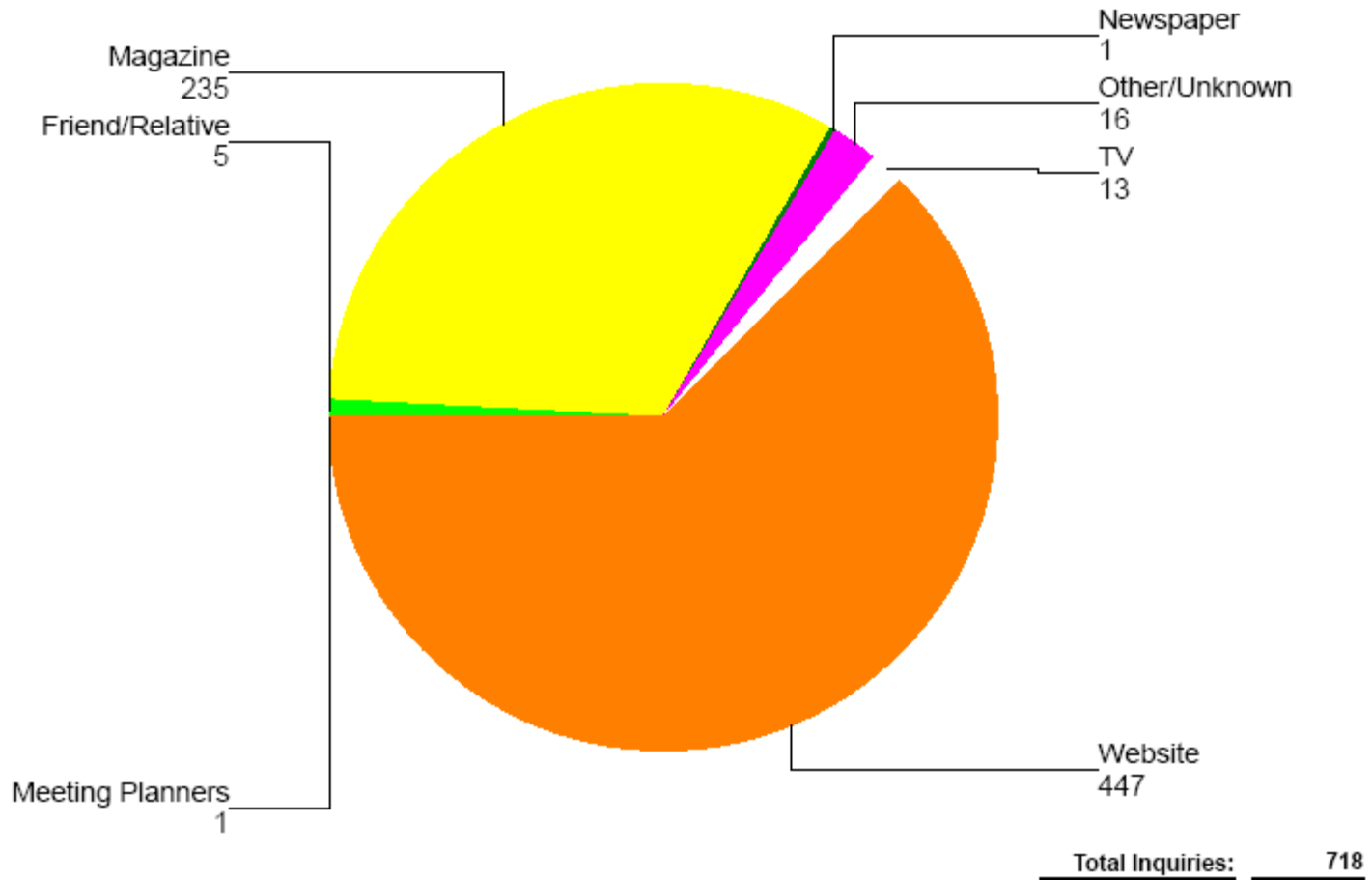
Fulfillment Services

Phase V

Naples, Marco Island, Everglades CVB
Request Summary by Source
For the month of December 2010

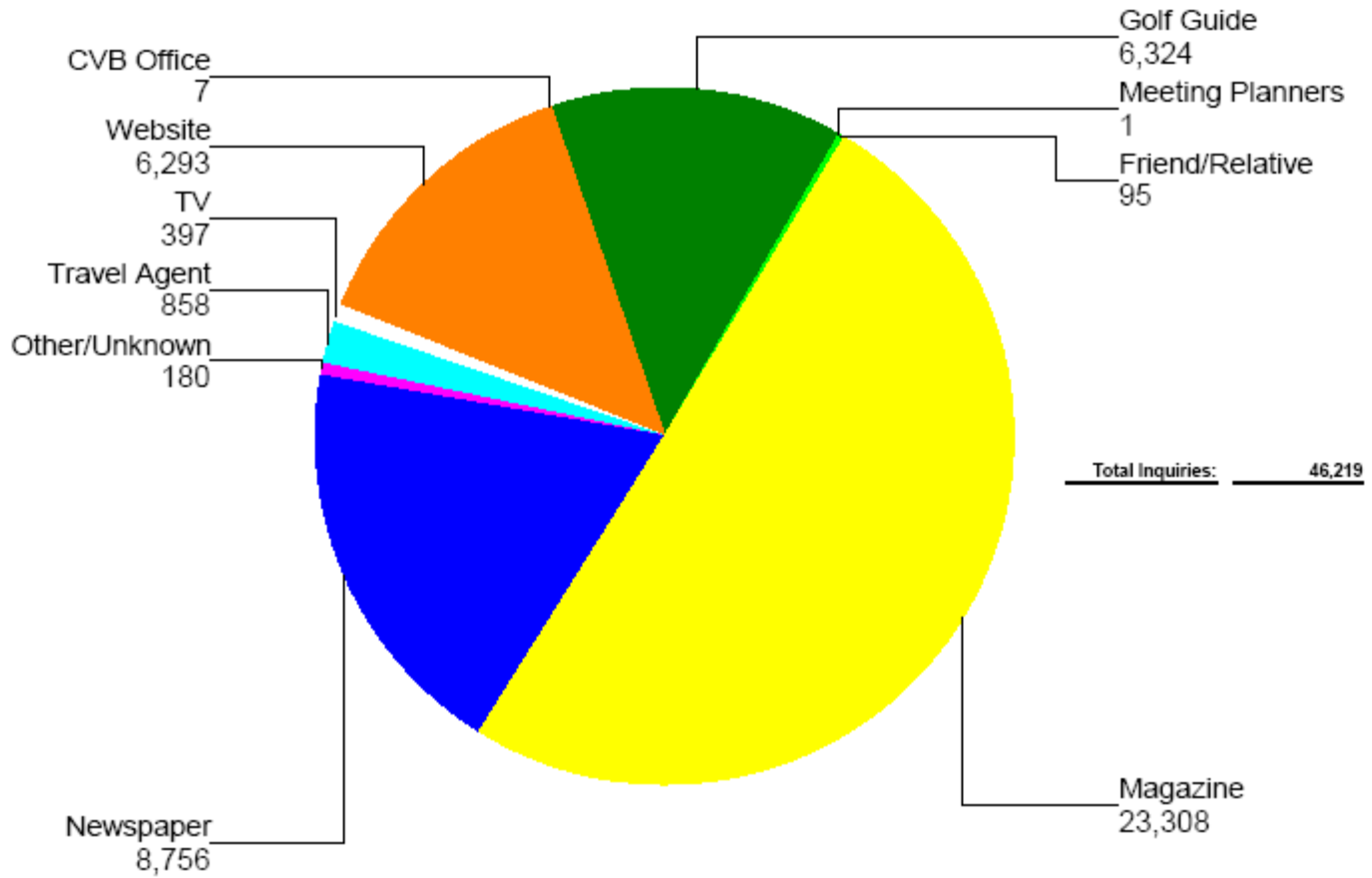


Naples, Marco Island, Everglades CVB Request Summary by Source For the month of December 2011



Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2011



Results Analysis

Request Summary by Source Slide

December 2010 = 354

December 2010 = 201

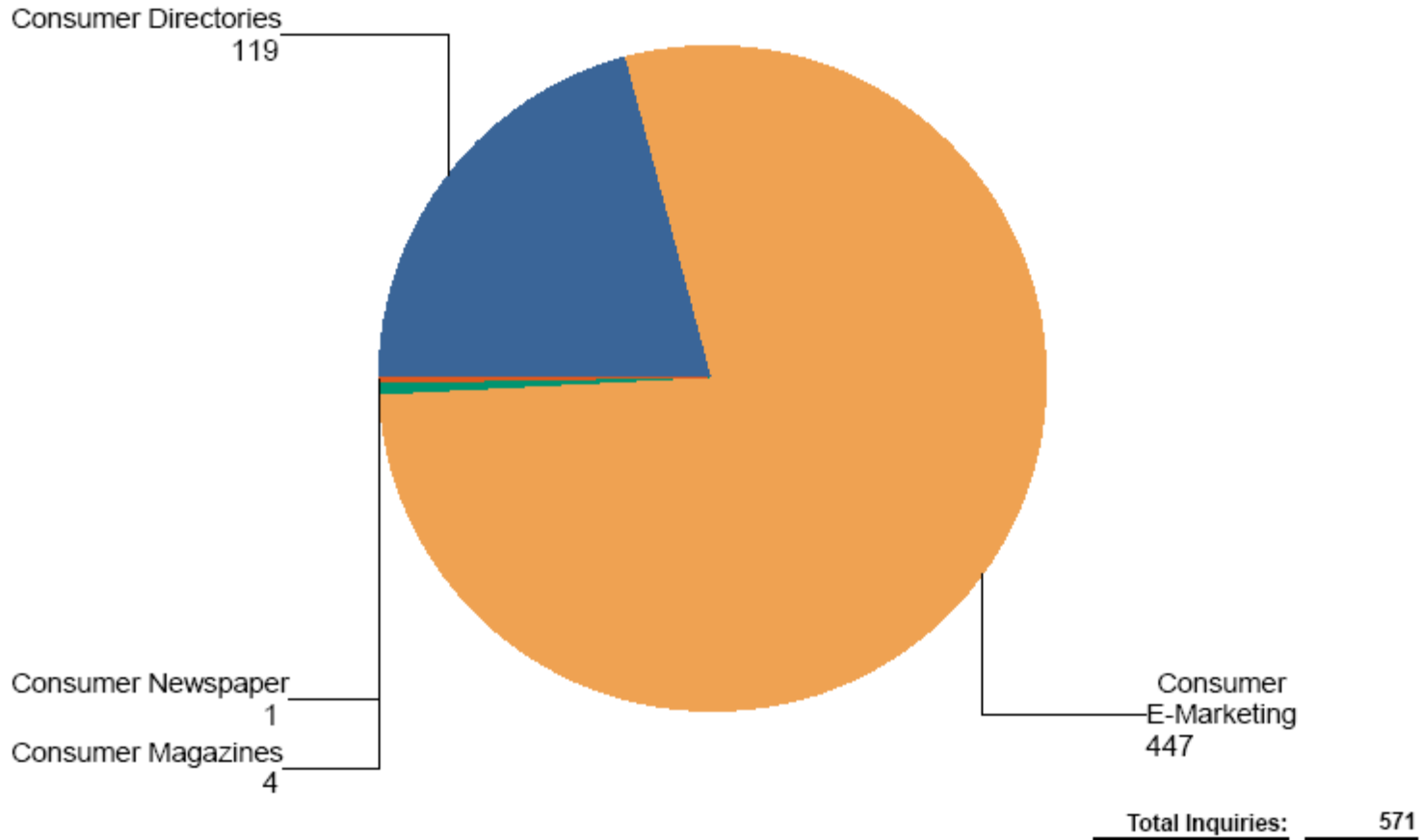
December 2010 = 231

354 leads were generated from the publication Play Florida Golf 2010, 2011 leads have not arrived.

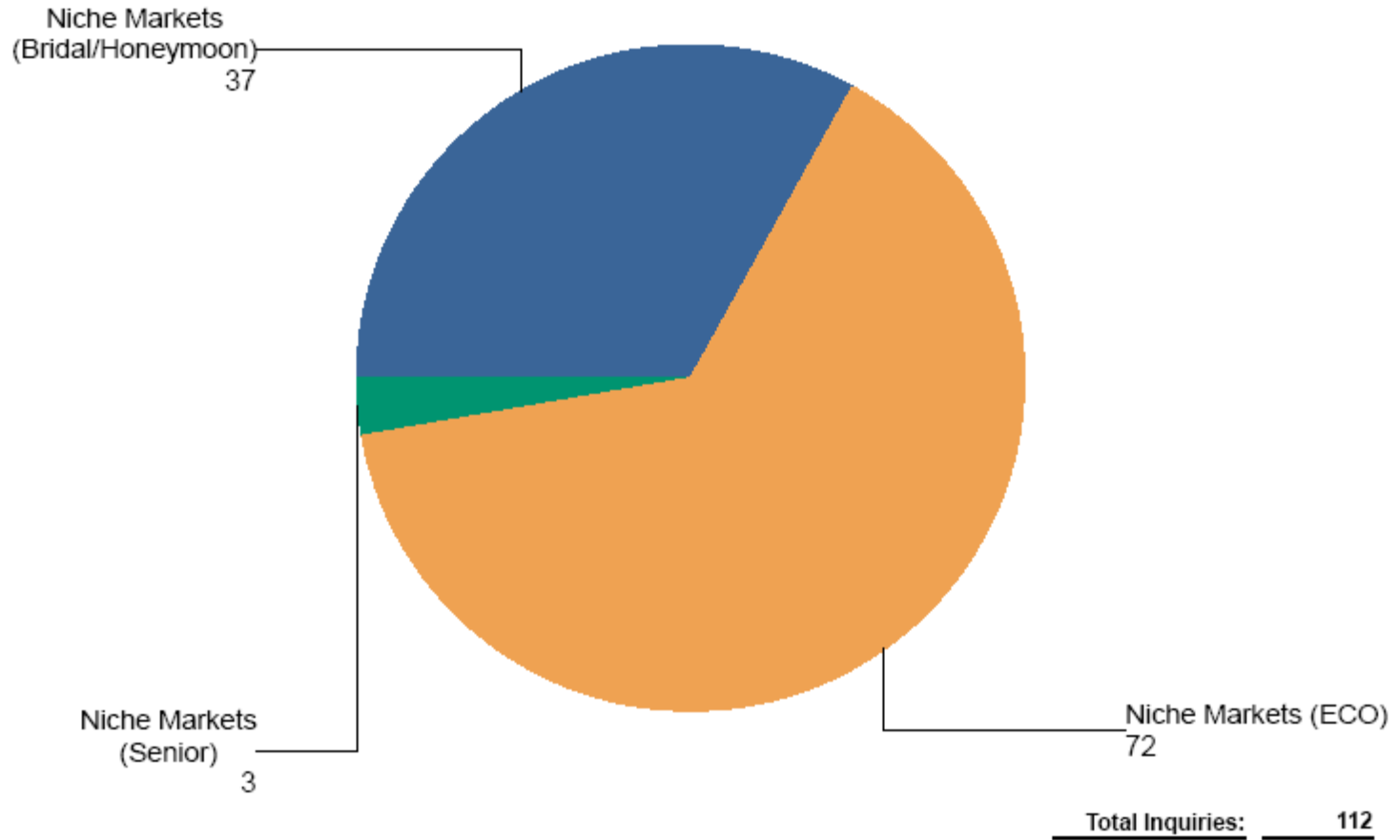
201 leads were generated from the publication Bridal Guide, 2011 leads have not arrived.

231 leads were generated from the publication National Geographic Traveler, 2011 leads have not arrived.

Naples, Marco Island, Everglades CVB Request Summary by Leisure Markets For the month of December 2011



Naples, Marco Island, Everglades CVB Request Summary by Niche Markets For the month of December 2011



Inquiries – Leading 4 Countries December 2011

2010

USA

Canada

UK

Brazil

2011

USA

Brazil

Canada

Netherlands

Inquiries - Leading 6 States December 2011

2010

Florida

Georgia

Texas

New York

Pennsylvania

Ohio

2011

Florida

Illinois

New York

Pennsylvania

Ohio

Indiana

Collier County CVB Inquiries by Type Calendar Year

	December 2011	Y-T-D
Phone	280	3475
Publications	172	32813
Web site	447	5711
Info@ParadiseCoast	0	5

Misc. CVB Services Calendar Year

November	2011	Y-T-D
Info Ctr Shipments	2625	34120
Editorial Gen Calls	78	771
Mtg Planner Calls	0	9
Storm Info Calls	5	12
Storm Accommodations	0	0
Sports Council	0	4
Film Commission	1	19
Travel Agent	1	6

Live Chat by Topic December 2011

By Topic				
Topic	# of chats	Minutes	Min/C hat	Year to Date Cumulative
Outdoor Activities	1	4.3	0.0	6
Sports	1	6.0	0.0	3
Totals	2	10.3	5.1	9

Live Chat by Page December 2011

BY PAGE			
Page	# of chats	Minutes	Min/Chat
Home Page	2	10.3	5.1
Totals	2	10.3	5.1

Misc. Services December 2011

Media	Month	YTD	% YTD
Meeting Planners			
Market Group Fulfillment	1	1	6%
Meeting Planner Kit Fulfillment	2	5	31%
Meeting Planners	3	8	50%
Tour Operators			
Other/Unknown	2	2	13%
Tour Operators	2	2	13%
Travel Agents			
Other/Unknown	1	1	6%
Travel Agents	1	1	6%
Grand Total:	6	16	

Thank you

Questions?

