

Naples Marco Island Everglades CVB Sales Report
11/17/2011 - 1/12/2012

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											
Axiom Corporation	Axiom Executive Summit Feb 2012	RFP Rcvd	0	Meetings Focus-NBH FAM 2011	1/31/2012 2/2/2012		\$13,740.00	0	30	90	0
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0		9/7/2013 9/13/2013		\$82,000.00	0	175	729	0
Allied Solutions	National Sales Meeting 2014	RFP Rcvd	Corporate-Other		2/17/2014 2/19/2014		\$35,000.00	0	125	335	0
Allied Solutions	Incentive Trips	RFP Rcvd	Corporate-Other		5/1/2014 5/3/2014		\$5,000.00	0	25	75	0
AMC Network	Vertafore 2013 Sales Meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Networking	1/5/2013 1/10/2013		\$122,000.00	0	200	685	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 Business Travel	Johnson Controls UPG dealer Incentive	RFP Rcvd	Corporate-Incentive		2/1/2012 2/5/2012		\$11,000.00	0	75	375	0
ARVC Group 201	ARVC Group 2012	RFP Rcvd	Leisure	Website	3/15/2012 3/18/2012		\$11,000.00	0	12	48	0
Bradford Child Care Services	BCCS Leadership Conference 2012	RFP Rcvd	0	Connect	11/6/2012 11/10/2012		\$6,292.00	0	22	100	0
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00	0	20	40	0
Center For Disease Control and Prevention	April 2012 Review NCIPC	RFP Rcvd	0	Repeat Planner contact	4/25/2012 4/27/2012		\$88,000.00	0	175	525	0
Center For Disease Control and Prevention	2012 NCIPC ERPO	RFP Rcvd	0	Repeat Planner contact	1/11/2012 1/13/2012		\$88,000.00	0	175	525	0
Center For Disease Control and Prevention	2012 ERPO NCIPC conference	RFP Rcvd	0		12/14/2011 12/16/2011		\$87,000.00	0	175	525	0
CFA Institute	Chartered Financial Exam 2013	RFP Rcvd	0	Destination Showcase - DC	5/30/2013 6/1/2013		\$6,450.00	0	50	125	0
CFA Institute	Chartered Financial Analyst Examination	RFP Rcvd	0	Destination Showcase - DC	6/1/2012 6/2/2012		\$6,450.00	0	50	100	0
Chuck Cook & Associates, Incorporated	2012 FL Dairy Products Assoc. annual conf	RFP Rcvd	0	Chuck Cook 2011	7/25/2012 7/29/2012		\$17,013.00	0	55	159	0
Church of Christ Written in Heaven	2013 Women's Retreat	RFP Rcvd	0	Connect	4/25/2013 4/27/2013		\$13,530.00	0	22	66	0

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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											
Conference Direct / P. Lackland	NAEM	Off Site	0	Repeat Planner contact	10/15/2012 10/18/2012		\$325,000.00	0	40	130	0
ConferenceDirect / D.Borak	Kappa Psi Biennial Nat'l Convention 2013	RFP Rcvd	0	CVENT	8/3/2013 8/10/2013		\$73,300.00	0	173	893	0
ConferenceDirect / J. Roberts	2012 AP Summit	RFP Rcvd	0	ConferenceDir ect	1/8/2012 1/10/2012		\$32,000.00	0	150	450	0
ConferenceDirect / M. Ronacher	Valmont Irrigation National Sales mtg 2014	RFP Rcvd	0	CVENT	1/9/2014 1/19/2014		\$352,674.00	0	460	2,177	0
Council on Occupational Education	Winter Commission Meeting-Feb.	RFP Rcvd	0	Encounter	2/9/2013 2/11/2013		\$18,320.00	0	25	62	0
Council on Occupational Education	Commission Executive Comm. Mtg	RFP Rcvd	0	Encounter	6/13/2013 6/15/2013		\$5,418.00	0	12	30	0
Council on Occupational Education	COE Summer confere & Candidate academy July 2013	RFP Rcvd	0	Encounter	7/10/2013 7/13/2013		\$37,450.00	0	150	350	0
Council on Occupational Education	COE Committee Mtg -August 2013	RFP Rcvd	0	Encounter	8/15/2013 8/17/2013		\$4,700.00	0	18	50	0
Council on Occupational Education	Fall Commission mtg-Sept 2013	RFP Rcvd	0	Encounter	9/13/2013 9/17/2013		\$8,080.00	0	26	104	0
Council on Occupational Education	COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	0
Debi's Itineraries	October 2011 Music Fam	CVB Sponsored	0	ASTA Nov. 2011 FAM	10/27/2011 10/30/2011		\$0.00	0	25	76	0
Florida Academy of Audiology	Florida Academy of Audiology 2013 Annual	RFP Rcvd	Corporate- Medical/Pharmaceutical	Networking	8/14/2013 8/18/2013		\$25,000.00	0	47	190	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 State Button Society	Florida State Button Society	RFP Rcvd	SMERF	Planning Connection	1/8/2014 1/12/2014		\$203,000.00	0	275	1,030	0
Garden of Hope and Courage	Rooms for Entertainers	RFP Rcvd	0		3/31/2012 4/1/2012		\$5,000.00	0	14	28	0
General Service Assembly	Serenity by the Sea	RFP Rcvd	SMERF	Repeat Planner contact	10/19/2012 10/21/2012		\$33,000.00	0	100	202	0
General Service Assembly	Serenity Club April 2012	RFP Rcvd	SMERF	Networking	4/27/2012 4/28/2012		\$18,450.00	0	50	90	0
Genuine Parts Co.	2012 Regional Meeting	RFP Rcvd	0	Website	3/12/2012 3/15/2012		\$28,200.00	0	30	120	0
Green Planet Foundation	Green Planet Awards USA 2012	RFP Rcvd	0	CVENT	1/13/2012 1/14/2012		\$40,000.00	0	250	250	0
HelmsBriscoe / A.Yount	Mosaic East Regional Mtg March 2012	RFP Rcvd	0	CVENT	3/6/2012 3/9/2012		\$23,500.00	0	25	100	0
HelmsBriscoe / C. Pierson	2012 Sunny Delight Sales Meeting	RFP Rcvd	0	HelmsBriscoe	4/15/2012 4/19/2012		\$61,500.00	0	105	285	0

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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											
HelmsBriscoe / D. Renken	AVCA 2012 annual conference	RFP Rcvd	0	CVENT	11/7/2012 11/11/2012		\$39,930.00	0	95	260	0
HelmsBriscoe / M. Mahar	Keane Executive Retreat 2012	RFP Rcvd	0	CVENT	2/14/2012 2/15/2012		\$7,328.00	0	16	32	0
HelmsBriscoe / T. Baker	Construction Industry 2013	RFP Rcvd	0	Chesney Mission	6/15/2013 6/18/2013		\$30,000.00	0	75	242	0
HelmsBriscoe / V.Corder	National Shooting Sports Foundation 2012	RFP Rcvd	0	HelmsBriscoe	2/21/2012 2/24/2012		\$41,220.00	0	50	180	0
HelmsBriscoe /V. Schlosser	2014 Group West Coast FL	RFP Rcvd	SMERF	CVENT	4/12/2014 4/21/2014		\$461,250.00	0	255	2,550	0
HelmsBriscoe /V. Schlosser	2013 West Coast Fl Religious group	RFP Rcvd	SMERF	CVENT	3/23/2013 4/4/2013		\$196,000.00	0	255	3,015	0
IMN Solutions	Sigma Systems User Conf. 2012	RFP Rcvd	0	CVENT	11/4/2012 11/8/2012		\$23,837.00	0	75	197	0
Institute for International Research	Risk Minds USA 2012	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Phone	6/11/2012 6/15/2012		\$44,000.00	0	90	280	0
IQPC Exchange	Corporate Counsel Exchange 2012	RFP Rcvd	0	CVENT	6/17/2012 6/18/2012		\$9,030.00	0	70	140	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
Mary Lea Nations (Sm Bus. Ins.)	SBI Annual Conference 2014	RFP Rcvd	0	Connect	2/12/2014 2/15/2014		\$45,800.00	0	60	200	0
Max vantage Meetings	2013 Presidents incentive awards	RFP Rcvd	Corporate- Medical/Pharmaceutical	Repeat Planner contact	6/9/2013 6/14/2013		\$20,000.00	0	25	150	0
Maxvantage Meetings	The Institute	RFP Rcvd		StarCite	3/5/2012 3/8/2012		\$42,300.00	0	35	140	0
Meeting Expectations, Incorporated	Silk Road client conference 2013	RFP Rcvd	0	Repeat Planner contact	4/5/2013 4/10/2013		\$250,000.00	0	310	1,065	0
Meeting Professionals International South Florida Chapter	MPI SEC Mid year BOD Retreat	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	MPI S. FL Board 2011	12/18/2011 12/19/2011		\$3,000.00	0	15	30	0
National Association of Christian Financial Consultants	2013 NACFC annual convention	RFP Rcvd	0	Encounter	4/23/2013 4/27/2013		\$51,250.00	0	75	280	0
National Association of Guardsman	NAG Social Club 2013	RFP Rcvd	SMERF	Phone	7/9/2013 7/14/2013	National	\$100,000.00	0	250	830	0
National Collegiate Table Tennis Association	College Table Tennis National Championships	RFP Rcvd	0	Connect	4/18/2013 4/21/2013		\$82,000.00	0	150	600	0
OraPharma	2013 InnerSphere Incentive	RFP Rcvd	0	CVENT	4/8/2013 4/13/2013		\$17,220.00	0	20	84	0
Panamerican Surety Association	2013 APFPASA	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	South America Sales Mission	4/21/2013 4/24/2013	International	\$150,000.00	0	250	850	0

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Status: CURRENT TENTATIVE											
Polaris Meetings Group, LLC	2012 advisory board meeting for Titan	RFP Rcvd	0	Networking	2/7/2012 2/10/2012		\$5,496.00	0	8	24	0
Public Service Credit Union	2012 PSCU BOD Planning Conf	RFP Rcvd	Corporate-Other	Other	3/24/2012 3/30/2012		\$26,000.00	0	14	98	0
Reliable Facility Placement	American Academy of Family Physicians 2013 Board	RFP Rcvd		Rejuvenate	1/15/2013 1/18/2013		\$6,500.00	0	13	39	0
Reliable Facility Placement	NIPDD 2013 Fellowship Meeting	RFP Rcvd		Rejuvenate	1/24/2013 1/27/2013		\$34,200.00	0	60	180	0
RockSolid Granite USA	2013 Franchise Convention	RFP Rcvd	0	Music Oct. 2011 FAM	7/16/2013 7/21/2013		\$58,636.00	0	175	548	0
Select Meeting Sites, Incorporated	GECA 2013	RFP Rcvd	0	Repeat Planner contact	1/23/2013 1/29/2013		\$163,000.00	0	250	695	0
SHPS	SHPS Client Forum	RFP Rcvd	Corporate-Other		3/7/2012 3/9/2012		\$10,000.00	0	35	105	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	FSAE Board meetings	RFP Rcvd	0	FSAE Annual Conference	11/6/2012 11/9/2012		\$10,527.00	0	38	87	0
Site Search, Incorporated	FSAE Winter Conference	RFP Rcvd	0	FSAE Annual Conference	11/6/2012 11/9/2012		\$10,527.00	0	38	87	0
Site Search, Incorporated	Meet & Greet Feb 2012	RFP Rcvd	0	FSAE	2/9/2012 2/11/2012		\$11,679.00	0	23	51	0
Site Selection & Meeting Consultants, Inc	Power in Pumps 2012	RFP Rcvd	0	Repeat Planner contact	10/11/2012 10/13/2012	Local	\$20,000.00	0	50	120	0
Solutions+ of New York	WBASNY 2013	RFP Rcvd	0	Successful Meetings	5/16/2013 5/19/2013		\$36,250.00	0	80	260	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
Southern Association Colleges & Schools	Executive Council 2013	RFP Rcvd	0	Connect	3/17/2013 3/20/2013		\$14,100.00	0	20	70	0
Specialty Graphic Imaging Association	2012 SGIA SPIRE meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Networking	2/18/2012 2/22/2012		\$0.00	0	35	98	0
State Farm / Jack Wallace	Tracker 2 study group	RFP Rcvd	Corporate-Other		10/29/2012 11/2/2012		\$156,000.00	0	32	128	0
Tangerine Meetings & events	Press Ganey at Marriott MI	Dine Around	Corporate-Other	Phone	1/16/2012 1/19/2012		\$0.00	0	180	0	0
The Florida Bar	Meeting 2 April 2013	RFP Rcvd	0	Repeat Planner contact	4/24/2013 4/27/2013		\$60,000.00	0	15	50	0
The Florida Bar	Meeting 1 2012	RFP Rcvd	0	Repeat Planner contact	11/14/2012 11/17/2012		\$50,000.00	0	100	302	0

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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											
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 Planning Mode	2012 Worldwide Express Conf	RFP Rcvd	0	Website	9/10/2012 9/15/2012		\$116,150.00	0	344	1,150	0
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	0
Travel and Transport Inc.	Nebraska Bankers Assoc	RFP Rcvd	0		2/20/2013 2/24/2013		\$68,000.00	0	70	300	0
Travel and Transport Vacations	Bank Executive Conference 2013	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	2/20/2013 2/24/2013		\$81,000.00	0	70	300	0
TW Metals	2012 Global Sales Meeting	RFP Rcvd	0	Website	1/9/2012 1/11/2012		\$54,720.00	0	120	360	0
United Hardware Distributing Company	2014 Incentive	RFP Rcvd	0	Collaborate	3/8/2014 3/13/2014		\$200,000.00	0	105	610	0
United States Travel Association	ESTO 2013	RFP Rcvd	Tourism	Visit Florida	8/16/2013 8/21/2013		\$125,500.00	0	350	1,245	0
					Event Count:	86	\$5,339,427.00	0	9,332	34,828	0

Status: ITINERARIES											
HelmsBriscoe / T. Baker	Construction Industry 2013	RFP Rcvd	0	Chesney Mission	6/15/2013 6/18/2013		\$30,000.00	0	75	242	0
Meeting Expectations, Incorporated	Silk Road client conference 2013	RFP Rcvd	0	Repeat Planner contact	4/5/2013 4/10/2013		\$250,000.00	0	310	1,065	0
					Event Count:	2	\$280,000.00	0	385	1,307	0

Status: LEADS SENT											
AMC Network	Vertafore 2013 Sales Meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Networking	1/5/2013 1/10/2013		\$122,000.00	0	200	685	0
ARVC Group 201	ARVC Group 2012	RFP Rcvd	Leisure	Website	3/15/2012 3/18/2012		\$11,000.00	0	12	48	0
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00	0	20	40	0
Conference Direct / P. Lackland	NAEM	Off Site	0	Repeat Planner contact	10/15/2012 10/18/2012		\$325,000.00	0	40	130	0
ConferenceDirect / M. Ronacher	Valmont Irrigation National Sales mtg 2014	RFP Rcvd		CVENT	1/9/2014 1/19/2014		\$352,674.00	0	460	2,177	0
Council on Occupational Education	Winter Commission Meeting-Feb.	RFP Rcvd	0	Encounter	2/9/2013 2/11/2013		\$18,320.00	0	25	62	0
Council on Occupational Education	Commission Executive Comm. Mtg	RFP Rcvd	0	Encounter	6/13/2013 6/15/2013		\$5,418.00	0	12	30	0

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Status: LEADS SENT											
Council on Occupational Education	COE Committee Mtg -August 2013	RFP Rcvd	0	Encounter	8/15/2013 8/17/2013		\$4,700.00	0	18	50	0
Council on Occupational Education	Fall Commission mtg-Sept 2013	RFP Rcvd	0	Encounter	9/13/2013 9/17/2013		\$8,080.00	0	26	104	0
Council on Occupational Education	COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	0
Council on Occupational Education	COE Summer confere & Candidate academy July 2013	RFP Rcvd	0	Encounter	7/10/2013 7/13/2013		\$37,450.00	0	150	350	0
Customs and Border Protection	Leisure rooms	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	12/17/2011 12/18/2011		\$336.00	0	2	4	0
Florida Academy of Audiology	Florida Academy of Audiology 2013 Annual	RFP Rcvd	Corporate- Medical/Pharmaceutical	Networking	8/14/2013 8/18/2013		\$25,000.00	0	47	190	0
Garden of Hope and Courage	Rooms for Entertainers	RFP Rcvd	0		3/31/2012 4/1/2012		\$5,000.00	0	14	28	0
Genuine Parts Co.	2012 Regional Meeting	RFP Rcvd	0	Website	3/12/2012 3/15/2012		\$28,200.00	0	30	120	0
Helmsbriscoe / A Caputo	Alexion Nat Sales 2012	RFP Rcvd	0	Encounter	3/30/2012 4/5/2012		\$200,000.00	0	190	750	0
HelmsBriscoe / A.Yount	Mosaic East Regional Mtg March 2012	RFP Rcvd		CVENT	3/6/2012 3/9/2012		\$23,500.00	0	25	100	0
HelmsBriscoe / M. Mahar	Keane Executive Retreat 2012	RFP Rcvd	0	CVENT	2/14/2012 2/15/2012		\$7,328.00	0	16	32	0
HelmsBriscoe /V. Schlosser	2013 West Coast Fl Religious group	RFP Rcvd	SMERF	CVENT	3/23/2013 4/4/2013		\$196,000.00	0	255	3,015	0
HelmsBriscoe /V. Schlosser	2014 Group West Coast FL	RFP Rcvd	SMERF	CVENT	4/12/2014 4/21/2014		\$461,250.00	0	255	2,550	0
IMN Solutions	Sigma Systems User Conf. 2012	RFP Rcvd	0	CVENT	11/4/2012 11/8/2012		\$23,837.00	0	75	197	0
IQPC Exchange	Corporate Counsel Exchange 2012	RFP Rcvd	0	CVENT	6/17/2012 6/18/2012		\$9,030.00	0	70	140	0
Kraig Mickelson	summit study group	RFP Rcvd	Special Events	Chesney Chicago 2011	1/18/2012 1/20/2012		\$10,000.00	0	20	44	0
OraPharma	2013 InnerSphere Incentive	RFP Rcvd	0	CVENT	4/8/2013 4/13/2013		\$17,220.00	0	20	84	0
Public Service Credit Union	2012 PSCU BOD Planning Conf	RFP Rcvd	Corporate-Other	Other	3/24/2012 3/30/2012		\$26,000.00	0	14	98	0
Reliable Facility Placement	American Academy of Family Physicians 2013 Board	RFP Rcvd		Rejuvenate	1/15/2013 1/18/2013		\$6,500.00	0	13	39	0
Reliable Facility Placement	NIPDD 2013 Fellowship Meeting	RFP Rcvd		Rejuvenate	1/24/2013 1/27/2013		\$34,200.00	0	60	180	0
Site Search, Incorporated	Palm Beach County Bar	RFP Rcvd	0	FSAE Annual Conference	7/11/2012 7/13/2012		\$3,000.00	30	15	31	0

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Status: LEADS SENT

The Planning Mode	2012 Worldwide Express Conf	RFP Rcvd	0	Website	9/10/2012 9/15/2012		\$116,150.00	0	344	1,150	0
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	0
					Event Count:	30	\$2,343,103.00	30	3,017	14,328	0

Status: TURNED CANCELLED

ConferenceDirect / C. Vanway	Gambro 2012 President's Club	RFP Rcvd	SMERF	ConferenceDir ect	4/21/2012 4/25/2012		\$17,015.00	0	20	83	0
ConferenceDirect / N. Marr	MCC International Task force mtg	RFP Rcvd	0	CVENT	5/5/2012 5/11/2012		\$17,545.00	0	20	121	0
HelmsBriscoe / J. Travers	School of Medicine 2013	RFP Rcvd	0	CVENT	11/1/2013 11/5/2013		\$85,910.00	0	200	710	0
					Event Count:	3	\$120,470.00	0	240	914	0

Status: TURNED DEFINITE

Conference Direct / P. Lackland	NAEM	Off Site	0	Repeat Planner contact	10/15/2012 10/18/2012		\$325,000.00	0	40	130	0
Customs and Border Protection	Leisure rooms	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	12/17/2011 12/18/2011		\$336.00	0	2	4	0
Helmsbriscoe / A Caputo	Alexion Nat Sales 2012	RFP Rcvd	0	Encounter	3/30/2012 4/5/2012		\$200,000.00	0	190	750	0
IAGTO	2013 IAGTO N. America Convention	RFP Rcvd	0	Oonagh's Contact	6/20/2012 6/23/2012		\$100,620.00	0	200	800	0
Kraig Mickelson	summit study group	RFP Rcvd	Special Events	Chesney Chicago 2011	1/18/2012 1/20/2012		\$10,000.00	0	20	44	0
Site Search, Incorporated	Palm Beach County Bar	RFP Rcvd	0	FSAE Annual Conference	7/11/2012 7/13/2012		\$3,000.00	30	15	31	0
The Mayer Business Group	DGPA Board Meeting Feb 2012	RFP Rcvd	0	Encounter	2/28/2012 2/29/2012		\$12,000.00	0	25	50	0
					Event Count:	7	\$650,956.00	30	492	1,809	0

Status: TURNED LOST

ConferenceDirect / N. Marr	MCC International Task force mtg	RFP Rcvd	0	CVENT	5/5/2012 5/11/2012		\$17,545.00	0	20	121	0
FSA Management Group	AHF Annual Conference 2013	RFP Rcvd	0	Connect	5/20/2013 5/24/2013		\$261,000.00	0	450	1,800	0
HIMSS	HIMSS HLA HA BOD 2012	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Destination Showcase - Chicago	2/5/2012 2/6/2012		\$5,000.00	0	11	17	0

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Status: TURNED LOST											
Kubasaki High School	2012 Kubasaki HS Alumni	RFP Rcvd	0	Connect	8/1/2012 8/5/2012		\$15,134.00	0	50	159	0
Mary Lea Nations (Sm Bus. Ins.)	SBI Annual Conference 2013	RFP Rcvd	0	Connect	2/13/2013 2/16/2013		\$45,800.00	0	60	200	0
Military Reunion Planners	LSD Joint Reunion 2013	RFP Rcvd		Meetings Focus-NBH FAM 2011	9/12/2013 9/14/2013		\$24,000.00	0	80	240	0
National Communications Credit Group	2012 NACM Tampa Nat Communications Credit Group	RFP Rcvd	Corporate- Medical/Pharmaceutical	Planning Connection	3/22/2012 3/23/2012		\$7,000.00	0	15	30	0
Select Meeting Sites, Incorporated	GE Capital Healthcare Financial Services HFS 2012 offsite	RFP Rcvd	0	Repeat Planner contact	5/21/2012 5/24/2012	National	\$100,500.00	0	270	625	0
Select Meeting Sites, Incorporated	National Agriculture Manufacturers Credit Assn	RFP Rcvd	0	Repeat Planner contact	3/12/2012 3/13/2012		\$3,150.00	0	18	36	0
Shannon Dennison	Poultry Assoc. of Georgia	RFP Rcvd	0	Website	10/23/2011 10/26/2011		\$43,320.00	0	95	380	0
Site Search, Incorporated	Foundation Think Tank	RFP Rcvd	0	FSAE	10/9/2012 10/11/2012		\$9,348.00	0	82	82	0
Site Search, Incorporated	2012 MPI tampa Orlando Joint BOD Retreat	RFP Rcvd	0	Repeat Planner contact	5/6/2012 5/8/2012	Regional	\$8,000.00	0	35	105	0
Southern Association Colleges & Schools	Board of Trustees 2013	RFP Rcvd	0	Connect	6/17/2013 6/20/2013		\$47,988.00	0	125	500	0
Superior Media Meetings & Management, Inc.	FSR 2013	RFP Rcvd		Smart Meetings 2011	6/19/2013 6/22/2013	National	\$110,815.00	0	215	599	0
The Alliance of Professional Associations	2013 Winter Conference & Leadership Forum	RFP Rcvd		Connect	1/14/2013 1/17/2013		\$17,010.00	0	45	115	0
University Of Iowa	Presidents Club luncheon U. Iowa	RFP Rcvd	0	Repeat Planner contact	1/18/2012 1/19/2012		\$8,000.00	0	12	24	0
Event Count:						16	\$723,610.00	0	1,583	5,033	0

Status: TURNED TENTATIVE											
AMC Network	Vertafore 2013 Sales Meeting	RFP Rcvd		Association-Meetings, Conventions, Tourism Industry Events	Networking	1/5/2013 1/10/2013	\$122,000.00	0	200	685	0
ARVC Group 201	ARVC Group 2012	RFP Rcvd	Leisure	Website	3/15/2012 3/18/2012		\$11,000.00	0	12	48	0
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00	0	20	40	0
ConferenceDirect / M. Ronacher	Valmont Irrigation National Sales mtg 2014	RFP Rcvd		CVENT	1/9/2014 1/19/2014		\$352,674.00	0	460	2,177	0
Council on Occupational Education	Winter Commission Meeting-Feb.	RFP Rcvd	0	Encounter	2/9/2013 2/11/2013		\$18,320.00	0	25	62	0
Council on Occupational Education	Fall Commission mtg-Sept 2013	RFP Rcvd	0	Encounter	9/13/2013 9/17/2013		\$8,080.00	0	26	104	0

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: TURNED TENTATIVE											
Council on Occupational Education	COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	0
Council on Occupational Education	COE Committee Mtg -August 2013	RFP Rcvd	0	Encounter	8/15/2013 8/17/2013		\$4,700.00	0	18	50	0
Council on Occupational Education	COE Summer confere & Candidate academy July 2013	RFP Rcvd	0	Encounter	7/10/2013 7/13/2013		\$37,450.00	0	150	350	0
Council on Occupational Education	Commission Executive Comm. Mtg	RFP Rcvd	0	Encounter	6/13/2013 6/15/2013		\$5,418.00	0	12	30	0
Florida Academy of Audiology	Florida Academy of Audiology 2013 Annual	RFP Rcvd	Corporate-Medical/Pharmaceutical	Networking	8/14/2013 8/18/2013		\$25,000.00	0	47	190	0
Garden of Hope and Courage	Rooms for Entertainers	RFP Rcvd	0		3/31/2012 4/1/2012		\$5,000.00	0	14	28	0
Genuine Parts Co.	2012 Regional Meeting	RFP Rcvd	0	Website	3/12/2012 3/15/2012		\$28,200.00	0	30	120	0
Helmsbriscoe / A Caputo	Alexion Nat Sales 2012	RFP Rcvd	0	Encounter	3/30/2012 4/5/2012		\$200,000.00	0	190	750	0
HelmsBriscoe / A.Yount	Mosaic East Regional Mtg March 2012	RFP Rcvd		CVENT	3/6/2012 3/9/2012		\$23,500.00	0	25	100	0
HelmsBriscoe / M. Mahar	Keane Executive Retreat 2012	RFP Rcvd	0	CVENT	2/14/2012 2/15/2012		\$7,328.00	0	16	32	0
HelmsBriscoe / T. Baker	Construction Industry 2013	RFP Rcvd	0	Chesney Mission	6/15/2013 6/18/2013		\$30,000.00	0	75	242	0
HelmsBriscoe /V. Schlosser	2013 West Coast Fl Religious group	RFP Rcvd	SMERF	CVENT	3/23/2013 4/4/2013		\$196,000.00	0	255	3,015	0
HelmsBriscoe /V. Schlosser	2014 Group West Coast FL	RFP Rcvd	SMERF	CVENT	4/12/2014 4/21/2014		\$461,250.00	0	255	2,550	0
IMN Solutions	Sigma Systems User Conf. 2012	RFP Rcvd	0	CVENT	11/4/2012 11/8/2012		\$23,837.00	0	75	197	0
IQPC Exchange	Corporate Counsel Exchange 2012	RFP Rcvd	0	CVENT	6/17/2012 6/18/2012		\$9,030.00	0	70	140	0
OraPharma	2013 InnerSphere Incentive	RFP Rcvd	0	CVENT	4/8/2013 4/13/2013		\$17,220.00	0	20	84	0
Public Service Credit Union	2012 PSCU BOD Planning Conf	RFP Rcvd	Corporate-Other	Other	3/24/2012 3/30/2012		\$26,000.00	0	14	98	0
Reliable Facility Placement	American Academy of Family Physicians 2013 Board	RFP Rcvd		Rejuvenate	1/15/2013 1/18/2013		\$6,500.00	0	13	39	0
Reliable Facility Placement	NIPDD 2013 Fellowship Meeting	RFP Rcvd		Rejuvenate	1/24/2013 1/27/2013		\$34,200.00	0	60	180	0
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	0
The Planning Mode	2012 Worldwide Express Conf	RFP Rcvd	0	Website	9/10/2012 9/15/2012		\$116,150.00	0	344	1,150	0

Event Count:	27	\$2,034,767.00	Detailed Staff Report			14,161	0
<hr/>							
Event Count:	171	\$11,492,333.00	60	18,064	72,580	0	

Naples Marco Island Everglades CVB
 Task Report
 Created - Between 11/17/2011 - 1/12/2012

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
11/17/2011	Brentwood Baptist Church	Sales - sent rfp to partner	Closed	11/17/2011	11/17/2011	Debi DeBenedetto
<i>sent Rfp from Rejuvenate show</i>						
11/17/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/17/2011	11/11/2011	Debi DeBenedetto
<i>Debi attended Rejuvenate show in San Jose Religious market. Excellent show 9 Rfp's at show and 3 to follow a few days later. More to come.</i>						
11/17/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/17/2011	11/16/2011	Debi DeBenedetto
<i>Nov. 13 - 17 attended Florida Encounter show. Excellent with several Rfp's. sites and meetings 26 in all and more to come. Great show for us.</i>						
11/17/2011	Helmsbriscoe / A Caputo	Sales - site with client	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
<i>assist with site for client met at Encounter had open rfp with Marriott site policy CVB to assist and pay site</i>						
11/17/2011	HelmsBriscoe / T. Baker	Sales - site with client	Closed	12/5/2011	12/15/2011	Debi DeBenedetto
<i>Working on a site for this group Dec 5</i>						
11/17/2011	Meeting Expectations, Incorporated	Sales - site with client	Closed	11/29/2011	12/15/2011	Debi DeBenedetto
<i>Client to site Nov. 28 - CVB will meet and have welcome bag and pay flight per new site policy</i>						
11/17/2011	Meetings Info MIM Sandy Rim	Sales - site with client	Closed	11/17/2011	11/17/2011	Debi DeBenedetto
<i>Saw Sandy at Encounter discussed that she rebooked another event (Rfp not with CVB) but due to our lead and connection since 2007 - Assisted re</i>						
11/17/2011	Reliable Facility Placement	Sales - sent rfp to partner	Closed	11/17/2011	11/17/2011	Debi DeBenedetto
<i>Sent out two Rfps as follow up to Rejuvenate show</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	1/30/2013		
<i>ask if they want ppd or maps for attendee welcome</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	1/30/2013		
<i>get fianl rooming list to hotel and get reminder i</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	1/26/2013		
<i>send itinerarv to attendees</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
<i>check to see if Rfp booked/contracted</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/3/2013		

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>ask if they want ddd or mads for attendee welcome</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/3/2013		
<i>aet fianl roomina list to hotel and aet reminder i</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	5/30/2013		
<i>send itinerarv to attendees</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfo to Partner</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
<i>check to see if Rfo booked/contracted</i>						
11/17/2011	Site Search, Incorporated	Event Sales Task	Open	6/27/2012		
<i>send itinerarv to attendees</i>						
11/17/2011	Site Search, Incorporated	Event Sales Task	Open	7/1/2012		
<i>aet fianl roomina list to hotel and aet reminder i</i>						
11/17/2011	Site Search, Incorporated	Event Sales Task	Open	7/1/2012		
<i>ask if they want ddd or mads for attendee welcome</i>						
11/17/2011	Site Search, Incorporated	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfo to Partner</i>						
11/17/2011	Site Search, Incorporated	Event Sales Task	Closed	12/17/2011	12/16/2011	Debi DeBenedetto
<i>check to see if Rfo booked/contracted</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/30/2013		
<i>aet fianl roomina list to hotel and aet reminder i</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/26/2013		
<i>send itinerarv to attendees</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/30/2013		
<i>ask if they want ddd or mads for attendee welcome</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfo to Partner</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
<i>check to see if Rfo booked/contracted</i>						
11/17/2011	Council on Occupational Education	Event Sales Task	Open	7/31/2013		

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
11/17/2011	Council on Occupational Education	Event Sales Task	Open	8/4/2013		
	<i>send itinerarv to attendees</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	8/4/2013		
	<i>aet fianl roomina list to hotel and aet reminder i</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
	<i>ask if they want ddd or mads for attendee welcome</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	<i>check to see if Rfd booked/contracted</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	8/30/2013		
	<i>Sent Rfd to Partner</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	9/3/2013		
	<i>send itinerarv to attendees</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	9/3/2013		
	<i>ask if they want ddd or mads for attendee welcome</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	<i>aet fianl roomina list to hotel and aet reminder i</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
	<i>Sent Rfd to Partner</i>					
11/17/2011	Helmsbriscoe / A Caputo	Event Sales Task	Open	3/20/2012		
	<i>check to see if Rfd booked/contracted</i>					
11/17/2011	Helmsbriscoe / A Caputo	Event Sales Task	Open	3/20/2012		
	<i>aet fianl roomina list to hotel and aet reminder i</i>					
11/17/2011	Helmsbriscoe / A Caputo	Event Sales Task	Open	3/16/2012		
	<i>send itinerarv to attendees</i>					
11/17/2011	Helmsbriscoe / A Caputo	Event Sales Task	Open	3/20/2012		
	<i>ask if they want ddd or mads for attendee welcome</i>					
11/17/2011	Helmsbriscoe / A Caputo	Event Sales Task	Closed	12/17/2011	1/9/2012	Debi DeBenedetto
	<i>check to see if Rfd booked/contracted</i>					
11/17/2011	Helmsbriscoe / A Caputo	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	<i>Sent Rfd to Partner</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	10/26/2013		
	<i>ask if they want ddd or mads for attendee welcome</i>					

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
11/17/2011	Council on Occupational Education	Event Sales Task	Open	10/26/2013		
	<i>aet fianl roomina list to hotel and aet reminder i</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	10/22/2013		
	<i>send itinerarv to attendees</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	<i>Sent Rfo to Partner</i>					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
	<i>check to see if Rfo booked/contracted</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/5/2013		
	<i>aet fianl roomina list to hotel and aet reminder i</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/5/2013		
	<i>ask if they want opp or mads for attendee welcome</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/1/2013		
	<i>send itinerarv to attendees</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	12/17/2011		
	<i>check to see if Rfo booked/contracted</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	<i>Sent Rfo to Partner</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/14/2013		
	<i>aet fianl roomina list to hotel and aet reminder i</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/14/2013		
	<i>ask if they want opp or mads for attendee welcome</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/10/2013		
	<i>send itinerarv to attendees</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	12/17/2011		
	<i>check to see if Rfo booked/contracted</i>					
11/17/2011	Reliable Facility Placement	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	<i>Sent Rfo to Partner</i>					
11/18/2011	Kraig Mickelson Kraig Mickelson	Sales - RFP follow up	Closed	11/18/2011	11/18/2011	Debi DeBenedetto
	<i>booked business Chesnev concert Inn on Fifth</i>					
11/21/2011	IQPC Exchange	Event Sales Task	Open	6/7/2012		

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>get fianl rooming list to hotel and aet reminder i</i>						
11/21/2011	IQPC Exchange	Event Sales Task	Open	6/7/2012		
<i>ask if they want ppp or maps for attendee welcome</i>						
11/21/2011	IQPC Exchange	Event Sales Task	Open	6/3/2012		
<i>send itinrary to attendees</i>						
11/21/2011	IQPC Exchange	Event Sales Task	Open	12/21/2011		
<i>check to see if Rfp booked/contracted</i>						
11/21/2011	IQPC Exchange	Event Sales Task	Closed	11/21/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
11/29/2011	Debi's Activity Tracking Account	General - Followup Call	Closed	11/29/2011	11/29/2011	Debi DeBenedetto
<i>Follow up complete on Rejuvenate showsent all email - still inputting Rfbs</i>						
11/29/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/29/2011	11/29/2011	Debi DeBenedetto
Debi DeBenedetto						
<i>Encounter follow up emails and notes all day</i>						
11/29/2011	Debi's Activity Tracking Account	General - Meeting	Closed	11/29/2011	11/28/2011	Debi DeBenedetto
<i>TDC meetina in mornina</i>						
11/30/2011	HelmsBriscoe / A.Yount	Event Sales Task	Open	2/21/2012		
<i>send itinrary to attendees</i>						
11/30/2011	HelmsBriscoe / A.Yount	Event Sales Task	Open	2/25/2012		
<i>ask if they want ppp or maps for attendee welcome</i>						
11/30/2011	HelmsBriscoe / A.Yount	Event Sales Task	Open	2/25/2012		
<i>aet fianl rooming list to hotel and aet reminder i</i>						
11/30/2011	HelmsBriscoe / A.Yount	Event Sales Task	Open	12/30/2011		
<i>check to see if Rfp booked/contracted</i>						
11/30/2011	HelmsBriscoe / A.Yount	Event Sales Task	Closed	11/30/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
12/1/2011	Debi's Activity Tracking Account	Sales - Send Sales Kit	Closed	12/1/2011	12/1/2011	Debi DeBenedetto
Debi DeBenedetto						
<i>Daily tasks</i>						
12/2/2011	ARVC Group 201	Event Sales Task	Open	3/1/2012		
<i>send itinrary to attendees</i>						
12/2/2011	ARVC Group 201	Event Sales Task	Open	3/5/2012		

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>aet fianl roomina list to hotel and aet reminder i</i>						
12/2/2011	ARVC Group 201	Event Sales Task	Open	3/5/2012		
<i>ask if they want opp or maps for attendee welcome</i>						
12/2/2011	ARVC Group 201	Event Sales Task	Open	1/1/2012		
<i>check to see if Rfp booked/contracted</i>						
12/2/2011	ARVC Group 201	Event Sales Task	Closed	12/2/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
12/6/2011	OraPharma	Event Sales Task	Open	3/29/2013		
<i>aet fianl roomina list to hotel and aet reminder i</i>						
12/6/2011	OraPharma	Event Sales Task	Open	3/25/2013		
<i>send itinerarv to attendees</i>						
12/6/2011	OraPharma	Event Sales Task	Open	3/29/2013		
<i>ask if they want opp or maps for attendee welcome</i>						
12/6/2011	OraPharma	Event Sales Task	Open	1/5/2012		
<i>check to see if Rfp booked/contracted</i>						
12/6/2011	OraPharma	Event Sales Task	Closed	12/6/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
12/9/2011	Customs and Border Protection	Sales - sent rfp to partner	Closed	12/9/2011	12/9/2011	Debi DeBenedetto
<i>sent rooms rfp and collateral to planner and assisted booking 8 room nights</i>						
12/9/2011	Customs and Border Protection	Event Sales Task	Closed	12/3/2011	12/15/2011	Debi DeBenedetto
<i>send itinerarv to attendees</i>						
12/9/2011	Customs and Border Protection	Event Sales Task	Closed	12/7/2011	12/15/2011	Debi DeBenedetto
<i>ask if they want opp or maps for attendee welcome</i>						
12/9/2011	Customs and Border Protection	Event Sales Task	Closed	12/7/2011	12/15/2011	Debi DeBenedetto
<i>aet fianl roomina list to hotel and aet reminder i</i>						
12/9/2011	Customs and Border Protection	Event Sales Task	Closed	12/9/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
12/9/2011	Customs and Border Protection	Event Sales Task	Open	1/8/2012		
<i>check to see if Rfp booked/contracted</i>						
12/13/2011	Debi's Activity Tracking Account	Sales - site with client	Closed	12/13/2011	12/15/2011	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>Site at Marriott with client Lauren Andrews Silkroad ME client</i>						
12/13/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	12/13/2011	12/15/2011	Debi DeBenedetto
<i>Roundtable meetina with partners 9-12</i>						
12/13/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	12/13/2011	12/15/2011	Debi DeBenedetto
<i>Contact meetina and website input for new Naples Food Tours Elaine Osbond</i>						
12/13/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/13/2011	12/5/2011	Debi DeBenedetto
<i>Attended visitors center volunteers event Hilton Naples</i>						
12/13/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/13/2011	12/13/2011	Debi DeBenedetto
<i>Dec 11-13 attended and hosted event include appointments USTOA</i>						
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	3/21/2012		
<i>ask if they want opp or maps for attendee welcome</i>						
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	3/17/2012		
<i>send itineraary to attendees</i>						
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	3/21/2012		
<i>get fianl roomina list to hotel and get reminder i</i>						
12/14/2011	Garden of Hope and Courage	Event Sales Task	Closed	12/14/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	1/13/2012		
<i>check to see if Rfp booked/contracted</i>						
12/14/2011	Garden of Hope and Courage	Event Sales Task	Closed	12/14/2011	12/15/2011	Debi DeBenedetto
<i>Sent Rfp to Partner</i>						
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	1/13/2012		
<i>check to see if Rfp booked/contracted</i>						
12/16/2011	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	12/16/2011	12/16/2011	Jennifer Leslie
<i>needed collateral for 500 welcome packets for event comina to Marco -quantitv 500 - BCD Meetinas & Incentives</i>						
12/16/2011	Thomas Travel Incorporated	Sales - Send Promotional Item / Collateral	Open	1/16/2012		
<i>Melinda Thomas Send her 10 VG</i>						
12/20/2011	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	12/21/2011	1/9/2012	Debi DeBenedetto
<i>Goina to Punta Gorda visitors center to meet with Gordon about possiblility of putting in reservations kisok</i>						
12/20/2011	Debi's Activity Tracking Account	Print Media Interview	Closed	12/20/2011	12/20/2011	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Debi DeBenedetto					
	<i>Phone interview on meetings pub Preview with writer Karen and sent info</i>					
12/20/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	12/22/2011	1/9/2012	Debi DeBenedetto
	<i>Tour of botanical gardens meeting space and venue site for Thursday</i>					
12/20/2011	Debi's Activity Tracking Account	General - Website update	Closed	12/20/2011	12/20/2011	Debi DeBenedetto
	<i>Added several listing to website</i>					
12/20/2011	Debi's Activity Tracking Account	General - Website update	Closed	12/20/2011	12/20/2011	Debi DeBenedetto
	<i>Updates and confirmations on meetings info in website and print for all 34 group hotels several hours</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	8/27/2012		
	<i>send itinerary to attendees</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	8/26/2012		
	<i>ask if they want ppp or maps for attendee welcome</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	8/31/2012		
	<i>get fianl rooming list to hotel and get reminder i</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	2/5/2012		
	<i>ask if they have short listed us and want a site</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	2/25/2012		
	<i>check to see if Rfp booked/contracted</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	12/30/2012		
	<i>ask if they want ppp or maps for attendee welcome</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	1/4/2013		
	<i>get fianl rooming list to hotel and get reminder i</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	12/31/2012		
	<i>send itinerary to attendees</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	2/5/2012		
	<i>ask if they have short listed us and want a site</i>					
12/27/2011	The Planning Mode	Event Sales Task	Open	2/25/2012		
	<i>check to see if Rfp booked/contracted</i>					
12/27/2011	Genuine Parts Co.	Event Sales Task	Open	3/2/2012		
	<i>get fianl rooming list to hotel and get reminder i</i>					
12/27/2011	Genuine Parts Co.	Event Sales Task	Open	2/26/2012		

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>ask if they want ppp or maps for attendee welcome</i>						
12/27/2011	Genuine Parts Co.	Event Sales Task	Open	2/27/2012		
<i>send itinerarv to attendees</i>						
12/27/2011	Genuine Parts Co.	Event Sales Task	Open	2/25/2012		
<i>check to see if Rfp booked/contracted</i>						
12/27/2011	Genuine Parts Co.	Event Sales Task	Open	2/5/2012		
<i>ask if they have short listed us and want a site</i>						
1/4/2012	Gordon's on the River	Sales - Partner Contact	Closed	1/4/2012	1/4/2012	Debi DeBenedetto
<i>debi attended openina niagt ribbon cuttina event - added to idss. website ad and meetina data 4 hours</i>						
1/4/2012	State Farm / Jack Wallace	Sales - Fam Itinerary	Closed	1/5/2012	1/4/2012	Debi DeBenedetto
<i>Plannina a site for Jan 15-91</i>						
1/4/2012	US-Canada MICE Ali Ghaemi	Sales - site with client	Open	4/4/2012		
<i>contact in sprina for fam or site visit. see notes on client info</i>						
1/4/2012	State Farm / Jack Wallace Jack Wallace		Closed	1/4/2012	1/4/2012	Note
<i>Subiect: This is a CVB itinerarv site that vou are participatina in</i>						
1/5/2012	Debi's Activity Tracking Account	General - Proof /review/edit copy	Closed	1/5/2012	1/5/2012	Debi DeBenedetto
<i>REview of new website over several days several hours - meetings and wedding sections</i>						
1/5/2012	Debi's Activity Tracking Account	Idss updates	Closed	1/5/2012	1/5/2012	Debi DeBenedetto
<i>updates idss 1 hour</i>						
1/5/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Partner Contact	Closed	1/5/2012	1/5/2012	Debi DeBenedetto
<i>Sent email request to partners for golf Packages for UK Tour op promotion via oonaah need</i>						
1/5/2012	IMN Solutions	Event Sales Task	Open	10/20/2012		
<i>ask if they want ppp or maps for attendee welcome</i>						
1/5/2012	IMN Solutions	Event Sales Task	Open	10/21/2012		
<i>send itinerarv to attendees</i>						
1/5/2012	IMN Solutions	Event Sales Task	Open	10/25/2012		
<i>aet fianl roomina list to hotel and aet reminder i</i>						
1/5/2012	IMN Solutions	Event Sales Task	Open	3/5/2012		
<i>check to see if Rfp booked/contracted</i>						
1/5/2012	IMN Solutions	Event Sales Task	Open	2/14/2012		
<i>ask if they have short listed us and want a site</i>						

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
1/5/2012	Hilton Marco Island Beach Resort & Spa Jim Glionna <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Sea Excursions, Inc. Rocky Beaudry <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Naples Beach Hotel & Golf Club Michele Marsee <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Bellasera Hotel Margie McGlynn <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	The Ritz-Carlton, Naples Kelli Hollatz <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Naples Princess Jenny Foegen <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Edgewater Beach Hotel Jennifer Dumouchel <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Naples Beach Hotel & Golf Club Charles Mullins <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	State Farm / Jack Wallace Jack Wallace <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Naples Beach Hotel & Golf Club Charles Mullins <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/5/2012	Edgewater Beach Hotel Jennifer Dumouchel <i>Subject: This is a CVB itinerarv site that vou are participatina in</i>		Closed	1/5/2012	1/5/2012	Note
1/6/2012	MPI New England <i>Contact with group MPI for sales missions New England</i>	Sales - Prospecting	Open	2/6/2012		
1/6/2012	PhotoMagic Debbie Newman <i>New Partner added to idss and website</i>	Sales - Partner Contact	Closed	1/6/2012	1/6/2012	Debi DeBenedetto
1/6/2012	Play FLA Golf <i>Debi Just negotiated free back cover ad in new 2012 Visit Florida Fishing and Boating guide . Agency to open a job and create the ad</i>	General - Meeting	Open	1/12/2012		
1/6/2012	Science Applications International Corporation <i>assisted planner with offsite dinina</i>	Sales - Assisted Mtg Planner	Open	1/6/2012		

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
1/9/2012	AMC Network Jill Pierce <i>sent rfp. sent planner info</i>	Sales - sent rfp to partner	Closed	1/9/2012	1/9/2012	Debi DeBenedetto
1/9/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Oranized meetinga for medical tourism to further brainstorm and develope a plan</i>	Sales - Partner Contact	Open	1/11/2012		
1/9/2012	Debi's Activity Tracking Account <i>worked daily on 3 different planner sites</i>	Sales - site with client	Open	1/17/2012		
1/9/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Oranized Sales mission meetinga for Jan. 18 to ao over sales mission plans with hotels</i>	Sales - Partner Contact	Open	1/18/2012		
1/9/2012	Debi's Activity Tracking Account <i>Oraanizina site of competition in Ft. Mvers Cape coral for CVB and partners to view</i>	Sales - site with client	Open	1/20/2012		
1/9/2012	Florida Academy of Audiology Rachel Brooke <i>sent out rfp and contacted planner</i>	Sales - sent rfp to partner	Closed	1/9/2012	1/9/2012	Debi DeBenedetto
1/9/2012	AMC Network <i>aet fianl roomina list to hotel and aet reminder i</i>	Event Sales Task	Closed	12/27/2012	1/9/2012	Debi DeBenedetto
1/9/2012	AMC Network <i>send itinerarv to attendees</i>	Event Sales Task	Closed	12/23/2012	1/9/2012	Debi DeBenedetto
1/9/2012	AMC Network <i>ask if they want ddd or mads for attendee welcome</i>	Event Sales Task	Closed	12/22/2012	1/9/2012	Debi DeBenedetto
1/9/2012	AMC Network <i>ask if they want ddd or mads for attendee welcome</i>	Event Sales Task	Open	12/21/2012		
1/9/2012	AMC Network <i>send itinerarv to attendees</i>	Event Sales Task	Closed	12/22/2012	1/9/2012	Debi DeBenedetto
1/9/2012	AMC Network <i>aet fianl roomina list to hotel and aet reminder i</i>	Event Sales Task	Closed	12/26/2012	1/9/2012	Debi DeBenedetto
1/9/2012	AMC Network <i>ask if they have short listed us and want a site</i>	Event Sales Task	Open	2/18/2012		
1/9/2012	AMC Network <i>check to see if Rfp booked/contracted</i>	Event Sales Task	Open	3/9/2012		
1/9/2012	Florida Academy of Audiology <i>ask if they want ddd or mads for attendee welcome</i>	Event Sales Task	Open	7/30/2013		
1/9/2012	Florida Academy of Audiology	Event Sales Task	Closed	8/4/2013	1/9/2012	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<i>get fianl rooming list to hotel and get reminder i</i>					
1/9/2012	Florida Academy of Audiology	Event Sales Task	Closed	7/31/2013	1/9/2012	Debi DeBenedetto
	<i>send itinerary to attendees</i>					
1/9/2012	Florida Academy of Audiology	Event Sales Task	Open	2/18/2012		
	<i>ask if they have short listed us and want a site</i>					
1/9/2012	Florida Academy of Audiology	Event Sales Task	Open	3/9/2012		
	<i>check to see if Rfp booked/contracted</i>					
1/9/2012	Edgewater Beach Hotel Jennifer Dumouchel		Closed	1/9/2012	1/9/2012	Note
	<i>Subject: This is a CVB itinerary site that you are participating in</i>					
1/9/2012	LaPlaya Beach & Golf Resort David Martorana		Closed	1/9/2012	1/9/2012	Note
	<i>Subject: This is a CVB itinerary site that you are participating in</i>					
1/9/2012	The Inn on Fifth Chris Alvarez		Closed	1/9/2012	1/9/2012	Note
	<i>Subject: This is a CVB itinerary site that you are participating in</i>					
1/9/2012	State Farm / Jack Wallace Jack Wallace		Closed	1/9/2012	1/9/2012	Note
	<i>Subject: This is a CVB itinerary site that you are participating in</i>					
1/9/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	2/9/2013		
	<i>ask if they want ppp or maps for attendee welcome</i>					
1/9/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	2/10/2013		
	<i>send itinerary to attendees</i>					
1/9/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	3/9/2013		
	<i>send itinerary to attendees</i>					
1/9/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	3/8/2013		
	<i>ask if they want ppp or maps for attendee welcome</i>					
1/9/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	1/9/2012		
	<i>Sent Rfp to hotels & contacted planner</i>					
1/9/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	3/9/2012		
	<i>check to see if Rfp booked/contracted</i>					
1/9/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	2/18/2012		
	<i>ask if they have short listed us and want a site</i>					
1/9/2012	State Farm / Jack Wallace Jack Wallace		Closed	1/9/2012	1/9/2012	Note

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
1/10/2012	Cruise Naples Robin Rosario	Sales - Partner Contact	Closed	1/10/2012	1/10/2012	Debi DeBenedetto
<i>Subject: This is a CVB itinerarv site that vou are participating in</i>						
1/10/2012	Debi's Activity Tracking Account	Sales - Assisted Mtg Planner	Closed	1/10/2012	1/10/2012	Debi DeBenedetto
Debi DeBenedetto <i>Sent PPP and maps and assisted planner group coming to Waldorf Astoria</i>						
1/10/2012	Debi's Activity Tracking Account Debi DeBenedetto	Event Service Task	Closed	1/10/2012	1/10/2012	Debi DeBenedetto
<i>I have been assisting the UK and German international CVB teams with various projects</i>						
1/10/2012	Meetings Info MIM	Sales - Assisted Mtg Planner	Closed	1/10/2012	1/10/2012	Debi DeBenedetto
<i>Assisted planner with condo accommodations. She booked Marriott group with CVB assistance but CVB did not aet credit as Rfp was direct - but she</i>						
1/10/2012	Residence Inn by Marriott Naples Claudia Rojas	Sales - Partner Contact	Closed	1/10/2012	1/10/2012	Debi DeBenedetto
<i>Drop in of hotel partner and short meeting for assistance</i>						
1/10/2012	HelmsBriscoe / M. Mahar	Event Sales Task	Open	1/31/2012		
<i>send itinerarv to attendees</i>						
1/10/2012	HelmsBriscoe / M. Mahar	Event Sales Task	Open	1/30/2012		
<i>ask if they want ppp or maps for attendee welcome</i>						
1/10/2012	HelmsBriscoe / M. Mahar	Event Sales Task	Open	2/19/2012		
<i>ask if they have short listed us and want a site</i>						
1/10/2012	HelmsBriscoe / M. Mahar	Event Sales Task	Open	1/10/2012		
<i>Sent Rfp to hotels & contacted planner</i>						
1/10/2012	HelmsBriscoe / M. Mahar	Event Sales Task	Open	3/10/2012		
<i>check to see if Rfp booked/contracted</i>						
1/12/2012	ConferenceDirect / M. Ronacher	Event Sales Task	Open	12/25/2013		
<i>ask if they want ppp or maps for attendee welcome</i>						
1/12/2012	ConferenceDirect / M. Ronacher	Event Sales Task	Open	12/26/2013		
<i>send itinerarv to attendees</i>						
1/12/2012	ConferenceDirect / M. Ronacher	Event Sales Task	Open	3/12/2012		
<i>check to see if Rfp booked/contracted</i>						
1/12/2012	ConferenceDirect / M. Ronacher	Event Sales Task	Open	2/21/2012		
<i>ask if they have short listed us and want a site</i>						
1/12/2012	ConferenceDirect / M. Ronacher	Event Sales Task	Open	1/12/2012		

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>Sent Rfp to hotels & contacted planner</i>						
1/12/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	3/29/2014		
<i>send itinerarv to attendees</i>						
1/12/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	3/28/2014		
<i>ask if they want opp or maps for attendee welcome</i>						
1/12/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	3/12/2012		
<i>check to see if Rfp booked/contracted</i>						
1/12/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	2/21/2012		
<i>ask if they have short listed us and want a site</i>						
1/12/2012	HelmsBriscoe IV. Schlosser	Event Sales Task	Open	1/12/2012		
<i>Sent Rfp to hotels & contacted planner</i>						
Total Tasks:						201

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of December 2011

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	52	125.67
PR-Editorial (800-688-3600)	78	235.98
Film Commission (800-349-5770)	1	7.95
International (239-225-1013)	9	19.58
Storm Information (800-785-8252)	3	0.93
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	5	4.65
Travel Agent (888-409-1403)	1	0.43
<u>Grand Total:</u>	<u>149</u>	<u>395.20</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of December 2011

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	66	188.30
Special Fulfillment	6	10.12
Sports Council of Collier County Information	0	0.00
Visitors Guide	718	196.48
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	4	19.05
Hang up	14	7.58
Wrong Number	28	18.50
Meeting Planner	0	0.00
Storm Accommodations Info	0	0.00
<u>Grand Total:</u>	<u>836</u>	<u>440.03</u>

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Source

For the month of December 2011

<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	571	2,948	73.72%	427	5,698	67.65%
Winter Northern Campaign	0	0	0.00%	1	1	0.01%
Spring/Summer In-State Campaign	12	18	0.45%	5	6	0.07%
Niche Markets	112	693	17.33%	953	2,643	31.38%
Group Markets	0	0	0.00%	0	0	0.00%
International Markets	2	4	0.10%	0	1	0.01%
Miscellaneous	20	335	8.38%	20	74	0.88%
Meeting Planners	1	1	0.03%	0	0	0.00%
<u>Grand Total:</u>	<u>718</u>	<u>3,999</u>		<u>1,406</u>	<u>8,423</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of December 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	1	0%
Florida Travel & Life May/June 2011	0	4	0%
Midwest Living January/February 2010	0	1	0%
Other/Unknown	4	13	0%
Redbook Midwest October 2011	0	1,477	50%
Consumer Magazines	4	1,496	
Consumer Directories			
2010 Florida Insider Guide - Quick Check	15	39	1%
2010 Florida Insider Guide - Specific Target	5	11	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	1	0%
2010 Visit Florida Magazine	0	2	0%
2010 Visit Florida Magazine - Quick Check	4	27	1%
2010 Visit Florida Magazine - Specific Target	0	4	0%
2011 Naples, Marco Island & the Everglades Visitors Guide	1	1	0%
2011 Visit Florida Magazine - Quick Check	59	270	9%
2011 Visit Florida Magazine - Specific Target	34	123	4%
Florida Insider Guide April - September 2011	0	1	0%
Visit Florida Magazine December 2010 - September 2011	1	1	0%
Consumer Directories	119	480	

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Leisure Markets

For the month of December 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer E-Marketing			
DestinationBrochures.com	4	7	0%
Other/Unknown	2	12	0%
ParadiseCoast.com	390	810	27%
Miles Media Imports	387	799	
Phone	3	8	
info@paradisecoast.com	0	1	
Interactive Text Chat	0	2	
ParadiseCoast.com/Getaway Summer TAF	50	132	4%
ParadiseCoast.de	1	2	0%
Visit USA - UK	0	7	0%
VisitFlorida.com	0	1	0%
Consumer E-Marketing	447	971	
Consumer Newspaper			
Other/Unknown	1	1	0%
Consumer Newspaper	1	1	
Grand Total:	571	2,948	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Fall In-State Campaign

For the month of December 2011

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 December 2011

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 December 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Fort Myers/Naples			
Fort Myers/Naples PBS Spring/Summer 2010	1	1	6%
Fort Myers/Naples	1	1	
Geo-Targeted In-State Online			
TripAdvisor.com (Online Geo-Targeted) April - August 2011	0	1	6%
Geo-Targeted In-State Online	0	1	
Other/Unknown TV Campaign			
Other/Unknown	11	16	89%
Other/Unknown TV Campaign	11	16	
 <u>Grand Total:</u>	 <u>12</u>	 <u>18</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Niche Markets

For the month of December 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide Added Value RSL July/August 2010	0	5	1%
Bridal Guide Added Value RSL October/November 2010	0	3	0%
Bridal Guide January/February 2011	11	45	6%
Bridal Guide July/August 2011	16	170	25%
Bridal Guide March 2011	5	15	2%
Brides Florida April - September 2011	5	26	4%
<hr/>			
Niche Markets (Bridal/Honeymoon)	37	264	
Niche Markets (ECO)			
Audubon (Natural Wonders of Florida) March/April 2011	22	158	23%
Audubon (Natural Wonders of Florida) November/December 2011	50	225	32%
<hr/>			
Niche Markets (ECO)	72	383	
Niche Markets (Senior)			
AAA Going Places South May/June 2010	0	1	0%
AAA Going Places South May/June 2011	2	44	6%
AARP - Southeast Region March/April 2011	1	1	0%
<hr/>			
Niche Markets (Senior)	3	46	
<hr/>			
Grand Total:	112	693	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Group Markets

For the month of December 2011

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by International Markets

For the month of December 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
United Kingdom			
Travel Trade Gazette February 2011	1	2	50%
United Kingdom	1	2	
North America (Canada)			
Canadian Weather January 2011	1	1	25%
North America (Canada)	1	1	
Germany			
FTI B2B Online August 2011	0	1	25%
Germany	0	1	
Grand Total:	2	4	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Miscellaneous

For the month of December 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	0	3	1%
Friend/Relative	5	17	5%
Other/Unknown	15	41	12%
TCTIA FAM October 2011	0	8	2%
USV Product Show TA 2011	0	266	79%
<u>Grand Total:</u>	<u>20</u>	<u>335</u>	

* YTD = Fiscal Year to Date

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

For the month of December 2011

State	Current Year			Last Year		
	Month	YTD	% YTD	Month	YTD	% YTD
Illinois	28	408	11.79%	77	299	3.67%
Ohio	25	399	11.53%	47	339	4.16%
Michigan	16	328	9.48%	61	281	3.45%
Indiana	18	300	8.67%	51	205	2.52%
Florida	46	224	6.47%	184	1,749	21.46%
Wisconsin	13	202	5.84%	50	199	2.44%
Pennsylvania	27	194	5.61%	70	359	4.40%
Minnesota	15	129	3.73%	41	143	1.75%
North Carolina	9	126	3.64%	36	196	2.40%
New York	27	123	3.55%	72	365	4.48%
Iowa	14	112	3.24%	17	86	1.06%
New Jersey	9	88	2.54%	48	233	2.86%
Texas	16	60	1.73%	55	362	4.44%
Nebraska	1	55	1.59%	9	37	0.45%
Arizona	4	54	1.56%	17	44	0.54%
Massachusetts	14	52	1.50%	32	171	2.10%
South Carolina	8	51	1.47%	21	116	1.42%
Georgia	11	50	1.45%	34	1,174	14.40%
California	13	47	1.36%	55	164	2.01%
Missouri	8	39	1.13%	27	161	1.98%
Tennessee	6	39	1.13%	20	148	1.82%
Virginia	11	35	1.01%	26	168	2.06%
Maryland	5	33	0.95%	32	129	1.58%
Kentucky	9	32	0.92%	20	132	1.62%
Connecticut	4	26	0.75%	22	100	1.23%
Alabama	7	25	0.72%	21	119	1.46%
Colorado	5	24	0.69%	17	39	0.48%
Arkansas	3	19	0.55%	14	62	0.76%
North Dakota	0	18	0.52%	7	11	0.13%
Maine	3	15	0.43%	4	18	0.22%

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

For the month of December 2011

<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>
South Dakota	0	15	0.43%	2	7	0.09%
Washington	3	15	0.43%	14	31	0.38%
Kansas	5	14	0.40%	10	36	0.44%
Louisiana	0	12	0.35%	15	88	1.08%
Oklahoma	4	12	0.35%	10	76	0.93%
Delaware	1	10	0.29%	1	8	0.10%
Oregon	1	10	0.29%	9	24	0.29%
New Hampshire	2	9	0.26%	10	22	0.27%
Rhode Island	0	8	0.23%	4	15	0.18%
West Virginia	1	8	0.23%	13	55	0.67%
Mississippi	2	7	0.20%	8	63	0.77%
Nevada	0	6	0.17%	4	15	0.18%
New Mexico	1	6	0.17%	4	17	0.21%
Utah	1	6	0.17%	7	15	0.18%
Idaho	1	3	0.09%	9	15	0.18%
Vermont	1	3	0.09%	3	12	0.15%
District of Columbia	2	2	0.06%	7	14	0.17%
Hawaii	0	2	0.06%	2	4	0.05%
Puerto Rico	0	2	0.06%	4	6	0.07%
Alaska	0	1	0.03%	0	0	0.00%
Montana	1	1	0.03%	2	7	0.09%
Wyoming	0	1	0.03%	2	11	0.13%
Armed Forces	0	0	0.00%	0	1	0.01%
Northern Mariana Islands	0	0	0.00%	0	0	0.00%
Virgin Island	0	0	0.00%	0	0	0.00%
<u>Grand Total:</u>	<u>401</u>	<u>3,460</u>		<u>1,327</u>	<u>8,151</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Visitor Guide Request Summary by Country

For the month of December 2011

<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	401	3,460	86.52%	1,327	8,151	96.77%
Brazil	240	244	6.10%	10	44	0.52%
No Address Given	54	162	4.05%	11	30	0.36%
Canada	14	64	1.60%	37	113	1.34%
United Kingdom	2	26	0.65%	6	30	0.36%
Portugal	2	9	0.23%	1	6	0.07%
Germany	0	6	0.15%	0	4	0.05%
Netherlands	2	5	0.13%	4	8	0.09%
Belgium	0	4	0.10%	0	2	0.02%
France	1	3	0.08%	0	1	0.01%
India	0	2	0.05%	0	2	0.02%
Indonesia	0	2	0.05%	0	0	0.00%
Italy	0	2	0.05%	1	6	0.07%
Poland	0	2	0.05%	0	0	0.00%
Russia	1	2	0.05%	1	2	0.02%
Argentina	0	1	0.03%	1	1	0.01%
Cuba	0	1	0.03%	0	0	0.00%
Denmark	0	1	0.03%	2	2	0.02%
Sweden	0	1	0.03%	0	1	0.01%
Ukraine	0	1	0.03%	1	4	0.05%
Uruguay	1	1	0.03%	0	0	0.00%
Australia	0	0	0.00%	0	2	0.02%
Austria	0	0	0.00%	0	2	0.02%
Iran	0	0	0.00%	2	2	0.02%
Luxembourg	0	0	0.00%	1	1	0.01%
Macedonia	0	0	0.00%	0	2	0.02%
Mexico	0	0	0.00%	1	2	0.02%
Pakistan	0	0	0.00%	0	2	0.02%
Spain	0	0	0.00%	0	1	0.01%
Switzerland	0	0	0.00%	0	1	0.01%
Uzbekistan	0	0	0.00%	0	1	0.01%

Grand Total: 718 3,999

1,406 8,423

* YTD = Fiscal Year to Date

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

For the month of December 2011

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Meeting Planners			
Market Group Fulfillment	1	1	6%
GAP	0	2	13%
Meeting Planner Kit Fulfillment	2	5	31%
Meeting Planners	3	8	50%
Promotions			
PPD 2011	0	1	6%
PPG 2011	0	1	6%
PPP 2011	0	3	19%
Promotions	0	5	31%
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	

* YTD = Fiscal Year to Date

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2010/2011	2011/2012
Visitors Guide																											
Leisure Markets																											
Consumer Magazines																											
AAA Florida TourBook 2009 Edition	Consumer Magazines	0	1	2	0	2	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	6	1
Arthur Frommer's Budget Travel February 2009	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	3	0
Arthur Frommer's Budget Travel June 2011	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	391	0	297	0	57	0	22	0	792	0
Coastal Living May 2010	Consumer Magazines	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0
Conde Nast Traveler February 2011	Consumer Magazines	0	0	0	0	0	0	0	0	609	0	209	0	67	0	15	0	0	0	0	0	0	0	0	0	900	0
Florida Travel & Life May/June 2011	Consumer Magazines	0	4	0	0	0	0	0	0	0	0	0	0	0	102	0	91	0	36	0	14	0	7	0	250	4	
Midwest Living January/February 2010	Consumer Magazines	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0
Other/Unknown	Consumer Magazines	5	4	14	5	5	4	11	0	4	0	8	0	0	2	0	2	0	3	0	5	0	4	0	63	13	
Redbook Midwest October 2011	Consumer Magazines	0	1,477	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,529	0	1,529	1,477
Sherman's Travel April/May 2011	Consumer Magazines	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	38	0	0	0	0	0	0	38	0
Southern Living Travel Florida March 2010	Consumer Magazines	21	0	7	0	9	0	5	0	9	0	10	0	10	0	0	0	0	0	0	1	0	0	0	0	72	0
Woman's World November 15 2010	Consumer Magazines	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Sub Total for Consumer Magazines		29	1,487	26	5	16	4	16	0	622	0	227	0	78	0	145	0	485	0	374	0	78	0	1,563	0	3,659	1,496
Consumer Directories																											
2009 Official Florida Vacation Guide	Consumer Directories	0	0	2	0	0	0	1	0	3	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	7	0
2010 Florida Insider Guide - Quick Check	Consumer Directories	7	13	1	11	18	15	18	0	8	0	3	0	10	0	210	0	40	0	33	0	23	0	5	0	376	39
2010 Florida Insider Guide - Specific Target	Consumer Directories	4	3	0	3	4	5	4	0	2	0	4	0	0	0	105	0	18	0	12	0	12	0	3	0	168	11
2010 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	1	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	1
2010 Visit Florida Magazine	Consumer Directories	6	2	1	0	0	0	3	0	0	0	0	1	0	1	0	0	0	2	0	1	0	1	0	16	2	
2010 Visit Florida Magazine - Quick Check	Consumer Directories	65	7	63	16	49	4	116	0	118	0	206	0	513	0	226	0	1	0	25	0	9	0	12	0	1,403	27
2010 Visit Florida Magazine - Specific Target	Consumer Directories	34	1	28	3	15	0	29	0	36	0	87	0	158	0	105	0	0	0	15	0	1	0	2	0	510	4
2011 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1
2011 Visit Florida Magazine - Quick Check	Consumer Directories	0	110	0	101	0	59	0	0	0	0	0	0	0	0	105	0	185	0	191	0	198	0	101	0	780	270
2011 Visit Florida Magazine - Specific Target	Consumer Directories	0	47	0	42	0	34	0	0	0	0	0	0	0	41	0	113	0	115	0	92	0	49	0	410	123	
Florida Insider Guide April - September 2011	Consumer Directories	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Visit Florida Magazine December 2010 - September 2011	Consumer Directories	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Visit Florida Magazine January - September 2011	Consumer Directories	0	0	1	0	0	0	0	0	0	0	0	0	0	3	0	1	0	0	0	0	0	0	0	0	5	0
Sub Total for Consumer Directories		116	184	96	177	86	119	173	0	169	0	300	0	682	0	797	0	358	0	393	0	337	0	173	0	3,680	480
Consumer E-Marketing																											
DestinationBrochures.com	Consumer E-Marketing	6	2	5	1	2	4	8	0	7	0	14	0	9	0	9	0	10	0	5	0	5	0	6	0	86	7
Other/Unknown	Consumer E-Marketing	1	5	4	5	4	2	5	0	6	0	3	0	6	0	3	0	3	0	2	0	5	0	4	0	46	12
ParadiseCoast.com	Consumer E-Marketing	256	227	322	193	236	390	533	0	517	0	436	0	312	0	270	0	416	0	337	0	333	0	257	0	4,225	810
ParadiseCoast.com/Getaway Summer TAF	Consumer E-Marketing	0	4	0	78	0	50	0	0	0	0	0	0	0	907	0	541	0	659	0	59	0	41	0	2,207	132	
ParadiseCoast.de	Consumer E-Marketing	0	1	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2
Visit USA - UK	Consumer E-Marketing	1	2	2	5	0	2	0	0	3	0	2	0	2	0	5	0	5	0	4	0	1	0	4	0	31	7
VisitFlorida.com	Consumer E-Marketing	0	0	0	1	1	0	2	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	6	1
Sub Total for Consumer E-Marketing		264	241	333	283	243	447	551	0	534	0	455	0	329	0	1,195	0	975	0	1,007	0	403	0	313	0	6,602	971
Consumer Newspaper																											
America's Best Vacations In-State Insert October 2009	Consumer Newspaper	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
Fall In-State Insert Collinson October 17 2010	Consumer Newspaper	0	0	2,250	0	81	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,331	0
Fall Out-of-State Insert (ABV) Collinson October 10 2010	Consumer Newspaper	0	0	2,150	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2,150	0
Other/Unknown	Consumer Newspaper	3	0	2	0	1	1	2	0	0	0	2	0	0	3	0	1	0	0	0	2	0	2	0	0	18	1
Visit Florida In-State Insert June 2011	Consumer Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,059	0	1,996	0	0	0	0	0	0	3,055	0
Visit Florida In-State Insert May 2011	Consumer Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,089	0	0	0	0	0	0	3,089	0
Winter Out-of-State Insert February 27 2011	Consumer Newspaper	0	0	0	0	0	0	0	0	0	0	2,494	0	104	0	0	0	0	0	0	0	0	0	0	0	2,598	0
Sub Total for Consumer Newspaper		5	0	4,402	0	82	1	2	0	0	2,496	0	104	0	3	0	1,060	0	5,085	0	2	0	2	0	13,243	1	
Leisure Markets		414	1,912	4,857	465	427	571	742	0	1,325	0	3,478	0	1,193	0	2,140	0	2,878	0	6,859	0	820	0	2,051	0	27,184	2,948
Winter Northern Campaign																											
Chicago																											
Chicago Television Campaign January - March 2011	Chicago	0	0	0	0	0	0	17	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0
Sub Total for Chicago		0	0	0	0	0	0	17	0	18	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	0	
National																											
National Weather Channel December 2010 - March 2011	National	0	0	0	0	0	0	15	0	32	0	49	0	0	0	0	0	0	0	0	0	0	0	0	0	96	0
Sub Total for National		0	0	0	0	0	0	15	0	32	0	49	0	0	0	0	0	0	0	0	0	0	0	0	96	0	
New York																											
New York Television Campaign January - March 2011	New York	0	0	0	0	1	0	30	0	11	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0
Sub Total for New York		0	0	0	0	1	0	30	0	11																	

Publication	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2010/2011	2011/2012	
Sub Total for Consumer E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Leisure Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Miscellaneous																											
Other/Unknown	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Miscellaneous	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Total Arts Culture & Heritage Guide Requests:	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2010/2011	2011/2012
Special Fulfillment																											
Film Commission																											
PPD 2011	Film Commission	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Film Commission		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Mailings to Partners		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	2	0
Meeting Planners																											
Market Group Fulfillment	Market Group Fulfillment	3	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	1	0	2	0	1	0	8	1
Boston Sales Calls 2010	Meeting Planners	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0
Destination Showcase Chicago June 2011	Meeting Planners	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	5	0
GAP	Meeting Planners	0	0	0	2	0	0	0	0	0	0	0	1	0	2	0	2	0	1	0	0	0	0	0	0	6	2
Meeting Planner Kit Fulfillment	Meeting Planners	10	2	8	1	5	2	0	0	8	0	4	0	1	0	4	0	4	0	7	0	6	0	3	0	60	5
Meeting Planner Non-Kit Fulfillment	Meeting Planners	1	0	1	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	2	0	1	0	0	6	0
Other/Unknown	Meeting Planners	0	0	0	0	27	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	0
Destination Showcase Chicago June 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	423	0	0	0	0	0	0	0	423	0
Destination Showcase Washington DC 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	36	0	0	0	0	0	0	0	0	0	0	0	36	0
Houston (Music in Paradise) May 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	186	0	0	0	0	0	0	0	0	186	0
Houston May 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	0	0	38	0	0	0	0	0	0	0	0	0	38	0
Planning Connection Expo 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	114	0	0	0	0	0	0	0	0	0	0	0	114	0
SW Florida Bridal Show 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	167	0	0	0	0	0	0	0	0	0	0	0	167	0
TSAE Power Luncheon 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	29	0	0	0	0	0	0	0	0	0	0	0	29	0
Destination Showcase Chicago June 2011	Pre-Show Post Card	0	0	0	0	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0	0	0	0	0	0	93	0
Meeting Planners		30	2	9	3	32	3	3	0	9	0	5	0	348	0	323	0	434	0	9	0	10	0	5	0	1,217	8
Promotions																											
PPD 2011	Promotions	0	0	0	1	0	0	4	0	0	0	17	0	2	0	1	0	4	0	1	0	2	0	1	0	32	1
PPG 2011	Promotions	0	0	0	1	0	0	1	0	0	0	0	0	1	0	4	0	0	0	1	0	0	0	0	0	7	1
PPP 2011	Promotions	0	1	0	2	0	0	1	0	3	0	8	0	6	0	5	0	1	0	1	0	2	0	0	0	27	3
Summer VIP 2010	Promotions	1	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0
Promotions		1	1	12	4	0	0	6	0	3	0	25	0	9	0	10	0	5	0	3	0	4	0	1	0	79	5
Tour Operators																											
Other/Unknown	Tour Operators	1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	4	2
South America 2011	Tour Operators	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	223	0	0	0	0	0	0	0	223	0
Tour Operators		1	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	223	0	1	0	1	0	1	0	227	2
Travel Agents																											
Boston Sales Calls 2010	Travel Agents	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0
Other/Unknown	Travel Agents	6	0	3	0	0	1	0	0	0	0	1	0	0	7	0	1	0	2	0	0	0	0	0	0	20	1
Peninsula Travel Attendance 2010	Travel Agents	0	0	75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0
Travel Agents		22	0	78	0	0	1	0	0	0	0	1	0	0	0	7	0	1	0	2	0	0	0	0	0	111	1
Total Special Fulfillment Requests:		54	3	99	7	32	6	10	0	12	0	31	0	357	0	340	0	663	0	17	0	15	0	7	0	1,637	16
Grand Total:		1,657	2,224	5,513	1,067	1,438	724	1,592	0	2,812	0	8,463	0	4,417	0	9,580	0	4,664	0	7,870	0	2,283	0	2,713	0	52,997	4,015
Internet Text Chat		23	3	26	5	16	2	34	0	27	0	37	0	15	0	18	0	16	0	20	0	19	0	18	0	269	10