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

Event Type: All

**Debi DeBenedetto** Sales Rep: Event Start Scope Requested Contracted Account Name **Event Name Event Type** Market Type Source **Economic** Attend Peak **Event End** Rooms Rooms **Impact** Rooms Status: **CURRENT TENTATIVE** \$13,740.00 1/31/2012 0 30 90 Acxiom Corporation Acxiom Executive Summit Feb RFP Rcvd 0 Meetings 0 2012 Focus-NBH 2/2/2012 FAM 2011 Aircraft Rescue & Fire Fighting 2013 annual conference RFP Rcvd 0 9/7/2013 \$82,000.00 0 175 729 Working Group 9/13/2013 Allied Solutions National Sales Meeting 2014 RFP Rcvd Corporate-Other 2/17/2014 \$35,000.00 0 125 335 0 2/19/2014 Allied Solutions Incentive Trips RFP Rcvd Corporate-Other 5/1/2014 \$5,000.00 0 25 75 0 5/3/2014 AMC Network Vertafore 2013 Sales Meeting RFP Rcvd 1/5/2013 \$122,000.00 0 200 685 0 Association-Meetings, Networking Conventions, Tourism 1/10/2013 Industry Events American Copper Council 2012 Copper College RFP Rcvd RFP's received 4/10/2012 \$0.00 0 175 600 - Out of 4/14/2012 Florida Johnson Controls UPG dealer RFP Rcvd 2/1/2012 \$11,000.00 0 75 375 0 American Express Business Travel Corporate-Incentive Incentive 2/5/2012 ARVC Group 201 ARVC Group 2012 RFP Rcvd Leisure Website 3/15/2012 \$11,000.00 0 12 48 0 3/18/2012 Bradford Child Care Services **BCCS** Leadership Conference RFP Rcvd 0 Connect 11/6/2012 \$6,292.00 0 22 100 0 11/10/2012 Brentwood Baptist Church Ministers Spouses Retreat 2012 RFP Rcvd 0 Rejuvenate 9/24/2012 National \$5,160.00 0 20 40 0 9/25/2012 Repeat Planner 4/25/2012 Center For Disease Control and April 2012 Review NCIPC RFP Rcvd \$88,000.00 0 175 525 0 Prevention contact 4/27/2012 Center For Disease Control and 2012 NCIPC ERPO RFP Rcvd 0 Repeat Planner 1/11/2012 \$88,000.00 0 175 525 0 Prevention contact 1/13/2012 Center For Disease Control and 2012 ERPO NCIPC conference RFP Rcvd 0 12/14/2011 \$87,000.00 0 175 525 Prevention 12/16/2011 Chartered Financial Exam 2013 RFP Rcvd 0 5/30/2013 CFA Institute Destination \$6,450.00 0 50 125 0 Showcase - DC 6/1/2013 CFA Institute Chartered Financial Analyst RFP Rcvd 0 6/1/2012 \$6,450.00 0 50 100 0 Destination Showcase - DC 6/2/2012 Examination 2012 FL Dairy Products Assoc. RFP Rcvd 0 Chuck Cook 7/25/2012 \$17,013.00 0 55 159 0 Chuck Cook & Associates, 2011 Incorporated annual conf 7/29/2012 Church of Christ Written in Heaven 2013 Women's Retreat RFP Rcvd 4/25/2013 \$13,530.00 22 0 Connect 0 66 0 4/27/2013

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Account Name	Event Name	<b>Event Type</b>	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: C	URRENT TENTATIVE								<u> </u>		
Conference Direct /P. Lackland	NAEM	Off Site	0	Repeat Planner contact	10/15/2012 10/18/2012		\$325,000.00	0	40	130	(
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	(
ConferenceDirect / J. Roberts	2012 AP Summit	RFP Rcvd	0	ConferenceDir ect	1/8/2012 1/10/2012		\$32,000.00	0	150	450	(
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	(
Council on Occupational Education	on Winter Commission Meeting-Feb.	RFP Rcvd	0	Encounter	2/9/2013 2/11/2013		\$18,320.00	0	25	62	C
Council on Occupational Education	on Commission Executive Comm. Mtg	RFP Rcvd	0	Encounter	6/13/2013 6/15/2013		\$5,418.00	0	12	30	C
Council on Occupational Education	on COE Summer confere & Candidate academy July 2013	RFP Rcvd	0	Encounter	7/10/2013 7/13/2013		\$37,450.00	0	150	350	C
Council on Occupational Education	on COE Committee Mtg -August 2013	RFP Rcvd	0	Encounter	8/15/2013 8/17/2013		\$4,700.00	0	18	50	C
Council on Occupational Education	on Fall Commission mtg-Sept 2013	RFP Rcvd	0	Encounter	9/13/2013 9/17/2013		\$8,080.00	0	26	104	C
Council on Occupational Education	on COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	C
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	C
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	C
Florida Chess Association	2012 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida			\$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	
General Service Assembly	Serenity by the Sea	RFP Rcvd	SMERF	Repeat Planner contact			\$33,000.00	0	100	202	
General Service Assembly	Serenity Club April 2012	RFP Rcvd	SMERF	Networking	4/27/2012 4/28/2012		\$18,450.00	0	50	90	C
Genuine Parts Co.	2012 Regional Meeting	RFP Rcvd	0	Website	3/12/2012 3/15/2012		\$28,200.00	0	30	120	C
Green Planet Foundation	Green Planet Awards USA 2012	RFP Rcvd	0	CVENT	1/13/2012 1/14/2012		\$40,000.00	0	250	250	C
HelmsBriscoe / A.Yount	Mosaic East Regional Mtg March 2012	RFP Rcvd		CVENT	3/6/2012 3/9/2012		\$23,500.00	0	25	100	C
HelmsBriscoe / C. Pierson	2012 Sunny Delight Sales Meeting	RFP Rcvd	0	HelmsBriscoe			\$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: 0	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	ch 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, Incorporate	sed 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 Internation South Florida Chapter	nal 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 Guardsm	nan 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		International	\$150,000.00	0	250	850	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										
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	C
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	C
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	C
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, Incorporat	ed 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 on,	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 Room
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	
The Planning Mode	2012 Worldwide Express Conf	RFP Rcvd	0	Website	9/10/2012 9/15/2012		\$116,150.00	0	344	1,150	
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	
Travel and Transport Inc.	Nebraska Bankers Assoc	RFP Rcvd	0		2/20/2013 2/24/2013		\$68,000.00	0	70	300	
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	
TW Metals	2012 Global Sales Meeting	RFP Rcvd	0	Website	1/9/2012 1/11/2012		\$54,720.00	0	120	360	
United Hardware Distributing Company	2014 Incentive	RFP Rcvd	0	Collaborate	3/8/2014 3/13/2014		\$200,000.00	0	105	610	
United States Travel Association	ESTO 2013	RFP Rcvd	Tourism	Visit Florida	8/16/2013 8/21/2013		\$125,500.00	0	350	1,245	
				_	<b>Event Count:</b>	86	\$5,339,427.00	0	9,332	34,828	(
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	
Meeting Expectations, Incorpora	ted Silk Road client conference 2013	RFP Rcvd	0	Repeat Planner contact	4/5/2013 4/10/2013		\$250,000.00	0	310	1,065	
				_	<b>Event Count:</b>	2	\$280,000.00	0	385	1,307	(
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	
ARVC Group 201	ARVC Group 2012	RFP Rcvd	Leisure	Website	3/15/2012 3/18/2012		\$11,000.00	0	12	48	(
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00	0	20	40	(
Conference Direct /P. Lackland	NAEM	Off Site	0	Repeat Planner contact			\$325,000.00	0	40	130	
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	
Council on Occupational Educat		RFP Rcvd	0	Encounter	2/9/2013 2/11/2013		\$18,320.00	0	25	62	
Council on Occupational Educat	ion Commission Executive Comm.	RFP Rcvd	0	Encounter	6/13/2013		\$5,418.00	0	12	30	

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Account Name	Event Name	<b>Event Type</b>	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Room
Status: Li	EADS SENT										<u> </u>
Council on Occupational Educatio	n COE Committee Mtg -August 2013	RFP Rcvd	0	Encounter	8/15/2013 8/17/2013		\$4,700.00	0	18	50	
Council on Occupational Educatio	n Fall Commission mtg-Sept 2013	RFP Rcvd	0	Encounter	9/13/2013 9/17/2013		\$8,080.00	0	26	104	
Council on Occupational Educatio	n COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	
Council on Occupational Educatio	n COE Summer confere & Candidate academy July 2013	RFP Rcvd	0	Encounter	7/10/2013 7/13/2013		\$37,450.00	0	150	350	
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	
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	
Garden of Hope and Courage	Rooms for Entertainers	RFP Rcvd	0		3/31/2012 4/1/2012		\$5,000.00	0	14	28	
Genuine Parts Co.	2012 Regional Meeting	RFP Rcvd	0	Website	3/12/2012 3/15/2012		\$28,200.00	0	30	120	
Helmsbriscoe / A Caputo	Alexion Nat Sales 2012	RFP Rcvd	0	Encounter	3/30/2012 4/5/2012		\$200,000.00	0	190	750	
HelmsBriscoe / A.Yount	Mosaic East Regional Mtg March 2012	RFP Rcvd		CVENT	3/6/2012 3/9/2012		\$23,500.00	0	25	100	
HelmsBriscoe / M. Mahar	Keane Executive Retreat 2012	RFP Rcvd	0	CVENT	2/14/2012 2/15/2012		\$7,328.00	0	16	32	
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	
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	
IMN Solutions	Sigma Systems User Conf. 2012	RFP Rcvd	0	CVENT	11/4/2012 11/8/2012		\$23,837.00	0	75	197	
IQPC Exchange	Corporate Counsel Exchange 2012	RFP Rcvd	0	CVENT	6/17/2012 6/18/2012		\$9,030.00	0	70	140	
Kraig Mickelson	summit study group	RFP Rcvd	Special Events	Chesney Chicago 2011	1/18/2012 1/20/2012		\$10,000.00	0	20	44	
OraPharma	2013 InnerSphere Incentive	RFP Rcvd	0	CVENT	4/8/2013 4/13/2013		\$17,220.00	0	20	84	
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	
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	
Reliable Facility Placement	NIPDD 2013 Fellowship Meeting	RFP Rcvd		Rejuvenate	1/24/2013 1/27/2013		\$34,200.00	0	60	180	
Site Search, Incorporated	Palm Beach County Bar	RFP Rcvd	0	FSAE Annual Conference			\$3,000.00	30	15	31	

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Sales Rep:

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Sales Rep:	Debi DeBenedetto								Staff Re		
Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Room
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	
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	
					<b>Event Count:</b>	30	\$2,343,103.00	30	3,017	14,328	•
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	
ConferenceDirect / N. Marr	MCC International Task force mtg	RFP Rcvd	0	CVENT	5/5/2012 5/11/2012		\$17,545.00	0	20	121	
HelmsBriscoe / J. Travers	School of Medicine 2013	RFP Rcvd	0	CVENT	11/1/2013 11/5/2013		\$85,910.00	0	200	710	
					<b>Event Count:</b>	3	\$120,470.00	0	240	914	
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	
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	
Helmsbriscoe / A Caputo	Alexion Nat Sales 2012	RFP Rcvd	0	Encounter	3/30/2012 4/5/2012		\$200,000.00	0	190	750	
IAGTO	2013 IAGTO N. America Convention	RFP Rcvd	0	Oonagh's Contact	6/20/2012 6/23/2012		\$100,620.00	0	200	800	
Kraig Mickelson	summit study group	RFP Revd	Special Events	Chesney Chicago 2011	1/18/2012 1/20/2012		\$10,000.00	0	20	44	
Site Search, Incorporated	Palm Beach County Bar	RFP Rcvd	0	FSAE Annual Conference	7/13/2012		\$3,000.00	30	15	31	
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	
					<b>Event Count:</b>	7	\$650,956.00	30	492	1,809	
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	
FSA Management Group	AHF Annual Conference 2013	RFP Rcvd	0	Connect	5/20/2013 5/24/2013		\$261,000.00	0	450	1,800	
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	

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Sales Kep.	Debi Debelledetto							8 of 45		<b>J G</b>	
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 LOST									<u> </u>	
Kubasaki High School	2012 Kubasaki HS Alumni	RFP Rcvd	0	Connect	8/1/2012 8/5/2012		\$15,134.00	0	50	159	C
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	(
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	(
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	(
Select Meeting Sites, Incorporate	ed 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	(
Select Meeting Sites, Incorporate	ed National Agriculture Manufacturers Credit Assn	RFP Rcvd	0	Repeat Planner contact	3/12/2012 3/13/2012		\$3,150.00	0	18	36	(
Shannon Dennison	Poultry Assoc. of Georgia	RFP Rcvd	0	Website	10/23/2011 10/26/2011		\$43,320.00	0	95	380	C
Site Search, Incorporated	Foundation Think Tank	RFP Rcvd	0	FSAE	10/9/2012 10/11/2012		\$9,348.00	0	82	82	(
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	(
Southern Association Colleges & Schools	Board of Trustees 2013	RFP Rcvd	0	Connect	6/17/2013 6/20/2013		\$47,988.00	0	125	500	C
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	C
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	(
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	C
				_	<b>Event Count:</b>	16	\$723,610.00	0	1,583	5,033	C
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	(
ARVC Group 201	ARVC Group 2012	RFP Rcvd	Leisure	Website	3/15/2012 3/18/2012		\$11,000.00	0	12	48	(
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00	0	20	40	(
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	(
Council on Occupational Educati	ion Winter Commission Meeting-Feb.	RFP Rcvd	0	Encounter	2/9/2013 2/11/2013		\$18,320.00	0	25	62	(
Council on Occupational Educati	ion Fall Commission mtg-Sept 2013	RFP Rcvd	0	Encounter	9/13/2013 9/17/2013		\$8,080.00	0	26	104	(

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Sales Rep:

**Debi DeBenedetto** 

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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: T	URNED TENTATIVE										
Council on Occupational Education	n COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	(
Council on Occupational Education	n COE Committee Mtg -August 2013	RFP Rcvd	0	Encounter	8/15/2013 8/17/2013		\$4,700.00	0	18	50	(
Council on Occupational Education	n COE Summer confere & Candidate academy July 2013	RFP Rcvd	0	Encounter	7/10/2013 7/13/2013		\$37,450.00	0	150	350	(
Council on Occupational Education	n Commission Executive Comm. Mtg	RFP Rcvd	0	Encounter	6/13/2013 6/15/2013		\$5,418.00	0	12	30	(
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	(
Garden of Hope and Courage	Rooms for Entertainers	RFP Rcvd	0		3/31/2012 4/1/2012		\$5,000.00	0	14	28	(
Genuine Parts Co.	2012 Regional Meeting	RFP Rcvd	0	Website	3/12/2012 3/15/2012		\$28,200.00	0	30	120	(
Helmsbriscoe / A Caputo	Alexion Nat Sales 2012	RFP Rcvd	0	Encounter	3/30/2012 4/5/2012		\$200,000.00	0	190	750	(
HelmsBriscoe / A.Yount	Mosaic East Regional Mtg March 2012	RFP Rcvd		CVENT	3/6/2012 3/9/2012		\$23,500.00	0	25	100	(
HelmsBriscoe / M. Mahar	Keane Executive Retreat 2012	RFP Rcvd	0	CVENT	2/14/2012 2/15/2012		\$7,328.00	0	16	32	(
HelmsBriscoe / T. Baker	Construction Industry 2013	RFP Rcvd	0	Chesney Mission	6/15/2013 6/18/2013		\$30,000.00	0	75	242	(
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	(
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	(
IMN Solutions	Sigma Systems User Conf. 2012	RFP Rcvd	0	CVENT	11/4/2012 11/8/2012		\$23,837.00	0	75	197	(
IQPC Exchange	Corporate Counsel Exchange 2012	RFP Rcvd	0	CVENT	6/17/2012 6/18/2012		\$9,030.00	0	70	140	(
OraPharma	2013 InnerSphere Incentive	RFP Rcvd	0	CVENT	4/8/2013 4/13/2013		\$17,220.00	0	20	84	(
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	(
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	(
Reliable Facility Placement	NIPDD 2013 Fellowship Meeting	RFP Rcvd		Rejuvenate	1/24/2013 1/27/2013		\$34,200.00	0	60	180	(
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	(
The Planning Mode	2012 Worldwide Express Conf	RFP Rcvd	0	Website	9/10/2012 9/15/2012		\$116,150.00	0	344	1,150	(

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Sales Rep:

**Debi DeBenedetto** 

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January 23, 2012

Detailed Staff Report 14,861

18,064

72,580

0

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60

Event Count: 27

Event Count: 171

\$2,034,767.00

\$11,492,333.00

#### Task Report

#### Created - Between 11/17/2011 - 1/12/2012

Task Assig	ned 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 DeBenedette
	sent Rfp from Reiuvenate show					
11/17/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/17/2011	11/11/2011	Debi DeBenedette
	Debi attended Rejuvenate show in San	Jose Religious market. Excell	ent show 9 Rfp's	at show and 3 to	follow a few days i	later. More to come.
1/17/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	11/17/2011	11/16/2011	Debi DeBenedetto
	Nov. 13 -17 attended Florida Encounter	r show. Escellent with several i	Rfps's, sites and	meetinas 26 in a	Il and more to come	e. Great show for us.
1/17/2011	Helmsbriscoe / A Caputo	Sales - site with client	Closed	11/17/2011	12/15/2011	Debi DeBenedette
	assist with site for client met at Encoun-	ter had open rfn with Marriott si	ite policy CVB to	assist and nav si	ite	
11/17/2011	HelmsBriscoe / T. Baker	Sales - site with client	Closed		12/15/2011	Debi DeBenedett
	Working on a site for this group Dec 5					
1/17/2011	Meeting Expectations, Incorporated	d Sales - site with client	Closed	11/29/2011	12/15/2011	Debi DeBenedett
	Client to site Nov. 28 - CVB will meet a	nd have welcome bag and pav	flight per new site	e policv		
11/17/2011	Meetings Info MIM Sandy Rim	Sales - site with client	Closed	11/17/2011	11/17/2011	Debi DeBenedette
	Saw Sandy at Encounter discussed that	t she rebooked another event (	Rfp not with CVE	3) but due to our l	lead and connection	n since 2007 - Assisted
1/17/2011	Reliable Facility Placement	Sales - sent rfp to partner			11/17/2011	Debi DeBenedett
	Sent out two Rfps as follow up to Rejuv	rinate show				
11/17/2011	Council on Occupational Education	Event Sales Task	Open	1/30/2013		
	ask if they want ppp or maps for attende	ee welcome				
11/17/2011	Council on Occupational Education		Open	1/30/2013		
	get fianl rooming list to hotel and get re	minder i				
11/17/2011	Council on Occupational Education		Open	1/26/2013		
	send itinerary to attendees					
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedett
	Sent Rfp to Partner					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
	check to see if Rfp booked/contracted					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/3/2013		

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Task Assig	ned User: Debi DeBenedetto				12 of 45	ерон н
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	ask if thev want ppp or maps for attende	e welcome				
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/3/2013		
	aet fianl roomina list to hotel and aet ren	ninder i				
11/17/2011	Council on Occupational Education	Event Sales Task	Open	5/30/2013		
	send itinerary to attendees					
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	Sent Rfo to Partner					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
	check to see if Rfp booked/contracted		_			
11/17/2011	Site Search, Incorporated  send itinerary to attendees	Event Sales Task	Open	6/27/2012		
11/17/2011	Site Search, Incorporated	Event Sales Task	Open	7/1/2012		
	aet fianl roomina list to hotel and aet ren	ninder i				
11/17/2011	Site Search, Incorporated	Event Sales Task	Open	7/1/2012		
	ask if thev want ppp or maps for attende	e welcome				
11/17/2011	Site Search, Incorporated	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	Sent Rfo to Partner					
11/17/2011	Site Search, Incorporated	Event Sales Task	Closed	12/17/2011	12/16/2011	Debi DeBenedetto
	check to see if Rfp booked/contracted					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/30/2013		
	aet fianl roomina list to hotel and aet ren	ninder i				
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/26/2013		
	send itinerary to attendees					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	6/30/2013		
	ask if thev want ppp or maps for attende					
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	Sent Rfp to Partner					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
	check to see if Rfp booked/contracted					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	7/31/2013		

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Task Assigned User: Debi DeBenedetto 13 of 45 Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name send itinerary to attendees 11/17/2011 Council on Occupational Education Event Sales Task 8/4/2013 Open aet fianl roomina list to hotel and aet reminder i 11/17/2011 Council on Occupational Education Event Sales Task Open 8/4/2013 ask if they want ppp or maps for attendee welcome 11/17/2011 Council on Occupational Education Event Sales Task Open 12/17/2011 check to see if Rfp booked/contracted 11/17/2011 Council on Occupational Education Event Sales Task Closed 11/17/2011 12/15/2011 Debi DeBenedetto Sent Rfp to Partner 11/17/2011 Council on Occupational Education Event Sales Task Open 8/30/2013 send itinerary to attendees 11/17/2011 Council on Occupational Education Event Sales Task 9/3/2013 Open ask if thev want ppp or maps for attendee welcome 11/17/2011 Council on Occupational Education Event Sales Task Open 9/3/2013 aet fianl roomina list to hotel and aet reminder i 11/17/2011 Council on Occupational Education Event Sales Task Closed 11/17/2011 12/15/2011 Debi DeBenedetto Sent Rfp to Partner 11/17/2011 Council on Occupational Education Event Sales Task Open 12/17/2011 check to see if Rfp booked/contracted 11/17/2011 Helmsbriscoe / A Caputo **Event Sales Task** Open 3/20/2012 aet fianl roomina list to hotel and aet reminder i 11/17/2011 Helmsbriscoe / A Caputo **Event Sales Task** Open 3/16/2012 send itinerary to attendees **Event Sales Task** 3/20/2012 11/17/2011 Helmsbriscoe / A Caputo Open ask if they want ppp or maps for attendee welcome Closed 12/17/2011 1/9/2012 Debi DeBenedetto 11/17/2011 Helmsbriscoe / A Caputo **Event Sales Task** check to see if Rfp booked/contracted 11/17/2011 Helmsbriscoe / A Caputo **Event Sales Task** Closed 11/17/2011 12/15/2011 Debi DeBenedetto Sent Rfp to Partner Open 10/26/2013 11/17/2011 Council on Occupational Education Event Sales Task ask if they want ppp or maps for attendee welcome

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<sup>\*</sup> Task is assigned to multiple people

Task Assig	ned User: Debi DeBenedetto				14 of 45	<del>черон н</del>
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		
	aet fianl roomina list to hotel and aet ren	minder i				
11/17/2011	Council on Occupational Education	Event Sales Task	Open	10/22/2013		
	send itinerary to attendees					
11/17/2011	Council on Occupational Education	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
	Sent Rfo to Partner					
11/17/2011	Council on Occupational Education	Event Sales Task	Open	12/17/2011		
	check to see if Rfp booked/contracted					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/5/2013		
	aet fianl roomina list to hotel and aet ren					
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/5/2013		
	ask if thev want ppp or maps for attende		_			
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/1/2013		
	send itinerary to attendees		_			
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	12/17/2011		
	check to see if Rfp booked/contracted					
11/17/2011	Reliable Facility Placement	Event Sales Task	Closed	11/17/2011	12/15/2011	Debi DeBenedetto
11/17/2011	Sent Rfo to Partner	Frank Calas Taal	0	1/14/2012		
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/14/2013		
11/17/2011	aet fianl roomina list to hotel and aet ren		0	1/14/2012		
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/14/2013		
11/17/2011	ask if they want ppp or maps for attended		Onen	1/10/2013		
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	1/10/2013		
11/17/2011	send itinerary to attendees	Front Colon Tools	0	10/17/0011		
11/17/2011	Reliable Facility Placement	Event Sales Task	Open	12/17/2011		
11/17/2011	Check to see if Rfp booked/contracted	Event Color Tests	Closed	11/17/2011	12/15/2011	Dobi DoBonadatta
11/17/2011	Reliable Facility Placement	Event Sales Task	Closed	11/1//2011	12/15/2011	Debi DeBenedetto
	Sent Rfp to Partner					
11/18/2011	Kraig Mickelson	Sales - RFP follow up	Closed	11/18/2011	11/18/2011	Debi DeBenedetto
	Kraig Mickelson					
	booked business Chesnev concert Inn C		_			
	IQPC Exchange	Event Sales Task	Open	6/7/2012		B
<sup>^</sup> I ask is ass	igned to multiple people					Printed: 1/12/2012

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Task Assigned User: Debi DeBenedetto 15 of 45 Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name get fianl rooming list to hotel and get reminder i 11/21/2011 IQPC Exchange **Event Sales Task** Open 6/7/2012 ask if they want ppp or maps for attendee welcome 6/3/2012 11/21/2011 IQPC Exchange **Event Sales Task** Open send itinerary to attendees 11/21/2011 IQPC Exchange **Event Sales Task** Open 12/21/2011 check to see if Rfp booked/contracted 11/21/2011 IQPC Exchange **Event Sales Task** Closed 11/21/2011 12/15/2011 Debi DeBenedetto Sent Rfp to Partner 11/29/2011 Debi's Activity Tracking Account General - Followup Call Closed 11/29/2011 11/29/2011 Debi DeBenedetto Follow up complete on Rejuvenate showsent all email - still inputting Rfps 11/29/2011 Debi's Activity Tracking Account Sales - Meeting / Show / Closed 11/29/2011 11/29/2011 Debi DeBenedetto Conference Debi DeBenedetto Encounter follow up emails and notes all day 11/29/2011 Debi's Activity Tracking Account General - Meeting Closed 11/29/2011 11/28/2011 Debi DeBenedetto TDC meeting in morning 11/30/2011 HelmsBriscoe / A.Yount **Event Sales Task** Open 2/21/2012 send itinerary to attendees 11/30/2011 HelmsBriscoe / A. Yount **Event Sales Task** Open 2/25/2012 ask if they want ppp or maps for attendee welcome 11/30/2011 HelmsBriscoe / A. Yount **Event Sales Task** 2/25/2012 Open get fianl rooming list to hotel and get reminder i 11/30/2011 HelmsBriscoe / A.Yount **Event Sales Task** 12/30/2011 Open check to see if Rfp booked/contracted 11/30/2011 HelmsBriscoe / A.Yount **Event Sales Task** Closed 11/30/2011 12/15/2011 Debi DeBenedetto Sent Rfp to Partner 12/1/2011 Sales - Send Sales Kit 12/1/2011 12/1/2011 Debi DeBenedetto Debi's Activity Tracking Account Closed Debi DeBenedetto Daily tasks **Event Sales Task** 12/2/2011 ARVC Group 201 Open 3/1/2012 send itinerary to attendees 12/2/2011 ARVC Group 201 **Event Sales Task** Open 3/5/2012

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Task Assigned User: Debi DeBenedetto 16 of 45 Create Status Due Date Closed Date Closed by User Account Name Task Type Date Contact Name aet fianl roomina list to hotel and aet reminder i 12/2/2011 ARVC Group 201 **Event Sales Task** Open 3/5/2012 ask if they want ppp or maps for attendee welcome 12/2/2011 ARVC Group 201 **Event Sales Task** 1/1/2012 Open check to see if Rfp booked/contracted 12/2/2011 ARVC Group 201 **Event Sales Task** Closed 12/2/2011 12/15/2011 Debi DeBenedetto Sent Rfp to Partner 12/6/2011 OraPharma **Event Sales Task** 3/29/2013 Open aet fianl roomina list to hotel and aet reminder i 12/6/2011 OraPharma **Event Sales Task** Open 3/25/2013 send itinerary to attendees 12/6/2011 **Event Sales Task** OraPharma Open 3/29/2013 ask if thev want ppp or maps for attendee welcome 12/6/2011 OraPharma **Event Sales Task** Open 1/5/2012 check to see if Rfp booked/contracted 12/6/2011 OraPharma **Event Sales Task** Closed 12/6/2011 12/15/2011 Debi DeBenedetto Sent Rfp to Partner Debi DeBenedetto 12/9/2011 **Customs and Border Protection** Sales - sent rfp to partner Closed 12/9/2011 12/9/2011 sent rooms rfp and collateral to planner and assisted booking 8 room nights 12/9/2011 **Customs and Border Protection Event Sales Task** Closed 12/3/2011 12/15/2011 Debi DeBenedetto send itinerary to attendees 12/9/2011 **Customs and Border Protection Event Sales Task** Closed 12/7/2011 12/15/2011 Debi DeBenedetto ask if they want ppp or maps for attendee welcome 12/9/2011 Customs and Border Protection **Event Sales Task** Closed 12/7/2011 12/15/2011 Debi DeBenedetto aet fianl roomina list to hotel and aet reminder i Closed Debi DeBenedetto 12/9/2011 **Customs and Border Protection Event Sales Task** 12/9/2011 12/15/2011 Sent Rfp to Partner 12/9/2011 **Event Sales Task** Customs and Border Protection Open 1/8/2012 check to see if Rfp booked/contracted Closed Debi DeBenedetto 12/13/2011 Debi's Activity Tracking Account Sales - site with client 12/13/2011 12/15/2011

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<sup>\*</sup> Task is assigned to multiple people

Task Assia	ned User: Debi DeBenedetto				17 of 45	<del>toport i i</del>
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Site at Marriott with client Lauren Andre					
12/13/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	12/13/2011	12/15/2011	Debi DeBenedetto
	Roundtable meetina with partners 9-12					
12/13/2011	Debi's Activity Tracking Account	Sales - Partner Contact	Closed	12/13/2011	12/15/2011	Debi DeBenedetto
	Contact meeting and website input for i	new Naples Food Tours Elaine	Osbond			
12/13/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/13/2011	12/5/2011	Debi DeBenedetto
	Attended visitors center volunteers eve	nt Hilton Naples				
12/13/2011	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	12/13/2011	12/13/2011	Debi DeBenedetto
	Dec 11-13 attended and hosted event is	nclude appointments USTOA				
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	3/21/2012		
	ask if they want ppp or maps for attended	ee welcome				
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	3/17/2012		
	send itinerary to attendees					
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	3/21/2012		
	get fianl rooming list to hotel and get re	minder i				
12/14/2011	Garden of Hope and Courage	Event Sales Task	Closed	12/14/2011	12/15/2011	Debi DeBenedetto
	Sent Rfp to Partner					
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	1/13/2012		
	check to see if Rfp booked/contracted					
12/14/2011	Garden of Hope and Courage	Event Sales Task	Closed	12/14/2011	12/15/2011	Debi DeBenedetto
10/14/0011	Sent Rfp to Partner			111010010		
12/14/2011	Garden of Hope and Courage	Event Sales Task	Open	1/13/2012		
10/10/0011	check to see if Rfp booked/contracted	01 0 10 11 1	01 1	10/10/0011	10/10/0011	1 '6 1 1'
12/16/2011	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	12/16/2011	12/16/2011	Jennifer Leslie
	needed collateral for 500 welcome pac				ncentives	
12/16/2011	Thomas Travel Incorporated	Sales - Send Promotional Item / Collateral	Open	1/16/2012		
	Melinda Thomas					
12/20/2011	Send her 10 VG  Debi's Activity Tracking Account	Sales - Partner Contact	Closed	12/21/2011	1/9/2012	Debi DeBenedetto
	Debi DeBenedetto		ree c	.,	,	
10/00/024	Going to Punta Gorda visitors center to					Dakin D. J
* Task is ass	Debi's Activity Tracking Account igned to multiple people 004 - 2012 iDSS. All Rights Reserved.	Print Media Interview	Closed	12/20/2011	12/20/2011	Debi DeBenedetto Printed: 1/12/2012 Page: 7 of 14

Task Assigned User: Debi DeBenedetto 18 of 45 Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name Debi DeBenedetto Phone interview on meetings pub Preview with writer Karen and sent info 12/20/2011 Debi's Activity Tracking Account Sales - Partner Contact Closed 12/22/2011 1/9/2012 Debi DeBenedetto Tour of botanical gardens meeting space and venue site for Thursday 12/20/2011 Debi's Activity Tracking Account General - Website update Closed 12/20/2011 12/20/2011 Debi DeBenedetto Added several listing to website 12/20/2011 Debi's Activity Tracking Account General - Website update Closed 12/20/2011 12/20/2011 Debi DeBenedetto Updates and confirmations on meetings info in website and print for all 34 group hotels several hours 12/27/2011 The Planning Mode **Event Sales Task** Open 8/27/2012 send itinerary to attendees 12/27/2011 The Planning Mode **Event Sales Task** Open 8/26/2012 ask if they want ppp or maps for attendee welcome 12/27/2011 The Planning Mode **Event Sales Task** Open 8/31/2012 get fianl rooming list to hotel and get reminder i 12/27/2011 The Planning Mode **Event Sales Task** Open 2/5/2012 ask if they have short listed us and want a site **Event Sales Task** 12/27/2011 The Planning Mode Open 2/25/2012 check to see if Rfp booked/contracted 12/27/2011 The Planning Mode **Event Sales Task** Open 12/30/2012 ask if they want ppp or maps for attendee welcome 12/27/2011 The Planning Mode **Event Sales Task** Open 1/4/2013 get fianl rooming list to hotel and get reminder i 12/27/2011 The Planning Mode **Event Sales Task** Open 12/31/2012 send itinerary to attendees 12/27/2011 The Planning Mode **Event Sales Task** Open 2/5/2012 ask if they have short listed us and want a site 12/27/2011 The Planning Mode **Event Sales Task** 2/25/2012 Open check to see if Rfp booked/contracted **Event Sales Task** 3/2/2012 12/27/2011 Genuine Parts Co. Open get fianl rooming list to hotel and get reminder i 12/27/2011 Genuine Parts Co. **Event Sales Task** Open 2/26/2012

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<sup>\*</sup> Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto 19 of 45 Create Account Name Task Type Status Closed Date Closed by User Due Date Date Contact Name ask if thev want ppp or maps for attendee welcome 12/27/2011 Genuine Parts Co. **Event Sales Task** Open 2/27/2012 send itinerary to attendees 12/27/2011 Genuine Parts Co. **Event Sales Task** Open 2/25/2012 check to see if Rfp booked/contracted 12/27/2011 Genuine Parts Co. **Event Sales Task** Open 2/5/2012 ask if thev have short listed us and want a site 1/4/2012 Gordon's on the River Sales - Partner Contact Closed 1/4/2012 1/4/2012 Debi DeBenedetto debi attended openina niaht ribbon cuttina event - added to idss. website ad and meetina data 4 hours 1/4/2012 State Farm / Jack Wallace Sales - Fam Itinerary Closed 1/5/2012 1/4/2012 Debi DeBenedetto Plannina a site for Jan 15-91 1/4/2012 **US-Canada MICE** Sales - site with client Open 4/4/2012 Ali Ghaemi contact in spring for fam or site visit. see notes on client info 1/4/2012 State Farm / Jack Wallace Closed 1/4/2012 1/4/2012 Note Jack Wallace Subject: This is a CVB itinerary site that you are participating in 1/5/2012 Debi's Activity Tracking Account General -Closed 1/5/2012 1/5/2012 Debi DeBenedetto Proof /review/edit copy REview of new website over several days several hours - meetings and wedding sections 1/5/2012 Idss updates 1/5/2012 Debi DeBenedetto Debi's Activity Tracking Account Closed 1/5/2012 updates idss 1 hour 1/5/2012 Debi's Activity Tracking Account Sales - Partner Contact 1/5/2012 1/5/2012 Debi DeBenedetto Closed Debi DeBenedetto Sent email request to partners for golf Packages for UK Tour op promotion via oonagh need 1/5/2012 **IMN Solutions Event Sales Task** 10/20/2012 Open ask if they want ppp or maps for attendee welcome 1/5/2012 **IMN Solutions Event Sales Task** Open 10/21/2012 send itinerary to attendees 1/5/2012 **Event Sales Task IMN Solutions** Open 10/25/2012 get fianl rooming list to hotel and get reminder i 1/5/2012 **Event Sales Task** 3/5/2012 **IMN Solutions** Open check to see if Rfp booked/contracted 1/5/2012 **IMN Solutions Event Sales Task** Open 2/14/2012

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ask if they have short listed us and want a site

<sup>\*</sup> Task is assigned to multiple people

ask Assig	ned User: Debi DeBenedetto				20 of 45	
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
/5/2012	Hilton Marco Island Beach Resort & Spa		Closed	1/5/2012	1/5/2012	Note
	Jim Glionna					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	Sea Excursions, Inc.		Closed	1/5/2012	1/5/2012	Note
	Rocky Beaudry					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	Naples Beach Hotel & Golf Club		Closed	1/5/2012	1/5/2012	Note
	Michele Marsee					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	Bellasera Hotel		Closed	1/5/2012	1/5/2012	Note
	Margie McGlynn					
	Subject: This is a CVB itinerary site that	nt vou are participating in				
/5/2012	The Ritz-Carlton, Naples		Closed	1/5/2012	1/5/2012	Note
	Kelli Hollatz					
	Subject: This is a CVB itinerary site that	nt vou are participating in				
/5/2012	Naples Princess		Closed	1/5/2012	1/5/2012	Note
	Jenny Foegen					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	Edgewater Beach Hotel		Closed	1/5/2012	1/5/2012	Note
	Jennifer Dumouchel					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	Naples Beach Hotel & Golf Club		Closed	1/5/2012	1/5/2012	Note
	Charles Mullins					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	State Farm / Jack Wallace		Closed	1/5/2012	1/5/2012	Note
	Jack Wallace					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	Naples Beach Hotel & Golf Club		Closed	1/5/2012	1/5/2012	Note
	Charles Mullins					
	Subject: This is a CVB itinerary site that	nt you are participating in				
/5/2012	Edgewater Beach Hotel		Closed	1/5/2012	1/5/2012	Note
	Jennifer Dumouchel					
	Subject: This is a CVB itinerary site that	nt vou are participating in				
/6/2012	MPI New England	Sales - Prospecting	Open	2/6/2012		
	Contact with group MPI for sales missic	ons New England				
/6/2012	PhotoMagic	Sales - Partner Contact	Closed	1/6/2012	1/6/2012	Debi DeBenedetto
	Debbie Newman					
	New Partner added to idss and website					
/6/2012	Play FLA Golf	General - Meeting	Open	1/12/2012		
	Debi Just negotiated free back cover ac	d in new 2012 Visit Florida Fiel	hing and Roating o	iide Agenovii	to onen a ioh and ord	eate the ad
1/6/2012	Science Applications International		Open	1/6/2012	Lo opon a job ana cie	ato the du
17072012	Corporation	Planner	Ореп	1/0/2012		
Task is ass	assisted planner with offsite dining signed to multiple people					Printed: 1/12/2012

<sup>\*</sup> Task is assigned to multiple people

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January 23, 2012
Detailed Staff Report 1

Task Assic	gned User: Debi DeBenedetto				21 of 45	ixeport i
Create	Account Name	Task Type	Status	Due Date	Closed Date	Closed by User
Date	Contact Name	Calas assisted to marker or	Classid	1/0/2012	1/0/2012	Dahi Da Dawadawa
1/9/2012	AMC Network  Jill Pierce	Sales - sent rfp to partner	Ciosea	1/9/2012	1/9/2012	Debi DeBenedetto
	sent rfp. sent planner info					
1/9/2012	Debi's Activity Tracking Account	Sales - Partner Contact	Open	1/11/2012		
	Debi DeBenedetto		оро			
	Organized meeting for medical tourism	to further brainstorm and deve	lope a plan			
1/9/2012	Debi's Activity Tracking Account	Sales - site with client	Open	1/17/2012		
	worked dailv on 3 different planner site	s				
1/9/2012	Debi's Activity Tracking Account	Sales - Partner Contact	Open	1/18/2012		
	Debi DeBenedetto					
	Organized Sales mission meeting for J					
1/9/2012	Debi's Activity Tracking Account	Sales - site with client	Open	1/20/2012		
	Out of the site of a month in the Fr. M.	0	4			
1/9/2012	Oraanizina site of competition in Ft. My Florida Academy of Audiology	Sales - sent rfp to partner		1/9/2012	1/9/2012	Debi DeBenedetto
1/3/2012	Rachel Brooke	Sales - Sent rip to partile	Closed	1/3/2012	1/9/2012	Debi Debenedello
	sent out rfp and contacted planner					
1/9/2012	AMC Network	Event Sales Task	Closed	12/27/2012	1/9/2012	Debi DeBenedetto
	aet fianl roomina list to hotel and aet re	eminder i				
1/9/2012	AMC Network	Event Sales Task	Closed	12/23/2012	1/9/2012	Debi DeBenedetto
	send itinerarv to attendees					
1/9/2012	AMC Network	Event Sales Task	Closed	12/22/2012	1/9/2012	Debi DeBenedetto
1/0/2012	ask if they want ppp or maps for attend		0	10/01/0010		
1/9/2012	AMC Network	Event Sales Task	Open	12/21/2012		
	ask if thev want ppp or maps for attend	loo walaama				
1/9/2012	AMC Network	Event Sales Task	Closed	12/22/2012	1/9/2012	Debi DeBenedetto
17072012	, and reducin	Event eales ruck	0.0004	12/22/2012	17072012	Dobi Dobonodomo
	send itinerary to attendees					
1/9/2012	AMC Network	Event Sales Task	Closed	12/26/2012	1/9/2012	Debi DeBenedetto
	aet fianl roomina list to hotel and aet re	eminder i				
1/9/2012	AMC Network	Event Sales Task	Open	2/18/2012		
	ask if thev have short listed us and war		_			
1/9/2012	AMC Network	Event Sales Task	Open	3/9/2012		
	about to one if Die haad all and a line					
1/9/2012	check to see if Rfp booked/contracted Florida Academy of Audiology	Event Sales Task	Open	7/30/2013		
1/3/2012	i ionida Academy of Addiology	Eveni odles Task	Ореп	110012010		
	ack if they went non as more for ottons	lee welcome				
1/9/2012	ask if thev want ppp or maps for attended Florida Academy of Audiology	Event Sales Task	Closed	8/4/2013	1/9/2012	Debi DeBenedetto
	Florida Academy of Audiology signed to multiple people		Closed	8/4/2013	1/9/2012	Debi DeBenedetto Printed: 1/12/2012

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Task Assigned User: 22 of 45 Debi DeBenedetto Create Status Closed Date Closed by User Account Name Task Type Due Date Date Contact Name get fianl rooming list to hotel and get reminder i 1/9/2012 Florida Academy of Audiology **Event Sales Task** Closed 7/31/2013 1/9/2012 Debi DeBenedetto send itinerary to attendees 1/9/2012 2/18/2012 Florida Academy of Audiology **Event Sales Task** Open ask if they have short listed us and want a site 1/9/2012 Florida Academy of Audiology **Event Sales Task** 3/9/2012 Open check to see if Rfp booked/contracted 1/9/2012 **Edgewater Beach Hotel** Closed 1/9/2012 1/9/2012 Note Jennifer Dumouchel Subject: This is a CVB itinerary site that you are participating in 1/9/2012 LaPlaya Beach & Golf Resort Closed 1/9/2012 1/9/2012 Note **David Martorana** Subject: This is a CVB itinerary site that you are participating in 1/9/2012 The Inn on Fifth Closed 1/9/2012 1/9/2012 Note Chris Alvarez Subject: This is a CVB itinerary site that you are participating in 1/9/2012 State Farm / Jack Wallace 1/9/2012 1/9/2012 Closed Note Jack Wallace Subject: This is a CVB itinerary site that you are participating in 1/9/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 2/9/2013 ask if they want ppp or maps for attendee welcome 1/9/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** 2/10/2013 Open send itinerary to attendees 1/9/2012 **Event Sales Task** 3/9/2013 HelmsBriscoe /V. Schlosser Open send itinerary to attendees 1/9/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 3/8/2013 ask if they want ppp or maps for attendee welcome 1/9/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 1/9/2012 Sent Rfp to hotels & contacted planner 1/9/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 3/9/2012 check to see if Rfp booked/contracted 1/9/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 2/18/2012 ask if they have short listed us and want a site 1/9/2012 1/9/2012 State Farm / Jack Wallace Closed 1/9/2012 Note Jack Wallace

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<sup>\*</sup> Task is assigned to multiple people

Task Assigned User: 23 of 45 Debi DeBenedetto Create **Account Name** Status Due Date Closed Date Closed by User Task Type Date Contact Name Subject: This is a CVB itinerary site that you are participating in 1/10/2012 Cruise Naples 1/10/2012 1/10/2012 Debi DeBenedetto Sales - Partner Contact Closed Robin Rosario drop in office sales call. assisted with tour operator info and trade show brochures for her to take to Villages show VG and maps for destination rep 1/10/2012 Debi's Activity Tracking Account Sales - Assisted Mtg Closed 1/10/2012 1/10/2012 Debi DeBenedetto Planner Debi DeBenedetto Sent PPP and maps and assisted planner group coming to Waldorf Astoria 1/10/2012 1/10/2012 1/10/2012 Debi DeBenedetto Debi's Activity Tracking Account **Event Service Task** Closed Debi DeBenedetto I have been assisting the UK and German international CVB teams with various projects 1/10/2012 Meetings Info MIM Sales - Assisted Mta Closed 1/10/2012 1/10/2012 Debi DeBenedetto Planner Assisted planner with condo accommodations. She booked Marriott group with CVB assistance but CVB did not get credit as Rfp was direct - but she 1/10/2012 Residence Inn by Marriott Naples Sales - Partner Contact Closed 1/10/2012 1/10/2012 Debi DeBenedetto Claudia Rojas Drop in of hotel partner and short meeting for assistance 1/10/2012 HelmsBriscoe / M. Mahar **Event Sales Task** Open 1/31/2012 send itinerary to attendees 1/10/2012 HelmsBriscoe / M. Mahar **Event Sales Task** 1/30/2012 Open ask if they want ppp or maps for attendee welcome **Event Sales Task** 2/19/2012 1/10/2012 HelmsBriscoe / M. Mahar Open ask if they have short listed us and want a site 1/10/2012 HelmsBriscoe / M. Mahar **Event Sales Task** Open 1/10/2012 Sent Rfp to hotels & contacted planner 1/10/2012 HelmsBriscoe / M. Mahar **Event Sales Task** Open 3/10/2012 check to see if Rfp booked/contracted 1/12/2012 ConferenceDirect / M. Ronacher **Event Sales Task** Open 12/25/2013 ask if they want ppp or maps for attendee welcome 1/12/2012 ConferenceDirect / M. Ronacher **Event Sales Task** Open 12/26/2013 send itinerary to attendees 1/12/2012 ConferenceDirect / M. Ronacher **Event Sales Task** Open 3/12/2012 check to see if Rfp booked/contracted 1/12/2012 ConferenceDirect / M. Ronacher **Event Sales Task** Open 2/21/2012 ask if they have short listed us and want a site 1/12/2012 ConferenceDirect / M. Ronacher **Event Sales Task** Open 1/12/2012

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24 of 45 Task Assigned User: Debi DeBenedetto Create Account Name Task Type Status Due Date Closed Date Closed by User Date Contact Name Sent Rfp to hotels & contacted planner 1/12/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 3/29/2014 send itinerary to attendees 1/12/2012 HelmsBriscoe /V. Schlosser 3/28/2014 **Event Sales Task** Open ask if they want ppp or maps for attendee welcome 1/12/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 3/12/2012 check to see if Rfp booked/contracted 1/12/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 2/21/2012 ask if thev have short listed us and want a site 1/12/2012 HelmsBriscoe /V. Schlosser **Event Sales Task** Open 1/12/2012 Sent Rfp to hotels & contacted planner Total Tasks: 201

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

Toll Free Number	# of Calls	<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
Grand Total:	149	395.20

# Naples, Marco Island, Everglades CVB Inquiry Summary by Purpose

Purpose	Calls/Request	<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
Grand Total:	836	440.03

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

		Current Year			Last Year	
Source	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	YTD	<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%
Grand Total:	718	3,999		1,406	8,423	

<sup>\*</sup> YTD = Fiscal Year to Date

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

<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

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

<sup>\*</sup> YTD = Fiscal Year to Date

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

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

<sup>\*</sup> YTD = Fiscal Year to Date

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

<u>Media</u>	<u>Month</u>	YTD	<u>% YTD</u>
Grand Total:			
*\/TD_F:_IVI_D_I			

<sup>\*</sup> YTD = Fiscal Year to Date

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

<u>Media</u>	<u>Month</u>	YTD	% YTD
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	
Grand Total:	12	18	1

<sup>\*</sup> YTD = Fiscal Year to Date

#### **Visitor Guide Request Summary by Niche Markets**

<u>Media</u>	<u>Month</u>	YTD	% YTD
Niche Markets (Bridal/Honeymoon)			
Bridal Guide Added Value RSL July/August 2010	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%
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%
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%
Niche Markets (Senior)	3	46	
Grand Total:	112	693	

<sup>\*</sup> YTD = Fiscal Year to Date

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

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Grand Total:			
*NTD 5: 11/ 1 D 1			

<sup>\*</sup> YTD = Fiscal Year to Date

#### **Visitor Guide Request Summary by International Markets**

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

<sup>\*</sup> YTD = Fiscal Year to Date

#### **Visitor Guide Request Summary by Miscellaneous**

<u>Media</u>	<u>Month</u>	<u>YTD</u>	% YTD
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%
Grand Total:	20	335	

<sup>\*</sup> YTD = Fiscal Year to Date

#### **Visitor Guide Request Summary by State**

For the month of December 2011

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

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

		Current Year			<u>Last Year</u>	
<u>State</u>	<u>Month</u>	YTD	<u>% YTD</u>	<u>Month</u>	YTD	% YTD
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%
Grand Total:	401	3,460		1,327	8,151	

<sup>\*</sup> YTD = Fiscal Year to Date

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

		Current Year			<u>Last Year</u>	
Country USA	<u>Month</u> 401	<u>YTD</u> 3,460	<u>% YTD</u> 86.52%	<u>Month</u> 1,327	<u>YTD</u> 8,151	<u>% YTD</u> 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	0.02%
Macedonia	0	0	0.00%	0	2	0.01%
Mexico	0	0			2	
			0.00%	1		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%

12/31/2011

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1,406 <sup>40</sup> of 48,423

718

3,999

\* YTD = Fiscal Year to Date

**Grand Total:** 

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

#### . ,

Media	<u>Month</u>	YTD	<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	

<sup>\*</sup> YTD = Fiscal Year to Date

		A				-	b.au								:1						.i	A	-		-	del l
Bubliograph	+	Octob	2011	Nove	mper	Dece	ember 2011	Jan	iuary	2011	ruary	2011	2012	2011	2012	2011	ay 2012	2011	2012	JL 2011	2012	August	204	eptember	2010/2011	2011/2012
Publication Visitors Guido		2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011 2012	201	1 2012	∠010/2011	2011/2012
/isitors Guide	1			<b>-</b>					1		<b> </b>	1		+	1			<u> </u>					+		1	
Leisure Markets									1															-	+	
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	) 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	1	0	0	0	0	0	1	3	Ö
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	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	3	0
Conde Nast Traveler February 2011	Consumer Magazines	0	0	0	0	0	0	0	0	609	ō	209	(	0 67	0	15	ō	0	ō	0	0	0	0	0	900	0
Conde Nast Traveler February 2011 Florida Travel & Life May/June 2011	Consumer Magazines	0	4	0	0	0	0	0	0	0	0	0	(	0 0	0	102	0	91	0	36	0	14	0	7	250	
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
Other/Unknown	Consumer Magazines	5	4	14	5	5	4	11	0	4	0	8	(	0 0	0	2	0	2	0	3	0	5	0	4	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	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	0	38	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	0	1	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	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	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	0	1	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		23	0	5	376	
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	168	11
2010 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	1	0	0	2	2 0	2	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	(	0 1	0	1	0	0	0	2	0	1	0	1	16	
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		9	0	12	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	510	4
2011 Naples, Marco Island & the Everglades Visitors Guide	Consumer Directories	0	0	0	0	0	1	0	0	0	- 0	0	9	0 0	0	1 1	0	0	0	0	0	0	0	101	1 700	1
2011 Visit Florida Magazine - Quick Check	Consumer Directories	0	110 47		101	0	34	0	1 0	0	- 0	0		0 0	0	105	0	185 113	0	191 115		198	0	101	780	
2011 Visit Florida Magazine - Specific Target	Consumer Directories	U	4/	0	42	0	34	0	1 0	0	0	0	- (	0 0	0	41	0	113	0	115		92	0	49	410	123
Florida Insider Guide April - September 2011	Consumer Directories	U	1	0	0	0	0	0	1 0	0	, o	0	,	0 ^	0	0	0	0	0	0	0	0	0	0	1 0	1
Visit Florida Magazine December 2010 - September 2011	Consumer Directories	U O	0	0	0	0	1	- 0	1 0	0	, v	0		0	0	0	0	0	0	0	0	0	0	0	1 0	1
Visit Florida Magazine January - September 2011	Consumer Directories	116	184	96	177	00	110	173	<u> </u>	169	1	200	,	0 600	0	707	0	358	0	393	0	337	0	173	3 200	400
Sub Total for Consumer Directories		110	164	96	1//	86	119	1/3	<del>'  ' </del>	169	"	300		0 682	1	797	0	358	- 0	393	- 4	331	U .	173	3,680	480
Consumer E-Marketing DestinationBrochures.com	Consumer E-Marketing	6	2		- 1	2	1	Ω		7		14	-	0 0	0	Ω	^	10	0		0	5	0	6	86	7
Other/Unknown	Consumer E-Marketing	1		4	5	4	2	5	0	6	0	3		0 6	0	3	0	3	0	2	0	5	0	4	) 46	12
ParadiseCoast.com	Consumer E-Marketing	256	227	322	193	236	390	533	0	517	ň	436		0 312	0	270	ň	416	0	337	0	333	0	257	4,225	810
ParadiseCoast.com/Getaway Summer TAF	Consumer E-Marketing	0	4	0	78	200	50	000	0	017	0	100		0 012	0	907	0	541	0	659		59	0	41	2,207	132
ParadiseCoast.de	Consumer E-Marketing	0	1	0	0	0	1	1	0	0	0	0	(	0 0	0	0	0	0.11	0	0.00		0	0	0	) 1	2
Visit USA - UK	Consumer E-Marketing	1	2	2	5	0	0	2	0	3	0	2	(	0 2	0	5	0	5	0	4	0	1	0	4	31	7
VisitFlorida.com	Consumer E-Marketing	0	0	0	1	1	0	2	0	1	0	0	(	0 0	0	1	0	0	0	0	0	0	0	1	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	6,602	971
Consumer Newspaper												1	-	1		1,100				,,,,,,,						
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	) 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	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	2,150	0
Other/Unknown	Consumer Newspaper	3	0	2	0	1	1	2	0	0	0	2	(	0 0	0	3	0	1	0	0	0	2	0	2	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	0	1,059	0	1,996		0	0	0	3,055	
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	0	3,089	0	0	0	0	3,089	
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	2,598	0
Sub Total for Consumer Newspaper		5	0	4,402	0	82	1	2	2 0	0	0	2,496	(	0 104	0	3	0	1,060	0	5,085	0	2	0	2	13,243	1
Leisure Markets		414	1,912	4,857	465	427	571	742	2 0	1,325	0	3,478	(	0 1,193	0	2,140	0	2,878	0	6,859	0	820	0 2	,051	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	35	0
Sub Total for Chicago		0	0	0	0	0	0	17	' O	18	0	0		0 0	0	0	0	0	0	0	0	0	0	0	35	0
National	N													_										_		
National Weather Channel December 2010 - March 2011	National	0	0	0	0	0	0	15	0	32		49		<u> </u>	0	0	0	0	0	0	0	0	0	0	96	
Sub Total for National		0	0	0	0	0	0	15	0	32	0	49	(	<u> </u>	0	0	0	0	0	0	0	0	0	0	96	0
New York	Na Vanle			_	_		-		1 _		_	_		0 0	-	_	_	_	_	_	_		0		1	
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	) 44	
Sub Total for New York		0	0	0	0	1	0	30	, ,	11	- 0	3		0 0	0	0	0	0	0	0	0	0	0	U	) 44	
Winter Northern Campaign	+	0	0	0	0	1	0	62	4 0	61	0	52	<b></b> (	<u>u 0</u>	0	0	0	- 0	0	0	0	0	0	0	175	0
Carrie al Common In Chata Common	+			<u> </u>					<del>                                     </del>			-		+	-			-		<u> </u>			-	-	+	
Spring/Summer In-State Campaign							_		+		<del>                                     </del>	<del>                                     </del>	<b>—</b>	+	<del>                                     </del>			-	_	<b>-</b>	$\vdash$		_		+	
All Florida Markets	All Claside Madusts			-	_	_	_	_	<del>                                     </del>	_	<b>-</b>	-	<b>!</b> .		-	_	_	-	_	-			0		-	
FCTA Florida Cable April - August 2011	All Florida Markets	0	0	0	0	0	0	0		0	0	0	(	0 ^	0	5	0	0	0	0	0	0	0	0	5	0
Florida Cable Partnership (Florida) Spring/Summer 2010	All Florida Markets	)	0	0	0	0	0	0	1 0	- 0	, ,	0	-	0 0	0	1	0	1	0	1 - 1	0	1	0	0	4	0
Florida PBS (Florida) Spring/Summer 2010	All Florida Markets	0	0	0	0	0	0	0			1 0	0	(	0 0	0	1	0	0	0	1 1	0	0	0	0	1 12	0
Sub Total for All Florida Markets		U	0	0	- 0	0	0	0	' 0	1	<del>  0</del>	1 0		<u> </u>	- 0	7	0	1	- 0	2	0	1	U	U .	12	U
Fort Myers/Naples Fort Myers/Naples DRS Spring/Summer 2010	Fort Myora/Noples			_	_	_			1		_	_	· .	0 0	_	_	_	_	_	_	_		0	0	1	4
Fort Myers/Naples PBS Spring/Summer 2010	Fort Myers/Naples	0	0	0	0	0	1	0		0	0	0	(	0 ^	0	0	0	0	0	0	0	0	0	0	1 0	1
Sub Total for Fort Myers/Naples	<del> </del>	U	0	0	0	0	1	0	1 0	0	0	0	(	<u>u 0</u>	0	0	0	0	0	0	0	0	U	U	0	1
Geo-Targeted In-State Online	Con Torgeted In State Online			_	_	_	_	_	+ -		_	_		^	_	_	_	_	_	-	_	4	0	0	-	
FCTA Florida Cable April - August 2011	Geo-Targeted In-State Online	U	0	0	0	0	0	- 0	1 0	0	0	0	-	0	0	3	0	2	0	1 0	0	1	0	0	1 4	0
TripAdvisor.com (Geo-Targeted In-State) Spring/Summer 2010	Geo-Targeted In-State Online	U	0	1	0	0	0	1	1 0	0	, o	0	-	0 0	0	0	0	0	0	1		0	0	0	2	0
TripAdvisor.com (Online Geo-Targeted) April - August 2011 Sub Total for Geo-Targeted In-State Online	Geo-Targeted In-State Online	U O	1	1 1	0	0	0	1	1 0	0	1 0	1 0	<u> </u>	0 0	0	9	0	2	0	1 2	0	1	0	0	10	+
Sub-Total for Geo-Targeted In-State Online Miami/Ft. Lauderdale & West Palm Beach	<u> </u>	V	1	1	- 0	_ U	- 0	1	+ 4	0	"	1	<b>—</b> (	4 0	1	3	, U	<u> </u>	"		0	1	U	<u> </u>	10	- '
Miami/Ft. Lauderdale & West Palm Beach Miami/Ft. Lauderdale Television Campaign April - August 2011	Miami/Ft. Lauderdale & West Palm Beach		0	0	0	0	0	0		n		0	-	0 0	0	5	0		0	2	0	0	0	0	13	0
West Palm Beach Television Campaign April - August 2011	Miami/Ft. Lauderdale & West Falm Beach	0	0	0	0	0	0	0		1	_ ^	1	,	ŏ o	0	0	0	0	0	n	0	0	0	0	13	0
West Palm Beach Television Campaign April - August 2011  West Palm Beach Television Campaign Spring/Summer 2010	Miami/Ft. Lauderdale & West Palm Beach	0	0	0	0	0	0	0			_ ^	1		0 0	0	0	0	0	0	1	0	0	0	ő .	1	0
Sub Total for Miami/Ft. Lauderdale & West Palm Beach	THE THE LEGISLATION OF THE STATE OF THE STAT	ň	n	0	n	0	0		1 0	1	<u> </u>	1		ŏ o	0	5	0	5	n	4	n	0	Õ	ŏ	16	ŏ
Orlando		J -		_ ·		ľ			1		_ ·	'	<b>— '</b>	Ť	T .		ľ		_ ·		, °	,	1		10	, i
Orlando Television Campaign April - August 2011	Orlando	0	n	n	n	n	n	n	) 0	n	n	n	(	0 1	n	1	n	4	n	Я	n	1	0	0	15	0
Sub Total for Orlando		ŏ		0	0	0	0	0	) <u> </u>		0	0		0 1	0	1	0	4	0	8	0	i	0	Ō	15	

						December 2011						43 of 45		
Pot Post or		October	November				bruary Ma	arch A	April May	June	July	August	September	Total
Publication Other/Unknown TV Compaign		2010 2011	2010 2011	2010	2011 2011	2012 2011	2012 2011	2012 2011	2012 2011	2012 2011 2012	2 2011 2012	2011 2012	2011 2012	2010/2011 2011/2012
Other/Unknown TV Campaign Other/Unknown	Other/Unknown TV Campaign	0 0	0 5	5 5	11 :	2 0 5	51 0 23	0	9 0 13	0 15	0 10 (	6 6	0 1 (	162 16
Sub Total for Other/Unknown TV Campaign		0 0	0 5	5 5	11	2 0 5	51 0 23	0	9 0 13	0 15	0 10 0	6 6	0 1 (	162 16
Tampa/St. Petersburg														
Tampa/St. Petersburg Television Campaign April - August 2011	Tampa/St. Petersburg	0 0	0 0	0	0	0 0	0 0 0	0	0 0 5	0 1	0 1 (	) 4 (	0 0	11 0
Sub Total for Tampa/St. Petersburg		0 0	0 0	) 0	0	0 0	0 0 0	0	0 0 5	0 1	0 1 (	) 4 (	0 0 (	11 0
Spring/Summer In-State Campaign		0 1	1 5	5 5	12 :	3 0 5	53 0 24	0 1	0 0 34	0 28	0 27 (	) 13 (	0 1 (	226 18
Niche Mediate				1										
Niche Markets Niche Markets (Bridal/Honeymoon)														
Bridal Guide Added Value RSL July/August 2010	Niche Markets (Bridal/Honeymoon)	86 5	32 0	10	0 .	5 0 1	0 9	0	8 0 7	0 15	0 1 (	) 1 (	0 1 (	195 5
Bridal Guide Added Value RSL October/November 2010	Niche Markets (Bridal/Honeymoon)	304 1	226 2	33	0 .	4 0 '	7 0 10	0	2 0 3	0 7	0 1 0	3 (	0 2 (	622 3
Bridal Guide Added Value RSL September 2010	Niche Markets (Bridal/Honeymoon)	57 0	28 0	) 2	. 0	8 0 '	3 0 5	0	1 0 0	0 5	0 0 0	5 (	0 1 (	125 0
Bridal Guide January/February 2010	Niche Markets (Bridal/Honeymoon)	16 0	14 0	7	0	4 0	6 0 4	0	1 0 0	0 0	0 0 0	0 (	0 0	52 0
Bridal Guide January/February 2011	Niche Markets (Bridal/Honeymoon)	0 22		2 201	11 1	0 0 1	5 0 150	0 23	4 0 195	0 335	0 302 (	89 (	0 58 (	1,923 45
Bridal Guide July/August 2011	Niche Markets (Bridal/Honeymoon)	0 112	0 42	2 0	16	0 0	0 0 0	0 11	0 0	0 0	0 55 (	582 (	0 292 (	929 170
Bridal Guide March 2011	Niche Markets (Bridal/Honeymoon)	0 5	0 5	) 0	5 4	0 46	65 0 477	0 11	9 0 75	0 47	0 18 (	21 (	0 12 0	1,274 15
Bridal Guide May/June 2010 Brides Florida April - September 2011	Niche Markets (Bridal/Honeymoon) Niche Markets (Bridal/Honeymoon)	0 13	0 8	3 0	5	0 0	0 0 364	0 6	9 0 53	0 104	0 56 0	) 8 (	0 0 0	673 26
Destination Weddings & Honeymoons January/February 2011	Niche Markets (Bridal/Honeymoon)	0 0	0 0	2	0	4 0	0 0 4		2 0 1	0 0	0 0 0		0 0	23 (
Wedding Guide #38	Niche Markets (Bridal/Honeymoon)	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 (
Sub Total for Niche Markets (Bridal/Honeymoon)		468 158	380 69	263	37 2	8 0 63	9 0 1,024	0 43	9 0 344	0 514	0 433 (	709	0 385 (	5,856 264
Niche Markets (ECO)														
Audubon (Great Florida Birding Trail) November/December 2010	Niche Markets (ECO)	0 0	117 0	73			23 0 14		6 0 1	0 0	0 0 0	0 (	0 0 (	263 (
Audubon (Natural Wonders of Florida) March/April 2010	Niche Markets (ECO)	58 0	34 0	) 22	0	1 0 1	2 0 11		2 0 0	0 0	0 0 0	0 0	0 0 0	150
Audubon (Natural Wonders of Florida) March/April 2011	Niche Markets (ECO)	U 99	0 37	1 0	22	0 0	0 0 133	0 13	2 0 213	0 104	0 230 (	1 80 (	0 173 (	1,065 158
Audubon (Natural Wonders of Florida) November/December 2011	Niche Markets (ECO) Niche Markets (ECO)	0 0	0 175		0 14	0 0	0 0 0	0 2	3 0 0	0 0	0 0 0	0 0		338 (
Audubon Added Value RSL January/February 2011 National Geographic Traveler January/February 2011	Niche Markets (ECO)	0 0		231					0 0	0 0	0 0 0			622
Undiscovered Florida VF Insert (NGT) May - September 2011	Niche Markets (ECO)	ol n	0 0	) 231	ol öl	0 0	0 0 0	ő	2 0 677	0 287	0 118 0	30	0 0	1,114
Sub Total for Niche Markets (ECO)		58 99	151 212	326	72 3:	5 0 29	0 292	0 16		0 400	0 349 (	110	0 173 (	3,552 383
Niche Markets (Golf)														
Naples Shark Shootout December 2010	Niche Markets (Golf)	0 0	0 0	10		0 0	0 0 0	0	0 0 0	0 0	0 0 0	0 (	0 0 (	10 0
Play Florida Golf 2010	Niche Markets (Golf)	631 0	0 0	354	0 9	8 0 38	86 0 0	0	0 0 5,175	0 0	0 0 0	0 (	0 0 (	6,644 0
Play Florida Golf 2011	Niche Markets (Golf)	0 0	0 0	1 0	0	0 0	0 0	0 11		0 0	0 0	553	0 0	665 0
Sub Total for Niche Markets (Golf)		631 0	0 0	364	0 !	0 38	86 0 0	0 11	2 0 5,175	0 0	<u>U</u> 0 (	553	0 0	7,319 0
Niche Markets (Senior)	Niche Markets (Senior)	2 0	0 1		0	0 0	0 0	0	4 0 0		0 1 (		0 0	7 1
AAA Going Places South May/June 2010 AAA Going Places South May/June 2011	Niche Markets (Senior)	0 21	0 21		2	1 0	3 0 0	0	8 0 294	0 118	0 159 (	42	0 70 (	695 44
AARP - Southeast Region March/April 2011	Niche Markets (Senior)	0 0	0 0	) 0	1	0 0	2 0 3.527	0 1.55		0 37	0 0 0	0 0	0 0	5.439 1
Sub Total for Niche Markets (Senior)	,	2 21	0 22	2 0	3	1 0	5 0 3,527	0 1,56		0 155	0 160 (	42 (	0 70 (	6,141 46
Niche Markets		1,159 278			112 69	2 0 1,32				0 1,069	0 942 (	1,414	0 628 (	22,868 693
Group Markets														
Group Business (Association)	Own Business (Association)					2	2 2							
FSAE Association January/February 2011	Group Business (Association)	0 0	0 0	) 0	0	0 0	0 0 1	0	0 0	0 0	0 0 0		0 0	1 0
Sub Total for Group Business (Association)		0 0	0 0		0	0 0	0 0 1	0	0 0	0 0	0 0		0 0	1 0
Group Markets		<u> </u>	0 0	ή '	· · · ·	0 0	<u> </u>	-	9 9	<del>-                                    </del>	0 0	'	'	' '
International Markets														
United Kingdom														
Travel Trade Gazette February 2011	United Kingdom	0 0	0 1	I 0	1	0 0	0 0 0	0	0 0 1	0 0	0 0 0	0 (	0 0	1 2
Sub Total for United Kingdom		0 0	0 1	1 0	1	0 0	0 0 0	0	0 0 1	0 0	0 0 0	0 (	0 0 (	1 2
North America (Canada)	11 11 1 12 13													
Canadian Weather January 2011	North America (Canada)	0 0	0 0	0	1 1	0 0	0 0 0	0	0 0	0 0	0 0 0	0 0	0 0	0 1
Sub Total for North America (Canada)		0 0	0 0	9 0	1	0 0	0 0 0	0	0 0	0 0	0 0 0	) 0 (	0 0	0 1
Germany FTI B2B Online August 2011	Germany	0 1	0 0	) (	0	0 0	0 0	0			0 0 (	0 0	0 0	0 1
FVW February 2011	Germany	o n	0 0	) (	ő	1 0	0 0 0	ő	0 0 0	0 0	0 0 0		0 0	1 0
Sub Total for Germany		0 1	0 0		ō	1 0	ol ol o	0	0 0 0	0 0	0 0	0 0	o o o	1 1
International Markets - Additional Market Pentration				<u> </u>										
USA Travel Guide January - September 2010	International Markets - Additional Market Pentration	0 0	1 0	0	0	1 0	0 0 0	0	0 0 0	0 0	0 0 0	0 (	0 0	2 0
Sub Total for International Markets - Additional Market Pentrat	tion	0 0	1 0	) 0	0	1 0	0 0 0	0	0 0 0	0 0	0 0 0	0 0	0 0 0	2 0
International Markets		0 1	<del>  1 1</del>	<del>  0</del>	2	z 0	<u>v  0  0</u>	0	U U 1	0 0	U 0 (	0 0	0 0	4 4
Miscellaneous			1	+			+ + -						+ + + + + + + + + + + + + + + + + + + +	
Miscellaneous Other/Unknown	Consumer Magazines	0 0	0 0	)		0 0	0 0 0		0 0	0 1	0 0 (		0 0	1 0
Other/Unknown	Consumer Newspaper	0 0	0 0	) (	0	0 0	0 0 0	0	0 0 0	0 1	0 0		0 0	1 1
Other/Unknown	North America (Canada)	ol n	0 0	) (	ő	0 0	0 0 0	ő	0 0 1	0 0	0 0 0	ol öl	0 0	1 0
Friend/Relative	Friend/Relative	2 6	7 6	3 9	5	2 0	6 0 13	j ől	7 0 8	0 7	0 8	8 8	5 5	101 17
CVB Office	Naples, Marco Island, Everglades CVB	17 2	2 1	0	0	1 0	0 0 0	0	0 0 1	0 0	0 1 (	0 0	0 1 (	23 3
Other/Unknown	Other/Unknown	11 14	14 12	10	15 2	7 0 1	6 0 18	0 1	1 0 20	0 17	0 15 (	10 (	0 17 (	186 41
Boston Globe Travel Show March 2011	Travel Agent	0 0	0 0	) 0	0	0 0	0 0 0	0 55	8 0 0	0 0	0 0 0	0 0	0 0	558 0
TCTIA FAM October 2011	Travel Agent	0 7	0 1		0	0 0	0 0	0	0 0	0 0	0 0 0	0 0	0 0	0 8
Travel Agent	Travel Agent	0 0	1 0	1	0	0 0	0 3	0	2 0 1	0 0	0 1 0	1 0	0 3 (	28 0
USV Product Show TA 2011	Travel Agent	30 29	0 266 24 286		20	in 0 3	0 0 0	0 57	0 0 0 8 0 34	0 26	0 0 0	19 0	0 0 0	0 200
Miscellaneous	+	30 Z9	24 286	, 20	- 20 :	· ·	34	U 5/	U 31	U 20	U 25 (	13 (	20 (	899 335
Meeting Planners							1 1		<del>                                     </del>				1 1	
Meeting Planners									<del>                                     </del>				<del>                                     </del>	
GAP	Meeting Planners	0 0	0 0	) (	1	0 0	0 0 0	0	0 0 0	0 0	0 0 0	1 (	0 0	1 1
Sub Total for Meeting Planners		0 0	0 0		1	0 0	0 0 0	0	0 0 0	0 0	0 0 0	1 (	0 0 (	1 1
Meeting Planners		0 0	0 0	0	1	0 0	0 0 0	0	0 0 0	0 0	0 0 0	1 0	0 0	1 1
Total Visitors Guide Requests:		1,603 2,221	5,414 1,060	1,406	718 1,5	1 0 2,80	0 0 8,432	0 4,06	0 0 9,240	0 4,001	0 7,853 (	2,267	0 2,706	51,358 3,999
Arta Cultura & Haritaga Cuida			<del>                                     </del>	<del>                                     </del>	<del>                                     </del>	+	+	<del>                                     </del>	+ + +				+	
Arts Culture & Heritage Guide	+		+ + +	+	+ + + -	+ + -	+ + -	+ + +	+ + +				+ + + -	1
Leisure Markets Consumer E-Marketing	+		<del>                                     </del>	1	<del>                                     </del>		+ + +	<del>                                     </del>	+ + +		<del>                                     </del>		+ + +	
ParadiseCoast.com	Consumer E-Marketing	0 0	0 0	) (	0	0 0	0 0 0	0	0 0	0 0	0 0	1 1	0 0	1 0
		V					0			U U	- VI			

Naples, Marco Island, Everglades CVB Year to Date Request Summary by Source December 2011

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																		44 01 45				
	0	ctober	Nov	ember	Dec	cember	Jar	uary	February	Ma	arch	April	N	Лау	J	une	July	August	Sept	tember	To	otal
Publication	2010	2011	2010	2011	2010	2011	2011	2012 201	1 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 (	1 (	0	0	1	
Leisure Markets		0	0	0 0		0 (	0	0	0	0 0	0	0	0 (		0	0	0 (	1 (	0	0	1	. 0
Miscellaneous																						
Other/Unknown	Other/Unknown	0	0	0 0	)	0 (	) 1	0	0	0 0	0	0	0 (	) (	) (	0	0 (	0 (	0 0	0	1	
Miscellaneous		0	0	0 0		0 (	0 1	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 (	1	0	0	0 0	0	0	0 0			0	0 (	1 (	0	0	2	

					D		1				A		lav Jı		July	45 01 45	0		Total
Dublication	2010	2011	Nove	ember 2011	Dece	mber		nuary Feb 2012 2011	oruary	March 2011 2012	April 2012			ine	2011 2012	August 2011 2012		ember 2040	
Publication	2010	2011	2010	2011	2010	2011	2011	2012 2011	2012	2011 2012	2011 2012	2011	2012 2011	2012	2011 2012	2011 2012	2011	2012 2010/2	2011 2011/2
Special Fulfillment																			-
Film Commission																			-
Film Commission PPD 2011	Film Commission 0		) 0	0	0		1	0 (	0	0 (	0 0	) (	0 0	0	0 0	0 (	) 0	0	1
Film Commission	Time commission	1	) 0	ň	0	ď	1	0 (	<u> </u>	n i	n n		o o	ň	, , , , , , , , , , , , , , , , , , ,	o o	) 0	ň	1
THE COMMISSION		<u> </u>	<u> </u>	1	•			, i	<u> </u>	, T	<u> </u>		1 1	·	, j	T '	<u> </u>		
Mailings to Partners			) 0	0	0 0	0	0	0 0	0	0 (	0 0		0 0	0	2 0	0 0	0	0	2
Meeting Planners Market Group Fulfillment																			
Market Group Fulfillment	Market Group Fulfillment 3		0	0	0	1	C	0 .	1 0	0 (	0 0 0	) (	0 0	0	1 0	2 (	) 1	0	8
Boston Sales Calls 2010	Meeting Planners 16		0	0	0	C	0	0 (	0	0 (	0 0 0	) (	0 0	0	0 0	0 (	0	0	16
Destination Showcase Chicago June 2011	Meeting Planners 0		0	0	0	C	0	0 (	0	0 (	0 0 0	) (	0 5	0	0 0	0 (	0	0	5
GAP	Meeting Planners 0		0	2	2 0	C	0	0 (	0	0 (	0 1 C	) 2	0 2	0	1 0	0 (	0	0	6
Meeting Planner Kit Fulfillment	Meeting Planners 10	2	2 8	1	1 5	2	2 0	0 8	3 0	4 (	0 1 0	) 4	0 4	0	7 0	6 (	3	0	60
Meeting Planner Non-Kit Fulfillment	Meeting Planners 1		) 1	0	0 0	C	0	0 (	0	1 (	0 0 0	) C	0 0	0	0 0	2 (	) 1	0	6
Other/Unknown	Meeting Planners 0	C	0	0	27	C	) 3	0 (	0	0 (	0 0 0	) C	0 0	0	0 0	0 (	0	0	30
Destination Showcase Chicago June 2011	Post Show Followup 0		0	0	0	C	0	0 (	0	0 (	0 0 0	) (	0 423	0	0 0	0 (	0	0	423
Destination Showcase Washington DC 2011	Post Show Followup 0		0	0	0	C	0	0 (	0	0 (	0 36 0	) (	0 0	0	0 0	0 (	0	0	36
Houston (Music in Paradise) May 2011	Post Show Followup 0		0	0	0	C	0	0 (	0	0 (	0 0 0	186	0 0	0	0 0	0 (	0	0	186
Houston May 2011	Post Show Followup		0	0	0 0	C	0	0 0	0	0 0	0 0 0	38	0 0	0	0 0	0 (	0	0	38
Planning Connection Expo 2011	Post Show Followup 0		0	0	0 0	C	0	0 0	0	0 0	0 114 0	) (	0 0	0	0 0	0 (	0	0	114
SW Florida Bridal Show 2011	Post Show Followup		0	0	0 0	C	0	0 0	0	0 0	0 167 0	) (	0 0	0	0 0	0 (	0	0	167
TSAE Power Luncheon 2011	Post Show Followup 0		0	0	0 0	C	0	0 0	0	0 0	0 29 0	) (	0 0	0	0 0	0 (	0	0	29
Destination Showcase Chicago June 2011	Pre-Show Post Card 0		0	0	0 0	C	0	0 0	0	0 0	0 0 0	93	0 0	0	0 0	0 (	0	0	93
Meeting Planners	30	2	2 9	3	3 32	3	3	0 9	9 0	5 (	0 348 0	323	0 434	0	9 0	10 (	5	0 1	,217
Promotions																			
PPD 2011	Promotions 0		0	1	1 0	C	) 4	0 0	0	17 (	0 2 0	1	0 4	0	1 0	2 (	) 1	0	32
PPG 2011	Promotions 0		0	1	1 0	C	1	0 (	0	0 0	0 1 0	) 4	0 0	0	1 0	0 0	0	0	7
PPP 2011	Promotions 0	1	1 0	2	2 0	C	1	0 3	3 0	8 (	0 6 0	5	0 1	0	1 0	2 (	0	0	27
Summer VIP 2010	Promotions 1		12	. 0	0 0	C	0	0 0	0	0 0	0 0 0	) (	0 0	0	0 0	0 0	0	0	13
Promotions	1	1	1 12	4	4 0	0	6	0 ;	3 0	25 (	0 9 0	10	0 5	0	3 0	4 (	1	0	79
Tour Operators																			
Other/Unknown	Tour Operators 1		0	0	0 0	2	2 0	0 0	0	0 0	0 0 0	) (	0 0	0	1 0	1 (	) 1	0	4
South America 2011	Tour Operators 0		0	0	0	C	0	0 (	0	0 (	0 0 0	) (	0 223	0	0 0	0 (	0		223
Tour Operators	1		0	0	0 0	2	. 0	0 (	0	0 (	0 0 0	0	0 223	0	1 0	1 (	) 1	0	227
Travel Agents																			-
Boston Sales Calls 2010	Travel Agents 16		0	0	0 0	C	0	0 (	0	0 (	0 0 0	) (	0 0	0	0 0	0 (	0	0	16
Other/Unknown	Travel Agents 6		) 3	0	0 0	1	0	0 (	0	1 (	0 0 0	7	0 1	0	2 0	0 (	0	0	20
Peninsula Travel Attendance 2010	Travel Agents 0	(	75	0	0 0	C	0	0 (	0	0 (	0 0 0	) (	0 0	0	0 0	0 (	0	0	75
Travel Agents	22		78	0	0 0	1	0	0 (	0	1 (	0 0 0	7	0 1	0	2 0	0 (	0	0	111
Total Special Fulfillment Requests:	54	3	99	7	7 32	6	10	0 12	2 0	31 (	0 357 0	340	0 663	0	17 0	15 (	7	0 1	,637
Grand Total:	1,657	2,224	5,513	1,067	7 1,438	724	1,592	0 2,812	2 0	8,463	0 4,417 0	9,580	0 4,664	0	7,870 0	2,283	2,713	0 52	2,997 4,0
	23										0 15 0	18				19 (			269
Internet Text Chat	23	11 3	sı 26	. 5	5 16	1 2	34	1 0 27	/ I O	37 (	UI 151 (	18	ı ul 16	. 0	11 201 0	u 191 (	18	. 01	2h91