



## DIRECTOR'S REPORT

### Recent Activity- April-May 2012

DMAI Advocacy Committee Meeting

nSpire Seminar

FGCU Hospitality Management School Advisory Board Meeting

WGPU Promotions meeting

Naples Visitor Bureau (NVB) Board meeting

Bob Harden Radio Interview

Welcome Speech to SIGMA meeting at Waldorf Astoria

OnFast Social Media Seminar

Russian Delegation meetings and presentation

ArtsNaples World Fest Ambassador Dinner

Sports Council Membership meeting

FY 13 Grant Review Panel Meeting

Collier Community Alliance Tourism Committee Meeting

NABOR Presentation on tourism statistics

VISIT FLORIDA Board of Directors Meeting- Sarasota



## SALES DEPARTMENT - Debi DeBenedetto and Jennifer Leslie

### Advertising/Internet

- Bucket list ideas/concepts input and proofing
- E-Escapes Newsletter featuring golf specials and programs

### Industry Relations – Sales

- Chopped Planner VIP events with Visit Florida 2 events in Chicago – interactive with planners and suppliers in teams of 7 cooking in Macy's test kitchen with chef judges and certain allowed ingredients. This was very memorable and a great relationship building event.
- Attended Collaborate Marketplace Meeting planner show Las Vegas with 27 one on one planner meetings and several events with 2 hotel partners co-op.
- Hosted one site visit with planners and organized 3 other sites.
- Final Golf leads sent out from Play Florida Golf show season end

### New Product Development

- New in-market group fulfillment piece with agency
- iDSS training in Minneapolis with Jennifer Leslie
- Sports booking solutions RFP committee
- I-pad training and loading of materials for instant marketing
- Meeting with Pure Naples new concept branding and brainstorming

### Promotions

- CANUSA FAM hosted
- Tenth Annual Tourism Awards luncheon hosted

### RFP's and Booked Business

- Current month - sent 7 RFP's to meeting hotel partners
- RFP booked: 7 for 1578 room nights, estimated \$260,370 Revenue in estimated room nights and close to 781,450 total with F&B and other income with economic impact of nearly \$1.4 million dollars
- \* Please note that the iDSS reports included are skewed numbers for several reasons.
  1. The economic impact number on the iDSS reports for this current reported period is not economic impact but estimated numbers of room and F&B sales for that specific group and totals. (We are learning how to calculate iDSS economic impact in the next session and I'll be able to report more accurate estimated numbers).



2. The iDSS report reflects more bookings and more RFP's sent out than actually occurred because I had the opportunity to input RFP enhancements into the system and those numbers of sales were reported last month but put into the system this month. I manipulated the reports to get a semi -accurate account by subtracting the RFP enhancement RFP totals.
3. Estimated ROI is just that, estimated based on averages in our destination and the industry and can in no way be accurate as I don't get accurate numbers, only estimated RFP numbers.



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

### **May 2012 Activity**

#### **Press in Destination**

##### **CVB Sponsored Paradise Coast Destination FAM:**

Canadian Geographic (Canadian national bi-monthly with 4 travel sections/year)  
Dreamscapes (Travel magazine, Toronto Globe & Mail)  
OffMetro (reporting on car-free vacation in Naples area)  
SpaFinders (Spa-focused travel overview)  
Fodors (major travel guidebook)

BBC Radio

Globetrotter Travel Guide, Japan

Daily Mirror, UK

Food And Wine Access, JustLuxe.com

#### **Major Department Highlight**

Coastal Living ranking of Naples as #2 Happiest Seaside City directly related to desk side visit by Angela Aline with the travel editor in February, along with our March culinary-themed press release. This impacted the “coastal vibe” element of the editorial team’s consideration, along with our high rankings in health studies and other qualifying factors.

#### **Media Missions**

2 VISIT FLORIDA media events and personal desk side visits by JoNell Modys – 50 travel media meetings.

International POW WOW – largest Media Marketplace ever attended, with excellent meetings. One FAM has already occurred as a direct result with Food And Wine Access.

#### **Tourism Week**

State of the Industry news release, press conference

Paradise Coast Tourism Star Awards event – news release with detailed info on winners, photography, information advances to media for timely coverage, post-event follow up.



## **Tourism News Coverage – Positive Community Impact**

### **State of the Industry Briefing & Forecast 2012 Press Release**

5/10/12

NBC-2 [Collier residents feeling benefits of tourism](#)

(Attendance at press conference followed by live shot and feature from downtown Naples).

Marco Eagle [World view: Collier tourism director expects more international visitors this summer.](#)

(Advance story about the State of the Industry tourism presentation by Jack Wert during National Travel & Tourism Week, prior to the start of the annual Paradise Coast Tourism Star Awards).

Naples Daily New [Collier County tourist visitation up nearly 8%](#)

WINK-TV [Collier County shows tourism is up](#)

5/9/12

Ft. Myers News-Press [Lee tourism workers hold rally](#) (Collier visitation, spending, etc. included in sidebar)

### **Paradise Coast Tourism Star Awards**

5/18/12

Coastal Breeze News [10<sup>th</sup> annual Paradise Coast tourism star awards](#)

5/17/12

Marco Island Sun Times [Marco resorts scoop tourism boosting awards](#)

Naples Florida Weekly [Awards honor 'Stars' of the local tourism industry](#)

5/11/12

Coastal Breeze News [10<sup>th</sup> Annual Paradise Coast Tourism Star Awards](#)

5/10/12

Naples Daily News [Collier County tourism stars honored Thursday on Marco Island](#)

Ft. Myers News-Press [Collier County salutes tourism stars](#)

Ft. Myers News-Press (online) [Tourism awards begin in Marco Island](#)

Marco Island Sun [Times Collier County salutes tourism stars](#)

Marco Eagle [Collier County tourism stars honored Thursday on Marco Island](#)

Naples News [World view: Collier tourism director expects more international visitors this summer](#)

### **Summer Bucket List Marketing Campaign**

5/7/12

Naples Daily News [Collier tourism "bucket list" ads will target Florida's east coast](#)

5/9/12

WINK-TV [Collier County summer ad campaign targets in-state visitors](#)



## FILM OFFICE – Maggie McCarty

### PRODUCTION NOTES

- Estée Lauder – TV commercial
- Moontouch – indie film
- Dreamtime Ent. - TV commercial

### WORKING LEADS

- Steven Greaves Photography - print
- ALL CURRENT PRODUCTION

### OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
  - Followed-up with activity worksheets to clients
  - Recorded data
- Client Management
- *Produced By* (conference/tradeshows/reception) planning & organization with Film FL (June 2012)
- *Independent Film Week at Lincoln Center*(conference/tradeshows/reception) planning & organization with Film FL (Sept. 2012)
- updates to social media content (Twitter, FaceBook, MeetUp)

### MEETINGS

- Film Florida Annual Meeting
- Film Commissioners Council
- Film FL Legends Awards
- Theatre Zone



## MISC.

- Reel-Scout advanced software training

## Estee Lauder Commercial Shoot







**SPORTS COUNCIL – Ralph Pryor & Nicole Curran**

**Hotel Room Nights & Direct Economic Impact (DEI)**

**Sports Events 3/15/12 – 5/28/12**

**GSA Youth Baseball 2/11 & 2/12/2012**

- No hotel room nights
- DEI - \$14,000.00

**2012 FYSA State Cup Soccer – Second Round 4/14 & 4/15**

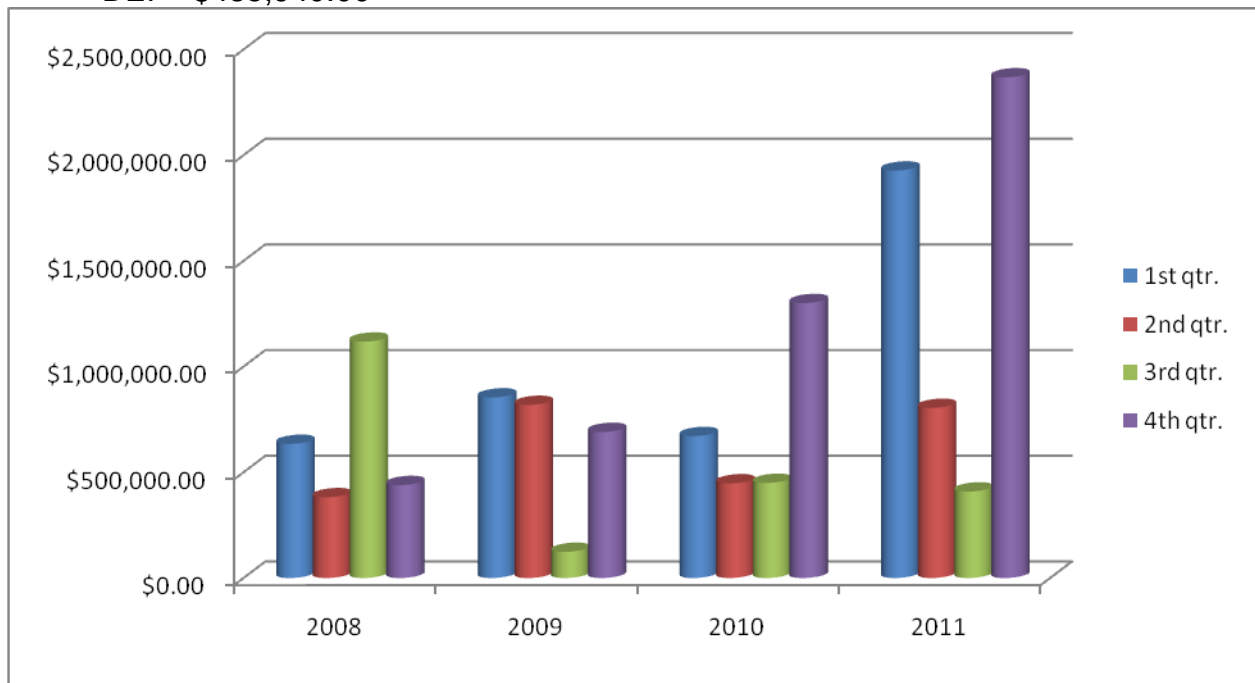
- 225 room nights
- DEI - \$266,245.00

**HITS Triathlon Series**

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

**BMX State Cup Series Qualifier**

- 215 room nights
- DEI - \$485,940.00







### Upcoming Events Sports Event

March 2012	<a href="#">MS 5K</a>	N/A
March 17, 2012	FHSAA Lacrosse Tournament	<a href="#">Contact Someone</a>
March 18-21, 2012	<a href="#">Spring Classic at Twin Eagles</a>	N/A
March 10-11, 2012 ***Date Change	GSA Baseball Event	Coming
March 24, 2012	<a href="#">Beach Bum 5K</a>	N/A
April 2012	<a href="#">Philharmonic 10K</a>	N/A
April 1, 2012	<a href="#">C'mon Pedal Cycling Festival</a>	N/A
April 13-15	<a href="#">Terra Cotta Invitational Golf</a>	<a href="#">Contact Someone</a>
April 14-15	<a href="#">Kayak Festival</a>	N/A
April 15-16, 2012	FYSA Event	<a href="#">Book Here</a>



## OMMAC- UK REPRESENTATIVES

### **HIGHLIGHTS OF THE MONTH:**

#### **British Airways Holidays Travel Agent Training, 03 April 2012, Newcastle**

Attended very successful training set up with BA in order to highlight the launch of our co-op Visit Florida adv campaign. Held one-to-one meetings with all of 50 reservations agents in attendance, and provided information & literature.

Also proactively set up a booking incentive with co-op industry partner, Trianon Hotel for the agent with the highest sales of bookings into Paradise Coast during the period of the BA/BA Holidays campaign to win a holiday for two – see full recap report.

#### **BA/BA Holidays Visit Florida co-op Dinner Meeting, 04 April 2012, London**

#### **Monarch/Cosmos Visit Florida co-op Dinner Meeting, 11 April 2012, Bromley**

#### **Virgin Holidays Visit Florida co-op Dinner meeting, 12 April 2012, Crawley**

Attended all three dinners with our key tour operators including senior level management in attendance – we held discussions with a total of 44 decision makers – see guest list at end of this report. The events were extremely successful as we work extensively to encourage growth into the Paradise Coast region. Our objectives were achieved with beneficial results ie:

1. To network with senior decision makers within our key tour operator clients in order to expand & grow our destination programme;
2. To meet & have one-to one contact with additional key tour operator staff we are often in email contact with but my not have the opportunity to meet
3. To thank our key tour operators for their support & build on our relationships as we move forward.

#### **Pow Wow, 21-25 April 2012, Los Angeles**

Attended this very successful & most important trade show as part of the over all CVB participation. The show was very busy with all our appointments allocated. Used any additional time to network & encourage co-op partnership. We held over 91 meetings & network discussions with key travel industry decision makers.

Hosted Virgin Atlantic European Manager for dinner meeting & encouraging support/



sponsorship for IAGTO 2013 event in Paradise Coast.

Overall feedback is 2012 is trading much stronger than 2011 – with our room night bookings up across the board. In many cases Paradise Coast is out performing other regions of Florida with increased room night bookings.

The UK/Ireland & French operators are very much commenting on the success of our co-op campaigns & promotions which are extremely beneficial & are very keen to work with us moving forward. Assisting with the leads & recap to follow.

Brand USA launched officially for the first time – inviting travelers from UK/Ireland, Canada & Japan initially & all international markets at a later date, to visit USA. The Current UK/Ireland consumer media spend, May - July 2012 - £2.6million plus further significant investment by year end to include extended consumer media spend, trade co-op etc (Brand USA's sole objective is to grow International visitation - UK is the single largest International market after Canada).

Overall USA - according to the US Dep of Commerce - international visitors spent an estimated \$13.3 billion on travel to, and tourism-related activities within the US during the month of February alone - a 14% increase over spending in Feb 2011. It is estimated that the leisure & hospitality sector could add 2.1 to 3.3 million jobs in this decade – the third highest job growth potential by sector.

**Completed Inquires: via phone /email: 63**

**Literature distributed:** 86 x Visitor guides /179 x Maps /6 x Golf Guides, Art & Culture & Bridal guides.

**Received new stock from Florida mailing house:**

2012 Visitor Guides X 2,500/Golf Guide x 503/Preferred Pass x 300/Paradise Coast DVD x 50/  
Meetings Flyer x 50

## PROJECTS/MARKETING ACTIVITIES

**UK Marketing Campaign & Advertising / Consumer Promotions / General Marketing Ongoing Activity – all co-op with tour operator partners:**



PARTNER/PROJECT	ACTIVITY	RESULT
<p><b>BA &amp; BA Holidays co-op with V FI</b>            As part of UK marketing campaign</p>	<p>OMMAC attended a one-day training event at the BA Holidays office in Newcastle on 03 April 2012 with the Trianon Hotel.</p> <p>OMMAC confirmed the destinations participation in a coop marketing campaign to take place 11 – 25 April 2012.</p>	<p>OMMAC spoke to in excess of 50 BA Holidays agents during the day and distributed golf brochures, art brochures and destination maps.</p> <p>Results to follow after completion of campaign</p>
<p><b>Virgin Holidays co-op with V FI</b>            As part of UK marketing campaign</p>	<p>OMMAC confirmed participation in the Visit Florida co-op marketing campaign. OMMAC provided feedback and requested amendments on draft of creative.</p>	<p>Results to follow after completion of campaign</p>
<p><b>Premier Holidays</b>            As part of UK marketing campaign</p>	<p>OMMAC has confirmed participation in a joint campaign with Fort Myers. Potential start date scheduled for 21 May 2012.</p>	<p>OMMAC awaiting copy for approval.</p>
<p><b>Travel Mole</b>  <b>The "Race to Paradise Coast"</b>            As part of the UK Marketing Campaign            Co-op partner Virgin Atlantic &amp; Dollar Car Rental</p>	<p>Planning the final event – working with the host hotel to confirm dates. Marriott Marco confirmed two nights &amp; Golf. Required additional two nights – ongoing progress.</p>	<p>Joining winners of both 2011 &amp; 2012 events with one final event in Nov 2012 as this is a more suitable time frame for host properties. Hotel partner &amp; Virgin Atlantic to confirm dates.</p>
<p><b>Promotion:</b>  <b>Thomas Cook - Netflights.com</b></p>	<p>Consumer Promotion with <b>Waitrose Supermarket</b> - Marco Island Marriot – hotel partner – came to a close on 6 November 2011. Total entries for the competition are 15,380.</p>	<p>Prize winner unable to travel due to illness – we are working with the tour operator to determine solution.</p>



	OMMAC provided tour operator with opt-in data.	
<p><b>Destination Golf</b></p> <p>As part of UK marketing campaign</p>	<p>OMMAC – following up on consumer &amp; PGA golf pro’s promotion.</p> <p>Seeking to work on a direct mail target for summer months &amp; September</p>	<p>Awaiting confirmation on detail on actual booking potential of PGA golf pros.</p>
<p><b>Bon Voyage</b></p> <p>As part of the UK Marketing Campaign</p>	<p>OMMAC confirmed reservation booking incentive with book-by dates to encourage bookings.</p> <p>Also looking at room nights booked &amp; assisting with any properties under performing</p>	<p>OMMAC awaiting plan for approval.</p>
<p><b>North America Travel Services</b></p> <p>As part of the UK Marketing Campaign</p>	<p>Confirmed campaign with participation in Selling Long Haul Florida April Feature – NATS as call to action &amp; will include an agents booking incentive. Additional Consumer &amp; Trade activity to be confirmed by NATS.</p>	<p>See attached copy as in the April issue.</p>
<p><b>France:</b></p> <p><b>Consumer Promotion with French Sailing Federation on Facebook</b></p>	<p>Promotion to 280,000 consumers X 3 month period, March – May 2012. Partner Inn on Fifth, Jetset Voyages, Delta Airlines. Lead sent to all Industry partners. Other hotel industry partners offered – Inn on Fifth was first to respond.</p>	<p>Tour Operator - Jetset Voyages, Delta Airlines &amp; Inn on Fifth – co-op partners.</p> <p>Final copy approved &amp; final competition sent.</p> <p>Results on completion of promotion end of May.</p>
<p><b>General</b></p>	<p>On-going - reviewing &amp; updating data base</p>	

**Out-of-Office Sales Calls/Contacts:**



1	3/4 April- British Airways Holidays Agent Training, Newcastle
2	4/4 BA & BA Holidays Visit Florida co-op dinner meeting
3	1- 30 assisting Brand USA with Florida contacts regarding potential co-op opportunities.
4	1 – 31/03 Liaising with British Airways Holidays re co op marketing campaign
5	1 – 31/03 Liaising with Premier Holidays to confirm joint opportunity with Fort Myers.
6	1 -31/03 In discussion with Netflights.com to confirm the Waitrose competition follow up off- as prize winner now unable to take prize due to illness – working with tour operator to establish further follow up.
7	1 – 31/03 Liaising with Virgin Holidays re co-op marketing campaign.
8	1– 30 Following up after site inspection for IAGTO 2013 & working on 2012 event
9	6-9/4 Easter Break UK
10	10/4 Conf call Cosmos /Paradise Coast & Ft Myers office re opportunity of new air service & our program offerings
11	11/4 attended Monarch/Cosmos Visit Florida co-op Dinner Meeting
12	12/4 Attended Virgin Holidays Visit Florida co-op Dinner meeting
13	12/4 Meeting with Virgin Atlantic re possible support/sponsorship with IAGTO for 2013
14	13/4 Discussion with IAGTO re our activity for 2012 & sponsorship for 2013
15	16/4 following up on transportation & travel & additional information for Pow Wow
16	16/4 Followed up with Cosmos re our arrival numbers
17	20-26/4 Attending Pow Wow

<b>Public Relations &amp; Media Correspondence</b>		
<ul style="list-style-type: none"> <li>• <b>Andy Mossack, 'Where In The World Is Andy' 15 to 19 April 2012</b></li> <li>• <b>Social Media – Facebook and Twitter</b></li> <li>• <b>General media liaison to promote Paradise Coast</b></li> <li>• <b>Drafting Summer Newsletter</b></li> </ul>		
<b>CONTACT</b>	<b>ACTIVITY</b>	<b>RESULT</b>



<p><b>Andy Mossack, Broadcaster, 'Where in the World is Andy' BBC Radio</b></p>	<p>Journalist travelled to the destination from 15 to 19 April 2012. CVB secured accommodation at Naples Beach Hotel.</p>	<p>Show broadcasted on 17 April 2012.  Please see below for the link</p>
<p><b>Lucy Thornton, Reporter, Daily Mirror</b></p>	<p>Journalist is due to travel to Florida on 13 – 15 May. She will stay at La Playa Beach &amp; Golf Resort on 13 – 14 May and at Ivey House B&amp;B in Everglades City on 15 May</p>	<p>OMMAC liaising direct with visit Florida &amp; Journalist regarding itinerary.</p>
<p><b>www.visitusa.org.uk</b></p>	<p>Traveler figures to the Paradise Coast released for January &amp; February  Naples' Signature Cocktail promoted online  Promotion of the newly opened L'Orient restaurant in Naples</p>	<p>News features created for all 3 activities and uploaded to the 'News' section of the Visit USA website</p>
<p><b>Alan Orbell, Managing Editor, Selling Long Haul</b></p>	<p>Interview arranged at the Pow Wow media marketplace on 23 April on visitor figures for Paradise Coast</p>	<p>OMMAC to maintain contact with Alan to determine potential dates of interview</p>
<p><b>The Independent</b></p>	<p>Request from a journalist for information on family volunteer projects via Visit Florida</p>	<p>Information provided on The 10,000 Islands Dolphin Project; a long term study of the abundance, distribution, movement, association patterns and behavior of bottlenose dolphins of Southwest Florida.</p>





<p><b>Social Media:</b>   <b>Facebook and Twitter setup</b></p>	<p>OMMAC developed the Paradise Coast UK Facebook page and Twitter account.</p> <p><a href="http://www.facebook.com/pages/Paradise-Coast-UK/400213546659311">http://www.facebook.com/pages/Paradise-Coast-UK/400213546659311</a></p> <p><a href="https://twitter.com/#!/paradisecoastuk">https://twitter.com/#!/paradisecoastuk</a></p> <ul style="list-style-type: none"> <li>• Any Mossack's Interview for BBC Radio - <a href="http://andymossack.co.uk/naples%20florida.mp3">http://andymossack.co.uk/naples%20florida.mp3</a></li> <li>• April issue – Selling Long Haul – co-op ad with NATS</li> </ul>	<p>OMMAC to regularly update with news, events and activities.</p> <p>Twitter; 16 Tweets, Following 297 &amp; 42 Followers</p> <p>Facebook; 7 News features uploaded</p>
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Estimated Value Summary of Leads/ Activity				
	Lead / Activity	Value \$	Potential Room Nights	Economic Impact \$
1	<b>BBC Midlands and North UK Radio. Andy Mossack; 'Where in the World is Andy'</b>	2,329.35		
2	<b>Selling Long Haul co-op ad &amp; trade incentive with NATS</b>	3,280		



## DIAMONDE – GERMAN REPRESENTATIVE

# GENERAL SUMMARY OF MONTHLY ACTIVITIES

### ✧ **Tour Operators**

- America Unlimited: Approved layout for the Travel Zoo campaign which was sent out to 1.3 million subscribers on April 18, 2012. So far Visit Florida did not come back with an offer of budget participation; therefore this joint promotion will not be followed by an additional campaign as of now. Please find sample attached.
- Dertour: Followed up on mailing idea. Dertour is not willing to put money in such a mailing. The reason is that they don't see a value in spending money to buy addresses as they have their own database and send out own newsletters. But they are willing to provide bookable input if we want to realize a Supercom Mailing alone. Also they offered us participation in a dedicated newsletter for a budget of Euros 2.000. We will evaluate this offer as we see the importance of doing a joint promotion with Dertour this fiscal year.
- Canusa: changed again the look of the map for Naples that will be shown in the Insider Community; their suggestion did not clearly mark our area, so we sent another one. Start of the community has been postponed from end of April to beginning of May.
- FTI: Followed up on the online academy. So far 1.063 travel agencies signed in for this e-learning and 750 of these have already successfully finished the program. Final numbers will be given with the next report.
- Knecht Reisen: Secured opportunity of FOC and payable marketing in order to promote need periods of September and early October for the Marriott MI as part of our ITB follow up. Handed over opportunities to Marriott MI for further handling.
- Flextravel: Secured joint B2C marketing campaign to promote the summer and fall season. Campaign consists of newsletter inclusion in combination with a Naples dedicated landing page that will be online for several months. The newsletter will be sent to a total of 90,000 consumers on June 13, 2012. Official cost for marketing package is CHF 6,000; we negotiated a special rate of USD 4,000. Realization of marketing campaign will start in May.
- Wings 'n Wheels, Belgium: Secured further inclusion of Visitor Guide into traveler's documentation. Ordered one box of English Visitor



Guides, Visitor Maps and Preferred Pass through Phase V.

- Travel Trend: Secured participation in joint marketing campaign, promoting a Florida Fly & Drive and highlighting the Gulf Coast with NAP and St. Pete /Clearwater. The campaign includes feature in the Travel Trend monthly e-newsletter, sent to 4,000 consumers newsletter in May 2012, landing pages for Fly & Drive on both, the B2B website [traveltrend.nl](http://traveltrend.nl) as well as the B2C website [nbbs.nl](http://nbbs.nl), highlighting NAP with description text, images and logo and a extensive marketing campaign. Total negotiated cost: 1,500 USD.
- Meier's Weltreisen: Secured further inclusion of the NAP Preferred Pass into their traveler's documentation. Shipped 800 German copies through Phase V.
- Skytours: Followed up on their planned fam trip to Florida in September. The fam trip is on hold now. Isabel will get back to us as soon as she has any news.
- Mix n match travel: New travel company based in Switzerland that will soon launch a new travel website for reservations of hotels, villas, apartments and rental cars around the globe. The USA will be the major offer with more than 14,000 objects all over the country. Provided cleanpix link for presenting the area on their website.

✧ **Travel Agents**

- Total number of sales calls: **21** travel agencies in Germany, Switzerland & Austria (Netherlands)
- Dinner Event in Frankfurt on April 17, 2012: **24** agents.

✧ **Marketing**

- Website
  - Discussed with our main accounts the possibility of a direct link from the German NAP website to the TO pages with Naples product (Naples content only). The majority of TOs is possible to create a link that leads to our product. However in most cases the user has the possibility to move on to webpages showing other products as part of the TO website. Still we feel the German website needs a user friendly update by replacing the PDFs of the TO catalogs by a direct link. Links provided by TOs still to follow.
  - Revised German Website: Intense assistance with revision of German website, including additional translations of the "Order a Guide" and "e-newsletter" sections, giving suggestions on the accommodation page as well as several proof read.



- **Other**

- Airberlin: Evaluated marketing campaign offer from airberlin for a second joint promotion with Fort Myers VCB and the airport. Recommended only to participate in the first half of the campaign (summer), not in the second which is dedicated to fall, as Naples does not necessarily need the business in the winter months. Contacted also Mr. Kruithoff to get some more details about it.

- ◇ **EVENTS**

- Fam Trips

- Willy Scharnow Stiftung: Discussed and approved suitable dates for both participating CVBs (NAP and St. Pete / Clearwater). Agreed on October 17-23, 2012 while it is planned for the group to stay 3 nights in NAP (Oct 17-20) and 3 nights in St. Pete (Oct 20-23). Final approval by United for these dates is still pending.
- Canusa fam trip: Planning and coordination of detailed itinerary in cooperation with DDB and Hilton Worldwide German sales office. Finalized the itinerary and organized rental cars through Alamo at a 50% discount on regular rate.

- Exhibitions

- Pow Wow: Attended Pow Wow from April 23-25, 2012 in Los Angeles and held all meetings with accounts from the DACH market, Belgium and the Netherlands. For further details on the meetings, please see separate Pow Wow trip report. Additionally, assisted with meetings with other accounts from different markets, regardless from our market or not. Preparation for Pow Wow included scheduling of appointments for accounts from the DACH market, Belgium and Netherlands as well as preparation of meeting notes.

- ◇ **MEDIA**

- Fvw e-learning: Secured opportunity to participate in the fvw e-learning "Fit for USA". FVW e-learning is the most popular e-learning for the travel industry on the German speaking market benefiting from a lot of publicity and promotion (fvw is THE trade magazine on the German market). The "Fit for USA" e-learning is split into several basis courses about the USA and additional courses sponsored by different USA destinations. Each sponsored destination course will be online for one year. We will evaluate the different participation options and budget.



VISITOR CENTER VISITATION Nancy Kerns – April Monthly Report

- Promoted ArtsNaples World Festival in Collier area visitor centers & hotels.
- Promoted and attended Immokalee Harvest Festival. Due to weather they were unable to launch the hot air balloons. Festival officials were pleased with attendance and plan to do the hot air balloons next year.
- Promoted Collier County visitor information centers through area hotels.
- Conducted volunteer training sessions for each shift at VIC.
- Coordinated Business of the Month for the Chamber in partnership with the BCC. Florida Weekly was the April Business of the Month.
- FAM Trip Naples Food Tours.
- Attended Chamber staff meeting, TDC meeting, Wake Up Naples, CCLTA meeting at Arthrex, Collier County Comparative Study presentation at Hodges University, Chamber Board meeting and BCC meeting.
- Assisted Vision and Science Convention and ArtsNaples World Festival with volunteers.
- Assisted BID with City Fest Sip of Fifth.
- Distributed materials to Marco, Everglades, Big Cypress, Immokalee, Ave Maria and 3<sup>rd</sup> Street Concierge.
- Handle operations of Naples visitor center.

	Jan-12	Jan-11	Feb-12	Feb-11	Mar-12	Mar-11	April-12	April-11
Big Cypress								
Welcome Center	6,401	5,034	7,943	6,986	7,226	5,984	4,308	3,297
Oasis	13,601	12,055	17,595	15,564	16,638	15,101	9,603	8,810
Everglades	11,000	2,220	12,840	2,881	18,300	3,100	10,810	2,575
Immokalee	198	125	227	194	361	195	367	189
Marco	1,033	1,007	1,465	1,546	1,011	1,376	482	520
Naples VIC	4,397	2,765	5,399	3,505	4,383	3,536	2,685	2,114
<b>TOTAL</b>	<b>36,630</b>	<b>23,206</b>	<b>45,469</b>	<b>30,676</b>	<b>47,919</b>	<b>29,292</b>	<b>28,255</b>	<b>17,505</b>