

MARKETING PARTNER REPORTS May 29, 2012



Tourist Tax Collections

Collier County Tax Collector

** NAPLES **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
124889	171672	257204	310088	463661	581690	646118						2555322

** MARCO ISLAND **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
142329	171194	201691	244744	391683	485677	628522						2265840

** IMMOKALEE **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
528	489	863	1067	681	740	983						5351

** EVERGLADES CITY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
4057	5607	7144	9161	12338	17648	18666						74621

** COLLIER COUNTY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
253531	342743	457827	643501	1038706	1239892	1493363						5469563

** OTHER **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS

** TOTALS **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
525334	691705	924729	1208561	1907069	2325647	2787652						10370697

COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE												
** APARTMENT **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
896	435	1497	863	5735	6040	10405						25871
** CONDOMINIUM **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
39952	21515	35761	82154	118188	264235	531116						1092921
** CAMPGROUND/RV/PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
1892	3546	5271	11540	28012	27270	22208						99739
** HOTEL/MOTEL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
410547	599695	765114	796797	1113647	1478881	1662425						6827106
** INTERVAL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
4990	7843	11914	14375	18080	18075	22054						97331
** MOBILE HOME PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
228	517	543	1455	1392	3710	4826						12671
** SINGLE FAMILY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
45283	13154	22328	52088	32000	55672	163864						384389
** REALTOR **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
21546	45000	82301	249289	590015	471764	370754						1830669
** OTHER **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** TOTALS **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
525334	691705	924729	1208561	1907069	2325647	2787652						10370697

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

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**APRIL 2012
(MONTH OF MARCH 2012 VENDOR TAX COLLECTION)**

BREAKDOWN	FISCAL 2010-2011	FISCAL 2011-2012	DIFFERENCE	%		
OVERALL COLLECTIONS						
MONTH TO MONTH	2,566,965	2,787,652	+	220,687	+	8.60%
YEAR TO DATE	9,058,165	10,370,697	+	1,312,532	+	14.49%
HOTEL / MOTEL						
MONTH TO MONTH	1,587,010	1,662,425	+	75,415	+	4.75%
YEAR TO DATE	6,048,455	6,827,106	+	778,651	+	12.87%
REALTORS						
MONTH TO MONTH	312,031	370,754	+	58,723	+	18.82%
YEAR TO DATE	1,485,912	1,825,016	+	339,104	+	22.82%
INDIVIDUALS (APTS/CONDOS S F HOMES)						
MONTH TO MONTH	593,001	705,385	+	112,384	+	18.95%
YEAR TO DATE	1,282,088	1,508,834	+	226,746	+	17.69%

FY 12 Revenue Report 30-Apr-2012

May 29, 2012

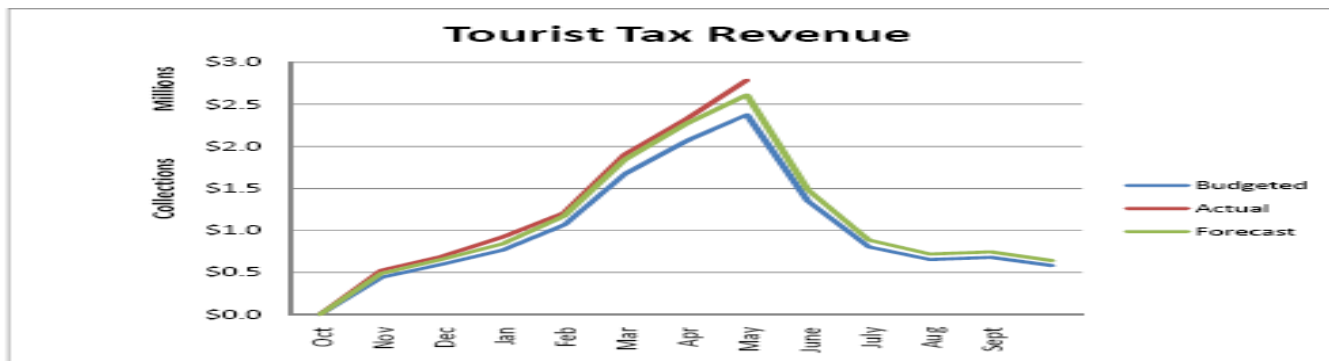
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Budget						
	Fund	FY 12 Adopted Budget	FY 12 (5%) Reserved by Law	FY 12 Net Budget	FY 12 Forecast	Variance to FY 12 Budget
	183	2,153,300	(107,700)	2,045,600	2,368,600	215,300
	184	3,262,500	(164,100)	3,098,400	3,588,800	326,300
	193	310,900	(15,500)	295,400	342,000	31,100
	194	1,516,100	(75,800)	1,440,300	1,667,700	151,600
	195	4,371,800	(218,600)	4,153,200	4,809,000	437,200
	196	0	-	0	0	0
	198	1,435,500	(71,800)	1,363,700	1,579,100	143,600
	Gross Budget	\$13,050,100	(653,500)	\$12,396,600	\$14,355,200	\$1,305,100
	Less 5% Rev Res	(653,500)				
	Net Budget	12,396,600				

Collections						
Month	Actual FY 12	Cum YTD	% Budget Collected to Date	% over FY 11 collections	% over FY 10 collections	% over FY 09 collections
Oct	525,334	525,334	4.026%	9.71%	18.07%	31.38%
Nov	691,705	1,217,039	9.326%	10.65%	26.46%	11.70%
Dec	924,729	2,141,768	16.412%	23.29%	24.11%	15.79%
Jan	1,208,561	3,350,329	25.673%	19.69%	14.27%	7.17%
Feb	1,907,069	5,257,398	40.287%	19.09%	13.61%	16.67%
Mar	2,325,647	7,583,045	58.108%	14.78%	14.40%	17.73%
Apr	2,787,652	10,370,697	79.469%	8.60%	15.86%	37.87%
May		10,370,697	79.469%			
June		10,370,697	79.469%			
July		10,370,697	79.469%			
Aug		10,370,697	79.469%			
Sept		10,370,697	79.469%			
Total	10,370,697	10,370,697		14.49%	16.37%	20.91%
	Projected	14,355,200				
	Bal to Collect	3,984,503				

Budget Comparison						
Month	5 Yr Collect History-Cum	5 Yr Collect History-Monthly	Budgeted Collections	Actual Collections	Variance	Forecast Collections
Oct	3.4%	3.4%	441,513	525,334	83,821	485,667
Nov	8.0%	4.6%	597,184	691,705	94,521	656,907
Dec	13.8%	5.9%	765,938	924,729	158,791	842,537
Jan	22.0%	8.2%	1,063,785	1,208,561	144,776	1,170,170
Feb	34.8%	12.8%	1,676,256	1,907,069	230,813	1,843,893
Mar	50.6%	15.8%	2,063,999	2,325,647	261,648	2,270,413
Apr	68.8%	18.2%	2,376,287	2,787,652	411,365	2,613,932
May	79.2%	10.3%	1,348,214	0	n/a	1,483,046
June	85.3%	6.2%	804,560	0	n/a	885,021
July	90.4%	5.0%	653,390	0	n/a	718,734
Aug	95.5%	5.2%	678,131	0	n/a	745,948
Sept	100.0%	4.5%	580,844	0	n/a	638,932
Total	100.0%	100.0%	13,050,100	10,370,697	1,385,735	14,355,200

110.00%



Advertising Report

Paradise Advertising &
Marketing, Inc.



Tourist Development Council Report

May 29, 2012

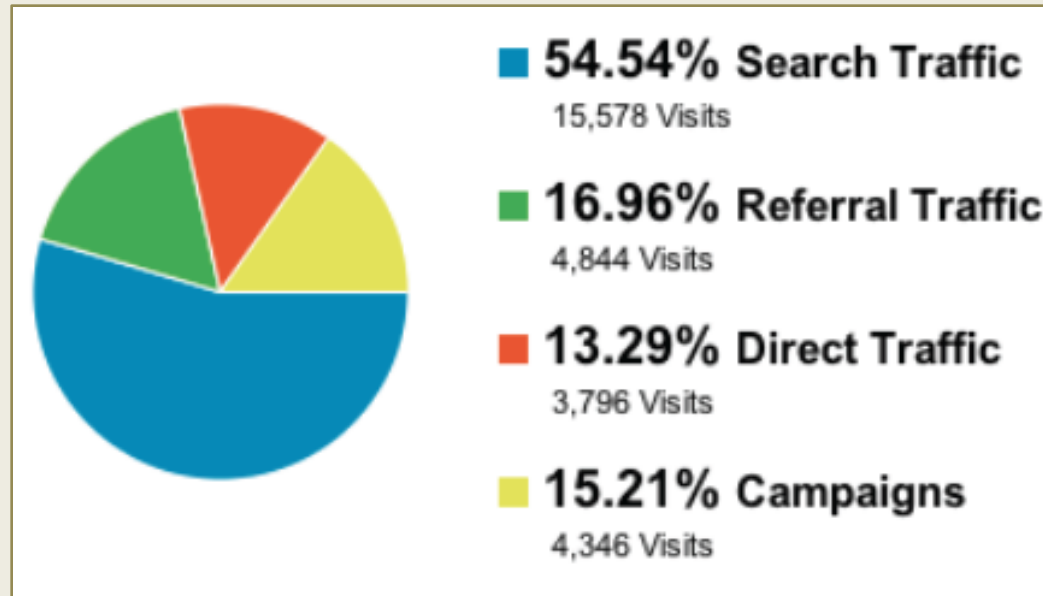




Summer Campaign

Results to date: April 9 – April 30

SUMMER CAMPAIGN: WEBSITE ACTIVITY

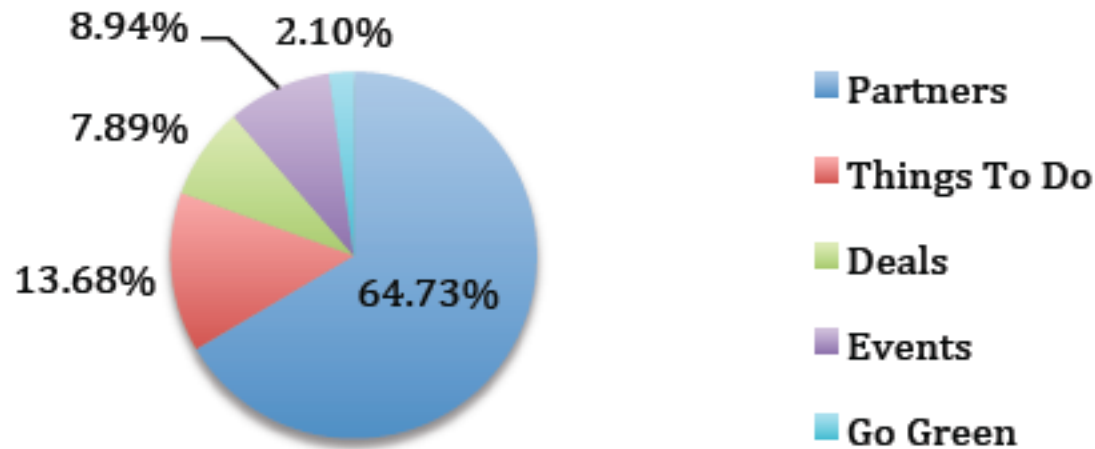


28,564 visits to the site during April:

- 48.12% were the result of organic search
- 84.08% were new to the site
- Average weekly visits to the site were up 30% over March
- 15% of total traffic was a direct result of April advertising

SUMMER CAMPAIGN: EMAIL

Consumer Email Clicks (organic)



- New eScapes format increased clicks to partner sites by 12.7% over last month
- Organic consumer clicks increased by 48% over last month
- Subscriptions for eScapes up 25% in April

SUMMER CAMPAIGN ONLINE: MNI OGGI FINOGI



Inn on Fifth
Sizzling summer specials available. Save big on packages like 7th heaven where activities are FREE.
[Learn more](#)

Marco Beach Ocean Resort
All-suite resort overlooking the Gulf. Exceptional accommodations, spa, dining and nearby golf.
[Learn more](#)

Marco Island Marriott Beach Resort
Stretch out on our private beach. Relax in the spa. Dine overlooking the Gulf of Mexico.
[Learn more](#)

Discover Florida's Last Paradise.

Paradise Priced Perfectly™

[Getaway Deals](#)



MNI online campaign results:

- Averaging a higher-than-average CTR of .68%
- To date, the campaign has recorded 28,415 video views, 20,745 Expands and an overall 11.37% expand rate
- The Marco Marriott Beach Resort, Spa and Golf Club has the highest video completion rate thus far – 79.7%!

SUMMER CAMPAIGN: SOCIAL



- New Twitter followers increased 60% (over previous month)
- Retweets up 15%
- Incoming messages up 47%
- Sent messages up 26%
- New Facebook fans up 24%

Discussion | Questions?





National Public Relations Update

TDC Meeting

May 29, 2012






LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Activities

- **2** Press releases & materials written
 - Quarter 1 Updates Release
 - Bucket List Campaign Release
- Weekly LH&A “Value Blast” – inclusion in **4** editions
- **3** Hot Tip partner media leads
 - Saveur 150 Classic Recipes
 - Meetings Updates
 - AP Travel- Top Five Free Activities

  
Paradise Coast
Dear Team,
Below is a publicity opportunity for AP Travel for a new weekly series highlighting the top five free things to do in your region! LH&A will utilize all relevant information for a specialized pitch on the subject.
Information Needed: <ul style="list-style-type: none">• 5 free activities, including mini description• Images, if available
Deadline: Noon, Monday, May 7, 2012
Contact carlynt@lhammond.com if you have any questions.
Thank you!

Activities

- Agency social media efforts
 - **5** LH&A Facebook posts
 - Happiest Seaside Towns
 - Value Blast
 - Comfort You at The Ritz-Carlton, Naples
 - Make a Memory Package at Bayfront Inn 5th Ave
 - Romance on Fifth at Inn on Fifth
 - Beach, Bed & Breakfast Getaway at Marco Beach Ocean Resort



Lou Hammond & Associates shared a link.

May 11



Congrats to Naples, Marco Island, Everglades - Paradise Coast for being ranked the #2 happiest seaside town in the USA!

The 15 'Happiest Seaside Towns' in the USA

usat.ly

Coastal Living Magazine names the 15 "Happiest Seaside Towns" in the USA.



Lou Hammond & Associates shared a link.

May 9

View the 152nd edition of LH&A's weekly VALUE Blast for a taste of select clients' value offerings: <http://bit.ly/LR45kq>



Activities

- Agency social media efforts
 - **3** LH&A Pins
 - Sunset at Delnor-Wiggins Pass State Park
 - Naples Beach
 - Sunset at Naples Pier

Pinterest



Naples Beach, Florida

1 like 11 repins

Activities

- Agency social media efforts
 - 6 LH&A Tweets
 - Paradise Coast Tap Water
 - Happiest Seaside Towns
 - Value Blast
 - Comfort You at The Ritz-Carlton, Naples
 - Make a Memory Package at Bayfront Inn 5th Ave
 - Romance on Fifth at Inn on Fifth
 - Beach, Bed & Breakfast Getaway at Marco Beach Ocean Resort

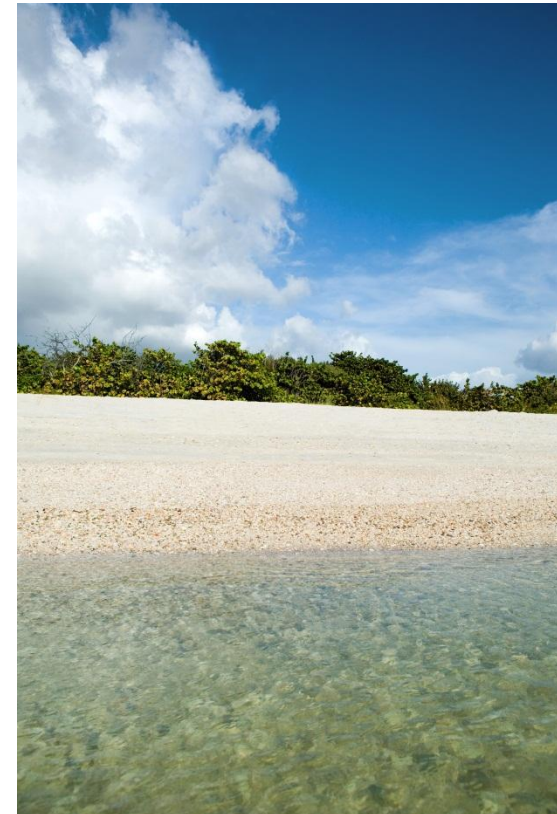


Lou Hammond @LouHammondPR

3h

Congrats to @ParadiseCoast and #Naples on being named #2 of the 15 'Happiest Seaside Towns' in the U.S. usat.ly/LwGAL3

Expand



Activities

- LH&A escorted NYC Desk-side Media Meetings – April 17 & 18
 - Worth (Circulation: 103,534)
 - Endless Vacation (UMV: 17,121)

- Media Activities
 - General golf pitch generated interest from the following:
 - Michael Patrick Shiels – MLive.com (Summer)
 - Steve Pike – Examiner.com (June)
 - Tim Branco – New England Publishing Group (September 26-30)
 - Dave Finn – Golf South Inc. (November)
 - Jeff Brooke – Globe and Mail (Winter)

Activities

- Media Visits
 - Group Press Trip, May 16-19
 - Canadian Geographic (Circulation: 201,604, UMV: 39,000)
 - Dreamscapes (Circulation: 113,000)
 - OffMetro (UMV: 100,000)
 - Fodors (UMV: 444,315 + Fodor's Guidebook)
 - SpaFinder (UMV: 161,858)
 - Michael McCarthy, Washington Flyer – Dates Pending



Activities

- Media Outreach Sampling

- AAA Southern Traveler
- Edible South Florida
- Financial Times
- Coastal Living
- Conde Nast Traveler
- Garden & Gun
- Huffington Post
- Ladies Home Journal
- McClatchy- Tribune
- Meetings & Conventions
- Men's Health
- Parenting.com
- Smart Meetings Magazine
- Travel Weekly
- VISIT FLORIDA



Results Sampling



April 30, 2012
UMV: 1,500,000

Travel deals for Mother's Day - 2012



The Inn on Fifth, Naples, Florida: The Ladies' Choice package at this luxury Florida property is the perfect gift for your mom this Mother's Day. Valid on stays from May 10 to 17, this package includes two nights accommodation at the Inn on Fifth, a spa treatment, breakfast in your room one morning, a salon appointment for hair and makeup application and dinner for two at Truluck's Seafood, Steak and Crab House. Rates start at \$294 per person. Visit innonfifth.com for full details. (Courtesy The Inn on Fifth)



April 27, 2012
UMV:15,000

Florida's Paradise Coast Showcases Culinary Flair



Florida's Paradise Coast – Naples, Marco Island and the western portion of the Everglades – is becoming one of the South's burgeoning "foodie" locales, as the area's culinary scene continues to evolve with an influx of high-profile events, inaugural food tours, and new restaurants.

Already well known for well-established annual events such as the *Everglades Seafood Festival* (February 1 to 3, 2013), *Taste of Collier* (May 6, 2012) and the *Marco Island Seafood Festival* (March 23 and 24, 2013), visitors can enjoy several newer festivals that add to the flavor of the destination.

The third annual *Stone Crab Festival* is scheduled for October 26 to 28 at various locations on the historic Old Naples Waterfront. From 10am until 4pm each day, visitors can indulge in fresh stone crab claws, live music, art activities, and more. Admission is free, and nearby parking is available for \$5.

This year's inaugural *Naples Craft Beer Fest* was a sudsy success and event organizers are well on their way to making this an annual event each March. The Naples Craft Beer Fest features craft beer tastings, with each brew complimented by a food pairing provided by local restaurants and caterers.

Whether travelers are looking for a romantic escape or family getaway, Florida's Paradise Coast – Naples, Marco Island and the western portion of the Everglades – has an array of vacation options year-round. With more than 30 miles of soft, white sand beaches, a thriving arts and culture scene, distinctive dining and the best of outdoor adventure, the Paradise Coast is truly a destination with it all.

For more information about the Paradise Coast, call 800-688-3600 or visit www.ParadiseCoast.com.





COASTAL LIVING
15th ANNIVERSARY ISSUE
June 2012
Circulation: 671,510
50 BEST SEAFOOD DIVES
HAPPIEST SEASIDE TOWNS!
15 Top Places to Live on the Coast
The most romantic cottage ever! p. 70
WHERE TO STAY
Naples
The boutique Inn on Fifth is blocks from the beach in Old Naples, with plush pillow-top beds, a spa, and more than 20 nearby restaurants. Rates start at \$159; 239/403-8777 or innonfifth.com.
2 NAPLES FLORIDA
It's praiseworthy indeed to be named in honor of the wonders of Italy. Credit the romanticism of promoters in the late 1800s, who saw a town much like its namesake, with abundant fishing, the temperate climate on the Gulf of Mexico, and a view that surpassed the Bay of Naples in its grandeur. Nearly a century later, this lively town lives up to its international reputation.
With rich cultural offerings (including resident orchestral and theater groups), this town of just fewer than 20,000 people offers big-city payoffs minutes from beaches with some of the finest snowy white sand in the region. A strong arts community has kept the downtown scene as beautiful as the shoreline. Shopping mavens love to scout for antiques and artisan finds at Tin City, an open-air marketplace with Old Florida styling. Always a center for fresh seafood (Naples is world-renowned for snow crab), the town has undergone a recent culinary boom. And with so much within reach of its neighborhoods, it's one of the most walkable cities on our list.
Go from Monet and Manhattans to mangroves and manatees. Only in Naples. >>

THE
HUFFINGTON
POST

May 15, 2012
UMV: 26,622,200

Happiest Seaside Towns, According To Coastal Living Magazine (PHOTOS)



Coastal Living magazine just released its first ever list of America's [happiest seaside towns](#).

The magazine's editor-in-chief, Antonia van der Meer, said in a statement: "By ranking the top 15 happiest seaside communities, we draw attention to places where life is good and the beach is close by. These towns boast a blend of such criteria

as sunny days, walkable neighborhoods, easy commute times, healthy beaches, and more—plus that indescribable coastal vibe."

The list was tallied from the magazine's existing "Dream Towns" list and was supplemented by the Gallup-Healthways Index, which ranks towns based on percentage of sunny and clear days, healthiness of beaches, average commute times, crime, and diversity, among other factors.

There are 15 towns on the list, 4 of which are in California. While the California coast line is epically beautiful, do you think that there are other towns that *Coastal Living* missed?



May 15, 2012
Circulation:
1,784,242

The 15 'Happiest Seaside Towns' in the USA

What would you say is the "Happiest Seaside Town" in the USA?

Well, it's Kiawah Island, S.C., according to *Coastal Living Magazine's* new rankings.

The list was compiled using a complicated formula involving editors' picks, the Gallup Healthways Well-Being Index, sunny days, beach quality, low crime, commute time, education of residents and other factors. The other waterfront places where life is supposedly a smiley face:

2. Naples, Fla.
3. Sausalito, Calif.
4. Lake Bluff, Ill.
5. Tiburon, Calif.
6. Laguna Beach, Calif.
7. Half Moon Bay, Calif.
8. Chatham, Mass.
9. Jupiter, Fla.
10. Lahaina, Hawaii
11. Marblehead, Mass.
12. Stinson Beach, Calif.
13. Cohasset, Mass.
14. Duxbury, Mass.
15. Solomons Island, Md.



Looking Forward

- Upcoming events
 - Partner PR Seminar – July TBD
 - Marketing Retreat – July 10 -11
 - NYC media event – late October/early November 2012
- Upcoming written materials
 - LH&A Value Blasts
 - Update Meetings Release
 - Stress-free Honeymoons in Paradise
- Upcoming media outreach
 - Treviso Bay Tournament Players' Club Golf Course – opening to public
 - 65th Anniversary, Everglades National Park





Thank you!

Proud to be your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Collier County Tourism Research

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April 2012

Presented to:

The Collier County Tourist Development Council

Presented By:

Research Data Services, Inc.

May 29, 2012



Value of Collier Tourism (2011)

Direct Spending of
Visitors Staying in
Commercial Lodging

• \$865,184,700

Total Economic Impact

• \$1,289,990,400

Jobs Supported

• 30,600

Visitor Sales and
Gas Tax Revenue

• \$82,582,600

Economic Indicators

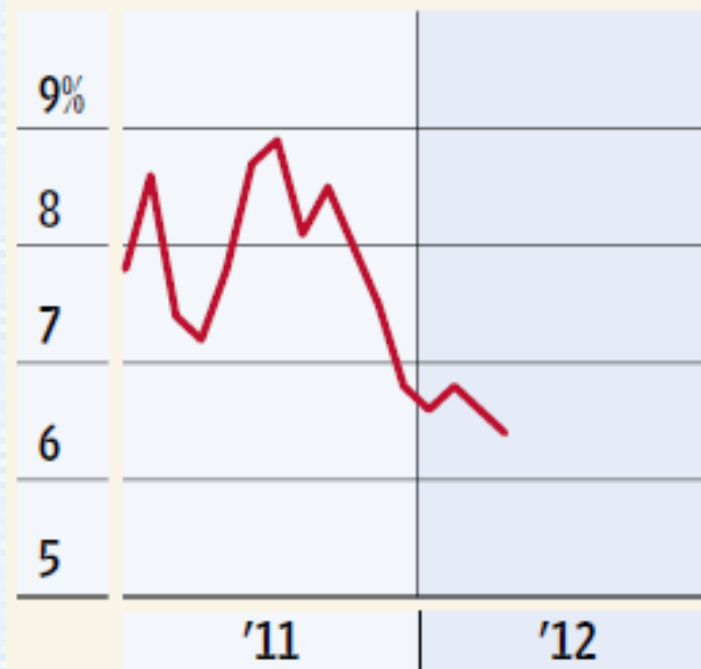
Gas Prices/Retail Sales

U.S. retail gasoline prices,
weekly, per gallon



Source: Energy Information Admin.

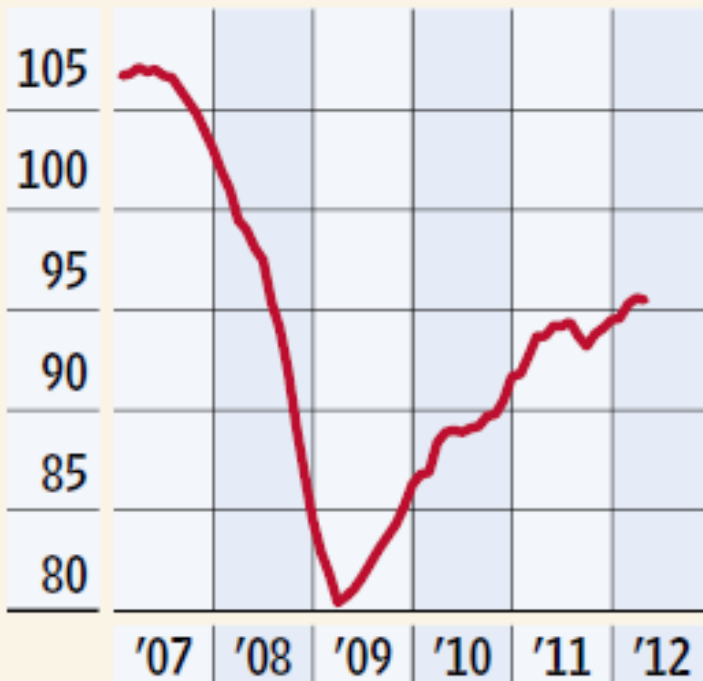
U.S. retail sales,
change from a year earlier



Source: Commerce Department

Economic Indicators/ Jobless Claims

Index of Leading Economic Indicators



Source: Conference Board

Initial jobless claims, four-week moving average, in thousands



Source: Labor Department

YTD January – April 2012 Visitor Profile

Number of Visitors

May 29, 2012
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YTD 2012

	<u>2012</u>	<u>Δ %</u>
January	162,000	+10.4
February	176,300	+8.9
March	213,200	+5.0
First Quarter	551,500	+7.8
April	121,300	+5.4
YTD 2012	672,800	+7.3

Spending Impacts of Tourism

YTD 2012

May 29, 2012
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	<u>2012</u>	<u>Δ %</u>
January	\$121,744,474	+17.4
February	\$183,086,898	+15.5
March	\$232,692,170	+12.0
First Quarter	\$537,523,542	+12.9
April	\$158,195,846	+10.0
YTD 2012	\$695,719,388	+13.3

Visitor Origins

YTD 2012

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	# of Visitors 2012	Δ %
Florida	171,417	-1.3
Southeast	42,090	-3.9
Northeast	183,742	+4.1
Midwest	141,131	+11.7
Canada	22,296	+45.4
Europe	81,497	+32.1
US Opp Mkts	30,627	+4.0
YTD 2012	672,800	+7.3

RDS Occupancy/ADR

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YTD 2012

	Occupancy			ADR		
	<u>2011</u>	<u>2012</u>	<u>% Δ</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
January	66.4%	74.8%	+12.7%	\$159.1	\$168.7	+6.0%
February	83.8%	86.6%	+3.3%	\$233.1	\$253.8	+8.9%
March	89.1%	92.2%	+3.5%	\$240.6	\$260.1	+8.1%
April	76.1%	78.0%	+2.5%	\$217.1	\$223.3	+2.9%

Executive Summary

April 2012

Visitor Metrics

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April 2012

- ❖ This April, some **121,300** visitors stayed in Collier lodgings **(+5.4%)**, and visitor spending reached **\$158.2** million dollars **(+10.0%)**.
- ❖ Importantly, RDS estimates are inclusive of the County's condominium and vacation rental inventory. The industry's key performance statistics are as follows:

<u>April:</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
Occupancy	76.1%	78.0%	+2.5
ADR	\$217.1	\$223.3	+2.9
RevPAR	\$165.2	\$174.2	+5.4

Visitor Metrics

May 29, 2012
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April 2012

- ❖ Reflecting the cyclical nature of Collier tourism, our management index signals a decrease in three-month forward-looking reservations.

% of Properties (April)

Reporting Reservations:

	<u>2011</u>	<u>2012</u>
Up	37.8%	27.6%
The Same	21.6	34.5
Down	35.1	24.1

Visitor Metrics

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April 2012

- ❖ This April, the Naples, Marco Island, Everglades area attracted visitors from the following feeder markets:

<u>April Visitation</u>	<u>2011</u> <u>Visitor #</u>	<u>2012</u> <u>Visitor #</u>	<u>% Δ</u>
Florida	37,177	37,846	+1.8
Southeast	6,791	5,822	-14.3
Northeast	25,552	28,506	+11.6
Midwest	21,409	23,775	+11.1
Canada	3,683	4,609	+25.1
Europe	14,848	16,254	+9.5
Mkts. of Opp.	5,640	4,488	-20.4
Total	115,100	121,300	+5.4

Transportation

April 2012

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- ❖ Fully **60.2%** of April visitors fly to reach the destination **(2011: 63.4%)**.
- ❖ Southwest Florida International remains the primary airport of choice **(2011: 68.8%; 2012: 64.2%)**.
Traffic via the Tampa, Fort Lauderdale, and Orlando International airports also show significant usage growth.

First Time Visitors

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April 2012

- ❖ Two of every five April visitors **(42.5%)** are visiting the destination for the first time – a significant increase over April 2011 **(2011: 40.6%)**.

Information

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- ❖ The Internet has become a ubiquitous source of consumer information -- **95.0%** of Collier's visitors gather data for their trip on the Internet.

Satisfaction/Demographics

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April 2012

- ❖ The overwhelming majority (**93.2%**) of April patrons are satisfied with their stay and **92.8%** are planning a return trip.
- ❖ April visitors are on average **46.8** years of age; the typical travel party reports a median household income of **\$143,789.**

STR Information

Smith Travel Occupancy/ADR

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April 2012

	Occupancy		ADR		RevPAR	
	2012	% Δ	2012	% Δ	2012	% Δ
Naples MSA	71.5%	+1.0%	\$207.87	3.2%	\$148.53	+4.3%
Naples Upscale	78.7%	-1.7%	\$276.72	4.9%	\$217.85	+3.1%
Miami-Hialeah	80.1%	+0.2%	\$178.82	4.4%	\$143.30	+4.6%
Florida Keys	84.5%	+0.8%	\$243.83	5.0%	\$206.13	+5.8%
Ft. Myers	61.7%	+1.5%	\$153.06	1.0%	\$94.50	+2.5%
Sarasota-Bradenton	67.3%	+6.3%	\$135.16	1.9%	\$90.90	+8.3%
Clearwater	71.4%	+4.3%	\$136.32	6.7%	\$97.35	+11.3%
St. Petersburg	74.9%	+5.6%	\$137.28	4.9%	\$102.77	+10.8%
Palm Beach County	72.4%	-2.4%	\$160.09	3.6%	\$115.91	+1.2%
Ft. Lauderdale	74.0%	-2.8%	\$124.45	0.6%	\$92.14	-2.2%

Smith Travel Occupancy

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YTD 2012

Occupancy (%)

	<u>Trans</u>	<u>% Δ 11-12</u>	<u>Grp</u>	<u>% Δ 11-12</u>	<u>Total</u>
Naples MSA	39.5%	-2.4%	35.4%	+1.8%	76.5%
Miami-Hialeah	51.8%	+1.2%	26.1%	+6.3%	82.1%
Florida Keys	71.1%	+3.4%	12.9%	+2.9%	84.1%
Ft. Myers	49.0%	+3.0%	18.8%	+3.4%	70.9%
Sarasota-Bradenton	54.7%	+13.0%	18.4%	+2.6%	73.6%
Clearwater	48.0%	+10.9%	24.5%	-3.4%	72.5%
St. Petersburg	49.7%	+6.4%	22.9%	+3.4%	73.8%
Palm Bch Cty	49.9%	+1.1%	28.0%	+3.5%	78.7%
Ft. Lauderdale	53.4%	+3.9%	22.8%	-0.6%	81.3%

Smith Travel ADR

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YTD 2012

			ADR (\$)		Total
	Trans	% Δ 11-12	Grp	% Δ 11-12	
Naples MSA	\$244.11	+10.2%	\$196.87	+4.7%	\$218.77
Miami-Hialeah	\$210.36	+8.1%	\$178.80	+6.3%	\$193.67
Florida Keys	\$247.59	+8.2%	\$222.71	+10.3%	\$243.58
Ft. Myers	\$165.88	+5.4%	\$119.09	-0.5%	\$148.70
Sarasota-Bradenton	\$138.70	+6.7%	\$111.26	-0.9%	\$131.21
Clearwater	\$139.48	+8.8%	\$105.15	+8.6%	\$127.86
St. Petersburg	\$131.44	+9.0%	\$126.25	+2.7%	\$128.92
Palm Bch Cty	\$187.50	+6.7%	\$159.78	+5.4%	\$176.29
Ft. Lauderdale	\$137.74	+5.7%	\$149.19	+1.7%	\$135.68

April 2012

Visitor Profile

Visitation

<u>April 2011</u>	<u>April 2012</u>	<u>'11-'12 Δ %</u>
115,100	121,300	+5.4

Spending Impacts of Tourism

<u>April</u> <u>2011</u>	<u>April</u> <u>2012</u>	<u>'11-'12</u> <u>Δ %</u>
\$143,814,405	\$158,195,846	+10.0

Visitor Origins

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April

of Visitors

	<u>2012</u>	<u>Δ%</u>
Florida	37,846	+1.8
Southeast	5,822	-14.3
Northeast	28,506	+11.6
Midwest	23,775	+11.1
Canada	4,609	+25.1
Europe	16,254	+9.5
<u>US Opp Mkts</u>	<u>4,488</u>	<u>-20.4</u>
TOTAL	121,300	+5.4

Purpose of Trip

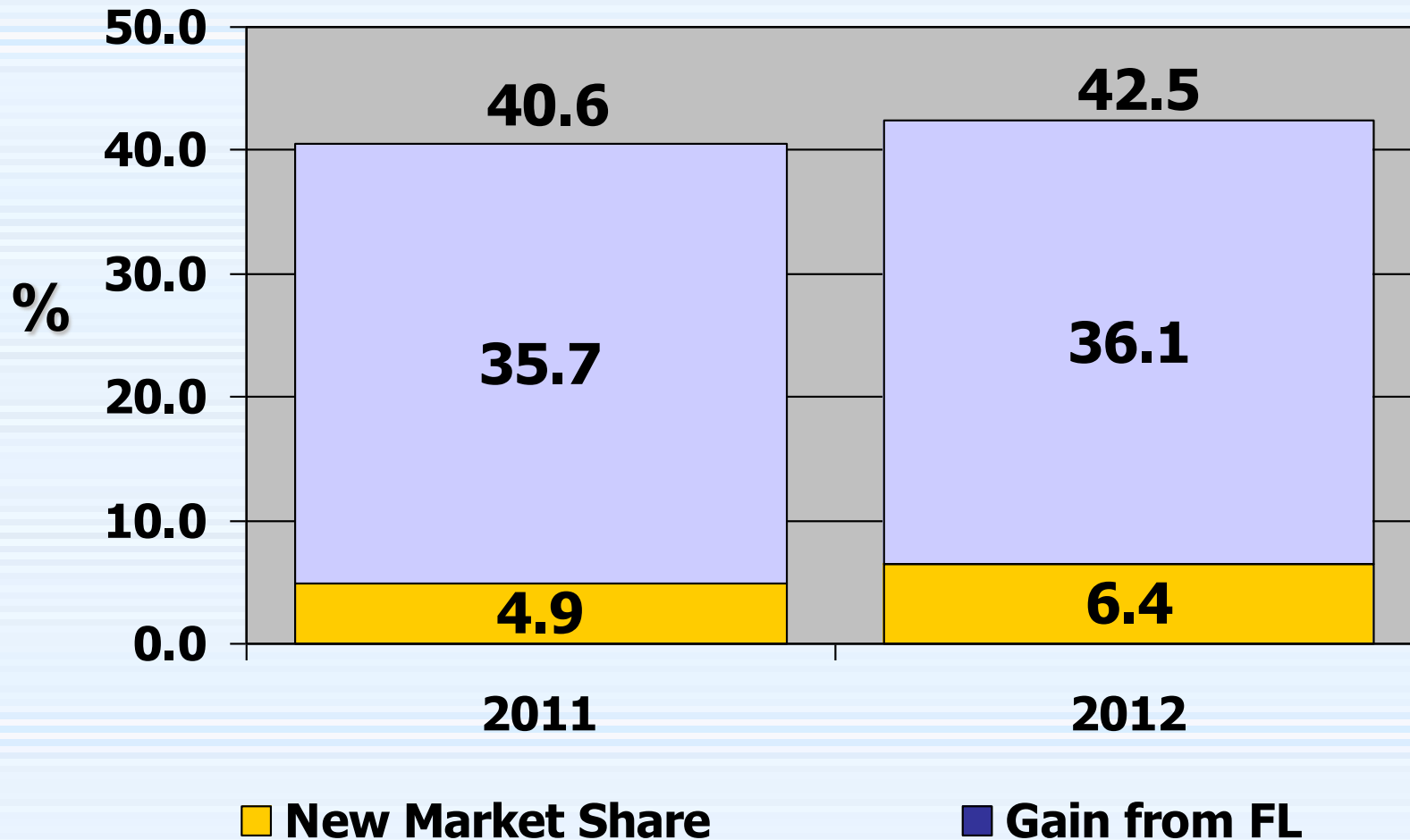
April

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	2011	2012
Vacation/Weekend Getaway	75.4%	83.6%
Group Travel	N/A	22.6
Visit with Friends/Relatives	12.7	9.2

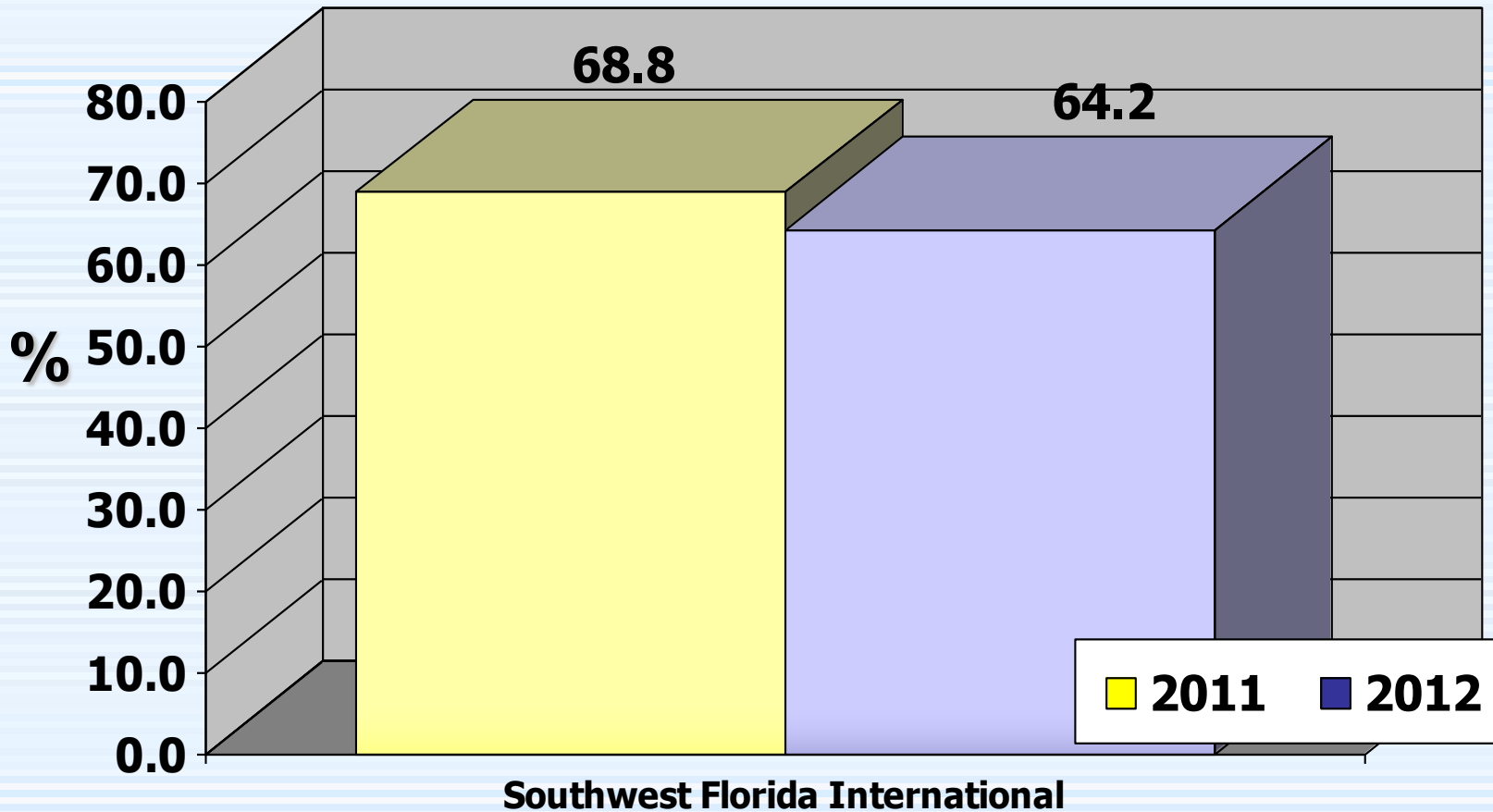
First Time Visitors (% Yes)

April



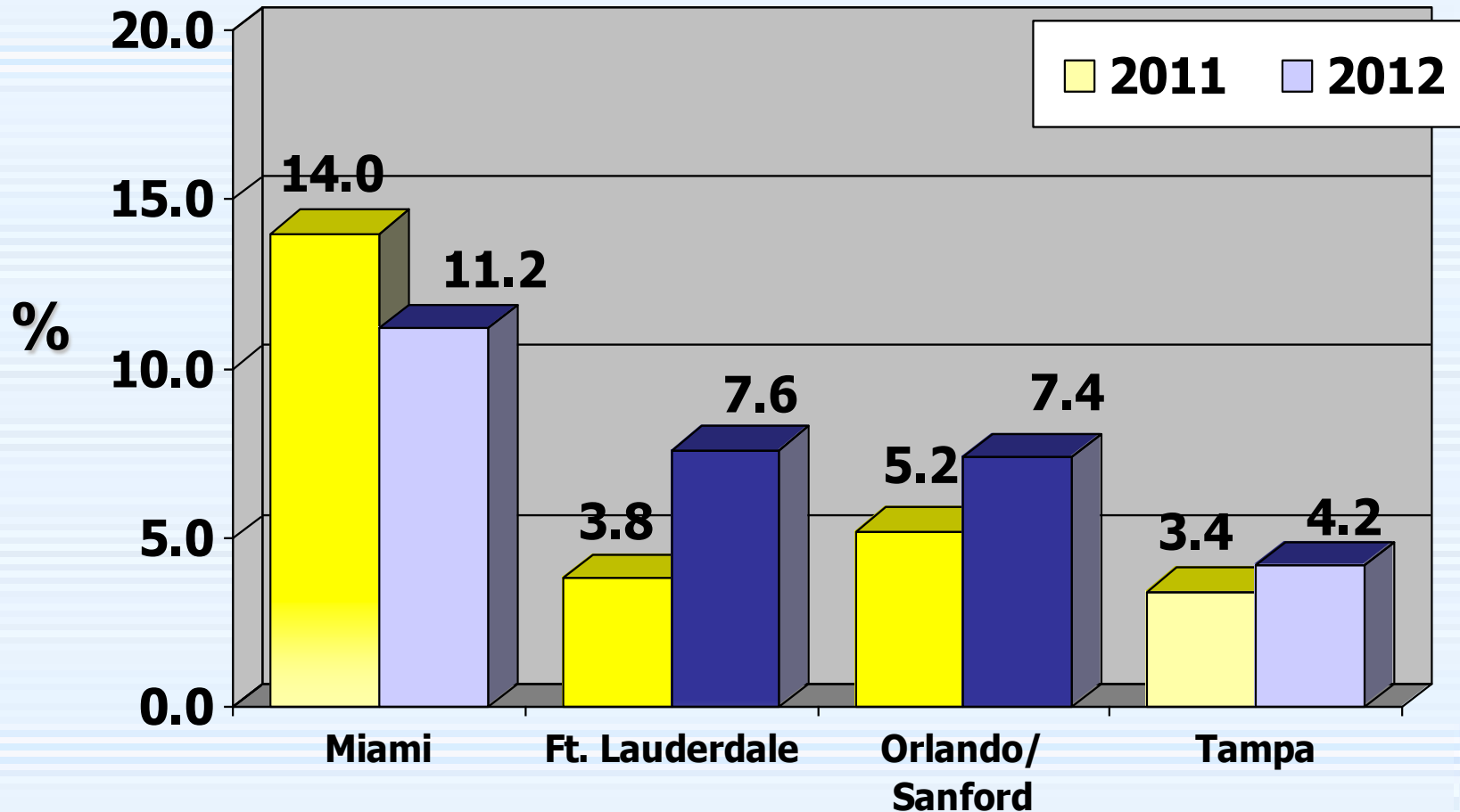
Airports of Deplanement

April



Airports of Deplanement

April



Visitor Perceptions

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	<u>Apr 2011</u>	<u>Apr 2012</u>
Satisfaction <i>(combined)</i>	92.4%	93.2%
Would Recommend	91.0	93.7
More Expensive	7.1	7.3
Return Next Year	61.8	56.1

Average Age/Median Income

	<u>Apr</u> <u>2011</u>	<u>Apr</u> <u>2012</u>
Average Age (yrs)	46.9	46.8
Median HH Income	\$140,282	\$143,789

Thank you!

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Web Site

Miles Media Group



Naples Marco Island Everglades CVB

Executive Summary

April 2012

Overview

- Both the overall bounce rate and the homepage bounce rate were down from March 2012. The overall bounce rate was 57% (it was 59% in March), and the homepage bounce rate was 44% (it was 47% in March). Though those percentages are still higher than they were in April 2011, the numbers are heading in the right direction.
- Time on Site was up from March 2012. In March, it was 2:03; in April, it was 2:10.
- Overall there were fewer Signals of Intent to Travel (SITs) in April 2012, but there were about 1% more conversions than there were in March 2012. Enewsletter subscriptions were up 25% (38 new subscriptions).
- Nine out of the top 10 cities in April 2012 were in Florida, with Naples once again leading visitors for the month (2,528) and the year to date (12,339).

Additional Trends

- International visits were down across the board in April 2012, though visitation from Germany was up 19% over April 2011.
- We can tell that campaign season is slowing down, as there were 8,616 responses in April 2012 (as opposed to 12,842 in March 2012). Still, campaign traffic accounted for almost a third of total visits (30.16 percent).
- Visits are still following the same path as previous years. If the trend continues, this metric should level off next month and remain steady through the summer.

Naples Marco Island Everglades CVB

Measurement Dashboard

April 2012

LM = vs. last month | LY = vs. last year |
 IB = vs. Industry Benchmarks | B = vs. 2011 baseline

Good Not Significant Needs Attention
 0 – 12% change 13% or higher change

ENGAGEMENT

	LY	IB	B
Time on Site: 2:10 <i>Minutes</i>	2:40	3.43	2.10
Bounce Rate: 44% <i>of Home Page</i>	33%	33.0%	34.4%
Bounce Rate: 57% <i>Overall</i>	46%	45.3%	55.1%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
30.89%
 of total page views

25,440
 Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
28,564 Total Visits	-17%	-9%
82,691 Page Views	-16%	-26%
146,242 Visits Year-to-Date (vs. 150,714 visits in 2011)		
433,412 Page Views Year-to-Date (vs. 402,264 in 2011)		

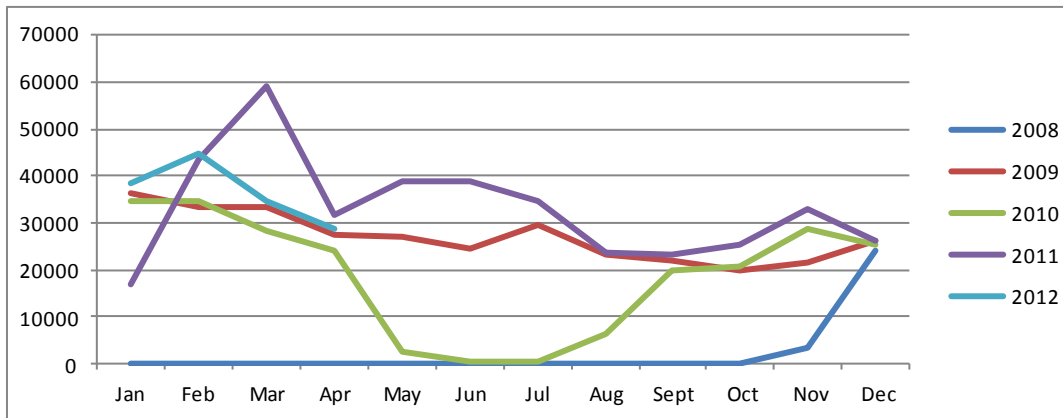
SIT BREAKDOWN

	LM
Guide Orders:	347 -14%
Newsletter Signup:	190 +25%
Deals Page Views:	11,226 -13%
Stay in Paradise Listings Views:	7,788 -12%
Download Guide Link:	26 -26%
Paradise Priced Book Direct:	99 -27%
BookDirect™ Searches:	3,250 -21%
BookDirect™ Clicks:	2,514 -9%

April 2012



Visits – 2008-2012



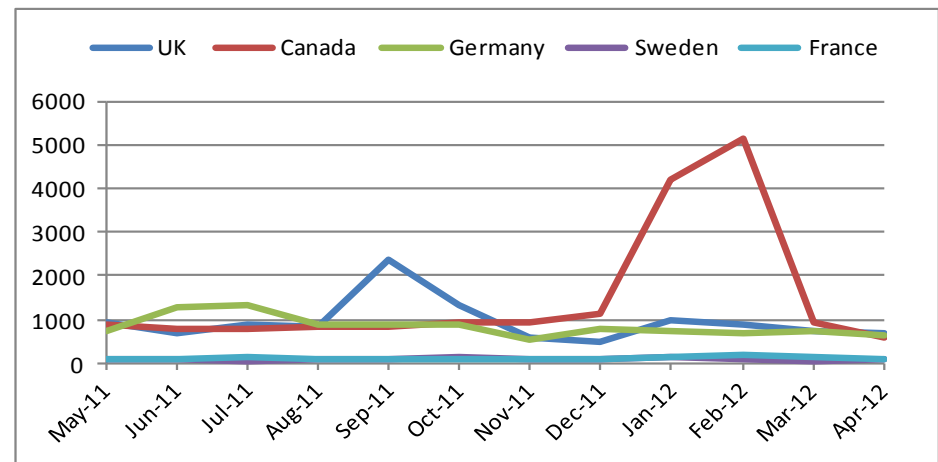
MOST REQUESTED PAGES

1. Home
2. Deals
3. Events Calendar / Current Events
4. Events Calendar
5. Beaches & Parks

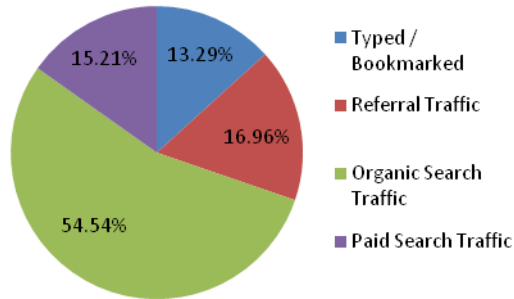
Top 10 Cities

City	April Visitors	YTD Visitors
Naples	2,528	12,339
Fort Myers	1,249	5,294
Miami	720	1,545
New York	502	5,491
Orlando	443	957
St. Petersburg	426	1,227
Marco Island	347	1,629
Ft. Lauderdale	321	827
Hialeah	308	701
Bonita Springs	302	1,661

International Traffic Over Time



SOURCES OF TRAFFIC



Baseline average percentages for 2011:

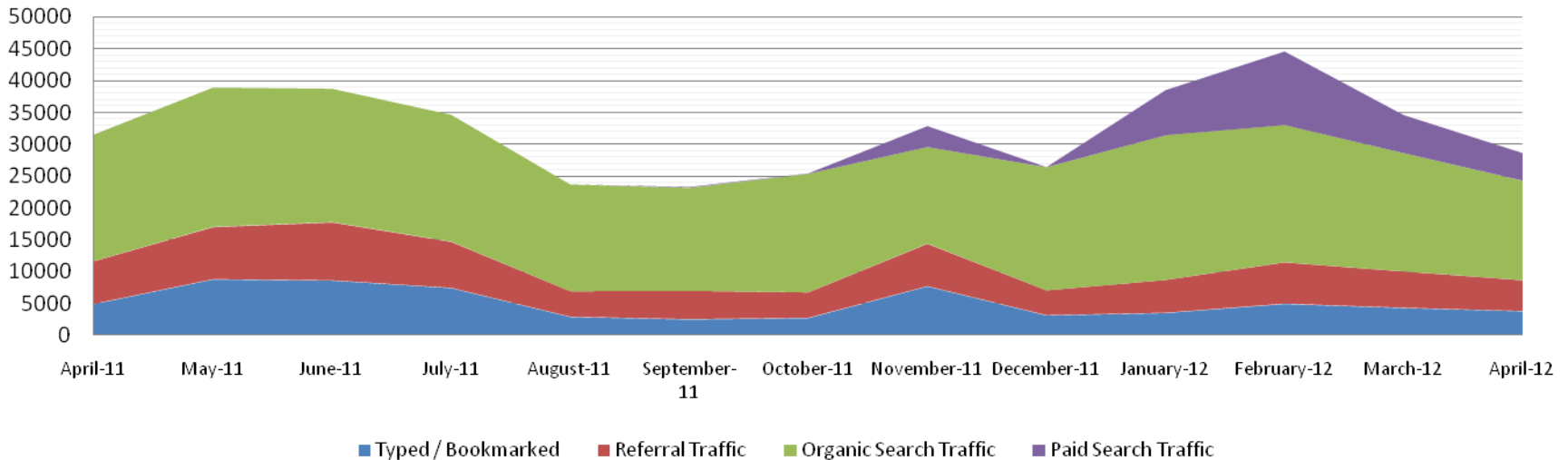
- Organic Search Traffic: 40.02%
- Paid Search Traffic: 11.88%
- Typed / Bookmarked: 20.73%
- Referral Traffic: 27.36%

CAMPAIGN RESPONSE

8,616
Total responses

30.16%
of total visits

Traffic by Source (by month)





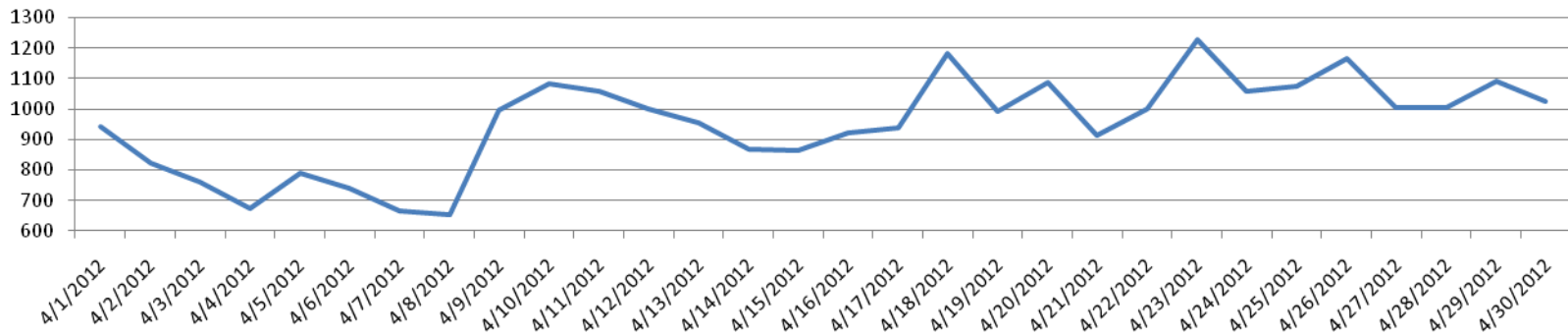
VISITORS BY STATE

			LM	LY
1.	Florida:	13,652	+27%	+5%
2.	New York:	1,146	-70%	-35%
3.	Georgia:	915	+9%	+18%
4.	Ohio:	911	-15%	-3%
5.	Illinois:	838	-66%	-26%

INTERNATIONAL

	Visits	LM	LY		Visits	LM	LY
USA	25,476	-15%	-8%	UK	672	-10%	-13%
International:	3,088	-32%	-17%	Germany	620	-16%	+19%
				Canada	577	-36%	-41%
				Switzerland	114	-43%	+3%
				France	93	-33%	-5%

Visits By Day



DMO Competition - Quantcast

Site	Reach by U.S. People, April 2012	Reach by U.S. People, April 2011
ParadiseCoast.com	21,310	21,300
PalmBeachFL.com	15,480	15,860
Fla-Keys.com	131,600	69,360
DaytonaBeach.com	67,120	74,000
Sarasotafl.org	58,650	63,330
FortMyers-Sanibel.com	43,420	50,160
VisitStPeteClearwater.com	68,000	62,150

Metric Definitions

Visit – This metric tracks the total number of visits to the website, both unique and repeat.

Unique Visitor – The metric counts each visitor's first visit to the site during a specified time period.

Page View – A request to load a single page of a website.

Baseline – The average of a metric for the previous year. The baseline represents the standard level at which we wish to keep metrics at or better than.

Bounce Rate - Percentage of visitors who view only one page on the site and exit immediately. Sometimes called the Single Access Rate (Bounce rate = Single Accesses/Entries). A “good” bounce rate is considered anything below 30%. Not all bounces are bad, however, as a visitor who links off to a partner website could also be registered as a bounce.

Signals of Intent to Travel (SITs) – A measurement that captures conversion events that indicate a strong desire that the site visitor will travel to the destination. The SIT conversions are unique to each website. Some conversion examples include ordering a visitor guide, signing up for email newsletter, visiting a deals page, clicking through to a booking vendor, visiting the detailed listing of a hotel, activity or event.

Typed / Bookmarked – This is traffic that comes from a user either typing the website address directly into their web browser, or they have bookmarked/favorited the site and enter the site by opening the bookmark on their computer.

Search Engine Services

Sales & Marketing Technologies, Inc.

Keyword Rankings



















4/1/2012 - 4/30/2012

Top 10 Keywords

1st Page

2nd Page

3rd Page

Keyword	Google	Yahoo!	Bing
corporate meeting space	-	-	-
destination weddings in Florida	16  +20	-	-
everglades vacation	3	32  +3	27  +6
family vacation Marco Island	2	6  +1	5  -1
family vacation naples florida	2	12  +1	11  -1
family vacations florida	5  +2	56  +31	55  +34
florida beach vacations	18  +7	- 	- 
florida family vacation	8  +2	-	81 
florida vacations	26  -1	-	-
naples florida	8	- 	11  -3

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

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

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

During the month of April, Paradise Agency and SMT continued to work on optimizing the site from an SEO and PPC perspective.

- As the report indicates, a SIGNIFACANT increase (2274 in April compared to 1327 in March) in PPC traffic occurred in April. This was due to the fact that the budget was not paused during April.
- There was significant improvement in the rankings of you top keywords as shown on page one.
- The ad position continues to be good at around an average of 3.
- Last month we identified some issues with the site that should be addressed in order to make it more Search Engine Friendly. For example, from a content perspective, we would suggest adding some keywords into some of the on-page headings. For example: “Beaches & Parks” → “Paradise Coast Beaches & Parks” These changes have not been implemented. More detailed SEO recommendations are provided on the next page.

We will be implementing these changes.

- After reviewing the current PPC ads and keywords used to drive those ads, we are generating new content to drive more results for “Florida Beach Vacations” and “Florida Beach Vacations Naples”
- Adjusting keywords, ads, and budgets to maintain budget while not impacting rankings.

SEO and Content Recommendations

- More heading tags should be employed throughout the site. Appears to be only one H1 tag on the site. http://www.paradisecoast.com/events/major_annual_events.php. H1 tags should be used for all major headings.
- Page titles. All page titles should follow a consistent format and should not exceed 66 characters when possible. Google will cut off the titles at 66 characters, but Yahoo! displays 120 characters. Always end the title with the site title (e.g., Paradise Coast Florida Vacations) Suggested format for the site would be:
HOME PAGE = Paradise Coast Florida Vacations 2nd LEVEL PAGE = Florida Beaches | Paradise Coast Florida Vacations 3rd LEVEL PAGE = Vanderbilt Beach | Florida Beaches | Paradise Coast Florida Vacations
- H1 Tags. H1 tags, also known as heading tags, are one of the many important factors that go into achieving top SEO rankings. Heading tags carry a lot of weight with the search engines because it provides them with the proper layout of your pages. When search engines are scanning through web pages, they want to know the most important content and heading tags make it easier for them to find. The best place to input your h1 tag is in the header above your content. For example, the following content should have an H1 tag:
Discover Florida's Paradise Coast of Naples, Marco Island and the Everglades
- Clean URLs. Most of the subpages on the site have are what considered to be dirty URLs.
A dirty URL is an address that contains characters or content that do not relate to the page. Example:
<http://www.paradisecoast.com/cms/d/nightlife.php>. "cms/d/" is not relevant to page content and may be ignored by spiders. Proper URL structure should be:
<http://www.paradisecoast.com/diningandattractions/nightlife>

NOTE: If the page URL structure is changed, it is critical that a 301 redirect to the new page be implemented. In order to rank better for keywords and concepts, additional content should be added to the page titles and H1 headings. For example, some H1 headings could include: Nightlife --> Naples, Marco Island, and the Everglades Nightlife Shopping --> Naples, Marco Island, and the Everglades Shopping A Setting You'll Fall in Love With --> Paradise Coast Weddings

If there are specific destinations you would like the site to focus on such as the Everglades, highlight that on the homepage and within the content.

Naples CVB Monthly Search Engine Report

Search Engine Optimization Actions

- Tracked and analyzed site traffic statistics
- Generated additional PPC ads and Keywords around “Florida Beach Vacations” and “Florida Beach Vacations Naples”
- Building specific on-page content recommendations and implementing. This includes changes to generic headings that will help with organic rankings.
- Reviewed CVB report and are developing strategies
- Generated report to summarize action taken
- Exploring how the recent changes Google has made over the last 60 days may have impacted site visits.

Naples CVB Monthly Search Engine Report

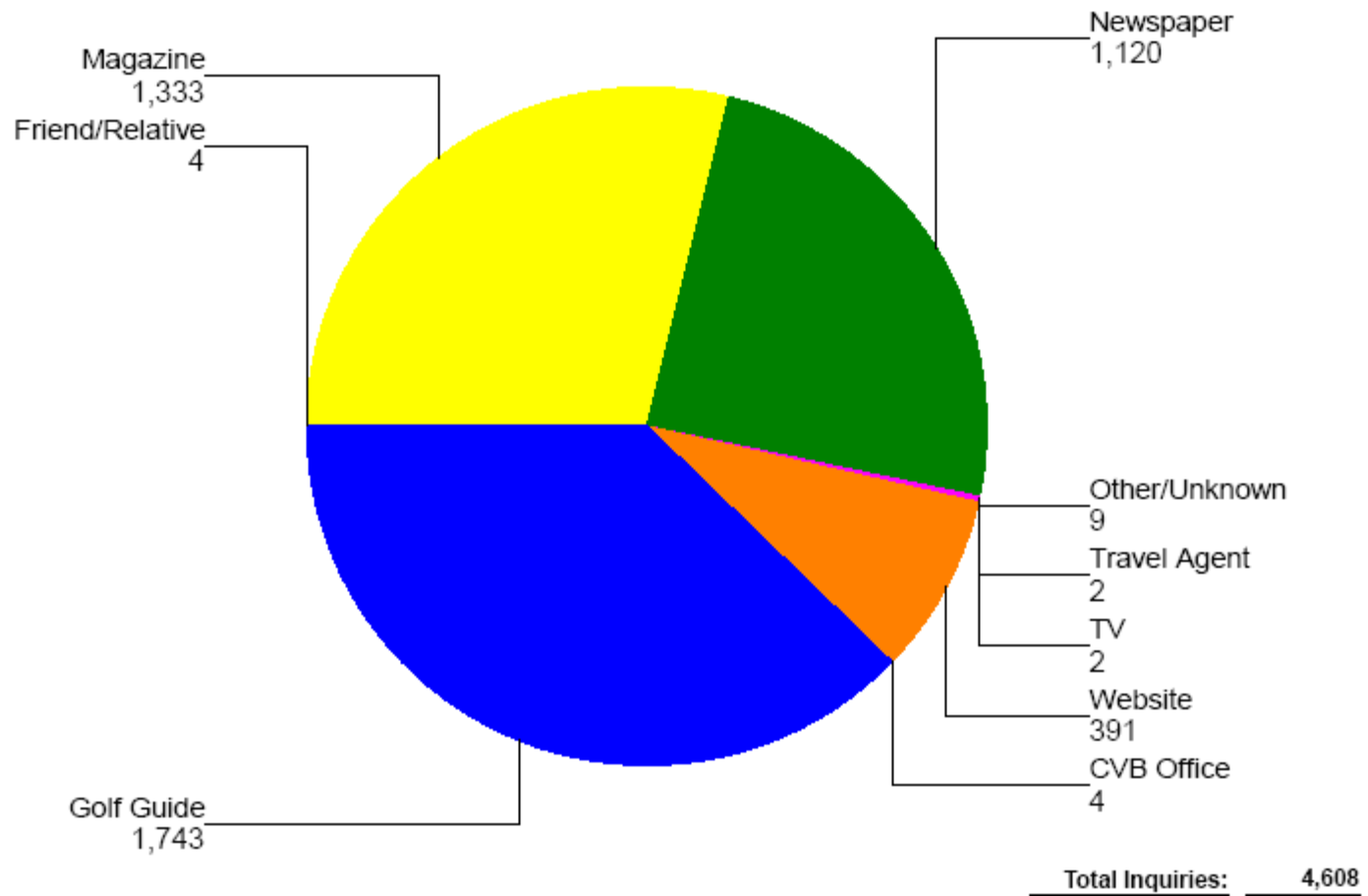
Monthly Google Pay Per Click

Month	Spending	Clicks	CP Click	Request for Visitor Guides
Jan	\$1,253.19	3,817	\$0.33	189
Feb	\$1,229.76	3,643	\$0.33	N/A
Mar	\$930.24	1,327	\$0.70	N/A
Apr	\$2,148	2,274	\$0.94	N/A
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				

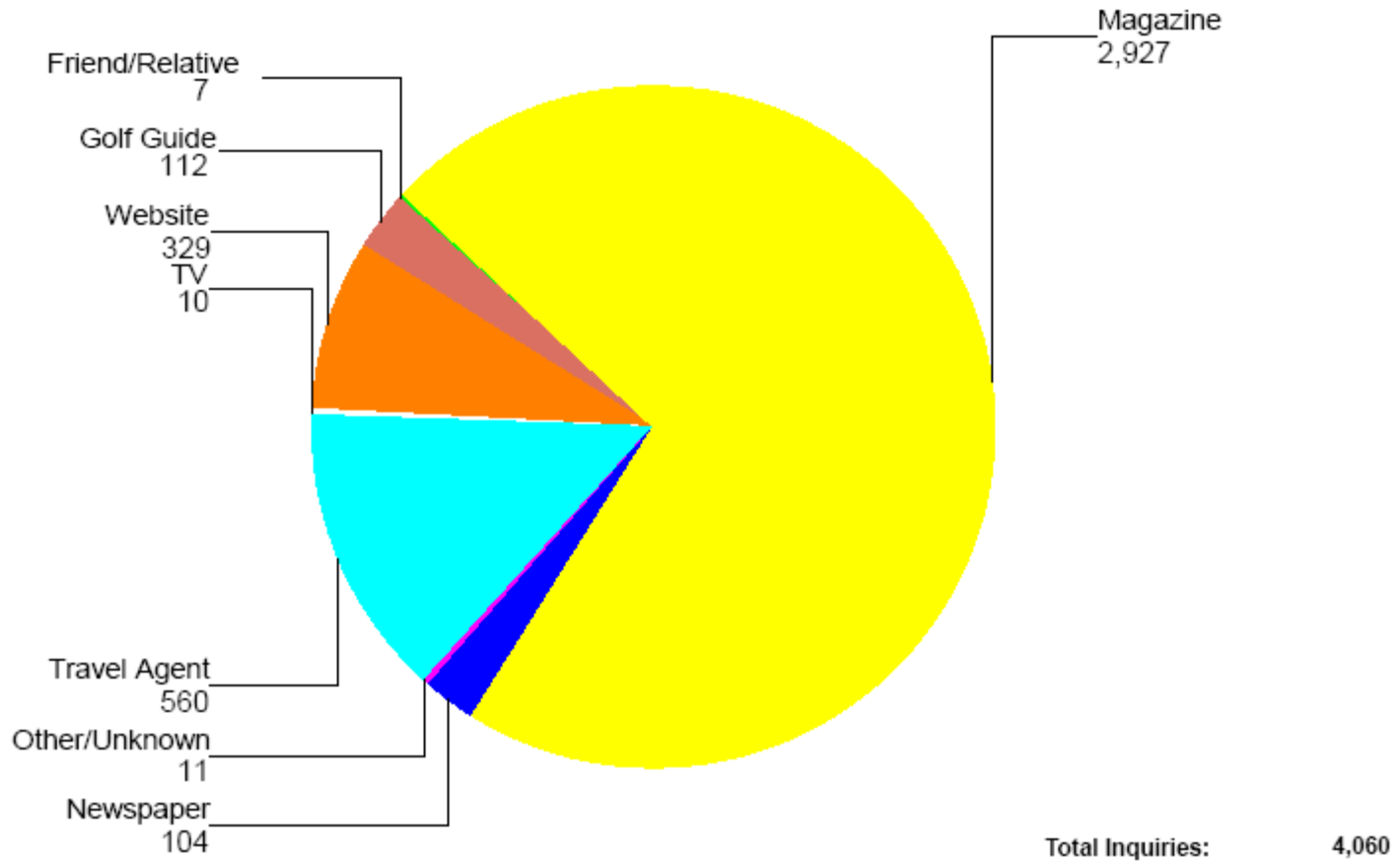
Fulfillment Services

Phase V

Naples, Marco Island, Everglades CVB
Request Summary by Source
For the month of April 2012



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



Results Analysis

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Request Summary by Source Slide

April 2011 = 0 April 2012 = 1120

April 2011 = 1551 April 2012 = 0

April 2011 = 112 April 2012 = 1743

April 2012 = 3215

1,120 leads were generated from the Visit Florida In-State Insert in April 2012. April 2011 adv was not purchased in this pub.

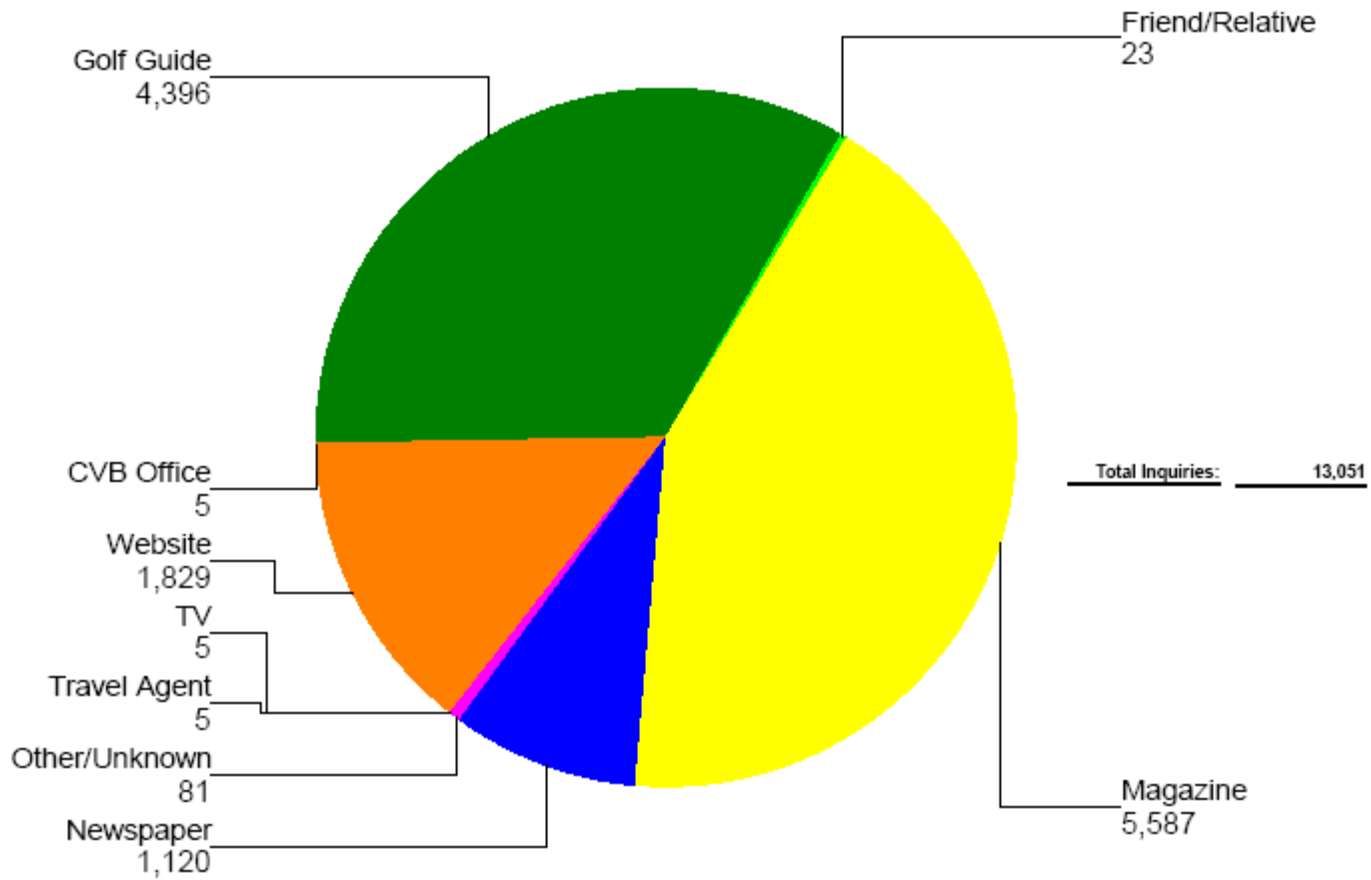
1,551 leads were generated from the pub AARP Southeast Region in April 2011. April 2012 adv was not purchased in this pub.

1,743 leads were generated from Play Florida Golf 2012 in April 2012. 112 leads were generated from Play Florida Golf 2011 in April 2012 but 2,047 were logged in March 2011.

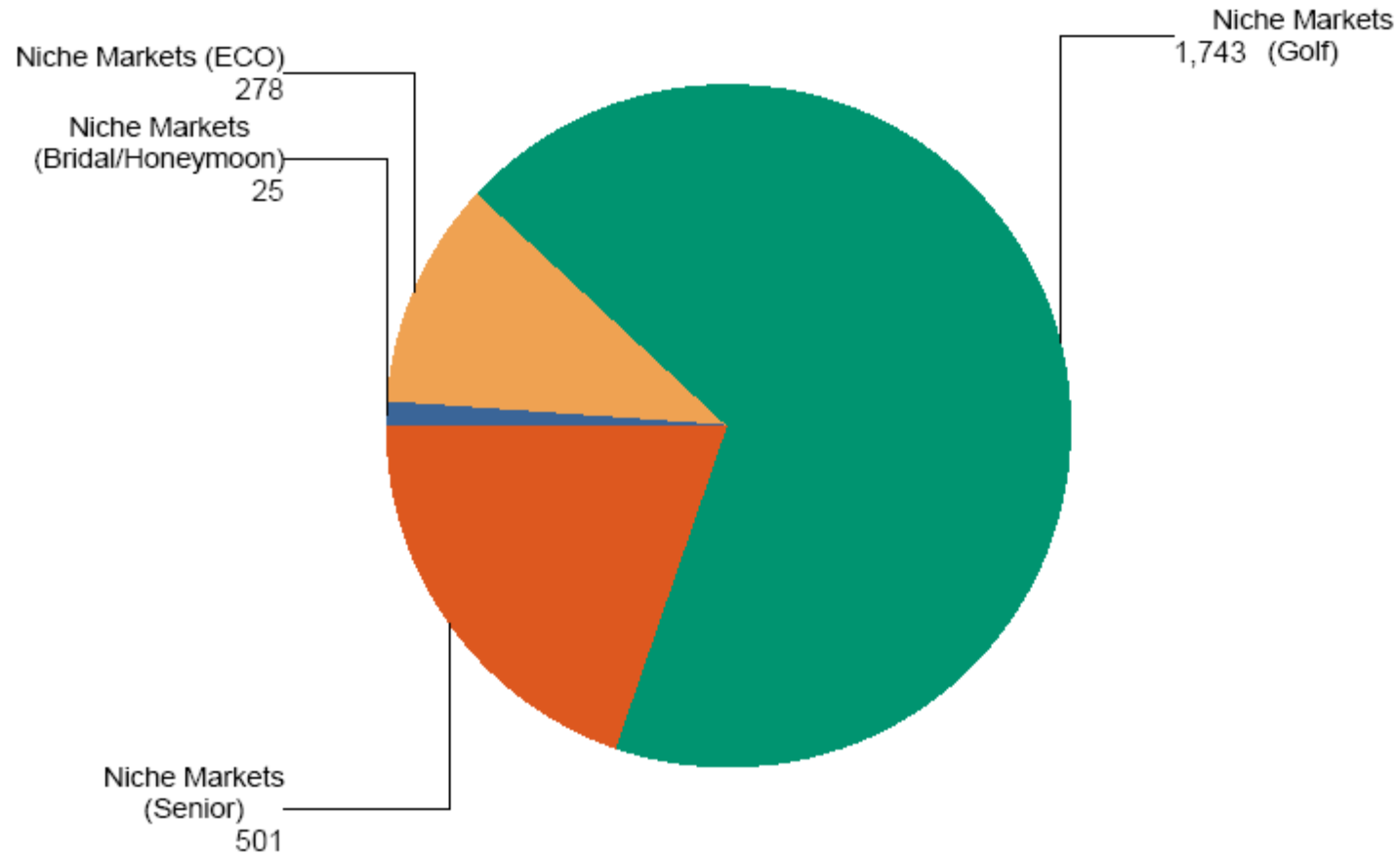
3,215 CVB Meeting Planner leads to Phase V for e-newsletter

Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2012

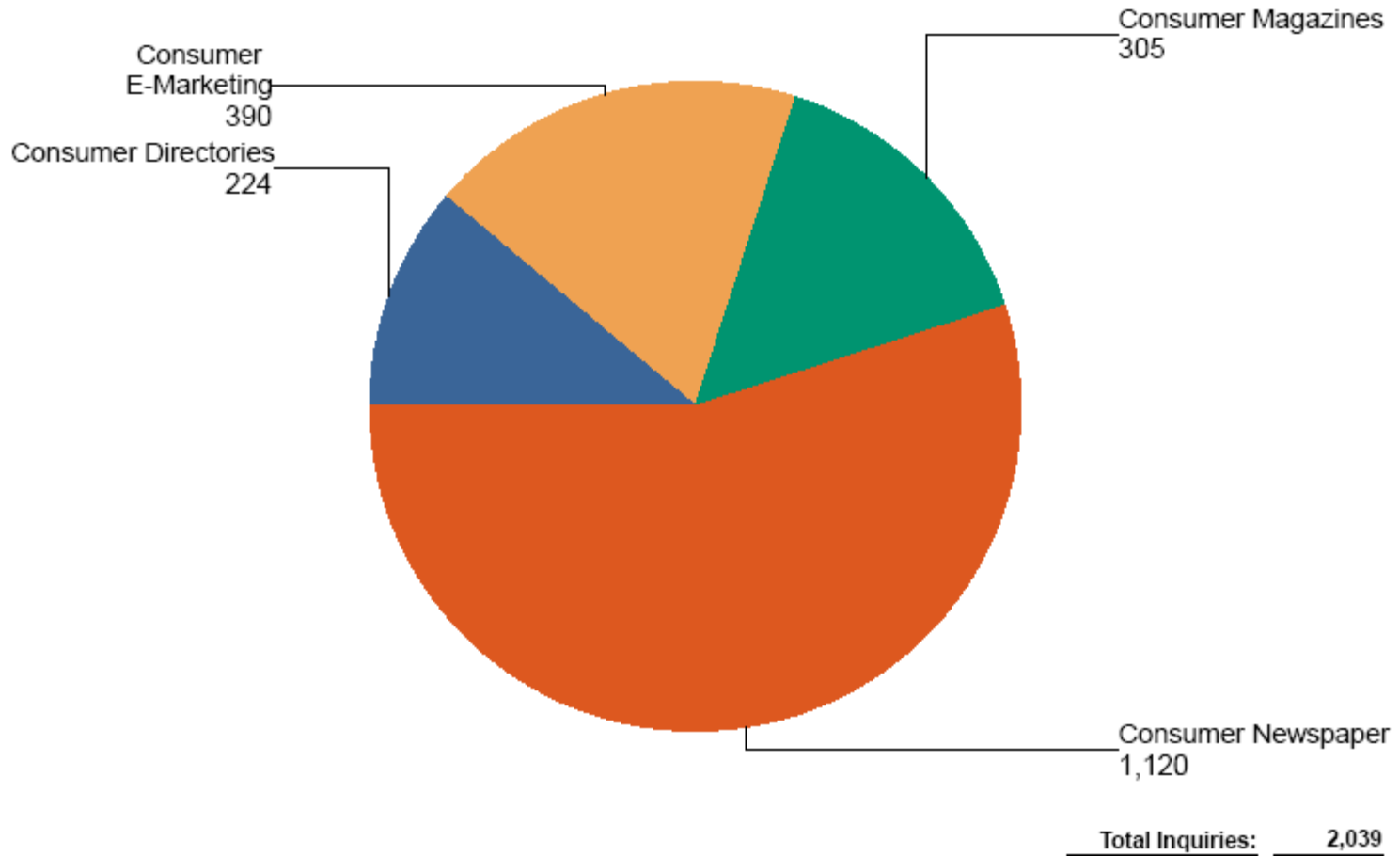


Naples, Marco Island, Everglades CVB Request Summary by Niche Markets For the month of April 2012



Total Inquiries: 2,547

**Naples, Marco Island, Everglades CVB
Request Summary by Leisure Markets
For the month of April 2012**



Inquiries – Leading 4 Countries

April 2012

2011

USA

Canada

UK

Brazil

2012

USA

Brazil

UK

Belgium

Inquiries - Leading 6 States

April 2012

2011

Florida

Georgia

Texas

New York

Pennsylvania

Ohio

2012

Florida

Illinois

Minnesota

New York

Pennsylvania

New Jersey

Collier County CVB Inquiries by Type Calendar Year

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March 2012

Y-T-D

Phone	202	844
Publications	7403	14294
Web site	305	1742
Info@ParadiseCoast	0	1

Misc. CVB Services Calendar Year

	March 2012	Y-T-D
Info Ctr Shipments	2200	10950
Editorial Gen Calls	54	267
Mtg Planner Calls	0	3
Storm Info Calls	1	4
Storm Accommodations	0	0
Sports Council	0	0
Film Commission	1	2
Travel Agent	2	3

Live Chat by Topic

April 2012

By Topic			
Topic	# of chats	Minutes	Min/Chat
Accommodations	1	3.4	3.4
Beaches	1	2.1	2.1
Charters and Tours	1	4.0	4.0
Dining & Nightlife	1	2.1	2.1
Events & Festivals	3	16.3	5.4
Misc.	4	18.1	4.5
Relocation	1	10.1	10.1
Transportation	1	3.1	3.1
Visitor's Guide	2	17.4	8.7
Totals	15	76.6	5.1

Live Chat by Page April 2012

BY PAGE			
Page	# of chats	Minutes	Min/Chat
Calendar of Events	1	3.2	3.2
Contact us	3	30.4	10.1
Home Page	8	30.5	3.8
Site Map	1	2.6	2.6
Things to Do-Main	1	6.6	6.6
Wedding	1	3.4	3.4
Totals	15	76.6	5.1

Misc. Services April 2012

Media	Month	YTD	% YTD
Meeting Planners			
Market Group Fulfillment	1	4	0%
CVB Meeting Planner newsletter	3,215	3,215	98%
Meeting Planner Kit Fulfillment	3	42	1%
Post Show Followup			
Florida Huddle February 2012	0	1	0%
Meeting Planners	3,220	3,269	99%
Promotions			
PPD 2011	1	5	0%
PPG 2011	1	3	0%
Promotions	2	11	0%
Grand Total:	3,222	3,291	

Thank you

Questions?

