

Naples Marco Island Everglades CVB Sales Report 5/14/2012 - 6/15/2012

Event Type: All

Sales Rep: Debi DeBenedetto

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Axiom Corporation	Axiom Executive Summit Feb 2012	RFP Rcvd	0	Meetings Focus-NBH FAM 2011	1/31/2012 2/2/2012		\$13,740.00	0	30	90	0
Aircraft Rescue & Fire Fighting Working Group	2013 annual conference	RFP Rcvd	0		9/7/2013 9/13/2013		\$82,000.00	0	175	729	0
Allied Solutions	National Sales Meeting 2014	RFP Rcvd	Corporate-Other		2/17/2014 2/19/2014		\$35,000.00	0	125	335	0
Allied Solutions	Incentive Trips	RFP Rcvd	Corporate-Other		5/1/2014 5/3/2014		\$5,000.00	0	25	75	0
American Copper Council	2012 Copper College	RFP Rcvd	0	RFP's received - Out of Florida	4/10/2012 4/14/2012		\$0.00	0	175	600	0
American Copper Council	Fall 2012	RFP Rcvd	0	Music Oct. 2011 FAM	11/6/2012 11/10/2012	National	\$250,000.00	0	280	825	0
American Petroleum Institute	API 2013 annual	RFP Rcvd	Corporate-Other	DC 2012	11/7/2013 11/11/2013		\$30,000.00	0	100	194	0
Association of American Medical Colleges	Academic Practice Plan Directors spring roundtable 2013	RFP Rcvd	Corporate- Medical/Pharmaceutical	Website	4/19/2013 4/22/2013		\$24,000.00	0	30	80	0
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00	0	20	40	0
BuilderMT	BuilderMT Client Conference 2013	RFP Rcvd	Corporate-Other	Music Oct. 2011 FAM	9/10/2013 9/13/2013		\$80,000.00	0	100	280	0
Center For Disease Control and Prevention	April 2012 Review NCIPC	RFP Rcvd	0	Repeat Planner contact	4/25/2012 4/27/2012		\$88,000.00	0	175	525	0
CFA Institute	Chartered Financial Analyst Examination	RFP Rcvd	0	Destination Showcase - DC	6/1/2012 6/2/2012		\$6,450.00	0	50	100	0
CFA Institute	Chartered Financial Exam 2013	RFP Rcvd	0	Destination Showcase - DC	5/30/2013 6/1/2013		\$6,450.00	0	50	125	0
Chief Learning Officer Magazine	2014 Spring Chief Learning Officer Symposium	RFP Rcvd	Corporate-Other	Website	3/28/2014 4/2/2014		\$230,000.00	0	250	615	0
Church of Christ Written in Heaven	2013 Women's Retreat	RFP Rcvd	0	Connect	4/25/2013 4/27/2013		\$13,530.00	0	22	66	0
Conference Direct / Holly Kest	B&A Impact 2013 Conference	RFP Rcvd	Corporate-Other	DC 2012	4/7/2013 4/11/2013	National	\$500,000.00	0	350	0	0
ConferenceDirect / G. Rapoport	2013 Praxair Global Leadership Conference	RFP Rcvd	0	CVENT	1/1/2013 1/4/2013		\$115,344.00	0	306	700	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											
Council on Occupational Education	COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00	0	245	750	0
Debi's Itineraries	Site Lee Hotels	CVB Sponsored	0	Networking	1/20/2012 1/21/2012		\$0.00	0	1	1	0
Debi's Itineraries	CANUSA Fam May 2012	CVB Sponsored	0	Huddle	5/10/2012 5/13/2012	International	\$0.00	0	10	40	0
Debi's Itineraries	October 2011 Music Fam	CVB Sponsored	0	ASTA Nov. 2011 FAM	10/27/2011 10/30/2011		\$0.00	0	25	76	0
Defenders LEMC	2014 Homecoming	RFP Rcvd	0	Website	6/27/2014 6/29/2014		\$64,500.00	0	500	1,500	0
Destination Showcase DC	2012 Destination Showcase DC	Trade Show	0	Destination Showcase - DC	2/27/2012 3/1/2012		\$0.00	0	0	0	0
First Amendment Lawyers Association	Winter Meeting 2015	RFP Rcvd	0	Smart Meetings	2/4/2015 2/7/2015		\$34,350.00	0	37	148	0
Florida Chess Association	2012 FL State Chess Championship	RFP Rcvd	0	RFP's received - Florida	8/31/2012 9/1/2012		\$0.00	0	75	150	0
Florida Health Care Social Workers Association	2013 Annual Conference	RFP Rcvd	0	Networking	7/7/2013 7/9/2013		\$23,500.00	0	80	220	0
General Service Assembly	Serenity by the Sea	RFP Rcvd	SMERF	Repeat Planner contact	10/19/2012 10/21/2012		\$33,000.00	0	100	202	0
Hannover Life Reassurance Comp. of America	Underwriting Seminar 2013	RFP Rcvd	0	Website	2/19/2013 2/21/2013		\$23,000.00	0	45	135	0
HelmsBriscoe (Naples)	FRAA Annual Meeting 2013	RFP Rcvd	0	CVENT	7/17/2013 7/20/2013		\$18,083.00	0	75	169	0
HelmsBriscoe / C. Pierson	2012 Sunny Delight Sales Meeting	RFP Rcvd	0	HelmsBriscoe	4/15/2012 4/19/2012		\$61,500.00	0	105	285	0
HelmsBriscoe / D. Brownlee	2013 Farm Credit Services of America	RFP Rcvd	0	HelmsBriscoe	3/11/2013 3/14/2013		\$45,825.00	0	75	195	0
HelmsBriscoe / G. Edelman	CHI Executive Forum 2012	RFP Rcvd	0	CVENT	10/16/2012 10/18/2012		\$27,360.00	0	80	240	0
HelmsBriscoe / K. Hedlund	NAMIC 2013 Claims Conference	RFP Rcvd	0	CVENT	2/19/2013 2/23/2013		\$89,997.00	0	180	393	0
HelmsBriscoe / L. Morgan	FL. Orthopaedic Society annual mtg 2014	RFP Rcvd	0	CVENT	5/13/2014 5/16/2014		\$75,400.00	0	200	520	0
HelmsBriscoe / V.Corder	PHH Mortgage President's Club 2013	RFP Rcvd	0	CVENT	4/14/2013 4/17/2013		\$82,000.00	0	100	400	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
Hospitality Performance Network	Insurance CAm 2013	RFP Rcvd	0	Collaborate	9/15/2013 9/21/2013	National	\$200,000.00	0	390	885	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											
Hyland Software	2014 and 2015 Team on Base Conf	RFP Rcvd	0	Collaborate	2/11/2013 2/13/2013		\$180,000.00	0	230	616	0
IQPC Exchange	Corporate Counsel Exchange 2012	RFP Rcvd	0	CVENT	6/17/2012 6/18/2012		\$9,030.00	0	70	140	0
Mad Travel Incorporated	2013 1st annual travel show	RFP Rcvd	0	Networking	1/27/2013 1/27/2013		\$0.00	0	5	5	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Warehouse Logistics Assn	RFP Rcvd	0	RFP Enhancement	2/15/2015 2/19/2015	National	\$359,925.00	0	187	747	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
Meeting Expectations, Incorporated	2014 ISBN	RFP Rcvd	0	Repeat Planner contact	5/2/2014 5/7/2014	National	\$125,000.00	0	140	477	0
Meetings Management Group	2012 ASPEN Fellows Conference	RFP Rcvd	0	Destination Showcase - DC	4/26/2012 4/28/2012		\$75,850.00	0	175	370	0
Mercedes Benz Club of America	StarTech Technical event 2015	RFP Rcvd	0	DC 2012	6/4/2015 6/8/2015		\$59,540.00	0	100	260	0
Mercedes Benz Club of America	StarTech Technical event 2017	RFP Rcvd	0	DC 2012	6/8/2017 6/12/2017		\$59,540.00	0	100	260	0
Metal Construction Association	MCA 2014 Annual	RFP Rcvd	0	Repeat Planner contact	1/17/2014 1/22/2014		\$120,000.00	0	110	425	0
Moor Media Services	2013 National Sales Meeting	RFP Rcvd	0	Website	1/24/2013 1/25/2013		\$0.00	0	12	24	0
National Association of Guardsman	NAG Social Club 2013	RFP Rcvd	SMERF	Phone	7/9/2013 7/14/2013	National	\$100,000.00	0	250	830	0
National Collegiate Table Tennis Association	College Table Tennis National Championships	RFP Rcvd	0	Connect	4/18/2013 4/21/2013		\$82,000.00	0	150	600	0
National Exchange Carrier Association	2013 board of directors mtg	RFP Rcvd	0	Networking	1/14/2013 1/16/2013		\$8,100.00	0	20	50	0
North American Millers' Association	March Divison Meetings	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	DC 2012	3/27/2015 3/31/2015	National	\$200,000.00	0	135	465	0
Panamerican Surety Association	2013 APFPASA	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	South America Sales Mission	4/21/2013 4/24/2013	International	\$150,000.00	0	250	850	0
Premier Event Group	2012 Premier Event	RFP Rcvd	0		5/25/2012 5/26/2012		\$0.00	0	25	50	0
Radiometer America Incorporated	2013 Meeting	RFP Rcvd	Corporate-Medical/Pharmaceutical	Visit Florida	2/10/2013 2/12/2013		\$125,000.00	0	175	360	0
Recreation Adventure Tours	2012 motorcoach tour	RFP Rcvd		Website	2/23/2012 2/23/2012		\$6,410.00	0	28	28	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											
Sentergroup, Inc	2014 International Society of Appraisers	RFP Rcvd	0	Website	4/2/2014 4/9/2014		\$83,845.00	0	87	398	0
Shores Destinations	2012 Tribal Courts Meeting	RFP Rcvd	0	Website	12/3/2012 12/5/2012		\$14,490.00	0	30	90	90
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	South Florida Meet & Greet	RFP Rcvd	0	Repeat Planner contact	6/8/2012 6/9/2012		\$0.00	0	15	30	0
Site Search, Incorporated	fsae amc fORUM	RFP Rcvd	0	Repeat Planner contact	10/5/2012 10/7/2012		\$0.00	0	28	56	0
Site Search, Incorporated	2012 BOD	RFP Rcvd	0	FSAE	11/6/2012 11/9/2012		\$0.00	0	36	77	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 Selection & Meeting Consultants, Inc	Power in Pumps 2012	RFP Rcvd	0	Repeat Planner contact	10/11/2012 10/13/2012	Local	\$20,000.00	0	50	120	0
Solutions+ of New York	WBASNY 2013	RFP Rcvd	0	Successful Meetings	5/16/2013 5/19/2013		\$36,250.00	0	80	260	0
Southeastern Section of the American Urological Association, Incorporated	2013 SES 77th annual meeting	RFP Rcvd	Association-Health & Medical	RFP's received - Out of Florida	3/12/2013 3/17/2013		\$0.00	0	316	1,286	0
Southern Association Colleges & Schools	Executive Council 2013	RFP Rcvd	0	Connect	3/17/2013 3/20/2013		\$14,100.00	0	20	70	0
Syncopate meetings & events,llc	NASC 2013	RFP Rcvd	Corporate-Other	Website	5/6/2013 5/10/2013	National	\$90,000.00	0	175	410	0
Temple Aron HaKodesh	Annual Messianic Women's Conference & Retreat	RFP Rcvd	SMERF	Website	8/15/2013 8/18/2013	Regional	\$7,500.00	0	45	98	98
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	1/22/2013 2/1/2013		\$350,000.00	0	20	220	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	2/18/2013 3/1/2013		\$350,000.00	0	20	240	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	3/11/2013 3/22/2013		\$350,000.00	0	20	240	0
The Fellowship of Christian Cheerleaders	2013 FCC Cheerleaders Competition Championships	RFP Rcvd	SMERF	Rejuvenate	12/7/2013 12/8/2013	National	\$30,000.00	0	125	250	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 Little Gym	2013 Little Gym	RFP Rcvd	SMERF	Planner Inquiry via Phone or Email	5/2/2013 5/4/2013		\$100,000.00	0	175	525	0

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Status: CURRENT TENTATIVE											
The Main Event by Melody	Abbey Museum	RFP Rcvd	Association-Trade, Commercial or Business		8/12/2013 8/17/2013		\$12,000.00	0	20	120	0
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00	0	344	1,150	0
Travel and Transport Vacations	Bank Executive Conference 2013	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	2/20/2013 2/24/2013		\$81,000.00	0	70	300	0
United Hardware Distributing Company	2014 Incentive	RFP Rcvd	0	Collaborate	3/8/2014 3/13/2014		\$200,000.00	0	105	610	0
Verto Solutions	2014 Board of Directors Pickle Packers	RFP Rcvd	0	DC 2012	1/31/2014 2/4/2014		\$9,396.00	0	23	58	0
Visit Florida Events	2012 VIP event in Chicago	Trade Show	0	Visit FL Chicago	4/30/2012 5/3/2012		\$0.00	0	0	0	0
Waldorf Astoria Naples	Ansell Protective Products	RFP Rcvd	0	RFP Enhancement	11/2/2012 11/10/2012	National	\$150,000.00	0	125	660	0
Wire Fabricators Association	WFA Winter meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	1/23/2013 1/26/2013		\$20,000.00	0	20	60	0
					Event Count:	86	\$6,815,239.00	0	9,178	29,253	188

Status: LEADS SENT											
Association of American Medical Colleges	Academic Practice Plan Directors spring roundtable 2013	RFP Rcvd	Corporate- Medical/Pharmaceutical	Website	4/19/2013 4/22/2013		\$24,000.00	0	30	80	0
HelmsBriscoe / D. Brownlee	2013 Farm Credit Services of America	RFP Rcvd	0	HelmsBriscoe	3/11/2013 3/14/2013		\$45,825.00	0	75	195	0
Hospitality Performance Network	Insurance CAm 2013	RFP Rcvd	0	Collaborate	9/15/2013 9/21/2013	National	\$200,000.00	0	390	885	0
Metal Construction Association	MCA 2014 Annual	RFP Rcvd	0	Repeat Planner contact	1/17/2014 1/22/2014		\$120,000.00	0	110	425	0
Radiometer America Incorporated	2013 Meeting	RFP Rcvd	Corporate- Medical/Pharmaceutical	Visit Florida	2/10/2013 2/12/2013		\$125,000.00	0	175	360	0
Sentergroup, Inc	2014 International Society of Appraisers	RFP Rcvd	0	Website	4/2/2014 4/9/2014		\$83,845.00	0	87	398	0
Syncopate meetings & events,llc	NASC 2013	RFP Rcvd	Corporate-Other	Website	5/6/2013 5/10/2013	National	\$90,000.00	0	175	410	0
Temple Aron HaKodesh	Annual Messianic Women's Conference & Retreat	RFP Rcvd	SMERF	Website	8/15/2013 8/18/2013	Regional	\$7,500.00	0	45	98	98
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	1/22/2013 2/1/2013		\$350,000.00	0	20	220	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	2/18/2013 3/1/2013		\$350,000.00	0	20	240	0

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Status: LEADS SENT											
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	3/11/2013 3/22/2013		\$350,000.00	0	20	240	0
The Ritz-Carlton, Naples	Achievers Group	Site Visit	0	RFP Enhancement	1/30/2013 2/2/2013		\$78,000.00	0	26	104	0
Wire Fabricators Association	WFA Winter meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	1/23/2013 1/26/2013		\$20,000.00	0	20	60	0
					Event Count:	13	\$1,844,170.00	0	1,193	3,715	98

Status: TURNED DEFINITE											
Affordable Meetings - Mid America	2012 Affordable Mtgs Mid America	Trade Show	0	HSMAI	4/3/2012 4/6/2012		\$0.00	0	0	0	0
Covington Meeting Management	Incentive March 2013	RFP Rcvd	0	MPI VF-WEC sponsor 2011	3/3/2013 3/6/2013		\$100,000.00	0	60	0	0
Florida Encounter	2011 FL. Encounter	Trade Show	0	Encounter	11/13/2011 11/16/2011		\$0.00	0	0	0	0
Florida Huddle	2012 FL Huddle	Trade Show	0	Huddle	2/2/2012 2/4/2012		\$0.00	0	0	0	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
Rejuvenate	2011 Rejuvenate	Trade Show	0	Rejuvenate	11/8/2011 11/10/2011		\$0.00	0	0	0	0
Smart Meetings Events	2012 Hawaii	Trade Show	0	Smart Meetings	3/23/2012 3/26/2012		\$0.00	0	0	0	0
SPIN Conference	2012 SPIN conference	Trade Show	0	Spin Conference	7/10/2012 7/14/2012		\$0.00	0	0	0	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
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
The Fund for American Studies	2013 Leadership Network	RFP Rcvd	0	DC 2012	10/9/2013 10/12/2013		\$16,188.00	0	60	142	0
Travel and Transport Inc.	Nebraska Bankers Assoc	RFP Rcvd	0		2/20/2013 2/24/2013		\$68,000.00	0	70	300	0
					Event Count:	12	\$441,438.00	0	397	1,152	0

Status: TURNED LOST											
Council on Occupational Education	Commission Executive Comm. Mtg	RFP Rcvd	0	Encounter	6/13/2013 6/15/2013		\$5,418.00	0	12	30	0
Council on Occupational Education	COE Summer confere & Candidate academy July 2013	RFP Rcvd	0	Encounter	7/10/2013 7/13/2013		\$37,450.00	0	150	350	0

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Status: TURNED LOST											
Council on Occupational Education	COE Committee Mtg -August 2013	RFP Rcvd	0	Encounter	8/15/2013 8/17/2013		\$4,700.00	0	18	50	0
Council on Occupational Education	Fall Commission mtg-Sept 2013	RFP Rcvd	0	Encounter	9/13/2013 9/17/2013		\$8,080.00	0	26	104	0
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
HelmsBriscoe / D. Renken	AVCA 2012 annual conference	RFP Rcvd	0	CVENT	11/7/2012 11/11/2012		\$39,930.00	0	95	260	0
ICP Information Newsletter	2016 Winter Conf. on Plasma Spectro	RFP Rcvd	0	Meeting Focus	1/8/2016 1/16/2016		\$0.00	0	340	2,140	0
Institute for International Research	Risk Minds USA 2012	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Phone	6/11/2012 6/15/2012		\$44,000.00	0	90	280	0
Meetings Management Group	SYTA 2013	RFP Rcvd	0	DC 2012	2/6/2013 2/10/2013	National	\$100,000.00	0	95	295	0
United States Travel Association	ESTO 2013	RFP Rcvd	Tourism	Visit Florida	8/16/2013 8/21/2013		\$125,500.00	0	350	1,245	0
					Event Count:	10	\$568,078.00	0	1,451	5,784	0

Status: TURNED TENTATIVE											
Association of American Medical Colleges	Academic Practice Plan Directors spring roundtable 2013	RFP Rcvd	Corporate-Medical/Pharmaceutical	Website	4/19/2013 4/22/2013		\$24,000.00	0	30	80	0
Destination Showcase DC	2012 Destination Showcase DC	Trade Show	0	Destination Showcase - DC	2/27/2012 3/1/2012		\$0.00	0	0	0	0
HelmsBriscoe / D. Brownlee	2013 Farm Credit Services of America	RFP Rcvd	0	HelmsBriscoe	3/11/2013 3/14/2013		\$45,825.00	0	75	195	0
Hospitality Performance Network	Insurance CAm 2013	RFP Rcvd	0	Collaborate	9/15/2013 9/21/2013	National	\$200,000.00	0	390	885	0
Metal Construction Association	MCA 2014 Annual	RFP Rcvd	0	Repeat Planner contact	1/17/2014 1/22/2014		\$120,000.00	0	110	425	0
Radiometer America Incorporated	2013 Meeting	RFP Rcvd	Corporate-Medical/Pharmaceutical	Visit Florida	2/10/2013 2/12/2013		\$125,000.00	0	175	360	0
Sentergroup, Inc	2014 International Society of Appraisers	RFP Rcvd	0	Website	4/2/2014 4/9/2014		\$83,845.00	0	87	398	0
Syncopate meetings & events,llc	NASC 2013	RFP Rcvd	Corporate-Other	Website	5/6/2013 5/10/2013	National	\$90,000.00	0	175	410	0
Temple Aron HaKodesh	Annual Messianic Women's Conference & Retreat	RFP Rcvd	SMERF	Website	8/15/2013 8/18/2013	Regional	\$7,500.00	0	45	98	98
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	1/22/2013 2/1/2013		\$350,000.00	0	20	220	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	2/18/2013 3/1/2013		\$350,000.00	0	20	240	0

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Status: TURNED TENTATIVE											
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	3/11/2013 3/22/2013		\$350,000.00	0	20	240	0
Visit Florida Events	2012 VIP event in Chicago	Trade Show	0	Visit FL Chicago	4/30/2012 5/3/2012		\$0.00	0	0	0	0
Wire Fabricators Association	WFA Winter meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	1/23/2013 1/26/2013		\$20,000.00	0	20	60	0
					Event Count:	14	\$1,766,170.00	0	1,167	3,611	98
					Event Count:	135	\$11,435,095.00	0	13,386	43,515	384

Naples Marco Island Everglades CVB
Task Report
Created - Between 5/15/2012 - 6/15/2012

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
5/15/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	5/15/2012	5/15/2012	Debi DeBenedetto
<i>idss training in Minnesota 5/16/2012-5/18/2012</i>						
5/15/2012	Debi's Activity Tracking Account	Idss updates	Closed	5/15/2012	4/23/2012	Debi DeBenedetto
<i>Put all Rfp enhancements and sonsorships in idss and updated spreadsheets 500 k tracking</i>						
5/15/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	5/15/2012	4/30/2012	Debi DeBenedetto
<i>Chicago Visit Florida VIP Chopped experience and planner appreciation 2 events over two days.</i>						
5/15/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	5/15/2012	5/15/2012	Debi DeBenedetto
<i>Attended Collaborate meeting show Vegas 27 planner appts, several events, 2 hotel partners</i>						
5/15/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	5/15/2012	5/10/2012	Debi DeBenedetto
<i>Annual Tourism Luncheon awards</i>						
5/15/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - site with client	Closed	5/15/2012	5/14/2012	Debi DeBenedetto
<i>Met with and hosted conference with Russian diplomats Inn on Fifth</i>						
5/15/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Fam Itinerary	Closed	5/15/2012	5/9/2012	Debi DeBenedetto
<i>completed itinerary and hosted CANUSA Fam here 3 days and entertained Stefanie Paul or German rep -</i>						
5/15/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - site with client	Closed	5/15/2012	5/14/2012	Debi DeBenedetto
<i>Planner site Michele Davis Waldorf Astoria - part of site policy</i>						
5/15/2012	Tennessee Attorney General Melissa Smith	Sales - sent rfp to partner	Closed	5/15/2012	5/15/2012	Debi DeBenedetto
<i>set up new account sent rfp to hotels</i>						
5/15/2012	Tennessee Attorney General	Event Sales Task	Open	7/14/2012		
<i>ask if they have short listed us and want a site</i>						
5/15/2012	Covington Meeting Management	Event Sales Task	Closed	5/16/2012	5/24/2012	Debi DeBenedetto
<i>ask if they want ppp or maps for attendee welcome</i>						
5/21/2012	Radiometer America Incorporated Pam Bodnar	Sales - sent rfp to partner	Closed	5/21/2012	5/21/2012	Debi DeBenedetto
<i>Sent Rfp to partners and sent collateral to planner - emailed planner assist</i>						

* Task is assigned to multiple people

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Page: 1 of 5

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
5/21/2012	Syncopate meetings & events,llc Rebecca Takemoto	Sales - Send Sales Kit	Closed	5/21/2012	5/21/2012	Debi DeBenedetto
	<i>Sent rfp to hotels sent sales kit to planner and contacted planner about group</i>					
5/21/2012	Radiometer America Incorporated	Event Sales Task	Open	7/20/2012		
	<i>ask if they have short listed us and want a site</i>					
5/21/2012	Syncopate meetings & events,llc	Event Sales Task	Open	7/20/2012		
	<i>ask if they have short listed us and want a site</i>					
5/22/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - RFP follow up	Closed	5/22/2012	5/22/2012	Debi DeBenedetto
	<i>participated on Committee for Sports Rfp 5 hours completed Collaborate follow up with email and mailed flash drives with info emails sent rfp worked on two sites assisting planners reimburse paperwork</i>					
5/22/2012	Hospitality Performance Network Jo Ann Ford	Sales - sent rfp to partner	Closed	5/22/2012	5/22/2012	Debi DeBenedetto
	<i>sent rfp to partner - contacted planner</i>					
5/22/2012	Hospitality Performance Network	Event Sales Task	Open	7/21/2012		
	<i>ask if they have short listed us and want a site</i>					
5/23/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Mtg Planner	Closed	5/23/2012	5/23/2012	Debi DeBenedetto
	<i>Today assisted two planners with site info, one with fishing info. Updated idss follow up messages to VIP Chicago event planners updated distribution lists emails appt. with new sales person Marriott Courtyard</i>					
5/23/2012	National Association of Christian Financial Consultants John Wierenga	Sales - RFP follow up	Open	3/23/2013		
	<i>Rfp assist follow up get service estimate from transportation for this \$1500 rfp enhancement</i>					
5/23/2012	Temple Aron HaKodesh Nia Redmon	Sales - sent rfp to partner	Closed	5/23/2012	5/23/2012	Debi DeBenedetto
	<i>Sent out Rfp for planner, contacted planner and sent sales kit</i>					
5/23/2012	State Farm / Jack Wallace	Event Sales Task	Closed	5/24/2012	5/24/2012	Debi DeBenedetto
	<i>ask if they want ppp or maps for attendee welcome</i>					
5/23/2012	The Ritz-Carlton, Naples	Event Sales Task	Open	7/22/2012		
	<i>ask if they have short listed us and want a site</i>					
5/23/2012	Travel and Transport Inc.	Event Sales Task	Closed	5/24/2012	5/24/2012	Debi DeBenedetto
	<i>ask if they want ppp or maps for attendee welcome</i>					
5/23/2012	National Association of Christian	Event Sales Task	Closed	5/24/2012	6/15/2012	Debi DeBenedetto

* Task is assigned to multiple people

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Printed: 6/18/2012

Page: 2 of 5

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name Financial Consultants	Task Type	Status	Due Date	Closed Date	Closed by User
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ask if they want ppp or maps for attendee welcome

5/23/2012	Temple Aron HaKodesh	Event Sales Task	Open	7/22/2012		
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ask if they have short listed us and want a site

5/23/2012	The Florida Bar	Event Sales Task	Closed	5/24/2012	6/15/2012	Debi DeBenedetto
-----------	-----------------	------------------	--------	-----------	-----------	------------------

ask if they want ppp or maps for attendee welcome

5/24/2012	Covington Meeting Management Christi Ruddy	Sales - site with client	Closed	5/24/2012	5/24/2012	Debi DeBenedetto
-----------	---	--------------------------	--------	-----------	-----------	------------------

We are short listed. Coming for site June 1-4. Looking at Naples hotels and Marco Island. Cannot meet for site as Im ooo but will send welcome bags and did assist with dine around and yacht access.

5/24/2012	The Fund for American Studies	Event Sales Task	Closed	5/25/2012	6/15/2012	Debi DeBenedetto
-----------	-------------------------------	------------------	--------	-----------	-----------	------------------

ask if they want ppp or maps for attendee welcome

5/25/2012	Debi's Activity Tracking Account Debi DeBenedetto	Online Media Interview	Closed	5/25/2012	6/15/2012	Debi DeBenedetto
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Meeting with agency Summer Bucket list campaign

5/25/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Send Promotional Item / Collateral	Closed	5/25/2012	5/25/2012	Debi DeBenedetto
-----------	--	--	--------	-----------	-----------	------------------

Spent 1/2 day loading photos on i pad for meetings use

5/25/2012	Executive Alliance, Inc Chuck Heastings	Sales - Assisted Mtg Planner	Closed	5/25/2012	5/25/2012	Debi DeBenedetto
-----------	--	------------------------------	--------	-----------	-----------	------------------

Assisted planner with spouse program and ara activities while conference at Ritz this June.

6/12/2012	Sentergroup, Inc	Event Sales Task	Open	8/11/2012		
-----------	------------------	------------------	------	-----------	--	--

ask if they have short listed us and want a site

6/12/2012	HelmsBriscoe / D. Brownlee	Event Sales Task	Open	8/11/2012		
-----------	----------------------------	------------------	------	-----------	--	--

ask if they have short listed us and want a site

6/14/2012	Association of American Medical Colleges Stacia Gueriguian	Sales - sent rfp to partner	Closed	6/14/2012	6/14/2012	Debi DeBenedetto
-----------	---	-----------------------------	--------	-----------	-----------	------------------

loaded and sent rfp to hotels

6/14/2012	Metal Construction Association Anne Arezina	Sales - sent rfp to partner	Closed	6/14/2012	6/14/2012	Debi DeBenedetto
-----------	--	-----------------------------	--------	-----------	-----------	------------------

loaded and sent rfp to two hotels requested

6/14/2012	Wire Fabricators Association	Sales - sent rfp to partner	Closed	6/14/2012	6/14/2012	Debi DeBenedetto
-----------	------------------------------	-----------------------------	--------	-----------	-----------	------------------

sent rfp to hotel and loaded idss

6/14/2012	Metal Construction Association	Event Sales Task	Open	8/13/2012		
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ask if they have short listed us and want a site

* Task is assigned to multiple people

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Printed: 6/18/2012

Page: 3 of 5

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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Jenny Foegen

Subject: This is a CVB itinerary site that you are participating in

*Body: **P**lease find the attached itinerary for your visit to Florida's Paradise Coast from the Naples, Marco Island, Everglades CVB.*

Please do not reply to this email.

For meetings issues, please contact Debi DeBenedetto, Tourism Sales & Marketing Manager at debide@colliergov.net

For meetings-related FAMs or assistance, please contact Jennifer Leslie, Sales Assistant at jenniferleslie@colliergov.net

For media/public relations questions and FAM assistance, please contact JoNell Modys, Tourism Public Relations & Communications Manager at jonellmodys@colliergov.net or Angela Aline, Public Relations Assistant, angelaaline@colliergov.net.

For destination information, please visit www.paradisecoast.com.

Thank you for your interest in Florida's Paradise Coast.

Naples, Marco Island, Everglades CVB

2800 N. Horseshoe Dr.

Naples, FL 34110

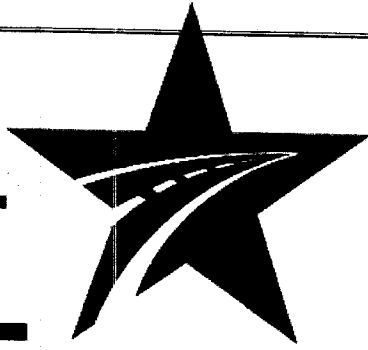
239-252-2384

Total Tasks:

44

NATIONAL TRAVEL & TOURISM WEEK

MAY 5 - 13, 2012



The Annual Salute to Travel and Tourism in America

Here is a quick look at some of the NTTW celebrations held around the state:

Bradenton

The Bradenton Area CVB hosted its second annual National Tourism Luncheon at the Manatee Convention Center. In keeping with this year's theme, "Sustaining our future, together," the luncheon included special presentations by Green Logging Florida and Clean the World. The CVB also presented its first-ever Champions of Tourism awards.

Central Florida

The Central Florida VCB hosted a luncheon and honored three tourism partners. LEGOLAND Florida was recognized as the 2012 Tourism Partner of the

Year; Jacqueline Johnson, senior vice president of the CVB at the Lakeland Area Chamber of Commerce,



Gene Conrad, Jacqueline Johnson and Todd Andrus (representing LEGOLAND Florida)

was named the 2012 Tourism Professional of the Year; and Gene Conrad, director of the Lakeland Linder Regional Airport, received the 2012 Innovative Marketing Award.

Collier County

Collier County's top tourism stars were honored with Paradise Coast Tourism Star Awards at the 10th annual Collier County Tourism Week celebration and luncheon at the Marco Island Marriott Beach Resort, Golf Club & Spa, with close to 200 people in attendance from the area's tourism industry.



Paradise Coast Tourism Star Award winners

Flagler County

The Flagler County TDC recognized 25 individuals for their dedicated customer service and commitment to excellence in the tourism industry. Four recipients received the H.E.R.O.E.S. (Hospitality Employees Recognition of Excellent Service) Award. These individuals were selected for consistently going above and beyond their daily responsibilities.



H.E.R.O.E.S. Award winners Jenifer Thomas, Best Western/night auditor; Walter Sam, Hammock Beach Resort/fitness instructor; Milissa Holland, TDC chairwoman and BOCC; Betty Hudson, Hilton Garden Inn/room attendant; and Mike Bouklaris, The Grand Club/general manager

Gainesville

Visit Gainesville held its annual Bed Making Competition and captured it all on video, which can be seen on YouTube (2012 Bed Making Competition). In addition, Santa Fe College's Three

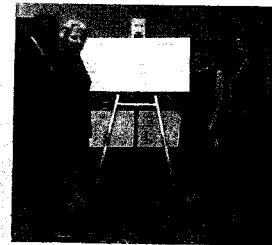


Visit Gainesville staff and mascots Albert and Alberta celebrate with the first place winners of the annual Bed Making Competition.

Tenors delighted the crowd at the May luncheon for the Alachua County Hospitality Council, also available for viewing on YouTube (Santa Fe College's Three Tenors).

Fort Lauderdale

The Greater Fort Lauderdale CVB commemorated the importance of tourism by hosting a luncheon at the Broward County Convention Center for more than 400 members of the hospitality industry. The CVB presented a "big" check, in the amount of \$9,006,912,907, to the Broward County economy showing the local economic impact of the 11.1 million visitors in 2011.



Broward County commissioners and the "big" check from the GFLCVB

Hernando County

The Hernando County Tourism Bureau hosted a Tourism Summit. Designed to provide valuable marketing information and resources for the tourism businesses in Hernando County, the event featured marketing professionals from VISIT FLORIDA, a presentation of the bureau's marketing plan and a look at the new format for the forthcoming website.

Lee County

The Lee County VCB kicked off NTTW with its first Team Tourism Travel Rally Day at JetBlue Park. Nearly 1,000 tourism employees



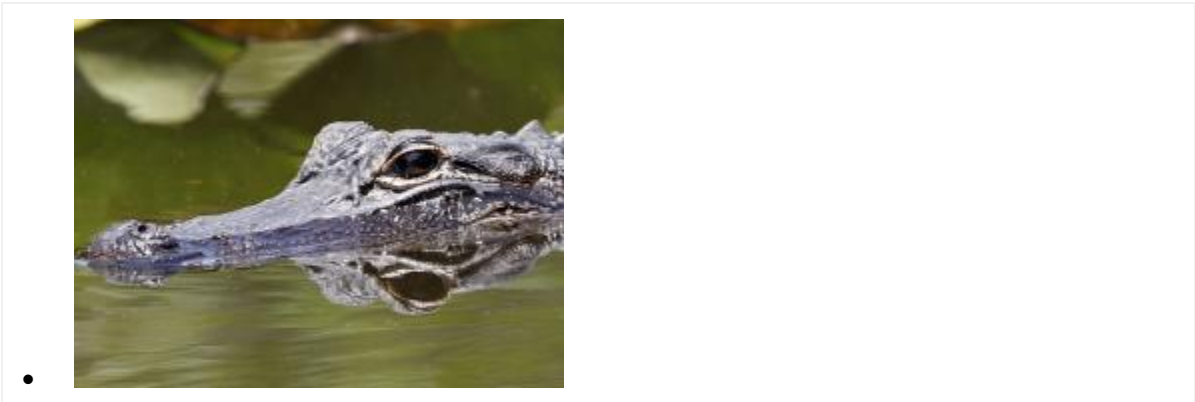
VCB employees Berta Maldonado and Nancy MacPhee are ready to hand out signs supporting the power of tourism at the Lee County Travel Rally.



National Park Guide: Florida's Everglades

By Laura Ruane, USA TODAY
Reprints & Permissions

Chris Bond of Chicago sensed he was in for adventure shortly after he pulled up to a pay station at [Everglades National Park](#) and commented on the "nice alligator statue."



The Everglades is the only place in the world where alligators and crocodiles coexist naturally.

By Alan Diaz, AP

By Alan Diaz, AP

The Everglades is the only place in the world where alligators and crocodiles coexist naturally.

Sponsored Links

Wife Adrienne replied: "It's no statue. He just blinked at me."

Bond, who's 30 and a medical researcher at [Northwestern University](#), has visited several national parks, and he says of Everglades: "There is probably more wildlife there than at any other park I've been to." He made his first trip five years ago and his second in early April.

- **PHOTOS:** [Top 10 most-visited national parks](#)
- **KEN BURNS:** [National parks feed America's soul](#)
- **SPECIAL EDITION:** [Must-have guide to national parks](#)

Park spokeswoman Linda Friar calls the park's biodiversity "phenomenal." Walk the Anhinga Trail in November through March, "and it's like *National Geographic* popping out at you. You can see as many as 35 different species in less than a quarter of a mile."

The park is refuge to more than 20 rare, endangered or threatened animal species, including the Florida panther, snail kite, alligator, crocodile and manatee. It's home to more than 400 species of birds, including roseate spoonbills and great blue herons.

- **PHOTOS:** [Florida's Everglades teem with life](#)

Everglades "might not be as pretty and sexy as some of the parks out West," Bond says, "but it has a beauty all its own."

Share your national park photos

Send us your best images and we may feature them in conjunction with USA TODAY's National Parks Guide, on the website and social media.

Here's how to participate: Send us or tag us on any photo of you at a national park. List the names and ages of everyone pictured and tell us about your unique park story or experience.

By submitting a photo, you ensure that you have permission to submit the photo and that it is an original and unique image that we may use as we see fit.

E-mail your image(s) to community@usatoday.com, tweet @USATODAYTravel and use hashtag #parksphotos or post your photos to Instagram and include the hashtag #parksphotos. We'll be looking for your photos all summer long!

About the park

Size: 1.5 million acres

Annual visitors: 934,351 in 2011

Became a national park: 1947

A bit of the park's history: The Calusa populated the grassy wetlands until European settler-borne diseases wiped out the tribe by the 1700s. Developers started draining the wetlands in the late 1800s. Landscape architect Ernest Coe and journalist [Marjory Stoneman Douglas](#), author of *The Everglades: River of Grass*, pushed for the park's creation and the ecosystem's preservation.

When visiting: Ernest Coe Visitor Center, 40001 State Road 9336, in Homestead; Shark Valley Visitor Center, 36000 SW 8th St., in Miami; Gulf Coast Visitor Center, 815 Oyster Bar Lane, in Everglades City; Flamingo Center, 38 miles south of the Coe center; Royal Palm Center, about 4 miles southwest of the Coe center, on State Road 9336. Visitor info: 305-242-7700

Fun fact: Only place in the world where alligators and crocodiles co-exist naturally.

Ruane also reports for *The News-Press* in Fort Myers, Fla.

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of May 2012

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	51	68.78
PR-Editorial (800-688-3600)	43	181.63
Film Commission (800-349-5770)	1	2.73
International (239-225-1013)	6	6.47
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	1	0.23
Naples #1 (800-455-2604)	5	2.30
Travel Agent (888-409-1403)	0	0.00
<u>Grand Total:</u>	<u>107</u>	<u>262.15</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of May 2012

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	29	121.03
Special Fulfillment	16	23.00
Sports Council of Collier County Information	0	0.00
Guide Request	9,501	152.07
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	0	0.00
Hang up	17	4.25
Wrong Number	31	14.20
eNewsletter Signup	34	0.00
Meeting Planner	0	0.00
Storm Accommodations Info	0	0.00
<u>Grand Total:</u>	<u>9,628</u>	<u>314.55</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of May 2012

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Bridal Post Card	21	21
Fishing & Boating Guide	1	1
Golf Guide	1,274	1,274
Paradise Coast Blueway Kayaking Trail Guide	1	1
Passport to Paradise	1	1
Rack Brochure	18	18
Visitor's Guide	8,188	8,598
<u>Grand Total:</u>	<u>9,504</u>	<u>9,914</u>
Unique requests for guides:	9,501	

Naples, Marco Island, Everglades CVB

Guide Request Summary by Source

For the month of May 2012

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Leisure Markets	4,542	14,509	54.65%	2,140	14,576	42.21%
Winter Northern Campaign	0	2	0.01%	0	175	0.51%
Spring/Summer In-State Campaign	1	22	0.08%	34	157	0.45%
Niche Markets	4,939	11,521	43.40%	7,034	18,815	54.49%
Group Markets	0	22	0.08%	0	1	0.00%
International Markets	0	5	0.02%	1	4	0.01%
Miscellaneous	19	468	1.76%	31	803	2.33%
<u>Grand Total:</u>	<u>9,501</u>	<u>26,549</u>		<u>9,240</u>	<u>34,531</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	4	0%
Arthur Frommer's Budget Travel February 2009	1	1	0%
Arthur Frommer's Budget Travel June 2011	0	2	0%
Coastal Living (Added Value) April 2012	325	325	2%
Coastal Living April 2012	51	408	3%
Florida Travel & Life May/June 2011	1	5	0%
Florida Travel & Life May/June 2012	117	117	1%
Midwest Living January/February 2010	0	1	0%
Other/Unknown	4	41	0%
Redbook Midwest October 2011	0	1,477	10%
Southern Living January 2012	86	2,604	18%
Consumer Magazines	585	4,985	

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Directories			
2009 Official Florida Vacation Guide	0	1	0%
2010 Florida Insider Guide - Quick Check	0	51	0%
2010 Florida Insider Guide - Specific Target	0	13	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	1	3	0%
2010 Visit Florida Magazine	0	6	0%
2010 Visit Florida Magazine - Quick Check	0	33	0%
2010 Visit Florida Magazine - Specific Target	0	6	0%
2011 Florida Insider Guide - Quick Check	6	23	0%
2011 Florida Insider Guide - Specific Target	2	8	0%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	3	0%
2011 Visit Florida Magazine - Quick Check	36	836	6%
2011 Visit Florida Magazine - Specific Target	7	330	2%
2011 Visit Florida Magazine - Quick Check	3	3	0%
2012 Florida Insider Guide - Quick Check	202	202	1%
2012 Florida Insider Guide - Specific Target	82	82	1%
2012 Visit Florida Magazine - Quick Check	151	401	3%
2012 Visit Florida Magazine - Specific Target	83	218	2%
2012 Visit Florida Magazine - Quick Check	21	21	0%
2012 Visit Florida Magazine - Specific Target	11	11	0%
Florida Insider Guide April - September 2011	0	1	0%
Visit Florida Magazine December 2010 - September 2011	0	1	0%
Consumer Directories	605	2,253	

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer E-Marketing			
DestinationBrochures.com	5	32	0%
Other/Unknown	2	35	0%
ParadiseCoast.com	271	2,591	18%
Miles Media Imports	268	2,564	
Phone	3	22	
info@paradisecoast.com	0	1	
Interactive Text Chat	0	4	
ParadiseCoast.com/Getaway Summer TAF	44	444	3%
ParadiseCoast.de	0	4	0%
Visit USA - France	0	1	0%
Visit USA - UK	0	8	0%
VisitFlorida.com	0	5	0%
Consumer E-Marketing	322	3,120	
Consumer Newspaper			
Americas Best Vacations Southeast Spring 2012	2,155	2,155	15%
Other/Unknown	0	1	0%
Visit Florida In-State Insert April 2012	875	1,995	14%
Consumer Newspaper	3,030	4,151	
Grand Total:	4,542	14,509	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Fall In-State Campaign

For the month of May 2012

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Winter Northern Campaign

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Chicago			
Chicago Television Campaign January - March 2011	0	2	100%
Chicago	0	2	
<u>Grand Total:</u>	<u>0</u>	<u>2</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Spring/Summer In-State Campaign

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Fort Myers/Naples			
Fort Myers/Naples PBS Spring/Summer 2010	0	1	5%
Fort Myers/Naples	0	1	
Geo-Targeted In-State Online			
TripAdvisor.com (Online Geo-Targeted) April - August 2011	1	3	14%
Geo-Targeted In-State Online	1	3	
Other/Unknown TV Campaign			
Other/Unknown	0	18	82%
Other/Unknown TV Campaign	0	18	
Grand Total:	1	22	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Niche Markets

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide Added Value RSL July/August 2010	0	5	0%
Bridal Guide Added Value RSL October/November 2010	0	3	0%
Bridal Guide January/February 2011	13	97	1%
Bridal Guide July/August 2011	7	217	2%
Bridal Guide March 2011	1	42	0%
Brides Florida April - September 2011	0	44	0%
Niche Markets (Bridal/Honeymoon)	21	408	
Niche Markets (ECO)			
Audubon (Natural Wonders of Florida) March/April 2010	0	1	0%
Audubon (Natural Wonders of Florida) March/April 2011	0	184	2%
Audubon (Natural Wonders of Florida) March/April 2012	174	403	3%
Audubon (Natural Wonders of Florida) November/December 2011	26	597	5%
National Geographic Traveler May/June 2012	711	893	8%
Niche Markets (ECO)	911	2,078	
Niche Markets (Golf)			
Play Florida Golf 2012	1,274	5,670	49%
Niche Markets (Golf)	1,274	5,670	
Niche Markets (Senior)			
AAA Going Places North March/April 2012	4	101	1%
AAA Going Places North May/June 2012	277	279	2%
AAA Going Places South May/June 2010	0	2	0%
AAA Going Places South May/June 2011	1	47	0%
AARP - Southeast Region March/April 2011	0	2	0%
AARP The Magazine April/May 2012	2,451	2,934	25%
Niche Markets (Senior)	2,733	3,365	

Grand Total:	<u>4,939</u>	<u>11,521</u>
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* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Group Markets

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Business - Association Meetings Professional			
Connect Meetings Magazine January 2012	0	10	45%
Group Business - Association Meetings Professional	0	10	
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine February 2012	0	12	55%
Group Business - Corporate Meetings Professional	0	12	
 Grand Total:	 0	 22	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by International Markets

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
United Kingdom			
Travel Trade Gazette February 2011	0	2	40%
United Kingdom	0	2	
North America (Canada)			
Canadian Television (Weather Channel) January 2011	0	1	20%
Canadian Weather January 2011	0	1	20%
North America (Canada)	0	2	
Germany			
FTI B2B Online August 2011	0	1	20%
Germany	0	1	
Grand Total:	0	5	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB Guide Request Summary by Miscellaneous

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	2	10	2%
Friend/Relative	3	43	9%
Other/Unknown	13	135	29%
TCTIA FAM October 2011	1	14	3%
USV Product Show TA 2011	0	266	57%
<u>Grand Total:</u>	<u>19</u>	<u>468</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by State

For the month of May 2012

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Florida	1,678	3,775	16.02%	935	4,190	12.96%
Ohio	226	1,605	6.81%	474	1,463	4.53%
Illinois	259	1,560	6.62%	404	2,049	6.34%
Michigan	975	1,556	6.60%	936	1,792	5.54%
Pennsylvania	517	1,454	6.17%	492	2,018	6.24%
New Jersey	224	1,025	4.35%	479	1,552	4.80%
New York	406	1,012	4.29%	531	2,344	7.25%
Georgia	623	956	4.06%	139	1,972	6.10%
Minnesota	84	862	3.66%	425	869	2.69%
Virginia	385	859	3.65%	204	632	1.95%
North Carolina	450	808	3.43%	115	626	1.94%
Tennessee	386	691	2.93%	113	497	1.54%
Indiana	146	684	2.90%	236	850	2.63%
South Carolina	433	671	2.85%	65	365	1.13%
Texas	151	547	2.32%	159	1,484	4.59%
Wisconsin	117	494	2.10%	142	719	2.22%
California	236	478	2.03%	165	881	2.72%
Kentucky	232	456	1.94%	61	373	1.15%
Alabama	284	440	1.87%	72	346	1.07%
Maryland	98	375	1.59%	136	641	1.98%
Massachusetts	132	343	1.46%	369	1,517	4.69%
Missouri	93	309	1.31%	376	1,114	3.45%
Iowa	49	233	0.99%	49	294	0.91%
Connecticut	101	229	0.97%	48	383	1.18%
Mississippi	163	229	0.97%	28	175	0.54%
Arizona	58	167	0.71%	43	220	0.68%
Louisiana	56	162	0.69%	40	285	0.88%
Arkansas	32	149	0.63%	33	187	0.58%
Washington	71	149	0.63%	57	250	0.77%

Naples, Marco Island, Everglades CVB

Guide Request Summary by State

For the month of May 2012

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Colorado	52	138	0.59%	46	254	0.79%
Nebraska	25	117	0.50%	20	124	0.38%
Oklahoma	33	102	0.43%	36	219	0.68%
Delaware	27	92	0.39%	25	94	0.29%
Kansas	32	90	0.38%	33	173	0.54%
West Virginia	22	89	0.38%	36	187	0.58%
Oregon	40	88	0.37%	36	152	0.47%
Maine	33	76	0.32%	24	125	0.39%
New Hampshire	27	74	0.31%	56	181	0.56%
Nevada	39	62	0.26%	16	84	0.26%
Rhode Island	27	54	0.23%	24	96	0.30%
South Dakota	11	40	0.17%	3	38	0.12%
New Mexico	13	39	0.17%	14	68	0.21%
North Dakota	3	36	0.15%	6	45	0.14%
Utah	13	33	0.14%	13	69	0.21%
Idaho	20	31	0.13%	11	51	0.16%
Vermont	16	30	0.13%	7	59	0.18%
Montana	11	24	0.10%	9	48	0.15%
Puerto Rico	12	20	0.08%	14	46	0.14%
District of Columbia	6	18	0.08%	5	48	0.15%
Hawaii	10	16	0.07%	2	23	0.07%
Alaska	4	9	0.04%	4	23	0.07%
Wyoming	2	7	0.03%	3	31	0.10%
Armed Forces	0	0	0.00%	1	3	0.01%
Northern Mariana Islands	0	0	0.00%	0	0	0.00%
Virgin Island	0	0	0.00%	0	2	0.01%
Grand Total:	9,143	23,563		7,770	32,331	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Country

For the month of May 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	9,143	23,563	88.75%	7,770	32,331	93.63%
No Address Given	271	2,059	7.76%	1,392	1,519	4.40%
Brazil	14	439	1.65%	3	85	0.25%
Canada	45	225	0.85%	40	295	0.85%
United Kingdom	15	95	0.36%	18	109	0.32%
Germany	1	22	0.08%	2	13	0.04%
Italy	2	22	0.08%	0	12	0.03%
Portugal	3	20	0.08%	0	10	0.03%
France	0	16	0.06%	2	11	0.03%
Belgium	0	12	0.05%	0	7	0.02%
Netherlands	0	11	0.04%	1	19	0.06%
Argentina	1	6	0.02%	1	8	0.02%
Pakistan	0	6	0.02%	0	3	0.01%
Poland	0	6	0.02%	0	3	0.01%
Denmark	0	5	0.02%	0	6	0.02%
India	0	5	0.02%	2	11	0.03%
Russia	0	5	0.02%	3	12	0.03%
Indonesia	0	4	0.02%	0	2	0.01%
Sweden	0	4	0.02%	1	4	0.01%
Switzerland	2	4	0.02%	0	4	0.01%
Norway	0	3	0.01%	0	4	0.01%
Spain	1	3	0.01%	0	4	0.01%
Australia	0	2	0.01%	0	5	0.01%
Martinique	0	2	0.01%	0	0	0.00%
Albania	0	1	0.00%	0	0	0.00%
Algeria	1	1	0.00%	0	0	0.00%
Bahamas	0	1	0.00%	0	0	0.00%
Colombia	0	1	0.00%	0	0	0.00%
Cuba	0	1	0.00%	0	0	0.00%
Iran	1	1	0.00%	1	4	0.01%
Japan	1	1	0.00%	0	0	0.00%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Country

For the month of May 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Ukraine	0	1	0.00%	0	8	0.02%
Uruguay	0	1	0.00%	0	0	0.00%
Uzbekistan	0	1	0.00%	0	2	0.01%
Africa	0	0	0.00%	0	1	0.00%
Antiqua	0	0	0.00%	0	1	0.00%
Austria	0	0	0.00%	0	2	0.01%
Chile	0	0	0.00%	1	1	0.00%
China	0	0	0.00%	0	2	0.01%
Costa Rica	0	0	0.00%	0	1	0.00%
Czech Republic	0	0	0.00%	0	1	0.00%
Finland	0	0	0.00%	1	2	0.01%
Ghana	0	0	0.00%	0	1	0.00%
Hungary	0	0	0.00%	1	1	0.00%
Ireland	0	0	0.00%	0	2	0.01%
Lithuania	0	0	0.00%	0	1	0.00%
Luxembourg	0	0	0.00%	0	1	0.00%
Macedonia	0	0	0.00%	0	2	0.01%
Malaysia	0	0	0.00%	0	1	0.00%
Mexico	0	0	0.00%	1	7	0.02%
Moldova	0	0	0.00%	0	1	0.00%
Peru	0	0	0.00%	0	1	0.00%
Philippines	0	0	0.00%	0	2	0.01%
Saudi Arabia	0	0	0.00%	0	2	0.01%
Saudia Arabia	0	0	0.00%	0	1	0.00%
Singapore	0	0	0.00%	0	1	0.00%
Sri Lanka	0	0	0.00%	0	1	0.00%
Turkey	0	0	0.00%	0	3	0.01%
Vietnam	0	0	0.00%	0	1	0.00%
Grand Total:	9,501	26,549		9,240	34,531	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of May 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Meeting Planners			
Market Group Fulfillment	3	7	0%
CVB Meeting Planner newsletter	0	3,215	97%
GAP	0	4	0%
Meeting Planner Kit Fulfillment	10	52	2%
Meeting Planner Non-Kit Fulfillment	1	4	0%
Post Show Followup			
Florida Huddle February 2012	0	1	0%
<hr/>			
Meeting Planners	14	3,283	99%
Promotions			
PPD 2011	2	7	0%
PPG 2011	0	3	0%
PPP 2011	0	3	0%
<hr/>			
Promotions	2	13	0%
Tour Operators			
Other/Unknown	0	8	0%
<hr/>			
Tour Operators	0	8	0%
Travel Agents			
Other/Unknown	0	3	0%
<hr/>			
Travel Agents	0	3	0%
<hr/>			
Grand Total:	16	3,307	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB
 Year to Date Request Summary by Source
 May 2012

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2010/2011	2011/2012	
Guide Request																												
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	0	0	3,089	0
Winter Out-of-State Insert February 27 2011	Consumer Newspaper	0	0	0	0	0	0	0	0	0	0	2,494	0	104	0	0	0	0	0	0	0	0	0	0	0	0	2,598	0
Sub Total for Consumer Newspaper		5	0	4,402	0	82	1	2	0	1	0	2,496	0	104	1,120	3	3,030	1,060	0	5,085	0	2	0	2	0	13,243	4,151	
Leisure Markets		414	1,912	4,857	465	427	571	742	1,535	1,327	2,136	3,478	1,309	1,193	2,039	2,140	4,542	2,878	0	6,859	0	820	0	2,051	0	27,184	14,509	
Winter Northern Campaign																												
Chicago																												
Chicago Television Campaign January - March 2011	Chicago	0	0	0	0	0	0	17	1	18	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	2	
Sub Total for Chicago		0	0	0	0	0	0	17	1	18	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	35	2	
National																												
National Weather Channel December 2010 - March 2011	National	0	0	0	0	0	0	15	0	35	0	49	0	0	0	0	0	0	0	0	0	0	0	0	0	96	0	
Sub Total for National		0	0	0	0	0	0	15	0	35	0	49	0	0	0	0	0	0	0	0	0	0	0	0	0	96	0	
New York																												
New York Television Campaign January - March 2011	New York	0	0	0	0	1	0	30	0	11	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0	
Sub Total for New York		0	0	0	0	1	0	30	0	11	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	44	0	
Winter Northern Campaign		0	0	0	0	1	0	62	1	64	1	52	0	0	0	0	0	0	0	0	0	0	0	0	0	175	2	
Spring/Summer In-State Campaign																												
All Florida Markets																												
FCTA Florida Cable April - August 2011	All Florida Markets	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	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	0	0	0	0	0	0	0	0	1	0	1	0	1	0	1	0	1	0	4	0	
Florida PBS (Florida) Spring/Summer 2010	All Florida Markets	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	0	0	0	0	0	3	0	
Sub Total for All Florida Markets		0	0	0	0	0	0	0	0	1	0	0	0	0	0	7	0	1	0	2	0	1	0	0	0	12	0	
Fort Myers/Naples																												
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	0	0	0	0	1	
Sub Total for Fort Myers/Naples		0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
Geo-Targeted In-State Online																												
FCTA Florida Cable April - August 2011	Geo-Targeted In-State Online	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	2	0	1	0	1	0	0	0	7	0	
TripAdvisor.com (Geo-Targeted In-State) Spring/Summer 2010	Geo-Targeted In-State Online	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
TripAdvisor.com (Online Geo-Targeted) April - August 2011	Geo-Targeted In-State Online	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	1	0	0	0	0	0	1	3	
Sub Total for Geo-Targeted In-State Online		0	1	1	0	0	0	1	0	0	0	0	0	0	1	3	1	2	0	2	0	1	0	0	0	10	3	
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	0	0	0	0	0	0	0	0	5	0	5	0	3	0	0	0	0	0	13	0	
West Palm Beach Television Campaign April - August 2011	Miami/Ft. Lauderdale & West Palm Beach	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
West Palm Beach Television Campaign Spring/Summer 2010	Miami/Ft. Lauderdale & West Palm Beach	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	0	
Sub Total for Miami/Ft. Lauderdale & West Palm Beach		0	0	0	0	0	0	0	0	1	0	1	0	0	0	5	0	5	0	4	0	0	0	0	0	16	0	
Orlando																												
Orlando Television Campaign April - August 2011	Orlando	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	4	0	8	0	1	0	0	0	15	0	
Sub Total for Orlando		0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	4	0	8	0	1	0	0	0	15	0	
Other/Unknown TV Campaign																												
Other/Unknown	Other/Unknown TV Campaign	0	0	0	5	5	11	32	0	53	0	23	0	9	2	13	0	15	0	10	0	6	0	1	0	162	18	
Sub Total for Other/Unknown TV Campaign		0	0	0	5	5	11	32	0	53	0	23	0	9	2	13	0	15	0	10	0	6	0	1	0	162	18	
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	0	4	0	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	0	4	0	0	0	11	0	
Spring/Summer In-State Campaign		0	1	1	5	5	12	33	0	55	0	24	0	10	3	34	1	28	0	27	0	13	0	1	0	226	22	
Niche Markets																												
Niche Markets (Bridal/Honeymoon)																												
Bridal Guide Added Value RSL July/August 2010	Niche Markets (Bridal/Honeymoon)	86	5	32	0	10	0	15	0	10	0	9	0	8	0	7	0	15	0	1	0	1	0	1	0	195	5	
Bridal Guide Added Value RSL October/November 2010	Niche Markets (Bridal/Honeymoon)	304	1	226	2	33	0	14	0	17	0	10	0	2	0	3	0	7	0	1	0	3	0	2	0	622	3	
Bridal Guide Added Value RSL September 2010	Niche Markets (Bridal/Honeymoon)	57	0	28	0	2	0	8	0	13	0	5	0	1	0	0	0	5	0	0	0	5	0	1	0	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	0	52	0	
Bridal Guide January/February 2011	Niche Markets (Bridal/Honeymoon)	0	22	74	12	201	11	170	10	115	8	150	4	234	17	195	13	335	0	302	0	89	0	58	0	1,923	97	
Bridal Guide July/August 2011	Niche Markets (Bridal/Honeymoon)	0	112	0	42	0	16	0	16	0	13	0	7	0	4	0	7	0	55	0	582	0	292	0	929	217		
Bridal Guide March 2011	Niche Markets (Bridal/Honeymoon)	0	5	0	5	0	5	40	14	465	5	477	3	119	4	75	1	47	0	18	0	21	0	12	0	1,274	42	
Bridal Guide May/June 2010	Niche Markets (Bridal/Honeymoon)	5	0	6	0	8	0	2	0	3	0	1	0	3	0	10	0	1	0	0	0	0	0	0	0	39	0	
Brides Florida April - September 2011	Niche Markets (Bridal/Honeymoon)	0	13	0	8	0	5	0	8	0	9	364	1	69	0	53	0	104	0	56	0	8	0	19	0	673	44	
Destination Weddings & Honeymoons January/February 2011	Niche Markets (Bridal/Honeymoon)	0	0	0	0	2	0	4	0	10	0	4	0	2	0	1	0	0	0	0	0	0	0	0	0	23	0	
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	0	
Sub Total for Niche Markets (Bridal/Honeymoon)		468	158	380	69	263	37	258	48	639	35	1,024	15	439	25	344	21	514	0	433	0	709	0	385	0	5,856	408	
Niche Markets (ECO)																												
Audubon (Great Florida Birding Trail) November/December 2010	Niche Markets (ECO)	0	0	117	0	73	0	29	0	23	0	14	0	6	0	1	0	0	0	0	0	0	0	0	0	263	0	
Audubon (Natural Wonders of Florida) March/April 2010	Niche Markets (ECO)	58	0	34	0	22	0	11	0	12	1	11	0	2	0	0	0	0	0	0	0	0	0	0	0	150	1	

Naples, Marco Island, Everglades CVB
 Year to Date Request Summary by Source
 May 2012

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total	
		2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012
Guide Request																											
Audubon (Natural Wonders of Florida) March/April 2011	Niche Markets (ECO)	0	99	0	37	0	22	0	12	0	10	133	4	132	0	213	0	104	0	230	0	80	0	173	0	1,065	184
Audubon (Natural Wonders of Florida) March/April 2012	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	144	0	85	0	174	0	0	0	0	0	0	0	0	0	403
Audubon (Natural Wonders of Florida) November/December 2011	Niche Markets (ECO)	0	0	0	175	0	50	0	202	0	103	0	29	0	12	0	26	0	0	0	0	0	0	0	0	0	597
Audubon Added Value RSL January/February 2011	Niche Markets (ECO)	0	0	0	0	0	0	147	0	110	0	40	0	23	0	8	0	9	0	1	0	0	0	0	0	338	0
National Geographic Traveler January/February 2011	Niche Markets (ECO)	0	0	0	0	231	0	148	0	149	0	94	0	0	0	0	0	0	0	0	0	0	0	0	0	622	0
National Geographic Traveler May/June 2012	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	1	0	181	0	711	0	0	0	0	0	0	0	0	0	893
Undiscovered Florida VF Insert (NGT) May - September 2011	Niche Markets (ECO)	0	0	0	0	0	0	0	0	0	0	0	0	2	0	677	0	287	0	118	0	30	0	0	0	1,114	0
Sub Total for Niche Markets (ECO)		58	99	151	212	326	72	335	214	294	114	292	178	165	278	899	911	400	0	349	0	110	0	173	0	3,552	2,078
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	0	0	10	0
Play Florida Golf 2010	Niche Markets (Golf)	631	0	0	0	354	0	98	0	386	0	0	0	0	0	5,175	0	0	0	0	0	0	0	0	0	6,644	0
Play Florida Golf 2011	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	0	0	0	112	0	0	0	0	0	0	0	553	0	0	0	665	0
Play Florida Golf 2012	Niche Markets (Golf)	0	0	0	0	0	0	0	0	0	606	0	2,047	0	1,743	0	1,274	0	0	0	0	0	0	0	0	0	5,670
Sub Total for Niche Markets (Golf)		631	0	0	0	364	0	98	0	386	606	0	2,047	112	1,743	5,175	1,274	0	0	0	0	553	0	0	0	7,319	5,670
Niche Markets (Senior)																											
AAA Going Places North March/April 2012	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	82	0	15	0	4	0	0	0	0	0	0	0	0	0	101
AAA Going Places North May/June 2012	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	277	0	0	0	0	0	0	0	0	0	279
AAA Going Places South May/June 2010	Niche Markets (Senior)	2	0	0	1	0	0	0	1	0	0	0	0	4	0	0	0	0	0	1	0	0	0	0	0	7	2
AAA Going Places South May/June 2011	Niche Markets (Senior)	0	21	0	21	0	2	1	1	3	0	1	8	0	1	8	1	118	0	159	0	42	0	70	0	695	47
AARP - Southeast Region March/April 2011	Niche Markets (Senior)	0	0	0	0	1	0	0	2	0	3,527	0	1,551	1	322	0	37	0	0	0	0	0	0	0	0	5,439	2
AARP The Magazine April/May 2012	Niche Markets (Senior)	0	0	0	0	0	0	0	0	0	0	0	0	0	483	0	2,451	0	0	0	0	0	0	0	0	0	2,934
Sub Total for Niche Markets (Senior)		2	21	0	22	0	3	1	2	5	0	3,527	83	1,563	501	616	2,733	155	0	160	0	42	0	70	0	6,141	3,365
Niche Markets		1,159	278	531	303	953	112	692	264	1,324	755	4,843	2,323	2,279	2,547	7,034	4,939	1,069	0	942	0	1,414	0	628	0	22,868	11,521
Group Markets																											
Group Business - Association Meetings Professional																											
Connect Meetings Magazine January 2012	Group Business - Association Meetings Professional	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
Sub Total for Group Business - Association Meetings Professional		0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10
Group Business - Corporate Meetings Professional																											
Collaborate Meetings Magazine February 2012	Group Business - Corporate Meetings Professional	0	0	0	0	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12
Sub Total for Group Business - Corporate Meetings Professional		0	0	0	0	0	0	0	0	0	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12
Group Business (Association)																											
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	0	0	0	1	0
Sub Total for Group Business (Association)		0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Group Markets		0	0	0	0	0	0	0	0	0	10	1	12	0	0	0	0	0	0	0	0	0	0	0	0	1	22
International Markets																											
United Kingdom																											
Travel Trade Gazette February 2011	United Kingdom	0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	2
Sub Total for United Kingdom		0	0	0	1	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	2
North America (Canada)																											
Canadian Television (Weather Channel) January 2011	North America (Canada)	0	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
Canadian Weather January 2011	North America (Canada)	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Sub Total for North America (Canada)		0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Germany																											
FTI B2B Online August 2011	Germany	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
FVW February 2011	Germany	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Sub Total for Germany		0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1
International Markets - Additional Market Penetration																											
USA Travel Guide January - September 2010	International Markets - Additional Market Penetration	0	0	1	0	0	0	1	0	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 Penetration		0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0
International Markets		0	1	1	1	0	2	2	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	4	5
Miscellaneous																											
Other/Unknown	Consumer Magazines	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	1	
Other/Unknown	Consumer Directories	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
CVB Office	Consumer E-Marketing	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Other/Unknown	Consumer Newspaper	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0
Other/Unknown	North America (Canada)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0
Friend/Relative	Friend/Relative	2	6	7	6	9	5	12	6	16	9	13	4	7	4	8	3	7	0	8	0	8	0	5	0	101	43
CVB Office	Naples, Marco Island, Everglades CVB	17	2	2	1	0	0	1	0	0	0	0	0	4	1	1	0	0	1	0	0	0	1	0	1	23	8
Other/Unknown	Other/Unknown	11	14	14	12	10	15	27	33	17	22	18	14	11	9	20	13	17	0	15	0	10	0	17	0	186	132
Boston Globe Travel Show March 2011	Travel Agent	0	0	0	0	0	0	0	0	0	0	0	0	0	558	0	0	0	0	0	0	0	0	0	0	558	0
CVB Office	Travel Agent	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1

Naples, Marco Island, Everglades CVB
 Year to Date Request Summary by Source
 May 2012

Publication		October		November		December		January		February		March		April		May		June		July		August		September		Total		
		2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2010/2011	2011/2012	
Guide Request																												
Other/Unknown	Travel Agent	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	
TCTIA FAM October 2011	Travel Agent	0	7	0	1	0	0	0	1	0	0	2	0	2	0	1	0	0	0	0	0	0	0	0	0	0	14	
Travel Agent	Travel Agent	0	0	1	0	1	0	10	0	5	0	3	0	2	0	1	0	0	0	1	0	1	0	3	0	28	0	
USV Product Show TA 2011	Travel Agent	0	0	0	266	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	266	
Miscellaneous		30	29	24	286	20	20	50	41	38	32	34	22	578	19	31	19	26	0	25	0	19	0	26	0	899	468	
Total Guide Request Requests:		1,603	2,221	5,414	1,060	1,406	717	1,581	1,842	2,808	2,934	8,432	3,666	4,060	4,608	9,240	9,501	4,001	0	7,853	0	2,266	0	2,706	0	51,357	26,549	
Arts Culture & Heritage Guide																												
Leisure Markets																												
Consumer E-Marketing																												
ParadiseCoast.com	Consumer E-Marketing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
Sub Total for Consumer E-Marketing		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
Leisure Markets		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
Miscellaneous																												
Other/Unknown	Other/Unknown	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Miscellaneous		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Total Arts Culture & Heritage Guide Requests:		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	2	0	
Special Fulfillment																												
Film Commission																												
PPD 2011	Film Commission	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Film Commission		0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Mailings to Partners		0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	2	0	
Meeting Planners																												
Market Group Fulfillment	Market Group Fulfillment	3	0	0	0	0	1	0	1	1	1	0	0	0	1	0	3	0	0	1	0	2	0	1	0	8	7	
Boston Sales Calls 2010	Meeting Planners	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0	
CVB Meeting Planner newsletter	Meeting Planners	0	0	0	0	0	0	0	0	0	0	0	0	0	3,215	0	0	0	0	0	0	0	0	0	0	0	3,215	0
Destination Showcase Chicago June 2011	Meeting Planners	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	0	5	0	
GAP	Meeting Planners	0	0	0	2	0	1	0	0	1	0	0	1	0	2	0	2	0	1	0	1	0	1	0	0	7	4	
Meeting Planner Kit Fulfillment	Meeting Planners	10	2	8	1	5	2	0	7	8	5	4	22	1	3	4	10	4	0	7	0	6	0	3	0	60	52	
Meeting Planner Non-Kit Fulfillment	Meeting Planners	1	0	1	0	0	0	0	1	0	1	1	0	0	1	0	1	0	0	0	0	2	0	1	0	6	4	
Other/Unknown	Meeting Planners	0	0	0	0	27	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	30	0	
Destination Showcase Chicago June 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	423	0	0	0	0	0	0	0	423	0	
Destination Showcase Washington DC 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	36	0	0	0	0	0	0	0	0	0	0	0	36	0	
Florida Huddle February 2012	Post Show Followup	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
Houston (Music in Paradise) May 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	186	0	0	0	0	0	0	0	0	186	0	
Houston May 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	0	0	38	0	0	0	0	0	0	0	0	0	38	0	
Planning Connection Expo 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	114	0	0	0	0	0	0	0	0	0	0	0	114	0	
SW Florida Bridal Show 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	167	0	0	0	0	0	0	0	0	0	0	0	167	0	
TSAE Power Luncheon 2011	Post Show Followup	0	0	0	0	0	0	0	0	0	0	0	0	29	0	0	0	0	0	0	0	0	0	0	0	29	0	
Destination Showcase Chicago June 2011	Pre-Show Post Card	0	0	0	0	0	0	0	0	0	0	0	0	0	0	93	0	0	0	0	0	0	0	0	0	93	0	
Meeting Planners		30	2	9	3	32	4	3	9	9	9	5	22	348	3,220	323	14	434	0	9	0	11	0	5	0	1,218	3,283	
Promotions																												
PPD 2011	Promotions	0	0	0	1	0	0	4	0	0	3	17	0	2	1	1	2	4	0	1	0	2	0	1	0	32	7	
PPG 2011	Promotions	0	0	0	1	0	0	1	0	0	1	0	0	1	1	4	0	0	0	1	0	0	0	0	0	7	3	
PPP 2011	Promotions	0	1	0	2	0	0	1	0	3	0	8	0	6	0	5	0	1	0	1	0	2	0	0	0	27	3	
Summer VIP 2010	Promotions	1	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	0	
Promotions		1	1	12	4	0	0	6	0	3	4	25	0	9	2	10	2	5	0	3	0	4	0	1	0	79	13	
Tour Operators																												
Other/Unknown	Tour Operators	1	0	0	0	0	2	0	2	0	2	0	2	0	0	0	0	0	1	0	1	0	1	0	1	4	8	
South America 2011	Tour Operators	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	223	0	0	0	0	0	0	0	223	0	
Tour Operators		1	0	0	0	0	2	0	2	0	2	0	2	0	0	0	0	223	0	1	0	1	0	1	0	227	8	
Travel Agents																												
Boston Sales Calls 2010	Travel Agents	16	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	16	0	
Other/Unknown	Travel Agents	6	0	3	0	0	1	0	2	0	0	1	0	0	0	7	0	1	0	2	0	0	0	0	0	20	3	
Peninsula Travel Attendance 2010	Travel Agents	0	0	75	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	75	0	

Naples, Marco Island, Everglades CVB
Year to Date Request Summary by Source
May 2012

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2010	2011	2010	2011	2010	2011	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2011	2012	2010/2011	2011/2012	
Publication																											
Guide Request																											
Travel Agents	22	0	78	0	0	1	0	2	0	0	1	0	0	0	7	0	1	0	2	0	0	0	0	0	111	3	
Total Special Fulfillment Requests:	54	3	99	7	32	7	10	13	12	15	31	24	357	3,222	340	16	663	0	17	0	16	0	7	0	1,638	3,307	
Grand Total:	1,657	2,224	5,513	1,067	1,438	724	1,592	1,855	2,820	2,949	8,463	3,690	4,417	7,830	9,580	9,517	4,664	0	7,870	0	2,283	0	2,713	0	52,997	29,856	
Internet Text Chat	23	3	26	5	16	2	34	7	27	6	37	5	15	2	18	6	16	0	20	0	19	0	18	0	269	36	