

MARKETING PARTNER REPORTS July 23, 2012



Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research

July 23, 2012
Marketing Partner Reports 9 a-g
3 of 101

June 2012

Presented to:

The Collier County Tourist Development Council

Presented By:

Research Data Services, Inc.

July 23, 2012



Economic Indicators

Unemployment/Job Openings

Work to Do

Federal Open Market Committee members expect unemployment will remain high.



*Central tendency of FOMC members' unemployment estimates
Sources: Labor Department; Federal Reserve (projections)

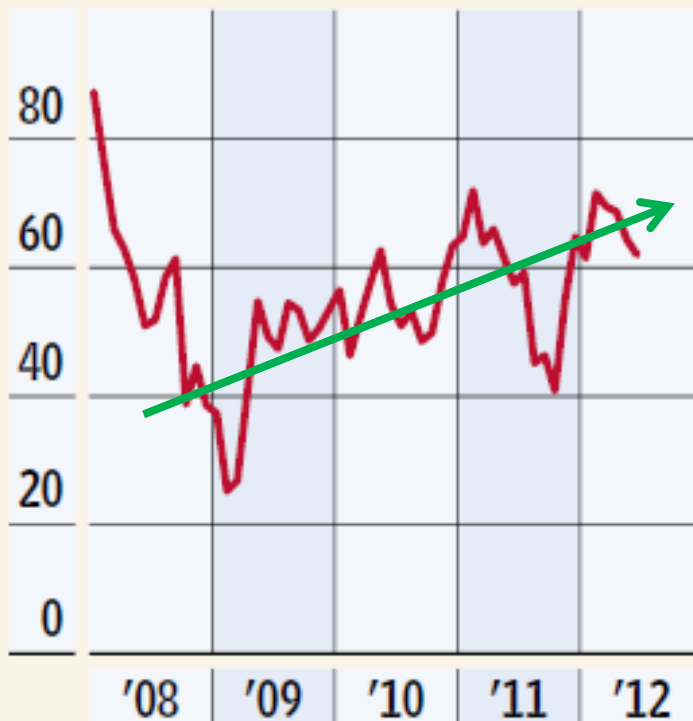
Number of job openings, in millions



Source: Labor Department

Consumer Confidence/ Personal Saving

Consumer-confidence index



Source: FactSet

Personal saving rate



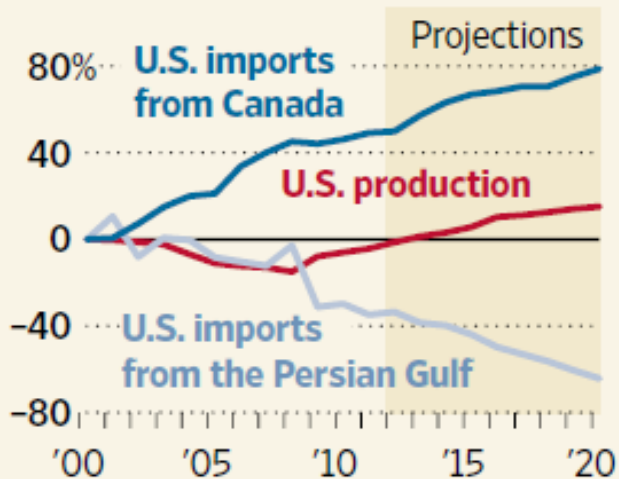
Source: Commerce Department

Oil Production/Euro

July 23, 2012
Marketing Partner Reports 9 a-g
7 of 101

Buying Locally

Change since 2000 in U.S. oil production compared with U.S. crude imports from Canada and the Persian Gulf



Source: U.S. Energy Information Admin.
The Wall Street Journal

How many U.S. dollars one euro buys



Source: WSJ Market Data Group

R.O.I.

Impacts of Tourism

July 23, 2012
Marketing Partner Reports 9 a-g
9 of 101

Annual 2011

	<u>2011</u>	<u>Δ %</u>
First Quarter	\$470,084,717	+5.9
Second Quarter	\$342,590,947	+9.5
Third Quarter	\$184,132,387	+18.2
October	\$83,994,590	+5.4
November	\$91,249,796	+21.4
December	\$117,937,951	+19.7
Fourth Quarter	\$293,182,337	+15.7
Annual 2011	\$1,289,990,388	+10.6

R.O.I.

Fiscal Year 2011

- ❖ Every dollar of advertising expenditure supports **\$31.22** in direct visitor expenditures (*FY 2010: \$19.49*)

YTD January – June 2012 Visitor Profile

Number of Visitors

July 23, 2012
Marketing Partner Reports 9 a-g
12 of 101

YTD 2012

	<u>2012</u>	<u>Δ %</u>
First Quarter	551,500	+7.8
April	121,300	+5.4
May	127,300	+6.0
June	121,100	+4.6
Second Quarter	369,700	+5.3
YTD 2012	921,200	+6.8

Economic Impacts of Tourism

YTD 2012

July 23, 2012
Marketing Partner Reports 9 a-g
13 of 101

	<u>2012</u>	<u>Δ %</u>
First Quarter	\$537,523,542	+12.9
April	\$158,195,846	+10.0
May	\$120,557,936	+10.7
June	\$98,591,182	+9.7
Second Quarter	\$377,344,964	+9.2
YTD 2012	\$914,868,505	+12.6

Visitor Origins

YTD 2012

July 23, 2012
Marketing Partner Reports 9 a-g
14 of 101

	# of Visitors 2012	Δ %
Florida	293,208	+0.2
Southeast	62,089	-2.2
Northeast	213,122	+4.2
Midwest	170,697	+10.5
Canada	27,875	+42.5
Europe	112,804	+29.2
US Opp Mkts	41,405	+1.6
YTD 2012	921,200	+6.8

RDS Occupancy/ADR

July 23, 2012
Marketing Partner Reports 9 a-g
15 of 101

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%
May	66.5%	67.6%	+1.7%	\$150.1	\$160.9	+7.2%
June	61.3%	61.9%	+1.0%	\$134.2	\$141.4	+5.4%

Executive Summary

June 2012

Visitor Metrics

July 23, 2012
Marketing Partner Reports 9 a-g
17 of 101

June 2012

- ❖ This June, a record **121,100** visitors stayed in Collier lodgings **(+4.6%)**. Travelers spent **\$66.1 million** in the destination, with a total economic impact of **\$98.6 million (+9.7%)**. Key performance statistics are as follows:

<u>June:</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
Occupancy	61.3%	61.9%	+1.0
ADR	\$134.2	\$141.4	+5.4
RevPAR	\$82.3	\$87.5	+6.3

Visitor Metrics

July 23, 2012
Marketing Partner Reports 9 a-g
18 of 101

June 2012

- ❖ Industry expectations for the remainder of the summer season are:

% of Properties (June)

Reporting Reservations:

2011

2012

Up

40.5%

36.0%

The Same

13.5

32.0

Down

32.4

24.0

Visitor Metrics

July 23, 2012
Marketing Partner Reports 9 a-g
19 of 101

June 2012

- ❖ This June, the Naples, Marco Island, Everglades area drew visitation from the following core market segments:

<u>June Visitation</u>	<u>2011</u> <u>Visitor #</u>	<u>2012</u> <u>Visitor #</u>	<u>% Δ</u>
Florida	61,374	62,851	+2.4
Southeast	9,727	9,688	-0.4
Northeast	11,812	12,958	+9.7
Midwest	13,433	14,290	+6.4
Canada	2,548	2,906	+14.1
Europe	10,769	12,594	+16.9
Mkts. of Opp.	6,137	5,813	-5.3
Total	115,800	121,100	+4.6

Transportation

June 2012

July 23, 2012
Marketing Partner Reports 9 a-g
20 of 101

- ❖ A plurality (**46.4%**) of visitors fly to reach the destination. This represents a significant increase over last June (**2011: 41.8%**).
- ❖ Southwest Florida International (RSW) remains the airport of choice for better than half of these travelers (**2012: 56.1%**). Mostly due to the growth of European tourism, Miami International garners **20.2%** of the related deplanements (**2011: 18.8%**).

First Time Visitors

July 23, 2012
Marketing Partner Reports 9 a-g
21 of 101

June 2012

- ❖ Better than two of every five June visitors **(42.4%)** are in the Naples, Marco Island, Everglades area for first time **(2011: 43.9%)**.

Information

June 2012

July 23, 2012
Marketing Partner Reports 9 a-g
22 of 101

- ❖ Not surprisingly, the Internet has become the most dominant element of consumers' travel planning.
- ❖ As many as **95.4%** cite the web as the most important source of information for their trip.

Satisfaction/Demographics

July 23, 2012
Marketing Partner Reports 9 a-g
23 of 101

June 2012

- ❖ The vast majority **(96.9%)** find their Collier stay to be satisfying and **91.0%** plan to return to the area.
- ❖ June 2012 visitors are slightly younger **(2011: 46.5 years of age; 2012: 46.2 years of age)**.
- ❖ Reported median household income has, however, increased **(2011: \$121,838; 2012: \$125,500)**.

Smith Travel Research Reports

June 2012

Visitor Profile

Visitation

<u>June</u> <u>2011</u>	<u>June</u> <u>2012</u>	<u>'11-'12</u> <u>Δ %</u>
115,800	121,100	+4.6

Economic Impacts of Tourism

<u>June</u> <u>2011</u>	<u>June</u> <u>2012</u>	<u>'11-'12</u> <u>Δ %</u>
\$89,913,264	\$98,591,182	+9.7

Visitor Origins

July 23, 2012
Marketing Partner Reports 9 a-g
28 of 101

June

of Visitors

	<u>2012</u>	<u>Δ%</u>
Florida	62,851	+2.4
Southeast	9,688	-0.4
Northeast	12,958	+9.7
Midwest	14,290	+6.4
Canada	2,906	+14.1
Europe	12,594	+16.9
<u>US Opp Mkts</u>	<u>5,813</u>	<u>-5.3</u>
TOTAL	121,100	+4.6

Purpose of Trip

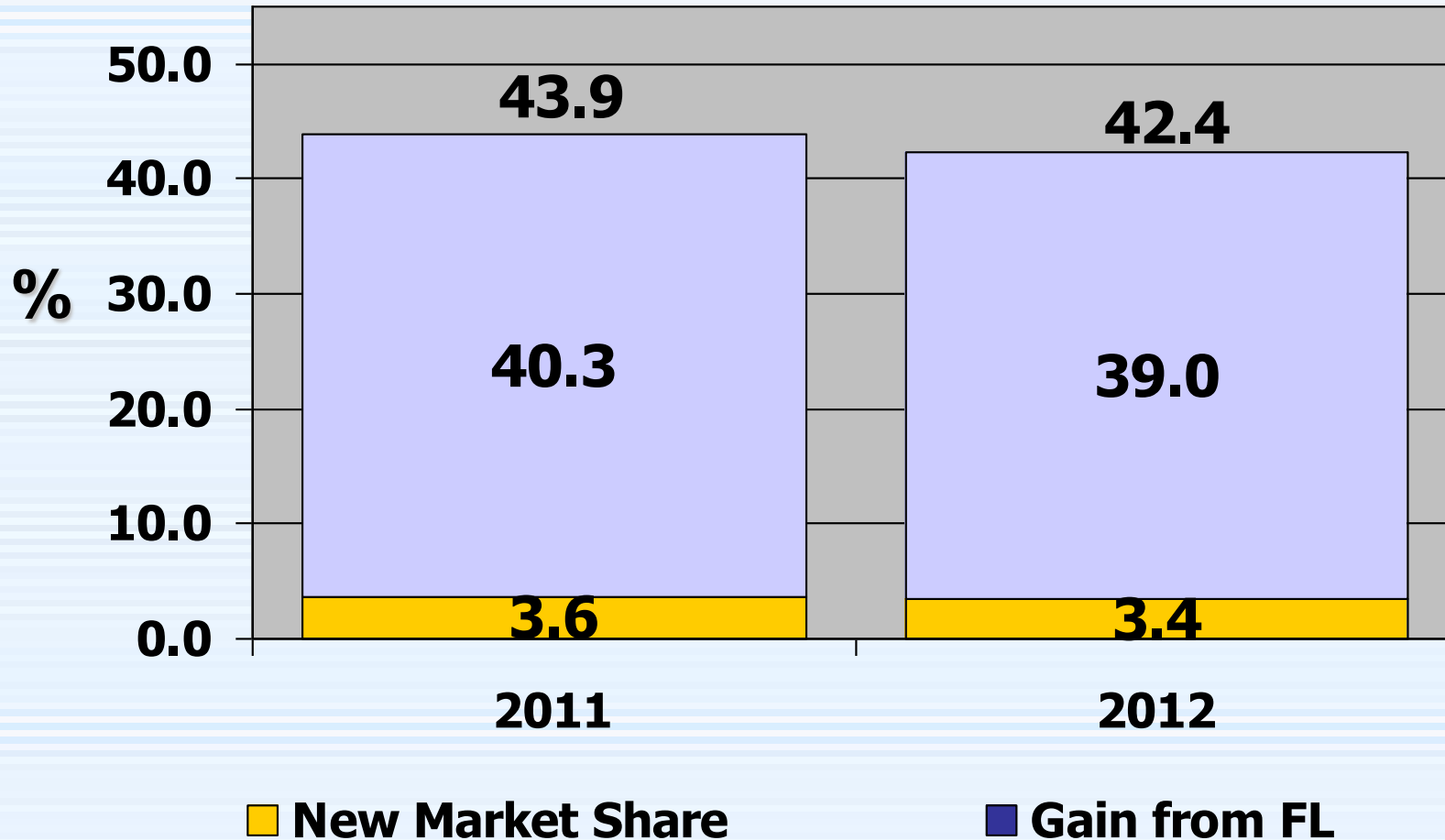
June

July 23, 2012
Marketing Partner Reports 9 a-g
29 of 101

	2011	2012
Vacation/Weekend Getaway	83.7%	84.6%
Group Travel	N/A	22.7
Visit with Friends/Relatives	7.8	11.8
Special Event	9.0	7.6

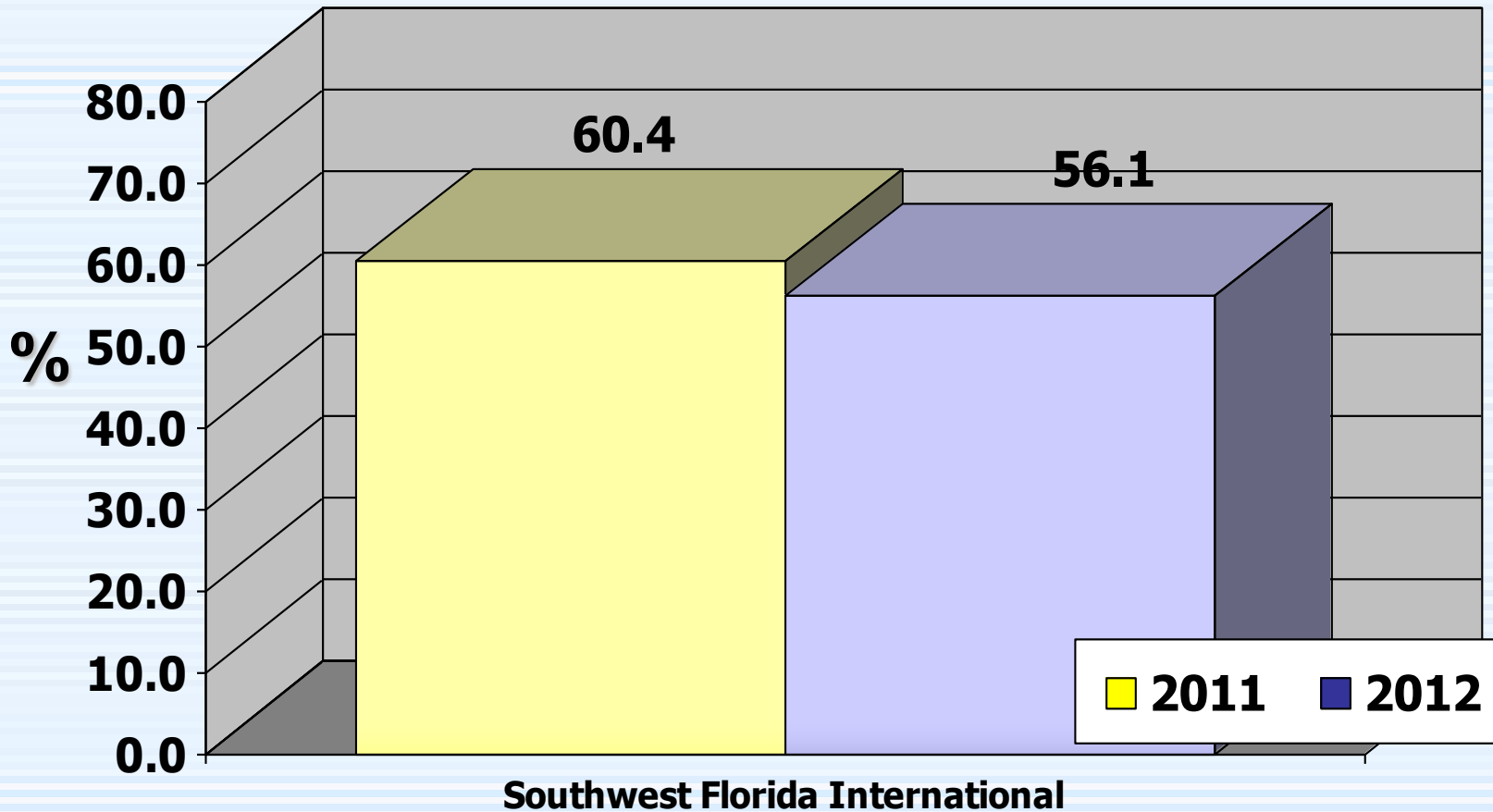
First Time Visitors (% Yes)

June



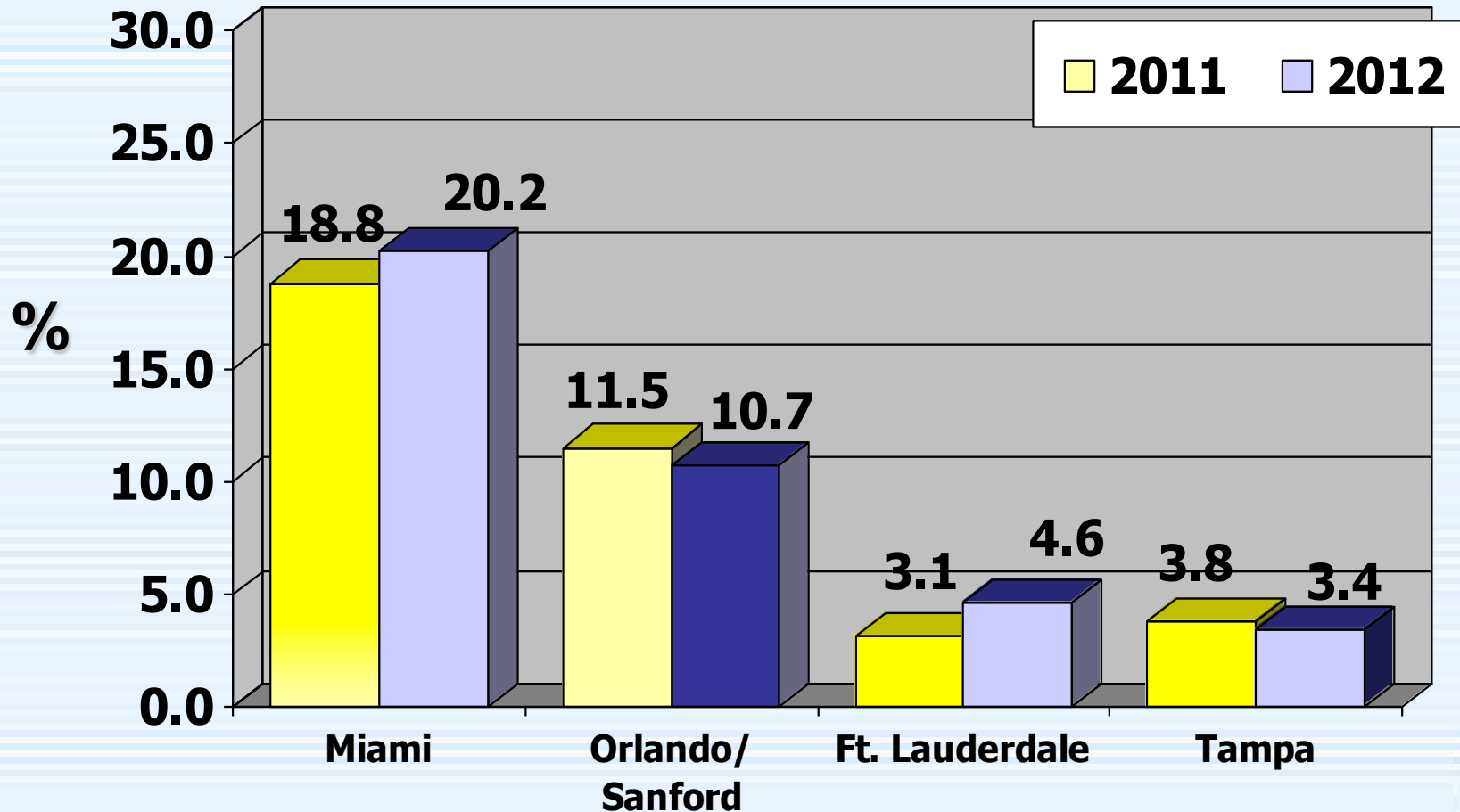
Airports of Deplanement

June



Airports of Deplanement

June



Visitor Perceptions

	<u>June</u> <u>2011</u>	<u>June</u> <u>2012</u>
Satisfaction <i>(combined)</i>	95.4%	96.9%
Would Recommend	94.4	95.0
More Expensive	5.7	9.0
Plan to Return	90.2	91.0

Average Age/Median Income

	<u>June</u> <u>2011</u>	<u>June</u> <u>2012</u>
Average Age (yrs)	46.5	46.2
Median HH Income	\$121,838	\$125,500

Thank you!

July 23, 2012
Marketing Partner Reports 9 a-g
35 of 101



Advertising Report

Paradise Advertising &
Marketing, Inc.

Tourist Development Council Report

July 23, 2012





Summer Campaign

Results to date: April 9 – June 30

SUMMER CAMPAIGN RESULTS

June 2012 versus June 2011

- Overall visitation to the area ↑ 4.6
- In-state visitation to the area ↑ 2.4%
- Visitation from Orlando market ↑ 111%

SUMMER CAMPAIGN RESULTS

Online Video: MNI Oggi Finogi



The screenshot shows a travel website interface with a large beach scene image on the left. On the right, there are three video thumbnails with play buttons. Below the thumbnails are three text boxes providing details for different resorts. At the bottom, there is a 'Paradise Priced Perfectly' slogan, a 'Getaway Deals' button, and the Naples Marco Island Everglades Paradise Coast logo.

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

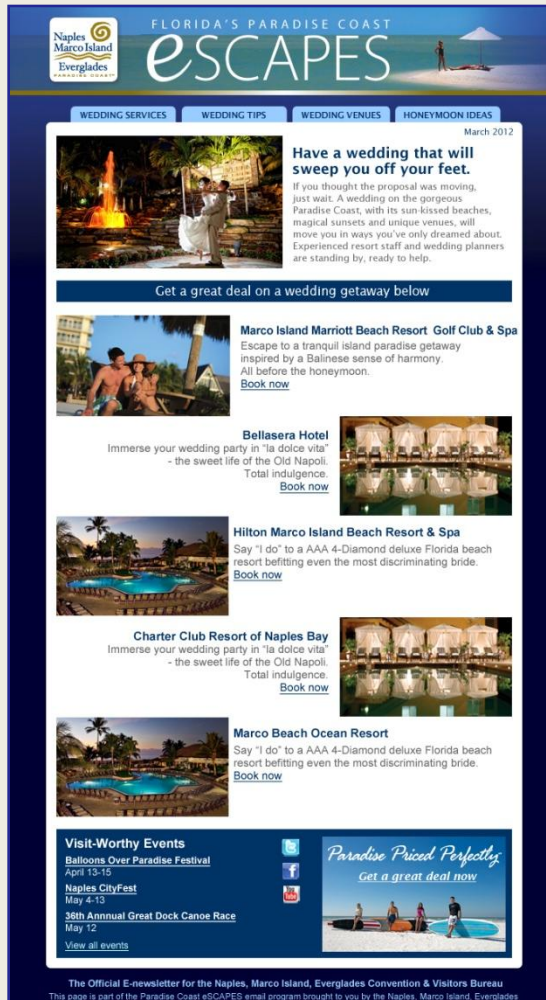
Getaway Deals



- 288,673 video views to date
- Video expand rate up 10.76% over May
- Marco Island Marriott Beach Resort continues to have the highest video completion rate: 82.49%

SUMMER CAMPAIGN RESULTS

Email Campaigns



The screenshot shows the 'eSCAPES' email newsletter. At the top, it features the Naples Marco Island Everglades Paradise Coast logo and the title 'eSCAPES'. Below the title are navigation tabs for 'WEDDING SERVICES', 'WEDDING TIPS', 'WEDDING VENUES', and 'HONEYMOON IDEAS'. The main content area is dated 'March 2012' and features a large headline: 'Have a wedding that will sweep you off your feet.' This is followed by a paragraph describing the resort's amenities and a 'Book now' link. Below this are several smaller promotional tiles for different resorts: 'Marco Island Marriott Beach Resort Golf Club & Spa', 'Bellasera Hotel', 'Hilton Marco Island Beach Resort & Spa', 'Charter Club Resort of Naples Bay', and 'Marco Beach Ocean Resort'. Each tile includes a small image, a brief description, and a 'Book now' link. At the bottom, there is a 'Visit-Worthy Events' section listing 'Balloons Over Paradise Festival' (April 13-15), 'Naples CityFest' (May 4-13), and '38th Annual Great Dock Canoe Race' (May 12). A 'View all events' link is provided. To the right of the events is a 'Paradise Priced Perfectly' banner with the text 'Get a great deal now' and an image of people on a beach.

Consumer eScapes:

- Open rates increased by 183% over June 2011
- Partner links continue to draw heaviest visitation

Meetings eScapes:

- Open rates increased by 120% over June 2011

SUMMER CAMPAIGN RESULTS

Social Media Campaigns



- Facebook: 87% more followers than June 2011
- Paradise Deals Twitter: 445% more followers than June 2011
- Filming Paradise Twitter: 97% more followers than June 2011
- Paradise Coast Twitter: 79% more followers than June 2011
- Paradise Meetings Twitter: 48% more followers than June 2011
- Athletes in Paradise Twitter: 34% more followers than June 2011



End-of-Summer Push

July 23 – August 26

END OF SUMMER PUSH (GROUP)

Meetings & Conventions eNewsletter Blasts



- Three eNewsletter blasts to planners who book at least 3 off-site meetings every year
- Targeted by both market and industry:
 - Fortune 500 companies
 - Banking and finance
 - Incentive travel
 - Medical and healthcare

END OF SUMMER PUSH (GROUP)

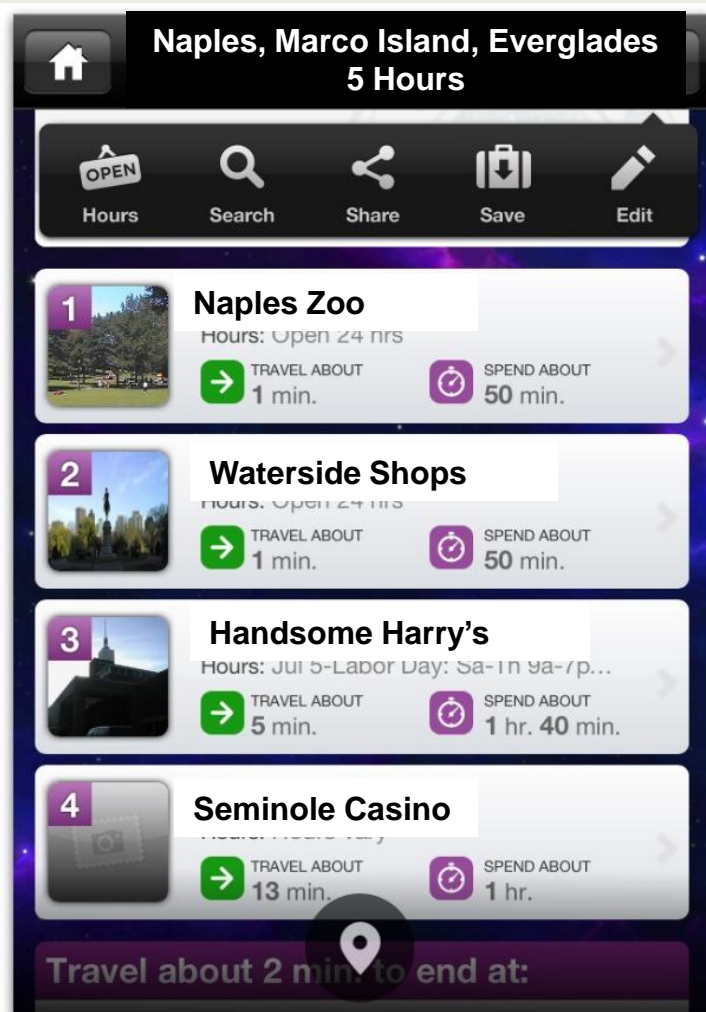
Prevue Lead-Generating Contest



- Contest promoted in *Prevue* Magazine
- Page on *Prevue's* Facebook site (over 1,200 fans)
 - E-blasts promotion to 30,000 meeting planners (3 times in August)
 - Online banners on *Prevue's* site and in e-newsletters
 - Promoted on *Prevue's* Twitter & Facebook pages

END OF SUMMER PUSH (GROUP)

Naples, Marco Island, Everglades Time Traveler App



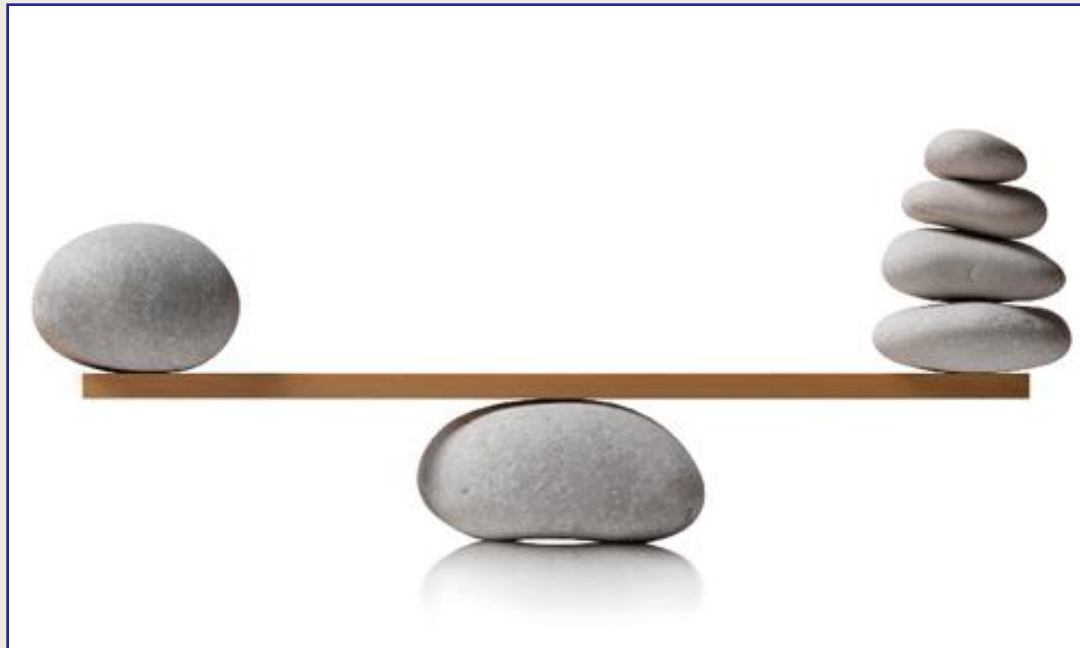
App developed to help meeting attendees discover their favorite things throughout the area by creating customized itineraries based on:

- Specific interests
- Time available
- Starting and ending points

Gives meeting planners something truly unique to put in attendees' gift bags

END OF SUMMER PUSH (GROUP)

RFP Enhancements



An additional \$40,000 available to hoteliers
as needed for RFP enhancements

END OF SUMMER PUSH (LEISURE)

Television: Miami, Ft. Lauderdale, West Palm Beach, Orlando



Increased exposure (1,250 spots per week)
July – August

END OF SUMMER PUSH (LEISURE)

Online Video: MNI



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](#)



625,000 additional impressions the last two weeks of July

1,250,000 additional impressions first two weeks of August

END OF SUMMER PUSH (LEISURE)

Online Video: SpotXchange



4,000 additional impressions the last two weeks of July
2,050 additional impressions first two weeks of August

END OF SUMMER PUSH (LEISURE)

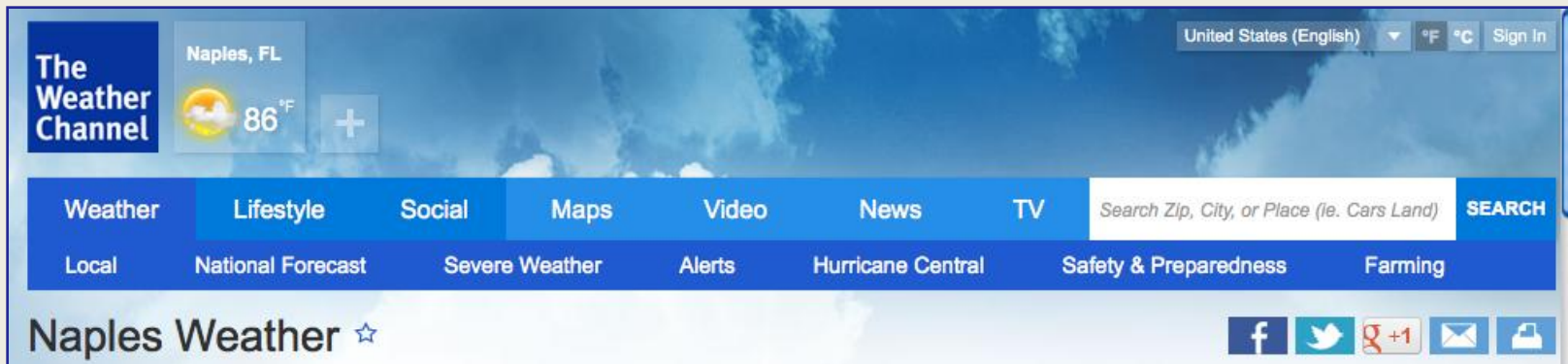
Online Site Sponsorship: Orbitz

The screenshot shows the Orbitz website interface. At the top, there is a navigation bar with links for 'My Trips', 'My Account', 'Traveler Update', and 'Customer Support'. Below this is a search bar and a 'Go' button. The main content area is divided into two columns. The left column features a large image of a couple relaxing on a beach, followed by the heading 'NAPLES, The Paradise Coast'. Below this is a promotional text: 'What's on your summer bucket list? Having an island all to yourself? Jazz concert at sunset? Couples massage? On the Paradise Coast, there's something special for everyone. And this summer it's priced perfectly.' Underneath is a section titled 'Featured hotel offers' with four cards. Each card shows a hotel name, a star rating, a discount (e.g., '25% off each night'), and a reviewer score (e.g., '3.7 out of 5'). The right column contains a search form with radio buttons for 'Flight', 'Hotel', 'Car', 'Activities', and 'Cruises'. The 'Flight + Hotel + Car' option is selected. The form includes fields for 'From City name or airport', 'To City name or airport', 'Leave' and 'Return' dates, 'Rooms' (set to 1), and 'Travelers' (2 adults, 0 seniors, 0 children). There is also a 'Flight preference' section with a checkbox for 'I prefer non-stop flights' and a 'Specify a hotel' field. At the bottom of the search form is a 'Find' button. Below the search form is a section titled 'Need help booking your trip?' with contact information: 'Book online or call 1-800-504-3248 (toll free)'.

100,000 additional impressions negotiated at no charge

END OF SUMMER PUSH (LEISURE)

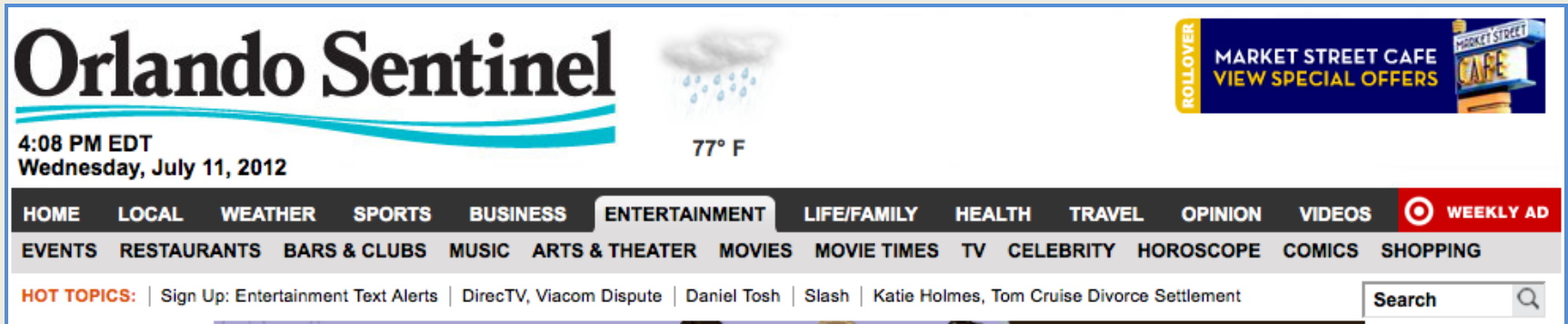
Online: Weather Channel



1,400,000 additional impressions between July 16 and August

END OF SUMMER PUSH (LEISURE)

Online: Orlando Sentinel.com



The screenshot shows the Orlando Sentinel website homepage as of July 11, 2012. The main header features the "Orlando Sentinel" logo in a large, bold, black serif font. To the right of the logo is a weather icon of a sun with rain clouds and the text "77° F". Below the logo, the time "4:08 PM EDT" and the date "Wednesday, July 11, 2012" are displayed. A navigation bar contains links for HOME, LOCAL, WEATHER, SPORTS, BUSINESS, ENTERTAINMENT (which is highlighted), LIFE/FAMILY, HEALTH, TRAVEL, OPINION, VIDEOS, and a red button for WEEKLY AD. Below the navigation bar is a secondary menu with links for EVENTS, RESTAURANTS, BARS & CLUBS, MUSIC, ARTS & THEATER, MOVIES, MOVIE TIMES, TV, CELEBRITY, HOROSCOPE, COMICS, and SHOPPING. A "HOT TOPICS" section lists several items: Sign Up: Entertainment Text Alerts, DirecTV, Viacom Dispute, Daniel Tosh, Slash, and Katie Holmes, Tom Cruise Divorce Settlement. A search bar is located in the bottom right corner. An advertisement for "MARKET STREET CAFE" is visible in the top right corner, featuring a "ROLLOVER" label and the text "VIEW SPECIAL OFFERS".

982,000 additional impressions between July 16 and August 26

Discussion | Questions?



Public Relations Report

Lou Hammond & Associates



National Public Relations Update

TDC Meeting

July 23, 2012






LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Activities

- Weekly LH&A “Value Blast” – inclusion in 2 editions
- 3 Hot Tip partner media leads
 - Stress-free Honeymoons
 - Private Clubs Magazine
 - Un-Girly Getaways

  
Paradise Coast
Dear Team,
Private Clubs magazine is seeking information on 2013 events that appeal to men . Events could include sporting events, auto and motorcycle events, food events, film festivals, music festivals, air shows, etc. Lou Hammond & Associates will include all relevant responses for submission.
Note: These events will be featured in the winter issue distributed in January, so events should take place late January – March 2013 .
<u>Information Needed:</u> Event Name Pricing Information Event Description Contact info to learn more (phone number, web site)
Deadline: Friday, June 29
Contact carlynt@lhammond.com with any questions!

Activities

- Regional Desk-Sides
 - Agency capitalizing on client travel for out of area desk-side appointments.
- Chef Pitching:
 - Agency/client gathering information to pitch national broadcast opportunities.
- NYC Media Event
 - Finalizing details
 - October date



Activities

- Agency social media efforts
 - **2** LH&A Facebook posts
 - Value Blast
 - Two Night Package at Gulfcoast Inn
 - Stay Here, Play Here at Naples Golf Resort



facebook



Activities

- Agency social media efforts
 - **3** LH&A Pins
 - Marco Island Marriott
 - Everglades National Park
 - Golden Door Spa

Pinterest



Explore Everglades National Park, the largest subtropical wilderness in the United States.

Activities

- Agency social media efforts
 - 4 LH&A Tweets
 - Paradise Coast Golf Deals
 - Outdoor Adventure
 - Value Blast
 - Two Night Package at Gulfcoast Inn
 - Stay Here, Play Here at Naples Golf Resort



Lou Hammond @LouHammondPR

The weather is heating up, so why not take advantage on the greens? Take a swing at these @ParadiseCoast golf deals! bit.ly/M45vJw



Lou Hammond @LouHammondPR

Looking for a #summer family adventure? Explore @ParadiseCoast for some #outdoors fun! usat.ly/LDtrSr



Activities

- Media Visits
 - Fall 2012 – Golf-themed press trip
 - Michael McCarthy,
Washington Flyer – Dates Pending
- Pushing Individual Visits



Activities

- Media Outreach Sampling

- *American Way*
- *Associated Press*
- *Bloomberg Businessweek.com*
- *Chicago Sun-Times*
- *Conde Nast Traveler*
- *Fodors.com*
- *Gadling.com*
- *Huffington Post*
- *Miami Herald*
- *Men's Health*
- *Orlando Sentinel*
- *Out Escapes*
- *Private Clubs*
- *Southern Living*
- *Travel + Leisure*
- *Visitor Magazine*



Results Sampling

SpaFinder

June 14, 2012
UMV: 208,644

Crabs, Crocs and Craniosacral: Naples, Florida



Crabs, Crocs and Craniosacral: Adventures in Naples, Florida

By Jackie Burns | June 14, 2012

Southwest Florida is a far cry from visions of Mickey and Minnie. Located on the Gulf of Mexico, Paradise Coast, consisting of Naples, Marco Island and the Everglades, is an ideal destination for thrill seekers and cocktail drinkers alike. Whether you want to spend your day in one of the area's beautiful spas, make your way through a diverse ecosystem of plants and wildlife or shop-til-you-drop on Naples' luxurious Fifth Avenue, Paradise Coast is the place for you.



Naples Beach Hotel & Golf Club

Spread out on 125 tropical acres, the [Naples Beach Hotel & Golf Club](#) is the area's only beachfront hotel with onsite golf, tennis and spa. Guests can stay in one of the 317 renovated guest rooms and suites, relax in the spa and dine at one of the resort's restaurants (definitely try the Mahi Mahi Fish Wrap at [HB's on the Gulf](#)!)

The [Spa](#) at the Naples Beach Hotel & Golf Club offers a quiet respite for leisure and business travelers. From its day spa packages and massage, skincare, body and hydrotherapy treatments to its full-service salon, hotel guests and locals can all find something on the menu of this cozy Naples spa.

Image courtesy of Naples Beach Hotel & Golf Club



Naples Bay Resort

From the moment I checked into the Tuscan-style [Naples Bay Resort](#) to the moment I checked out, my experience was amazing. The guest rooms, equipped with a full kitchen, living room, comfy bedroom and private balcony with gorgeous views of its 97-slip marina, had me feeling right at home. Beneath the guest rooms are amazing boutiques and dining options. A must-taste is the French-Asian fusion [L'Orient](#), Naples' newest restaurant, where carefully crafted cocktails are inspired by the signs of the Chinese Zodiac. The resort also features five pools, a lazy river, fitness center and access to the Naples Bay Water Shuttle, an affordable ride (just \$5 a day for as many rides as you wish!) to Naples' popular waterfront shops and restaurants.



The Spa at Naples Bay Resort

My second day in Naples started off on the right note, with a Custom Organic Fruits and Vegetables Facial at [The Spa at Naples Bay Resort](#). The quaint, three-treatment-room spa, which features steam rooms, aqua lounges and an outdoor adults-only pool, offered the perfect wake-up call. After slipping into my robe and enjoying some quiet time in the women's relaxation lounge, where you can delight in complimentary teas, I was taken to a beautiful room for my facial. Using Eminence Organics products, my therapist delivered a top-quality facial that left my skin radiant, soft and, for the first time, not begging for makeup! In addition to this service, the spa offers a multitude of holistic therapies and uses all-natural and luxurious product lines.



The Spa on Fifth

Naples' Fifth Avenue is lined with delicious restaurants and trendy shops and is home to the treasure that is the [Spa on Fifth](#), located on the third floor of the Inn of Fifth. Upon walking into the feng shui-inspired space, I was overwhelmed with a feeling of relaxation as I changed into my robe and met my therapist, Karla Bradis, a healing, reflexology and craniosacral specialist. Karla quickly assessed my needs and made me feel at ease while she aligned my spine, and in a few short movements, had the chronic pain in my neck slowly melt away. While I enjoyed a lavender wrap, Karla started my reflexology session in which I learned that your feet can tell you so much about your body's overall health. We finished with a healing massage, which again melted away the stress and pain I frequently experience. For anyone traveling to or currently living in Naples, I highly recommend a visit to the Spa on Fifth and a session with Karla!



Good Eats

Naples is a foodie's dream, with endless options for dining out and enjoying the ambiance of the Gulf. If you love Italian, [Barbatella](#) is a must. Located on the bustling Third Ave, Barbatella serves up traditional Italian cuisine and brick-oven pizza that is to die for. You also cannot leave without having the mint-chocolate-chip gelato! For beach lovers, head over to the [Turtle Club at Vanderbilt Beach](#) for alfresco dining in the sand. The restaurant's Famous Oysters "Turtlefeeler" are killer, and proceeds from its signature drink, the "Turtle-bini," go to the Conservancy of Southwest Florida's sea turtle research efforts, so enjoy a cocktail or two, for the sea turtles! For lunch, [Pinchers Crab Shack](#) in Tin City is fab – the crab-and-cheese dip, while completely sinful, was amazing!

Good Eats on the Go!

For those of us who are indecisive when making dining decisions, hop on the [Naples Food Tours](#) bus and get an insider-sampling of the unique options Naples has to offer. Our three-hour tour with founder and foodie Elaine Osbond took us to five hidden gems, all guaranteed to please. Our tour began with Old World tastes from Greece and Turkey at [Old World Market](#), where you can find delicious specialty gourmet items. From there we had a lesson in oil at [Naples Olive Oil Company](#), I learned all the ins and outs of oil and vinegar and was able to taste-test combo-infusions like lime and chocolate (now a favorite for salads!) Joey D's pizza was next, which reminded me of my beloved thin-crust pizza from home in Jersey, probably because the owners brought their business straight from Seaside! Dessert was care of [SweetHartz](#), which delivered delicious, homemade, chocolate truffles; as well, [Peace, Love & Little Donuts](#) packed a pint-sized punch with its Samoa-flavored mini donuts!



Adventure!

In between all of the spa, wine and dining, it's always fun to get your heart pumping. Naples has no shortage of thrills for the adventurous traveler, starting with a ride on the [ODIN with Pure Naples](#). Custom-made in the US based off of a New Zealand design, this 25-foot Eco-friendly scream machine offers 360 jet-propelled spins in the Gulf, all while spotting manatees and dolphins! For a more hands-on adventure, take a four-hour guided kayak tour with [Everglades Area Tours](#) down the largest subtropical wilderness in the United States, home to more than 300 species of bird and dozens of endangered species. If you are really feeling adventurous, you can take a walk over to Tin City and visit Oatman Mike, who will be returning to Naples in October 2012. I was lucky enough to spend some one-on-one time with Mike's four-year-old pet alligator, Bobby! Naples truly has something for everyone!





June 21, 2012
UMV:26,430

Beach Bums: 10 Beach Camping Hotspots

2. Florida – Infinite Seaside Camping

Florida offers a multitude of beachside opportunities for camping and outdoor fun. The real challenge is trying to figure out which one adventure and location to pursue. One adventurous place to start is Paradise Coast – which is comprised of the Naples, Marco Island and western portion of the Everglades. Jack Wert, executive director of the Naples, Marco Island, Everglades Convention & Visitors Bureau, notes:



"More than 80 percent of the land area in Florida's Paradise Coast is dedicated to parks and nature preserves which provide a beautiful backdrop for camping and the opportunity for outdoor exploration. Combine this with more than 30 miles of soft, white sand beaches and you have a destination that is a nature-lover's dream."

Area campgrounds catering to RVs include Chokoloskee Island Park, the Naples/Marco Island KOA and Big Cypress National Preserve.

Looking Forward

- Upcoming events
 - Marketing Retreat – July
 - NYC media event – late October
- Upcoming written materials
 - LH&A Value Blasts
 - Stress-free Honeymoons in Paradise
- Upcoming media outreach
 - Chef Brian Roland
 - 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

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	359807	239314				3154443

** MARCO ISLAND **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
142329	171194	201691	244744	391683	485677	628522	372070	226574				2864484

** IMMOKALEE **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
528	489	863	1067	681	740	983	879	807				7037

** EVERGLADES CITY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
4057	5607	7144	9161	12338	17648	18666	9921	6879				91421

** COLLIER COUNTY **

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
253531	342743	457827	643501	1038706	1239892	1493363	694955	460970				6625488

** 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	1437632	934544				12742873

** APARTMENT **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
896	435	1497	863	5735	6040	10405	4081	1847				31799
** CONDOMINIUM **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
39952	21515	35761	82154	118188	264235	531116	59412	47525				1199858
** CAMPGROUND/RV/PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
1892	3546	5271	11540	28012	27270	22208	7704	19524				126967
** HOTEL/MOTEL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
410547	599695	765114	796797	1113647	1478881	1662425	1202831	787911				8817848
** INTERVAL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
4990	7843	11914	14375	18080	18075	22054	23386	10833				131550
** MOBILE HOME PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
228	517	543	1455	1392	3710	4826	1441	466				14578
** SINGLE FAMILY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
45000	11899	21462	49877	28960	51324	151981	26449	21948				408900
** REALTOR **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
21829	46255	83167	251500	593055	476112	382637	112328	44490				2011373
** 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	1437632	934544				12742873

JUNE 2012
(MONTH OF MAY 2012 VENDOR TAX COLLECTION)

July 23, 2012
 Marketing Partner Reports 9 a-g
 72 of 101

BREAKDOWN	FISCAL 2010-2011	FISCAL 2011-2012	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	850,683	934,544	+ 83,861	+ 9.86%
YEAR TO DATE	11,265,599	12,742,873	+ 1,477,274	+ 13.11%
HOTEL / MOTEL				
MONTH TO MONTH	737,285	787,911	+ 50,626	+ 6.87%
YEAR TO DATE	7,918,377	8,817,848	+ 899,471	+ 11.36%
REALTORS				
MONTH TO MONTH	43,978	44,490	+ 512	+ 1.16%
YEAR TO DATE	1,629,120	1,973,729	+ 344,609	+ 21.15%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	48,040	71,320	+ 23,280	+ 48.46%
YEAR TO DATE	1,418,004	1,678,201	+ 260,197	+ 18.35%

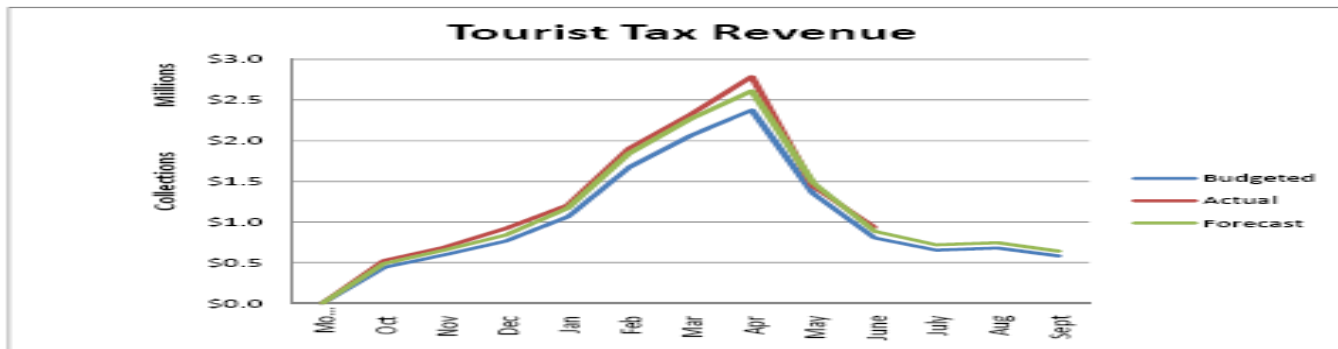
FY 12 Revenue Report 30-Jun-2012

July 23, 2012
Marketing Partner Reports 9 a-g
73 of 401

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	1,437,632	11,808,329	90.485%	5.96%	8.65%	16.90%
June	934,544	12,742,873	97.647%	9.86%	18.35%	24.82%
July		12,742,873	97.647%			
Aug		12,742,873	97.647%			
Sept		12,742,873	97.647%			
Total	12,742,873	12,742,873		13.11%	15.58%	20.72%
	Projected	14,355,200				
	Bal to Collect	1,612,327				

Budget Comparison						
Month	5 Yr Collect History-Cum	5 Yr Collect History-Monthly	Budgeted Collections	Actual Collections	Month over Month 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	1,437,632	89,418	1,483,046
June	85.3%	6.2%	804,560	934,544	129,984	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	12,742,873	1,605,137	14,355,200



110.00%

Web Site

Miles Media Group



Naples, Marco Island, Everglades CVB

Executive Summary

June 2012

Consumer Overview

- Summer Fun Bucket Lists is the second most requested page on the site with 5,528 views. It was followed closely by Deals.
- Brazil has made its way into the top 5 countries with international visitation. It came in fourth in June with 88 visits.
- Organic search traffic continues to hold steady. For June it was 49.13%, which is about 9% more than the 2011 baseline. Paid search traffic was about 5% more than the baseline.

Mobile Overview

- Visits and page views decreased 27% and 22%, respectively, from May to June. However, time on site in June increased by 3 seconds.
- June visits from users in Philadelphia numbered 317. That's 359% more than in May, and 655% more than in June 2011.
- Orlando once again led all cities with 447 visits in June. That was 61% fewer visits than in May, but 111% more visits than in June 2011.

Naples, Marco Island, Everglades CVB Measurement Dashboard June 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: 2:13 <i>Minutes</i>	2:27	3.43	2.10
Bounce Rate: 43% <i>of Home Page</i>	32%	33.0%	34.4%
Bounce Rate: 58% <i>Overall</i>	53%	45.3%	55.1%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
26.04%
 of total page views

19,914
 Signals of Intent to Travel

See breakdown below

ACTIVITY

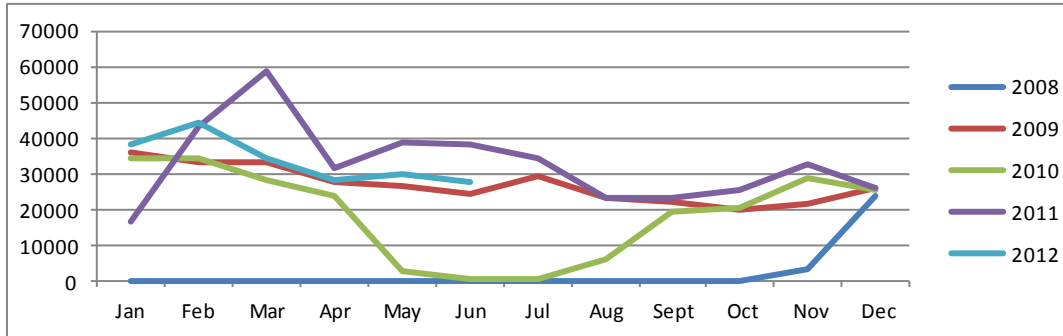
	LM		LY
27,616 Total Visits	8%		29%
76,466 Page Views	7%		40%
203,746 Visits Year-to-Date (vs. 228,190 visits in 2011)			
591,814 Page Views Year-to-Date (vs. 651,635 in 2011)			

SIT BREAKDOWN

		LM
Guide Orders:	306	-15%
Newsletter Signup:	95	-36%
Deals Page Views:	7,075	-51%
Stay in Paradise Listings Views:	7,327	-7%
Download Guide Link:	35	+17%
Paradise Priced Book Direct:	898	+789%
BookDirect™ Searches:	2,449	+3%
BookDirect™ Clicks:	1,729	-13%



Visits – 2008-2012



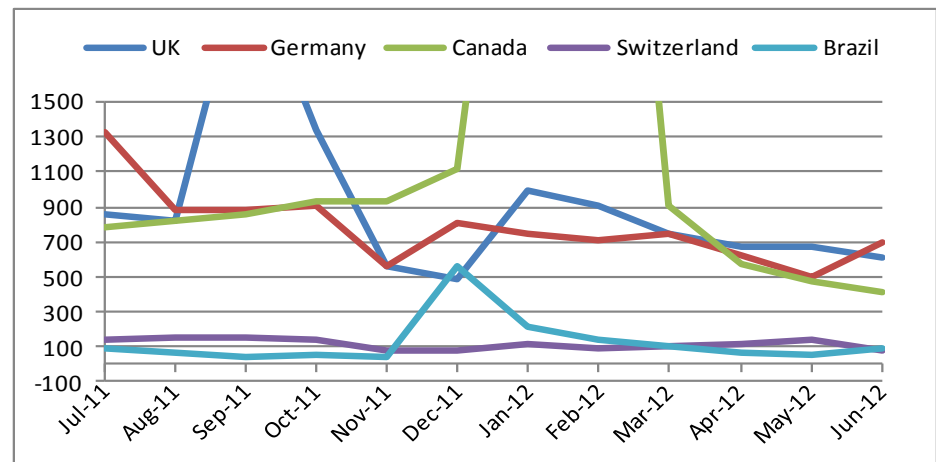
MOST REQUESTED PAGES

1. Home
2. Summer Fun Bucket Lists
3. Deals
4. Events Calendar / Current Events
5. Beaches & Parks

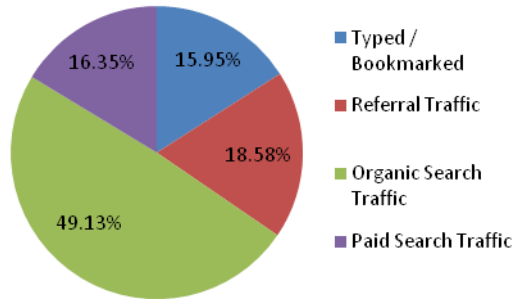
Top 10 Cities

City	June Visitors	YTD Visitors
Naples	1,925	16,525
Fort Myers	898	7,211
Miami	677	2,841
Hialeah	451	1,587
Orlando	444	1,831
New York	414	6,336
Tampa	373	1,304
Ft. Lauderdale	339	1,552
Pembroke Pines	328	1,262
Cape Coral	317	2,153

International Traffic Over Time



SOURCES OF TRAFFIC



Baseline average percentages for 2011:

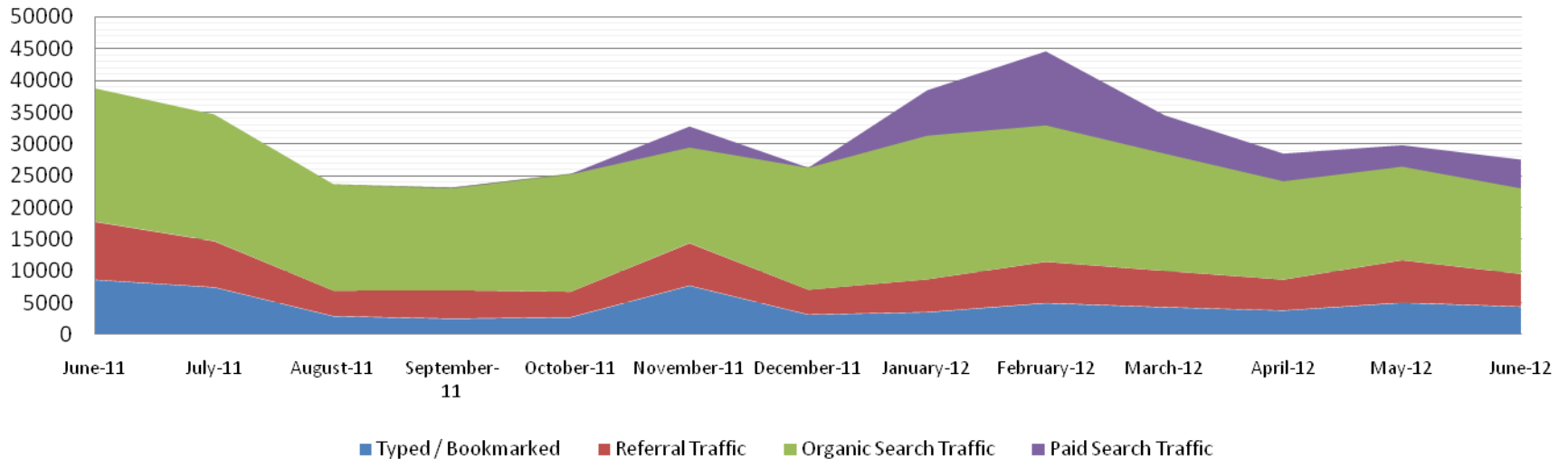
- Organic Search Traffic: 40.02%
- Paid Search Traffic: 11.88%
- Typed / Bookmarked: 20.73%
- Referral Traffic: 27.36%

CAMPAIGN RESPONSE

4,468
Total responses

16.18%
of total visits

Traffic by Source (by month)





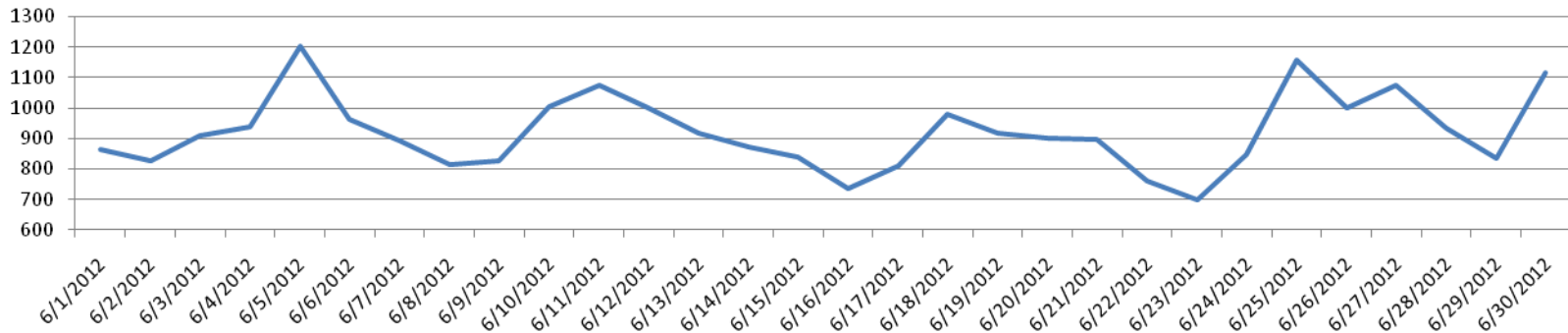
VISITORS BY STATE

			LM	LY
1.	Florida:	14,415	+1%	-27%
2.	Pennsylvania:	930	-6%	+30%
3.	New York:	876	-3%	-42%
4.	Georgia:	717	-41%	-45%
5.	Illinois:	711	-3%	-24%

INTERNATIONAL

	Visits	LM	LY		Visits	LM	LY
USA	24,733	-9%	-28%	Germany	698	+39%	-46%
International:	2,883	+4%	-35%	UK	612	-9%	-11%
				Canada	406	-15%	-48%
				Brazil	88	+76%	-30%
				Switzerland	83	-38%	-21%

Visits By Day







DMO Competition - Quantcast

Site	Reach by U.S. People, June 2012	Reach by U.S. People, June 2011
ParadiseCoast.com	16,100	18,200
PalmBeachFL.com	15,800	16,000
Fla-Keys.com	59,300	51,200
DaytonaBeach.com	79,100	80,800
Sarasotafl.org	35,900	41,300
FortMyers-Sanibel.com	43,000	46,200
VisitStPeteClearwater.com	81,000	78,500

Mobile Dashboard

June 2012

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	4,673	-27%	-18%
Page Views	16,559	-22%	-21%
Time on Site	1:17		

BROWSER

		LM
1. Android browser	2,408	-34%
2. Safari	1,784	-19%
3. Internet Explorer	206	-20%
4. Mozilla	204	-11%
5. Firefox	22	+47%

COUNTRY

		LM
U.S.	4,472	-27%
International	201	-26%

CITY

		LM	LY
1. Orlando	447	-61%	+1111%
2. New York	335	+24%	-14%
3. Philadelphia	317	+359%	+655%
4. Naples	221	-15%	+117%
5. Atlanta	202	-24%	-49%
6. Miami	146	-42%	-49%
7. North Metro	138	-32%	+53%
8. Los Angeles	134	-33%	+29%
9. Fort Myers	107	+13%	-4%
10. Chicago	96	-36%	-45%

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

Summary Ranking Report

Ranking Results

6/1/2012 - 6/30/2012

Top 13 Keywords

1st Page 2nd Page 3rd Page

Keyword	Google	Yahoo!	Bing
naples florida vacation	1	1	1 ▲+5
visit naples florida	1	3 ▲+1	3
family vacation naples florida	1 ▲+1	10 ▼-1	8 ▼-1
family vacation Marco Island	2	4	3
everglades vacation	2 ▲+7	33 ▲+2	32 ▲+1
golf courses in Naples and Marco Island	3 ▼-2	7 ▼-2	5 ▼-1
pet friendly hotels Naples	8 ▲+5	15 ▲+1	13 ▲+1
beaches in naples florida	11	23	22
florida family vacation	11 ▼-2	9 ▲	-
naples florida	9 ▼-2	-	12 ▲+2
pet friendly vacations florida	5 ▲+1	-	-
family vacations florida	8 ▼-3	-	-
florida beach vacations	26 ▼-11	-	-

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 June , SMT continued to work on optimizing the site from an SEO perspective.

- PPC campaigns were analyzed in depth to maintain budget of \$1,000.00 per month and make recommendations for new budget.
- PPC ads were adjusted to yield better conversions
June PPC conversions were 67
May PPC conversions were 51
This resulted in a 31% increase
- Article submissions for Paradise Coast beach vacation/vacations
- Reviewing and auditing site for potential threats from the Google Panda and Penguin updates.
SMT will submit in July the updates needed on the website to Miles Media.
- Generated report to summarize actions taken

Naples CVB Monthly Search Engine Report

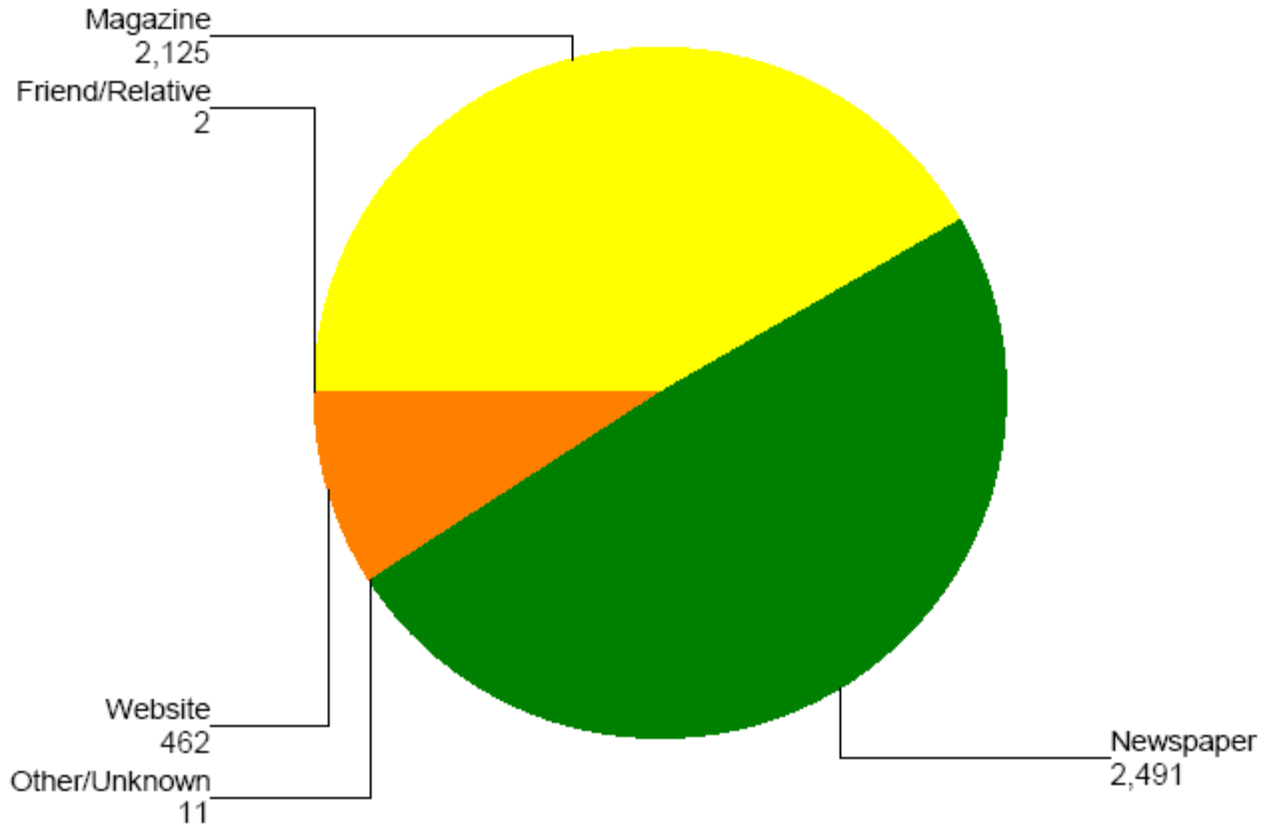
Monthly Google Pay Per Click

Month	Spending	Clicks	CP Click	Request for Visitors Guide
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
April	\$2,148	2,274	\$0.94	333
May	\$1,610.88	2,585	\$0.62	286
Jun	\$1,002.49	2,208	\$0.45	389
July				
Aug				
Sept				
Oct				

Fulfillment Services

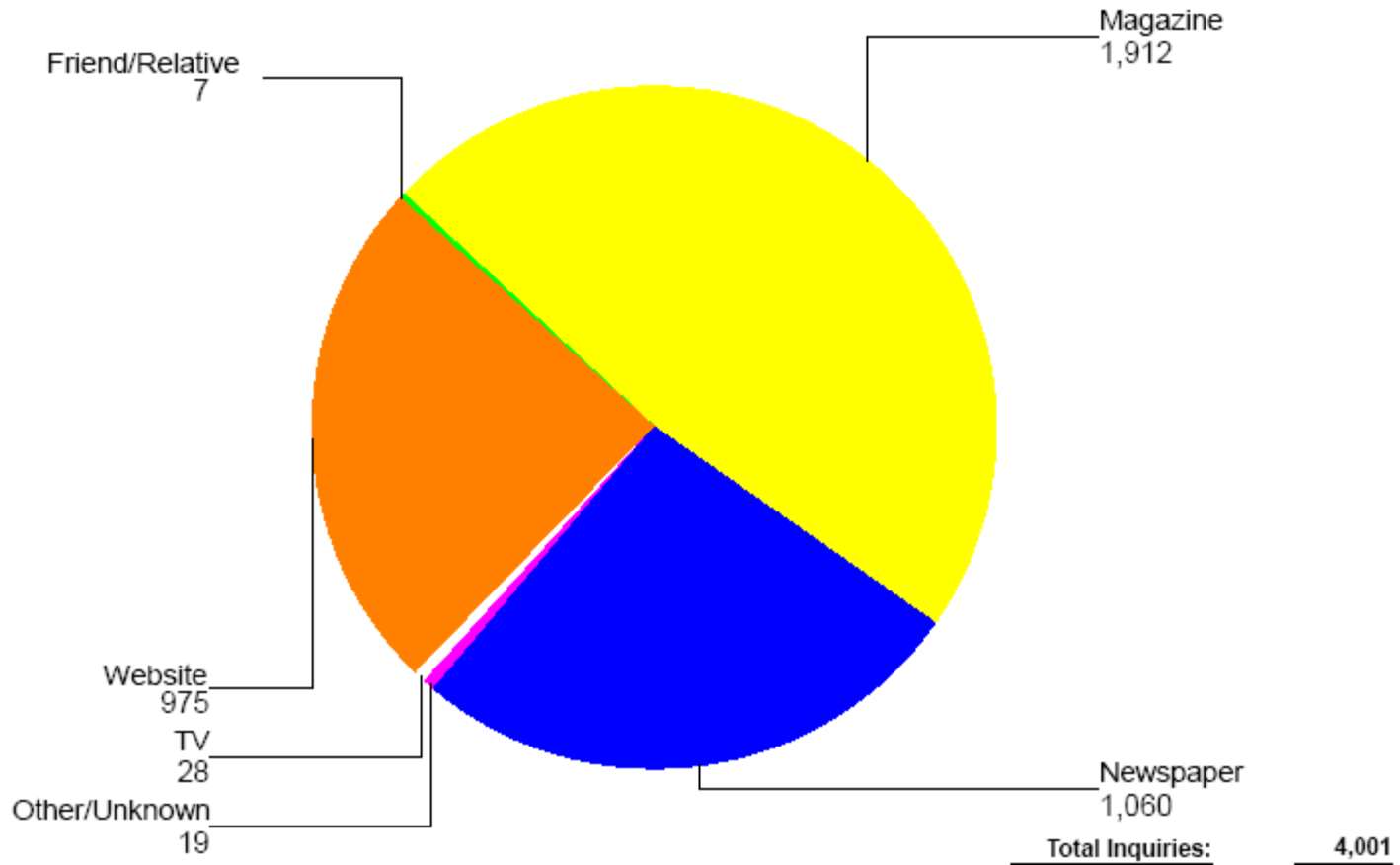
Phase V

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



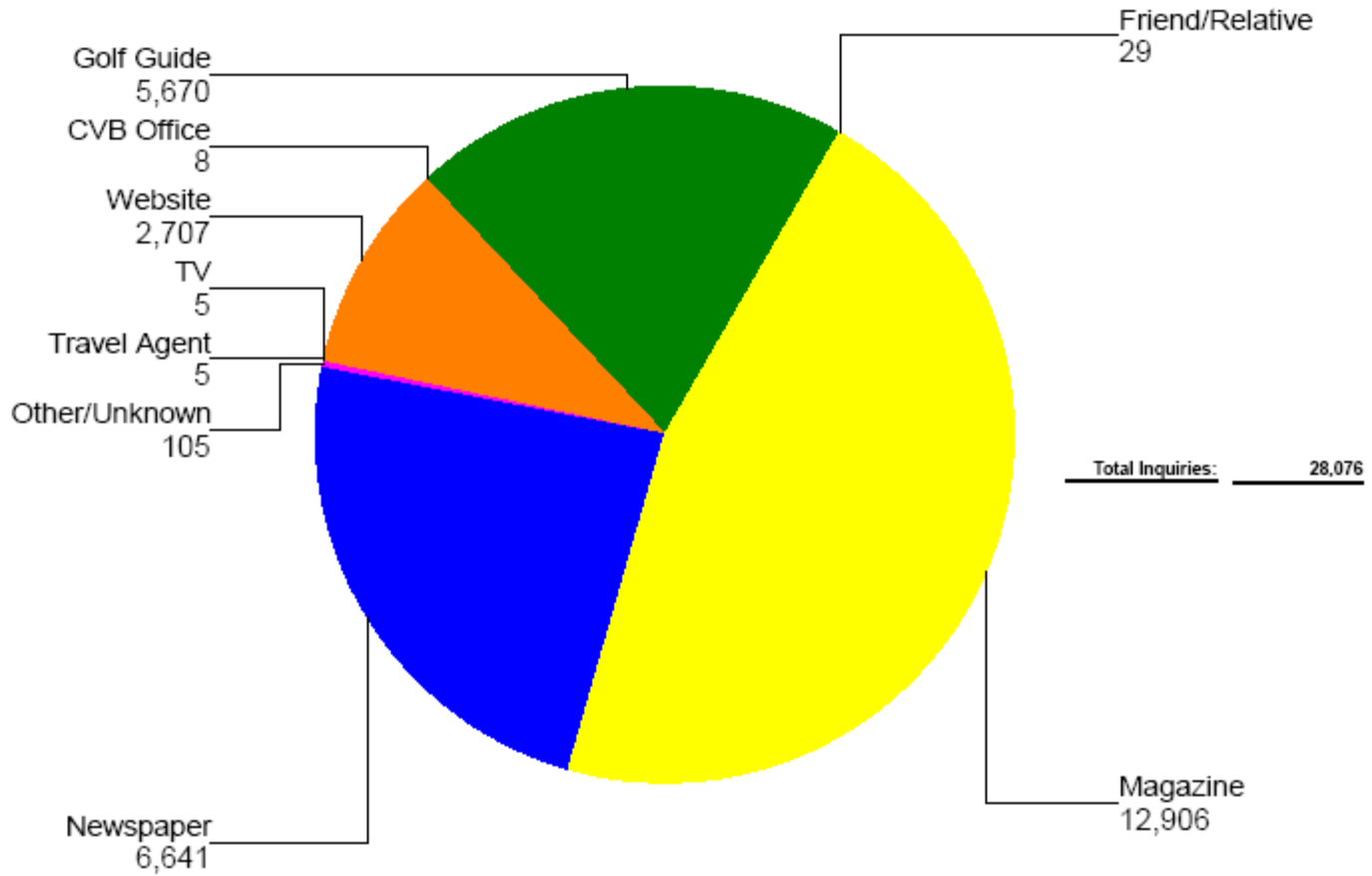
Total Inquiries: 5,091

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



Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2012



Results Analysis

Request Summary by Source Slide

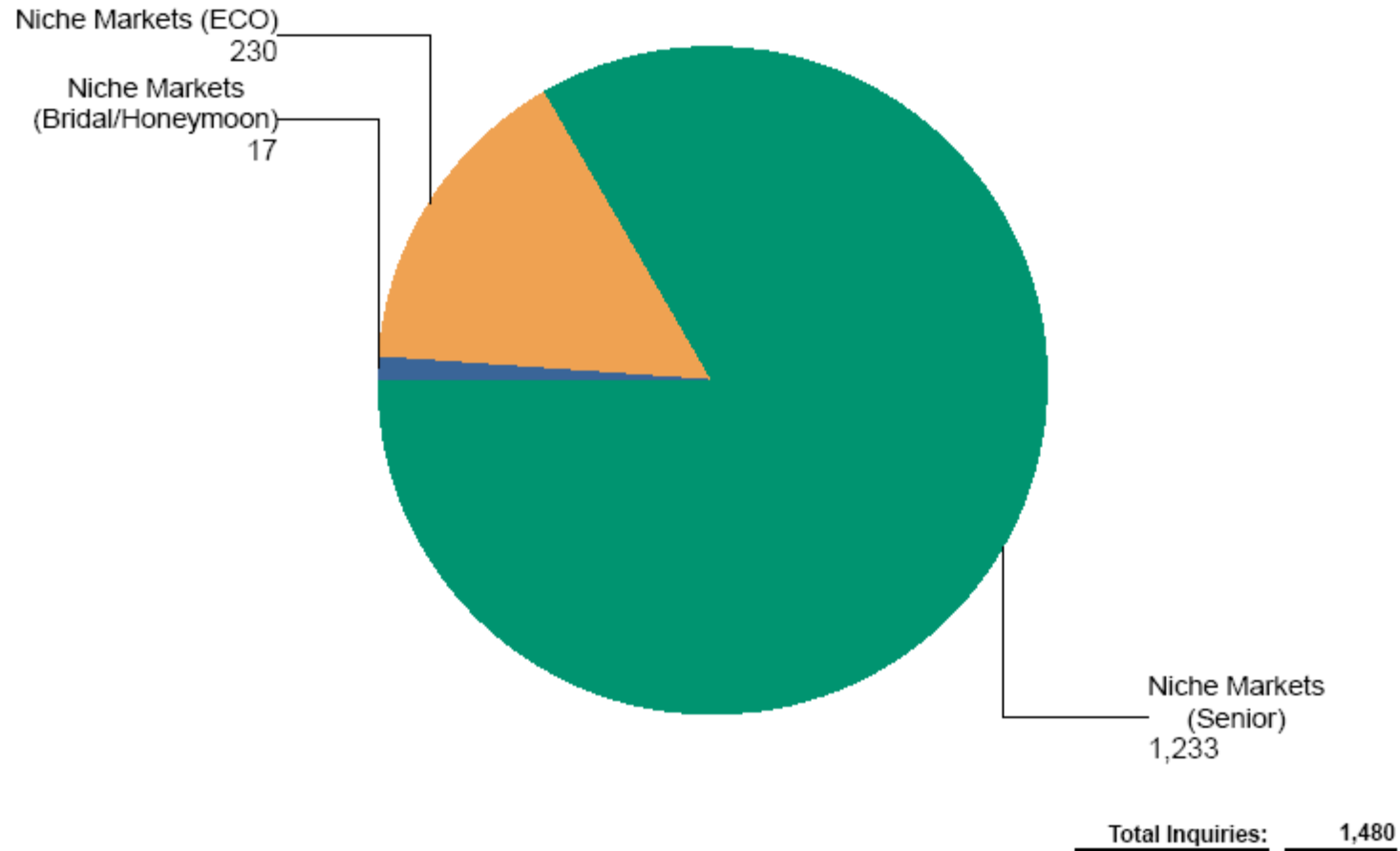
June 2011 = 0 June 2012 = 1,233

June 2011 = 0 June 2012 = 353

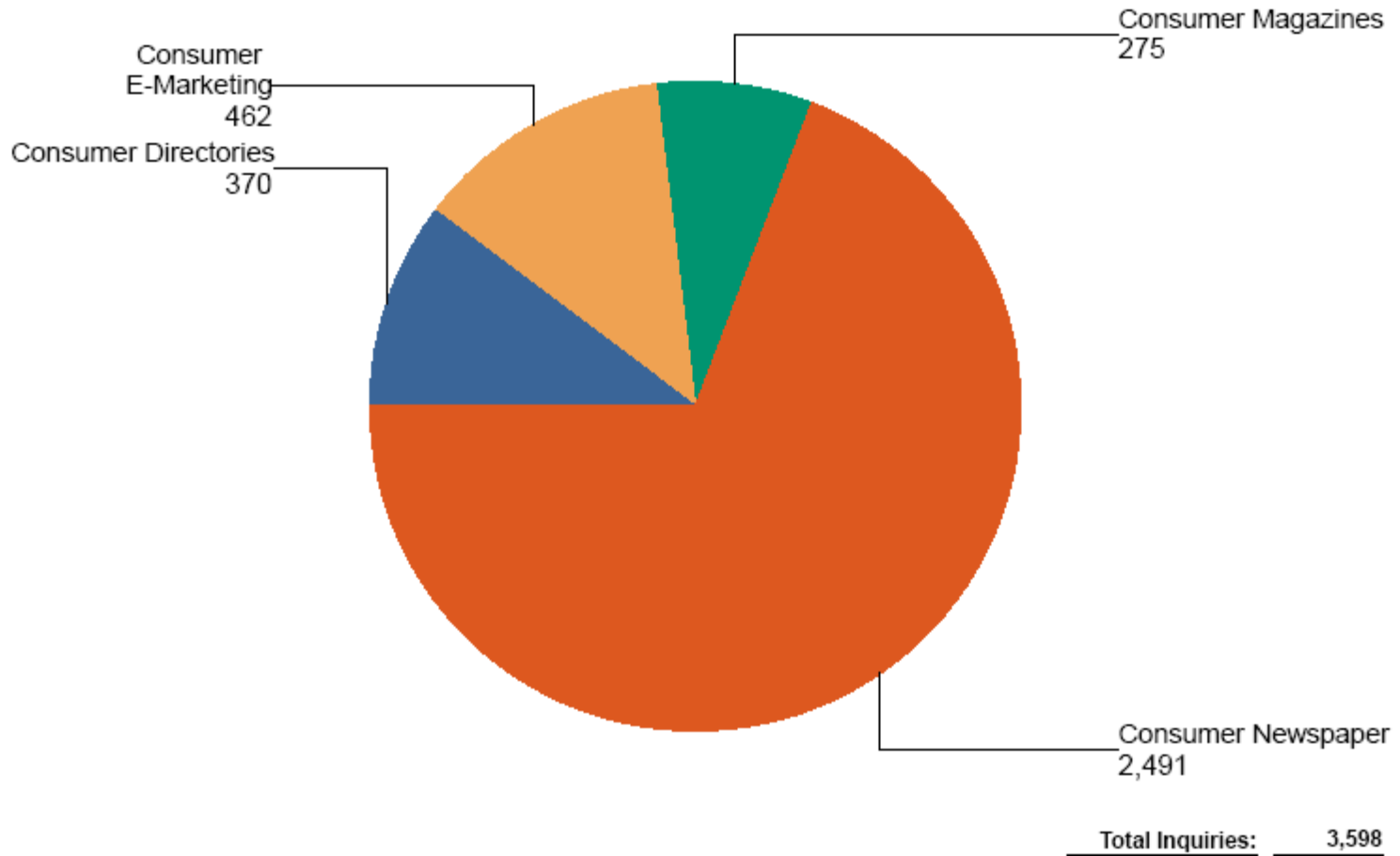
1,233 leads were generated from AARP The Magazine in June 2012. An ad was not purchased in this Pub in June 2011.

353 leads were generated from NY Times Travel Show in June 2012. An ad was not purchased in this Pub in June 2011.

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



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



Inquiries – Leading 4 Countries

June 2012

2011

USA

Canada

UK

Brazil

2012

USA

Canada

UK

Brazil

Inquiries - Leading 6 States June 2012

2011

Florida

Georgia

Texas

New York

Pennsylvania

Ohio

2012

Florida

New York

Ohio

Illinois

Georgia

Tennessee

Collier County CVB Inquiries by Type Calendar Year

July 23, 2012
Marketing Partner Reports 9 a-g
96 of 101

	June 2012	Y-T-D
Phone	167	1203
Publications	4910	28269
Web site	462	2526
Info@ParadiseCoast	0	1

Misc. CVB Services Calendar Year

	June 2012	Y-T-D
Info Ctr Shipments	1400	13,750
Editorial Gen Calls	41	351
Mtg Planner Calls	2	6
Storm Info Calls	0	4
Storm Accommodations	0	0
Film Commission	1	4
Travel Agent	1	4

Live Chat by Topic

June 2012

July 23, 2012
Marketing Partner Reports 9 a-g
98 of 101

By Topic			
Topic	# of chats	Minutes	Min/Chat
Airport	1	2.3	2.3
Attractions	1	6.1	6.1
Charters and Tours	1	6.3	6.3
CVB Department	1	6.3	6.3
Dining & Nightlife	1	2.6	2.6
Temperature	1	6.0	6.0
Totals	6	29.5	4.9

Live Chat by Page June 2012

July 23, 2012
Marketing Partner Reports 9 a-g
99 of 101

BY PAGE			
Page	# of chats	Minutes	Min/Chat
Home Page	6	29.5	4.9
Totals	6	29.5	4.9

Misc. Services

June 2012

July 23, 2012
Marketing Partner Reports 9 a-g
100 of 101

Media	Month	YTD	% YTD	
Consumer Shows				
Post Show Follow Up				
NY Times Travel Show June 2012	353	353	10%	
Consumer Shows	353	353	10%	
Meeting Planners				
Meeting Planner Kit Fulfillment	3	55	1%	
Meeting Planner Non-Kit Fulfillment	0	4	0%	
Post Show Followup				
Florida Huddle February 2012	0	1	0%	
Meeting Planners	3	3,286	90%	
Promotions				
PPD 2011	3	10	0%	
Promotions	3	16	0%	
Tour Operators				
Other/Unknown	1	9	0%	
Tour Operators	1	9	0%	
Travel Agents				
Other/Unknown	1	4	0%	
Travel Agents	1	4	0%	
Grand Total:	361	3,668		

Thank you

Questions?

