



DIRECTOR'S REPORT

Recent Activity- June – July 2012

Collier Parks Business Plan Preparation

Everglades Chamber Presentation

Stone Crab Festival Organizational Meeting

Destination Marketing Association Annual Meeting

Destination Marketing Accreditation Board Meeting

Signature Event Promotions Organization Meeting

Florida Airport Council Annual Meeting Presentations



SALES DEPARTMENT - Debi DeBenedetto and Jennifer Leslie

Advertising/Internet

- Plan for additional funding \$100K group with agency and Director

Industry Relations – Sales

- Conducting **Sales meeting discussions** with hotel key sales staff for development of 2013 Sales plan and tradeshow list
- Attended Destination Showcase Chicago
- Spin Con Spin Planners conference July 10-13 Telluride Co with phone meetings prior of planner attendees

New Product Development

- Spanish lessons have begun Rosetta Stone

Promotions

- Site tours and itineraries for several planners
- 2012 Journey through Paradise Fam Sept. 16-19 planned with destination partners – invitations and other working

RFP's and Booked Business

- 16 Meeting RFP's sent to Hotel Partners
- 3 Group meeting RFP's went definite from previously distributed leads
 1. 170 room nights
 2. \$38,500 Room & F&B revenue projected
 3. Several offsite venues for conferences booked here
 4. Projected economic impact of \$ 158,753



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

Bureau Projects

Online Emergency Hotel Availability systems update – extensive system overhaul

Update to our in-house list of hotel properties

Visitor guide content outline review

Ongoing extensive updates to website including events, visitor research documents, media center, deals, partner listings, etc. Social media postings

Feature story for the July issue of *Business Currents*, Naples Chamber of Commerce

Social Media Success

Facebook and @ParadiseCoast Twitter postings past month handled by the CVB team.

A blue sky photo of Naples Beach taken the day after Tropical Storm Debby created the highest level of engagement on TheParadiseCoast page: 1,659 saw it, 120 liked it, and 37 fans shared it on their pages. The photo was picked up and posted by VISIT FLORIDA' Share A Little Sunshine page, and there it really went viral. 37, 209 saw it, 1,041 liked it, and 386 SALS fans shared it. VISIT FLORIDA reports that 1,873 users talked about it.

All of the comments that we could find were overwhelmingly positive. This activity also generated a lot of new likes for the page.

Press in Destination

Bob Morris – Robb Report Exceptional Destinations

Pending – possible BBC TV crew visit in August

News Releases

Big Corkscrew Island Regional Park Lake

Collier County release adapted and submitted to FL Outdoor Writers Association newsletter and fishing media outlets.

Florida SEE Expands Ecotour Certification Program and Membership Opportunities Statewide

Release about latest developments at FL SEE, including a Collier member as one of the first three FL SEE Certified Tour Providers, issue statewide. Customized as by-lined article to Naples Florida Weekly.

May Visitation and Tax Collection

Information submitted to Ft. Myers News-Press for Lee/Collier article



June Visitation

Release in conjunction with July 23 TDC meeting

Tourism Events/Meetings

CVB Advisory Roundtable – 6/27

Ft. Myers Beach Chamber welcome event for Bud Nocera – 7/11

Greater Naples Chamber Hospitality Focus Group – 7/17

Partner Meetings/Interaction

Norman Love Confections

Update on products, plans, events, partnership with CVB

VizMarket 239 area information

Application explanation

Old Naples Waterfront Association

Expansion plans throughout destination and marketing for Stone Crab Festival

Sea Salt

Annual media event

Reception for new editor of Naples Illustrated

Regional Tourism News Coverage

General Tourism Coverage

- JULY Business Currents: [2012 season sizzles for Florida's Paradise Coast: They came, they saw, they experienced and they spent...and they're still checking in.](#) Scroll to page 23.
- 7/12/12 Naples Daily News: [On the job? \(Letter to the editor mentioning tourism being up thanks to increased promotion.\)](#)
- 7/10/12 Leadaloft: [Citrus County official visit Collier County to learn about tourism partnerships](#)
- 7/6/12 Gulf Coast Business Review: [ich liebe FLORIDA \(story on summer tourism visitation from Germany, UK – Jack Wert quote and photo](#)
- 6/23/12 [Reel Talk](#), ESPN 770AM – The CVB's JoNell Modys served as co-host for this weekly Saturday morning live broadcast about boating, fishing, the outdoors, things to do, dining, etc. Fishing and dining at various Collier County locations were discussed along with her role at the CVB.



Summer Bucket List Campaign

- 6/20/12 Leadaloft: [Collier County being advertised exclusively in official Florida welcome centers](#)
- 6/10/12 Naples Daily News: [Skydiving anyone? Daring drops, dancing and space travel top locals' life dreams. So now we ask you: \(what's on your summer bucket list?\)](#)
- 6/13/12 Official Florida Welcome Center I-10 Facebook: [What's on your summer bucket list post](#)

Community Events and Presentations

- 7/12/12 Naples Florida Weekly: [Networking event photos from June 27 Collier County Lodging & Tourism Alliance meeting](#)
- 6/21,14,7/12/ [CCLTA event description and listing.](#)

International Coverage

July TheTravelEditor.com [The Naples Beach Hotel & Golf Club](#). Review by Andy Mossack. The CVB facilitated his visit which included a BBC Radio broadcast.



FILM OFFICE – Maggie McCarty

PRODUCTION NOTES

- IIP Film – commercial print

WORKING LEADS

- “The Shallows” – indie film
- Phillip Messina (Production Designer) – indie film
- VisitFlorida - PSA
- “Things People Do” – indie film
- Circle OF Friends Prods. – indie film
- “Wife Swap” – tv series
- ALL CURRENT PRODUCTION

OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
 - Followed-up with activity worksheets to clients
 - Recorded data
- Client Management
- *Independent Film Week at Lincoln Center*(conference/tradeshaw/reception) planning & organization with Film FL (Sept. 2012)
- Opened a production file for each inquiry
- Updates to social media content (Twitter, FaceBook)
- Converting photo files for Reel-Scout® application adding all additional scout files
- FGCU intern shadowed film office operations



MEETINGS/CONFERENCES

- FL Film Industry Task Force

SCOUTS

- Tech scout for “The Shallows”
- Location scout with producers and director for “The Shallows”- 2 days
- CVB/Paradise Adv. – summer campaign video



L-R: Writer/Producer Noah Haeussner, Producer Gabriela Revilla, Director Rupert Smith, Maggie McCarty. Far right: Fakahatchee State Park Biologist, Mike Owen



Sports Council of Collier County Hotel Room Nights & Direct Economic Impact (DEI) Sports Events 1/1/12 – 7/22/12

Kelme Florida Cup Boys Soccer Tournament 1/7 & 1/8, 2012

- 2,250 room nights
- DEI - \$579,570.00

HITS Triathlon Series 1/7 & 1/8/2012

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

BMX State Cup Series Qualifier 1/13-15, 2012

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

Kelme Florida Cup Girls Soccer Tournament 1/14 & 1/15, 2012

- 1,175 room nights
- DEI - \$299,858.00

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

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

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

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

FHSAA/Bill Longshore Memorial Girls HS Fast Pitch 4/12-14

- 190 room nights
- DEI - \$56,420.00

NYSC/Florida Fire Juniors Spring Classic Soccer 5/5 & 5/6

- 150 room nights
- DEI - \$134,680.00

SSU/Memorial Weekend Soccer 5/26-28, 2012

- 330 room nights
- DEI - \$208,275.00



Freedom Adult Softball Tournament 5/26-27, 2012

- No hotel room nights reported
- DEI - \$26,700.00

Challenge Sports 3v3 Soccer Super Regional 6/23-24/12

- 90 room nights
- DEI - \$148,858.00

IBC/SWFL Youth Baseball Fun in the Sun Bash July 2012

- 208 room nights (estimated)
- DEI - \$160,588.00

Total Hotel Room Nights Booked 1/1/2012 through 7/22/2012 = 5,103

Total Direct Economic Impact (DEI) 1/1/2012 through 7/22/2012 = \$2,598,784.00

Upcoming Events July 23 – October 7, 2012

Date of Event	Event Name	Book Your Hotel Stay
July 26-28, 2012	Prodigy Football Camp	Book Here
August 2012	Festival of Miles	N/A
August 11-12, 2012	FSSA Adult 7v7 Soccer	Book Here
August 11-12, 2012	South FL Junior Tour PGA	Avanti Housing
September 1-3, 2012	IBC Baseball Labor Day	Book Here
September 2012	Pilot Club John Clay 5K Run/Walk	N/A
September 2012	Prostate Awareness 5K	N/A
September 22-23, 2012	FL Fall Signature Showcase	Book Here
September 28-30, 2012	Freedom Adult Softball	Avanti Housing
October 2012	Moe's Corporate Run	N/A
October 6-7, 2012	NYSC Shark Shootout	Avanti Housing



OMMAC- UK REPRESENTATIVES

HIGHLIGHT OF THE MONTH:

Visit USA Committee Meeting, US Embassy, Dublin, 19 June 2012

Attended this very successful meeting attended by 25 of the leading Irish travel industry decision makers, including tour operators, OTAs, airline, hotel groups & cruise companies. Beverleigh Fly, Chairperson and the Executive committee welcomed our participation with the meeting. **The further briefing from the department of commerce reported a 7.4% increase in visitation to the US during March 2012.**

Additionally US Customs & Border Protection reported on the expansion of the US immigration facility at Dublin airport (the only facility outside the US). Aer Lingus are capitalizing on this with the introduction of their UK South End (east of London) service to Dublin offering connections to the US, the advantage to the UK passengers is they save paying the UK's APD tax (almos£150/\$240).

A schedule of one to one meetings with additional travel industry & media provided effective means to communicate the CVB's marketing objectives and plan for future co-op activity.

BA/BA Holidays Bookings increased by +145%

Early results from the recent co-op British Airways/BA Holidays & Visit Florida campaign in April 2012 have indicated Paradise Coast saw the highest percent growth of all partners at + 500% verses last year. Average duration increased to 7.5 nights and top travel months were May and July. Bookings are still coming in and this figure is expected to grow even more.

Paradise Coast is currently reporting to-date for 2012 + 142% versus 2011.

While 2011 ended +46% versus 2010.

Overall for Florida 2012 growth is + 62% versus 2011.

Bon Voyage – Paradise Coast is the top selling Florida destination outside Orlando

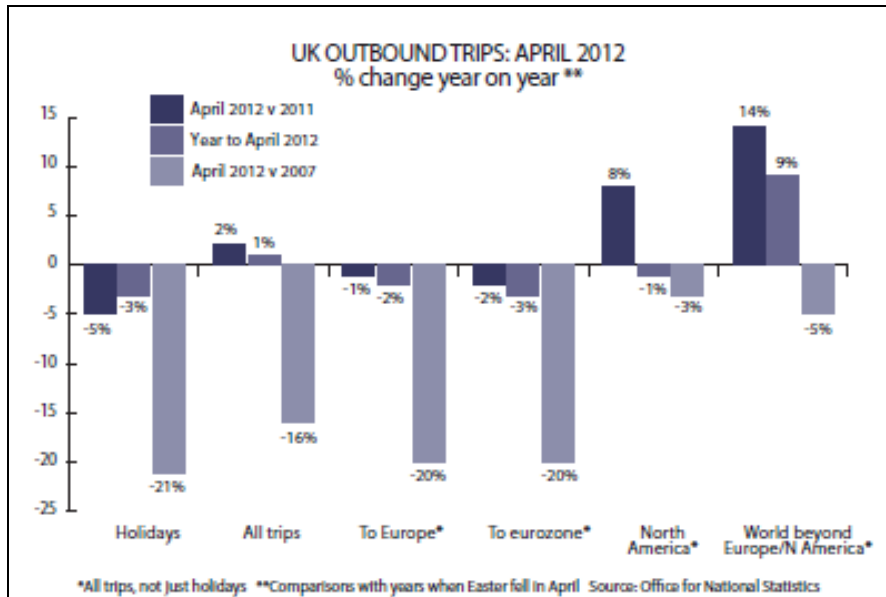
We are delighted to report following successful co-op activity over the past few years – the bookings for our destination have significantly increased and Paradise Coast is for the second year in a row Bon Voyage's top selling Florida destination outside Orlando.

The growth for Paradise Coast in 2011 was 43% in room nights over 2010 (other Florida regions experienced growth of 2/10%). In 2012 Paradise Coast is currently 19% ahead of 2011



MARKET ACTIVITIES: Market Update

Long Haul Outshines Short Haul



This chart shows the latest UK outbound statistics, for April, when holiday trips were down 5% year on year – a disappointing performance for the month of Easter. Overseas holidays for the year to date were down 3%. Yet the 'all trips' figures (including business travel) were up and long-haul outshone short.

It may surprise some in the industry to learn half the UK adult population have not flown in the past two years and only one in 10 have made more than two return flights in that time.

But these are the findings of TNS research showing a partial breakdown of the UK air travel market. The research suggests one-third of the population took one or two return flights during the period.

'Occasional fliers', defined as those who had made up to five return flights over the past two years, appear most likely to live in London or the south, be under 35 and reasonably affluent.

'Regular fliers', the 1% of the population who had taken more than five return flights in the two years, are most likely to be older (35-55), wealthier and living in the south and north.

The results were complemented by a study by Explore Research on changes in travel behavior, which suggests one in four people travel less than they did two years ago and one in five do so more cheaply. Young appear more likely to make savings; older consumers less likely to travel.



Average Selling Prices Up

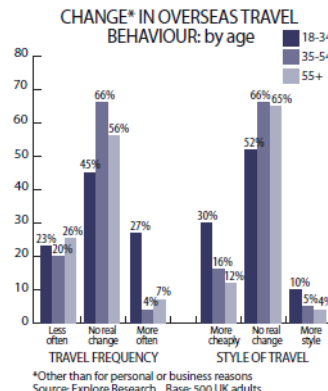
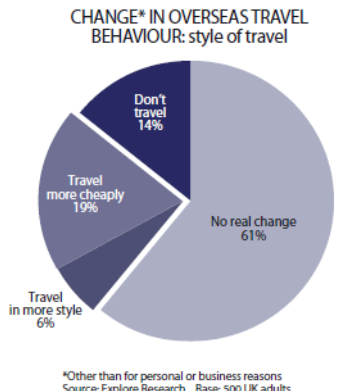
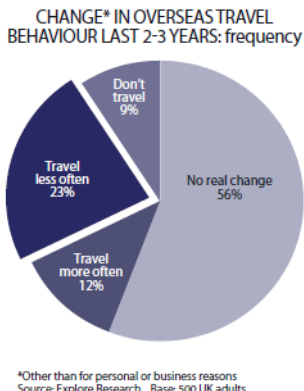
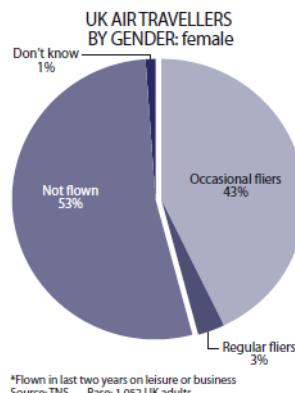
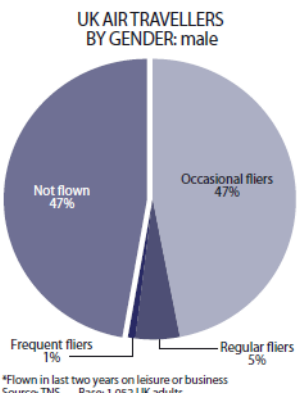
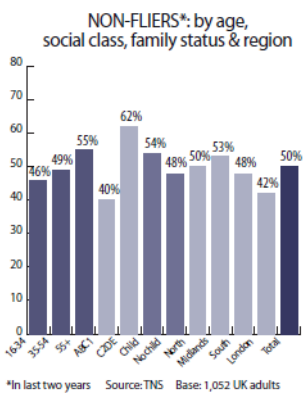
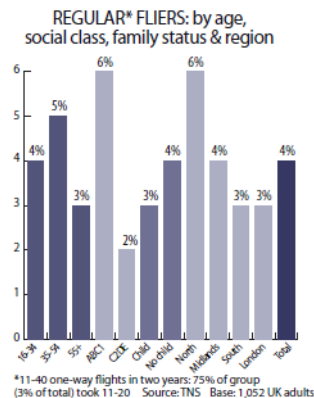
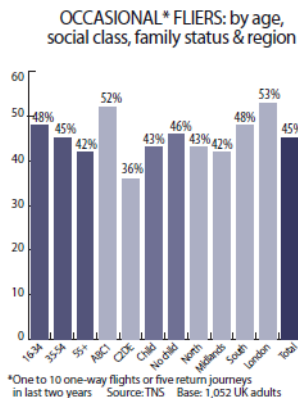
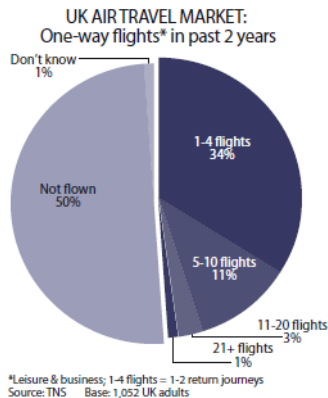
Sales appear to have improved in the second half of June, with summer bookings down by less than the season to date. Average selling prices are up by an average £42 on last year.

MPs back APD (Air Passenger Duty) motion

The Fair Tax on Flying coalition launched its biggest campaign to date on APDuty, aiming to persuade 100,000 people to write to their MP demanding a study of APD's impact. Within days, 44 MPs backed a motion on APD and 10,000 people signed up.

Consumer review use

Two out of three UK holidaymakers study online consumer reviews "always" or "often" before booking an overseas holiday, according to research. Yet only one in five often contributes reviews, meaning a minority have disproportionate influence. Travel trade sources appear almost as influential.



trends



MARKETING/SALES/PROJECTS & ACTIVITIES

Activity including Trade Marketing Campaigns & Advertising / Consumer Promotions / Ongoing Activity (all activity on co-op basis with partners)

PARTNER/PROJECT	ACTIVITY	RESULT
IAGTO	North American Convention – June 2012, Biloxi. Requested appointments with all suppliers, Coordinated apts on behalf of Marco Island Marriott Resort as host for 2013 event.	Debby attended from CVB
Promotion: Mumsnet.com	OMMAC are looking to run a consumer competition with Mumsnet.com who receive 1.6 million unique visitors a month, as a way of promoting Paradise Coast to the family market.	OMMAC are in discussions with Mumsnet and are looking to set up the competition for consumers to enter via Social Media, such as Twitter and Facebook. The prize discussed would be a family holiday to Paradise Coast.
On-line Training Promotion: Partners to be confirmed	OMMAC in discussion with Travel Uni regarding Paradise Coast online training. Possible launching with an incentive scheme to create travel agent 'Ambassadors' for the destination if they complete all the training and go to the destination for a week, visiting a number of hotels and attractions to up skill themselves.	The aim would be for integrated approach with results across trade knowledge/consumer & trade media – generating increased sales for Paradise Coast
Destination Training	OMMAC continue to develop their training materials and presentations for future events.	New photos and content have been added to ensure the information presented to the trade is up to date and relevant.
Virgin Holidays	Additional opportunities are being discussed to follow up on the success of the co-op V Florida	Reported earlier initial results Florida booking up + 77% for



Co-op campaign	campaign in April.	2012 & +104% up for 2013. Following up on the breakdown result for P'Coast
BA/BA Holidays Co-op campaign	As reported above in Highlight section	See Highlight section above
NATS Co-op campaign	<p>Confirmed additional ad in SLH for June - including the agents booking incentive 'earn up to £100/\$160 shopping vouchers per booking'</p> <p>The campaign will feature the following properties: Ritz Carlton Resort, Waldorf Astoria & Edgewater Beach Hotel, Marco Island Marriott, Marco Beach Ocean Resort, Naples Bay Resort, & Naples Beach Hotel.</p>	<p>Currently live: Eblast to 31,000 consumers & 2,620 agents.</p> <p>Posters throughout their travel shops.</p> <p>See below & attached final creative.</p>
Bon Voyage Co-op campaign	OMMAC reviewing current activity & plan for future opportunities	See Highlight section above
Premier Holidays Co-op campaign	Premier holidays is providing booking incentive £50 off per booking. The campaign will feature the following properties: Trianon, Waldorf Astoria, Ramada Inn of Naples, Marco Island Marriott & LaPlaya.	<p>Currently live: e-news letter to 26,000 consumers & 5,000 travel agents plus dedicated poster during June, featured in-window display of 28 Premier Travel shops.</p> <p>See attached creative</p>
France: Consumer Promotion with French Sailing	Facebook promotion complete	Following up on results & special offer follow up promotion



<p>Travel Mole</p> <p>The "Race to Paradise Coast"</p> <p>Trade golf promotion & Fam trip in Dec'12</p>	<p>Co-op partner Virgin Atlantic & Dollar Car Rental.</p> <p>On going trade promotion.</p>	<p>Wait list of travel industry wishing to participate.</p> <p>Additional coverage being discussed</p>
<p>General</p>	<p>On-going - reviewing & updating data base</p>	

Meetings/Sales Calls	
1	Total number of calls: 19 – This is in addition to the activity outlined above we completed various meetings/sales calls regarding review of activity & future opportunities
2	Visit USA Committee meeting in Ireland: 25 leading travel Industry
3	Tour America – currently Paradise Coast not featured in the general Florida brochure, mainly selling mass market & Orlando. They are launching new up market brochure – we encourage for the inclusion Paradise Coast & they agreed. Also potential with wedding & honeymoon market.
4	Sunway – possible booking incentive
5	Visit USA Committee – directly with them to assist with the travel agents training day in October
6	Platinum Travel – possible on line promotion
7	Delta/AirFrance – possible assistance with support for Media fam seats
8	United - possible assistance with support for Media fam seats
9	LaPlaya/Noble House – during their UK visit – possible future assistance with 'Race to Paradise Coast' promotion & IAGTO convention 2013
10	Special project – local family with extremely disabled son, during respite they are travelling to Florida – OMMAC recommended Paradise Coast. Bon Voyage offered support.



12	Virgin Atlantic – assisting with European Manager’s trip to Paradise Coast
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Public Relations & Media Correspondence		
<ul style="list-style-type: none"> • General media liaison to promote Paradise Coast • Social Media – Facebook and Twitter 		
CONTACT	ACTIVITY	RESULT
Website	OMMAC analysed the UK site and compared it with the new design and content of the US site.	OMMAC offered suggestions and forwarded to Paradise Adv
<p>BBC TV – ‘All Over the Place’ - children’s television series with a supporting BBC website. The series is a travel log which explores and promotes lesser known and interesting sides to locations, this series features U.S.A.</p> <p>Contact: Natalie Moss/Rebecca Shepherd, BBC Children’s TV</p>	Working closely with V. Florida PR UK office & CVB PR Dep – they are seeking assistance with ground arrangements & are looking for items to film which would suit the tone of their programme. They do not require accommodation but have asked for suggestions.	CVB PR team, JoNell & Angela have suggested itinerary & items to be included for filming. The crew are filming in Florida 18–21 August.
Press Release	OMMAC reviewing plan for future releases	For distribution over coming quarter
www.visitusa.org.uk	Naples, Florida named as one of the “Happiest Seaside Towns” in America	OMMAC created a news feature and uploaded to it the ‘News’ section



<p>Social Media: Facebook and Twitter</p>	<p>OMMAC continue to develop the Paradise Coast UK Facebook page and Twitter account.</p> <p>This is an ongoing development activity and we are also looking at additional social media forums</p>	<p>Updated both Facebook & Twitter with news, events, activities and photos.</p> <p>The twitter account now has 71 followers and rising and there are currently 19 fans of the Paradise Coast Facebook page.</p>
<p>Paradise Coast UK Facebook</p>	<p>During recent coverage & threat of Tropical Storm Debby – received blue sky photo of Naples beach from JoNell.</p>	<p>Posted on UK page</p>

<p>Estimated Value Summary of Leads/ Activity</p>			
	<p>Lead / Activity</p>	<p>Potential Room Nights</p>	<p>Economic Impact \$</p>
	<p>BA/BA Holidays / Visit Florida co-op campaign</p>	<p>To-date 1,890</p>	<p>\$453,600</p>
	<p>Additional activity value</p>	<p>TBC</p>	<p>TBC</p>

<p>Completed Inquires/Literature distributed:</p>
<p>Calls/email requests – 61 /Visitor guides – 245 /Maps – 349 /Golf Guides – 20 /Art & Culture – 10 /Bridal Guides – 10 /Visit Florida Pack - 149</p>



DIAMONDE SUMMARY -APRIL-JUNE 2012

✧ Tour Operators

- America Unlimited: Finalization of TravelZoo campaign. The TravelZoo newsletter promoting the South Florida Fly & Drive was sent out on April 18, 2012 to a total of 1.3 million subscribers. In addition, the South FL Fly & Drive was included in the America Unlimited monthly newsletter, sent out on April 18 to a total of 130,000 direct clients. As of May 30 America Unlimited counted apprx. **350 bookings** for Naples for 2012 which is already as much as they had in 2010 entirely. This reflects the again very good results of this promotion even more as we are only half way through this booking season. Please note that those 350 bookings can unfortunately not be tracked to this campaign directly.
- Canusa: **Insider Community** went online beginning of June. For the next weeks Canusa is planning media presence to promote it.
- Meier's Weltreisen: Secured further inclusion of the **NAP Preferred Pass** into their traveler's documentation.
- Tour Consult International: Secured **inclusion of NAP into their online portfolio** and secured site inspection visit to NAP of the Managing Director, Andreas Fraissl, on May 21-22, 2012.
- Flextravel, Switzerland: **Secured and realized B2C marketing campaign**, consisting of newsletter inclusion of NAP in combination with a NAP dedicated landing page. In addition we secured a NAP dedicated banner that is online for one month and linked to the landing page as well. The newsletter was sent to a total of 90,000 consumers on June 13, 2012 and the landing page will be online for several months. We negotiated a much reduced participation fee of USD 4,000 (instead of CHF 6,000)
- Exit Reizen, Netherlands: Secured **inclusion of the Preferred Pass** into traveler's documentation.
- Travel Trend, Netherlands: **Secured and realized the joint marketing campaign**, promoting a Florida Fly & Drive and highlighting the Gulf Coast with NAP and St. Pete/Clearwater. The campaign included feature in Travel Trend's monthly newsletter sent to 4,000 consumers on May 8, 2012 and linking to a landing page for the Fly & Drive on both, the B2B website traveltrend.nl as well as the B2C website nbbs.nl. In addition the promotion was supported by a Google Adwords campaign. Total costs: 1,500USD. Please see the details stats for this campaign attached. In addition to this campaign we secured a second newsletter inclusion FOC for NAP to be sent out in October this year.



- Wings 'n Wheels, Belgium: Secured further **inclusion of Visitor Guide into traveler's documentation**.
- Discussed **Roomnight Numbers** with all mayor TOs. Please find the respective report attached. The general **positive trend** that was given to us by them during PowWow is reflected in these numbers. Highlights are an **increase of 90% with Dertour** winter bookings and an **outrages increase with Thomas Cook brands of appr. +260%**. Thomas Cook seems to have found back to a stronger positioning of their USA product in the market, especially as they could enlarge their hotel offer by using "system only" offers.
- FTI: Followed up on the **travel agent training** that is currently online. So far **1.063 travel agencies** signed in for this e-learning and 750 of these have already successfully finished the program. Final numbers will be given with the next report
- Explorer Fernreisen: in reference to the newly created "**South-Florida-Fly-Drive**" we secured presence of this tour under "Specials" on their website. We will follow up with Kathrin Mockenhaupt to see how this tour was so far booked.

✧ **Travel Agents**

- Sales calls: total of **55** personal visits to travel agents in Germany, Switzerland, Austria, Netherlands
- Dinner Event in Frankfurt on April 17, 2012: **24** agents
- Dinner Event in Essen on May 24, 2012: **16** agents.
- Dinner Event in Munich on June 20, 2012: **26** agents
- Explorer Fernreisen: Secured and conducted sales training for 6 agents in the sales office in Essen on May 24, 2012

✧ **EVENTS**

- Fam Trips
 - Canusa fam trip: A total of 7 members of the Canusa sales, reservation and product team visited the area on May 10-14 plus one representative of Hilton Worldwide and Delta Air Lines each. The fam trip was escorted by Stefanie Paul on behalf of NAP CVB. Receives excellent feedback from the participant which also resulted in several facebook posts made by the attendees.
 - Personal visit: Stefanie Paul visited the area on May 14-16, 2012 in order to refresh and improve her knowledge about the area and visited 6 hotels for a detailed site inspection.



- Willy Sharnow Foundation fam: Agreed on the dates of the fam trip which will be October 17-23, 2012. while the group will stay in NAP from October 20-23. Destination partner is St. Petersburg/Clearwater and co-sponsoring carrier will be United Airlines.
- Exhibitions
 - Pow Wow: Attended Pow Wow on April 23-25, 2012 in Los Angeles and conducted 19 meetings with our industry partners from the DACH and Benelux market plus 15 meetings with partners from other markets.
 - BeTravel Open House: High potential travel agency based in Stuttgart. Participated with NAP as part of the DiaMonde portfolio at their open house event on June 16, 2012. A total of 100 consumers visited this event and participation was at no additional cost or NAP.

- ✧ **MARKETING**
 - Website: Final launch of revised German website in May 2 in cooperation with Paradise Advertising.
 - Mailing: Sent dedicated NAP newsletter to a total of 2,645 travel agents in Germany, Switzerland and Austria on June 15, 2012.
 - Fvw e-learning: Confirmed participation in the "Fit for USA" e-learning campaign, launched by fvw.
 - Airberlin: the updated version of the **microsite** went online June 18, 2012. Finalized ad creation for bus promotion, too, which will run end of June.

- ✧ **MEDIA**
 - Press Release Coastal Living: Sent press release to a total of **900 media contacts** in Germany, Austria and Switzerland on June 2, 2012, through Schirm Communication.

- ✧ **ADMINISTRATIVE/OTHER**
 - Brochure fulfillment: 25 in total



SUMMARY OF TOUR OPERATOR ACTIVITIES

Tour Operator	Activity	Follow Up
<p>America Unlimited, Timo Kohlenberg</p>	<ul style="list-style-type: none"> • Approved layout of TravelZoo campaign • unfortunately Timo could not get the final agreement for an additional Facebook activity with budget from Visit Florida although they showed great interest at Pow Wow. But we will keep this possibility in mind for future campaigns and will start planning early to give Visit Florida a chance of including such a promotion in their budget planning. 	
<p>America Unlimited, Timo Kohlenberg</p>	<ul style="list-style-type: none"> • Timo presented a new marketing idea "Roadtrip to Florida" that he wants to realize with us, Fort Lauderdale and the Keys; it will be an image online campaign on Facebook and all partners agreed already on the realization; only timing is not fixed yet but is projected for September 2012. 	
<p>Canusa, Karin Buhse</p>	<ul style="list-style-type: none"> • Approved layout of Insider Community • Sent Canusa some changes for the final layout, especially on placement of the insider tips. • changed again the look of the map for Naples that will be shown in the Insider Community; their suggestion did not clearly mark our area, so we sent another one. Start of the community has been postponed from end of April to beginning of May. 	



<p>Dertour, Setareh Zahir-Fahd / Christiane Kiesling</p>	<ul style="list-style-type: none"> • Dertour offered participation in a dedicated NAP newsletter at € 2,000. We will evaluate for remaining budget or next fiscal year. • Suggested a joint consumer mailing through Supercomm, promoting south Florida.. 	
<p>FTI, Julia Wohlschiess</p>	<ul style="list-style-type: none"> • Followed up on the online academy. Status in April was that 1,063 travel agents signed in for the e-learning and 750 of these have successfully terminated the e-learning. • Also received new proposal for a dedicated South Florida promotion for next budget. They are willing to set up a Fly Drive for their next; we will get in touch with the other South Florida partners. 	
<p>Meier's Weltreisen, Nina Ahrendt</p>	<ul style="list-style-type: none"> • Shipped 800 German Preferred Pass copies through Phase V. 	
<p>Meier's Weltreisen, Heike Pleuter</p>	<ul style="list-style-type: none"> • Requested marketing suggestions for next fiscal year. 	
<p>Neckermann Reisen Yvonne Schmidt</p>	<ul style="list-style-type: none"> • Discussed possible marketing opportunity for next fiscal year: Truck advertising. The back panel of a truck would be NAP branded and the side panels of the truck branded with Neckermann. The trucks, belonging to a logistic company, would drive their regular routes for a period of 4 weeks. Costs: 1,600€ per truck. 	
<p>TUI</p>	<ul style="list-style-type: none"> • received a second offer meeting our needs better. • received marketing proposal for 	



<p>Nadine Rokhar</p>	<p>next fiscal year; but as this only included print advertising we requested some other suggestions, especially for Online marketing. We will include these in our next budget proposal.</p>	
<p>Flextravel, Fabio Negro</p>	<ul style="list-style-type: none"> • Provided description text and images for the landing page • Approved banner, landing page and newsletter layout 	
<p>Knecht Reisen, Lukas Schultheiss</p>	<ul style="list-style-type: none"> • Secured marketing opportunities (FOC and payable) for the Marriott MI in order to promote need periods. This was part of our ITB follow up. Handed over to Marriott MI for further handling. 	
<p>Skytours, Isabel Weingart</p>	<ul style="list-style-type: none"> • Followed up on the Florida fam trip skytours scheduled for September. The fam trip is on hold now and Isabel will get back to us as soon as she has any news. 	



VISITOR CENTER VISITATION

- Organized 7th Directors' meeting in Marco. Bernardo Barnhart, President of Immokalee Chamber of Commerce, Marlena Pena, Bernardo's assistant, Patricia Penteado, Visitor Center Representative, Joy Morrison – Marco, and Chris Derman – Big Cypress attended
- Completed the agenda for the Asian group that is sponsored by the State Department. Ten individuals are coming July 1^{6th} and 1^{7th}. They are from Vietnam, Cambodia, Thailand, and Laos. Tour of Big Cypress and Everglades, lunch at Miller's Oyster House and an airport ride. Seminole Tribe Government Relations will discuss land use rights and mediation and their culture
- Recruited three new volunteers for Naples visitor center.
- Conducted FAM trip on Naples Princess, 45 volunteers attended. This was coordinated through the Southwest Florida Attractions Association so volunteers were exposed to area attractions.
- Attended Chamber staff meeting, TDC, BCC, CCLTA and CVB round table meetings, Proclamation for Hodges University at City Hall, CVB Public Relations meeting, Chamber subcommittee and partnership
- Coordinated June Business of the Month, Hodges University.

2012 YTD Statistics

	Jan-12	Jan-11	Feb-12	Feb-11	Mar-12	Mar-11	April-12	April-11	May-12	May-11	June-12
Big Cypress	6,401	5,034	7,943	6,986	7,226	5,984	4,308	3,297	2,360	1,778	1,972
Oasis	13,601	12,055	17,595	15,564	16,638	15,101	9,603	8,810	5,660	5,492	4,185
Everglades	11,000	2,220	12,840	2,881	18,300	3,100	10,810	2,575	5,435	1,600	4,250
Immokalee	198	125	227	194	361	195	367	189	315	186	210
Marco	1,033	1,007	1,465	1,546	1,011	1,376	482	520	529	448	303
Naples VIC	4,397	2,765	5,399	3,505	4,383	3,536	2,685	2,114	2,097	1,491	1,435
TOTAL '11		23,206		30,676		29,292		17,505		10,995	
TOTAL '12	36,630		45,469		47,919		28,255		16,396		12,355