

**Naples Marco Island Everglades CVB Sales Report**  
**6/12/2012 - 7/9/2012**

July 23, 2012  
 Detailed Staff Report 11  
 1 of 38

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
<b>Status: CURRENT TENTATIVE</b>											
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	Incentive Trips	RFP Rcvd	Corporate-Other		5/1/2014 5/3/2014		\$5,000.00	0	25	75	0
Allied Solutions	National Sales Meeting 2014	RFP Rcvd	Corporate-Other		2/17/2014 2/19/2014		\$35,000.00	0	125	335	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 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 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 for Retail Environments	2013 Design Awards Judging	RFP Rcvd	0	Website	2/6/2013 2/8/2013		\$4,580.00	0	12	20	0
Booz Allen Hamilton, Incorporated	USMCmax ISC/CCB	RFP Rcvd	0	Meetings Focus-NBH FAM 2011	4/7/2013 4/18/2013		\$69,000.00	0	65	260	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

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	2011 Att Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: CURRENT TENTATIVE</b>											
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
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	October 2011 Music Fam	CVB Sponsored	0	ASTA Nov. 2011 FAM	10/27/2011 10/30/2011		\$0.00	0	25	76	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	Sept MP Fam 2012	CVB Sponsored	0	Networking	9/16/2012 9/18/2012	Local	\$0.00	0	126	150	0
Defenders LEMC	2014 Homecoming	RFP Rcvd	0	Website	6/27/2014 6/29/2014		\$64,500.00	0	500	1,500	0
Desoto High School Reunion	10 year reunion Desoto High	RFP Rcvd	SMERF	Website	10/6/2012 10/6/2012		\$12,000.00	0	10	10	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 / A.Donnelly	2013 Finit Annual Meeting	RFP Rcvd	0	HelmsBriscoe	4/2/2013 4/7/2013		\$43,000.00	0	42	210	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

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attm Attm	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
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
Hyland Software	2014 and 2015Team on Base Conf	RFP Rcvd	0	Collaborate	2/11/2013 2/13/2013		\$180,000.00	0	230	616	0
IMN Solutions	2014 IFEBP Investments Institute	RFP Rcvd	0	CVENT	2/28/2014 3/6/2014		\$135,125.00	0	135	575	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
NGALA	DTS Technologies Site	CVB Sponsored	0	Networking	10/17/2012 10/19/2012		\$24,000.00	0	75	162	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	46998 Attm	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
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
Sentergroup, Inc	2014 International Society of Appraisers	RFP Rcvd	0	Website	4/2/2014 4/9/2014		\$83,845.00	0	87	398	0
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
Smilow Family	Smilow Succos 2012	RFP Rcvd	SMERF	Website	9/30/2012 10/9/2012		\$100,000.00	0	75	750	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

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Att 98	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: CURRENT TENTATIVE</b>											
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
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
US-Canada MICE	Nov. 2012 group trip excursion	RFP Rcvd	0	MPI Dallas & Sales Mission 2012	11/26/2012 11/28/2012		\$7,260.00	0	30	65	0
Vacon	Vacon North America Drives conf	RFP Rcvd	0	Destination Showcase - Chicago	2/10/2013 2/16/2013		\$200,000.00	0	250	960	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
					<b>Event Count:</b>	94	\$7,371,714.00	0	9,938	32,245	98

<b>Status: ITINERARIES</b>											
The Ritz-Carlton, Naples	Achievers Group	Site Visit	0	RFP Enhancement	1/30/2013 2/2/2013		\$78,000.00	0	26	104	0
					<b>Event Count:</b>	1	\$78,000.00	0	26	104	0

<b>Status: LEADS SENT</b>											
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Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Att #	Peak Rooms	Requested Rooms	Contracted Rooms	
<b>Status: LEADS SENT</b>												
Association for Retail Environments	2013 Design Awards Judging	RFP Rcvd	0	Website	2/6/2013 2/8/2013		\$4,580.00	0	12	20	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	
Booz Allen Hamilton, Incorporated	USMCmax ISC/CCB	RFP Rcvd	0	Meetings Focus-NBH FAM 2011	4/7/2013 4/18/2013		\$69,000.00	0	65	260	0	
Council For Adult And Experiential Learning	offistes ABC	RFP Rcvd	0	Meet up Chicago	1/29/2013 2/1/2013		\$0.00	0	0	0	0	
Desoto High School Reunion	10 year reunion Desoto High	RFP Rcvd	SMERF	Website	10/6/2012 10/6/2012		\$12,000.00	0	10	10	0	
HelmsBriscoe / A.Donnely	2013 Finit Annual Meeting	RFP Rcvd	0	HelmsBriscoe	4/2/2013 4/7/2013		\$43,000.00	0	42	210	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	
IMN Solutions	2014 IFEBP Investments Institute	RFP Rcvd	0	CVENT	2/28/2014 3/6/2014		\$135,125.00	0	135	575	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	
Sentergroup, Inc	2014 International Society of Appraisers	RFP Rcvd	0	Website	4/2/2014 4/9/2014		\$83,845.00	0	87	398	0	
Smilow Family	Smilow Succos 2012	RFP Rcvd	SMERF	Website	9/30/2012 10/9/2012		\$100,000.00	0	75	750	0	
US-Canada MICE	Nov. 2012 group trip excursion	RFP Rcvd	0	MPI Dallas & Sales Mission 2012	11/26/2012 11/28/2012		\$7,260.00	0	30	65	0	
Vacon	Vacon North America Drives conf	RFP Rcvd	0	Destination Showcase - Chicago	2/10/2013 2/16/2013		\$200,000.00	0	250	960	0	
VISIT FLORIDA	2013 FL Encounter	RFP Rcvd	0		4/13/2013 4/16/2013		\$0.00	0	179	592	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	
						<b>Event Count:</b>	15	\$864,635.00	0	1,120	4,600	0

**Status: TURNED DEFINITE**

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
Council For Adult And Experiential Learning	offistes ABC	RFP Rcvd	0	Meet up Chicago	1/29/2013 2/1/2013		\$0.00	0	0	0	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attm 7/18/12	Peak Rooms	Requested Rooms	Contracted Rooms
<b>Status: TURNED DEFINITE</b>											
Shores Destinations	2012 Resource specialist training	RFP Rcvd	0	Website	12/3/2012 12/5/2012		\$14,490.00	0	30	90	90
					<b>Event Count:</b>	3	\$38,490.00	0	60	170	90
<b>Status: TURNED LOST</b>											
VISIT FLORIDA	2013 FL Encounter	RFP Rcvd	0		4/13/2013 4/16/2013		\$0.00	0	179	592	0
					<b>Event Count:</b>	1	\$0.00	0	179	592	0
<b>Status: TURNED TENTATIVE</b>											
Association for Retail Environments	2013 Design Awards Judging	RFP Rcvd	0	Website	2/6/2013 2/8/2013		\$4,580.00	0	12	20	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
Booz Allen Hamilton, Incorporated	USMCmax ISC/CCB	RFP Rcvd	0	Meetings Focus-NBH FAM 2011	4/7/2013 4/18/2013		\$69,000.00	0	65	260	0
Debi's Itineraries	Sept MP Fam 2012	CVB Sponsored	0	Networking	9/16/2012 9/18/2012	Local	\$0.00	0	126	150	0
Desoto High School Reunion	10 year reunion Desoto High	RFP Rcvd	SMERF	Website	10/6/2012 10/6/2012		\$12,000.00	0	10	10	0
HelmsBriscoe / A.Donnely	2013 Finit Annual Meeting	RFP Rcvd	0	HelmsBriscoe	4/2/2013 4/7/2013		\$43,000.00	0	42	210	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
IMN Solutions	2014 IFEBP Investments Institute	RFP Rcvd	0	CVENT	2/28/2014 3/6/2014		\$135,125.00	0	135	575	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
NGALA	DTS Technologies Site	CVB Sponsored	0	Networking	10/17/2012 10/19/2012		\$24,000.00	0	75	162	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
Smilow Family	Smilow Succos 2012	RFP Rcvd	SMERF	Website	9/30/2012 10/9/2012		\$100,000.00	0	75	750	0
US-Canada MICE	Nov. 2012 group trip excursion	RFP Rcvd	0	MPI Dallas & Sales Mission 2012	11/26/2012 11/28/2012		\$7,260.00	0	30	65	0
Vacon	Vacon North America Drives conf	RFP Rcvd	0	Destination Showcase - Chicago	2/10/2013 2/16/2013		\$200,000.00	0	250	960	0

**Sales Rep: Debi DeBenedetto**

July 23, 2012  
Detailed Staff Report 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact	Attended Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
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**Status: TURNED TENTATIVE**

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	
<b>Event Count:</b>							15	\$888,635.00	0	1,142	4,320	0
<b>Event Count:</b>							129	\$9,241,474.00	0	12,465	42,031	188



**Naples Marco Island Everglades CVB  
Task Report**

July 23, 2012  
Detailed Staff Report 11  
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Created - Between 6/12/2012 - 7/9/2012

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
6/12/2012	Sentergroup, Inc	Event Sales Task	Open	8/11/2012		
<i>ask if they have short listed us and want a site</i>						
6/12/2012	HelmsBriscoe / D. Brownlee	Event Sales Task	Open	8/11/2012		
<i>ask if they have short listed us and want a site</i>						
6/14/2012	Association of American Medical Colleges Stacia Gueriguian	Sales - sent rfp to partner	Closed	6/14/2012	6/14/2012	Debi DeBenedetto
<i>loaded and sent rfp to hotels</i>						
6/14/2012	Metal Construction Association Anne Arezina	Sales - sent rfp to partner	Closed	6/14/2012	6/14/2012	Debi DeBenedetto
<i>loaded and sent rfp to two hotels requested</i>						
6/14/2012	Wire Fabricators Association	Sales - sent rfp to partner	Closed	6/14/2012	6/14/2012	Debi DeBenedetto
<i>sent rfp to hotel and loaded idss</i>						
6/14/2012	Metal Construction Association	Event Sales Task	Open	8/13/2012		
<i>ask if they have short listed us and want a site</i>						
6/14/2012	Association of American Medical Colleges	Event Sales Task	Open	8/13/2012		
<i>ask if they have short listed us and want a site</i>						
6/14/2012	Wire Fabricators Association	Event Sales Task	Open	8/13/2012		
<i>ask if they have short listed us and want a site</i>						
6/15/2012	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	6/15/2012	6/15/2012	Jennifer Leslie
<i>Received email from Travel Agency in Netherlands. Sent them some collateral</i>						
6/15/2012	NGALA Christine Gideons		Closed	6/15/2012	6/15/2012	Note
<i>Subject: This is a CVB itinerary site that you are participating in</i>						
<p><i>Body: &lt;o:p&gt;&lt;span style="font-weight: bold"&gt;P&lt;/span&gt;&lt;/o:p&gt;&lt;span style="font-weight: bold"&gt;lease find the attached itinerary for your visit to Florida's Paradise Coast from the Naples, Marco Island, Everglades CVB.&lt;/span&gt;&lt;p class="MsoNormal"&gt;Please do not reply to this email.&lt;/p&gt;&lt;o:p&gt;&amp;nbsp;&lt;/o:p&gt;&lt;/p&gt;&lt;p class="MsoNormal"&gt;For meetings issues, please contact Debi DeBenedetto, Tourism Sales &amp; Marketing Manager at &lt;a href="mailto:debide@colliergov.net"&gt;debide@colliergov.net&lt;/a&gt;&lt;/p&gt;&lt;p class="MsoNormal"&gt;For meetings-related FAMs or assistance, please contact Jennifer Leslie, Sales Assistant at &lt;a href="mailto:jenniferleslie@colliergov.net"&gt;jenniferleslie@colliergov.net&lt;/a&gt;&lt;/p&gt;&lt;p class="MsoNormal"&gt;For media/public relations questions and FAM assistance, please contact JoNell Modys, Tourism Public Relations &amp; Communications Manager at &lt;a href="mailto:jonellmodys@colliergov.net"&gt;jonellmodys@colliergov.net&lt;/a&gt; or Angela Aline, Public Relations Assistant, &lt;a href="mailto:angelaaline@colliergov.net"&gt;angelaaline@colliergov.net&lt;/a&gt;.&amp;nbsp;&amp;nbsp;&amp;nbsp;&lt;/p&gt;&lt;o:p&gt;&amp;nbsp;&lt;/o:p&gt;&lt;/p&gt;</i></p>						

\* Task is assigned to multiple people

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Printed: 7/9/2012

Page: 1 of 8

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<p>&lt;p class="MsoNormal"&gt;For destination information, please visit &lt;a href="www.paradisecoast.com"&gt;www.paradisecoast.com&lt;/a&gt;.&lt;/p&gt;&lt;/td&gt; </p>					

6/15/2012	The Ritz-Carlton, Naples Desiree Reyes-Smith		Closed	6/15/2012	6/15/2012	Note
<p><i>Subject: This is a CVB itinerary site that you are participating in</i></p> <p><i>Body: &lt;span style="font-weight: bold"&gt;P&lt;/span&gt;&lt;/i&gt;&lt;span style="font-weight: bold"&gt;lease find the attached itinerary for your visit to Florida's Paradise Coast from the Naples, Marco Island, Everglades CVB.&lt;/span&gt;&lt;/i&gt;</i></p> <p>&lt;p class="MsoNormal"&gt;Please do not reply to this email.&lt;/p&gt;&lt;/td&gt; </p>						

6/15/2012	Naples Princess Jenny Foegen		Closed	6/15/2012	6/15/2012	Note
<p><i>Subject: This is a CVB itinerary site that you are participating in</i></p> <p><i>Body: &lt;span style="font-weight: bold"&gt;P&lt;/span&gt;&lt;/i&gt;&lt;span style="font-weight: bold"&gt;lease find the attached itinerary for your visit to Florida's Paradise Coast from the Naples, Marco Island, Everglades CVB.&lt;/span&gt;&lt;/i&gt;</i></p> <p>&lt;p class="MsoNormal"&gt;Please do not reply to this email.&lt;/p&gt;&lt;/td&gt; </p>						

6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto	General - Followup Call	Closed	6/18/2012	6/14/2012	Debi DeBenedetto
<p><i>Attended PR seminar in Marco Island sent out 3 Rfp</i></p>						

6/18/2012	Debi's Activity Tracking Account	Sales - Meeting / Show / Conference	Closed	6/18/2012	5/29/2012	Debi DeBenedetto
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\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Debi DeBenedetto <i>Debat for W Palm Meetings and incentive show next 4 days</i>					
6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Participated in sports Rfp committee</i>	General - Meeting	Closed	6/18/2012	5/22/2012	Debi DeBenedetto
6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>site itinerry complete for Chuck Harrellson site Sonitrol - site June 20</i>	Sales - Fam Itinerary	Closed	6/18/2012	5/25/2012	Debi DeBenedetto
6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>airport fly to Biloxi attend event and make CVB presentation welcome for 2013 worked show 2 more days with 25 one on one appts</i>	Sales - Meeting / Show / Conference	Closed	6/18/2012	6/5/2012	Debi DeBenedetto
6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Meet with Hilton Naples sales and report Niccole and Caroline worked one hour with Intern Lauren follow up and prep from shows and for site next week. TDC report due</i>	Sales - Partner Contact	Closed	6/18/2012	6/15/2012	Debi DeBenedetto
6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>Depart for Lauderdale for Meeting Focus show - attend through Tuesday June 5 June 5 1:00 - 3 drive back to Naples 3-4 office and return rental Pack for Biloxi</i>	Sales - Meeting / Show / Conference	Closed	6/18/2012	6/3/2012	Debi DeBenedetto
6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>worked on last 3 show follow up sent notes to hotels on Golf show sent out all leads contact planners and worked on follow up next 3 days Meet with Laplaya sales meeting and report</i>	Sales - Partner Contact	Closed	6/18/2012	6/13/2012	Debi DeBenedetto
6/18/2012	Debi's Activity Tracking Account Debi DeBenedetto <i>requested and reviewed profiles for planner appointments for Meeting Focus</i>	Sales - Prospecting	Closed	6/18/2012	5/22/2012	Debi DeBenedetto
6/18/2012	DST Technologies Michelle Moore <i>AssHello Michelle:  Thank you for booking your board meeting in Paradise at the Marco Island Marriott on SW Florida's Paradise Coast. I'm happy to assist you with your request for dining and excursions. It would be helpful to know the dates of your meeting? While most of our fishing and some other water excursions cannot be done a for group this size we often find that our charters will team up to make sure we can get everyone out on the water and that is what I recommend. I can make connections for you as needed. Here are some suggestions...  Also note I will be happy to come down to Marco Island at some point after your hotel site and show you the excursions you are most interested in so let me know if you can fit this in your schedule and what you would like to see so I can arrange a site.  Marco Island Princess will combine dinner and water with a dinner Cruise on the Marco Island Princess. You can rent one floor or the entire yacht, hire a band, DJ or other entertainment and have a wonderful cruise and dinner. Yacht holds up to 149 pax. Robin Shifflet is the contact at islandsbest@aol.com 239-642-5415 Rose Marco River Marina.  Also dine arounds are easy on Marco Island with bus transportation you can go to the 3 restaurants in Esplanade and drop your executives off to dine in all of three restaurants there. (I'll research this more for your site). Contact Dolphin Transportation or NTT&amp;EP for charters.</i>	Sales - Assisted Mtg Planner	Open	7/6/2012		

\* Task is assigned to multiple people

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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*If you want fishing excursions I will memo out to my area Captains and see what they can pull together for you. Six per boat is usual and they team up.*

*Marco Island Watersports has a variety of activities including a 40 passenger boat for sightseeing and shelling called Calusua Spirit, while the more adventurous go on Waverunners for a guided tour of the 10,000 islands. I think they have 3 sets of 10 waverunners and guides to do up to 30 people. Call Mark or Melissa at 239-642-2359. This is right off the hotel beach.*

*Other offsite dining options could be www.NGALA.net a wildlife preserve about 35 minutes from Marco who do unique once in a lifetime events in a Chandelier tented venue with wild animals, unusual entertainment and great food. Must see website. High end budget and would need bus transport.*

*Also our Naples Botanical Gardens and Naples Zoo do catered events on site. And the Marriott makes perfect beach parties, concerts and other events happen right on property for your group.*

*Sweet Liberty will come down and cater a sailing cruise for about 30 people and ODIN the fast jet propelled thrill ride boat will also come down from Pure Naples for fast boat rides for up to 24 passengers. So if you're interested in this I'll provide a contact.*

*You can find all of these mentions on our website at www.ParadiseCoast.com under attractions and tours. Also I'll be happy to send you our printed visitor guide if you like.*

*Please let me know if I can show you any of these while you are down. I have July 17th open and would love to greet you.*

*Best,  
Debi  
isted planner with 80 person offsite*

6/18/2012	Florida Meeting Services Nancy Evans	Sales - Assisted Mtg Planner	Closed	6/18/2012	4/27/2012	Debi DeBenedetto
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*Assisted planner in info to book a \$40,000 peice of business as offsite to group in market for Gilligans Island event.*

6/18/2012	Smilow Family Stewart Smilow	Sales - sent rfp to partner	Closed	6/18/2012	6/18/2012	Debi DeBenedetto
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*sent Rfp  
called planner  
put in idss*

6/18/2012	US-Canada MICE	Event Sales Task	Open	8/17/2012		
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*ask if they have short listed us and want a site*

6/18/2012	Smilow Family	Event Sales Task	Open	8/17/2012		
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*ask if they have short listed us and want a site*

6/19/2012	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	6/19/2012	6/19/2012	Jennifer Leslie
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*assisted French travel agent with hotel information for a visit to our area.*

6/19/2012	Debi's Activity Tracking Account	Sales - Assisted Travel Agent	Closed	6/19/2012	6/19/2012	Jennifer Leslie
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*Assisted French travel agent with info on the area for her visit Nov. 2012*

6/19/2012	DST Technologies Michelle Moore		Closed	6/19/2012	6/19/2012	Note
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*Subject: This is a CVB itinerary site that you are participating in*

*Body: <o:p><span style="font-weight: bold">P</span></o:p><span style="font-weight: bold">lease find the attached itinerary for your visit to Florida's Paradise Coast from the Naples, Marco Island, Everglades CVB.</span><p class="MsoNormal">Please do not reply to this email.</p>&nbsp;</o:p></p><p class="MsoNormal">For meetings issues, please contact Debi DeBenedetto, Tourism Sales & Marketing Manager at <a href="mailto:debide@colliergov.net">debide@colliergov.net</a></p>*

Task Assigned User: Debi DeBenedetto

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

*<p class="MsoNormal">For meetings-related FAMs or assistance, please contact Jennifer Leslie, Sales Assistant at <a href="mailto:jenniferleslie@colliergov.net">jenniferleslie@colliergov.net</a></p>*  
*<p class="MsoNormal">For media/public relations questions and FAM assistance, please contact JoNell Modys, Tourism Public Relations & Communications Manager at <a href="mailto:jonellmodys@colliergov.net">jonellmodys@colliergov.net</a> or Angela Aline, Public Relations Assistant, <a href="mailto:angelaaline@colliergov.net">angelaaline@colliergov.net</a>. &nbsp;&nbsp;&nbsp;</p>*  
*<p class="MsoNormal">For destination information, please visit <a href="www.paradisecoast.com">www.paradisecoast.com</a>. </p>*  
*<p class="MsoNormal">Thank you for your interest in Florida's Paradise Coast. </p>*  
*<p class="MsoNormal" style="text-align: justify"><span style="font-size: 10pt; font-weight: bold">Naples, Marco Island, Everglades CVB</span>&nbsp;</p>*  
*<p class="MsoNormal" style="text-align: justify"><span style="font-size: 10pt; font-weight: bold">2800 N. Horseshoe Dr.</span></p>*  
*<p class="MsoNormal" style="text-align: justify"><span style="font-size: 10pt; font-weight: bold">Naples, FL 34110</span></p>*  
*<p class="MsoNormal" style="text-align: justify"><span style="font-size: 10pt; font-weight: bold">239-252-2384</span></p>*

6/19/2012	Marco Island Marriott Beach Resort, Golf Club & Spa Debi DeBenedetto		Closed	6/19/2012	6/19/2012	Note
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*<p class="MsoNormal" style="text-align: justify"><span style="font-size: 10pt; font-weight: bold">Naples, FL 34110</span></p>*  
*<p class="MsoNormal" style="text-align: justify"><span style="font-size: 10pt; font-weight: bold">239-252-2384</span></p>*

6/19/2012	Marco Island Princess Robin Shifflett		Closed	6/19/2012	6/19/2012	Note
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*<p class="MsoNormal" style="text-align: justify"><span style="font-size: 10pt; font-weight: bold">239-252-2384</span></p>*

6/19/2012	NGALA		Closed	6/19/2012	6/19/2012	Note
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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
6/29/2012	Veterinary Cancer Society Sandi Strother	Sales - RFP follow up	Open	8/15/2012		
<i>Ask her if you can send out Rfp she gave you at Destination showcase VCS 2016 annual</i>						
6/29/2012	Vacon	Event Sales Task	Open	8/28/2012		
<i>ask if they have short listed us and want a site</i>						
6/29/2012	Booz Allen Hamilton, Incorporated	Event Sales Task	Open	8/28/2012		
<i>ask if they have short listed us and want a site</i>						
7/3/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Fam Itinerary	Closed	7/3/2012	7/2/2012	Debi DeBenedetto
<i>Started Willy Oct. Fam German TAs Process to begin Sept 16-19 Meeting Planner Fam - got hosts - working on itinerary Review paperwork for host 2013 Tourism Awards Notes from partner meetings</i>						
7/3/2012	Debi's Activity Tracking Account Debi DeBenedetto	Event Sales Task	Open	7/3/2012		
<i>Series of planner calls to proceed spin planners conference - planner to meet. 15 minute intro calls met 8 planners on phone sent email and e- collateral out as pre introduction to the calls</i>						
7/3/2012	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	7/3/2012	6/29/2012	Debi DeBenedetto
<i>Attended Chicago Destination Showcase Follow up complete leads sent to partners</i>						
7/3/2012	Debi's Activity Tracking Account	Sales - Partner Contact	Open	7/3/2012		
<i>Scheduled meetings with hotel group slaes departments through July 30th Residence Inn met Hilton Naples met Melissa LaPlaya met Greenlinks meet Everglades area tours today Hilton Marco Island met others scheduled to complete this month</i>						
7/3/2012	Council For Adult And Experiential Learning	Event Sales Task	Open	9/1/2012		
<i>ask if they have short listed us and want a site</i>						
7/6/2012	Debi's Activity Tracking Account	Sales - Prospecting	Open	8/6/2012		
<i>7/6/12 - Call back, looking for 2013 mtg., would be interested in site visit - Brad Bradford, Regions Financial Corp., 205-264-5197, brad.bradford@regions.com</i>						
7/6/2012	VISIT FLORIDA	Event Sales Task	Open	9/4/2012		
<i>ask if they have short listed us and want a site</i>						
7/9/2012	Association of American Medical Colleges	Event Sales Task	Open	7/10/2012		
<i>ask if they want ppp or maps for attendee welcome</i>						
7/9/2012	IMN Solutions	Event Sales Task	Open	9/7/2012		

\* Task is assigned to multiple people

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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*ask if they have short listed us and want a site*

Total Tasks: 53



# ChamberConnect

*Your Weekly Update from The Greater Naples Chamber of Commerce*

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## → Chamber Shares Best Practices on Partnerships with Citrus County

**July 6, 2012 -- The Greater Naples Chamber of Commerce** (The Chamber) recently hosted a meeting with Citrus County officials and business leaders to share best practices on partnerships between the Chamber of Commerce and the Convention and Visitors Bureau.

The delegation from Citrus County included: Rebecca Bays, Citrus County Commissioner, who serves as Chair of the Citrus County Tourist Development Council (TDC); Josh Wooten, President of the Citrus County Chamber; Mike Bays, local business leader; Cathy Pearson, Community Services Director, whose Department oversees the TDC; Vince Caetero, Department of Planning and Development Director; and Larry Pearson, local business leader.

"We are looking forward to taking the information garnered from the meeting back to strengthen our programs here in Citrus County," said Rebecca Bays, Citrus County Commissioner.

Bays and the others met with Dr. Michael Reagan, President and CEO of The Greater Naples Chamber of Commerce, and Jack Wert, Executive Director of the Naples, Marco Island, Everglades Convention and Visitors Bureau, to discuss the value of forming partnerships, in particular:

- How to obtain buy-in from stakeholders and the government
- What structures work and which do not
- How government can play a vital role in the partnership, along with citizen groups and community and residential homeowner associations
- How to involve youth in programs

"Learning about their impressive programs and operations will be most helpful as we move the Citrus County Chamber forward," said Josh Wooten, President of the Citrus County Chamber. "Dr. Reagan and his staff are very well versed in the inner workings of a successful chamber."

## Naples, Marco Island, Everglades CVB

### Call Summary by Toll Free Number

For the month of June 2012

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	43	91.32
PR-Editorial (800-688-3600)	41	146.10
Film Commission (800-349-5770)	1	0.52
International (239-225-1013)	4	17.02
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	2	0.82
Naples #1 (800-455-2604)	1	0.62
Travel Agent (888-409-1403)	1	1.23
<b><u>Grand Total:</u></b>	<b><u>93</u></b>	<b><u>257.62</u></b>

# Naples, Marco Island, Everglades CVB

## Inquiry Summary by Purpose

For the month of June 2012

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	30	115.60
Special Fulfillment	361	14.13
Sports Council of Collier County Information	0	0.00
Guide Request	5,091	133.32
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	3	9.17
Hang up	24	8.87
Wrong Number	14	7.20
eNewsletter Signup	242	0.00
Meeting Planner	0	0.00
Storm Accommodations Info	0	0.00
<b><u>Grand Total:</u></b>	<b><u>5,765</u></b>	<b><u>288.28</u></b>

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Guide

For the month of June 2012

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Bridal Post Card	17	17
Passport to Paradise	3	3
Rack Brochure	14	14
Visitor's Guide	5,068	5,167
<b><u>Grand Total:</u></b>	<b><u>5,102</u></b>	<b><u>5,201</u></b>
Unique requests for guides:	5,091	

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Source**

For the month of June 2012

<b><u>Source</u></b>	<b><u>Current Year</u></b>			<b><u>Last Year</u></b>		
	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
Leisure Markets	3,598	18,107	57.23%	2,878	17,454	45.30%
Winter Northern Campaign	0	2	0.01%	0	175	0.45%
Spring/Summer In-State Campaign	0	22	0.07%	28	185	0.48%
Niche Markets	1,480	13,001	41.09%	1,069	19,884	51.60%
Group Markets	0	22	0.07%	0	1	0.00%
International Markets	0	5	0.02%	0	4	0.01%
Miscellaneous	13	481	1.52%	26	829	2.15%
<b><u>Grand Total:</u></b>	<b><u>5,091</u></b>	<b><u>31,640</u></b>		<b><u>4,001</u></b>	<b><u>38,532</u></b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Leisure Markets

For the month of June 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Magazines</b>			
AAA Florida TourBook 2009 Edition	0	4	0%
Arthur Frommer's Budget Travel February 2009	1	2	0%
Arthur Frommer's Budget Travel June 2011	0	2	0%
Coastal Living (Added Value) April 2012	81	406	2%
Coastal Living April 2012	38	446	2%
Florida Travel & Life May/June 2011	0	5	0%
Florida Travel & Life May/June 2012	86	203	1%
Midwest Living January/February 2010	0	1	0%
Other/Unknown	4	45	0%
Redbook Midwest October 2011	0	1,477	8%
Southern Living January 2012	65	2,669	15%
<b>Consumer Magazines</b>	<b>275</b>	<b>5,260</b>	
<b>Consumer Directories</b>			
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	0	3	0%
2010 Visit Florida Magazine	1	7	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	2	25	0%
2011 Florida Insider Guide - Specific Target	1	9	0%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	3	0%
2011 Visit Florida Magazine - Quick Check	14	850	5%
2011 Visit Florida Magazine - Specific Target	1	331	2%

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Leisure Markets

For the month of June 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Directories</b>			
2011 Visit FloridaMagazine - Quick Check	0	3	0%
2012 Florida Insider Guide - Quick Check	33	235	1%
2012 Florida Insider Guide - Specific Target	9	91	1%
2012 Visit Florida Magazine - Quick Check	203	604	3%
2012 Visit Florida Magazine - Specific Target	106	324	2%
2012 Visit FloridaMagazine - Quick Check	0	21	0%
2012 Visit FloridaMagazine - Specific Target	0	11	0%
Florida Insider Guide April - September 2011	0	1	0%
Visit Florida Magazine December 2010 - September 2011	0	1	0%
<b>Consumer Directories</b>	<b>370</b>	<b>2,623</b>	
<b>Consumer E-Marketing</b>			
DestinationBrochures.com	4	36	0%
Other/Unknown	6	41	0%
<b>ParadiseCoast.com</b>	<b>390</b>	<b>2,981</b>	<b>16%</b>
Miles Media Imports	389	2,953	
Phone	1	23	
info@paradisecoast.com	0	1	
Interactive Text Chat	0	4	
ParadiseCoast.com/Getaway Summer TAF	62	506	3%
ParadiseCoast.de	0	4	0%
Visit USA - France	0	1	0%
Visit USA - UK	0	8	0%
VisitFlorida.com	0	5	0%
<b>Consumer E-Marketing</b>	<b>462</b>	<b>3,582</b>	
<b>Consumer Newspaper</b>			
Americas Best Vacations Southeast Spring 2012	394	2,549	14%

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Leisure Markets

For the month of June 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Newspaper</b>			
Other/Unknown	0	1	0%
Visit Florida In-State Insert April 2012	67	2,062	11%
Visit Florida In-State Insert June 2012	2,030	2,030	11%
<b>Consumer Newspaper</b>	<b>2,491</b>	<b>6,642</b>	
<b>Grand Total:</b>	<b>3,598</b>	<b>18,107</b>	

\* YTD = Fiscal Year to Date



# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Fall In-State Campaign

For the month of June 2012

Media

Month

YTD

% YTD

**Grand Total:**

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\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Winter Northern Campaign

For the month of June 2012

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

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Spring/Summer In-State Campaign

For the month of June 2012

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

\* YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Niche Markets

For the month of June 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
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	4	101	1%
Bridal Guide July/August 2011	3	220	2%
Bridal Guide March 2011	0	42	0%
Brides Florida April - September 2011	0	44	0%
Destination Weddings & Honeymoons July/August 2012	10	10	0%
<hr/>			
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>17</b>	<b>425</b>	
<b>Niche Markets (ECO)</b>			
Audubon (Natural Wonders of Florida) March/April 2010	0	1	0%
Audubon (Natural Wonders of Florida) March/April 2011	0	184	1%
Audubon (Natural Wonders of Florida) March/April 2012	67	470	4%
Audubon (Natural Wonders of Florida) November/December 2011	1	598	5%
National Geographic Traveler May/June 2012	162	1,055	8%
<hr/>			
<b>Niche Markets (ECO)</b>	<b>230</b>	<b>2,308</b>	
<b>Niche Markets (Golf)</b>			
Play Florida Golf 2012	0	5,670	44%
<hr/>			
<b>Niche Markets (Golf)</b>	<b>0</b>	<b>5,670</b>	
<b>Niche Markets (Senior)</b>			
AAA Going Places July/August 2012	7	7	0%
AAA Going Places North March/April 2012	0	101	1%
AAA Going Places North May/June 2012	43	322	2%
AAA Going Places South May/June 2010	0	2	0%
AAA Going Places South May/June 2011	0	47	0%
AARP - Southeast Region March/April 2011	0	2	0%

# Naples, Marco Island, Everglades CVB

## Guide Request Summary by Niche Markets

For the month of June 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Senior)</b>			
AARP The Magazine April/May 2012	1,183	4,117	32%
<b>Niche Markets (Senior)</b>	<b>1,233</b>	<b>4,598</b>	
<b>Grand Total:</b>	<b>1,480</b>	<b>13,001</b>	

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Group Markets

For the month of June 2012

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

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by International Markets

For the month of June 2012

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

\* YTD = Fiscal Year to Date

## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Miscellaneous

For the month of June 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	0	10	2%
Friend/Relative	2	45	9%
Other/Unknown	11	146	30%
TCTIA FAM October 2011	0	14	3%
USV Product Show TA 2011	0	266	55%
<b><u>Grand Total:</u></b>	<b><u>13</u></b>	<b><u>481</u></b>	

\* YTD = Fiscal Year to Date



**Naples, Marco Island, Everglades CVB****Guide Request Summary by State**

For the month of June 2012

<b>State</b>	<b><u>Current Year</u></b>			<b><u>Last Year</u></b>		
	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
Florida	2,432	6,207	21.77%	1,173	5,363	15.04%
Ohio	159	1,764	6.19%	115	1,578	4.43%
Illinois	158	1,718	6.03%	104	2,153	6.04%
Michigan	103	1,659	5.82%	51	1,843	5.17%
Pennsylvania	116	1,570	5.51%	106	2,124	5.96%
New York	175	1,187	4.16%	162	2,506	7.03%
New Jersey	99	1,124	3.94%	80	1,632	4.58%
Georgia	150	1,106	3.88%	400	2,372	6.65%
Virginia	111	970	3.40%	51	683	1.92%
North Carolina	122	930	3.26%	53	679	1.90%
Minnesota	62	924	3.24%	32	901	2.53%
Tennessee	126	817	2.87%	63	560	1.57%
Indiana	74	758	2.66%	47	897	2.52%
South Carolina	63	734	2.57%	27	392	1.10%
Texas	111	658	2.31%	101	1,585	4.45%
Wisconsin	71	565	1.98%	46	765	2.15%
California	75	553	1.94%	133	1,014	2.84%
Kentucky	70	526	1.84%	32	405	1.14%
Alabama	81	521	1.83%	34	380	1.07%
Maryland	34	409	1.43%	30	671	1.88%
Massachusetts	52	395	1.39%	49	1,566	4.39%
Missouri	65	374	1.31%	59	1,173	3.29%
Connecticut	45	274	0.96%	23	406	1.14%
Mississippi	37	266	0.93%	9	184	0.52%
Iowa	18	251	0.88%	26	320	0.90%
Arizona	29	196	0.69%	30	250	0.70%
Louisiana	28	190	0.67%	32	317	0.89%
Washington	29	178	0.62%	32	282	0.79%
Colorado	29	167	0.59%	41	295	0.83%

**Naples, Marco Island, Everglades CVB****Guide Request Summary by State**

For the month of June 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>
Arkansas	16	165	0.58%	15	202	0.57%
Nebraska	15	132	0.46%	6	130	0.36%
Oklahoma	11	113	0.40%	14	233	0.65%
Kansas	21	111	0.39%	15	188	0.53%
West Virginia	18	107	0.38%	10	197	0.55%
Delaware	14	106	0.37%	4	98	0.27%
Oregon	17	105	0.37%	18	170	0.48%
Maine	13	89	0.31%	13	138	0.39%
New Hampshire	12	86	0.30%	15	196	0.55%
Nevada	10	72	0.25%	14	98	0.27%
Rhode Island	6	60	0.21%	5	101	0.28%
New Mexico	7	46	0.16%	9	77	0.22%
South Dakota	4	44	0.15%	3	41	0.11%
North Dakota	6	42	0.15%	5	50	0.14%
Idaho	7	38	0.13%	9	60	0.17%
Vermont	8	38	0.13%	3	62	0.17%
Utah	2	35	0.12%	6	75	0.21%
Puerto Rico	12	32	0.11%	6	52	0.15%
Montana	4	28	0.10%	5	53	0.15%
District of Columbia	4	22	0.08%	2	50	0.14%
Hawaii	6	22	0.08%	3	26	0.07%
Alaska	2	11	0.04%	2	25	0.07%
Wyoming	2	9	0.03%	2	33	0.09%
Armed Forces	6	6	0.02%	1	4	0.01%
Virgin Island	2	2	0.01%	0	2	0.01%
Northern Mariana Islands	0	0	0.00%	0	0	0.00%
<b>Grand Total:</b>	<b>4,949</b>	<b>28,512</b>		<b>3,326</b>	<b>35,657</b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Country**

For the month of June 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	4,949	28,512	90.11%	3,326	35,657	92.54%
No Address Given	78	2,137	6.75%	562	2,081	5.40%
Brazil	10	449	1.42%	32	117	0.30%
Canada	20	245	0.77%	26	321	0.83%
United Kingdom	14	109	0.34%	16	125	0.32%
Germany	3	25	0.08%	3	16	0.04%
Italy	2	24	0.08%	2	14	0.04%
Portugal	0	20	0.06%	13	23	0.06%
France	3	19	0.06%	3	14	0.04%
Belgium	0	12	0.04%	0	7	0.02%
Netherlands	1	12	0.04%	2	21	0.05%
Argentina	2	8	0.03%	0	8	0.02%
Pakistan	1	7	0.02%	1	4	0.01%
Denmark	1	6	0.02%	0	6	0.02%
Poland	0	6	0.02%	1	4	0.01%
Russia	1	6	0.02%	3	15	0.04%
India	0	5	0.02%	4	15	0.04%
Switzerland	1	5	0.02%	0	4	0.01%
Indonesia	0	4	0.01%	0	2	0.01%
Sweden	0	4	0.01%	1	5	0.01%
Norway	0	3	0.01%	1	5	0.01%
Spain	0	3	0.01%	0	4	0.01%
Australia	0	2	0.01%	1	6	0.02%
Martinique	0	2	0.01%	0	0	0.00%
Uruguay	1	2	0.01%	0	0	0.00%
Albania	0	1	0.00%	0	0	0.00%
Algeria	0	1	0.00%	0	0	0.00%
Austria	1	1	0.00%	0	2	0.01%
Bahamas	0	1	0.00%	0	0	0.00%
Colombia	0	1	0.00%	0	0	0.00%
Cuba	0	1	0.00%	1	1	0.00%

**Naples, Marco Island, Everglades CVB****Guide Request Summary by Country**

For the month of June 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>
Finland	1	1	0.00%	0	2	0.01%
Iran	0	1	0.00%	0	4	0.01%
Japan	0	1	0.00%	0	0	0.00%
Mexico	1	1	0.00%	0	7	0.02%
Ukraine	0	1	0.00%	0	8	0.02%
Uzbekistan	0	1	0.00%	0	2	0.01%
Zaire	1	1	0.00%	0	0	0.00%
Africa	0	0	0.00%	0	1	0.00%
Antiqua	0	0	0.00%	0	1	0.00%
Chile	0	0	0.00%	0	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%
Ghana	0	0	0.00%	0	1	0.00%
Hungary	0	0	0.00%	0	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%
Malta	0	0	0.00%	1	1	0.00%
Moldova	0	0	0.00%	0	1	0.00%
Peru	0	0	0.00%	0	1	0.00%
Philippines	0	0	0.00%	1	3	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%	1	4	0.01%
Vietnam	0	0	0.00%	0	1	0.00%

**Grand Total:** 5,091 31,640

4,001 38,532  
~~37 of 38~~

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Special Fulfillment Requests by Category**

For the month of June 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Consumer Shows</b>			
<b>Post Show Follow Up</b>			
NY Times Travel Show June 2012	353	353	10%
<b>Consumer Shows</b>	<b>353</b>	<b>353</b>	<b>10%</b>
<b>Meeting Planners</b>			
Market Group Fulfillment	0	7	0%
CVB Meeting Planner newsletter	0	3,215	88%
GAP	0	4	0%
Meeting Planner Kit Fulfillment	3	55	1%
Meeting Planner Non-Kit Fulfillment	0	4	0%
<b>Post Show Followup</b>			
Florida Huddle February 2012	0	1	0%
<b>Meeting Planners</b>	<b>3</b>	<b>3,286</b>	<b>90%</b>
<b>Promotions</b>			
PPD 2011	3	10	0%
PPG 2011	0	3	0%
PPP 2011	0	3	0%
<b>Promotions</b>	<b>3</b>	<b>16</b>	<b>0%</b>
<b>Tour Operators</b>			
Other/Unknown	1	9	0%
<b>Tour Operators</b>	<b>1</b>	<b>9</b>	<b>0%</b>
<b>Travel Agents</b>			
Other/Unknown	1	4	0%
<b>Travel Agents</b>	<b>1</b>	<b>4</b>	<b>0%</b>
<b>Grand Total:</b>	<b>361</b>	<b>3,668</b>	

\* YTD = Fiscal Year to Date