



DIRECTOR'S REPORT

Recent Activity- August-September 2012

Strategic Planning Retreat with Tourism Industry

Audubon Award Ceremony for Marco Island Marriott

Presentation to Naples Rotary Club

Medical Tourism Committee Meeting

American Express Food & Wine Festival Conference Call

Sports Council of Collier County Board Meetings

Visit Florida International Committee Conference Call

Parks & Recreation Planning meeting for event staffing

Economic Development Director Recruiter Selection Committee

RESTORE Act Meeting in Panama City Beach

Sports Coordinator recruitment meeting with HR

NBC-2 TV Interview on August results

Sports Council Housing Conference Call

N'Spire Customer Service Training Session

ESTO Tourism Education Conference

Stone Crab Festival Marketing program meeting

Florida Governor's Conference on Tourism

Marco Airport marketing planning meeting

Research Focus Groups – Chicago

Franklin Templeton Shootout Media Conference



SALES DEPARTMENT - Debi DeBenedetto and Jennifer Leslie

Advertising/Internet

- Review of publications and discussions with Agency and publishers about opportunities
- Review of Meeting planner website, critique and beginning to work on changes

Industry Relations – Sales

- Meetings with Hotel Sales Staff
- Marketing Strategic Retreat
- Pitch Spin Planners 2013 Annual Conference – sent hotel partners RFP and bidding that event to bring over 100 Meeting planners to the destination in July of 2013

New Product Development

- Develop new 2013 Sales Plan
- Develop Trade Shows list for partner co-op 2013
- New in-market mobile application – creates itineraries for group business guest as a return incentive and something to do on down time during conferences
- New in- market Contest to build repeat visitors and e-blast data bases
- Continue Leadership Marco

Promotions

- WCNY TV Auction promotion for January 2013

Familiarization Trips

- Itinerary for Brazil Fam Sept. 14-16
- Itinerary for Meeting Planner Fam Sept. 16-19
- Itinerary for German Fam October 20-23
- Three Meeting Planner Sites hosted and 3 others assisted

Trade Shows

- Connect Marketplace, New Orleans 28 Meetings one on one with planners and two hotel partners attended

RFP's and Booked Business

- 39 RFP's sent out to hotel sales staff
- 3 groups booked for 867 room nights \$202,823.00 Revenue estimate and estimated economic impact of \$696,902.00
- Lost RFP's 24 – to other destinations
- Cancelled RFP's 3

Sponsorships RFP enhancements

- 7 RFP enhancements granted current \$ 37K; 1 booked \$10 K; 7 pending contracts
- Total estimated ROI for RFP enhancements granted since 9/15/2011
- \$4,352,704.00 Economic Impact
- Total RFP funding booked \$43,780.00



| EVENT FACTORS | Quantity | Multiplier | Event days | Total |
|--|-------------------|-----------------------|---------------------|---------------|
| | | | | \$ - |
| Room nights booked | 867 | \$ 165.00 | 1 | \$ 143,055.00 |
| Meeting Room Revenue based on \$1000 per room @ 2 room | | \$ 1,000.00 | 3 | \$ - |
| F&B spending based on 1.5 persons in room | 1300 | \$ 125.00 | 1 | \$ 162,500.00 |
| | 0 | \$ - | | \$ - |
| | 0 | | 0 | \$ - |
| offsite expenditures | | | | |
| What other expenditures, if any, are anticipated? | | | | \$ - |
| Total direct impact = | | | | \$ 305,555.00 |
| | Output multiplier | | Total output impact | \$ 528,610.15 |
| | | 1.73 | | |
| | | Employment impact | | 10.694425 |
| | | Total earnings impact | | 164999.7 |
| Transient lodging tax | | | | \$ 2,444.44 |
| Local option gasoline tax | | | | \$ 837.40 |
| Occupational license tax rev. | | | | |
| Payment for use of public facility | | | | \$ - |
| Total gross revenue | | | | \$ 696,902.38 |
| Funds expended by local government CVB to attract the event | | | | |
| Cost of additional public services required by the event or team | | | | \$ - |
| Additional items | | | | \$ - |
| Total expenditures | | | | \$ - |
| Gross revenue | | | | \$ 696,902.38 |



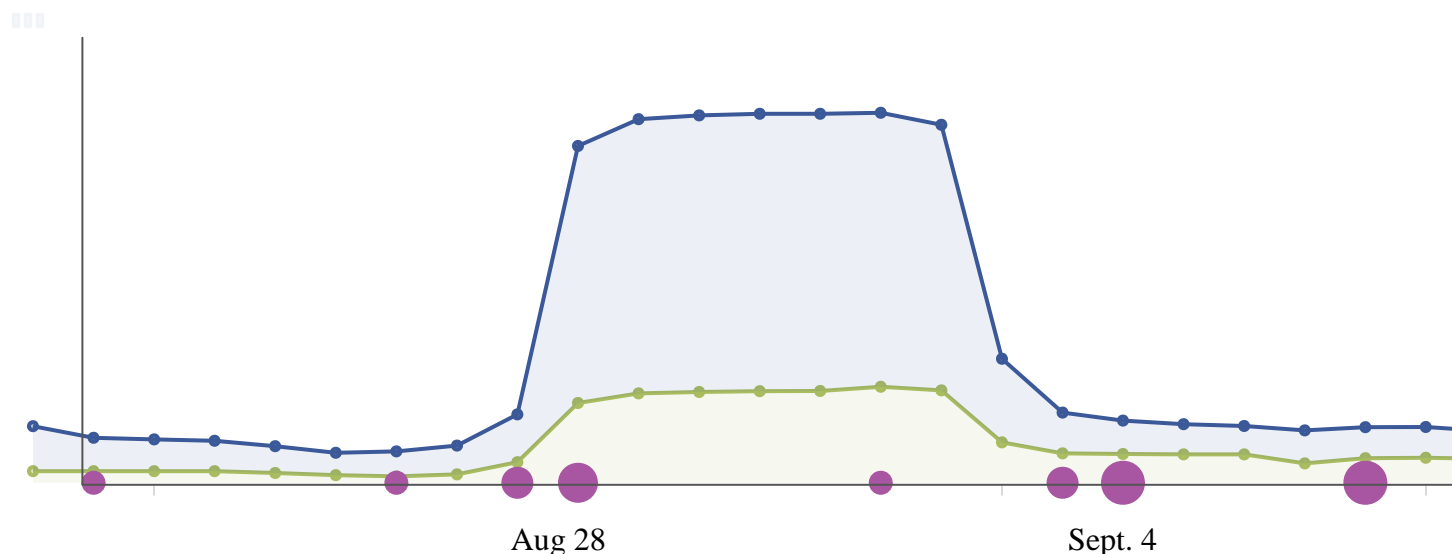
PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

Hurricane Isaac Emergency Activation

- Aug. 24-25 Activation of website emergency module
- Daily multiple status and weather updates
- Coordination with Phase V on hotel vacancy status
- Communication with ABC's Sam Champion and producer during live shot on Vanderbilt Beach

SOCIAL MEDIA

On Facebook, highest user engagement and virality came during and after Tropical Storm/Hurricane Isaac



A photo of Naples Beach snapped on August 28 and posted with this message: ‘Anyway you look at it, it’s business as usual on the Paradise Coast’ had a virality measurement of 60.19%, engaged 1,367 users, was seen by 2,007 people and was shared by 172. This activity period resulted in several hundred new Fans to our page.

After the storm’s passing, a dolphin photo shared from the Marco Review generated 145 Likes and was shared by 63.

On both Facebook and Twitter – continued to build reach by researching Fan pages and Twitter accounts to Like and Follow, to encourage reciprocal engagement by those accounts.



PR Department Missions and Activities

- Florida Outdoor Writers Association
- Florida Governor's Conference on Tourism
- Boston media meeting
- USTA ESTO destination marketing education
- GOOGLE seminar
- Miami media mission
- CVB strategic planning
- nSpire Naples
- Enterprise Rental Cars VIP and consumer rates/agreements

Top National/International Publicity Facilitated In-House

- Peter Greenberg Worldwide – we arranged for destination/attraction guests for nationally syndicated radio show
- ABC Good Morning America – communication with and thanks to Sam Champion and his production team for live shots post-Isaac from Vanderbilt Beach
- New York Daily News – Ten Thousand Islands exploration story facilitated by conversations and meetings with NY-based editor by PR manager, knowledge of local lore and adventure, contributed photography
- Yahoo Travel – details for story pitch provided in-house to LHA team for story on top USA late summer destinations (Everglades-based).
- Travel With Kal – Connecticut radio broadcast. Coordinated meeting and information for Jack Wert interview during Governor's Conference on Tourism.
- AOL UK – provided info on the western Everglades for a World's Top Ten Endangered Places write up of the Everglades, resulting in mention of the Ten Thousand Islands portion
- Wild Junket photo blog – assisted writer/photographer with FAM

Positive Local Publicity on Tourism Initiatives

- Flagler Awards
- Bookings Up for Fall
- Tourism Up First Half of 2012
- Medical Tourism – 3 stories
- Other initiatives including Wiggins Pass beach restrooms

Local News Releases

- Flagler Awards
- Everglades Fishing University for Women



FILM OFFICE – Maggie McCarty

PRODUCTION NOTES

- Ford – TV commercial
- Brickyard Films – music video
- Bay Pop magazine – still shoot

WORKING LEADS

- “The Shallows” – indie film
- “Wife Swap” – TV series
- “The Offering” – indie film
- “Red Tide” – indie film
- Day-O Productions – TV commercial
- Soft Surroundings – print catalogue
- Lynn Kyle Productions – still shoot
- Broder Productions – still shoot
- NAEM – still shoot
- NO Locations - scout
- 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
 - -Opened a production file for each inquiry
 - Content to social media (Twitter, Facebook)
 - Converting photo files for Reel-Scout® launch
 - Completed Marketing Plan for new fiscal year



MEETINGS / CONFERENCES

- Producer of “The Shallows” in NY
- Conference call – Film FL Marketing Comm.
- Film Florida Board meeting
- Film Florida Film Commissioners Council
- Independent Film Week at Lincoln Center
(conference/tradeshaw/reception)

SCOUTS

- Lynn Kyle Productions
- Broder Productions



SPORTS COUNCIL – Ralph Pryor & Nicole Curran

No Activity Report this month.

Ralph Pryor has retired from the County and Nicole Curran has resigned. We are recruiting now for a replacement for Ralph. He will continue to be involved with the Sports Council on a part time basis as we transition into a new person in the Sports Marketing Coordinator position.



OMMAC- UK REPRESENTATIVES

HIGHLIGHT OF THE MONTH:

IAGTO (International Association of Golf Tour Operators) - North American Convention June 26-29, 2013

The IAGTO site is now live with our information as the host destination for 2013 – this is the first time IAGTO has been able to promote the convention with a full year of marketing prior to the event. This was generated by our proactive request of seeking approval as host destination & being able to maximize on the extended period of marketing potential.

Being live on the site enables us to have the opportunity to reach & promote our destination on an ongoing basis to **1,955 IAGTO members** – including accredited golf tour operators, golf resorts, hotels, golf courses, receptive operators, airlines, tourist boards, approved media and business partners in **89** countries including, at its core, **460** specialist golf tour operators in **59** countries. It is estimated that IAGTO's operators control over 85% of golf holiday packages sold worldwide and turnover more than €1 billion per year. Currently, 232 of IAGTO's golf tour operators in 44 countries sell North American golf destinations and this is growing.

The 5th IAGTO North America Golf Tourism Convention will take place at the Marco Island Marriott Resort, Golf Club & Spa. More than 100 golf tour operators selling North America will attend the Convention with some 25% from the USA & Canada and the remainder from more than 20 different countries all with North American golf programs.

This convention will be the focus of all our golf activity & promotion this year. See link for more information:

<http://www.iagto.com/Public/TravelIndustry/NAConvention/2013/Event.aspx>



MARKET ACTIVITIES: Market Update

US tourism campaign is hailed a success

Brand USA marketing campaign for US tourism has been heralded a success. The million multi-media campaign for Brand USA, in partnership with ad agency JWT, was launched in the UK in May. Before and after research showed that **14% more Brits said they intend to visit the country after the campaign was aired.** Jay Gray, vice president of business development Brand USA, said: "We are extremely pleased how the campaign has run to date, and with the results so far. We are committed in our activities to the UK market, the largest overseas visitor market to America, and very much look forward to developing further initiatives that will reach both the trade and the consumer directly."

This summer in UK/Ireland has gone on record as the wettest, coldest and least sunny since records began over 100 years ago and, as a consequence, August recorded the highest ever number of last minute bookings for holidays abroad - the front page of a daily newspaper, The i, stated "Britain runs out of holidays".

Tour operators are likely to add extra capacity for 2013 in anticipation of early bookings next year.

2012 capacity cuts of up to 9% have delivered high profitability on diminished turnovers. Past trading history indicates that customers tend book their next summer holiday earlier following a season of poor weather, high prices & limited capacity. Travel businesses anticipate a significant spike in bookings post Olympics as the feel-good factor helps generate sales. The nation has been captivated by events in London and the industry is believes that this will translate to a boom in business.

TripAdvisor has revealed that one of the **biggest causes of negative flying experiences is badly behaved children.** The survey revealed that 37% were so exasperated with unruly children on flights that they would be willing to pay higher fares for a child-free flight.

IATA has included Southend airport within its classification of the metropolitan area of London. Travellers and operators using London as key search criteria will now be offered Southend as an option alongside Gatwick, Heathrow, London City, Stansted and Luton. Aer Lingus is currently offering three daily connecting flights to connect with its Dublin based

USA flight programme.

Virgin to launch first UK domestic service

Virgin Atlantic will launch London to Manchester flights from March 2013 in its first foray into the UK domestic market. The airline will operate three daily flights to Manchester using Airbus A 319 aircraft. The airline says the move signals the start of a new network, providing regional feed to its long haul service and a key point to point service. Virgin will use some of its existing slots to service the Manchester to London route.



Chief executive Steve Ridgway said: "Flying between Heathrow and Manchester is just the start for Virgin Atlantic's new short haul operation." "We have the means to connect thousands of passengers to our long haul network as well as to destinations served by other carriers. "Our new service will provide strong competition to omnipresent BA; keep fares low and give consumers a genuine choice of airline to fly to Heathrow and beyond."

This is extremely beneficial news for our area, Florida & the USA as it will make it much easier for regional departures & offer more competitive pricing on transatlantic flights.

According to the Post Office as reported in the Times more **than 50% of all-inclusive deals are more expensive than it would be to buy a traditional accommodation-only or B&B package** and pay for food and drink separately.

Other News reported in UK:

Olympics

The UK became enthralled and captivated by the hugely successful Olympics and Paralympics staged in London. In total over 6 million Britons attended the games and for the first time ever the Olympics and the Paralympics were sold out. A huge sense of pride and optimism was generated by the staging of the Olympics and also with Team GB winning a record haul of medals.

US Election & Republican Convention in Tampa

Ongoing coverage keeping USA & Florida top of mind for British public (27-30 Aug)

Tropical storm Isaac – media reports include – 'US Gulf Coast residents brace for hurricane,

Multiple states under threat of substantial damage as hurricane warning issued for northern Gulf of Mexico coast including Florida' (26 Aug)

Texas plans aerial insecticide spray as West Nile Virus deaths reach 16 – media reports include - Dallas mayor declares state of emergency as 381 total human cases have been reported in the state so far this year (16 Aug)

Upcoming Events



| DATE | EVENT | LOCATION |
|----------------|--------------------------------------|-----------------|
| 17 September | Brand USA Forum | London |
| 14 September | Virgin Atlantic Golf event | Kent |
| October | Start various campaigns & promotions | UK & Ireland |
| 5-8 November | WTM | London |
| 27-29 November | Visit USA Road Show | UK |

| 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 |
| Brand USA The Corporation for Travel Promotion | Invited to participate with the destination Forum for the UK/Ireland market – only a select number of represented destinations will be selected to join the advisory committee. | First meeting planned for September in London |
| Virgin Holidays Co-op campaign | Participating in additional opportunity within the Florida focused mini brochure distributed across 100 retail stores (1000 copies per store) | Negotiated to be listed in a prominent position within the promotional literature |
| BA/BA Holidays Co-op campaign | Review of current activity & researching planned activity for new budget year starting in October | |



| | | |
|--|---|---|
| Bon Voyage Co-op campaign | Additional activity as part of our campaign. | Paradise Coast video featured as destination Video of the month |
| Premier Holidays Co-op campaign | Review of current activity & researching planned activity for new budget year starting in October | |
| Travel Mole The "Race to Paradise Coast" Trade golf promotion & Fam trip in Dec '12 | Ongoing planning – save the date issued to VIP guests | Additional coverage due in September |
| | | |

Meetings/Sales Calls

| | |
|---|--|
| 1 | Total number of calls: 8 – This is in addition to the activity outlined above we completed various meetings/sales calls regarding review of activity & future opportunities (Many people are away for summer holiday during August) |
| 2 | Further researching opportunity for consumer promotion with Waitrose – possibility of promotion in Oct /Nov time frame. |
| 3 | Assisted BA Holidays with research stats for their marketing & route planning office – they were asking for key events for 2013 & expected growth – our destination is proving very successful for them currently. |
| 4 | Various discussions regarding WTM in Nov with Visit Florida & CVB – our sponsorship for the key VIP V FI dinner & the booth layout etc. Secured hotel accommodations. |
| 5 | Meeting with Dollar Car rental regarding support with 'Race to Paradise Coast' trade promotion |
| 6 | Meeting with Barrhead Travel , Glasgow – fastest growing retail outlet in UK – discussing possible opportunities for launch in October including training & online training programme |
| 7 | Meeting with Glen Travel , Glasgow – they are upgrading their USA programme & keen to feature more high-end product & we are working to encourage more of Paradise Coast |



| | |
|----|---|
| 8 | Following up on all invoices with co-op campaign for payments etc |
| 9 | Continued to following up with Visit Florida & various Operators regarding forward planning for 2013 |
| 10 | Discussion with Virgin Atlantic European office regarding opportunities in France for 2013 |

| 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 |
| WILDJUNKET - UK/ EUROPEAN BASED BLOGGERS FOR AWARD- WINNING TRAVEL BLOG | <p>Working with V. Florida PR & CVB PR Dept – Journalists Nellie Huang and Alberto Molero visited Everglades during August 20-22nd covering eco-adventure tours and activities for their social media posts.</p> <p>Hosted by: Glades Haven Cozy Cabins, accommodations, powerboat ride 10,000 islands, Kayak trip in Everglades plus additional suggestion made by CVB to visit in Naples/Marco Island & surrounding area. – see itinerary attached</p> | <p>Coverage on their site went live at the end of August – coverage included photos & we are checking if any editorial will follow.</p> <p>The WildJunket website receives 83,000 unique hits per month; they have 20,179 Twitter followers and 2,140 Facebook fans on Facebook. See link below for coverage:</p> <p>http://photos.wildjunket.com/North-America/Florida/Everglades/24996489_cv9XWt#!i=2047999780&k=37NQ85R</p> |



| | | |
|--|--|---|
| <p>Visit Florida PR – UK</p> | <p>Assisted Gosh PR (representing Visit Florida PR in UK & Ireland) Sarah Sheean with visit at end of August. Travelling with family & young children on personal holiday & using opportunity to research the destination. IP offering support included:</p> <ul style="list-style-type: none"> • Marco Island Water Sports - Dolphin Watch & Shelling Tours • Cruise Naples - Sightseeing cruise • Naples Zoo • Naples Princess - sunset & lunch cruise • Restaurant - Pinchers Crab Shack | <p>Unfortunately due to Isaac unable to participate with many of the offerings. Appreciation sent to all IP offering support.</p> <p>OMMAC requesting support from Sarah on social media etc.</p> <p>Actual activity participated with & comments:</p> <ul style="list-style-type: none"> • Pinchers - fab - really good experience. • Pontoon boat around the backwaters of Vanderbilt Beach • Half day deep sea fishing – loved this. • Water park Sun 'n Fun - great. <p>Relaxing by the pool – very enjoyable</p> |
| | | |
| <p>Social Media: Facebook and Twitter</p> | <p>Ongoing - continue to develop the Paradise Coast UK Facebook page and Twitter account.</p> | <p>Planning for promotion launch in October</p> |
| <p>General</p> | <p>Followed some key travel media and titles to attract more attention.</p> | |
| <p>Golf</p> | <p>Posted congratulations to Rory McIlroy and his win at the US PGA Championship, as he's from Northern Ireland & relevant to the UK/Ireland market.</p> | <p>We included his handle in the post so he will see it and hopefully retweet to his 1,210,272 followers.</p> |



| | | |
|-----------------|--|--|
| Olympics | Following the huge success of the London 2012 Olympic Games - we tweeted image of US swim team & quote/link to letter printed in UK national press from US Ambassador, thanking the UK for great games. Also posted on Facebook with a longer post | This has also been posted on Facebook with the link to the Daily Mail article which helps further cross traffic. |
|-----------------|--|--|

| Completed Inquires/Literature distributed: |
|--|
| Calls/email requests – 19 Literature distributed: Visitor Guides 269 / Maps 43 / Golf Guides 6 / Arts & Culture 5 / Bridal 6 / Preferred Pass 8 / Posters 6 |



DIAMONDE- EUROPEAN REPRESENTATIVES

✧ **Tour Operator Activities**

- **Canusa, Karin Buhse:** Contacted her in regards to the Florida Community. So far they are satisfied with the interest shown in the community; the number of our "insider tips" increased already up to 20. We will receive numbers at the end of the raffle. We also briefly discussed current booking numbers which are also satisfying – for winter as well as early bookings for next year already; also Karin was looking for new picture material, which we assisted to find.
- **Explorer Reisen, Kathrin Ben Mansour:** Offered them participation in our upcoming Supercom Consumer mailing that we are planning for the beginning of September. We would like to include "product" in such a mailing as well as a raffle as a response element and in order to make it more attractive for the consumer. Explorer provided this product and made it trackable. Furthermore we could secure 3 travel vouchers as prizes, sponsored by Explorer Fernreisen.
- **America Unlimited, Timo Kohlenberg:** Finalized the itinerary for the South Florida Facebook campaign. According to the set time schedule for the Florida Roadtrip (September 09 to 17, 2012) we set up overnights at Marriott Marco Island and Inn on Fifth as well as tours with Pure Naples and Everglades Area Tours for the couple. We provided the itinerary with all contacts to America Unlimited.
- **FTI, Julia Wohlschiess:** Re-discussed marketing suggestions for a joint South Florida promo; a new idea is a radio promotion; we will evaluate and provide detailed information later on.
- **Knecht Reisen:** Confirmed participation in marketing campaign which includes one editorial page plus two product pages in the 2012/13 brochure as well as online campaign and inclusion in two Knecht Reisen newsletters (TA and consumer). Negotiated much reduced participation fee of USD 3,000.

✧ **Travel Agent Activities**

- Total number of sales calls: 10 travel agencies in Germany, Switzerland & Austria (Netherlands)
- Dinner Event in Hamburg on August 29, 2012 (22 agents).

✧ **Marketing**

- Facebook:
 - Advertising campaign: Second Facebook ad campaign through the agency H2KO in order to increase the number of "likers" of the German Facebook fan page at a budget of 1,50USD. To date counts a total of 4,006 "likers".
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○ Other Marketing Activities

- Airberlin campaign: Received first results from the joint campaign. 3,745 visits and 4,550 page impressions were already registered in the short period from 18.06. to 30.06. Furthermore we had 57 participants for the raffle and 7 sign ins for the newsletter. Most clicks have been to the flight bookings, but also the Naples City Fest had some good results. Also the online banner campaign started off successfully with more than 4.600 clicks. Also the 8 buses branded with our campaign are currently on their way through Dusseldorf. And finally an Airberlin newsletter has been sent out to 640.000 subscribers (so far no results were given).
All in all Airberlin is satisfied with these first results.
- FVW e-Learning: Provided input for the sponsor portrait as well as logo for a first set up. The sponsor portrait is online as of August 30, 2012.
- Supercom Consumer Mailing: Provided input for the planned mailing that will be sent out to a total of 240,000 consumers on September 06, 2012.
- Naples branded giveaways: Assisted with layout for the items that we will produce through the agency kolibri.

✧ **EVENTS**

○ Fam Trips

- Willy Scharnow Stiftung: Provided first draft itinerary to Willy Scharnow Stiftung.
- AER: Confirmed participation and dates in joint South Florida fam trip in cooperation with Florida Keys & Key West CVB, Delta Air Lines and AER. The group will be in NAP on Nov 28-Dec 1, 2012. Provided input to AER for invitation letter to the TAs.

✧ **ADMINISTRATIVE/OTHER**

○ Contact to Naples partners:

Arranged schedule for the Facebook promotion "Florida Roadtrip" in cooperation with Debi. Marriott M.I., Inn on Fifth, Pure Naples and Everglades Adventure Tours offered assistance and arrange free overnight/tours. We will keep them updated on this promotion.



- Preparation for the Visit USA Germany TA Events that take place in Berlin and Stuttgart in September. Preparation included dedicated power point presentation as well as layout of two pages with destination info for the general handout that will be distributed among the attending agents.

- Brochure fulfillment:
 - a) Inquiries generated through website: 6
 - b) Direct inquiries: 5

HIGHLIGHTS IN SEPTEMBER

- ✧ Participation in the Visit USA Germany TA Events in Berlin and Stuttgart.
- ✧ Florida Roadtrip in cooperation with America Unlimited.
- ✧ Dinner Event in Trier on September 20, 2012.
- ✧ Sales Calls in Bavaria on September 17-20, 2012.
- ✧ Supercomm Mailing sent on September 6, 2012.
- ✧ Finalization of Knecht Reisen Marketing Campaign.
- ✧ Finalization of fVW e-learning.

MARKET NEWS

German market trends (source: fVW, August 9, 2012)

DRV upgrades 2012 forecast

The German tourism industry is now more optimistic about growth rates for this year than several months ago thanks to good late sales.

The German Travel Association (DRV), representing travel agents and tour operators, had expected growth of about 3% for package holidays this year after the industry already generated revenue growth of 10% last year. But DRV president Jürgen Büchy has now upgraded this outlook towards the 5% level. He said in a newspaper interview that business is looking good for the tourism industry so far this year and there is now the chance "that we might reach the 5% level thanks to the very good trend in late sales".



German market trends (*source: fVW, August 20, 2012*)

Bookings soar as it pours

Poor weather with frequent rainstorms drove Germans into travel agencies last month to book late holidays in sun-soaked southern destinations.

July was a strong month for late summer holiday bookings due to the bad weather in Germany, the monthly survey of 1,200 travel agencies by market researchers GfK showed. Overall booked revenues increased by 14.8% compared to July 2011. Bookings for departures in the summer season, which runs until October, soared as much as 23% last month, the GfK figures showed. This left year-to-date bookings for summer 2012 up by 11% on last year.

But Germans were not booking true last-minute holidays en masse. The proportion of bookings in July for departures last month was only 10.6% of overall revenues, which was 1.5 percentage points lower than July 2011.

August was a popular month, rising 2.3 percentage points to a 23.6% share of bookings last month. The strongest growth, however, was for September, which increased by 4 percentage points to a 30% monthly share.

Early winter bookings, in contrast, dropped back somewhat and only represented one third of overall revenues, compared to 40% in July last year. However, winter sales are up by 11.7% overall on a cumulative basis.



VISITOR CENTER VISITATION

- Hosted Asian group of ten that was sponsored by the State Department on July 16th and 17th. This included a reception for them with the Naples Asian Professional Association at the Inn on Fifth, a visit to Big Cypress and Everglades for a full day of presentations, lunch at Miller's Oyster House and an airboat ride. Bob DeGross and Pedro Ramos from Big Cypress discussed restoration and preservation of the Everglades eco system. Members from the Seminole Tribe talked about land use rights and their culture. These topics were specific to what the Asian group wanted to learn about
- Worked with Jeannette Batten, Director NABOR , regarding the National Association of Realtors Annual Convention in Orlando SW Florida Expo Booth. This is a huge convention that is attended by national and international realtors November 8th – 12th . The SW Florida group includes NABOR, Marco Island, Bonita-Estero, Ft. Myers, Sanibel and Cape Coral. Jeannette would like me to have information on Naples & Collier County and perhaps staff the booth one day. This is a tremendous opportunity to showcase Collier County.
- Contacted Brian Conesa, Director of Florida City Visitor Center. He is going to exhibit the Paradise Coast Visitor Guide at the Florida City Visitor Center. This visitor center handles 100,000 visitors annually, many who are interested in Naples. Brian and I will meet soon to discuss getting the directors of many SW Florida visitor centers together to share ideas about promoting tourism.
- Organized four new FAM trips for September and October. Took 25 volunteers to Daniela's Restaurant.
- Attended Chamber and CVB staff meetings, TDC, BCC, and Sports Council meetings, CVB roundtable, Wake Up Naples, Chamber Annual Trade Show, James V. Mudd Award, Chamber Executive Club, and reception for new president of Edison.
- Handled operations of Naples Visitor Center.



| 2012 YTD Stats | Jan-12 | Jan-11 | Feb-12 | Feb-11 | Mar-12 | Mar-11 | April-12 | April-11 | May-12 | May-11 |
|------------------|---------------|---------------|---------------|---------------|--------|--------|----------|----------|--------|--------|
| Big Cypress | 6,401 | 5,034 | 7,943 | 6,986 | 7,226 | 5,984 | 4,308 | 3,297 | 2,360 | 1,778 |
| Oasis | 13,601 | 12,055 | 17,595 | 15,564 | 16,638 | 15,101 | 9,603 | 8,810 | 5,660 | 5,492 |
| Everglades | 11,000 | 2,220 | 12,840 | 2,881 | 18,300 | 3,100 | 10,810 | 2,575 | 5,435 | 1,600 |
| Immokalee | 198 | 125 | 227 | 194 | 361 | 195 | 367 | 189 | 315 | 186 |
| Marco | 1,033 | 1,007 | 1,465 | 1,546 | 1,011 | 1,376 | 482 | 520 | 529 | 448 |
| Naples VIC | 4,397 | 2,765 | 5,399 | 3,505 | 4,383 | 3,536 | 2,685 | 2,114 | 2,097 | 1,491 |
| TOTAL '11 | | 23,206 | | 30,676 | | 29,292 | | 17,505 | | 10,995 |
| TOTAL '12 | 36,630 | | 45,469 | | 47,919 | | 28,255 | | 16,396 | |
| | Jul-12 | Jul-11 | Aug-12 | Aug-11 | | | | | | |
| Big Cypress | | | | | | | | | | |
| Welcome Center | 2,417 | 2,182 | 1,658 | 1,895 | | | | | | |
| Oasis | 5,609 | 6,024 | 3,991 | 3,999 | | | | | | |
| Everglades | 5,893 | 5,189 | 6,549 | 4,577 | | | | | | |
| Immokalee | 250 | 185 | 345 | 207 | | | | | | |
| Marco | 340 | 573 | 390 | 463 | | | | | | |
| Naples VIC | 1,761 | 1,664 | 1,344 | 1,760 | | | | | | |
| Total '11 | | 15,817 | | 12,901 | | | | | | |
| Total '12 | 16,270 | | 14,277 | | | | | | | |