

MARKETING PARTNER REPORTS

September 24, 2012



Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research

September 24, 2012
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August 2012

Presented to:

The Collier County Tourist Development Council

Presented by:

Research Data Services, Inc.

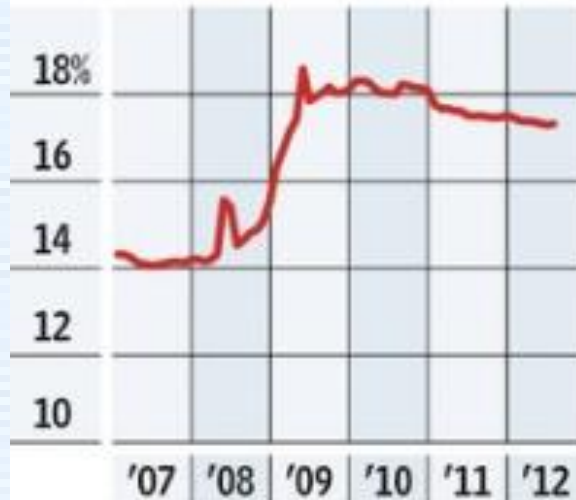
September 24, 2012



Economic Indicators

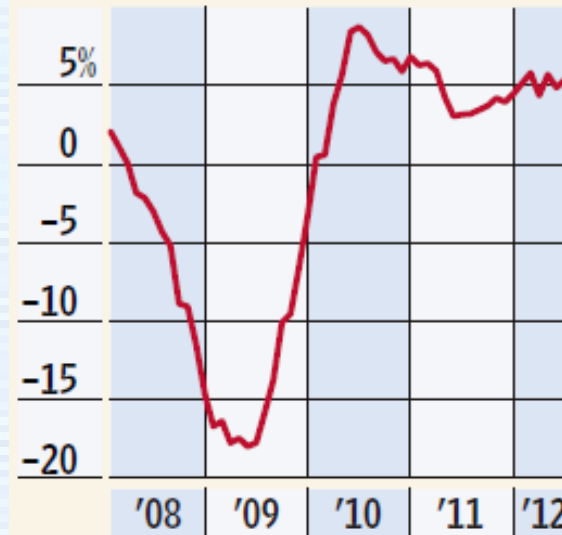
Personal Income/ Manufacturing Output

Share of personal income that comes from government payments



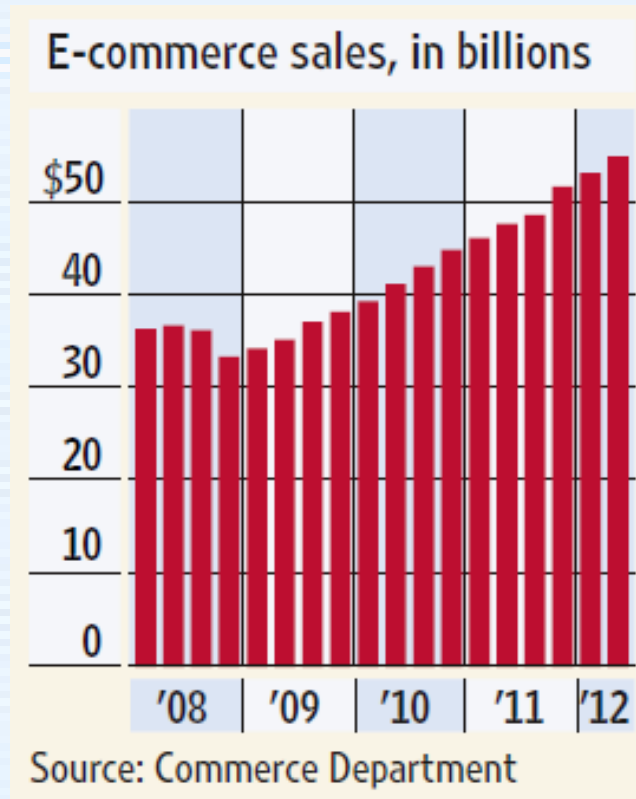
Source: Commerce Department

Manufacturing output, year-over-year change



Source: Federal Reserve

E-commerce/Service Sector



YTD January – August 2012 Visitor Profile

Number of Visitors

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YTD 2012

	<u>2012</u>	<u>Δ %</u>
First Quarter	551,500	+7.8
April	121,300	+5.4
May	127,300	+6.0
June	121,100	+4.6
Second Quarter	369,700	+5.3
July	112,900	+2.7
August	92,400	+3.8
YTD 2012	1,126,500	+6.1

Economic Impacts of Tourism

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YTD 2012

	2012	<u>Δ %</u>
First Quarter	\$537,523,542	+12.9
April	\$158,195,846	+10.0
May	\$120,557,936	+10.7
June	\$98,591,182	+9.7
Second Quarter	\$377,344,964	+9.2
July	\$85,176,953	+6.5
August	\$61,247,745	+7.4
YTD 2012	\$1,061,293,204	+11.8

Visitor Origins

YTD 2012

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	# of Visitors 2012	Δ %
Florida	401,235	+0.6
Southeast	74,961	-1.7
Northeast	232,287	+4.2
Midwest	185,561	+10.3
Canada	30,175	+37.6
Europe	150,150	+23.2
US Opp Mkts	52,131	+0.7
YTD 2012	1,126,500	+6.1

RDS Occupancy/ADR

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YTD 2012

	Occupancy			ADR		
	<u>2011</u>	<u>2012</u>	<u>% Δ</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
January	66.4%	74.8%	+12.7%	\$159.1	\$168.7	+6.0%
February	83.8%	86.6%	+3.3%	\$233.1	\$253.8	+8.9%
March	89.1%	92.2%	+3.5%	\$240.6	\$260.1	+8.1%
April	76.1%	78.0%	+2.5%	\$217.1	\$223.3	+2.9%
May	66.5%	67.6%	+1.7%	\$150.1	\$160.9	+7.2%
June	61.3%	61.9%	+1.0%	\$134.2	\$141.4	+5.4%
July	63.7%	66.3%	+4.1%	\$112.1	\$115.5	+3.0%
August	50.0%	51.1%	+2.2%	\$102.4	\$110.7	+8.1%

Executive Summary

August 2012

Visitor Metrics

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August 2012

- ❖ This August, **92,400** visitors stayed in Collier lodgings **(+3.8%)**. Travelers spent **\$41.1 million** in the destination, with a total economic impact of **\$61.2 million (+7.4%)**. Key performance statistics are as follows:

<u>August:</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
Occupancy	50.0%	51.1%	+2.2
ADR	\$102.4	\$110.7	+8.1
RevPAR	\$51.2	\$56.6	+10.5

Visitor Metrics

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August 2012

- ❖ Seven of every ten property managers **(70.9%)** indicate that their three month forward reservation levels are the same or better than this time last year:

% of Properties (August)

Reporting Reservations:

	<u>2011</u>	<u>2012</u>
Up	43.3%	41.9%
The Same	33.3	29.0
Down	20.0	19.4

Visitor Metrics

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August 2012

- ❖ This August, the Naples, Marco Island, Everglades area draws visitation from the following core markets:

<u>August Visitation</u>	<u>2011</u> <u>Visitor #</u>	<u>2012</u> <u>Visitor #</u>	<u>% Δ</u>
Florida	44,144	45,368	+2.8
Southeast	5,518	5,082	-7.9
Northeast	7,387	7,762	+5.1
Midwest	7,565	8,316	+9.9
Canada	712	832	+16.9
Europe	19,580	20,975	+7.1
Mkts. of Opp.	4,094	4,065	-0.7
Total	89,000	92,400	+3.8

Transportation

August 2012

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- ❖ Half the visitors (**49.2%**) flew to reach the destination this August (**2011: 45.9%**).
- ❖ Southwest Florida International (RSW) is the airport of choice for **48.1%** of these travelers (**2011: 46.8%**), while Miami International garners **24.3%** of related deplanements this year.

First Time Visitors

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August 2012

- ❖ First time visitation in a critical source of recharge for a destination's visitor base. Better than two of every five August visitors **(45.4%)** are in the Naples, Marco Island, Everglades area for first time **(2011: 41.7%)**.

Information

August 2012

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- ❖ The Internet is the most dominant element in consumers' travel planning. As many as **94.1%** cite the web as the most important source of information for their trip.

Satisfaction/Demographics

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August 2012

- ❖ The vast majority (**95.6%**) find their stay to be satisfying and **89.8%** plan to return to the area.
- ❖ On average, August 2012 visitors are younger (**2011: 45.9 year of age; 2012: 44.8 years of age**), with a reported median household income of **\$133,760 (2011: \$130,122)**.

STR Information

Smith Travel Occupancy/ADR

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August 2012

	Occupancy		ADR		RevPAR	
	2012	% Δ	2012	% Δ	2012	% Δ
Naples MSA	50.4%	+4.2%	\$125.79	+4.0%	\$63.44	+8.3%
Naples Upscale	57.6%	+1.9%	\$156.30	+4.1%	\$90.10	+6.0%
Miami-Hialeah	72.3%	-1.2%	\$126.51	+2.8%	\$91.49	+1.5%
Florida Keys	68.5%	-1.7%	\$176.06	+5.6%	\$120.58	+3.8%
Ft. Myers	44.2%	+5.6%	\$105.33	-0.6%	\$46.59	+5.0%
Sarasota-Bradenton	53.2%	+10.6%	\$101.65	+5.0%	\$54.11	+16.2%
Clearwater	63.2%	+10.7%	\$120.57	+22.0%	\$76.22	+35.0%
St. Petersburg	64.4%	+9.2%	\$123.67	+26.4%	\$79.60	+38.1%
Palm Beach County	59.3%	+8.6%	\$103.96	+4.8%	\$61.68	+13.8%
Ft. Lauderdale	66.3%	+6.7%	\$89.23	+0.4%	\$59.18	+7.1%

Smith Travel Occupancy

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YTD 2012 (through August)

Occupancy (%)

	<u>Trans</u>	<u>% Δ 11-12</u>	<u>Grp</u>	<u>% Δ 11-12</u>	<u>Total</u>
Naples MSA	38.4%	+0.1%	26.6%	+1.5%	66.5%
Miami-Hialeah	52.5%	-0.3%	21.2%	+8.5%	77.7%
Florida Keys	70.5%	+2.9%	10.1%	-1.5%	80.7%
Ft. Myers	44.5%	+4.2%	14.1%	+0.6%	61.1%
Sarasota-Bradenton	49.1%	+9.3%	16.1%	+9.9%	65.7%
Clearwater	48.3%	+8.6%	21.1%	-1.2%	69.3%
St. Petersburg	49.2%	+3.2%	20.7%	+12.1%	71.0%
Palm Bch Cty	45.9%	+3.6%	23.3%	+1.6%	70.0%
Ft. Lauderdale	50.9%	+3.7%	19.5%	+1.3%	74.6%

Smith Travel ADR

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YTD 2012 (through August)

			ADR (\$)		Total
	Trans	% Δ 11-12	Grp	% Δ 11-12	
Naples MSA	\$193.17	+6.3%	\$175.08	+4.6%	\$183.22
Miami-Hialeah	\$176.47	+6.8%	\$160.06	+6.1%	\$167.02
Florida Keys	\$218.65	+6.6%	\$206.94	+11.2%	\$217.01
Ft. Myers	\$145.34	+3.4%	\$108.62	-1.3%	\$133.10
Sarasota-Bradenton	\$125.74	+6.3%	\$103.29	-2.6%	\$119.66
Clearwater	\$128.81	+7.1%	\$104.45	+13.0%	\$121.42
St. Petersburg	\$123.47	+8.7%	\$122.49	+8.1%	\$122.32
Palm Bch Cty	\$153.77	+5.0%	\$139.86	+5.1%	\$147.91
Ft. Lauderdale	\$118.53	+4.4%	\$132.53	+0.8%	\$118.39

August 2012

Visitor Profile

Visitation

August
2011

89,000

August
2012

92,400

'11-'12
Δ %

+3.8

Economic Impacts of Tourism

<u>August</u> <u>2011</u>	<u>August</u> <u>2012</u>	<u>'11-'12</u> <u>Δ %</u>
\$57,026,128	\$61,247,745	+7.4

Visitor Origins

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August

of Visitors

	<u>2012</u>	<u>Δ%</u>
Florida	45,368	+2.8
Southeast	5,082	-7.9
Northeast	7,762	+5.1
Midwest	8,316	+9.9
Canada	832	+16.9
Europe	20,975	+7.1
<u>US Opp Mkts</u>	<u>4,065</u>	<u>-0.7</u>
TOTAL	92,400	+3.8

Purpose of Trip

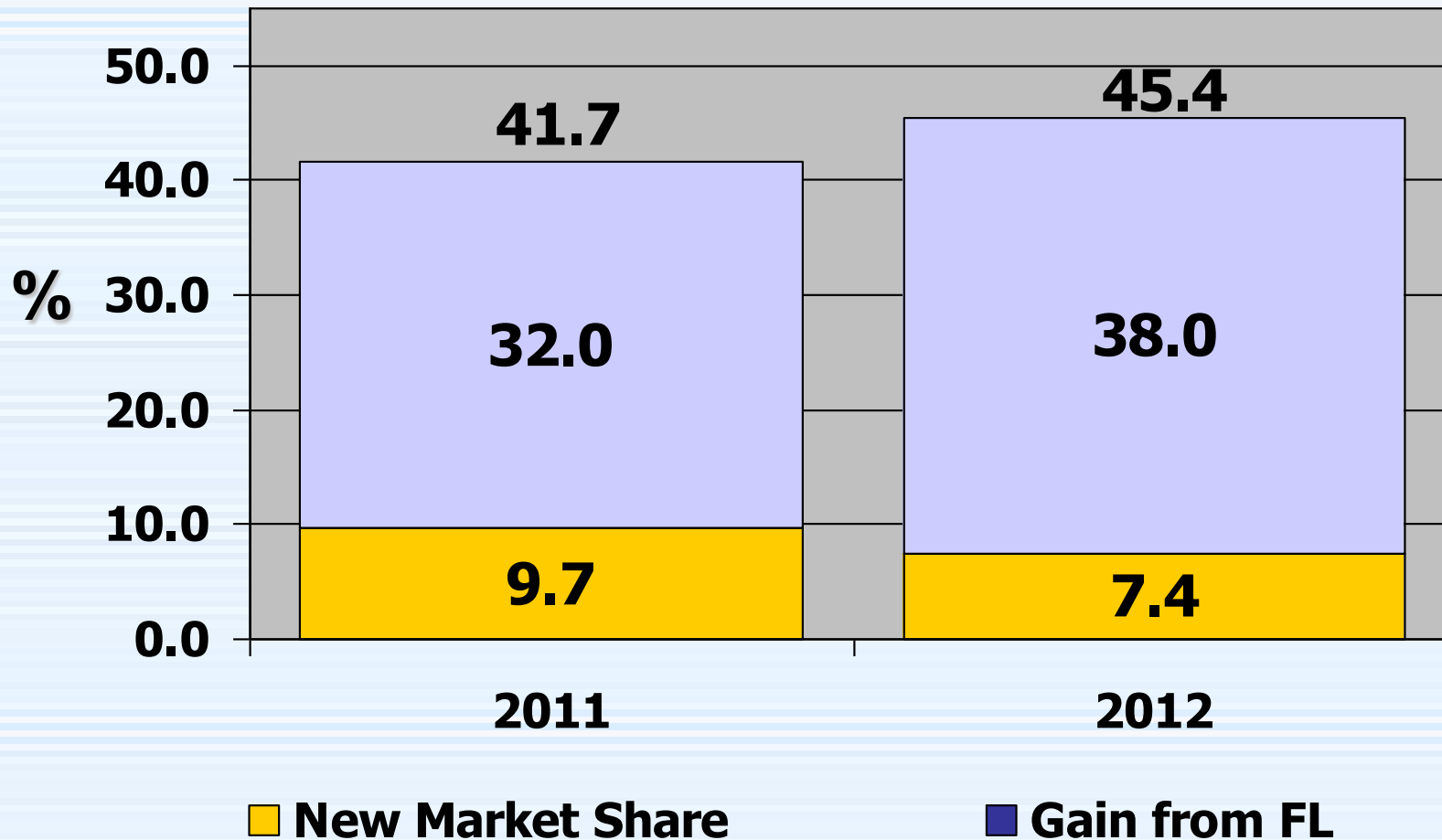
August

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	2011	2012
Vacation/Weekend Getaway	72.5%	76.2%
Group Travel	N/A	21.6
Visit with Friends/Relatives	8.1	9.6
Special Event	4.3	5.2

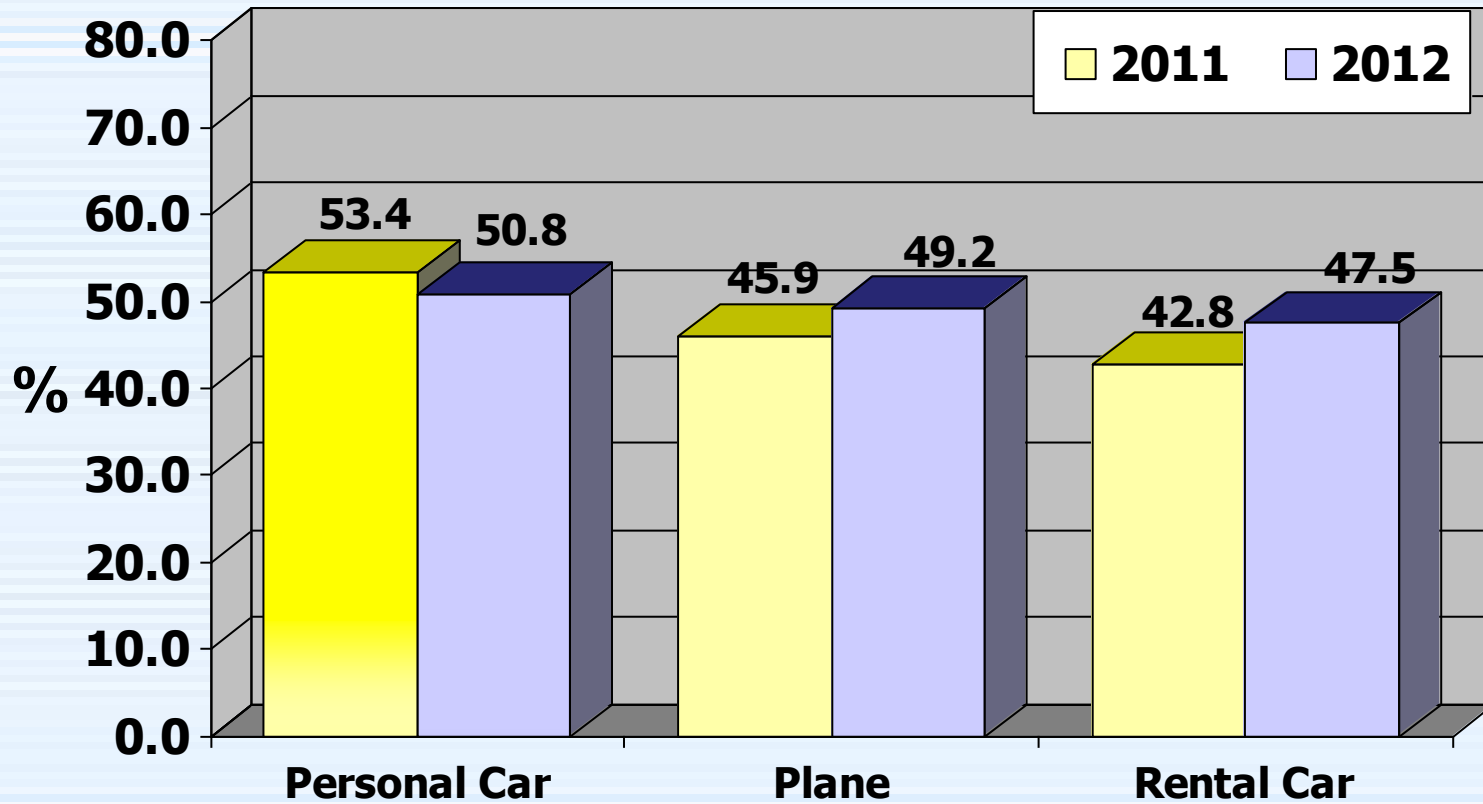
First Time Visitors (*% Yes*)

August



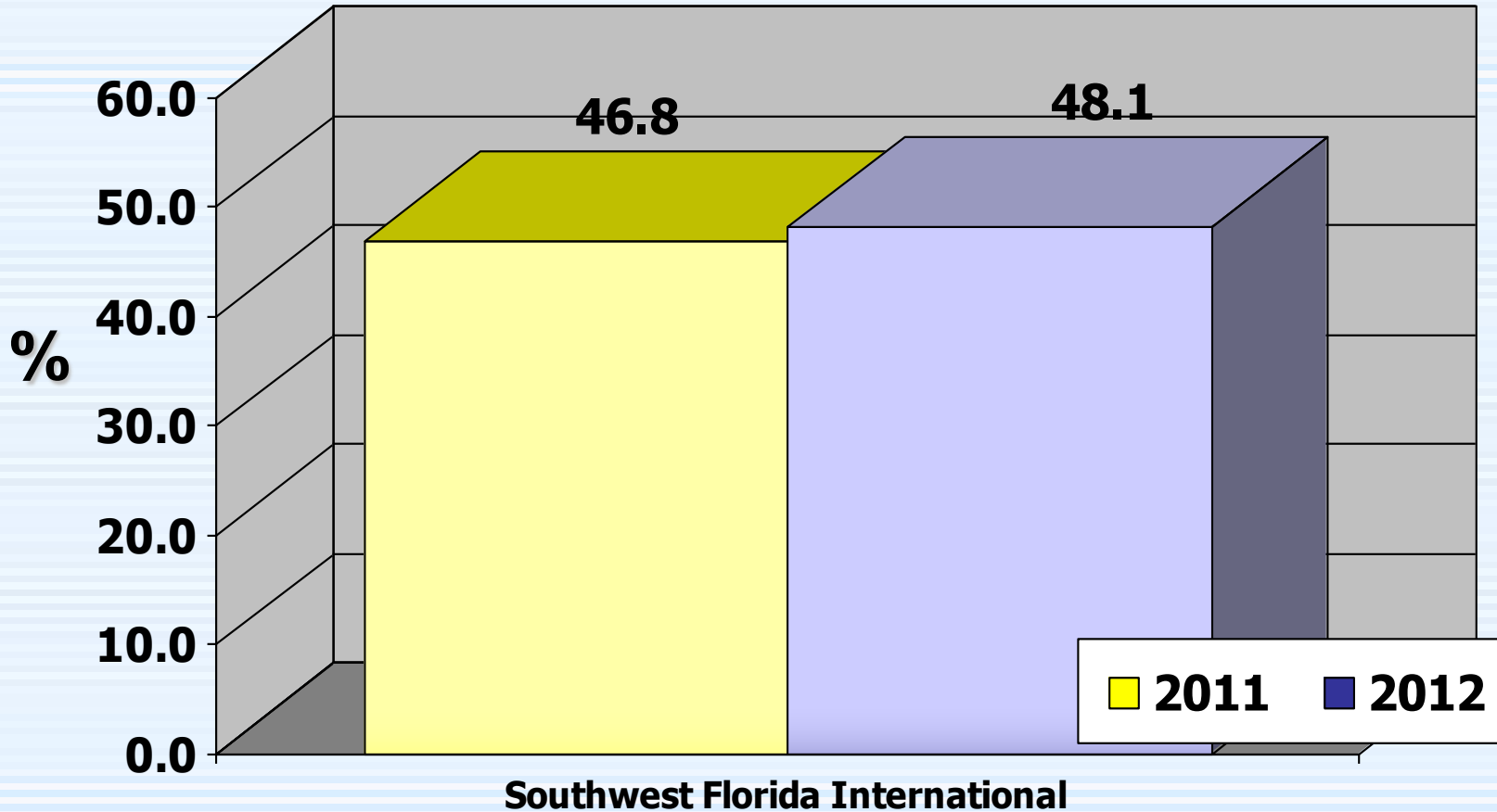
Transportation Mode

August



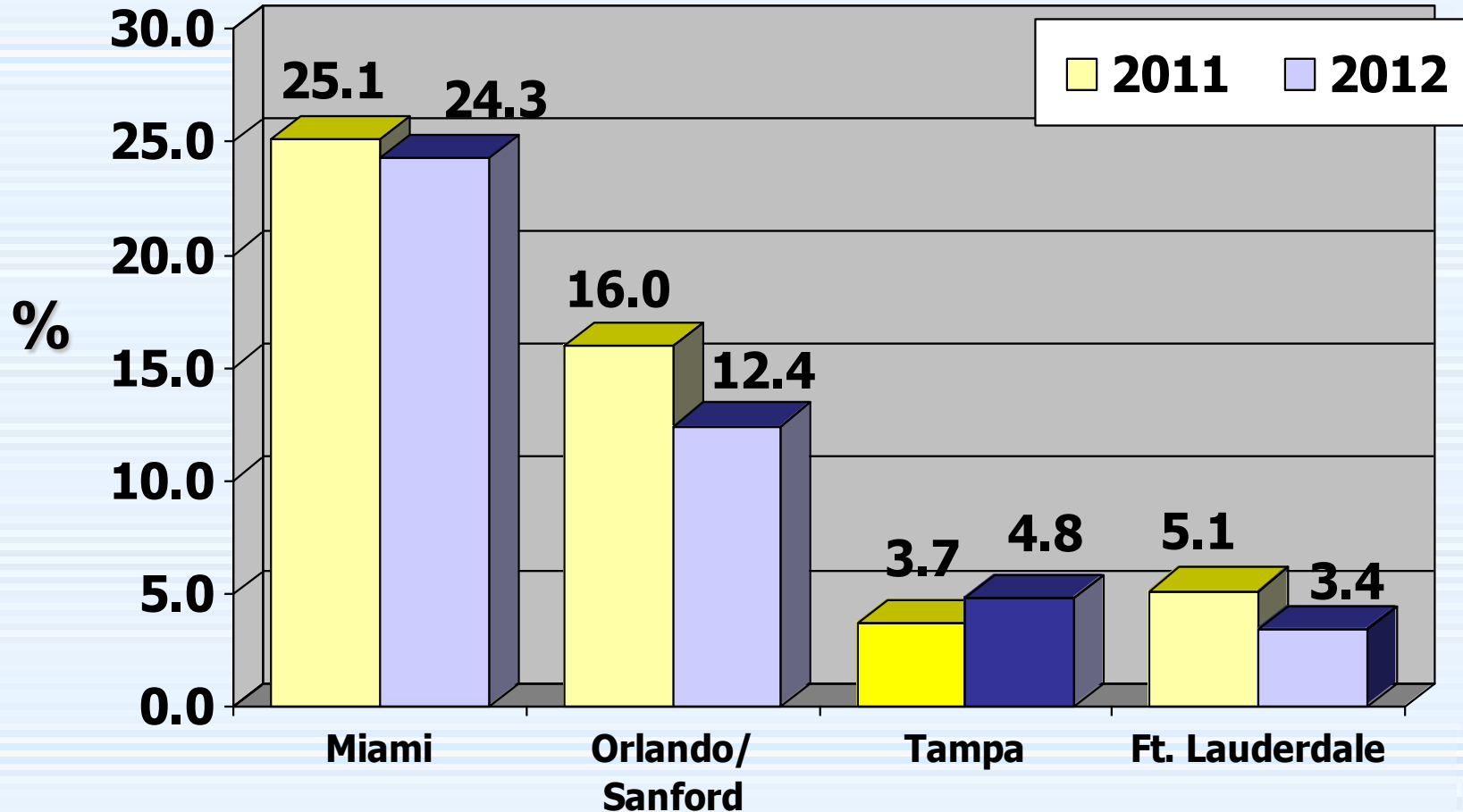
Airports of Deplanement

August



Airports of Deplanement

August



Visitor Perceptions

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	<u>August 2011</u>	<u>August 2012</u>
Satisfaction <i>(combined)</i>	95.0%	95.6%
Would Recommend	91.8	93.1
More Expensive	9.8	10.5
Plan to Return	87.1	89.8

Average Age/Median Income

	August <u>2011</u>	August <u>2012</u>
Average Age (yrs)	45.9	44.8
Median HH Income	\$130,122	\$133,760

Party Size/Length of Stay

	<u>August 2011</u>	<u>August 2012</u>
Party Size	2.8	2.9
Length of Stay <i>(Days)</i>	4.7	4.8

Thank you!

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Advertising Report

Paradise Advertising &
Marketing, Inc.

Tourist Development Council Report

September 24, 2012



Naples Marco Island Everglades PARADISE COAST

Paradise is closer than you think.

vimeo

Get a great deal now and learn more

Incremental Summer Campaign July 23 – August 31

INCREMENTAL SUMMER CAMPAIGN CREATIVE COMPONENTS

Television



INCREMENTAL SUMMER CAMPAIGN CREATIVE COMPONENTS

Online: Flash Banners



Paradise is closer
than you think.



Paradise is closer
than you think.



Paradise is closer
than you think.



INCREMENTAL SUMMER CAMPAIGN CREATIVE COMPONENTS

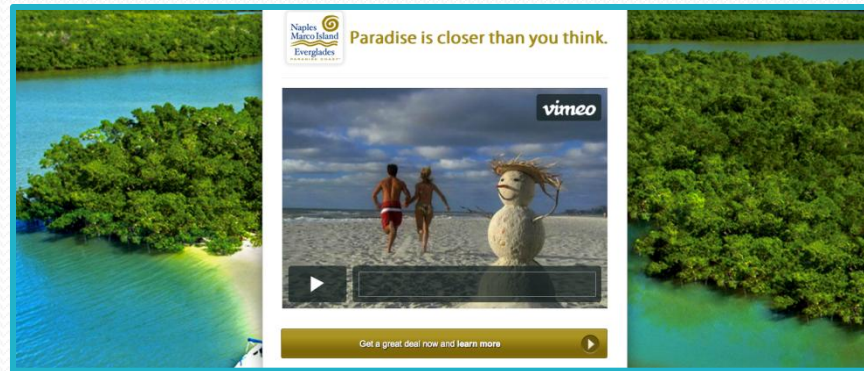
Online: Adaptors

The screenshot shows the The Weather Channel website for Miami, FL (33146). The page features a blue navigation bar with links for Weather, Lifestyle, Local, National Forecast, News Weather, Alerts, Hurricane Central, Safety & Preparedness, and Farming. A search bar is located on the right side of the navigation bar. Below the navigation bar, the main heading is "Miami, FL (33146) Weather". To the right of the heading are social media sharing icons for Facebook, Twitter, LinkedIn, Email, and Print. The main content area is divided into several sections:

- Expect dry conditions over the next 48 hours:** A blue box with white text and the "Dry Forecast" logo.
- Forecast for Today:** A section with a sun icon, indicating "Today's High was 91° at 200am; when conditions were Partly Cloudy".
- Night:** A section with a moon icon, indicating a high of 79° and "Partly Cloudy" conditions.
- Details:** A list of weather details including Humidity (30%), Wind (ESE at 18 mph), Feels like (85°), UV Index (8 - Low), Clouds (8 in), Dewpoint (65°), and Visibility (10 miles).
- Harry Potter:** A promotional banner for "Harry Potter calls in" with dates 20, 05, 29, and 21. The banner features a background image of a beach and a "Get deals now" button.

INCREMENTAL SUMMER CAMPAIGN CREATIVE COMPONENTS

Online: Retargeting



INCREMENTAL SUMMER CAMPAIGN RESULTS

Naples Marco Island Everglades PARADISE COAST™

Paradise is closer than you think.

vimeo

Get a great deal now and learn more

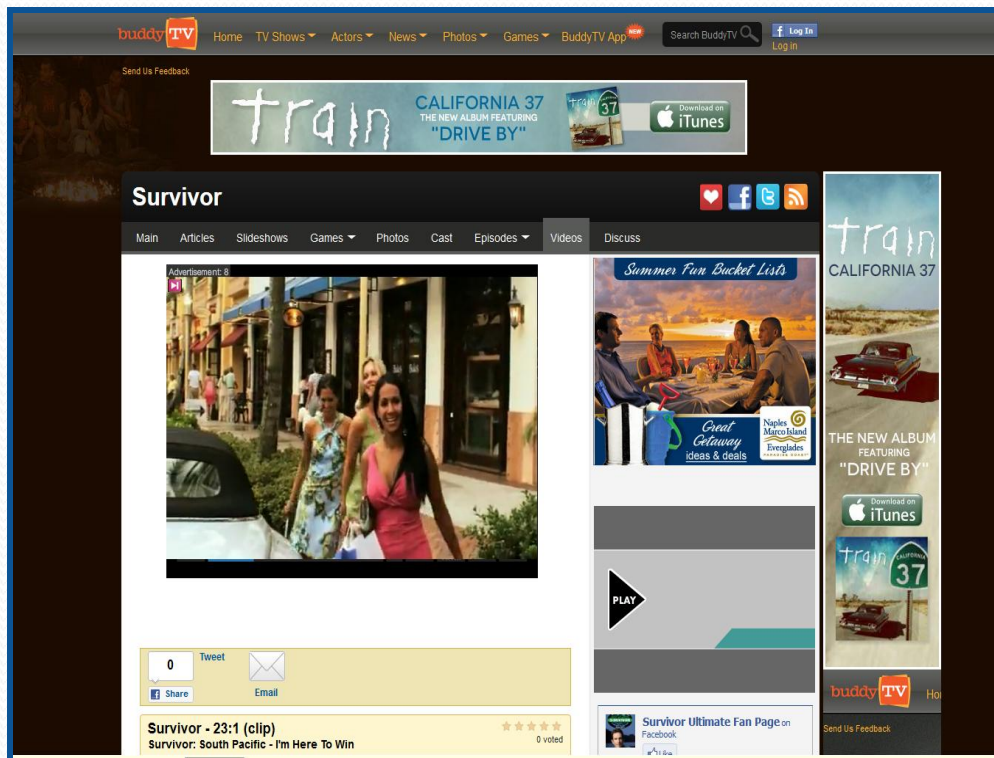
The incremental Summer campaign drove 9,354 viewers to our landing page during August

INCREMENTAL SUMMER CAMPAIGN RESULTS

- 3.8% increase in visitors over August 2011
- Website visits from targeted Florida visitors during August up 57% over last year
- Visits to the mobile site during August up 23% over last year
- Mobil page views up 5% over August last year
- 4,199 BookDirect searches – up 50% over last month
- 2,324 BookDirect click-throughs – up 5% over last month

INCREMENTAL SUMMER CAMPAIGN RESULTS

Online Video: SpotXchange



The screenshot displays the BuddyTV website interface. At the top, there is a navigation bar with links for Home, TV Shows, Actors, News, Photos, Games, and BuddyTV App. A search bar and a 'Log In' button are also present. Below the navigation bar, there is a large advertisement for the album 'Train CALIFORNIA 37 THE NEW ALBUM FEATURING "DRIVE BY"'. The main content area features a 'Survivor' section with a video player showing a scene from the show. To the right of the video player, there is a 'Summer Fun Bucket Lists' advertisement. Below the video player, there is a social media sharing section with '0 Tweet', 'Share', and 'Email' options. The video player shows a clip titled 'Survivor - 23:1 (clip) Survivor: South Pacific - I'm Here To Win' with a 5-star rating and '0 voted'.

Delivered 682,311 video impressions during August
Click-through-rate of .70% resulted in 6,138 clicks in August

INCREMENTAL SUMMER CAMPAIGN RESULTS

Online Video: MNI Oggi Finogi

The screenshot shows a travel website interface with a blue background. On the left, there is a large video player showing a couple walking on a beach. Below it, a smaller video player shows a person on a beach under a white umbrella. On the right side, there are three video player thumbnails with play buttons. Each thumbnail is accompanied by a text box containing resort information and a 'Learn more' link. At the bottom, there is a 'Getaway Deals' button and the Naples Marco Island Everglades logo.

Inn on Fifth
Sizzling summer specials available. Save big on packages like 7th heaven where activities are FREE.
[Learn more](#)

Marco Beach Ocean Resort
All-suite resort overlooking the Gulf. Exceptional accommodations, spa, dining and nearby golf.
[Learn more](#)

Marco Island Marriott Beach Resort
Stretch out on our private beach. Relax in the spa. Dine overlooking the Gulf of Mexico.
[Learn more](#)

Discover Florida's Last Paradise.

Paradise Priced Perfectly

[Getaway Deals](#)

Naples Marco Island Everglades PARADISE COAST™

- Resulted in 12,799 interactions during August
- Marco Island Marriott Beach Resort continues to lead video views – with a 78.5% completion rate

INCREMENTAL SUMMER CAMPAIGN RESULTS

Email Campaigns

FLORIDA'S PARADISE COAST eSCAPES

WEDDING SERVICES | WEDDING TIPS | WEDDING VENUES | HONEYMOON IDEAS

March 2012

Have a wedding that will sweep you off your feet.
If you thought the proposal was moving, just wait. A wedding on the gorgeous Paradise Coast, with its sun-kissed beaches, magical sunsets and unique venues, will move you in ways you've only dreamed about. Experienced resort staff and wedding planners are standing by, ready to help.

Get a great deal on a wedding getaway below

Marco Island Marriott Beach Resort Golf Club & Spa
Escape to a tranquil island paradise getaway inspired by a Balinese sense of harmony. All before the honeymoon.
[Book now](#)

Bellasera Hotel
Immerse your wedding party in "la dolce vita" - the sweet life of the Old Napoli. Total indulgence.
[Book now](#)

Hilton Marco Island Beach Resort & Spa
Say "I do" to a AAA 4-Diamond deluxe Florida beach resort befitting even the most discriminating bride.
[Book now](#)

Charter Club Resort of Naples Bay
Immerse your wedding party in "la dolce vita" - the sweet life of the Old Napoli. Total indulgence.
[Book now](#)

Marco Beach Ocean Resort
Say "I do" to a AAA 4-Diamond deluxe Florida beach resort befitting even the most discriminating bride.
[Book now](#)

Visit-Worthy Events

- Balloons Over Paradise Festival
April 13-15
- Naples CityFest
May 4-13
- 38th Annual Great Dock Canoe Race
May 12

[View all events](#)

Paradise Priced Perfectly
Get a great deal now

The Official E-newsletter for the Naples, Marco Island, Everglades Convention & Visitors Bureau
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- August e-Scapes had a 14.72% click-rate – outperforming the industry average of 10%
- Partner links continue to be the most clicked
- MarcoResort.com most-clicked partner site

INCREMENTAL SUMMER CAMPAIGN RESULTS

Social Media Campaigns



- Facebook visits jumped astronomically – from 73,990 in July to 264,675 in August. This may be due to people seeking information on Hurricane Isaac. (Interesting that Facebook is the preferred medium for accessing this type of information.)
- 2,233 users shared Collier’s Facebook content during August
- The same held true for August Twitter – with 29,000 links clicked

Discussion | Questions?



Public Relations Report

Lou Hammond & Associates



National Public Relations Update

TDC Meeting

September 24, 2012



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Activities

- Weekly LH&A “Value Blast” – inclusion in **4** editions
- **3** Hot Tip partner media leads
 - NBC’s Today Show
 - Haunted Happenings
 - National Seafood Month

  
<p>Paradise Coast</p>
<p>Dear Team,</p> <p>Lou Hammond & Associates, on behalf of the Naples, Marco Island, Everglades Convention & Visitors Bureau, is seeking unique story items to pitch to national travel and food media for consideration for October’s “National Seafood Month.”</p> <p>October is right around the corner and is officially dubbed “National Seafood Month.” We are looking for your signature seafood dishes, creative recipes or exciting promotions available during this month to pitch to national media outlets in advance of October. We are looking for your signature seafood dishes, monthly specials, recipes or promotions revolving around this theme. We’d love to include you in the Florida’s Paradise Coast destination roundup of story items for “National Seafood Month!”</p>

Activities

- Regional Desk-Sides

- Agency arranged desk-side meetings in Miami August 15-16 with the following media:

- Marjie Lambert, *Miami Herald*
- Lourdes Reigosa, NBC 6
- Tom Austin, *Travel + Leisure*
- Geoffrey Leval, WSVN's Deco Drive

- Agency arranged desk-side meetings in Boston August 24 with the following media:

- Tim Branco, *New England Golf Monthly*



Activities

- NYC Media Event
 - October 17
 - Luncheon at LHA Offices
 - Inviting national media outlets
 - Details being finalized
- Chef Pitching:
 - Agency/client gathering information to pitch national broadcast opportunities.



Activities

- Real Weddings Pitch:
 - Agency seeking information on couples with weddings in the Paradise Coast for ongoing pitching to bridal publications.
- The Bachelorette:
 - Agency pitched the Ritz-Carlton, Naples as a destination location for ABC's "The Bachelorette"



Activities

- Agency social media efforts
 - **4** LH&A Facebook posts
 - Value Blast
 - July 18 – Family Escape With Two Rooms at The Ritz-Carlton Golf Resort, Naples
 - July 24 – Reunion Package at GreenLinks Golf Villas at Lely Resort
 - August 9 – Labor Day Special at Hawthorn Suites by Wyndham
 - August 15 – Family Fun Package at Hilton Naples

facebook



Activities

- Agency social media efforts
 - **3** LH&A Pins
 - Marco Island Beach
 - Ten Thousand Islands
 - Downtown Naples

Pinterest




Ten Thousand Islands in the Everglades protects important mangrove habitats and a rich diversity of native wildlife, including several endangered species.

Activities

- Agency social media efforts
 - **10** LH&A Tweets
 - Wedding Specials
 - Image Based Tweets
 - Labor Day Deals
 - Value Blast (x4)
- **4** Paradise Coast Tweets
 - T+L Chat (x2)
 - Next Generation Photo Contest
 - GC12 Promotion



Lou Hammond @LouHammondPR
We made it to the end of the work week! Who's joining us for happy hour in the @ParadiseCoast ? #FotoFriday




Lou Hammond @LouHammondPR
Planning a #wedding or #honeymoon? Check out the offers in the @ParadiseCoast bit.ly/gQEdu3



Lou Hammond @LouHammondPR
It's business as usual in the @ParadiseCoast and the beaches are as nice as ever! pic.twitter.com/k03CKgeN



ParadiseCoast @ParadiseCoast
Did you used to visit #MarcoIsland? If so, enter the "Next Generation" Photo contest at the Marco Island Marriott a.pgtb.me/51M9Q4



ParadiseCoast @ParadiseCoast 25 Jul
[@TravlandLeisure](https://twitter.com/TravlandLeisure) All 3 of our destinations offer something different! #Naples and #MarcoIsland are great for the beach & boating #TL_Chat



Activities

Pending Individual Visits:

- General Travel
 - John DeMers, *Delicious Mischief Radio*
 - Alison Lewis, *Healthy Travel/Atlanta Homes & Lifestyles*
 - Kathleen Scott, *San Antonio Express-News* (ideally Nov. 5-8)
 - *Organic Spa Magazine*
- Golf Journalists
 - Tim Branco, *New England Golf Monthly*
 - Dave Finn, *travelinggolfer.net*, *Canadian Golfer Magazine*, *Golf AZ Radio*
 - Larry Berle, *Tee Times Minnesota*



Activities

• Media Outreach Sampling

- *Atlanta Weddings*
- *Brides*
- *Boston Globe*
- CNN.com
- *Dallas Morning News*
- Fodors.com
- Frommers.com
- Gadling.com
- HuffingtonPost.com
- *Martha Stewart Weddings*
- *Miami Herald*
- *Smart Meetings*
- *Southern Living*
- *Travel + Leisure*
- *Visitor Magazine*
- Yahoo! Travel



Results Sampling

Frommer's

August 15, 2012
UMV: 752,919

Frommer's 5 Deals for Aug. 15, 2012



Naples, Florida

Destination: Naples, Florida

Provider: Hawthorn Suites by Wyndham (tel. 239/593-1300;
www.hawthornnaples.com)

Duration: Three nights

Trip Type: Hotel-only

Base Price: \$297 total

What the Quoted Price Gets You: Three nights' hotel accommodations, full daily breakfast, Wi-Fi, dinner for two at nearby Luna Café, two tickets to Cruise Naples, and two tickets to the Naples Botanical Gardens

What Else You'll Have to Pay: Transportation to Naples, 10% sales and room tax per night

When: Aug. 31-Sept. 4, 2012

Book By: Aug. 30

Why this is a Deal: Save 40% when compared to high-season rates.

Complete Details: The beach is three miles from the Hawthorn Suites by Wyndham in Naples. Amenities at the recently renovated property include a basketball court, a swimming pool, a putting green, a BBQ area with grills, and in-room DVDs. A manager's cocktail party (Mondays through Thursdays) offers free beer, wine, and hot hors d'oeuvres.

Single Supplement: None

Photo Caption: Hawthorn Suites by Wyndham in Naples, Florida

Photo by /Hawthorn Suites by Wyndham

August 15, 2012
UMV: 8,151,020

10 great places for a last blast of summer

Summer. Of all four seasons, she's got the most personality and the brightest enthusiasm. She throws wicked parties and sports a stellar wardrobe. It's no wonder that in late August, many of us feel the need to send her off with a worthy, last hurrah. Pack the cooler, grab a leash for Fido and don't forget your sunglasses – Yahoo Travel has rounded up best spots to soak up the last drops of that dip-in-the-pool, sand-in-your-hair, charcoal-on-the-grill goodness that is an American summer.

The Everglades, Marco Island & Naples, Fla.



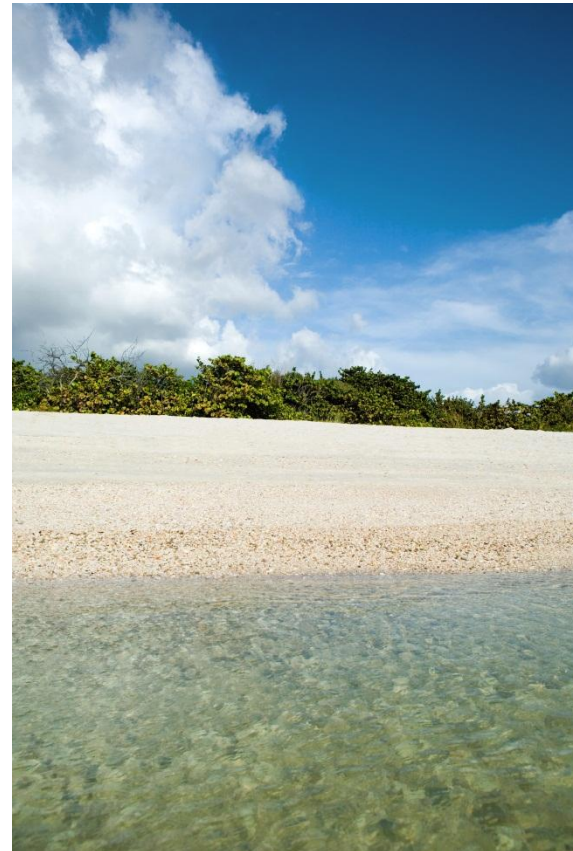
Unless you live under a rock somewhere far, far away from America, you know the obvious reasons for visiting the Everglades. Let's face it ... no matter if your 14 or 40, alligators are just cool. Who doesn't want to sit in a wobbling canoe and watch the world's last remaining dinosaurs thrash around in a swamp?

However, there's much more to see and do in this coastal, protected wetland beyond outrageous reptile encounters. The Everglades are comprised of literally thousands of islands and an almost equal number of tour companies, with packages ranging from peaceful walking tours to bicycle rides beneath the cypress canopies to backcountry, multi-day fishing excursions. Abutting the national preserve, stay along the white sand beaches of Marco Island and Naples, where you can pamper all five senses with elegant restaurants, renowned spas, luxury accommodations and couture shopping experiences.

HINT: August and September are the wet season for the Everglades. While you should prepare for extra mosquitoes, afternoon thunderstorms and 100-percent humidity 100 percent of the time, you will likely also find a more personal connection to the swamp. There's the beauty of solitude in the low tourist season, and the added bonus of lower tour rates.

Looking Forward

- October 17 New York Luncheon Event
- Upcoming written materials
 - LH&A Value Blasts
 - “Escape the Cold”
- Upcoming media outreach
 - Florida Panther Festival
 - Regional pitching



CVB PR UPDATE

★ 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 Aug. 27
- » Use of Social Media Channels to spread accurate information/status
- » Isaac and Post-Isaac messages and photos generated the highest user engagement and virality on Facebook

SOCIAL MEDIA - FACEBOOK

- ★ 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.



SOCIAL MEDIA - FACEBOOK

- ★ After Isaac's passing, a dolphin photo shared from the *Marco Review* generated 145 Likes and was shared by 63 of our Fans.



MISSIONS & 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 PUBLICITY

- ★ New York Daily News
- ★ Peter Greenberg
Worldwide
- ★ Travel With Kal
- ★ AOL UK
- ★ Wild Junket

NYDailyNews.com
DAILY NEWS

Positive Local Publicity on Tourism Initiatives

September 24, 2012
Marketing Partner Reports 9 a-g
71 of 106



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



Thank you!

Proud to be your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Tourist Tax Collections

Collier County Tax Collector

BED320RD		09/04/2012		COLLIER COUNTY TOURIST TAX - YTD REPORT BY CITY								PAGE	1
** NAPLES **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
124889	171672	257204	310088	463661	581690	646118	359807	239314	156429	192882		3503754	
** MARCO ISLAND **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
142329	171194	201691	244744	391683	485677	628522	372070	226574	231338	221306		3317128	
** IMMOKALEE **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
528	489	863	1067	681	740	983	879	807	709	635		8381	
** EVERGLADES CITY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
4057	5607	7144	9161	12338	17648	18666	9921	6879	4220	4310		99951	
** COLLIER COUNTY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
253531	342743	457827	643501	1038706	1239892	1493363	694955	460970	337636	359119		7322243	
** OTHER **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
** TOTALS **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
525334	691705	924729	1208561	1907069	2325647	2787652	1437632	934544	730332	778252		14251457	

BED330RD		09/04/2012		COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE								PAGE 1	
** APARTMENT **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
896	435	1497	863	5735	6040	10405	4081	1847	1221	166		33186	
** CONDOMINIUM **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
39952	21515	35761	82154	118188	264235	531116	59412	47525	37085	14978		1251921	
** CAMPGROUND/RV/PARK **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
1892	3546	5271	11540	28012	27270	22208	7704	19524	2046	3239		132252	
** HOTEL/MOTEL **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
410547	599695	765114	796797	1113647	1478881	1662425	1202831	787911	585887	662575		10066310	
** INTERVAL **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
4990	7843	11914	14375	18080	18075	22054	23386	10833	11349	16720		159619	
** MOBILE HOME PARK **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
228	517	543	1455	1392	3710	4826	1441	466	126	156		14860	
** SINGLE FAMILY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
45000	11899	21462	49877	28960	51324	151981	26449	21948	38055	14146		461101	
** REALTOR **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
21829	46255	83167	251500	593055	476112	382637	112328	44490	54563	66272		2132208	
** OTHER **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
** TOTALS **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
525334	691705	924729	1208561	1907069	2325647	2787652	1437632	934544	730332	778252		14251457	

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS

**AUGUST 2012
(MONTH OF JULY 2012 VENDOR TAX COLLECTION)**

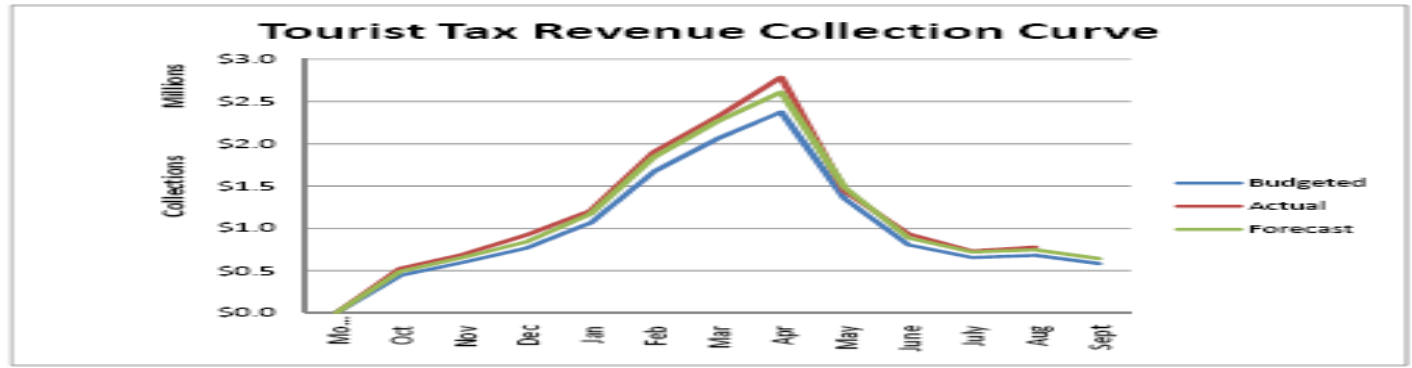
BREAKDOWN	FISCAL 2010-2011	FISCAL 2011-2012	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	730,744	778,252	+ 47,508	+ 6.50%
YEAR TO DATE	12,676,112	14,251,457	+ 1,575,345	+ 12.43%
HOTEL / MOTEL				
MONTH TO MONTH	611,275	662,575	+ 51,300	+ 8.39%
YEAR TO DATE	9,096,971	10,066,310	+ 969,339	+ 10.66%
REALTORS				
MONTH TO MONTH	62,275	66,272	+ 3,997	+ 6.42%
YEAR TO DATE	1,727,910	2,094,564	+ 366,654	+ 21.22%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	38,945	29,290	- 9,655	- 24.79%
YEAR TO DATE	1,524,431	1,783,852	+ 259,421	+ 17.02%

Budget						
	Fund	FY 12 Adopted Budget	FY 12 (5%) Reserved by Law	FY 12 Net Budget	FY 12 Forecast	Variance to FY 12 Budget
	183	2,153,300	(107,700)	2,045,600	2,045,600	215,300
	184	3,262,500	(164,100)	3,098,400	3,098,800	326,300
	193	310,900	(15,500)	295,400	342,000	31,100
	194	1,516,100	(75,800)	1,440,300	1,667,700	151,600
	195	4,371,800	(218,600)	4,153,200	4,809,000	437,200
	196	0	-	0	0	0
	198	1,435,500	(71,800)	1,363,700	1,579,100	143,600
	Gross Budget	\$13,050,100	(653,500)	\$12,396,600	\$14,355,200	\$1,305,100
	Less 5% Rev Res	(653,500)				
	Net Budget	12,396,600				

Collections						
Month	Actual FY 12	Cum YTD	% Budget Collected to Date	% over FY 11 collections	% over FY 10 collections	% over FY 09 collections
Oct	525,334	525,334	4.026%	9.71%	18.07%	31.38%
Nov	691,705	1,217,039	9.326%	10.65%	26.46%	11.70%
Dec	924,729	2,141,768	16.412%	23.29%	24.11%	15.79%
Jan	1,208,561	3,350,329	25.673%	19.69%	14.27%	7.17%
Feb	1,907,069	5,257,398	40.287%	19.09%	13.61%	16.67%
Mar	2,325,647	7,583,045	58.108%	14.78%	14.40%	17.73%
Apr	2,787,652	10,370,697	79.469%	8.60%	15.86%	37.87%
May	1,437,632	11,808,329	90.485%	5.96%	8.65%	16.90%
June	934,544	12,742,873	97.647%	9.86%	18.35%	24.82%
July	730,332	13,473,205	103.243%	7.44%	24.99%	25.91%
Aug	778,252	14,251,457	109.207%	6.50%	16.27%	21.70%
Sept		14,251,457	109.207%			
Total	14,251,457	14,251,457		12.43%	16.07%	21.03%
	Projected	14,355,200				
	Bal to Collect	103,743				

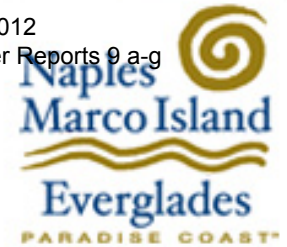
Budget Comparison						
Month	5 Yr Collect History-Cum	5 Yr Collect History-Monthly	Budgeted Collections	Actual Collections	Month over Month Variance	Forecast Collections
Oct	3.4%	3.4%	441,513	525,334	83,821	485,667
Nov	8.0%	4.6%	597,184	691,705	94,521	656,907
Dec	13.8%	5.9%	765,938	924,729	158,791	842,537
Jan	22.0%	8.2%	1,063,785	1,208,561	144,776	1,170,170
Feb	34.8%	12.8%	1,676,256	1,907,069	230,813	1,843,893
Mar	50.6%	15.8%	2,063,999	2,325,647	261,648	2,270,413
Apr	68.8%	18.2%	2,376,287	2,787,652	411,365	2,613,932
May	79.2%	10.3%	1,348,215	1,437,632	89,417	1,483,046
June	85.3%	6.2%	804,559	934,544	129,985	885,021
July	90.4%	5.0%	653,390	730,332	76,942	718,734
Aug	95.5%	5.2%	678,131	778,252	100,121	745,948
Sept	100.0%	4.5%	580,844	0	n/a	638,932
Total	100.0%	100.0%	13,050,100	14,251,457	1,782,201	14,355,200

110.00%



Web Site

Miles Media Group



Naples, Marco Island, Everglades CVB

Executive Summary

August 2012

Consumer Overview

- India made its way into the top five countries for website visits, with 122. That is an increase of 144% over July 2012 and 94% over August 2011.
- Maryland contributed the third highest number of Visitors by State, an increase of 207% over July 2012 and 186% over August 2011. It's likely many of those visitors were in Bethesda, where 571 visitors were from. At the end of August, its year-to-date visitors were 677.
- The overall bounce rate of 63% was up 8% over July 2012. It was also up 18% over August 2011, when it was on par with the industry baseline of 45%. This is often caused by viewers clicking directly from the home page to our "deals" page.

Mobile Overview

- Time on site was up over July 2012 (1:40 versus 1:14), but visits and page views were down. Compared to August 2011, it was the opposite: Time on site was down, but there were increases in visits and page views.
- Visitation from most cities was down as compared to July 2012, but it was up as compared to August 2011.
- Overall, year-over-year metrics are positive, but from month to month we are seeing big fluctuations, especially in the browser people are using and their cities.

Naples, Marco Island, Everglades CVB Measurement Dashboard August 2012

LM = vs. last month | LY = vs. last year |
 IB= vs. Industry Benchmarks | B = vs. 2011 baseline

Good Not Significant Needs Attention
 0 – 12% change 13% or higher change

ENGAGEMENT

	LY	IB	B
Time on Site: 1:56 <i>Minutes</i>	2:41	3.43	2.10
Bounce Rate: 39% <i>of Home Page</i>	34%	33.0%	34.4%
Bounce Rate: 63% <i>Overall</i>	45%	45.3%	55.1%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
24.08%
 of total page views

16,795
 Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
26,538 Total Visits	9%	12%
69,747 Page Views	17%	20%
259,571 Visits Year-to-Date (vs. 286,387 visits in 2011)		
745,889 Page Views Year-to-Date (vs. 859,389 in 2011)		

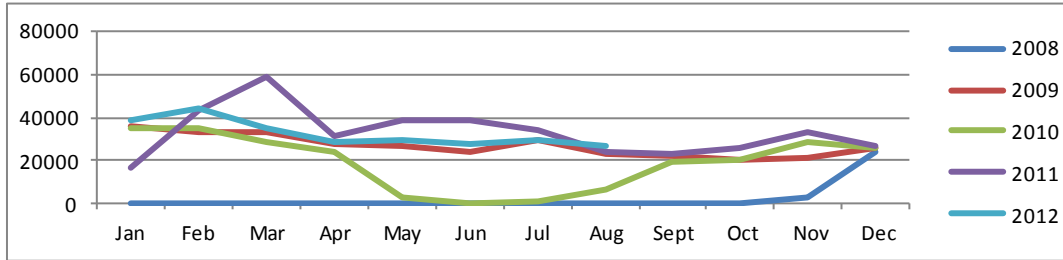
SIT BREAKDOWN

		LM
Guide Orders:	293	-18%
Newsletter Signup:	92	-6%
Deals Page Views:	2,602	-65%
Stay in Paradise Listings Views:	7,157	-15%
Download Guide Link:	34	n/c
Paradise Priced Book Direct:	94	-93%
BookDirect™ Searches:	4,199	+50%
BookDirect™ Clicks:	2,324	+5%
Other: eScapes page views:	425	-19%

August 2012



Visits – 2008-2012



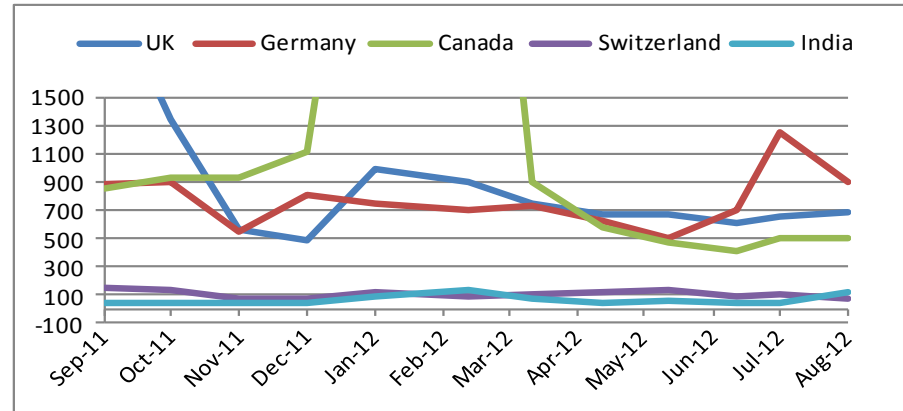
MOST REQUESTED PAGES

1. Home
2. Events Calendar / Current Events
3. Beach-Bound
4. Events Calendar
5. Accommodations Listings

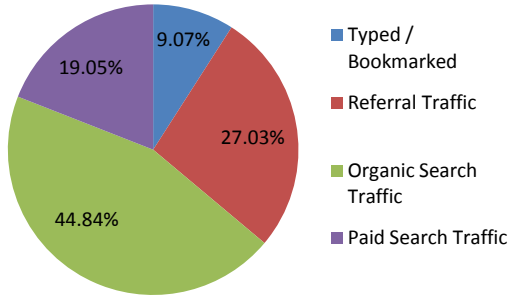
Top 10 Cities

City	August Visitors	YTD Visitors
Naples	1,347	20,428
Miami	794	4,432
Fort Myers	657	8,817
Hialeah	645	2,809
Bethesda, Md.	571	677
Orlando	519	2,791
Pembroke Pines	454	2,128
Ft. Lauderdale	428	2,338
New York	409	7,135
Jacksonville	322	1,458

International Traffic Over Time



SOURCES OF TRAFFIC



Baseline average percentages for 2011:

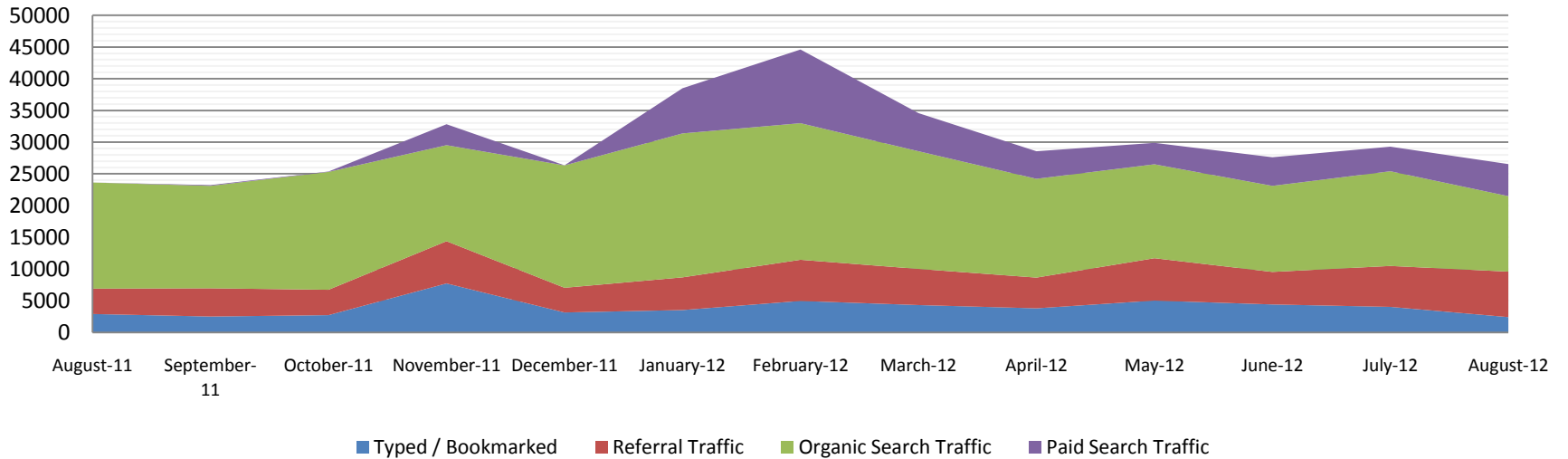
- Organic Search Traffic: 40.02%
- Paid Search Traffic: 11.88%
- Typed / Bookmarked: 20.73%
- Referral Traffic: 27.36%

CAMPAIGN RESPONSE

5,055
Total responses

19.05%
of total visits

Traffic by Source (by month)



August 2012



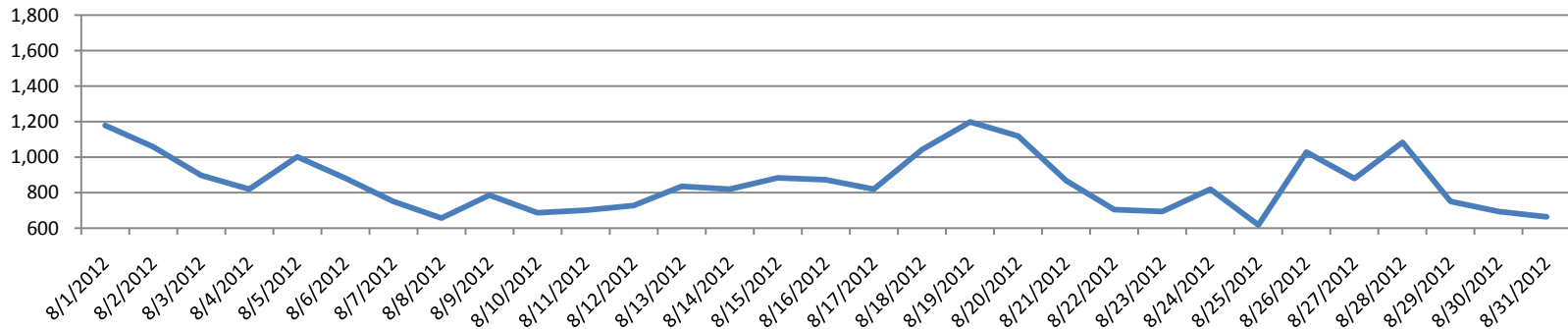
VISITORS BY STATE

			LM	LY
1.	Florida:	13,850	-13%	+57%
2.	New York:	941	+8%	-22%
3.	Maryland:	825	+207%	+186%
4.	Illinois:	669	-7%	-17%
5.	Georgia:	667	-9%	+11%

INTERNATIONAL

	Visits	LM	LY		Visits	LM	LY
USA:	23,303	-9%	+19%	Germany	901	-29%	+3%
International:	3,235	-9%	-19%	UK	684	+4%	-17%
				Canada	506	-1%	-38%
				India	122	+144%	+94%
				Switzerland	79	+36%	-49%

Visits By Day







DMO Competition - Quantcast

Site	Reach by U.S. People, August 2012	Reach by U.S. People, August 2011
ParadiseCoast.com	10,600	10,400
PalmBeachFL.com	16,500	18,000
Fla-Keys.com	64,800	55,600
DaytonaBeach.com	55,000	43,900
Sarasotafl.org	24,100	25,000
FortMyers-Sanibel.com	29,600	27,800
VisitStPeteClearwater.com	80,400	69,700

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	2,421	-59%	+23%
Page Views	10,199	-51%	+5%
Time on Site	1:40		

BROWSER

		LM
1. Safari	1,228	-51%
2. Android browser	879	-70%
3. Mozilla	120	-53%
4. Chrome	47	+104%
5. Internet Explorer	36	-63%

COUNTRY

		LM
U.S.	2,239	-80%
International	182	-21%

CITY

		LM	LY
1. New York	207	-73%	+60%
2. Miami	154	-49%	+79%
3. Naples	153	-67%	+40%
4. Westport, Ct.	147	+2,000%	+14,600%
5. Orlando	129	-75%	+8%
6. Atlanta	127	-64%	-31%
7. Chicago	95	-4%	+70%
8. Hialeah	88	+80%	+159%
9. North Metro	64	-69%	+137%
10. Jacksonville	59	+269%	+2,850%

Metric Definitions

Visit – This metric tracks the total number of visits to the website, both unique and repeat.

Unique Visitor – The metric counts each visitor's first visit to the site during a specified time period.

Page View – A request to load a single page of a website.

Baseline – The average of a metric for the previous year. The baseline represents the standard level at which we wish to keep metrics at or better than.

Bounce Rate - Percentage of visitors who view only one page on the site and exit immediately. Sometimes called the Single Access Rate (Bounce rate = Single Accesses/Entries). A “good” bounce rate is considered anything below 30%. Not all bounces are bad, however, as a visitor who links off to a partner website could also be registered as a bounce.

Signals of Intent to Travel (SITs) – A measurement that captures conversion events that indicate a strong desire that the site visitor will travel to the destination. The SIT conversions are unique to each website. Some conversion examples include ordering a visitor guide, signing up for email newsletter, visiting a deals page, clicking through to a booking vendor, visiting the detailed listing of a hotel, activity or event.

Typed / Bookmarked – This is traffic that comes from a user either typing the website address directly into their web browser, or they have bookmarked or put in their favorites the site and enter the site by opening the bookmark on their computer.

Search Engine Services

Sales & Marketing Technologies, Inc.

Keyword Rankings: August 2012

8/1/2012 - 8/31/2012

Tag: summer

All Keywords

1st Page 2nd Page 3rd Page

Keyword	Google	Yahoo!	Bing
family vacation Marco Island	1	8 ⁻⁵ ▼	7 ⁻⁴ ▼
naples florida vacation	1	9 ⁻¹ ▼	1
family vacation naples florida	1	14 ⁻¹ ▼	10 ⁺¹ ▲
visit naples florida	2	2 ⁺¹ ▲	3
everglades vacation	2 ⁺¹ ▲	46 ⁻⁴⁴ ▼	43 ⁻⁴ ▼
pet friendly vacations florida	6 ⁺¹ ▲	83 ⁺⁸ ▲	82 ⁺⁸ ▲
pet friendly hotels Naples	8	15	14
beaches in naples florida	10 ⁺¹ ▲	17 ⁺¹⁰ ▲	42 ⁻¹⁷ ▼
family vacations florida	11 ⁻⁴ ▼	89 ⁺¹ ▲	93 ⁺¹ ▲
naples wedding locations	12 ⁺² ▲	10 ⁻³ ▼	10 ⁻⁴ ▼
florida family vacation	12 ⁺⁵ ▲	63 ⁺¹ ▲	62 ⁺¹ ▲
florida beach vacations	59 ⁺¹⁰ ▲	109 ⁺¹ ▲	-
golf courses in Naples and Marco Island	3 ⁺⁸ ▲	- ▼	2 ⁺³ ▲
naples florida	10 ⁻¹ ▼	-	- ▼

One of the things you look at when trying to be successful on the internet is where specific keywords rank on the search engines. The higher the ranking the more exposure you have to potential visitors.

The above report shows where several “money” keyword terms rank on the three largest search engines – Google, Bing and Yahoo.

* These rankings are a snapshot in time of where these keyword phrases are ranking on the search engines.

Naples CVB Monthly Search Engine Report

Search Engine Optimization Actions

Pay Per Click Insights

CTR (Click through rate) increased by 6% versus July

CPC (Cost per click) decreased 5% in August

August generated 78 conversions

Cost per conversion decreased 11% in August, down to \$10.13

Reviewed keywords rankings – critique site and look at ways to improve “Florida Beach Vacations”

Article submissions for summer keywords; golfing, fishing and “Florida Family Vacations”

Naples CVB Monthly Search Engine Report

Monthly Google Pay Per Click

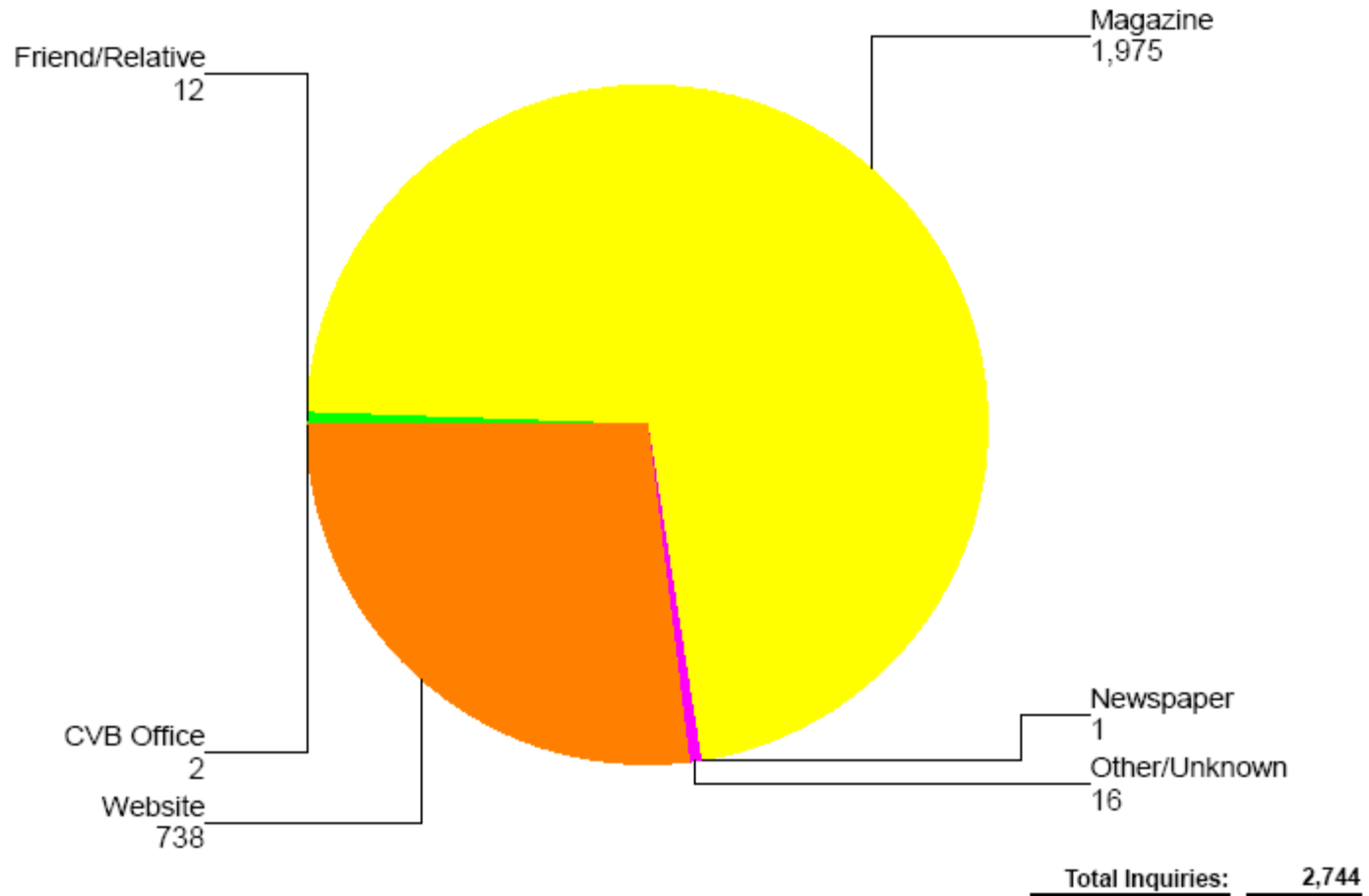
Month	Spending	Clicks	CP Click	Request for Visitors Guide	Website Leads
Jan	\$1,253.19	3,817	\$0.33	189	
Feb	\$1,229.76	3,643	\$0.33	N/A	
Mar	\$930.24	1,327	\$0.70	N/A	
April	\$2,148	2,274	\$0.94	333	
May	\$1,610.88	2,585	\$0.62	286	
Jun	\$1,002.49	2,208	\$0.45	389	
July	\$1,040.75	2,249	\$0.46	368	
Aug	\$790.44	1,795	\$0.44	308	
Sept					
Oct					

Naples CVB: **August text here

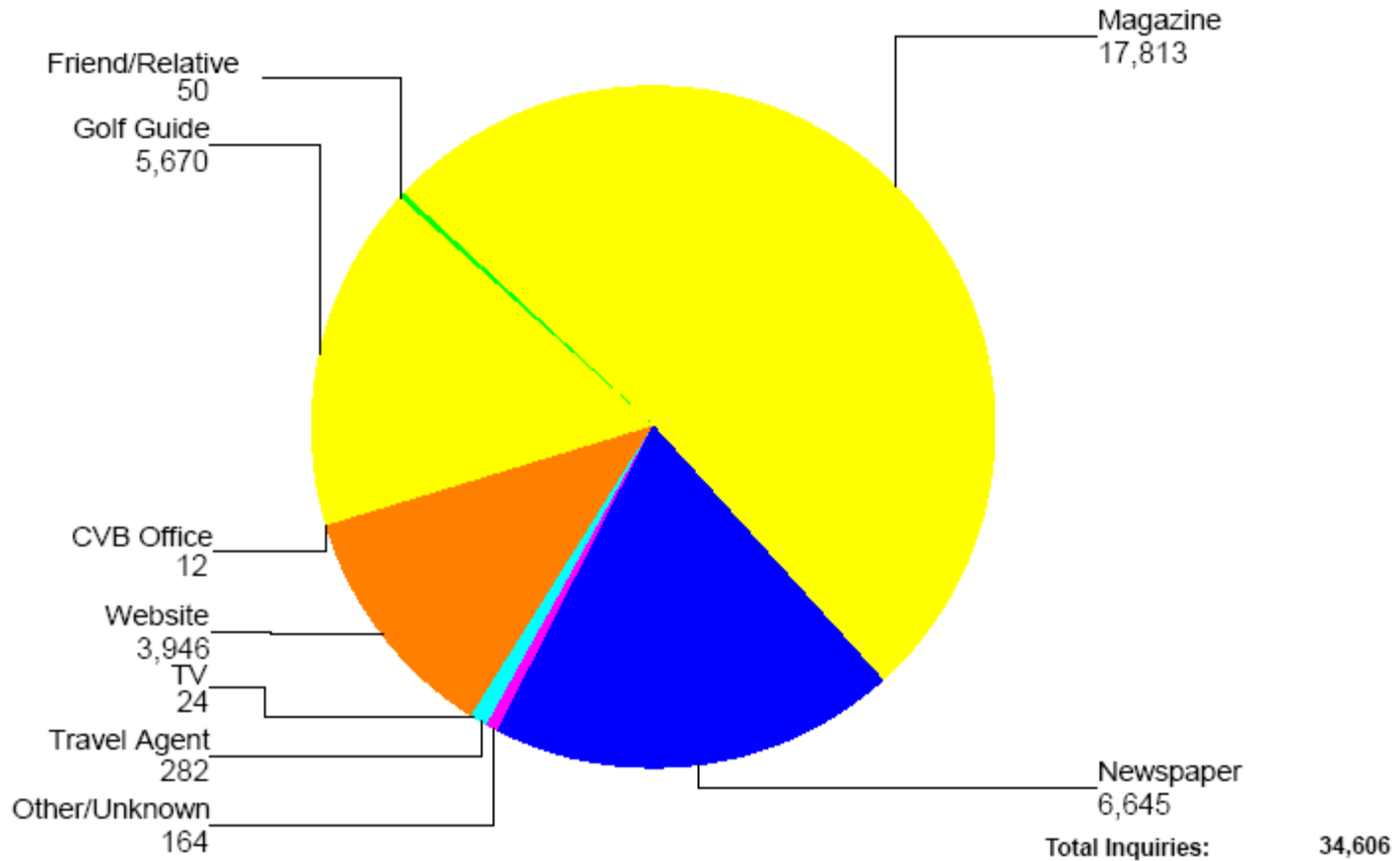
Fulfillment Services

Phase V

Naples, Marco Island, Everglades CVB Request Summary by Source For the month of July/August 2012

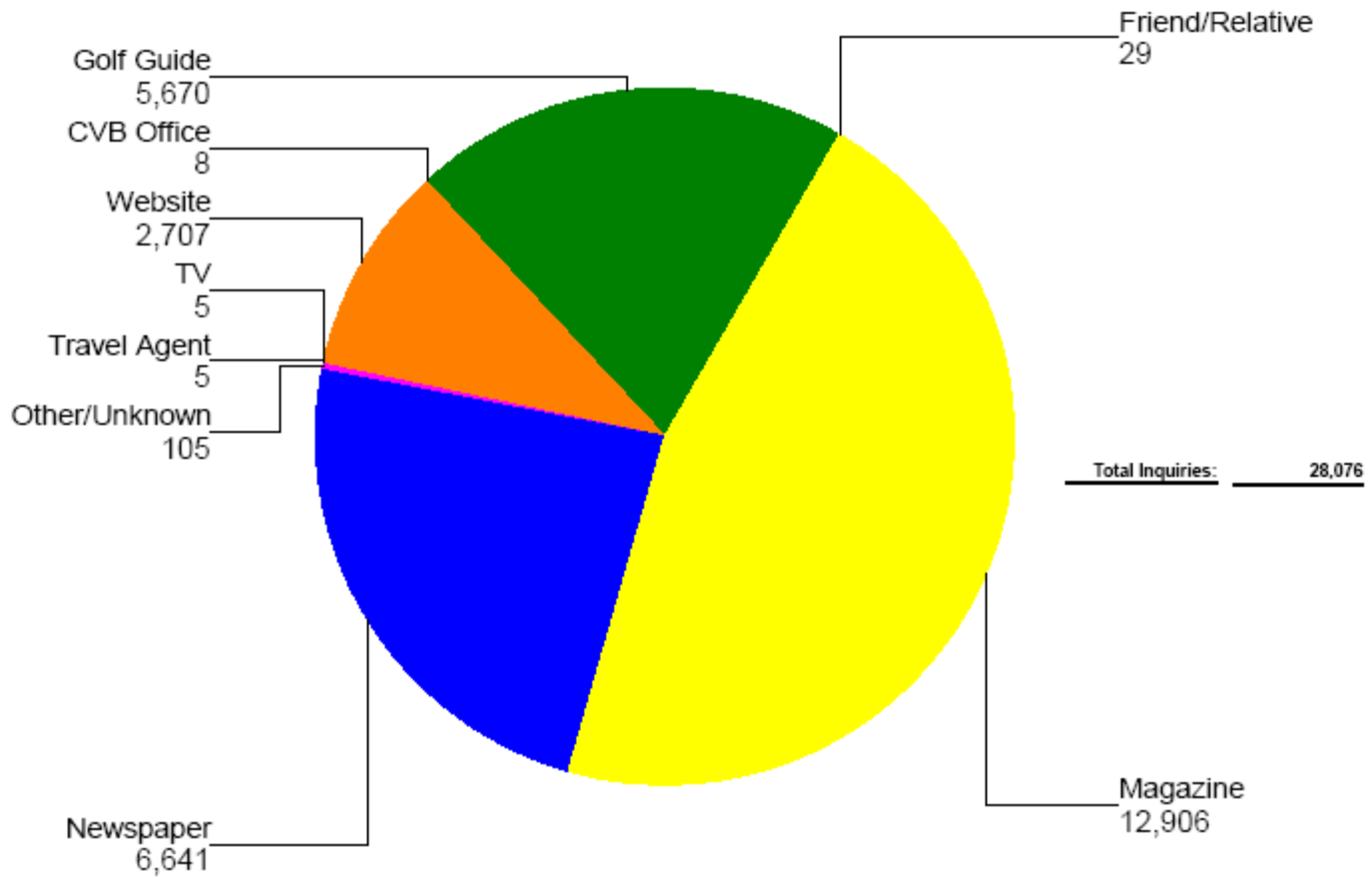


Naples, Marco Island, Everglades CVB Request Summary by Source For the month of July/August 2011



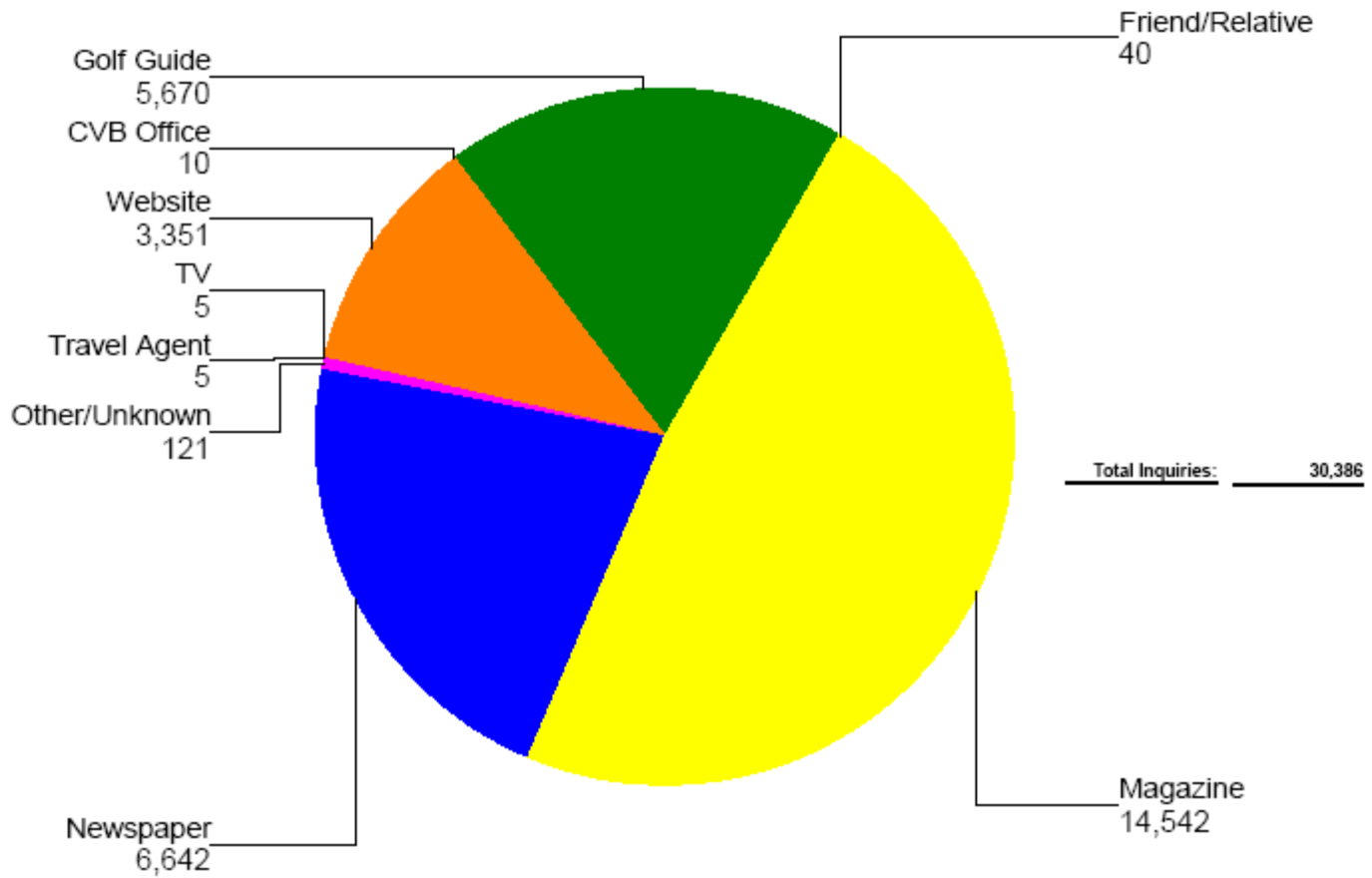
Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2012



Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2012



Results Analysis

July/August

September 24, 2012
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Request Summary by Source Slide

July 2011 = 1,996

July 2012 = 0

May 2011 = 3,089

July 2012 = 0

May 2011 = 0

May 2012 = 2451

Aug 2011 = 553

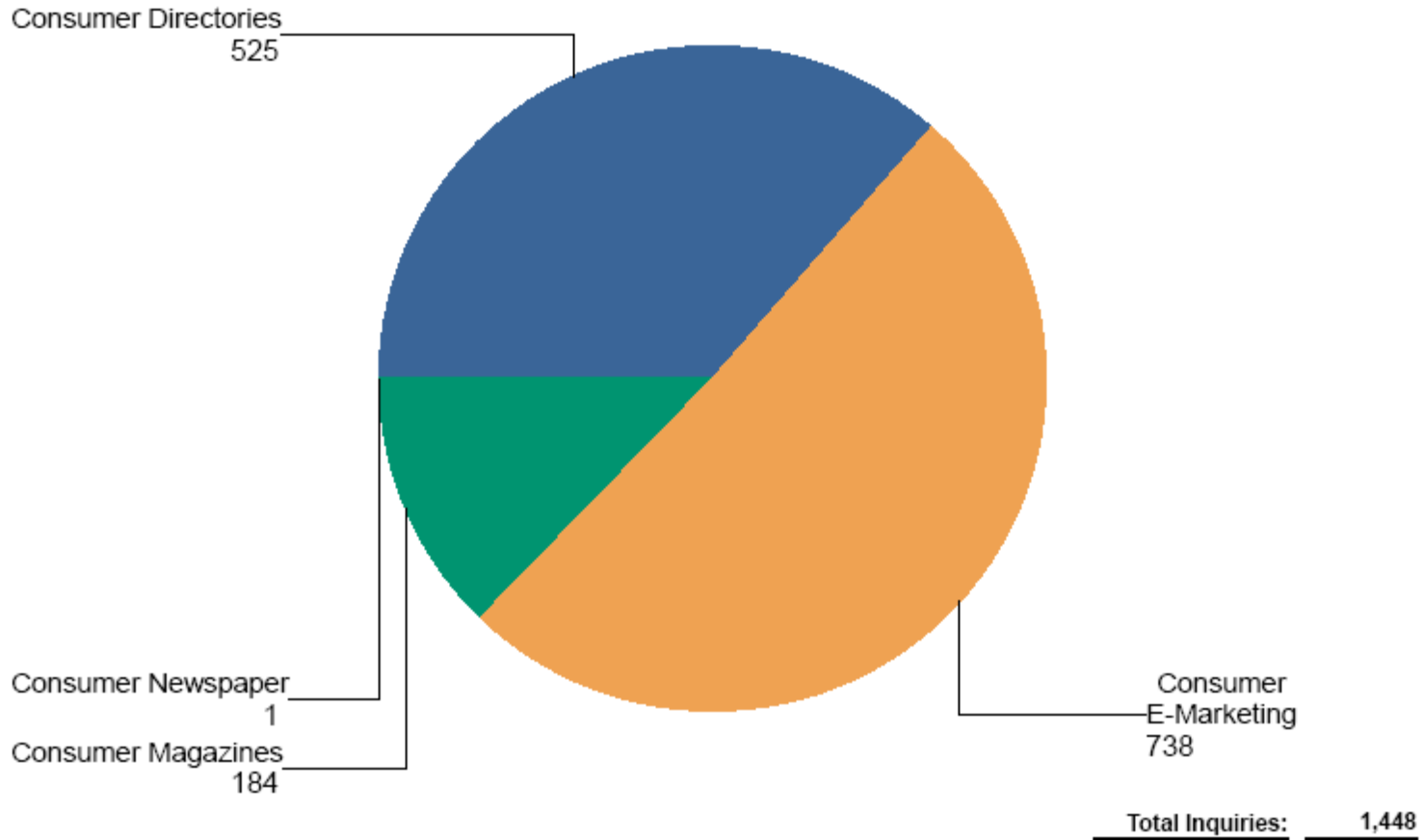
Aug 2012 = 0

1,996 leads were generated from Visit Florida In-State Insert in July 2011. In July 2012 adv was not purchased in this pub.

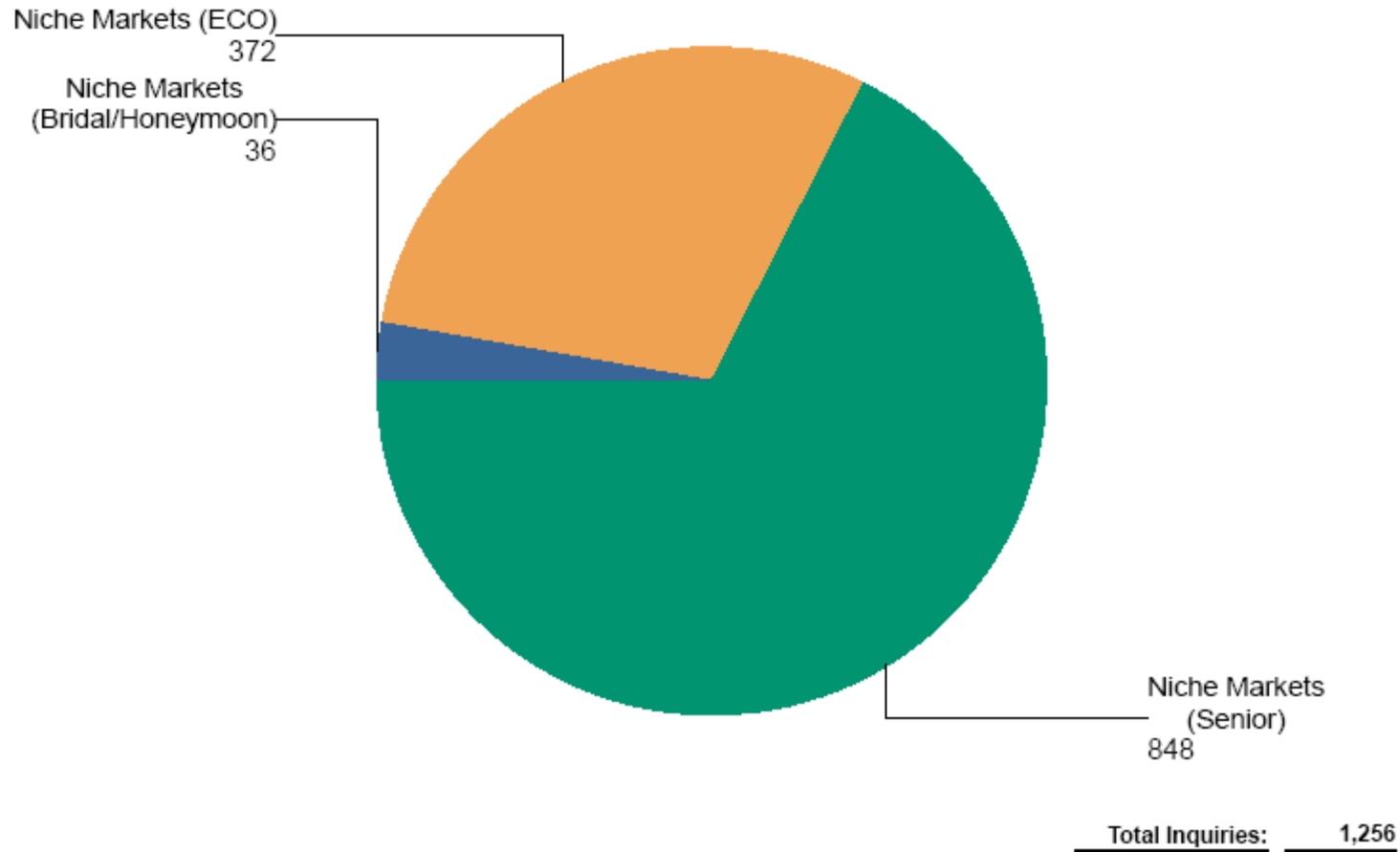
3,089 leads were generated from Visit Florida In-State Insert in July 2011. In July 2012 adv was not purchased.

553 leads were generated from the pub Play Florida Golf 2011. In Aug 2012 adv was not purchased.

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



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



Inquiries – Leading 4 Countries July/August 2012

2011

USA

Canada

Brazil

Portugal

2012

USA

Canada

UK

Brazil

Inquiries - Leading 6 States July/August 2012

2011

Florida

Georgia

Texas

New York

Pennsylvania

Ohio

2012

Florida

New York

Ohio

Georgia

Pennsylvania

Illinois

Collier County CVB Inquiries by Type Calendar Year

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July/August	2012	Y-T-D
Phone	325	1361
Publications	2580	25939
Web site	738	2802
Info@ParadiseCoast	0	1

Misc. CVB Services Calendar Year

July/August	2012	Y-T-D
Info Ctr Shipments	2100	14450
Editorial Gen Calls	75	385
Mtg Planner Calls	1	5
Storm Info Calls	0	4
Storm Accommodations	61	61
Sports Council	0	0
Film Commission	1	3
Travel Agent	0	3

Live Chat by Topic July/August 2012

By Topic				
Topic	# of chats	Minutes	Min/Chat	Year to Date Cumulative
Accommodations	1	5.5	5.5	55
Attractions	1	6.3	6.3	20
Beaches	1	7.3	7.3	13
Contact	1	0.0	0.0	5
CVB Department	1	0.0	0.0	5
Misc.	1	0.0	0.0	47
Outdoor Activities	1	0.0	0.0	7
Visitor's Guide	1	0.0	0.0	9
Totals	8	19.1	2.4	161

Live Chat by Page July/August 2012

BY PAGE			
Page	# of chats	Minutes	Min/Chat
Dining	1	0.0	0.0
Home Page	10	19.1	1.9
Totals	11	19.1	1.7

Misc. Services July/August 2012

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Media	Month	YTD	% YTD
Meeting Planners			
Market Group Fulfillment	1	8	0%
CVB Meeting Planner newsletter	0	3,215	87%
GAP	0	4	0%
Meeting Planner Kit Fulfillment	9	64	2%
Meeting Planner Non-Kit Fulfillment	1	5	0%
Post Show Followup			
Florida Huddle February 2012	0	1	0%
Meeting Planners	12	3,297	89%
Promotions			
PPD 2011	6	16	0%
Promotions	6	22	1%
Tour Operators			
Other/Unknown	1	10	0%
Tour Operators	1	10	0%
Travel Agents			
Other/Unknown	0	4	0%
Travel Agents	0	4	0%
Grand Total:	19	3,686	

Thank you

Questions?

