



DIRECTOR'S REPORT

Recent Activity- October 2012

Sports Council of Collier County Board Meetings

Parks & Recreation Planning meeting for event staffing

Sports Coordinator Interviews with HR

NBC-2 TV and WINK TV Interview on September results

Stone Crab Festival Marketing program meeting

Marco Airport marketing planning meeting

LPGA Press Conference Presentation

e-Tourism Summit- San Francisco

New York Press Luncheon

Florida Association of CVB's- Cedar Key FL

Bob Harden Radio Interview

Brand USA Strategy meeting

Virtuoso Luxury Travel Briefing

Marco Island Realtor Group Canadian Promotion

WGCU Destination video production meeting

Air Tran Magazine feature meeting with Associate Publisher



SALES DEPARTMENT - Debi DeBenedetto and Jennifer Leslie

Industry Relations – Sales

- Assisted PR with Ladies Let's Go Fishing Group – I assisted this booking as well.
- SPIN Con show 2013 pitched for area to host
- DMAI CEO Forum 2012 pitched for this area to host
- FSAE 2013 events pitched to destination several opportunities to host these groups

New Product Development

- 4 E-blasts approved for major meetings market featuring group hotels Dallas, Boston, Canada & Medical with complimentary ads
- Continue Leadership Marco
- Assisted to launch 2013 Destination Golf Guide
- Assisted to launch 2013 Fishing and Boating guide

Promotions

- Attended Occasions Magazine -new area events publication - free editorial support offered

Familiarization Trips

- Hosted Brazil Fam Sept. 14-16
- Hosted Meeting Planner Fam Sept. 16-19
- Hosted German Fam October 20-23
- Planned Denmark Tour Operator Fam November

Trade Shows

- Tallahassee State Association Executives (TSAE) Education day –hosted Continental Breakfast and trade show booth
- Rejuvenate show Columbus Ohio- SMERF market planners

RFP's and Booked Business

- Sent out 21 RFP's received from Planners to Partners
- Booked 3 groups from open RFP's resulting in 2,055 room nights
- \$742,845.00 estimated spending from those RFP's and \$1,694,250.00 estimated economic impact

Sponsorships & RFP Enhancements

- 4 RFP enhancements granted for \$34,000

Year to Date Oct. 1, 2011 – Sept 30, 2012 County Budget Fiscal Recap

- RFP enhancements paid out \$60,245.00 with estimated ROI booked of \$5,883,146.00
- 191 RFP leads from Planners that we influenced were sent to partner hotels
- 54 groups booked from those RFP's – 12 included RFP enhancements from CVB
- \$3,874,630.00 in estimated ROI on RFP's going Definite
- 31 CVB sales assisted Site Visits. CVB invested \$4,306.00 in those Sites
- \$3,002,201.00 in booked business revenue from site visits



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

PR Department Missions and Activities

NYC desk side visits
NYC media luncheon with Lou Hammond & Associates team
PRSA Meet the Media Day in West Palm Beach at Palm Beach Post
Red Roof Inn Grand Re-Opening Ceremony
Social media meeting with LHA and Paradise teams
Creative meeting with Paradise team
Florida Society of Ethical Ecotourism Board Meeting
Are You Smarter Than a Stone Crab educational tour with Florida Sea Grant
Franklin Templeton Shootout Media Day
LPGA CME Titleholders Media Day
CVB partner advisory meeting
Visitors guide reviews and assistance

Partner Development

Collier Family Farms – new agritourism attraction
WGPU *Southwest Florida Explorer*
Visitors TV – future projects and innovation
ArtsNaples brainstorming meeting
Florida Panther Festival meetings, media relations
Stone Crab Festival meeting

Top National/International Publicity Facilitated In-House

[Doctor's Review \(Canada\) – Sunshine state of mind](#) – Florida round up includes coverage of Children's Museum of Naples.

[Toronto Star – October 10 – Cold nights in southern Ontario; time to think about some winter getaways.](#) Blog by travel editor is a reflection on his visit 2 years ago arranged by CVB to Everglades/Chokoloskee, one of his favorite ever Florida getaways.

[Florida Sun magazine \(Germany & Florida\) – And the winner is...Naples!](#) Story playing off Naples' designation as Coastal Living's #2 Happiest Seaside Town

USA Today – October 8 State By State News Roundup. The Naples Museum of Art 'Out of This World' Costume Exhibit is the Florida content feature

[Fodor's Travel Intelligence Newsletter and Website – Weekend Getaways from Miami.](#) Naples included as one of several perfect girls getaway spots.

[Fodor's Travel Intelligence \(Enewsletter and Website\) – Weekend getaways from Miami.](#) Correspondent on May CVB FAM, plus ongoing information distribution



Positive Local Publicity on Tourism Initiatives

[Florida Trend – Florida: Hot Spots for Florida Tourism – includes Naples.](#) CVB provided data, information and interview to reporter in July.

[Ft. Myers News-Press – Magazine names Naples ‘hot spot’ for Florida tourism.](#) Story about the Florida Trend coverage

[Naples Daily News – Editorial: Dollars, coconuts, spurs and starfish.](#) A ‘Starfish’ for positive tourism news in the 10/6 Sunday editorial – the result of press releases issued the week prior on tourism tax collection record and recent Flagler awards.

News Releases

Stone Crab Season and festival

Flagler Awards

FY 2011/2012 Tourism Tax Collection Sets Record

Everglades Fishing University for Women

Press in the Destination

The following journalists and crews were facilitated by the CVB, which will result in future publicity:

Through Your Eyes – French TV series, experiences in the Everglades

Eastern Fly Fishing – Ten Thousand Islands fly fishing, Marco Island and Everglades experiences

Doctor’s Review – Canada, for upcoming Everglades feature

Recognition

Florida Outdoor Writers Association Annual Photo Contest – 2nd Place

United Nations World Tourism Day Twitter competition – one of 5 winners

Lou Hammond & Associates P.R. Activities

1) SPECIAL PROJECTS

NYC FALL MEDIA EVENT OCTOBER- 17

Luncheon will be a roundtable event at LH&A offices on October 17 from 12:00 – 2:00 p.m. J. Modys and J. Wert are attending on behalf of the CVB. Client shipping four small tabletop banners and a large one for entrance to promote destination. For gift bag items, group discussed customized Norman Love Chocolates. Agency will use CVB images for a continuous photo loop throughout event. LH&A drafted invitation and securing 10 journalists. Agency providing client with menu options from caterer in advance of event. Communication continues.



NEW YORK DESK-SIDES, OCTOBER 16 - 17

In conjunction with event invites, LH&A is securing desk-side appointments for J.Modys with key publications. Agency updating client as appointments are secured.

2) MEDIA VISITS

INDIVIDUAL MEDIA VISITS

Agency is continuously pitching qualified media to visit the destination for general assignments will provide opportunities to client as appropriate. Current interested media include:

- John DeMers, *Delicious Mischief* Radio
- Alison Lewis, *Healthy Travel/Atlanta Homes & Lifestyles*
- Kathleen Scott, *San Antonio Express-News* (ideally November 5-8)
- Michael McCarthy, *Washington Flyer*

Agency is following-up to secure dates for media to visit. Client has approved J. DeMers and K. Scott. A. Lewis expressed interest in visiting over New Year's Eve and client is checking availability of accommodations.

KATHLEEN SCOTT, NOVEMBER 5-9

Client has approved visit for K. Scott, who has confirmed coverage from the *San Antonio Express-News*. Agency arranged accommodations at Marco Island Marriott on November 5 and 6. Hotel is willing to work with CVB to offer discounts for attractions. Agency is reaching out to hotels in Naples regarding accommodations during the remaining nights.

JOHN DEMERS, NOVEMBER 6-9

Client has approved visit for J. Demers, who has confirmed coverage for his radio program, *Delicious Mischief*. Agency arranged accommodations at Naples Bay Resort. LH&A is working with client to organize interviews on site with chefs, mixologists and stone crab specialists.

ALISON LEWIS, DECEMBER 29 – JANUARY 2

Client is checking availability of hotel accommodations during this time period. A. Lewis expressed interest in visiting the destination and golfing while in the area.



3) **SOCIAL MEDIA**

Agency social media efforts from September 7 – October 10 include:

- LH&A Facebook
 - September 6 – Congratulations to Naples, Marco Island, Everglades - Paradise Coast on the statewide recognition this week at the 45th annual Governor's Conference on Tourism!
 - September 7 – We don't mean to brag, but have you seen our clients' beaches? We certainly represent some of the most beautiful in the world! Check them out on our Pinterest page and start planning your winter getaway now!
 - September 19 – Read all about it- that 5th Avenue South in @ParadiseCoast just got named one of the best streets in #Florida! <http://bit.ly/T3ZznF>
 - LH&A Value Blast
 - September 12 – Sanctuary Package at Marco Island Marriott
 - September 19 – Make a Memory Package at Bayfront Inn 5th Ave
 - September 26 – Family Package at Ritz-Carlton, Naples
 - October 4 – Everglades Adventure Package at Ivey House Bed & Breakfast
- LH&A Twitter
 - September 6 – Did you used to visit @paradisecoast? If so, enter the "Next Generation" Photo contest at the #MarcoIslandMarriott<http://bit.ly/OSbqzB>
 - September 11 – Vote for Norman Love in @ParadiseCoast!! <http://americanmade.marthastewart.com/nominees>
 - September 19 – Read all about it- that 5th Avenue South in @ParadiseCoast just got named one of the best streets in #Florida! <http://bit.ly/T3ZznF>
 - October 4 – Explore the @ParadiseCoast & the #Everglades w/ this package at Ivey House Bed & Breakfast <http://bit.ly/O2YUzF> #travel
 - LH&A Value Blast
 - September 12 – Sanctuary Package at Marco Island Marriott
 - September 19 – Make a Memory Package at Bayfront Inn 5th Ave
 - September 26 – Family Package at Ritz-Carlton, Naples
 - October 4 – Everglades Adventure Package at Ivey House Bed & Breakfast

4) **WRITTEN MATERIALS & HOT TIPS**

Agency drafting the following materials for distribution to short-lead outlets:

- **“ESCAPE THE COLD”** - Agency drafting release Agency drafting release highlighting activities in region offered November – April and will include a call to action for every activity.



- **“LUXURY IN PARADISE THIS HOLIDAY SEASON”** – Agency drafting release highlighting luxury hotels and restaurants in region for the upcoming holiday season.

Agency drafted and distributed the following materials:

- **LH&A Value Blast-** Agency included Paradise Coast in weekly travel deal round-ups distributed to targeted media.
- **Lou Hammond & Associates** is seeking information on pumpkin food and drink specials in the Paradise Coast. Pending responses, agency pitching ongoing.
- **Lou Hammond & Associates** is seeking recipes for ongoing pitching purposes during October for “National Seafood Month.” Pending responses, agency pitching ongoing.

5) NEWS BUREAU

Listed below are media with whom the agency has had contact on behalf of the Naples, Marco Island, Everglades CVB and provided information in the way of specialized pitches, press kits or fact checking. In most cases, although listed only once, LH&A liaised with publications or freelancers on multiple occasions.

Additional Outreach:

- *Family Motor Coaching* – Agency pitched the Paradise Coast for consideration in a feature on warm weather destinations.
- Food Network’s Cupcake Wars – Agency pitched upcoming events for consideration as a host for Food Network’s Cupcake Wars. Show producers advised they were not interested in Florida events at this time.
- *Make It Better* – Agency pitched activities in the Paradise Coast for a feature article on “Where the Wild Things Are.”
- *New York Magazine* – Agency pitched the Paradise Coast for consideration in a feature on holiday travel destinations.
- *Passport Magazine* – Agency pitched the Paradise Coast for consideration in a feature on holiday travel destinations.
- Southwest Airlines’ *Spirit Magazine* – Agency pitched the Paradise Coast for consideration in a feature on Florida.



FILM OFFICE – Maggie McCarty

PRODUCTION COMPLETED

- Moran Advertising - TV commercial

WORKING LEADS

- “The Shallows” – indie film
- “Emersion Lake” – indie film
- “Red Tide” – indie film
- The Amazing Race/France – TV series
- Soft Surroundings – print catalogue
- NAEM – still photo shoot

OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
 - 📄 Followed-up with activity worksheets to clients
 - 📄 Recorded data
- Create content for social media (Twitter, FaceBook, LinkedIn)
- Converting photo files to Reel-Scout®

MEETINGS/CONFERENCES

- FL DEO Strategic Plan workshop
- National Coalition of Independent Filmmakers US
- United Video Artists – project update
- K. C. Schulberg, screenwriter

MEDIA

- Naples Daily News (Press Release on Indie Film Week activities)
- Soft Surroundings - catalogue
- Naples International Film Festival Poster Reveal



SPORTS COUNCIL – Ralph Pryor

Sports Events 1/1/12 – 10/15/12

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



Freedom Adult Softball Tournament 5/26-27, 2012

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

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

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

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

- 99 room nights
- DEI - \$160,588.00

Junior Rank/Prodigy Football Camp 7/26-28, 2012

- 569 room nights
- DEI - \$202,135.00

FSSA Adult 7v7 State Soccer Championships 8/10-12, 2012

- 71 room nights
- DEI - \$80,658.00

IBC Youth Baseball Labor Day Bash 9/8-9, 2012

- 46 room nights
- DEI - \$42,567.00

FPHQ Girls Softball Florida Cup Showcase 9/22-23, 2012

- 66 room nights
- DEI - \$48,985.00

Freedom Sports Adult Softball Men/Women/Co-Ed 9/29-30, 2012

- No room nights
- DEI - \$24,400.00

NFFJ Sharks Shootout Youth Soccer 10/6-7, 2012

- 284 room nights
- DEI - \$240,825.00

Total Hotel Room Nights Booked 1/1/2012 through 10/15/2012 = 6,139

Total Direct Economic Impact (DEI) 1/1/2012 through 10/15/2012 = \$3,238,254.00



Upcoming Events July 23 – October 7, 2012

Date of Event	Event Name	Book Your Hotel Stay
October 26-28, 2012	USSSA Youth Baseball Fall Nationals	Book Here
November 3-4, 2012	Corrigan Sports Paradise Shootout	Conference Direct
November 16-18, 2012	IWLCA President's Cup	Book Here
November 17-18, 2012	LPGA Golf @ Twin Eagles	N/A
December 7-9, 2012	IBC Christmas Grand Slam	Book Here
January 12-13, 2013	Kelme Florida Cup/Boys	Book Here
January 19-20, 2013	Kelme Florida Cup/Girls	Book Here
January 2013	HITS Triathlon Series	Book Here
January 31 - Feb 1, 2, 3, 2012	Atlantic South Regional Pickleball	Book Here
April 5, 6, 7, 2013	East Naples Skill Level Pickleball	Avanti Housing

All the above upcoming events are large, high economic impact events highlighted by the two Lacrosse events in November, and the two weekends of the Kelme Cup Soccer in early January 2013. These four weekends will bring Collier County an estimated six to eight million dollars in direct economic impact and six to eight thousand hotel room nights!



OMMAC- UK REPRESENTATIVES

HIGHLIGHT OF THE MONTH:

Brand USA Destination Forum – 17 September – London

Invited to participate with the Brand USA inaugural Destination Forum. Attended this very successful forum as part of Brand USA's sustained programme of outreach with State Destination Marketing Organisations (DMOs.) As a key fulfilment partner, the format of the Forum was aimed at providing a voice for destinations to share views and ideas with Brand USA to increase the effectiveness of their programmes. Jay Gray, VP Business Development, Brand USA, attended with the UK & Ireland team & delivered Brand USA's current & future initiatives – both in the UK/Ireland and globally. An open Q&A session ensured engagement with all attendees and concluded with a list of efficiency suggestions submitted for approval. An estimated 25/30 US industry attended. See image below.

MARKET ACTIVITIES: Market Update

Paralympic Games Feel Good Factor & the Economy

The success of the Olympics continue in the UK & London with sold out Paralympic Games that in many ways were even more inspiring than the Olympic Games themselves. At long last this feel-good factor is starting to show signs of green shoots in the UK economy with the Bank of England stating that the prospects are now better than any other time over the past four years and growth is predicted to increase steadily over 2013.

Unemployment continues to fall with over 1 million jobs now created in the private sector over the past 24 months. The UK continues to benefit from being outside the Eurozone and with strong leadership on dealing with its own debt and implementing austerity measures quickly the UK economy is starting to show dividends and as a consequence the UK bond yields are still at record lows and are providing inward investment to the country.

Thomas Cook declared a performance improvement with a strong late booking market boosting average selling prices and load factors for their 2012 programme. The group reported that cumulative bookings are tracking ahead of planned capacity in most markets.

Trends have been positive with Turkey, Spain and Greece the most popular destinations for last minute bookings. **Average prices have increased 8% compared to last year,** however bookings 9% down versus an 11% capacity cut. By comparison, July's report listed average selling price increases +7%, cumulative bookings -7%, with 12% capacity cuts.



More than two thirds of overseas bookings this summer were made online, a Travel Weekly survey suggests. 500 holidaymakers surveyed by Explore Research found 68% booked their main overseas holiday online. 11% reported that they booked face to face with a travel agent, 10% researched online and by telephone and 4% using phone only, with the remainder split between variants of the these.

Features within the travel sections cover annual late summer sun focus of holidays in the Mediterranean – Croatia, Italy and Greece featured as stand out destinations. A focus on Dallas - with the re-launch of the TV show on UK's Channel 5. Festivals were featured as many annual events took place, plus previews of great autumn escapes.

Following the glow of the successful Olympics sports tours and sporting holidays featured, continuing the post- Olympic fever. Royal news covered in the travel pages as Kate and Will travelled on behalf of the Queen for an Asia Pacific tour.

Other US related news reported:

Yosemite virus outbreak

USA election fever

Upcoming Events		
DATE	EVENT	LOCATION
18 Oct- 20 Nov	Waitrose consumer promotion	UK
Late Oct-Nov	Brand USA/ BA/BA Holidays Campaign	UK
5-8 November	WTM trade show & events	London
27-29 November	Visit USA Road Show – London/Birmingham/Leeds	UK
2-6 December	Race to Paradise Coast VIP Fam	Paradise Coast



Completed Inquires/Literature distributed:
<p>Calls/email requests – 28</p> <p>Literature distributed: Visitor Guides 168 / Maps 21 / Golf Guides 8 / Arts & Culture 6 / Bridal 5 / Preferred Pass 21 / Posters 2</p>

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
<p>Brand USA</p> <p>The Corporation for Travel Promotion</p>	<p>Participate with the destination Forum for the UK/Ireland market.</p> <p>Successfully negotiated to participate with the huge BA/BA Holidays ad campaign. Paradise Coast will be featured alongside the major US gateway cities BA have direct flights</p>	<p>As part of the BA partnership we offered to participate with a mega fam trip to US for travel agents</p> <p>This is a first for Paradise Coast & provides us with a high profile in the market place.</p>
<p>Waitrose Consumer Promotion with:</p> <p>NATS & Naples Bay Resort.</p> <p>In-kind with Brand USA</p>	<p>Successful negotiation of partner participation, NATS as UK tour operator & Naples Bay Resort.</p> <p>Waitrose is one of the UK's leading food retailers with 256 shops throughout UK. Customer base is affluent with disposal income for luxury trips. Reach will include:</p> <p>Online – unique users estimated 1m</p> <p>e-newsletter – 1.3m contacts</p> <p>Facebook – 65,094 fans</p> <p>Twitter feed – 28,944</p>	<p>Promotion to go live mid October X one month</p>



Virgin Holidays Co-op campaign	Participating in additional opportunity within the Florida focused mini brochure distributed across 100 retail stores (1000 copies per store)	Following up on launch date as slightly delayed.
Visit Florida – WTM events	Co-hosting V. FL dinner on opening day of WTM – following up on all preparations	This is our key hosted event of the year where all the key UK & Ireland industry are in attendance.
Bon Voyage Co-op campaign	Discussion on plan for new activity in new budget year – interested to focus on luxury market.	To follow
Premier Holidays Co-op campaign	Arrange meeting during WTM for forwarding planning in new budget year	To follow
Travel Mole The “Race to Paradise Coast” Trade golf promotion & Fam trip in Dec’12	On going planning – save the date issued to VIP guests	Following up on additional coverage due
General	Seeking addition opportunities with other tour operator partners	ongoing

Meetings/Sales Calls	
1	In addition to the activity outlined above we completed various meetings/sales calls regarding review of activity & future opportunities listed below.
2	Attended the funeral on behalf of Paradise Coast of Alan Waddell, Chairman Visit USA Association UK , who died suddenly. Alan’s wife is Helen Marano, VP Government & Industry affairs, World Travel & Tourism Council, HQ in London



3	Meeting with Ocean Florida , specialist operator expanding their programme from villas to add additional properties – discussing direct marketing booking incentive.
4	On going discussions & coordinating activity with Visit Florida & CVB – regarding our sponsorship for the key VIP V FI dinner & the booth layout etc.
5	Assisting US Airtours with images for the new brochure & additional property contacts for their own reference
6	Attended Virgin Atlantic trade partners day re possible opportunity for 2013 – discussed co-hosting the Champion of Champions events VIP fam for 2014.
7	Various discussions with partners regarding the consumer promotion with Waitrose – confirmed for Oct /Nov time frame.
8	Following up with Visit USA France for our complete listing with the French travel industry
9	Meeting with GolfKings , specialist golf tour operator expanding into the US market – very interested to feature Paradise Coast. They are checking how they currently contract & will follow up accordingly.
10	Coordinating with Naples Beach Hotel regarding forthcoming sales meetings in UK, assisting with various UK travel industry contacts.

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
Selling Long Haul	Discussing opportunities for future coverage & link with Visit USA Travel Planner 2013	Confirmed support for Travel Planner & will have additional access to e-broadcast & web communications
Visit USA Travel Planner	Updated our listing for 2013	completed



<p>WILDJUNKET - UK/ EUROPEAN BASED BLOGGERS FOR AWARD- WINNING TRAVEL BLOG</p>	<p>Following up on additional coverage after the successful visit in August.</p>	<p>See link below for coverage: http://www.wildjunket.com/2012/09/05/highlights-of-florida-kayaking-biking-and-beach-bumming/</p>
<p>Travel Mole</p>	<p>Following up on additional coverage for Marco Marriott, host venue for the Race to Paradise Coast fam</p>	<p>To follow</p>
<p>French TV – Upside</p>	<p>Assisted producer for programme 'Through your Eyes'</p>	<p>Further coverage confirmation to follow</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 to engage more followers</p>
<p>Golf World</p>	<p>Following up on opportunities for upcoming months in relation to more focus on USA.</p>	<p>Successful placement within the Destination Gold/Virgin Atlantic free standing insert for Naples Beach Hotel</p>



L-R Oonagh McCullagh, Paradise Coast with Jay Gray, VP Business Development, Brand USA attending the inaugural Destination Forum for DMO's in the UK & Ireland market held in London, 17 Sept 2012.



DIAMONDE- EUROPEAN REPRESENTATIVES

SUMMARY OF ACHIEVEMENTS JULY – SEPTEMBER 2012

✧ **Tour Operators**

- America Unlimited: Realization of the "Roadtrip to Florida" Southflorida campaign in cooperation with Florida Keys and Ft. Lauderdale CVB. Laura and Maxime travelled through the South of Florida from September 4-12, 2012, and posted their experiences on a regular basis on the America Unlimited facebook page and Youtube in form of videos.
- Knecht Reisen: Confirmed and realized marketing campaign which includes one editorial page plus two product pages in the 2013 brochure as well as online campaign and inclusion in two Knecht Reisen newsletter (TA and consumers). Finalized and approved the editorial page for the brochure.
- America Unlimited: Secured a second inclusion of the South Florida Fly & Drive the TravelZoo newsletter sent out to 1.4 million consumers on September 13, 2012. The inclusion was FOC for NAP!
- Explorer Fernreisen: Naples hotel offers have been included in the regular weekly newsletter sent out to 35.000 registered clients September 18; "Florida zum Bestpreis" ("Florida at best value") has been one out of 7 topics. This inclusion was foc!
- Thomas Cook: Florida's Golfcoast is selling very well and therefore the Naples area received a product enlargement: in the Thomas Cook program they replaced the last "non-Naples" hotel by an additional one so that we now have 3 pages with Naples only product, and for Neckermann Reisen the program was even extended by an entire page, so that we are represented on 3 pages now, too. Yvonne Schmidt is very happy with our cooperation and the commitment she gets from our hotels.

✧ **Travel Agents**

- Sales calls: total of **76** personal visits to travel agents in Germany, Switzerland, Austria, Netherlands
- Dinner Event in Hamburg on August 29, 2012: **22** agents
- Dinner Event in Trier on September 27, 2012: **27** agents
- Sales Training: Secured and held sales training for two agents of the Explorer Fernreisen sales office located in Nuremberg on September 19, 2012.
- Funtravel: Online travel agency based in Berlin; secured inclusion of destination information of NAP as well as link to the Paradisecoast German website FOC.



✧ EVENTS

- Fam Trips
 - Willy Sharnow Foundation fam: Finalized itinerary and all arrangements for the Willy Scharnow fam group in October. Our new team member Ramona Oehler will welcome the group in NAP and accompany them during their stay in NAP.
 - AER fam: Confirmed joint fam trip in cooperation with the travel agency association AER and Florida Keys and with Delta Air Lines as a co sponsor, for November 28 – December 1, 2012 while the group will stay 3 nights each in Naples and the FL Keys.
- Exhibitions:
 - Consumer Shows 2013: Registered for the 2012/13 consumer shows with participation through Visit USA Germany.
- Travel Agent Functions:
 - Visit USA Germany TA Events: Participated in the TA events in Berlin and Stuttgart on September 5 and 12, 2012, organized by VUSA Germany. In Berlin a total of 79 agents participated in the event and in Stuttgart 56 agents in total.
 - Visit USA Switzerland: Registered for the Visit USA Switzerland main TA seminar taking place in Zurich on January 30, 2013.
 - Visit USA Austria: Registered for the Visit USA Austria TA seminar taking place in Vienna on January 31, 2013, including destination training session.

✧ MARKETING

- Facebook:
 - Advertising campaign: Run second facebook ad campaign through H2KO which resulted very successful and in a total of 4,009 facebook fans to date.
- Other:
 - Fvw e-learning: Confirmation and realization of the fvw e-learning "Fit for USA". Our "Sponsor Portrait" is already online although our educational course will only be available from October 04 on. Also we received already some exposure because of announcements in the magazine, where our logo is already included. **(please find copy attached)**
 - Airberlin campaign: Received results from the joint marketing campaign: **31.099 visits and 57.711 page impressions** were registered in the campaign period from June 18 to August 31, 2012. These numbers are overall for all parts of the campaign (microsite, newsletter, ads, ambient media campaign etc). Furthermore we had **5.805 participants for the raffle**. All in all



airberlin is satisfied with these results. **Please also compare report provided by airberlin which is attached to this report.**

- Supercom Consumer Mailing: Sent out consumer mailing September 06, 2012 to 240.000 recipients in cooperation with German tour operator Explorer Fernreisen. The mailing reported an opening rate of 10% (28.875) and 706 clicks. **Please find a copy of the mailing attached.**
- Naples branded Giveaways: Finalized production of Naples branded give aways through kolibri, a specialized company based in Germany.

✧ MEDIA

- Press releases:
Sent press release about Naples being one of the "Happiest Seaside Towns" as per Coastal Living ranking to a total of 900 media contacts in Germany, Austria and Switzerland on July 6, 2012, through Schirm Communication. Received an excellent feedback from the media contacts and press release resulted in 2 media features – FOC!:
 - Reisegezwitscher: Secured FOC feature on the twitter channel and online media platform "Reisegezwitscher". (Please see a screenshot attached).
 - Anwalt Aktuell: Austrian magazine that published a one page editorial of NAP in their September 2012 issue (print run: 30.000). A one page ad costs 2.400 Euros and we received this editorial FOC. (Please find a copy of the editorial attached)
- Press inquiries:
 - Iwanowski Publishing House: As a result of our project "Road Trip to Florida" German travel guide publishing house "Iwanowski" posted this event on their Facebook site.



SUMMARY OF TOUR OPERATOR ACTIVITIES

Tour Operator	Activity	Follow Up
<p>Thomas Cook/Neckermann, Yvonne Schmidt</p>	<ul style="list-style-type: none"> <p>Contacted Yvonne for general market update: The new program will be out beginning of November. We are happy to hear, that Florida's Golfcoast is selling very well and therefore the Naples area received a product enlargement: in the TOC program they replaced the last "non-Naples" hotel by an additional one so that we now have 3 pages with Naples only product, and for Neckermann product was even extended by an entire page, so that we are represented on 3 pages now, too. Yvonne is very happy with our cooperation and the commitment she gets from our hotels.</p> <p>We also learned that this year Neckermann and Thomas Cook product will have a bit more same product. This is mainly driven by turn over: properties that sell good with Neckermann will also be featured in Thomas Cook program. In general Neckermann is still the better selling product within the Thomas Cook group. In December we will follow up again on the planned Truck promotion for 2013.</p> <p>Discussed joint marketing activities for next fiscal year. They</p> 	



	<p>plan a Truck advertising promotion for the period of February/March 2012. The idea is that a fleet of trucks will be branded with Neckermann plus one Florida destination each, meaning that one branded truck per participating CVB will be on the road through Germany for a total period of 4 weeks. Participation fee is 1,600€ per truck. Other confirmed participating FL partner are so far: St.Pete/Clearwater, Orlando, Miami and Ft. Myers; Ft. Lauderdale, Seaworld and FL Keys are considering participation.</p>	
<p>FTI, Julia Wohlschiess:</p>	<ul style="list-style-type: none"> • Discussed different marketing options and received marketing proposal for a joint South Florida Campaign; will evaluate for next budget and discuss with other potential partners (CVBs). • Rediscussed marketing suggestions; a new idea is a radio promotion; we will evaluate and provide detailed information later on. 	
<p>Meiers Weltreisen, Heike Pleuter</p>	<ul style="list-style-type: none"> • Contacted her in regards to the Go West seminar 2013 as we heard that this might again be held in Miami. But she stated that if at all it will only be 2014 when this big seminar will take place in Florida again. But if so, it is most likely that it will be a combination Miami – Fort Myers. We therefore recommend to get 	



	<p>in touch with the Fort Myers people to discuss possible cooperation for the itinerary of the agents. We will stay in touch from our end with Meiers Weltreisen.</p>	
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❖ **Secondary Account**

Tour Operator	Activity	Follow Up
<p>America Unlimited, Timo Kohlenberg:</p>	<ul style="list-style-type: none"> • as the new project "Roadtrip to Florida" is approved from all partners they started planning the trip; a creative team will put together a script for all planned activities whilst in Florida. Travel dates will be September 4 to 12 for 2 people. The facebook campaign starts already September 02 and lasts until the 14th. We provided input for the itinerary to Kai Draeger, who is in charge of the "screenplay". • 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. • Secured inclusion of Preferred Pass into their traveler's documentation. Shipped 200 copies through PhaseV. 	
<p>Canusa, Karin</p>	<ul style="list-style-type: none"> • Have been in touch in regards to their new project "Florida 	



<p>Buhse:</p>	<p>Vacation Builder" which they offered Visit Florida during Pow Wow this year. The idea is to develop an online toll for consumers to build their own Florida Vacation. Canusa wants Visit Florida as their main partner who is buying in all interested destinations. So far there is no feedback from Visit Florida. We will stay in touch.</p> <ul style="list-style-type: none"> • Assisted with pictures for the new catalogue. • 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. 	
<p>Explorer Fernreisen, Kathrin Ben-Mansour</p>	<ul style="list-style-type: none"> • Followed up with Kathrin on the new South Florida tour. So far they have 7 bookings for exactly this itinerary which is not too bad considering the general numbers of FITs to Naples from Explorer which was 86 in total for 2011. In general they are satisfied with their numbers at the moment, especially June has been a very good month for bookings for fall! The tour will be kept on their website and we will think of other promotion possibilities to push it. 	



	<p>Please note that Kathrin got married. Ben Mansour is her new last name (formerly Mockenhaupt)!</p> <ul style="list-style-type: none"> • Supercomm Mailing: <ul style="list-style-type: none"> - Offered them participation in our upcoming Supercomm 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. - Coordinated input and raffle prizes for the Supercomm Mailing • Shipped another box of German Preferred Pass to their head office in Duesseldorf for distribution among their sales offices all over Germany. 	
<p>Faszination Fernweh, Manuela Dübler</p>	<ul style="list-style-type: none"> • Discussed about inclusion of NAP in their Faszination Golf newsletter, sent to 56000 subscribers, in order to push NAP in the golf segment. Requested concrete proposal. 	
<p>Jet Air Belgium Nancy de Witt</p>	<ul style="list-style-type: none"> • Followed up on the current status of the TA fam trip to Florida that was planned to be conducted in November this year. As Jetair could not get any flights at a 	



	reasonable fare, they decided to not carry through the fam trip this year	
Knecht Reisen, Lukas Schultheiss	<ul style="list-style-type: none"> Discussed about current booking situation which reports a strong booking increase for NAP. While the total number of room nights was 251 for entire 2011 (Jan-Dec), Knecht Reisen reports 286 room nights for the period Jan 2012 – July 22, 2012. Therefore we would suggest to again placing an editorial page in their 2013 brochure again. Received proposal for marketing campaign and negotiated reduced participation fee of 3,000 USD for a package of one editorial and two product pages in their brochure, online marketing and newsletter inclusion. Provided input for editorial page which was approved by mid of September. 	
Tavel Trend, Peter van Veenendaal	<ul style="list-style-type: none"> F/U on the second newsletter run promoting the Florida Fly & Drive, planned to be sent out in October. We will receive a proof by beginning of October. 	

✧ **Contacts to new market segments**

Tour Operator	Activity & Business Potential Evaluation	Follow Up
Vtours, Stefanie Zang:	<ul style="list-style-type: none"> contacted Mrs. Zang, PM for Florida to introduce Naples and offer our assistance for product planning. In 2004 they started off as a "white label" tour operator but 	F/u end of the year



	<p>with changing markets and growing experiences they now changed their concept: meanwhile 45% of their worldwide business is sold through travel agencies as real "Vtours product" and this portion is rapidly growing. At the end of this year they will have a relaunch of their product including a new homepage, that will gear towards a direct sell to the customer. At the same time they will reduce their business as white label TO.</p> <p>They have 100 employees and approx. 4,000 travel agencies they cooperate with in Germany. In total they count approx. 220,000 pax a year (which adds up to approx. 2.2 million roomnights with an average stay of 10 nights).</p> <p>At the same time they started their own flight portal, called "V-Fly" and for Air Berlin they are currently the best selling agent on FITs.</p> <p>Also they have several marketing tools, i.e. a monthly newsletter, a weekly flyer for their travel agencies, an e-learning page for the travel agents, fam trips, roadshows and other events.</p> <p>Unfortunately Naples is not really</p>	
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	<p>included in their portfolio but Mrs. Zang was happy to receive hotel and activity suggestions in order to consider our region for their future.</p>	
<p>Expedia.de, Mr. Arne Schmidt</p>	<ul style="list-style-type: none">• We have been approached by Expedia explaining that Brand USA is willing to support all efforts from US destinations the way that they will give the same amount of dollars that a destination will spend on expedia in order to enlarge the budget. So far the German office of Brand USA is not involved in this project. As the minimum of dollars spent in a useful campaign is 10.000 \$ according to Arne Schmidt from the London office of expedia, this might only be a possibility for a joint marketing activity with other Florida partners. We will keep this idea in mind for further project planning.	



VISITOR CENTER ACTIVITY- Nancy Kerns, Coordinator

- Attended The Chamber 2012 Board Advance meeting. Facilitated the Partnership group of 17 community leaders. Prepared summary report on the committee's recommendations for the Partnership and attended half day summary meeting for Mike Reagan. The Board Advance meetings are a wonderful opportunity to meet new community individuals.
- Assisted Debi DeBenedetto with FAM Trip for meeting planners on 10/17 and 10/18.
- FAM Trip for 35 Chamber volunteers to Hawthorn Suites. We were treated to a tour of the property and a cook out.
- Organized FAM trips to the Naples Zoo, Residence Inn and Red Roof Inn.
- Coordinated meeting for 10/19/12 with Brian Conesa, Director of Florida City Visitor Center. He would like to display Paradise Coast Magazine at their visitor center. Florida City Visitor Center receives 100,000 visitors annually.
- Attended Immokalee Chamber of Commerce breakfast meeting. Bernardo Barnhart, the new chamber President has increased attendance at these meetings from twenty people to eighty people in just a few months. Attended Wake Up Naples, Excellence In Industry awards, Chamber staff meeting and Leadership Collier meeting.
- Coordinated September Business of the Month, Naples Airport Authority.
- Handled operations and volunteer staffing of Naples Visitor Center.

	Jan-12	Jan-11	Feb-12	Feb-11	Mar-12	Mar-11	April-12	April-11	May-12	May-11	June-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	Sept-12	Sept-11
Big Cypress	2,417	2,182	1,658	1,895	1,191	1,268
Oasis	5,609	6,024	3,991	3,999	3,029	3,881
Everglades	5,893	5,189	6,549	4,577	3,893	3,196
Immokalee	250	185	345	207	200	220
Marco	340	573	390	463	268	279
Naples VIC	1,761	1,664	1,344	1,760	1,284	1,211