

# MARKETING PARTNER REPORTS October 22, 2012



# Collier County Tourism Research

## September 2012

October 22, 2012  
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**Presented to:**  
**The Collier County Tourist Development Council**

**Presented by:**  
**Research Data Services, Inc.**

**October 22, 2012**

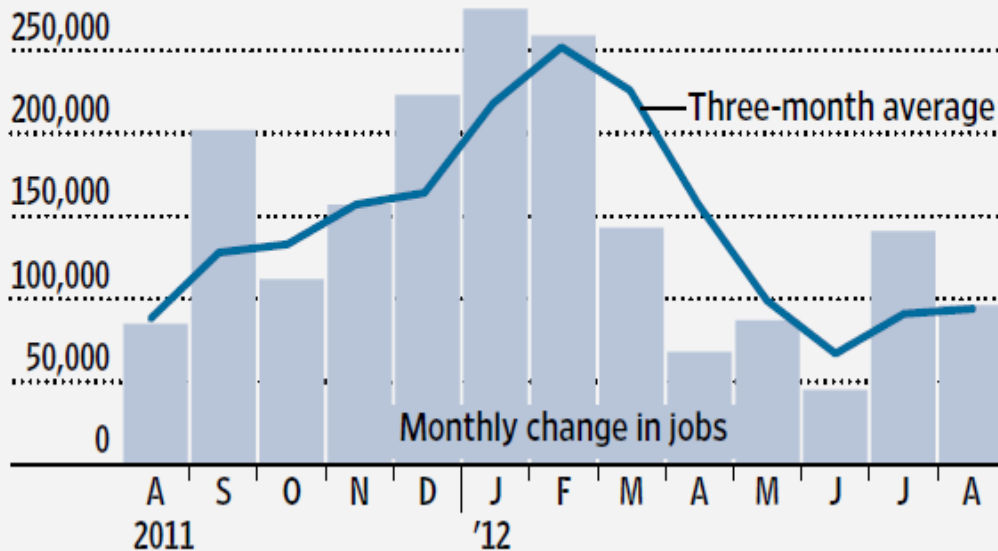


# Economic Indicators

# Job Growth/New Homes for Sale

## Hobbled Hiring

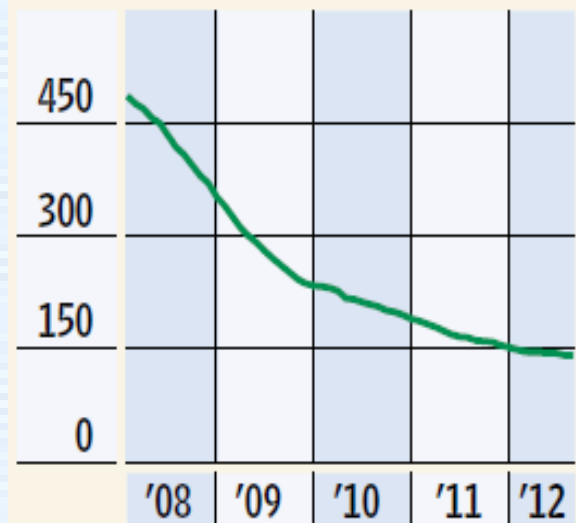
When the Federal Reserve launched a new bond-buying program (QE3) in September, it was responding in part to faltering job growth.



Source: Labor Department

The Wall Street Journal

## New homes for sale, in thousands

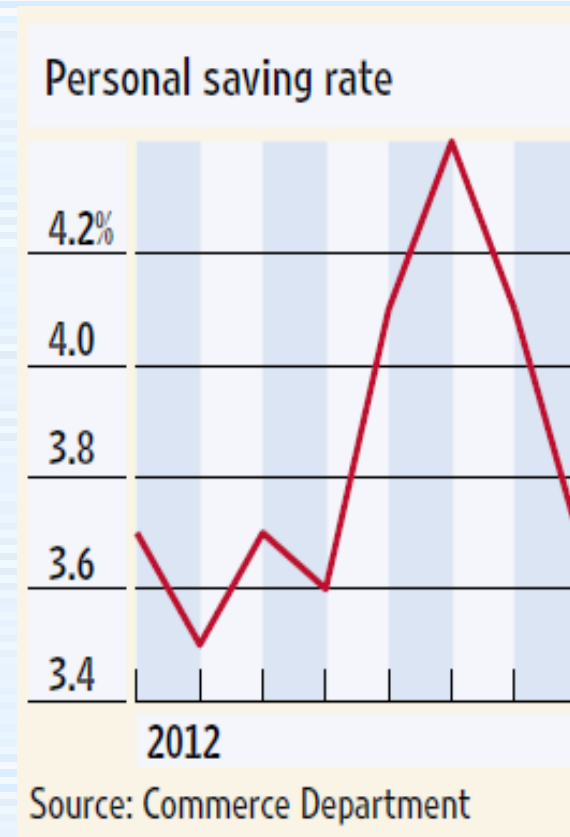
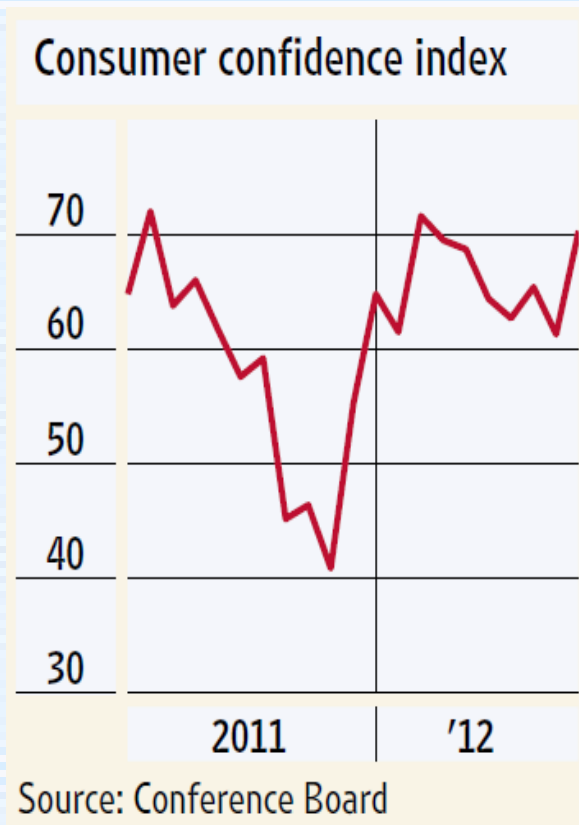


Note: Seasonally adjusted at an annual rate

Source: Commerce Department

# Consumer Confidence/ Personal Saving

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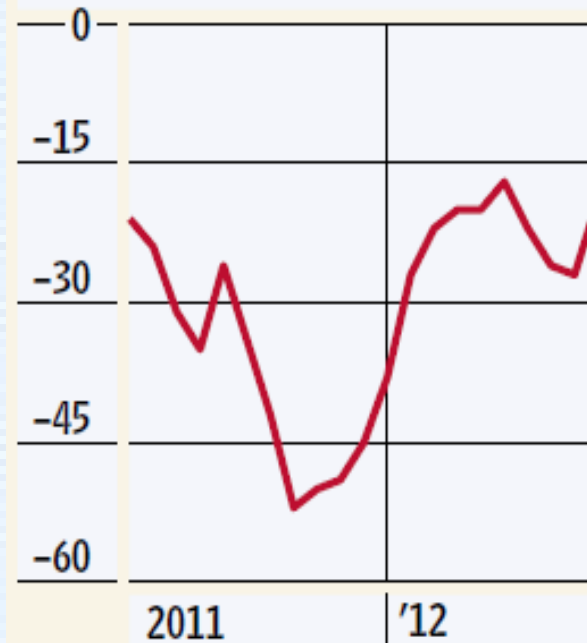
# Euro/Economic Confidence

How many dollars  
one euro buys



Source: WSJ Market Data Group

Economic Confidence Index



Source: Gallup

# YTD January – September 2012 Visitor Profile

# Number of Visitors

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## YTD 2012

	<u>2012</u>	<u>Δ %</u>
<b>First Quarter</b>	<b>551,500</b>	<b>+7.8</b>
<b>Second Quarter</b>	<b>369,700</b>	<b>+5.3</b>
<b>July</b>	<b>112,900</b>	<b>+2.7</b>
<b>August</b>	<b>92,400</b>	<b>+3.8</b>
<b>September</b>	<b>73,500</b>	<b>+4.0</b>
<b>Third Quarter</b>	<b>278,800</b>	<b>+3.3</b>
<b>YTD 2012</b>	<b>1,200,000</b>	<b>+6.0</b>



# Economic Impacts of Tourism

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## YTD 2012

	<b>2012</b>	<b><u>Δ %</u></b>
<b>First Quarter</b>	<b>\$537,523,542</b>	<b>+12.9</b>
<b>Second Quarter</b>	<b>\$377,344,964</b>	<b>+9.2</b>
<b>July</b>	<b>\$85,176,953</b>	<b>+6.5</b>
<b>August</b>	<b>\$61,247,745</b>	<b>+7.4</b>
<b>September</b>	<b>\$51,936,152</b>	<b>+10.2</b>
<b>Third Quarter</b>	<b>\$198,360,850</b>	<b>+7.7</b>
<b>YTD 2012</b>	<b>\$1,113,229,356</b>	<b>+11.7</b>

# Visitor Origins

## YTD 2012

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	<b># of Visitors 2012</b>	<b>Δ %</b>
<b>Florida</b>	<b>434,972</b>	<b>+0.7</b>
<b>Southeast</b>	<b>79,371</b>	<b>-2.1</b>
<b>Northeast</b>	<b>240,372</b>	<b>+4.5</b>
<b>Midwest</b>	<b>192,249</b>	<b>+10.6</b>
<b>Canada</b>	<b>31,351</b>	<b>+35.5</b>
<b>Europe</b>	<b>166,100</b>	<b>+21.3</b>
<b>US Opp Mkts</b>	<b>55,585</b>	<b>+0.4</b>
<b>YTD 2012</b>	<b>1,200,000</b>	<b>+6.0</b>

# Occupancy/ADR

## YTD 2012

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	Occupancy			ADR		
	<u>2011</u>	<u>2012</u>	<u>% Δ</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
<b>January</b>	66.4%	74.8%	+12.7%	\$159.1	\$168.7	+6.0%
<b>February</b>	83.8%	86.6%	+3.3%	\$233.1	\$253.8	+8.9%
<b>March</b>	89.1%	92.2%	+3.5%	\$240.6	\$260.1	+8.1%
<b>April</b>	76.1%	78.0%	+2.5%	\$217.1	\$223.3	+2.9%
<b>May</b>	66.5%	67.6%	+1.7%	\$150.1	\$160.9	+7.2%
<b>June</b>	61.3%	61.9%	+1.0%	\$134.2	\$141.4	+5.4%
<b>July</b>	63.7%	66.3%	+4.1%	\$112.1	\$115.5	+3.0%
<b>August</b>	50.0%	51.1%	+2.2%	\$102.4	\$110.7	+8.1%
<b>September</b>	48.7%	49.7%	+2.1%	\$103.0	\$108.7	+5.5%

# Executive Summary

## *September 2012*

# Visitor Metrics

## September 2012

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- ❖ This September, **73,500** visitors stayed in Collier lodgings **(+4.0%)**. Travelers spent **\$34.8 million** in the destination, with a total economic impact of **\$51.9 million (+10.2%)**. Key performance statistics are as follows:

<u>September:</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
Occupancy	48.7%	49.7%	+2.1
ADR	\$103.0	\$108.7	+5.5
RevPAR	\$50.2	\$54.0	+7.6

# Visitor Metrics

## *September 2012*

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- ❖ Eight of every ten property managers **(79.3%)** indicate that their three month forward reservation levels are the same or better than this time last year:

### **% of Properties (September)**

#### **Reporting Reservations:**

	<b><u>2011</u></b>	<b><u>2012</u></b>
Up	48.6%	37.9%
The Same	20.0	41.4
Down	22.9	13.8

# Visitor Metrics

## *September 2012*

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- ❖ Lead by growth from its core Northeastern and Midwestern markets, this September, the Naples, Marco Island, Everglades area drew visitation from the following core markets:

<b><u>September Visitation</u></b>	<b>2011</b>	<b>2012</b>	<b><u>% Δ</u></b>
	<b><u>Visitor #</u></b>	<b><u>Visitor #</u></b>	
Florida	<b>33,229</b>	<b>33,737</b>	<b>+1.5</b>
Southeast	<b>4,807</b>	<b>4,410</b>	<b>-8.3</b>
Northeast	<b>7,141</b>	<b>8,805</b>	<b>+13.2</b>
Midwest	<b>5,656</b>	<b>6,688</b>	<b>+18.2</b>
Canada	<b>1,202</b>	<b>1,176</b>	<b>-2.2</b>
Europe	<b>15,059</b>	<b>15,950</b>	<b>+5.9</b>
Mkts. of Opp.	<b>3,606</b>	<b>3,454</b>	<b>-4.2</b>
<b>Total</b>	<b>70,700</b>	<b>73,500</b>	<b>+4.0</b>

# Transportation

## *September 2012*

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- ❖ Half the visitors (**51.8%**) flew to reach the destination this September, an increase over last September (**2011: 47.3%**).
- ❖ Southwest Florida International (RSW) is the airport of choice for **56.4%** of these travelers (**2011: 55.7%**), while Miami International garners **21.7%** of related deplanements this year.



# First Time Visitors

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## *September 2012*

- ❖ Nearly two of every five visitors **(37.9%)** are in the Naples, Marco Island, Everglades area for first time this September **(2011: 38.2%)**.

# Information

*September 2012*

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- ❖ The Internet is the most dominant element in consumers' travel planning. As many as **91.6%** cite using the web as a source of information for their trip.

# Satisfaction/Demographics

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## *September 2012*

- ❖ The vast majority **(94.2%)** find their stay to be satisfying and **88.9%** plan to return to the area.
- ❖ On average, September 2012 visitors are younger **(2011: 47.5 year of age; 2012: 47.0 years of age)**, with a reported median household income of **\$146,471 (2011: \$144,080)**.

# Smith Travel Research

September Information Not  
Yet Available

# September 2012

## *Visitor Profile*

# Visitation

**September**  
**2011**

**70,700**

**September**  
**2012**

**73,500**

**'11-'12**  
**Δ %**

**+4.0**

# Economic Impacts of Tourism

<b>September <u>2011</u></b>	<b>September <u>2012</u></b>	<b><u>'11-'12</u> <u>Δ %</u></b>
<b>\$47,142,140</b>	<b>\$51,936,152</b>	<b>+10.2</b>

# Visitor Origins

## September

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### # of Visitors

	<u>2012</u>	<u>Δ%</u>
Florida	33,737	+1.5
Southeast	4,410	-8.3
Northeast	8,085	+13.2
Midwest	6,688	+18.2
Canada	1,176	-2.2
Europe	15,950	+5.9
<u>US Opp Mkts</u>	<u>3,454</u>	<u>-4.2</u>
<b>TOTAL</b>	<b>73,500</b>	<b>+4.0</b>



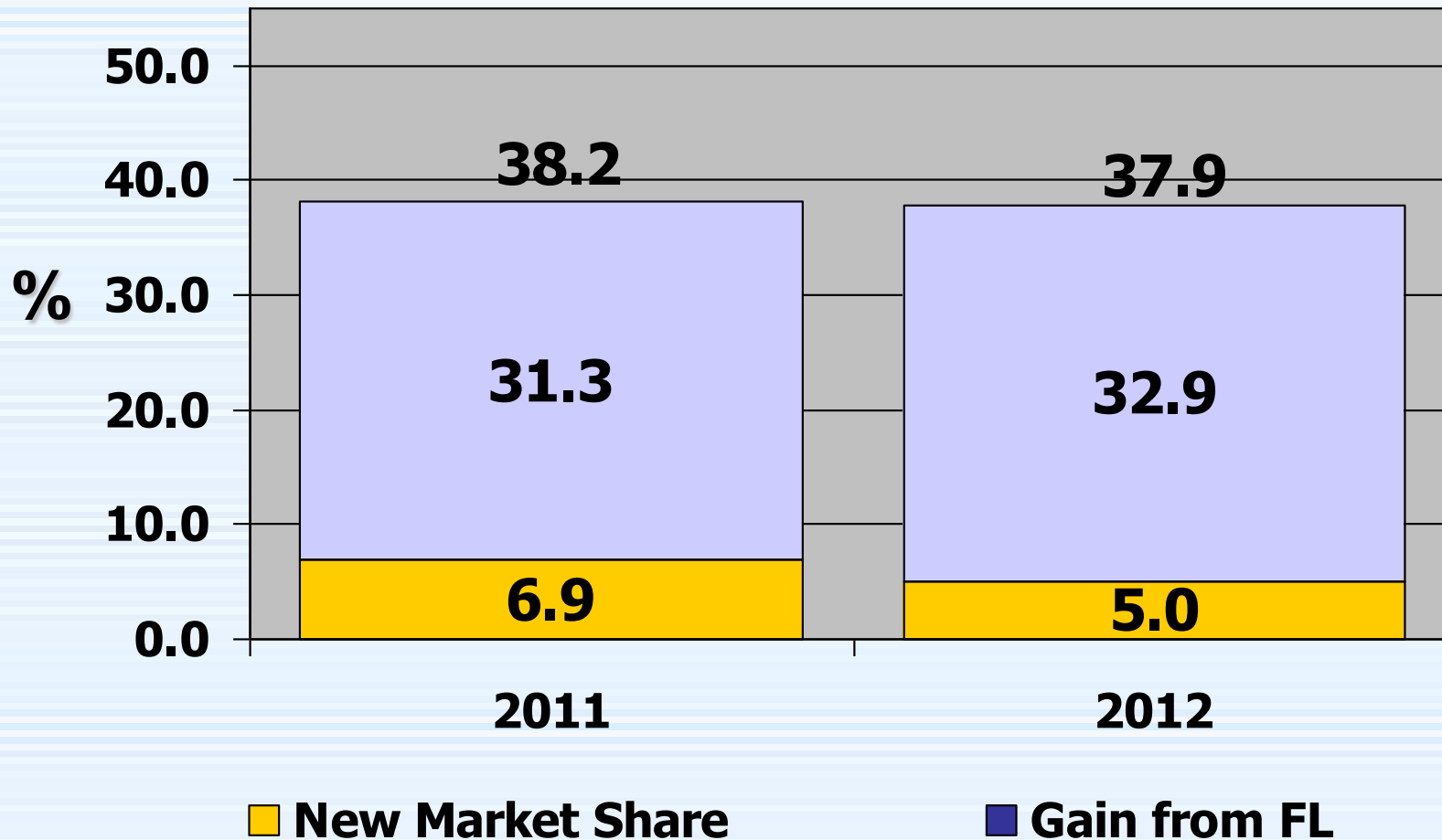
# Purpose of Trip

## *September*

	<b>2011</b>	<b>2012</b>
<b>Vacation/Weekend Getaway</b>	<b>74.3%</b>	<b>78.5%</b>
<b>Group Travel</b>	<b>N/A</b>	<b>28.8</b>
<b>Special Event</b>	<b>11.4</b>	<b>9.9</b>
<b>Visit with Friends/Relatives</b>	<b>6.5</b>	<b>8.3</b>
<b>Wedding/Honeymoon</b>	<b>6.5</b>	<b>5.6</b>

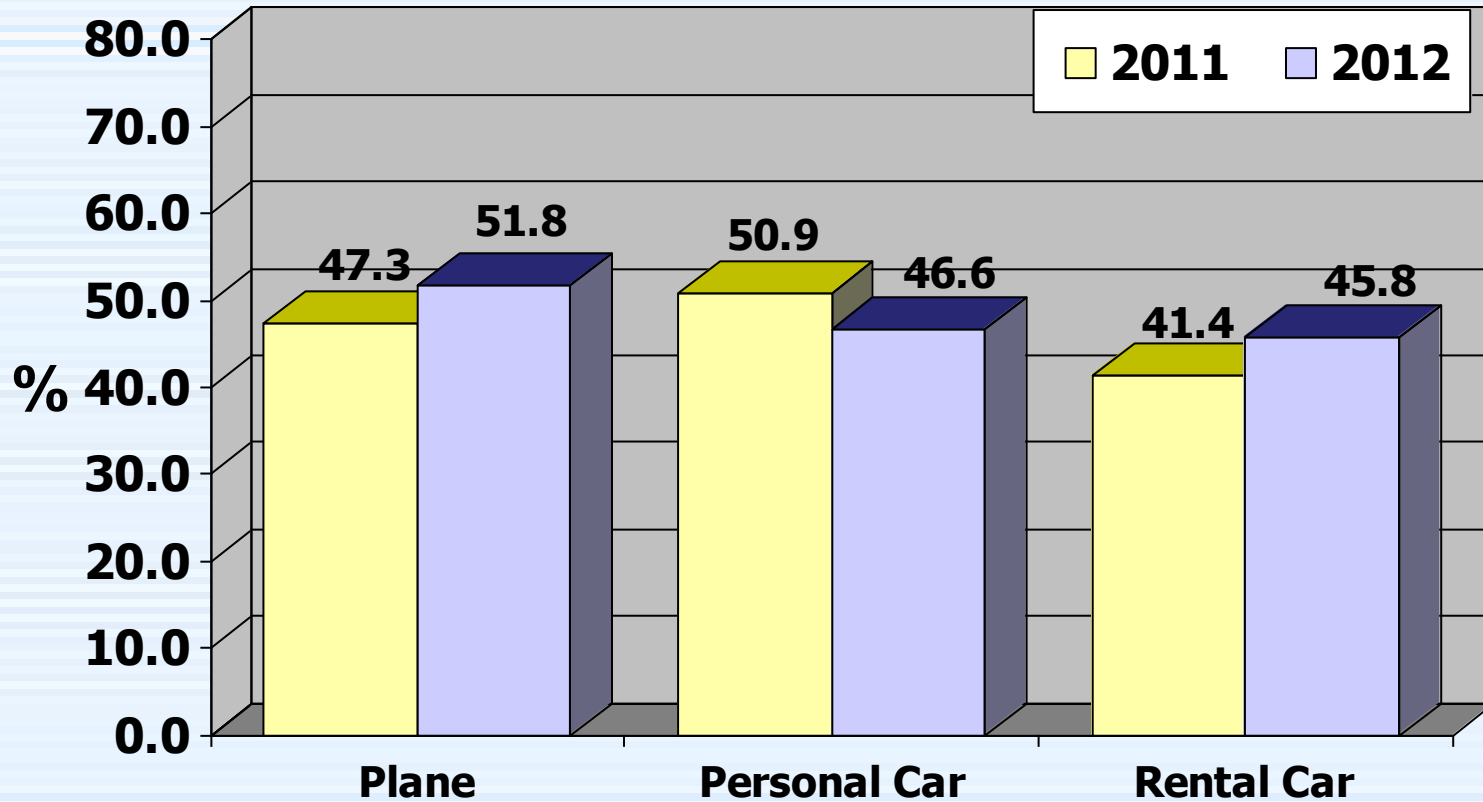
# First Time Visitors (% Yes)

## September



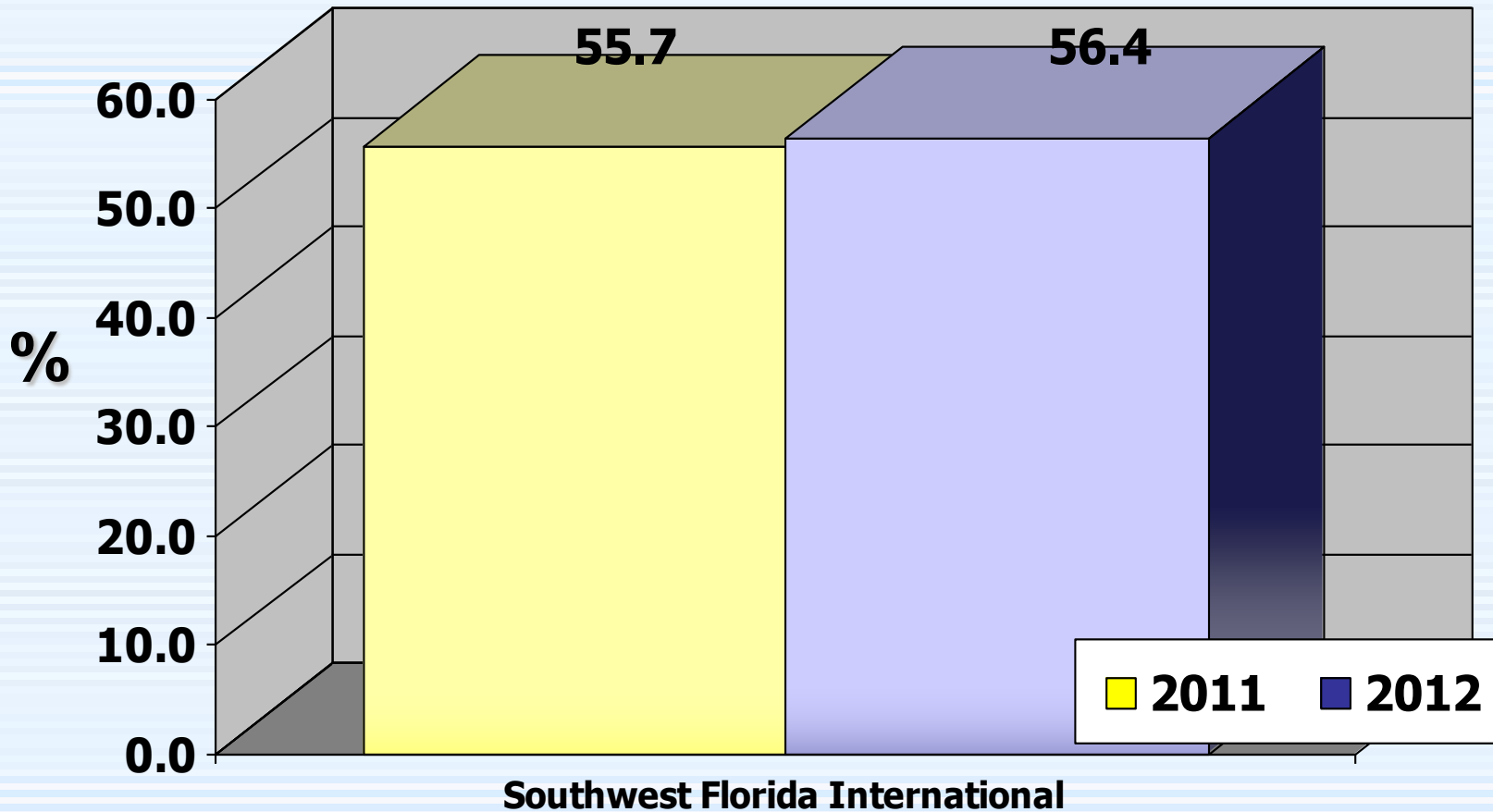
# Transportation Mode

*September*



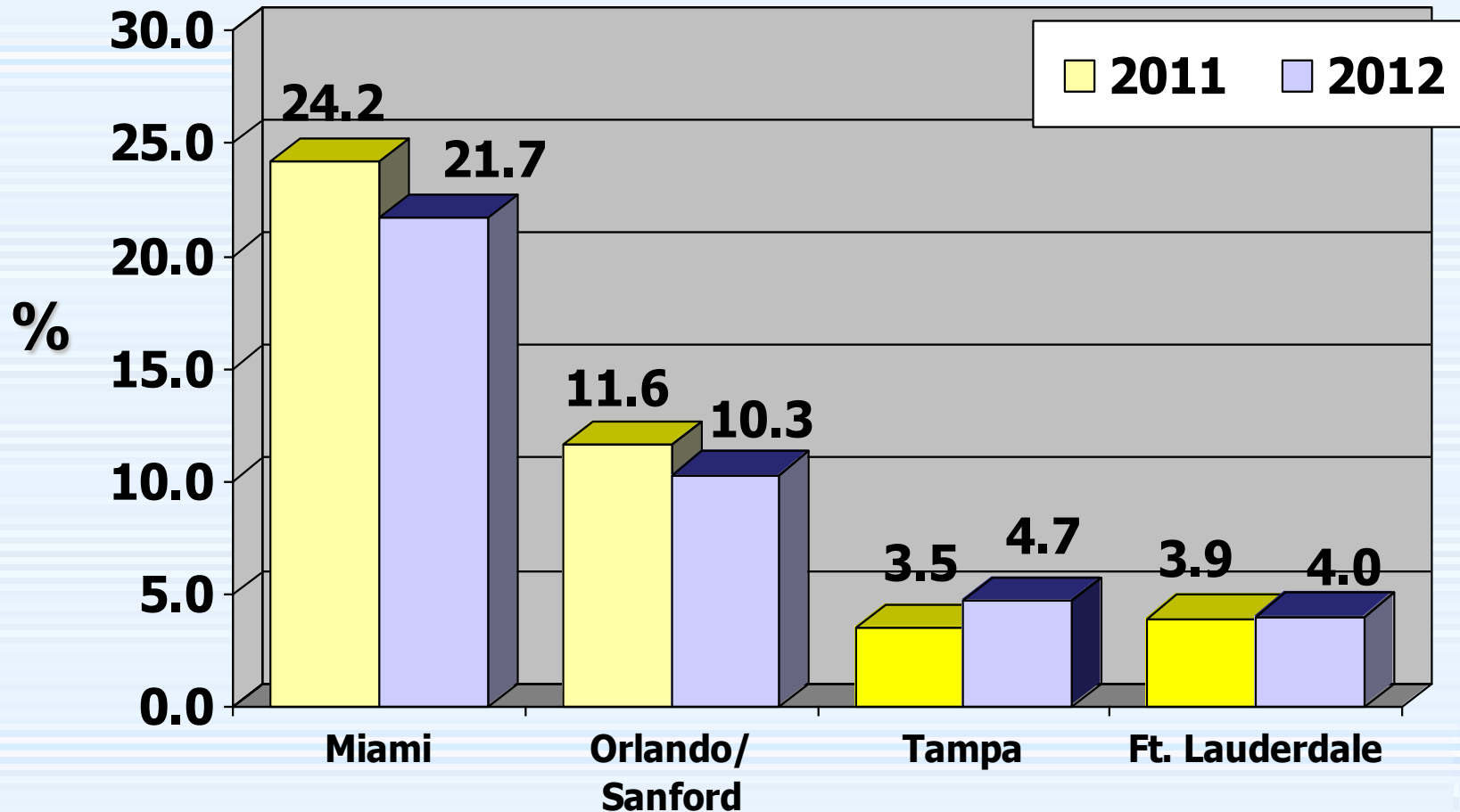
# Airports of Deplanement

## September



# Airports of Deplanement

## September



# Visitor Perceptions

	<b><u>Sep 2011</u></b>	<b><u>Sep 2012</u></b>
<b>Satisfaction <i>(combined)</i></b>	<b>91.8%</b>	<b>94.2%</b>
<b>Would Recommend</b>	<b>90.5</b>	<b>93.3</b>
<b>More Expensive</b>	<b>7.2</b>	<b>8.0</b>
<b>Plan to Return</b>	<b>83.0</b>	<b>88.9</b>

# Average Age/Median Income

	<b><u>Sep</u></b> <b><u>2011</u></b>	<b><u>Sep</u></b> <b><u>2012</u></b>
<b>Average Age (yrs)</b>	<b>47.5</b>	<b>47.0</b>
<b>Median HH Income</b>	<b>\$144,080</b>	<b>\$146,471</b>

# Party Size/Length of Stay

	<b><u>Sep 2011</u></b>	<b><u>Sep 2012</u></b>
<b>Party Size</b>	<b>2.3</b>	<b>2.4</b>
<b>Length of Stay</b> <i>(Days)</i>	<b>4.7</b>	<b>4.6</b>



*Thank you!*

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# Focus Group Research

## Chicago, September 19, 2012



## Research Objectives

1. Determine the criteria for choosing a luxury Florida beach destination
2. Assess perceptions of Naples, Marco Island and the Everglades relative to our competitive set:
  - St. Petersburg/Clearwater
  - Miami, Keys
  - Ft. Myers/Sanibel
  - Sarasota/Longboat Key
  - Bradenton/Anna Maria Island
  - Palm Beach
  - Ft. Lauderdale
1. Identify opportunities for Florida's Paradise Coast against our set of competitive destinations
2. Test new creative concepts:
  - "Find Your Paradise"
  - "A True Taste of Paradise"

## What Respondents Seek in a Florida Vacation

- *“Going to a beautiful beach to relax, swim in the ocean and watch the shades of turquoise blue. The sunrises, surfing, sunsets and romance.”*
- *“Shelling – because it’s my alone time, playing golf, and spa time...”*
- *“Exploring different beaches and local restaurants. Spa time and local restaurants.”*
- *“Deep sea fishing, boating, exploring the historic and cultural sights – and the unique dining venues ...”*
- *“Experiencing the sunsets, seeing the dolphins and manatees – and a 4:00 p.m. shower!”*

## Respondents Define “Paradise” as ...

- *“Peacefulness, relaxation, ocean views with fine dining and pristine beaches”*
- *“A place to escape from my everyday life – and be pampered and catered to”*
- *“Serene beaches, spas and five-star resorts. Connecting with nature”*
- *“Doing all of what I desire when I want in a place that makes me feel truly special in all respects”*
- *“Peaceful, quiet, beautiful blue waters, sailing the ocean and eating local gourmet meals.*
- *“Going to a great food festival, good art galleries”*

## Perceptions of Naples, Marco Island, Everglades

- Luxury, pampering “being totally taken care of”
- Romantic
- Relaxing
- Upscale – with up-market activities
- Exceptional beaches
- Luxurious resorts and spas
- Great dining and seafood
- Everglades, wildlife experiences, exotic nature
- *“Naples is my favorite destination. The beaches are stunning and the city is charming with lots to do and see. The Everglades are a WOW, and nearby.”*

## New Concept: “Find Your Paradise”

# Find Your Paradise.

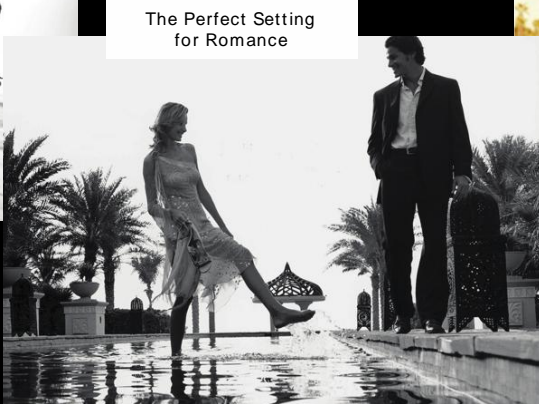
There are Florida beach vacations and then *there are Florida beach vacations*. The Paradise Coast is the later. The Paradise Coast, encompassing Naples, Marco Island and the Everglades, offers everything you could want in a luxurious beach vacation. What's your version of paradise? Escaping to your own secluded beach? Pampering yourself at a five-star luxury resort? Having a romantic outdoor dinner at a world-class seaside restaurant? Perhaps it's sailing into the sunset? Or playing a round of championship golf, fishing for Sailfish, or taking your family on an Everglades airboat safari? Perhaps it's a girl's day out exploring art galleries, antique shops and your favorite stores from New York, London and Paris? Or just enjoying *your* alone time to read and unwind on the beach or relax with a soothing deep-tissue massage while being serenaded by the gentle lapping of the waves? What's your version of paradise? You'll find it at Florida's last paradise: The Paradise Coast.

# New Concept: "Find Your Paradise"

## Find Your Paradise.



Uncrowded, Unspoiled,  
Unforgettable Private Beaches



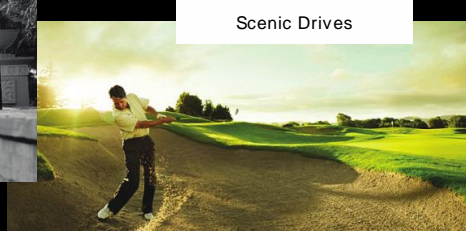
The Perfect Setting  
for Romance



Spaing and 24/7 Perpetual Pampering



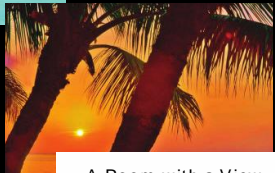
Family Recreation Beyond the  
Beach



Scenic Drives



Five-Star Service & Luxury



A Room with a View

The Art of Leisure



Get in Touch with Nature



Barefoot Dining & Entertainment

Tropical Sophistication





## Results: “Find Your Paradise” Concept Testing

Scale of 1 to 5 (Highest)

*I like this theme/message*

Scores from participants: 3, 5, 5, 4, 5, 3, 5, 5 (4.4)

*This represents a Naples, Marco Island Vacation to me*

Scores from participants: 3, 5, 5, 4, 5, 4, 5, 5 (4.5)

*I believe this message*

Scores from participants: 2, 5, 5, 5, 5, 4, 4, 5 (4.4)

*This story makes me more likely to visit this destination*

Scores from participants: 2, 4, 5, 5, 5, 3, 4, 5 (4.1)

*This would grab my attention if I saw it on TV/magazine, web*

Scores from participants: 2, 4, 5, 5, 5, 5, 5, 5 (4.5)

## New Concept: “A True Taste of Paradise”

### A True Taste of Paradise.

Spectacular beaches and spectacular dining doesn't always go hand in hand. Until now. Now, one of Florida's most exclusive beach destinations is offering gourmet getaways and haute cuisine in spectacular tropical settings. From barefoot beachside grills to one-of-a-kind outdoor bistros to world-class seaside restaurants, choose your version of dining in paradise. You'll find whatever tickles your fancy and taste buds at literally dozens of truly great restaurants. It's the perfect way to complement your beach holiday after a day at the beach, the spa, sailing, golfing, fishing, shopping, or exploring the world-famous Everglades. Looking for a true taste of paradise on your next Florida beach vacation? Visit the Paradise Coast. The sweet life just got a little sweeter.

# New Concept: "A True Taste of Paradise"

## A True Taste of Paradise.

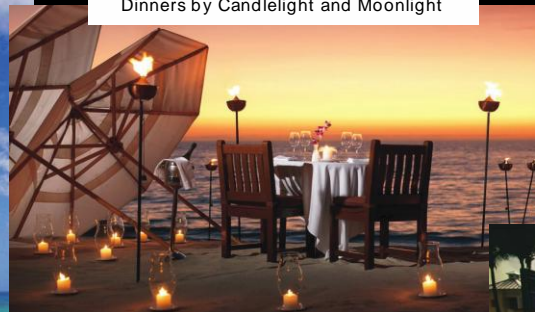
Tropical Sophistication



Perpetual Pampering



Dinners by Candlelight and Moonlight



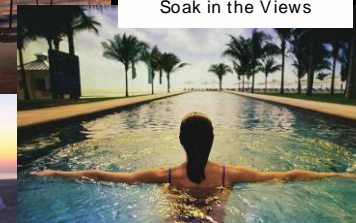
Catch Your Own Dinner



Scenic Drives



Soak in the Views



Unplug, Unwind, Recharge



Barefoot Dining



Making Footprints on Your Private Beach



## Results: “A True Taste of Paradise” Concept Testing

Scale of 1 to 5 (Highest)

*I like this theme/message*

Scores from participants: 4, 5, 5, 5, 5 4 5, 4 (4.6)

*This represents a Naples, Marco Island Vacation to me*

Scores from participants: 4, 5, 5, 5, 5, 5, 5, 4 (4.75)

*I believe this message*

Scores from participants: 3, 5, 5, 5, 5, 5, 4, 4 (4.5)

*This story makes me more likely to visit this destination*

Scores from participants: 3, 4, 5, 5, 5, 3, 5, 4 (4.25)

*This would grab my attention if I saw it on TV/magazine, web*

Scores from participants: 3, 4, 5, 5, 5, 5, 5, 4 (4.5)

# FOCUS GROUP VIDEO

# Discussion | Questions?



# Advertising Report

Paradise Advertising &  
Marketing, Inc.

# Tourist Development Council Report

October 22, 2012





## Stone Crab Festival

Bon-Bons Of The Sea



Return Of The Claw



A Taste Of Paradise



2-week online campaign in Sept resulted in 8,987 website visits

# Highly Targeted Meeting Planner Campaign

## Target:

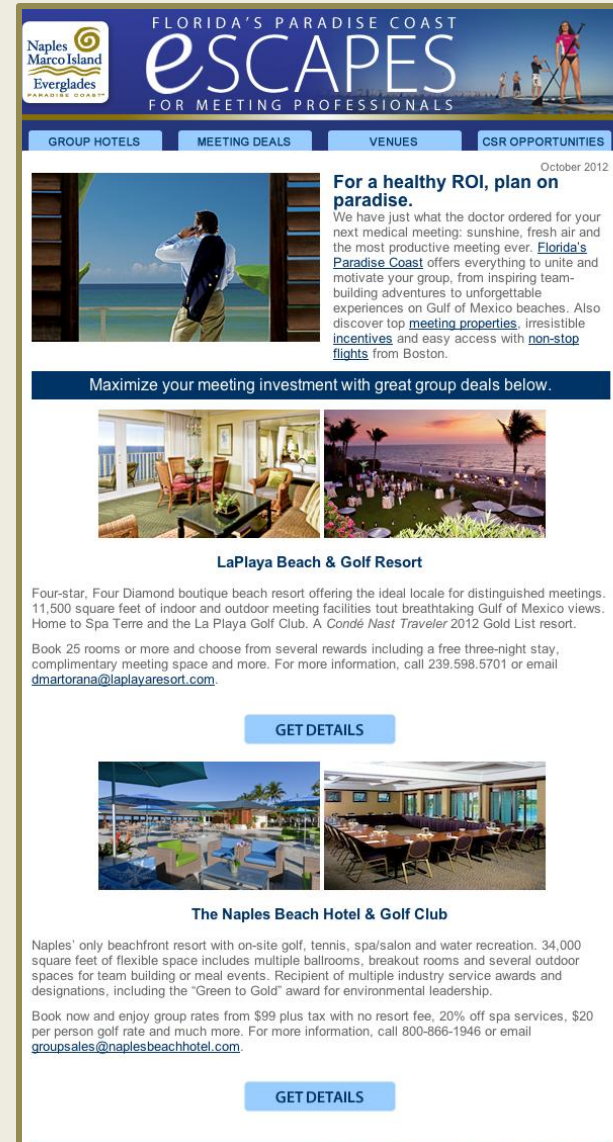
- Medical and Health Care Meeting Planners

## Market:

- Boston

## Partners:

- LaPlaya Beach & Golf Resort
- The Naples Beach Hotel & Golf Resort





FLORIDA'S PARADISE COAST  
**ESCAPES**  
FOR MEETING PROFESSIONALS

October 2012

GROUP HOTELS MEETING DEALS VENUES CSR OPPORTUNITIES

**For a healthy ROI, plan on paradise.**  
We have just what the doctor ordered for your next medical meeting: sunshine, fresh air and the most productive meeting ever. Florida's Paradise Coast offers everything to unite and motivate your group, from inspiring team-building adventures to unforgettable experiences on Gulf of Mexico beaches. Also discover top [meeting properties](#). Irresistible [incentives](#) and easy access with [non-stop flights](#) from Boston.

Maximize your meeting investment with great group deals below.



 

**LaPlaya Beach & Golf Resort**

Four-star, Four Diamond boutique beach resort offering the ideal locale for distinguished meetings. 11,500 square feet of indoor and outdoor meeting facilities tout breathtaking Gulf of Mexico views. Home to Spa Terre and the La Playa Golf Club. A *Condé Nast Traveler* 2012 Gold List resort.

Book 25 rooms or more and choose from several rewards including a free three-night stay, complimentary meeting space and more. For more information, call 239.598.5701 or email [dmartorana@laplayaresort.com](mailto:dmartorana@laplayaresort.com).

[GET DETAILS](#)

**The Naples Beach Hotel & Golf Club**


Naples' only beachfront resort with on-site golf, tennis, spa/salon and water recreation. 34,000 square feet of flexible space includes multiple ballrooms, breakout rooms and several outdoor spaces for team building or meal events. Recipient of multiple industry service awards and designations, including the "Green to Gold" award for environmental leadership.

Book now and enjoy group rates from \$99 plus tax with no resort fee, 20% off spa services, \$20 per person golf rate and much more. For more information, call 800-866-1946 or email [groupsales@naplesbeachhotel.com](mailto:groupsales@naplesbeachhotel.com).

[GET DETAILS](#)

# Highly Targeted Meeting Planner Campaign


- Target:
- Incentive Planners
- Market:
- Canada
- Partners:
- The Ritz-Carlton, Naples
  - The Ritz-Carlton Golf Resort, Naples



FLORIDA'S PARADISE COAST


## eSCAPES

FOR MEETING PROFESSIONALS





GROUP HOTELS
MEETING DEALS
VENUES
TRANSPORTATION

October 2012



**A taste of paradise.**  
 Treat your group to Florida's Last Paradise, home to pristine Gulf of Mexico beaches, Everglades National Park, and some of the nation's best resorts, dining, spas and golf. You'll find great deals that'll stretch your dollars farther and convenient non-stop flights from Canada. It's everything you need for an out-of-this-world incentive that's right in your budget.



Exceed all expectations with these resorts honored as the best in the USA.

**The Ritz-Carlton, Naples**

The Ritz-Carlton, Naples is an award-winning beach front resort featuring stunning Gulf of Mexico views from every guest room, luxurious amenities surrounded by pristine white sands, lush flora and preserved mangroves. It is ranked as a premier luxury destination where guests can enjoy a world-class spa, seven dining experiences, and the finest personal service. With more than 42,000 sq. ft. of indoor and outdoor meeting space, The Ritz-Carlton Naples is the ideal location for any event or meeting.

VALUE DATES

**The Ritz-Carlton Golf Resort, Naples**

Guests can delight in the total golfing experience at this Mediterranean-style sanctuary located on two Greg Norman-designed championship golf courses. Your group guests can enjoy the finest amenities including three dining experiences, lighted Har-Tru tennis courts, the Tiburon Golf Club, and over 16,500 sq. ft. of meeting space. Guests of The Ritz-Carlton Golf Resort, Naples are also encouraged to enjoy seamless access to the neighboring beach resort via a complimentary, ten minute shuttle between the two resorts.

VALUE DATES

To learn more about The Ritz-Carlton Resorts of Naples, please contact :

Mr. Jeremy Hinds  
 Director of Group Sales  
 Direct Phone: 239-514-6044  
 E-mail: [Jeremy.hinds@ritzcarlton.com](mailto:Jeremy.hinds@ritzcarlton.com)

# Highly Targeted Meeting Planner Campaign

## Target:

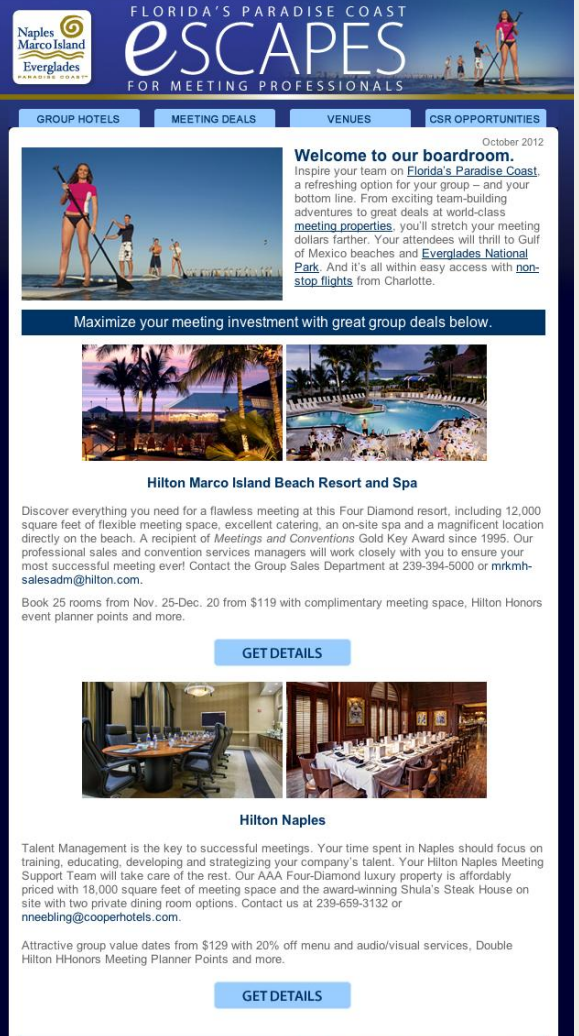
- Top Fortune 500 Meeting Planners

## Market:

- Texas

## Partners:

- Hilton Marco Island Beach Resort & Spa
- Hilton Naples




**FLORIDA'S PARADISE COAST**  
**ESCAPES**  
FOR MEETING PROFESSIONALS

GROUP HOTELS | MEETING DEALS | VENUES | CSR OPPORTUNITIES

October 2012

**Welcome to our boardroom.**  
Inspire your team on Florida's Paradise Coast, a refreshing option for your group – and your bottom line. From exciting team-building adventures to great deals at world-class meeting properties, you'll stretch your meeting dollars farther. Your attendees will thrill to Gulf of Mexico beaches and Everglades National Park. And it's all within easy access with non-stop flights from Charlotte.

Maximize your meeting investment with great group deals below.




**Hilton Marco Island Beach Resort and Spa**

Discover everything you need for a flawless meeting at this Four Diamond resort, including 12,000 square feet of flexible meeting space, excellent catering, an on-site spa and a magnificent location directly on the beach. A recipient of *Meetings and Conventions* Gold Key Award since 1995. Our professional sales and convention services managers will work closely with you to ensure your most successful meeting ever! Contact the Group Sales Department at 239-394-5000 or [mrkmh-salesadm@hilton.com](mailto:mrkmh-salesadm@hilton.com).

Book 25 rooms from Nov. 25-Dec. 20 from \$119 with complimentary meeting space, Hilton Honors event planner points and more.

[GET DETAILS](#)



**Hilton Naples**

Talent Management is the key to successful meetings. Your time spent in Naples should focus on training, educating, developing and strategizing your company's talent. Your Hilton Naples Meeting Support Team will take care of the rest. Our AAA Four-Diamond luxury property is affordably priced with 18,000 square feet of meeting space and the award-winning Shula's Steak House on site with two private dining room options. Contact us at 239-659-3132 or [mneebing@cooperhotels.com](mailto:mneebing@cooperhotels.com).

Attractive group value dates from \$129 with 20% off menu and audio/visual services, Double Hilton HHonors Meeting Planner Points and more.

[GET DETAILS](#)

# Highly Targeted Meeting Planner Campaign

**Target:**

- Banking & Finance Meeting Planners

**Market:**

- Raleigh, Durham & Charlotte, NC

**Partners:**

- Marco Island Beach Resort, Golf Club and Spa
- Waldorf Astoria Naples

FLORIDA'S PARADISE COAST  
**ESCAPES**  
 FOR MEETING PROFESSIONALS

GROUP HOTELS MEETING DEALS VENUES CSR OPPORTUNITIES

October 2012

**Factor in the wow.**  
 Ready for a meeting that'll wow your bottom line as much as your attendees? [Florida's Paradise Coast](#) offers unparalleled value with the state's finest [meeting properties](#), irresistible [incentives](#), and convenient access with [non-stop flights](#) from Dallas. Your attendees will also enjoy unforgettable experiences on pristine Gulf of Mexico beaches and at [Everglades National Park](#).

Maximize your meeting investment with great group deals below.

**Marco Island Marriott Beach Resort, Golf Club and Spa**  
 Nestled on three miles of wide, white sand beach with 225,000 square feet of total event space, world-class spa, two championship golf courses and more. The ultimate location for events of any size. A *Condé Nast Traveler* 2012 Gold List resort.  
 Book here in 2013 and receive up to a \$20,000 credit toward any future meeting in any Marriott Worldwide. Rebook that same meeting and we'll double it - up to \$40,000! For more information call: 239-642-2794

**GET DETAILS**

**Waldorf Astoria Naples**  
 Eco-smart beach retreat with panoramic views of the Gulf of Mexico, spacious accommodations, inventive dining, Golden Door Spa®, championship golf, award-winning tennis, three signature pools and miles of unspoiled beaches. Offers 100,000 square feet of indoor/outdoor meeting space.  
 Book in June, August, September, November or December of 2013 and choose from great concessions like 3% credit to the master, no attrition penalty, complimentary coffee break, 20% off Golden Door Spa or a \$5 rebate per group room night. Meeting planners also enjoy Triple Hilton HHonors points for new definites in these months, half of which are paid out upon contract signature. For more information call us at 239-594-6328.

**GET DETAILS**

# Meetings eScapes: October

Open Rate	13%
Click-Through Rate	8%

Partner links continue to be the most popular, followed by Meeting Deals and Meeting Venues

**FLORIDA'S PARADISE COAST**  
**eSCAPES**  
 FOR MEETING PROFESSIONALS

GROUP HOTELS | MEETING DEALS | VENUES | FREE SALES TOOLS

September 2012

**Factor in the wow.**  
 Ready for a meeting spot that'll wow your bottom line as much as your attendees? [Florida's Paradise Coast](#) offers unparalleled value with the state's finest [meeting properties](#), irresistible [incentives](#) and convenient access with [non-stop flights](#) from 43 cities. Your attendees will also enjoy unforgettable experiences on pristine Gulf of Mexico beaches and at [Everglades National Park](#).

**Book today for a meeting with serious wow factor.**

**DoubleTree Suites by Hilton Naples**  
 Celebrate a special occasion, host a successful meeting, or create a memorable event at our award-winning, all-suite hotel. Features include 2,400 square feet of flexible meeting space, including our elegant Sorrento Ballroom with gorgeous views of the Coghatchee River. Picturesque pool area and cafe is perfect for social gatherings. Let our Services Team make your next event effortless.  
[Book now](#)

**Meetings & Conference Hotels**  
[Current Meeting Specials](#)  
[Off-Site Venues](#)  
[Meeting Services](#)  
[Request for Proposal](#)

**Group Attendance Push G.A.P.** Fill the gap between meeting bookings and attendance.

The Official E-newsletter for the Naples, Marco Island, Everglades Convention & Visitors Bureau  
 This page is part of the Paradise Coast eSCAPES email program brought to you by the Naples, Marco Island, Everglades Convention and Visitors Bureau. All materials Copyright © 2012 by Naples, Marco Island, Everglades Convention and Visitors Bureau, 2800 N. Horseshoe Dr., Naples, Florida 34104. All rights reserved.

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[View Our privacy policy](#)

# Consumer eScapes: October

Open Rate	18.8%
Click Rate	2.5%
Click to Open Rate	13.3%

Split tested headline options resulted in a 72% increase in eScapes opens

**FLORIDA'S PARADISE COAST**  
**eSCAPES**

GETAWAY DEALS WATCH VIDEO STONE CRAB FEST BOOK NOW

September 2012

**Taste the bon-bons of the sea.**  
 Come see how sweet life can be at the [Stone Crab Festival](#) in Naples, October 27-28, with fabulous dining, gorgeous beaches and perfect weather. Enjoy specials on succulent, fresh stone crab, live musical entertainment, fun games like the crab toss and much more, all in one of Florida's most vibrant downtown waterfront scenes.

Ready for a taste of paradise? Book now and save with great deals below.

**Marco Beach Ocean Resort**  
 Realize your dream beach vacation at this Four Diamond all-suite resort on four miles of gorgeous beach. Elegantly appointed suites feature kitchens and balconies with shimmering Gulf of Mexico views. Enjoy dining, spa and pool within steps and golf nearby. Rates from \$139. [Book now](#)

**Charter Club Resort of Naples Bay**  
 Week nights from \$129 + tax. These two-bed/two-bath condos have plenty of room for your family with a living room, dining room and full kitchen. Superb location in the heart of historic downtown Naples overlooking Naples Bay – walk to all of the festival fun. Enjoy pool, poolside grill, free bikes and more. [Book now](#)

**Park Shore Resort**  
 Book four nights and receive your fifth night free! These spacious and fully-appointed suites are situated on 13 acres of serene waterways – a tropical oasis located in the heart of Naples. Enjoy poolside dining, relaxing waterfall, tennis courts and nearby beaches. [Book now](#)

**Inn of Naples**  
 You'll feel right at home at this charming hotel hailed by guests as immaculate, affordable and friendly. Enjoy some of Naples' best hotel rates in a great location just minutes from world-class beaches, shopping, dining and the Philharmonic Center for the Arts. A three-minute walk to two of Naples' best seafood restaurants. [Book now](#)

**Marco Island Marriott Beach Resort, Golf Club & Spa**  
 Discover paradise at this world-class resort with spa, golf, dining, water sports and more. From luxurious rooms and suites overlooking the Gulf of Mexico to the magnificent Queen's Pool, your perfect fall vacation is here. Visit us online for great fall specials. [Book now](#)

**Visit-Worthy Events**

- [Oktoberfest 2012](#)  
October 26
- [Art and Craft Fair at Cambier Park](#)  
October 27
- [Halloween Spooktacular at the Phil](#)  
October 27

[View all events](#)

*Paradise Priced Perfectly*  
 Get a great deal now

# New Research Based Campaign VISIT FLORIDA Annual Guide

FEED ME



**NAPLES ZOO AT CARIBBEAN GARDENS**  
 Hand-feed giraffes. Go ape over apes. And discover other wild fun in a historic botanical garden with wildlife shows, cruises and more.  
[www.NaplesZoo.org](http://www.NaplesZoo.org)  
 239-262-5409



PARADISE REFINED AND REDefined.

IN MY PARADISE. I WILL FIND PEACE AND TRANQUILITY

ON PRIVATE BEACHES, SECLUDED ISLANDS, AND LUXURIOUS SEASIDE RESORTS.

YET SPOIL MYSELF SHAMELESSLY DINING, SPA-ING, AND EXPERIENCING TRUE PARADISE.









PARADISECOAST.COM

I will wake up to the sounds of tropical breezes and waves lapping. I will leave fresh footprints on a secluded beach. I will discover 10,000 islands. I will explore art galleries and antiques shops as well as the 5,000-year-old Everglades. I will dine at gourmet beach restaurants in my bare feet. I will enjoy a ballet, opera and symphony all in the same week. I will share a bottle of wine as I celebrate a romantic sunset from my private balcony. And I will be perpetually pampered and spoiled 24/7.



# Discussion | Questions?



# Digital Marketing Report

Paradise Advertising & Lou Hammond & Associates

# Digital Analytics Reports

Paradise Advertising & Marketing  
Lou Hammond & Associates

# Website & Campaign Results

- Compared to September 2011, visits to the website have increased by 10%
- 36% of all traffic in September was a result of Campaigns- a near 90% increase from August.
- SpotXchange brought in 8,333 visits to campaign pages compared to 3,197 from August.
  - This is likely a result of running a full month of ads compared to a partial month.

# Social Traffic & Analytics

- Facebook impressions increased astronomically from 264,675 in August to over 800,000 this month.
- Top cities visiting our Facebook page include: Miami, Orlando, Tampa, Fort Lauderdale and West Palm Beach. These are also the cities targeted in our Facebook advertisements.
- The Paradise Coast gained national attention this month with Naples' Norman Love Candy contending for the Martha Stewart American Made Audience Choice Award- this was also the third most popular posting on Paradise Coast's Twitter.
- The most popular Twitter content this month: 5th Ave. South in Naples named as one of the "best streets in Florida" by Florida Travel + Life Magazine.

# E-mail Campaigns

- **Leisure Escapes open rates are still on par with national email marketing campaigns (around 10%) at 9.4% and 18.7% respectively.**
- **Partner links (in aggregate) received more clicks than any other link, with the Stone Crab Festival being the most popular individual link.**
- **Running an A/B split test gives us an estimated 72% increase in opens overall compared to campaigns that do not split test subject lines.**
- **Meetings Escapes was on par with around the same amount of opens and clicks as the Summer Meetings Escapes at 13% open rate and 8% click through rate.**
- **Most popular links clicked as a result of the Meetings Escapes included: Partner links, Meetings Deals and Meeting Venues**

# Lou Hammond Social Efforts

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

- Agency social media efforts

- **LH&A** Facebook posts
- Governor's Conference
  - Beaches
  - 5<sup>th</sup> Avenue Shopping
  - 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



facebook



- Agency social media efforts
  - **4** LH&A Pins
    - Dream Getaways
    - Beach
    - Everglades
    - Boating

*Pinterest*




The open waters off the Paradise Coast are meant to be explored by catamaran


[paradisecoast.com](http://paradisecoast.com)

- Agency social media efforts
  - **8** LH&A Tweets
    - Next Generation Photo Contest
    - Norman Love Chocolate
    - 5<sup>th</sup> Ave Shopping
    - Everglades Package
    - Value Blast (x4)



 **Lou Hammond** @LouHammondPR 6 Sep  
Did you used to visit [@paradisecoast](#)? If so, enter the "Next Generation" Photo contest at the [#MarcolIslandMarriott](#) [bit.ly/OSbqzB](http://bit.ly/OSbqzB)  
Expand

 **Lou Hammond** @LouHammondPR 19 Sep  
Read all about it- that 5th Avenue South in [@ParadiseCoast](#) just got named one of the best streets in [#Florida!](#) [bit.ly/T3ZznF](http://bit.ly/T3ZznF)  
Expand

 **Lou Hammond** @LouHammondPR  
Explore the [@ParadiseCoast](#) & the [#Everglades](#) w/ this package at Ivey House Bed & Breakfast [bit.ly/O2YUzF](http://bit.ly/O2YUzF) [#travel](#)  
Expand

# FACEBOOK PAGE REPORT

from September 1, 2012 - September 29, 2012

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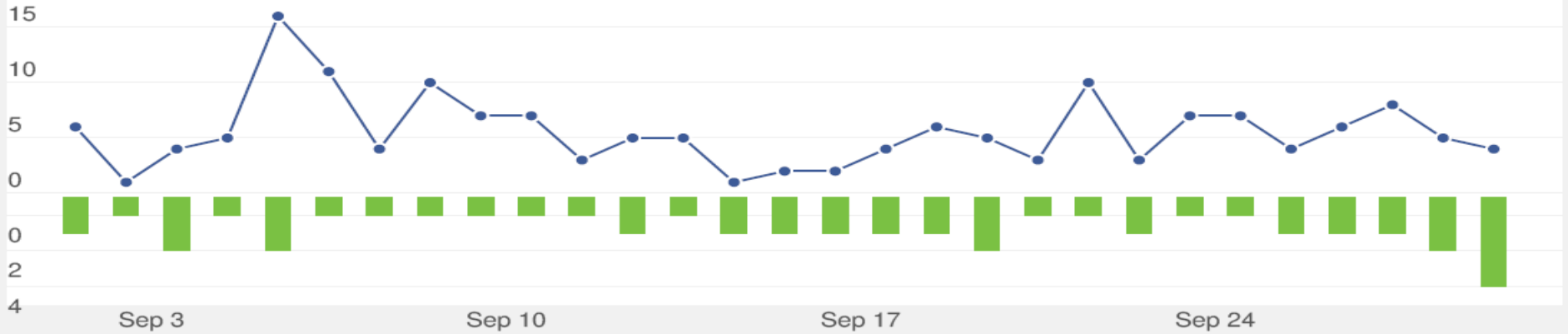
Naples, Marco Island, Everglades - Paradise Coast

## FAN GROWTH

3.68k Total Likes, and 169 people talking about this

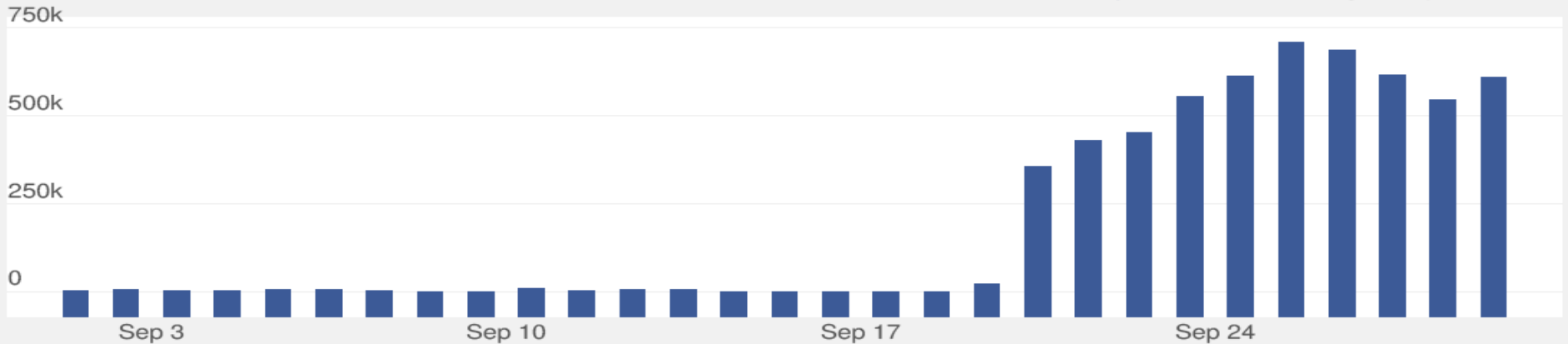
New Fans 161

Unliked your Page 23

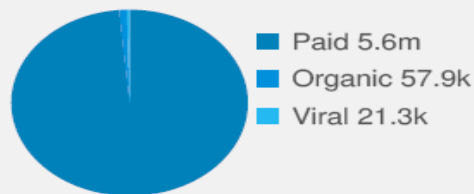
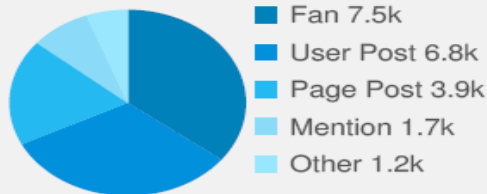


## PAGE IMPRESSIONS

Impressions 5.6m by 848,308 users



## IMPRESSIONS



## BY DAY OF WEEK

Day	Avg	Total
Sun	139.9k	559.5k
Mon	155.5k	622.1k
Tue	178.3k	713.1k
Wed	180.7k	722.6k
Thu	245.0k	980.1k
Fri	244.4k	977.5k

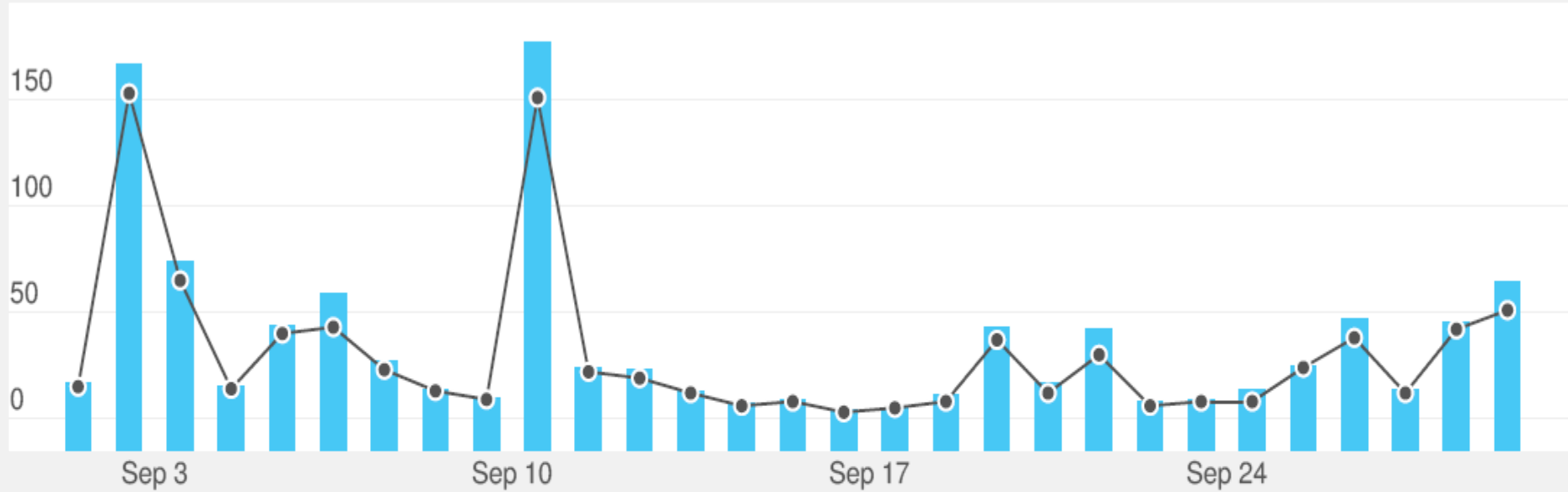
# SHARING

how people are sharing your content

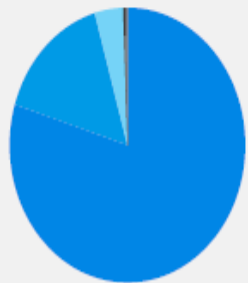
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## STORIES

Stories Created 1,028 by 877 users



### SHARE TYPE



- Page Post 820
- Fan 162
- User Post 40
- Mention 3
- Other 3

### BY DAY OF WEEK

Day	Avg	Total
Sun	47.5	190
Mon	67.5	270
Tue	18.8	75
Wed	39.3	157
Thu	25.8	103
Fri	30.3	121
Sat	22.4	112

# TWITTER GENERAL STATS

from September 1, 2012 - September 30, 2012



@ParadiseMeeting  
Paradise Meetings

678  
total followers

4 connections  
made in this time period

New Followers	43	23%	
---------------	----	-----	--

You Followed	-4	--	
--------------	----	----	--

@ Mentions	7	--	
------------	---	----	--

Messages Sent	68	31%	
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Messages Received	13	--	
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Clicks	3	-90%	
--------	---	------	--

Retweets	0	--	
----------	---	----	--

# TWITTER GENERAL STATS

from September 1, 2012 - September 30, 2012



@ParadiseDeals  
ParadiseDeals

504  
total followers

0 connections  
made in this time period

New Followers

43

167%



You Followed

-5

--



@ Mentions

25

5%



Messages Sent

151

69%



Messages Received

32

8%



Clicks

13

-68%



Retweets

30

30%



# TWITTER GENERAL STATS

from September 1, 2012 - September 30, 2012



@athletparadise  
Athletes in Paradise

318  
total followers

0 connections  
made in this time period

New Followers

18

240%



You Followed

0

-120%



@ Mentions

4

-40%



Messages Sent

28

440%



Messages Received

7

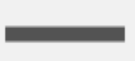
20%



Clicks

0

--



Retweets

2

-80%



Visits and Avg. Time on Page by Camp...

Campaign	Visits	Avg. Time on Page
Stone Crab Festival	8,987	00:02:01
Summer Incremental	94	00:11:59
Frugal Planner	30	00:00:59
65687978_575166_278301_114506_10018_none	13	00:00:43
WeatherNY CHI1896	5	00:03:02
65687978_575166_277232_114506_10018_none	4	00:00:00
65687978_575166_278300_114486_2684_11334	4	00:00:36

Visits and Avg. Time on Page by Source / Medium

Source / Medium	Visits	Avg. Time on Page
Spot+Xchange / video	8,333	00:02:06
google / organic	7,500	00:01:06
(direct) / (none)	2,255	00:01:19
google / cpc	1,778	00:01:06
cityofmarcoisland.com / referral	695	00:01:02
bing / organic	535	00:01:11
Facebook / banner	483	00:01:38
yahoo / organic	482	00:01:04
trackingreport.net / referral	292	00:01:37
naplesgov.com / referral	249	00:01:07





# National Public Relations Update

## TDC Meeting

**October 22, 2012**



**LOU HAMMOND & ASSOCIATES**

NEW YORK • PALM BEACH • CHARLESTON

# Activities

- Weekly LH&A “Value Blast” – inclusion in **4** editions
- **2** Hot Tip partner media leads
  - Pumpkin Flavored items
  - National Seafood Month



## Family Package

**The Ritz-Carlton, Naples – Naples, Florida**  
**September 26 through October 31, 2012**

Combine sea, sun and fun for a vacation to remember with this package starting at \$399 per night, based on double occupancy, and including:

- Overnight accommodations
- Full American breakfast for two in The Terrace
- Kids dine complimentary
- \$50 hotel credit per night

Reservations, 239-598-3300; [www.ritzcarlton.com/naples](http://www.ritzcarlton.com/naples)

**Tweet It!** – Celebrate the #fall with your family w/ this package at #RitzCarlton #Naples <http://bit.ly/QCzmGV> @ParadiseCoast

# Activities

- NYC Media Event
  - October 17
  - Sit-down luncheon at LHA Offices
  - Inviting national media outlets
  - Norman Love Chocolates in takeaway bags
- NYC Desk-Sides
  - October 16-17
  - Securing appointments in conjunction with event invites



# Activities

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## Pending Individual Visits:

- Kathleen Scott, *San Antonio Express-News*
  - November 5-9
  - Marco Island Marriott/Inn on Fifth
  - 72- Hours in Naples: dining, shopping
  - Outdoor & beach adventures in the Paradise Coast: boating, shelling, kayak
  
- John DeMers, *Delicious Mischief Radio*
  - November 6-9
  - Naples Bay Resort
  - Culinary focus, collecting interviews for four radio shows



# Activities

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## Pending Individual Visits:

- Alison Lewis, *Healthy Travel*
  - Interested in December 29- January 2
  - Focus on healthy activities and golf
  - Dates pending hotel availability
  
- Michael McCarthy, *Washington Flyer*
  - Interested in November
  - Focus on what's new in Naples, outdoor activities



# Activities

## • Media Outreach Sampling

- *Boston Globe*
- CNN.com
- *Family Motor Coaching*
- Fodors.com
- Food Network's Cupcake Wars
- Frommers.com
- HGTVGardens.com
- *Make It Better*
- *McClatchy Tribune*
- *New York Magazine*
- *New York Times*
- *Passport*
- *San Antonio Express-News*
- *Spirit Magazine*
- *Wall Street Journal*
- *Washington Flyer*



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# Results Sampling



# DREAMSCAPES

TRAVEL AND LIFESTYLE

FALL 2012

Fall 2012  
Circulation: 113,000

BALINESE  
RITUALS

THE BEAUTY  
OF NORTHEAST  
INDIA

CALIFORNIA  
FAVOURITES

PROVENCE  
& TUSCANY  
DISCOVERIES

VIRGINIA  
VINTAGE

WIN A TRIP  
HAWAII

dreamscapes

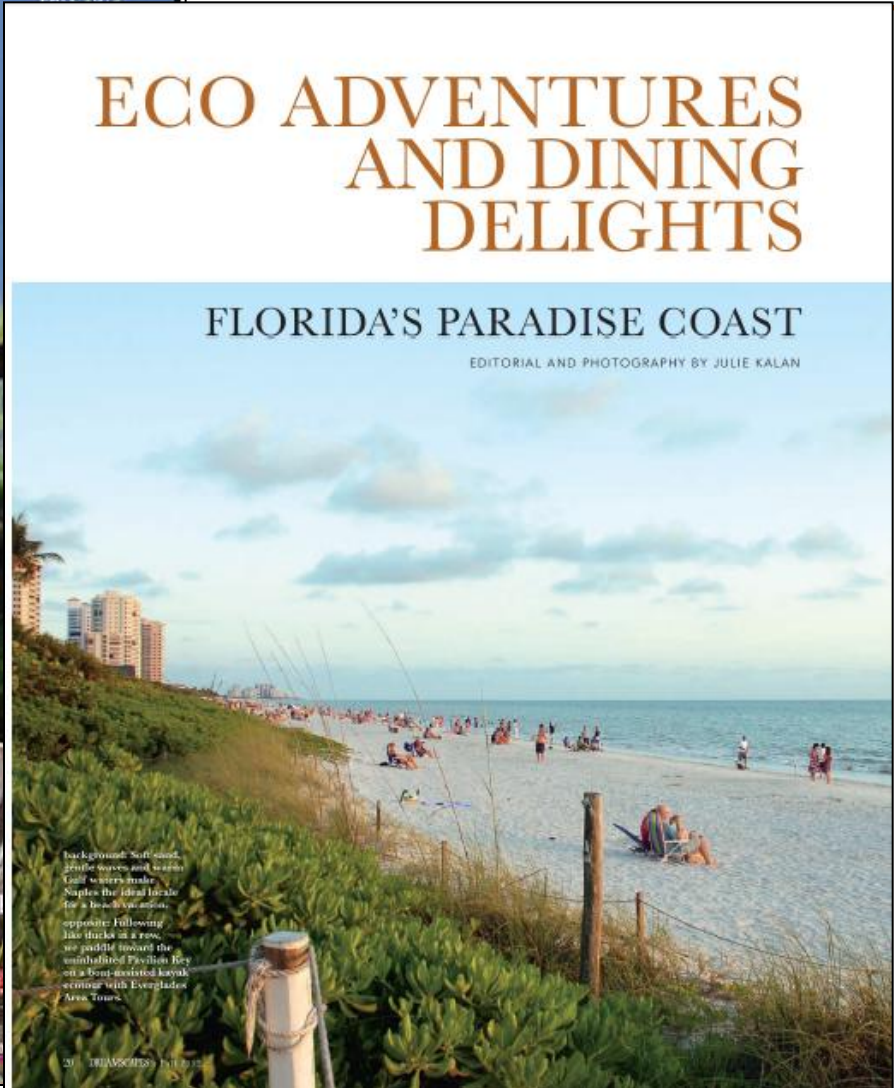
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## ECO ADVENTURES AND DINING DELIGHTS

### FLORIDA'S PARADISE COAST

EDITORIAL AND PHOTOGRAPHY BY JULIE KALAN



background: Soft sand, gentle waves and turquoise Gulf waters make Naples the ideal locale for a beach vacation. opposite: Following like ducks in a row, we paddle toward the uninhabited Pavilion Key on a four-wheeled kayak coming with Everglades Area Tours.

20 | DREAMSCAPES FALL 2012







## THIS MUST BE HEAVEN.

A quiet splash accompanies each paddle stroke as my kayak glides through the warm, blue waters of the Gulf of Mexico. Nearby pelicans, terns and plovers line the beach of a pristine barrier island.

### LATER GATOR

Mention the Everglades and undoubtedly one conjures up images of airboats and alligators—but the Everglades are so much more than that. Weaving past countless mangrove islands in an Everglades Area Tours motorboat, Florida master naturalist guide Captain Jason Sire explains the five different but interdependent habitats that comprise the Everglades' ecosystem: Mangrove Estuary and Coastal Marine, Sawgrass Prairie, Cypress Domes and Sloughs, Hardwood Hammocks and Pinehard Uplands.

On this morning's boat-assisted kayak excursion, I am exploring the marine estuaries. Twenty-one kilometres out into the Gulf, Jason anchors the boat and I climb into an ocean kayak and begin to paddle around one of the uninhabited keys of Florida's Ten Thousand Islands. Like a built-in cooling system, the water running down my paddle and dripping onto my legs is a welcome relief under the hot sun.

Edhilantid, I step out of my bright yellow kayak and set foot on the narrow strip of beach running along the edge of Pavilion Key. A survey of my surroundings reveals soft ivory sand adorned with a high-water-line necklace of shells. Beachcombing with Jason can only be described as the ideal outdoor classroom. All too soon I must paddle back to the boat, with my handful of shells, and reluctantly make my way back to civilization.

### A STAY BY THE BAY

The luxurious Naples Bay Resort is a Tuscan-styled waterfront community, with large accommodation quarters, restaurants, shops and five refreshing pools. From my private balcony overlooking the sleek white boats in the marina, the view is a dreamy impressionist reflection of the hotel's cream, amber and red-brick coloured façade in the water. At the spa, a symphony of strawberry, rhubarb, vanilla and cinnamon aromas accompany my custom organic fruits and vegetable facial.



The Naples Bay Water Shuttle is a convenient and economical way to reach popular bayfront areas like Tin City, where many sightseeing and fishing boats dock. Formerly a 1920s clam shelling and oyster processing plant, Tin City is now home to shops, restaurants and the eccentric Alligator World. With a wry smile Gatorman Mike will happily place one of his alligators in your arms and say, "You can kiss him if you want to. But you can't kiss him on the lips. Know why? He doesn't have any."

### MANATEES, OSPREYS AND DOLPHINS

For a boat tour with a twist, or more accurately a few 360-degree spins, I board the Pure Naples ODIN. This water-propelled jet boat travels to the edge of the Gulf of Mexico, passing clumps of tightly tangled mangrove trees, a huge osprey nest and multi-million-dollar mansions. While dizzying spins and soaking water spray are hallmarks of the ride, nothing compares to the excitement of seeing an elusive manatee. At first, only the nostrils of this docile creature are visible above the water. Then for just a moment it floats slightly higher in the water, revealing its massive size. And for the finale, a flip of its large flat paddle-like tail. The display is fleeting but the impact is lasting.

Located near 3<sup>rd</sup> Street South, far away from the large hotels, the Naples Pier is a favourite fishing spot for locals, visitors, dolphins and brown pelicans alike. This tranquil spot is heaven to a lifelong beach lover like me, with its beautiful soft sand and gentle inviting waves.

### FOODIE PARADISE

Naples Food Tours is a fantastic way to explore the city's burgeoning epicurean delights. Foodie and UK native, Elaine Oshond arranges five or six stops on each three-hour air-conditioned minibus tour. Today's tour commences with a wine and cheese tasting at the Old World Market. This European food shop stocks everything from British biscuits to Hungarian salami and every Friday from 4 to 7 p.m. there is a free wine tasting. Next is a visit to the Naples

October 22, 2012  
Marketing Partner Reports 9 a-g  
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The Paradise Coast is located at the southwestern tip of Florida's Gulf Coast. The Southwest Florida International Airport is located in Fort Myers, just 64 kilometres north of Naples.

For more information, visit or call:  
Paradise Coast: [paradisecoast.com](http://paradisecoast.com)  
Naples Bay Resort: [naplesbayresort.com](http://naplesbayresort.com)  
Everglades Area Tours: [evergladesrealtours.com](http://evergladesrealtours.com)  
Naples Bay Water Shuttle: [naplesbaywatershuttle.com](http://naplesbaywatershuttle.com)  
Naples Food Tours: [naplesfoodtours.com](http://naplesfoodtours.com)  
Old World Market: [oldworldmarket.info](http://oldworldmarket.info)  
Naples Olive Oil Company: [naplesoliveoilcompany.com](http://naplesoliveoilcompany.com)  
L'Orient: [lorientnaples.com](http://lorientnaples.com)  
Barbatella: [barbatellanaples.com](http://barbatellanaples.com)  
Osetra: [osetranaples.com](http://osetranaples.com)  
Pinchers Crab Shack: [pincherscrabshack.com](http://pincherscrabshack.com)  
Turtle Club Restaurant: [vanderbiltbeachresort.com/dining](http://vanderbiltbeachresort.com/dining)

Olive Oil Company where I sample some wonderful flavour-infused balsamic vinegars and receive an olive oil lesson from owner Marie Heiland.

In Naples, the dangers of overeating are prevalent and so very enjoyable. If you are hungry for wood-fired oven pizza and delicious gelatos, go straight to Barbatella's on 3<sup>rd</sup> Street South; for late-night dining and libations, head to 5<sup>th</sup> Avenue South, the heart of downtown Naples, where the Osetra Champagne and Caviar Bar draws a young crowd with its cool setting and live music; Asian-inspired cuisine and exotic Chinese zodiac-based cocktails are what you find at the Naples Bay Resort's new restaurant, L'Orient.

At Pinchers Crab Shack, a casual waterfront restaurant, I devour the addictive hot crab cheese dip and tortilla chips and, surprisingly, the fried gator bites actually do taste like chicken. If you are visiting from mid-October to mid-May, make a point of trying the succulent stone crab claws.

The Turtle Club at Vanderbilt Beach Resort is perhaps my favourite Naples dining experience. A tiki torch-lined path leads to the beachfront dining area, where I watch the sunset and sip tropical cocktails while savouring each bite of huge, delicate and flavourful pan-seared scallops. ■

top: Early in the morning, the Naples Bay Resort is reflected on the still, mirror-like water in the marina.  
background: Along the mangrove-edged waterways, an osprey stands guard atop its large nest.



# Looking Forward

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- Social Media Strategy
- 2013 Planning
- Upcoming written materials
  - LH&A Value Blasts
  - “Escape the Cold”
  - “Luxury in Paradise This Winter”
- Upcoming media outreach
  - Pumpkin drinks/food items
  - Florida Panther Festival
  - Regional pitching
  - Renovations at Inn on 5<sup>th</sup>
  - Collier Family Farm





**Thank you!**

Proud to be your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

# PR Department Report Highlights

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## ★ Good News Continues

News releases and outreach results in:

- » NDN Editorial – “Starfish” for positive tourism news about FY tax collections & awards
- » Florida Trend – Florida’s tourism Hot Spots – report on growth in tourism and highlights international visitation

## **SPECIAL REPORT: TOURISM TRENDS**

### Hot Spots - Florida's Top Tour Stops

Tourism began rebounding in 2010, with some popular destinations reporting big gains.

# Top International Coverage

---

## ★ Toronto Star

Jim Byers blog – details from his Everglades/Chokoloskee FAM 2 years ago.

“...it's a charming, old-time part of the state that I just loved.

## ★ Doctor's Review 'Sunshine State of Mind'

Florida round up includes C'mon

## ★ Florida Sun

'And the winner is...Naples. (Based on Coastal Living #2 happiest seaside town).

# Press in the Destination

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★ **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

# Department Focus

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- ★ **Help Direct New Social Media Expansion Efforts**
- ★ **Work on 2013 Visitors Guide**
- ★ **Partner and Event Development**

# Recognition

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★ FOWA Annual Photo Contest - 2<sup>nd</sup> Place

Peer and media recognition





# Recognition

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★ **United Nations World  
Tourism  
Organization's World  
Tourism Day Twitter  
contest winner**

★ **[UNWTO @UNWTO](#)**

★ And the winner  
is....Congrats  
**[@stuckinparadise](#)** for  
tweeting 1 of the 5  
winning tweets of the  
**[#WTD2012](#)** Twitter  
Comp. We'll re-tweet  
soon!

# Tourist Tax Collections

Collier County Tax Collector

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	64	33250
** 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	13141	1265062
** 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	2103	134355
** 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	552740	10619050
** 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	6776	166395
** 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	157	15017
** 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	33708	494809
** 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	38104	2170312
** 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	646793	14898250

\*\* 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	178108	3681862

\*\* 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	186893	3504021

\*\* 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	614	8995

\*\* 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	2760	102711

\*\* 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	278418	7600661

\*\* 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	646793	14898250

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

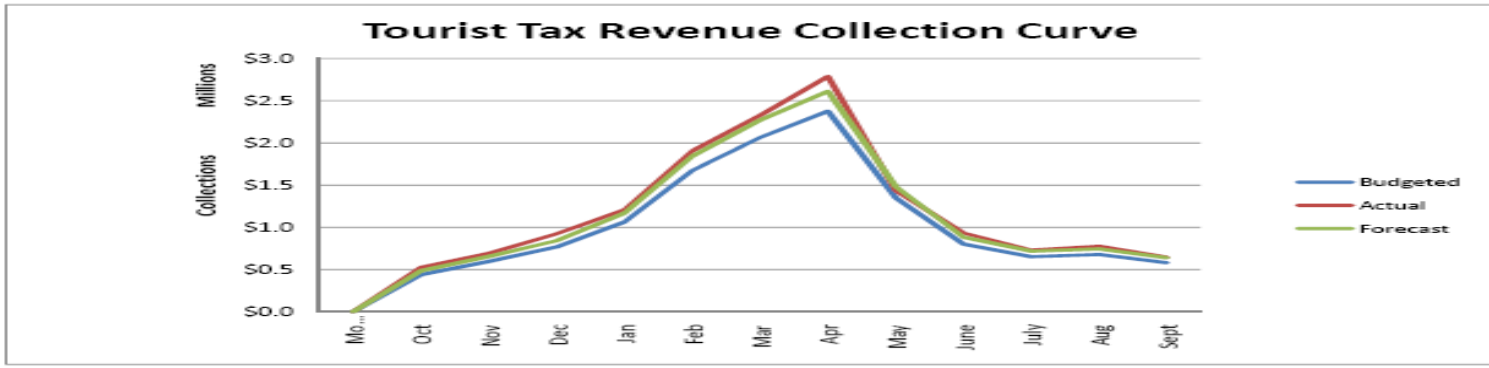
<b>BREAKDOWN</b>	<b>FISCAL 2010-2011</b>	<b>FISCAL 2011-2012</b>	<b>DIFFERENCE</b>	<b>%</b>
<b>OVERALL COLLECTIONS</b>				
<b>MONTH TO MONTH</b>	<b>640,129</b>	<b>646,793</b>	<b>+</b> <b>6,664</b>	<b>+</b> <b>1.04%</b>
<b>YEAR TO DATE</b>	<b>13,316,241</b>	<b>14,898,250</b>	<b>+</b> <b>1,582,009</b>	<b>+</b> <b>11.88%</b>
<b>HOTEL / MOTEL</b>				
<b>MONTH TO MONTH</b>	<b>569,446</b>	<b>552,740</b>	<b>-</b> <b>16,706</b>	<b>-</b> <b>2.93%</b>
<b>YEAR TO DATE</b>	<b>9,666,417</b>	<b>10,619,050</b>	<b>+</b> <b>952,633</b>	<b>+</b> <b>9.86%</b>
<b>REALTORS</b>				
<b>MONTH TO MONTH</b>	<b>33,265</b>	<b>38,104</b>	<b>+</b> <b>4,839</b>	<b>+</b> <b>14.55%</b>
<b>YEAR TO DATE</b>	<b>1,761,175</b>	<b>2,132,668</b>	<b>+</b> <b>371,493</b>	<b>+</b> <b>21.09%</b>
<b>INDIVIDUALS (APTS/CONDOS S F HOMES)</b>				
<b>MONTH TO MONTH</b>	<b>24,909</b>	<b>46,913</b>	<b>+</b> <b>22,004</b>	<b>+</b> <b>88.34%</b>
<b>YEAR TO DATE</b>	<b>1,549,340</b>	<b>1,830,765</b>	<b>+</b> <b>281,425</b>	<b>+</b> <b>18.16%</b>

Budget						
Description	Fund	FY 12 Adopted Budget	FY 12 (5%) Reserved by Law	FY 12 Forecast	FY 12 Actual	Variance Actual to FY 12 Forecast
Beach Facilities	183	2,153,300	2,045,600	2,368,600	2,582,200	89,600
TDC Promotion	184	3,262,500	3,098,400	3,588,800	3,724,500	135,700
Non-County Museums	193	310,900	295,400	342,000	354,900	12,900
TDC Admin	194	1,516,100	1,440,300	1,667,700	1,730,800	63,100
Beach Renourishment	195	4,371,800	4,153,200	4,809,000	4,990,900	181,900
Promotion Disaster Recovery	196	0	-	0	0	0
County Museums	198	1,435,500	1,363,700	1,579,100	1,638,800	59,700
<b>Gross Budget</b>		<b>\$13,050,100</b>	<b>12,396,600</b>	<b>\$14,355,200</b>	<b>\$14,898,100</b>	<b>\$542,900</b>
Less 5% Rev Res		(653,500)				
<b>Net Budget</b>		<b>12,396,600</b>				

Collections						
Month	Actual FY 12	Cum YTD	% Actual Collected to Date	% over FY 11 collections	% over FY 10 collections	% over FY 09 collections
Oct	525,334	525,334	3.53%	9.71%	18.07%	31.38%
Nov	691,705	1,217,039	8.17%	10.65%	26.46%	11.70%
Dec	924,729	<b>2,141,768</b>	14.38%	23.29%	24.11%	15.79%
Jan	1,208,561	3,350,329	22.49%	19.69%	14.27%	7.17%
Feb	1,907,069	5,257,398	35.29%	19.09%	13.61%	16.67%
Mar	2,325,647	<b>7,583,045</b>	50.90%	14.78%	14.40%	17.73%
Apr	2,787,652	10,370,697	69.61%	8.60%	15.86%	37.87%
May	1,437,632	11,808,329	79.26%	5.96%	8.65%	16.90%
June	934,544	<b>12,742,873</b>	85.53%	9.86%	18.35%	24.82%
July	730,332	13,473,205	90.43%	7.44%	24.99%	25.91%
Aug	778,252	14,251,457	95.66%	6.50%	16.27%	21.70%
Sept	646,793	<b>14,898,250</b>	100.00%	1.06%	11.91%	13.53%
<b>Total</b>	<b>14,898,250</b>	<b>14,898,250</b>		<b>11.88%</b>	<b>15.88%</b>	<b>20.68%</b>
<b>Projected</b>		<b>14,355,200</b>				
<b>Bal to Collect</b>		<b>(543,050)</b>				

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	646,793	65,949	638,932
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>13,050,100</b>	<b>14,898,250</b>	<b>1,848,150</b>	<b>14,355,200</b>

110.00%



# Web Site

# Miles Media Group



# Naples, Marco Island, Everglades CVB

## Executive Summary

### September 2012

#### Consumer Overview

- Campaign traffic was high in September, with more than 36% of total visits coming from campaigns (mostly the Stone Crab Festival banners).
- High traffic often comes with high bounce rates, and September was no exception. The overall bounce rate was 63%, with the Stone Crab Festival event profile seeing the most bounces.
- Signals of Intent to Travel (SITs) accounted for more than 20% of September's traffic. Enewsletter sign-ups increased 59%, and visitors guide orders increased 5% (when compared to August).
- Total visits and page views were down slightly in September (when compared to August), and page views were down 22% over September 2011. Visits, however, were up 10% over September 2011.

#### Mobile Overview

- There were 2,535 visits in September – twice as many as there were in September 2011.
- Visits from within the U.S. (4%) and internationally (8%) were up as compared to August.
- Safari and Android's browser continue to lead the pack, with Internet Explorer, the in-app Safari and Chrome rounding out the top five.



# Naples, Marco Island, Everglades CVB Measurement Dashboard September 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: <b>1:52</b> <i>Minutes</i>	<b>2:32</b>	3.43	2.10
Bounce Rate: <b>40%</b> <i>of Home Page</i>	<b>37%</b>	33.0%	34.4%
Bounce Rate: <b>63%</b> <i>Overall</i>	<b>49%</b>	45.3%	55.1%

## SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions  
**20.34%**  
 of total page views

**13,288**  
 Signals of Intent to Travel

*See breakdown below*

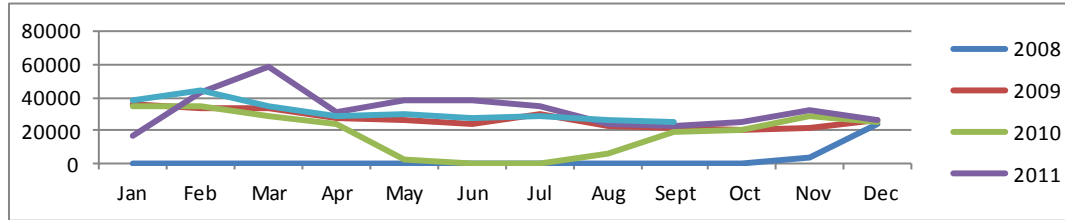
## ACTIVITY

	LM		LY
<b>25,551</b> Total Visits	4%		10%
<b>65,320</b> Page Views	6%		22%
<b>285,122</b> Visits Year-to-Date (vs. 309,614 visits in 2011)			
<b>811,209</b> Page Views Year-to-Date (vs. 943,278 in 2011)			

## SIT BREAKDOWN

		LM
Guide Orders:	<b>307</b>	+5%
Newsletter Signup:	<b>146</b>	+59%
Deals Page Views:	<b>2,183</b>	-16%
Stay in Paradise Listings Views:	<b>6,284</b>	-12%
Download Guide Link:	<b>39</b>	+15%
Paradise Priced Book Direct:	<b>83</b>	-12%
BookDirect™ Searches:	<b>2,162</b>	-49%
BookDirect™ Clicks:	<b>1,549</b>	-33%
<b>eScapes page views:</b>	<b>535</b>	+26%

## Visits – 2008-2012



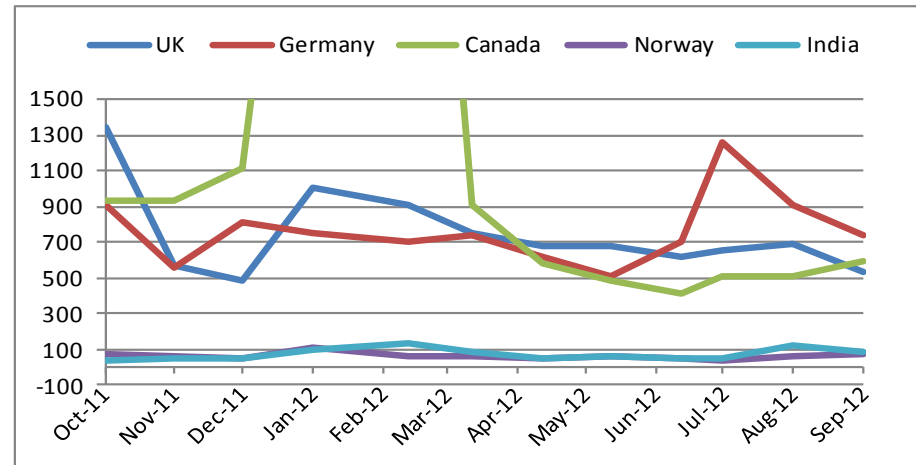
## MOST REQUESTED PAGES

1. Stone Crab Festival event profile
2. Homepage
3. Current Events
4. Events & Festivals in Our Area
5. Videos

## Top 10 Cities

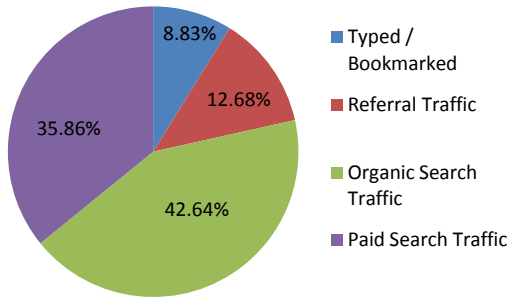
City	Visitors for Month	Visitors Year to Date
Naples	1,550	21,978
Fort Myers	882	9,699
Miami	612	5,044
Jacksonville	541	1,999
Hialeah	519	3,328
Bethesda, Md.	482	1,159
Pembroke Pines	385	2,513
Orlando	382	3,173
Cape Coral	366	3,077
Ft. Lauderdale	326	2,664

## International Traffic Over Time



Note: Canada's highs were 4,232 in January 2012 and 5,180 in February 2012.

## SOURCES OF TRAFFIC



Baseline average percentages for 2011:

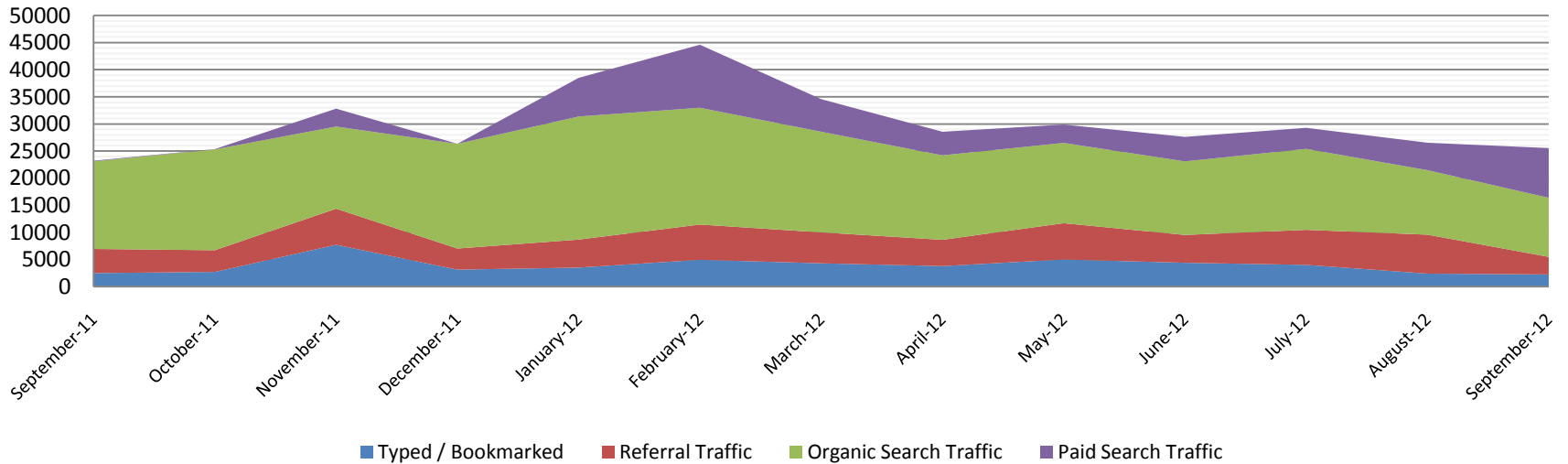
- Organic Search Traffic:** 40.02%
- Paid Search Traffic:** 11.88%
- Typed / Bookmarked:** 20.73%
- Referral Traffic:** 27.36%

## CAMPAIGN RESPONSE

9,222  
Total responses

36.09%  
of total visits

## Traffic by Source (by month)



# September 2012



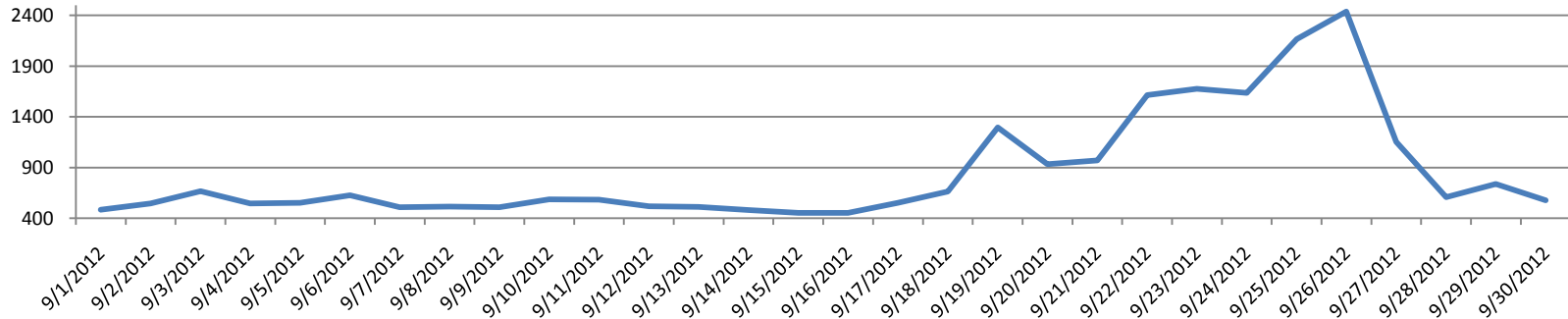
## VISITORS BY STATE

			LM	LY
1.	Florida:	<b>14,777</b>	+7%	+92%
2.	New York:	<b>716</b>	-24%	-35%
3.	Maryland:	<b>655</b>	-21%	+72%
4.	Illinois:	<b>532</b>	-20%	-29%
5.	Pennsylvania:	<b>453</b>	-11%	-24%

## INTERNATIONAL

	Visits	LM	LY		Visits	LM	LY
<b>USA:</b>	<b>22,644</b>	<b>-3%</b>	<b>+27%</b>	<b>Germany</b>	<b>737</b>	<b>-18%</b>	<b>-17%</b>
<b>International:</b>	<b>2,907</b>	<b>-10%</b>	<b>-46%</b>	<b>Canada</b>	<b>596</b>	<b>-22%</b>	<b>-77%</b>
				<b>UK</b>	<b>533</b>	<b>+18%</b>	<b>-30%</b>
				<b>India</b>	<b>82</b>	<b>-33%</b>	<b>+82%</b>
				<b>Norway</b>	<b>74</b>	<b>+40%</b>	<b>+12%</b>

Visits By Day





# September 2012



## DMO Competition - Quantcast

Site	Reach by U.S. People, September 2012	Reach by U.S. People, September 2011
ParadiseCoast.com	17,500	17,000
PalmBeachFL.com	16,500	17,400
Fla-Keys.com	64,800	55,600
DaytonaBeach.com	39,500	42,800
Sarasotafl.org	23,800	24,200
FortMyers-Sanibel.com	23,400	22,000
VisitStPeteClearwater.com	62,900	58,000

### ACTIVITY & ENGAGEMENT

		LM	LY
Visits	2,535	+5%	+50%
Page Views	10,049	-1%	+10%
Time on Site	1:29		

### BROWSER

		LM
1. Safari	1,197	-3%
2. Android browser	880	+11%
3. Internet Explorer	274	+661%
4. Safari (in-app)	110	+93%
5. Chrome	43	-9%

### COUNTRY

		LM
U.S.	2,339	+4%
International	196	+8%

### CITY

		LM	LY
1. Miami	300	+95%	+369%
2. Naples	227	+48%	+92%
3. Orlando	160	+24%	+264%
4. Jacksonville	111	+88%	+2,120%
5. New York	94	-55%	-21%
6. Westport, Ct.	93	-37%	n/a
7. Fort Myers	63	+31%	+58%
8. Atlanta	61	-52%	-29%
9. Chicago	57	-40%	+46%
10. Southgate	40	+21%	n/a

## 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/favorited the site and enter the site by opening the bookmark on their computer.

# Search Engine Services

**Sales & Marketing Technologies, Inc.**



## Keyword Rankings: September 2012

9/1/2012 - 9/30/2012

Tag: summer

### All Keywords

1st Page

2nd Page

3rd Page

Keyword	Google	Yahoo!	Bing
naples florida vacation	1	2 <span style="color: green;">▲</span> <span style="color: green;">+7</span>	2 <span style="color: red;">▼</span> <span style="color: red;">-1</span>
family vacation Marco Island	1	5 <span style="color: green;">▲</span> <span style="color: green;">+3</span>	4 <span style="color: green;">▲</span> <span style="color: green;">+3</span>
family vacation naples florida	1	15 <span style="color: red;">▼</span> <span style="color: red;">-1</span>	11 <span style="color: red;">▼</span> <span style="color: red;">-1</span>
golf courses in Naples and Marco Island	2 <span style="color: green;">▲</span> <span style="color: green;">+1</span>	3 <span style="color: green;">▲</span>	2
visit naples florida	2	3 <span style="color: red;">▼</span> <span style="color: red;">-1</span>	3
everglades vacation	3 <span style="color: red;">▼</span> <span style="color: red;">-1</span>	44 <span style="color: green;">▲</span> <span style="color: green;">+2</span>	39 <span style="color: green;">▲</span> <span style="color: green;">+4</span>
pet friendly vacations florida	4 <span style="color: green;">▲</span> <span style="color: green;">+2</span>	84 <span style="color: red;">▼</span> <span style="color: red;">-1</span>	79 <span style="color: green;">▲</span> <span style="color: green;">+3</span>
pet friendly hotels Naples	8	18 <span style="color: red;">▼</span> <span style="color: red;">-3</span>	17 <span style="color: red;">▼</span> <span style="color: red;">-3</span>
family vacations florida	8 <span style="color: green;">▲</span> <span style="color: green;">+3</span>	96 <span style="color: red;">▼</span> <span style="color: red;">-7</span>	86 <span style="color: green;">▲</span> <span style="color: green;">+7</span>
beaches in naples florida	11 <span style="color: red;">▼</span> <span style="color: red;">-1</span>	21 <span style="color: red;">▼</span> <span style="color: red;">-4</span>	15 <span style="color: green;">▲</span> <span style="color: green;">+27</span>
naples wedding locations	12	10	10
florida family vacation	13 <span style="color: red;">▼</span> <span style="color: red;">-1</span>	72 <span style="color: red;">▼</span> <span style="color: red;">-9</span>	68 <span style="color: red;">▼</span> <span style="color: red;">-6</span>
florida beach vacations	62 <span style="color: red;">▼</span> <span style="color: red;">-3</span>	98 <span style="color: green;">▲</span> <span style="color: green;">+11</span>	96 <span style="color: green;">▲</span>
naples florida	9 <span style="color: green;">▲</span> <span style="color: green;">+1</span>	-	12 <span style="color: green;">▲</span>

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 (PPC) Insights

- Click Through Rate increased by 9% vs. August. This indicates searchers found our ads more relevant to their queries. This was rewarded by us incurring a lower CPC (cost per click) vs. August.
- September generated 58 conversions
- Keyword “Florida beach vacations” ranked #3
- Keyword “Florida family beach vacations” ranked #3
- Due to the rankings dropping organically the PPC ads will focus on the above keywords
- **Article submission** for Florida family vacations and family vacations in Florida.
- Creating new site map to update titles on website to improve keyword “Florida Beach vacations”.

# Naples CVB Monthly Search Engine Report

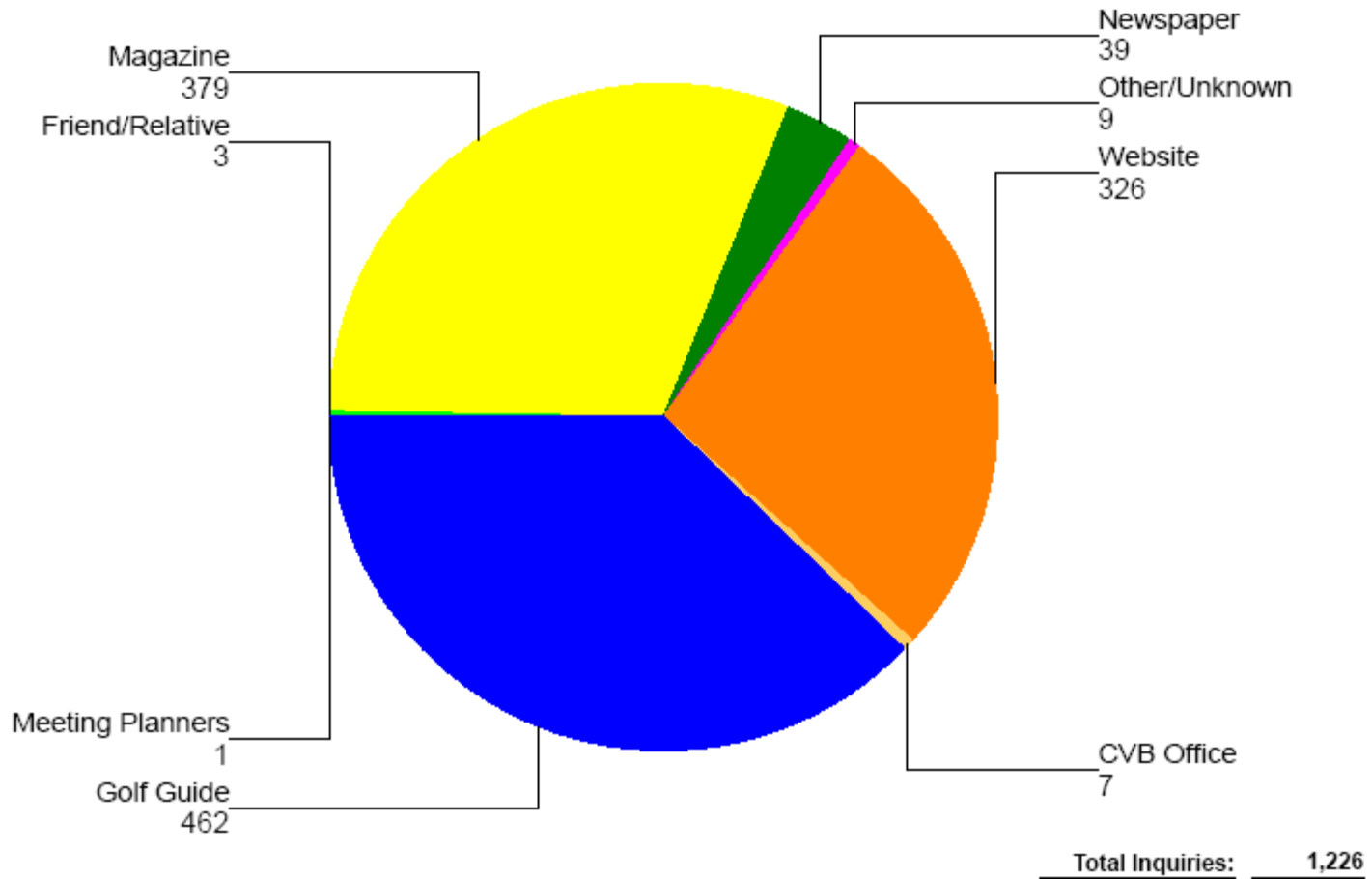
## Monthly Google Pay Per Click

Month	Spending	Clicks	CP Click	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	\$761.99	1,760	\$0.43	323
Oct				

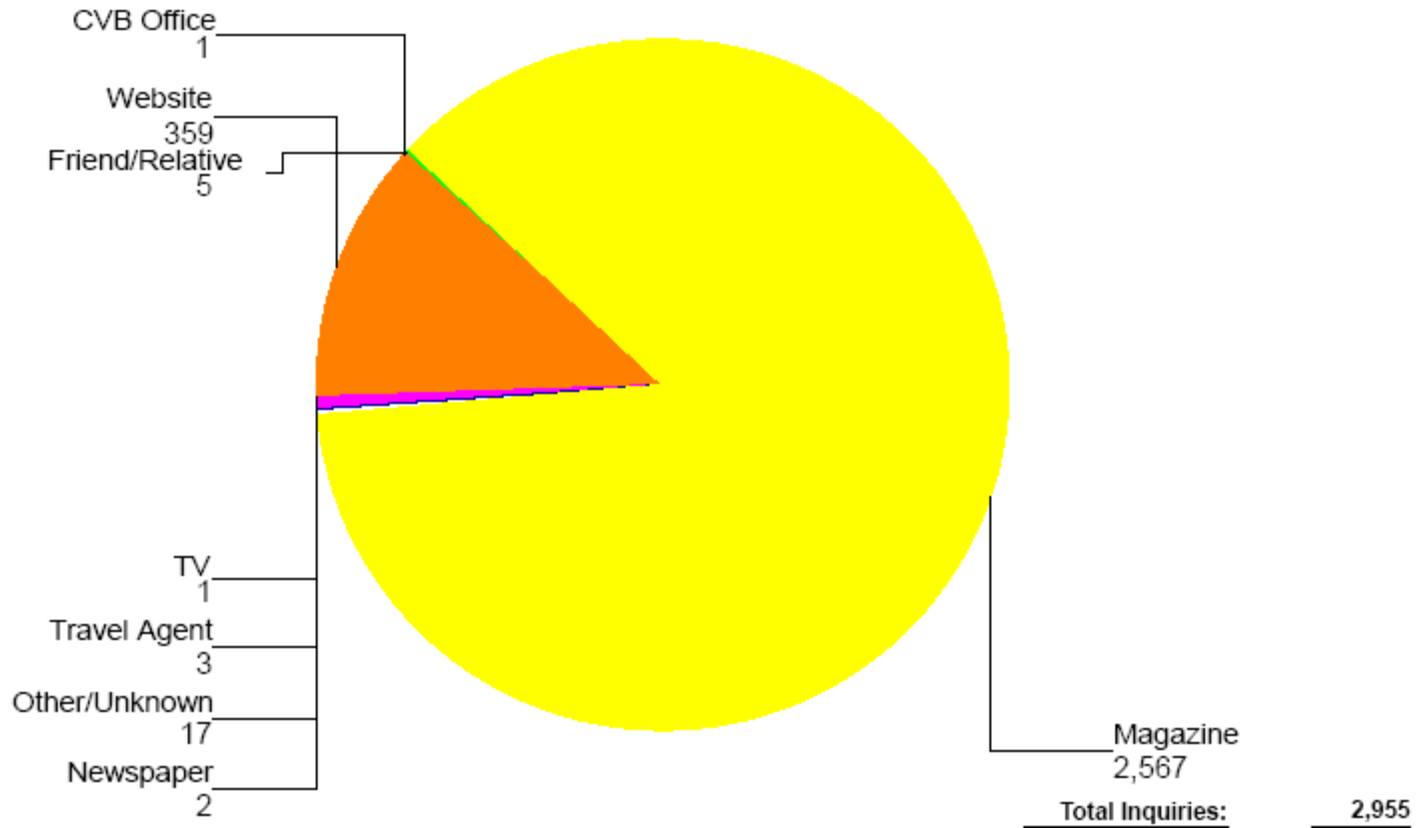
# Fulfillment Services

## Phase V

**Naples, Marco Island, Everglades CVB**  
**Request Summary by Source**  
**For the month of September 2012**

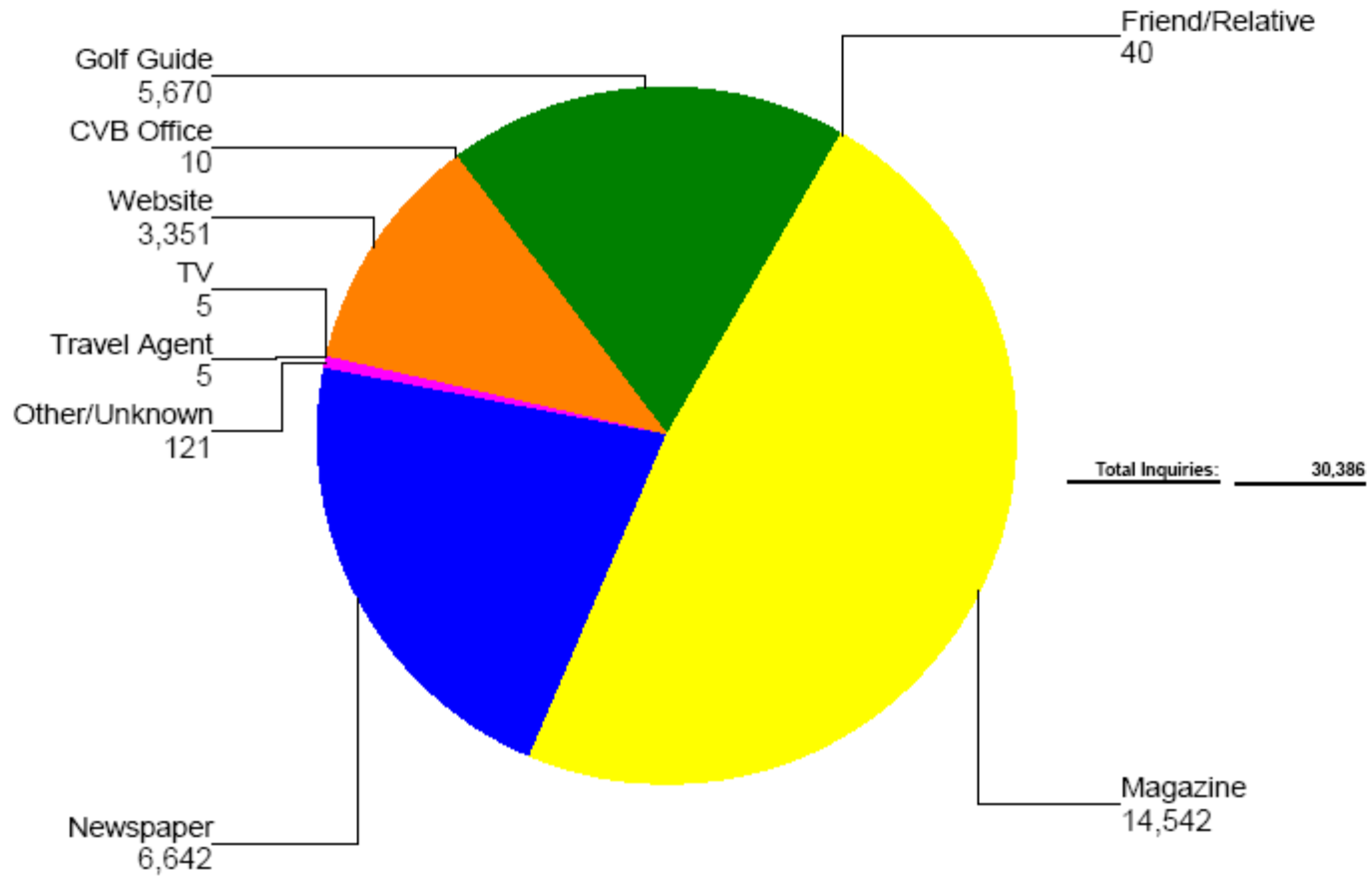


### Naples, Marco Island, Everglades CVB Request Summary by Source For the month of September 2011



## Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2012



# Results Analysis

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Request Summary by Source Slide # 1 & 2 - Magazines:

**Leads:** Sep 2011 = 2,567

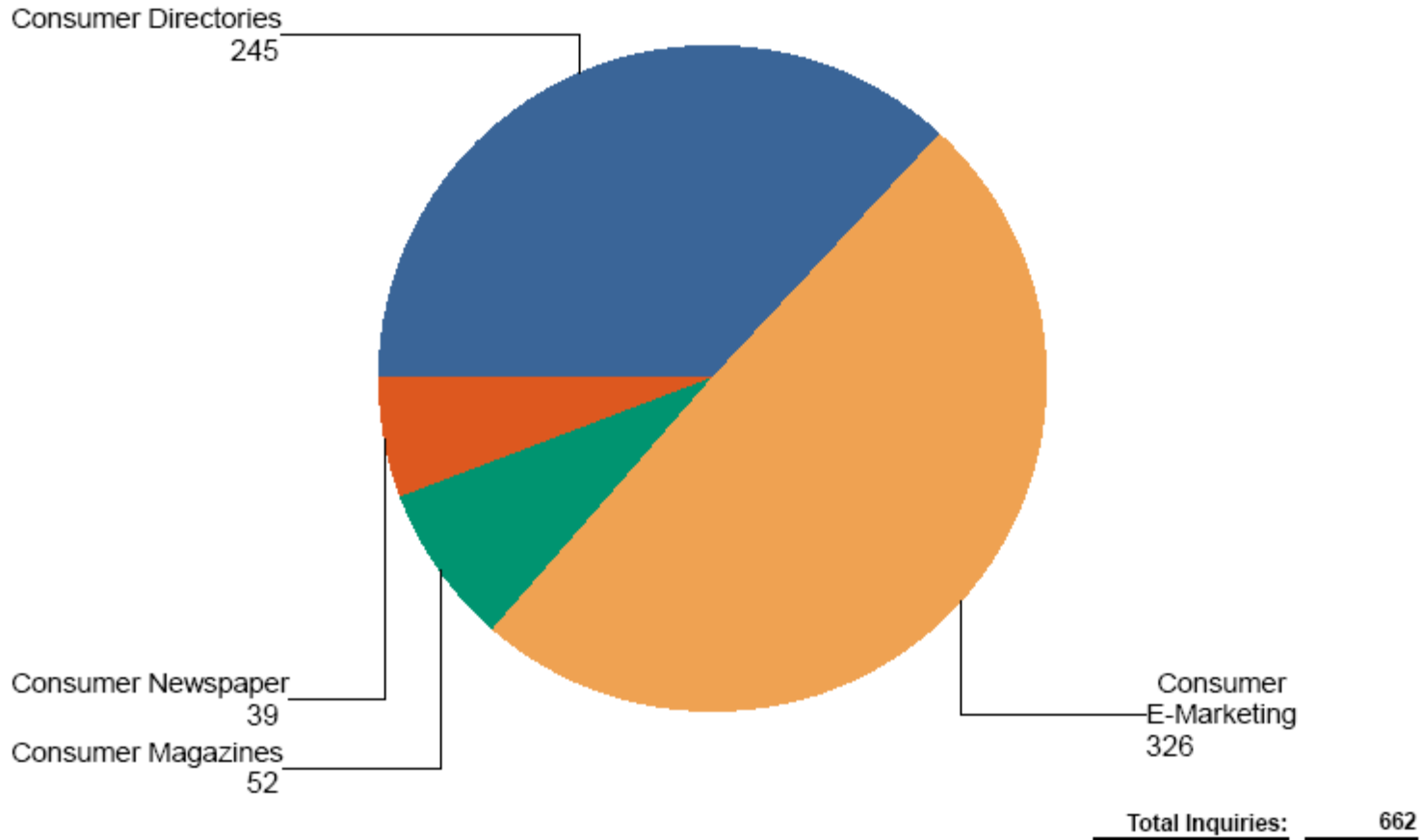
Sep 2012 = 379

In Sept. '11, 1,529 leads were generated from the pub Redbook Midwest. In Sep 2012 adv was not purchased in this pub.

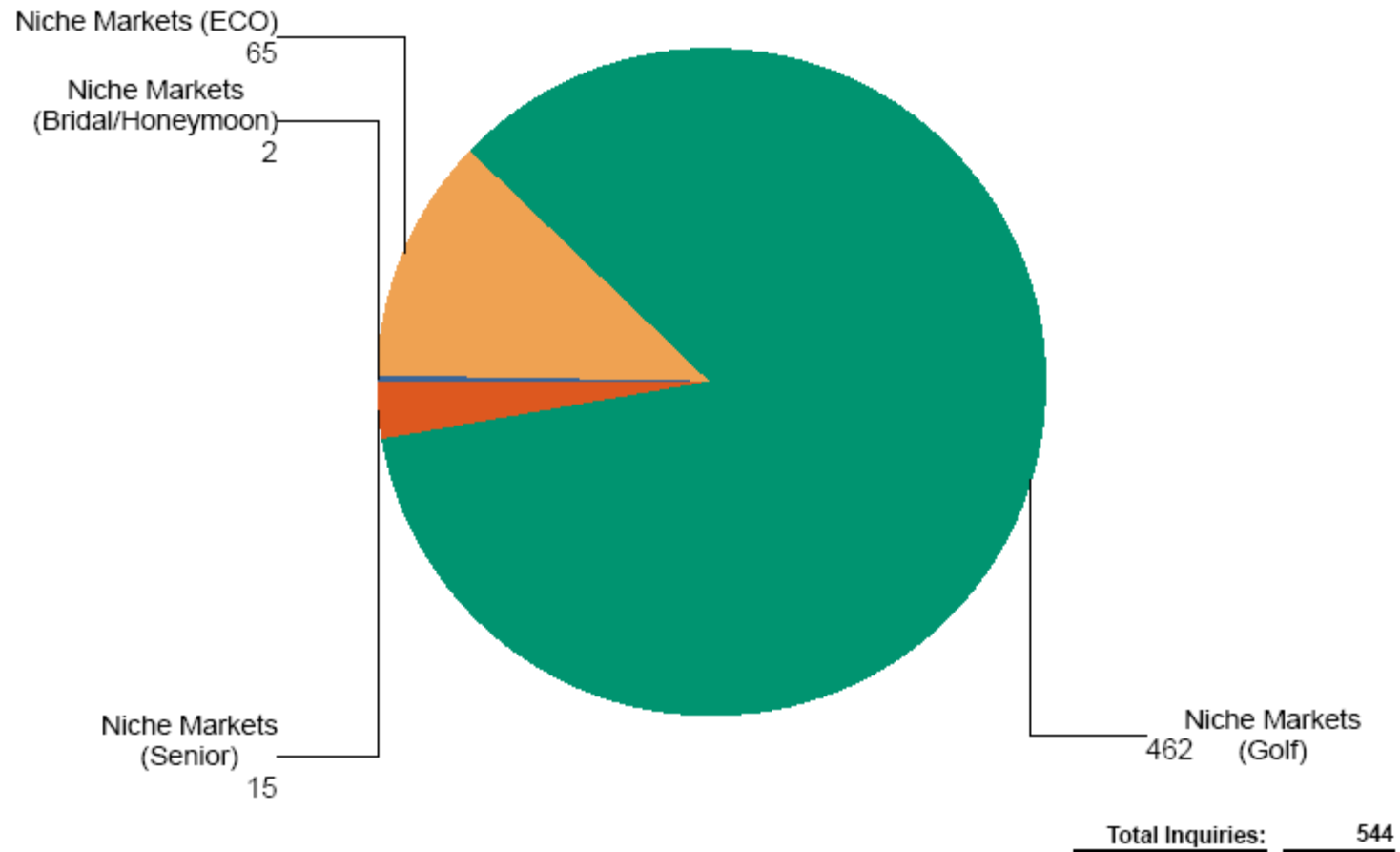
In Sept. '11, 292 leads were generated from Bridal Guide. In Sept '12 adv was not purchased in this pub.



### Naples, Marco Island, Everglades CVB Request Summary by Leisure Markets For the month of September 2012



### Naples, Marco Island, Everglades CVB Request Summary by Niche Markets For the month of September 2012



# Inquiries – Leading 4 Countries

## September 2012

**2011**

USA

Canada

Brazil

Portugal

**2012**

USA

Canada

UK

Brazil

# Inquiries - Leading 6 States September 2012

## **2011**

Florida

Georgia

Texas

New York

Pennsylvania

Ohio

## **2012**

Florida

Illinois

Pennsylvania

Ohio

New York

Texas

# Collier County CVB Inquiries by Type Calendar Year

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September	2012	Y-T-D
Phone	130	1491
Publications	2234	28173
Web site	326	3128
Info@ParadiseCoast	0	1

## Misc. CVB Services Calendar Year

	September	2012	Y-T-D
Info Ctr Shipments		4450	18,900
Editorial Gen Calls		28	413
Mtg Planner Calls		1	6
Storm Info Calls		0	4
Storm Accommodations		0	61
Sports Council		0	0
Film Commission		1	4
Travel Agent		1	4

# Live Chat by Topic September 2012

<b>By Topic</b>				
<b>Topic</b>	<b># of chats</b>	<b>Minutes</b>	<b>Min/Chat</b>	<b>Year to Date Cumulative</b>
<b>Accommodations</b>	<b>1</b>	<b>2.6</b>	<b>2.6</b>	<b>56</b>
<b>Attractions</b>	<b>1</b>	<b>3.2</b>	<b>3.2</b>	<b>21</b>
<b>CVB Department</b>	<b>1</b>	<b>5.3</b>	<b>5.3</b>	<b>6</b>
<b>Events &amp; Festivals</b>	<b>1</b>	<b>6.1</b>	<b>6.1</b>	<b>19</b>
<b>Totals</b>	<b>4</b>	<b>17.2</b>	<b>4.3</b>	<b>102</b>

# Live Chat by Page September 2012

<b>BY PAGE</b>			
<b>Page</b>	<b># of chats</b>	<b>Minutes</b>	<b>Min/Chat</b>
<b>Home Page</b>	<b>4</b>	<b>17.2</b>	<b>4.3</b>
<b>Totals</b>	<b>4</b>	<b>17.2</b>	<b>4.3</b>



# Misc. Services September 2012

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<b>Media</b>	<b>Month</b>	<b>YTD</b>	<b>% YTD</b>
<b>Meeting Planners</b>			
<b>Market Group Fulfillment</b>	<b>0</b>	<b>8</b>	<b>0%</b>
<b>CVB Meeting Planner newsletter</b>	<b>0</b>	<b>3,215</b>	<b>87%</b>
<b>GAP</b>	<b>0</b>	<b>4</b>	<b>0%</b>
<b>Meeting Planner Kit Fulfillment</b>	<b>4</b>	<b>68</b>	<b>2%</b>
<b>Meeting Planners</b>	<b>4</b>	<b>3,301</b>	<b>89%</b>
<b>Promotions</b>			
<b>PPD 2011</b>	<b>1</b>	<b>17</b>	<b>0%</b>
<b>PPG 2011</b>	<b>1</b>	<b>4</b>	<b>0%</b>
<b>Promotions</b>	<b>2</b>	<b>24</b>	<b>1%</b>
<b>Grand Total:</b>	<b>6</b>	<b>3,692</b>	

# Thank you

## Questions?

