

Naples Marco Island Everglades CVB

SALES REPORT EXECUTIVE SUMMARY

9/12/2012 - 10/11/2012

CURRENT TENTATIVE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
No Percentage Rep Assigned	5	0	300	450,000	1,066	0
Debi DeBenedetto	102	0	12,976	9,068,028	44,802	98
Total:	107	13,276	13,276	9,518,028	45,868	98

ITINERARIES

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	2	0	126	0	150	0
Total:	2	126	126	0	150	0

LEADS SENT

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	21	0	3,455	1,972,078	11,856	0
Total:	21	3,455	3,455	1,972,078	11,856	0

TURNED DEFINITE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	3	0	660	141,450	2,055	0
Total:	3	660	660	141,450	2,055	0

TURNED LOST

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	3	0	228	100,337	493	0
Total:	3	228	228	100,337	493	0

TURNED TENTATIVE

Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	21	0	3,455	1,972,078	11,856	0
Total:	21	3,455	3,455	1,972,078	11,856	0

Report Total:	157	0	21,200	13,703,971	72,278	98
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Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of September 2012

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	26	45.15
PR-Editorial (800-688-3600)	28	79.57
Film Commission (800-349-5770)	1	7.00
International (239-225-1013)	9	34.70
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	1	0.17
Naples #1 (800-455-2604)	1	0.13
Travel Agent (888-409-1403)	1	0.97
<u>Grand Total:</u>	<u>67</u>	<u>167.68</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of September 2012

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	19	63.70
Special Fulfillment	6	10.33
Sports Council of Collier County Information	0	0.00
Guide Request	1,225	110.03
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	3	7.93
Hang up	12	3.23
Wrong Number	11	7.32
Bucket List	546	0.00
eNewsletter Signup	153	0.00
Meeting Planner	0	0.00
Storm Accommodations Info	0	0.00
Update Accommodations Info	0	0.00
<u>Grand Total:</u>	<u>1,975</u>	<u>202.55</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of September 2012

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
	1	1
Area Map	5	54
Bridal Post Card	2	2
Golf Guide	461	461
Passport to Paradise	7	7
Preferred Pass (Pass) 2011	2	51
Rack Brochure	9	9
Visitor's Guide	749	849
<u>Grand Total:</u>	<u>1236</u>	<u>1434</u>
Unigue requests for guides:	1225	

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

For the month of September 2012

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Leisure Markets	662	20,217	56.77%	2,051	27,184	52.93%
Winter Northern Campaign	0	2	0.01%	0	175	0.34%
Spring/Summer In-State Campaign	0	22	0.06%	1	226	0.44%
Niche Markets	544	14,801	41.57%	628	22,868	44.53%
Group Markets	0	32	0.09%	0	1	0.00%
International Markets	0	5	0.01%	0	4	0.01%
Miscellaneous	18	529	1.49%	26	899	1.75%
Meeting Planners	1	1	0.00%	0	0	0.00%
<u>Grand Total:</u>	<u>1,225</u>	<u>35,609</u>		<u>2,706</u>	<u>51,357</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	4	0%
Arthur Frommer's Budget Travel February 2009	0	2	0%
Arthur Frommer's Budget Travel June 2011	0	2	0%
Coastal Living (Added Value) April 2012	14	474	2%
Coastal Living April 2012	0	471	2%
Florida Travel & Life May/June 2011	1	6	0%
Florida Travel & Life May/June 2012	8	243	1%
Midwest Living January/February 2010	0	1	0%
Other/Unknown	5	59	0%
Redbook Midwest October 2011	0	1,477	7%
Southern Living January 2012	24	2,757	14%
Consumer Magazines	52	5,496	
Consumer Directories			
2009 Official Florida Vacation Guide	0	1	0%
2010 Florida Insider Guide - Quick Check	0	51	0%
2010 Florida Insider Guide - Specific Target	0	13	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	3	0%
2010 Visit Florida Magazine	0	7	0%
2010 Visit Florida Magazine - Quick Check	0	33	0%
2010 Visit Florida Magazine - Specific Target	0	6	0%
2011 Florida Insider Guide - Quick Check	8	36	0%
2011 Florida Insider Guide - Specific Target	0	10	0%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	3	0%
2011 Visit Florida Magazine - Quick Check	0	859	4%
2011 Visit Florida Magazine - Specific Target	0	331	2%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Directories			
2012 Florida Insider Guide - Quick Check	9	250	1%
2012 Florida Insider Guide - Specific Target	5	101	0%
2012 Visit Florida Magazine - Quick Check	175	1,147	6%
2012 Visit Florida Magazine - Specific Target	48	540	3%
Florida Insider Guide April - September 2011	0	1	0%
Visit Florida Magazine December 2010 - September 2011	0	1	0%
Consumer Directories	245	3,393	
Consumer E-Marketing			
DestinationBrochures.com	3	48	0%
Other/Unknown	1	51	0%
ParadiseCoast.com	310	3,930	19%
Miles Media Imports	304	3,889	
Phone	5	35	
info@paradisecoast.com	0	1	
Interactive Text Chat	1	5	
ParadiseCoast.com/Getaway Summer TAF	12	595	3%
ParadiseCoast.de	0	4	0%
Visit USA - France	0	1	0%
Visit USA - UK	0	10	0%
VisitFlorida.com	0	7	0%
Consumer E-Marketing	326	4,646	
Consumer Newspaper			
Americas Best Vacations Southeast Spring 2012	0	2,549	13%
Other/Unknown	0	2	0%
Visit Florida In-State Insert April 2012	0	2,062	10%
Visit Florida In-State Insert June 2012	39	2,069	10%
Consumer Newspaper	39	6,682	

Grand Total:

662

8 of 22
20,217

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Fall In-State Campaign

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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Grand Total: _____

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Winter Northern Campaign

For the month of September 2012

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Spring/Summer In-State Campaign

For the month of September 2012

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

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Naples, Marco Island, Everglades CVB**Guide Request Summary by Niche Markets**

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide Added Value RSL July/August 2010	0	5	0%
Bridal Guide Added Value RSL October/November 2010	0	3	0%
Bridal Guide January/February 2011	0	120	1%
Bridal Guide July/August 2011	2	228	2%
Bridal Guide March 2011	0	42	0%
Brides Florida April - September 2011	0	44	0%
Destination Weddings & Honeymoons July/August 2012	0	21	0%
<hr/>			
Niche Markets (Bridal/Honeymoon)	2	463	
Niche Markets (ECO)			
Audubon (Natural Wonders of Florida) March/April 2010	0	1	0%
Audubon (Natural Wonders of Florida) March/April 2011	0	184	1%
Audubon (Natural Wonders of Florida) March/April 2012	65	831	6%
Audubon (Natural Wonders of Florida) November/December 2011	0	601	4%
National Geographic Traveler May/June 2012	0	1,128	8%
<hr/>			
Niche Markets (ECO)	65	2,745	
Niche Markets (Golf)			
Play Florida Golf 2012	462	6,132	41%
<hr/>			
Niche Markets (Golf)	462	6,132	
Niche Markets (Senior)			
AAA Going Places July/August 2012	14	613	4%
AAA Going Places North March/April 2012	0	101	1%
AAA Going Places North May/June 2012	1	347	2%
AAA Going Places South May/June 2010	0	3	0%
AAA Going Places South May/June 2011	0	47	0%
AARP - Southeast Region March/April 2011	0	2	0%
AARP The Magazine April/May 2012	0	4,348	29%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Niche Markets

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Senior)	15	5,461	
Grand Total:	544	14,801	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Group Markets

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Business - Association Meetings Professional			
Connect Meetings Magazine January 2012	0	20	63%
Group Business - Association Meetings Professional	0	20	
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine February 2012	0	12	38%
Group Business - Corporate Meetings Professional	0	12	
Grand Total:	0	32	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by International Markets

For the month of September 2012

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

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Naples, Marco Island, Everglades CVB

Guide Request Summary by Miscellaneous

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	6	18	3%
Friend/Relative	3	60	11%
Other/Unknown	9	171	32%
TCTIA FAM October 2011	0	14	3%
USV Product Show TA 2011	0	266	50%
<u>Grand Total:</u>	<u>18</u>	<u>529</u>	

* YTD = Fiscal Year to Date

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

For the month of September 2012

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Florida	210	7,041	21.90%	123	9,804	20.67%
Ohio	63	1,985	6.17%	440	2,239	4.72%
Illinois	64	1,886	5.86%	346	2,712	5.72%
Michigan	39	1,761	5.48%	322	2,318	4.89%
Pennsylvania	64	1,749	5.44%	52	2,402	5.07%
New York	48	1,439	4.47%	93	2,895	6.10%
Georgia	45	1,299	4.04%	38	3,971	8.37%
New Jersey	38	1,250	3.89%	32	1,795	3.79%
Virginia	15	1,052	3.27%	24	811	1.71%
North Carolina	33	1,014	3.15%	27	808	1.70%
Minnesota	18	990	3.08%	116	1,099	2.32%
Tennessee	29	925	2.88%	33	699	1.47%
Indiana	25	842	2.62%	227	1,236	2.61%
South Carolina	19	784	2.44%	16	463	0.98%
Texas	47	773	2.40%	27	1,761	3.71%
California	32	647	2.01%	39	1,219	2.57%
Wisconsin	26	627	1.95%	175	1,053	2.22%
Kentucky	32	594	1.85%	14	497	1.05%
Alabama	18	559	1.74%	20	461	0.97%
Maryland	20	482	1.50%	17	749	1.58%
Massachusetts	26	456	1.42%	32	1,679	3.54%
Missouri	36	456	1.42%	18	1,287	2.71%
Connecticut	12	318	0.99%	10	463	0.98%
Mississippi	9	291	0.90%	14	232	0.49%
Iowa	9	280	0.87%	107	491	1.04%
Louisiana	19	227	0.71%	17	407	0.86%
Arizona	7	224	0.70%	3	301	0.63%
Washington	5	209	0.65%	18	330	0.70%
Colorado	10	201	0.63%	10	348	0.73%
Arkansas	11	189	0.59%	10	255	0.54%

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

For the month of September 2012

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Nebraska	6	151	0.47%	51	198	0.42%
Oklahoma	12	145	0.45%	9	286	0.60%
Kansas	10	138	0.43%	11	237	0.50%
Oregon	10	130	0.40%	7	200	0.42%
West Virginia	7	126	0.39%	7	235	0.50%
Delaware	4	117	0.36%	2	113	0.24%
Maine	4	103	0.32%	7	163	0.34%
New Hampshire	4	100	0.31%	8	225	0.47%
Nevada	3	84	0.26%	3	114	0.24%
Rhode Island	2	68	0.21%	3	119	0.25%
South Dakota	6	55	0.17%	11	62	0.13%
New Mexico	3	51	0.16%	2	95	0.20%
Puerto Rico	1	47	0.15%	0	60	0.13%
North Dakota	0	45	0.14%	21	78	0.16%
Idaho	2	43	0.13%	2	69	0.15%
Vermont	1	42	0.13%	3	68	0.14%
Utah	2	41	0.13%	5	89	0.19%
Montana	4	34	0.11%	2	59	0.12%
District of Columbia	3	29	0.09%	3	55	0.12%
Hawaii	2	27	0.08%	0	32	0.07%
Alaska	0	13	0.04%	3	33	0.07%
Wyoming	0	9	0.03%	1	38	0.08%
Armed Forces	0	6	0.02%	1	6	0.01%
Virgin Island	0	2	0.01%	1	3	0.01%
Guam	1	1	0.00%	0	0	0.00%
Northern Mariana Islands	0	0	0.00%	0	1	0.00%
Grand Total:	1,116	32,157		2,583	47,423	

* YTD = Fiscal Year to Date

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

For the month of September 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	1,116	32,157	90.31%	2,583	47,423	92.34%
No Address Given	16	2,247	6.31%	50	2,869	5.59%
Brazil	7	480	1.35%	9	164	0.32%
Canada	54	334	0.94%	19	406	0.79%
United Kingdom	12	149	0.42%	18	176	0.34%
Germany	7	36	0.10%	0	21	0.04%
Italy	1	30	0.08%	4	21	0.04%
France	1	23	0.06%	2	19	0.04%
Portugal	0	20	0.06%	5	32	0.06%
Netherlands	3	18	0.05%	2	28	0.05%
Belgium	0	13	0.04%	3	12	0.02%
Argentina	2	12	0.03%	0	8	0.02%
Pakistan	1	8	0.02%	1	7	0.01%
Denmark	0	7	0.02%	0	7	0.01%
India	1	7	0.02%	1	19	0.04%
Poland	0	7	0.02%	0	4	0.01%
Russia	1	7	0.02%	2	25	0.05%
Sweden	1	7	0.02%	0	6	0.01%
Norway	0	5	0.01%	1	7	0.01%
Switzerland	0	5	0.01%	0	4	0.01%
Indonesia	0	4	0.01%	1	5	0.01%
Spain	0	4	0.01%	0	5	0.01%
Australia	0	3	0.01%	2	10	0.02%
Albania	0	2	0.01%	0	0	0.00%
Finland	0	2	0.01%	0	2	0.00%
Martinique	0	2	0.01%	0	0	0.00%
Mexico	0	2	0.01%	0	8	0.02%
Ukraine	0	2	0.01%	0	10	0.02%
Uruguay	0	2	0.01%	0	0	0.00%
Zaire	0	2	0.01%	0	0	0.00%
Algeria	0	1	0.00%	0	0	0.00%

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

For the month of September 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Austria	0	1	0.00%	0	2	0.00%
Bahamas	0	1	0.00%	0	0	0.00%
Colombia	0	1	0.00%	0	0	0.00%
Cuba	0	1	0.00%	0	2	0.00%
Czech Republic	0	1	0.00%	0	3	0.01%
Iran	0	1	0.00%	0	5	0.01%
Ireland	1	1	0.00%	1	3	0.01%
Israel	0	1	0.00%	0	0	0.00%
Japan	0	1	0.00%	0	0	0.00%
Slovakia	1	1	0.00%	0	0	0.00%
Uzbekistan	0	1	0.00%	0	2	0.00%
Africa	0	0	0.00%	0	1	0.00%
Antiqua	0	0	0.00%	0	1	0.00%
Belarus	0	0	0.00%	0	1	0.00%
Bermuda	0	0	0.00%	0	1	0.00%
Chile	0	0	0.00%	0	1	0.00%
China	0	0	0.00%	0	3	0.01%
Costa Rica	0	0	0.00%	0	1	0.00%
Ghana	0	0	0.00%	0	1	0.00%
Greece	0	0	0.00%	0	1	0.00%
Hungary	0	0	0.00%	0	1	0.00%
Latvia	0	0	0.00%	0	1	0.00%
Lithuania	0	0	0.00%	0	1	0.00%
Luxembourg	0	0	0.00%	0	1	0.00%
Macedonia	0	0	0.00%	0	2	0.00%
Malaysia	0	0	0.00%	0	1	0.00%
Malta	0	0	0.00%	0	2	0.00%
Moldova	0	0	0.00%	0	1	0.00%
North Africa	0	0	0.00%	1	1	0.00%
Peru	0	0	0.00%	0	1	0.00%
Philippines	0	0	0.00%	0	6	0.01%

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

For the month of September 2012

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Romania	0	0	0.00%	0	1	0.00%
Saudi Arabia	0	0	0.00%	0	2	0.00%
Saudia Arabia	0	0	0.00%	0	1	0.00%
Singapore	0	0	0.00%	0	1	0.00%
Sri Lanka	0	0	0.00%	0	1	0.00%
Turkey	0	0	0.00%	0	5	0.01%
Vietnam	0	0	0.00%	0	1	0.00%
Yugoslavia	0	0	0.00%	1	1	0.00%
Grand Total:	1,225	35,609		2,706	51,357	

* YTD = Fiscal Year to Date

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

For the month of September 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Shows			
Post Show Follow Up			
NY Times Travel Show June 2012	0	353	10%
Consumer Shows	0	353	10%
Meeting Planners			
Market Group Fulfillment	0	8	0%
CVB Meeting Planner newsletter	0	3,215	87%
GAP	0	4	0%
Meeting Planner Kit Fulfillment	4	68	2%
Meeting Planner Non-Kit Fulfillment	0	5	0%
Post Show Followup			
Florida Huddle February 2012	0	1	0%
Meeting Planners	4	3,301	89%
Promotions			
PPD 2011	1	17	0%
PPG 2011	1	4	0%
PPP 2011	0	3	0%
Promotions	2	24	1%
Tour Operators			
Other/Unknown	0	10	0%
Tour Operators	0	10	0%
Travel Agents			
Other/Unknown	0	4	0%
Travel Agents	0	4	0%
Grand Total:	6	3,692	

* YTD = Fiscal Year to Date