



DIRECTOR'S REPORT

Recent Activity- November 2012

Sports Council of Collier County Board Meetings

Interviews for Sports Marketing Position

Marco Airport marketing planning meeting

Bob Harden Radio Interview

World Travel Market, London

- Meetings with 22 tour operators and press representatives

Conservancy of SW Florida Grand Re-Opening Ceremony

Jeff Lytle TV Interview on Marketing Plan

Farm City BBQ - Immokalee



SALES DEPARTMENT - Debi DeBenedetto and Jennifer Leslie

Industry Relations – Sales

- Meeting planner video is complete – would love to show it to you
- SPIN Con show 2013 pitched for area to host - Lost
- DMAI CEO Forum 2012 pitched for this area to host -booked
- FSAE 2013 events pitched to destination several opportunities to host these groups - lost

New Product Development

- 3 2013 Sales mission planned with partners for Boston, Philadelphia and Atlanta
- Currently registration for 2013 Trade shows is ongoing
- Continue Leadership Marco commitment
- Begin work on 2013 Contest group and in market plan Once a month vacation in Paradise giveaway

Promotions

- Presentation to Western CPA – group booked LaPlaya – Debi welcomed
- Responded to writer for Connect publication
- Responded with Bio for special feature in Rejuvenate and Collaborate publications
- Responded to write for Preview Magazine

Familiarization Trips

- AER German Fam itinerary complete for Nov. 28-Dec. 1
- Thomas Cook France Fam complete Nov. 18-19
- Denmark Tour Operator Fam November itinerary complete
- Hosted and met with Willy German Fam
- Site with Meeting planner Interactive Data group Nov. 13

Trade Shows

- Rejuvenate show Columbus Ohio- SMERF market planners Oct 23-25
- Prepare for Holiday Showcase December 13
- Registration for Global Medical Summit – promote Medical Tourism
- Visit Florida Sales & Marketing Board retreat webinar and plans to attend Dec 3-5



RFP's and Booked Business

- Sent out 23 RFP's to hotel partners
- No groups booked to date
- Outstanding RFP's 114 - (note: ongoing challenge with hotels to report booked business, room nights and ROI from CVB RFP's sent and RFP enhancement funding).

Sponsorships RFP enhancements

- 8 RFP enhancements granted totaling \$70,000
- Pending ROI \$766,063 from 5 RFP enhancements booked in last month
- Pending ROI from promised funding of above 70 K = **\$7,735,181**



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

PR Department Missions and Activities

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

Partner Development

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

Top National/International Publicity Facilitated In-House

Canadian Geographic – Escape to the Everglades. Result of recent FAM visit
[Doctor's Review \(Canada\) – Sunshine state of mind](#) – Florida round up includes coverage of Children's Museum of Naples.
[Toronto Star – October 10 – Cold nights in southern Ontario; time to think about some winter getaways.](#) Blog by travel editor is a reflection on his visit 2 years ago arranged by CVB to Everglades/Chokoloskee, one of his favorite ever Florida getaways, with numerous property mentions.
[Florida Sun magazine \(Germany & Florida\) – And the winner is...Naples!](#) Story playing off Naples' designation as Coastal Living's #2 Happiest Seaside Town
USA Today – November 15 – LPGA CME Titleholders. Feature on Stacy Lewis. Just one of many articles and broadcasts nationwide.
USA Today – October 8 State By State News Roundup. The Naples Museum of Art



'Out of This World' Costume Exhibit is the Florida content feature [Fodor's Travel Intelligence Newsletter and Website – Weekend Getaways from Miami](#). Naples included as one of several perfect girls getaway spots. [Fodor's Travel Intelligence \(Enewsletter and Website\) – Weekend getaways from Miami](#). Correspondent on May CVB FAM, plus ongoing information distribution and contact.

Positive Local Publicity on Tourism Initiatives

Extensive cover from newly revamped **Fort Myers News-Press**

Gulfshore Business

Florida Weekly

Coastal Breeze News

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

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

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

News Releases

Stone Crab Season and festival

Flagler Awards

FY 2011/2012 Tourism Tax Collection Sets Record

Everglades Fishing University for Women

Press in the Destination

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

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

San Antonio Express – The Real Florida; Naples Romantic Getaway

Delicious Mischief – Dallas, Houston and Austin radio broadcast – culinary

McLatchy Tribune syndicate – Florida getaway including Naples/Marco Island

Upcoming:

New England Golf Monthly

Pilot Getaways

Video

LipDub Naples



FILM OFFICE – Maggie McCarty

PRODUCTION NOTES

- Tri-Con Productions – tv series
- TV One – tv series

WORKING LEADS

- “The Shallows” – indie film
- Picture Frame Entertainment – tv series
- Five Clothes LLC - catalogue
- TLC –tv series
- Peter Anthony Group – indie film
- PBS – tv series
- The Amazing Race/France – tv series
- Soft Surroundings – print catalogue
- ALL CURRENT PRODUCTION

OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
 - Followed-up with activity worksheets to clients
 - Recorded data
- Client Management
- -Opened a production file for each inquiry
- Create content for social media (Twitter, FaceBook, LinkedIn)
- Launch of Reel-Scout®

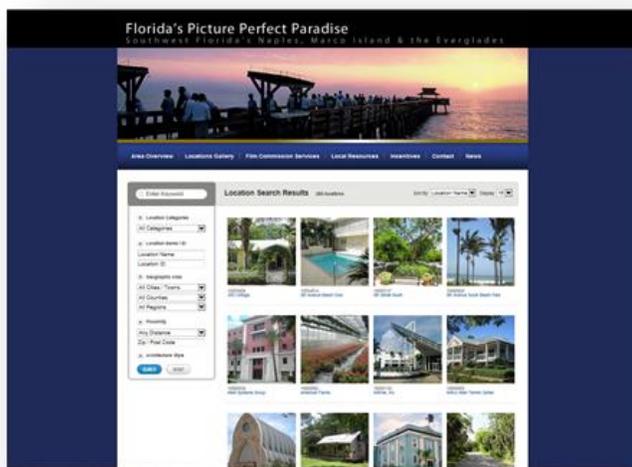


MEETINGS/ CONFERENCES

- FlipSFilm – on-line permitting
- London Production Show
- BCHS - media
- Reel-Scout® training

MISC.

- Naples International Film Festival
- NIFF Filmmaker's dinner/reception
- NIFF Panel on Florida Filmmaking

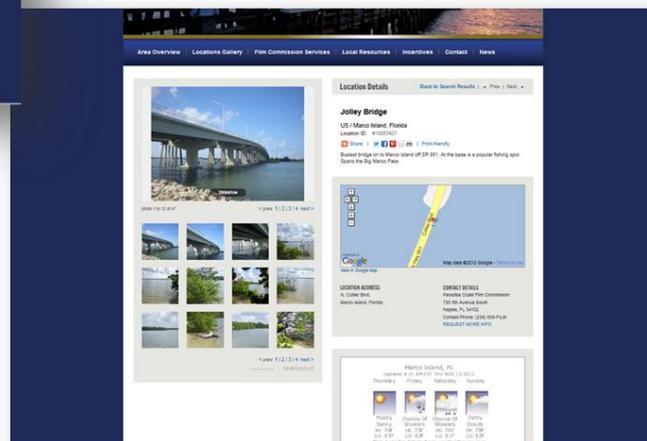


Above: initial location search

Right: individual location

Example of **Reel-Scout**

300+ location listings





OMMAC- UK REPRESENTATIVES

HIGHLIGHT OF THE MONTH:

Consumer Promotion with Waitrose – National UK & Ireland 18 October 2012:

Launch of consumer promotion high-end supermarket **Waitrose** - UK's leading food retailer with 256 shops throughout England, Scotland and Wales and employing over 37,000 people. Waitrose is consistently achieving sales growth significantly ahead of the market. Its strong performance has been driven by the success of the essential Waitrose range, Brand Price Match, as well as a long term commitment to sourcing the UK's finest local and regional foods. Due to the higher proportion of affluent customer this is an excellent partner for Paradise Coast.

- **Exposure for the promotion on Waitrose.com – to include information** about the destination, our tour operator partner **NATS** & the hotel partner **Naples Bay Resort**. An Opt-in box for consumers to receive more information from NATS & Paradise Coast.
- **Exposure in Waitrose e-newsletter - to over 1.3 million contacts**
- One pod of the newsletter to relate to the competition and link through to the competition page on Waitrose.com
- Email to include an image of the holiday and copy about the prize
- **Exposure on Waitrose Facebook page - 65,094+ fans (constantly growing)**
- **Exposure on Twitter feed - 28,944+ followers**
- **Addition reach after the Promotion:**
- An e- blast will be sent by NATS to all the participants (from opt in box) offering a special price to purchase a trip to Naples Bay & Paradise Coast.
- After the participants trip we will work with them to include photos & comments on Facebook/ tweeter etc to maximise on additional coverage.

MARKET ACTIVITIES: Market Update

The Dublin Airport Authority has welcomed the announcement by **American Airlines that it is to begin a new daily Dublin – New York JFK service from next June 2013.**

High street agents are back in favour: Highlights from the ABTA 2012 Consumer Travel Trends Survey indicates a **10% increase in overseas holiday bookings via high street travel agents - 27% of people now use this method to book rising from 17% in 2010 & compared with 25% in 2011.** The percentage of people booking a domestic holiday through a high street travel agent has increased from 8% in 2011 to 13% in 2012. Customers are rediscovering the benefits and skills of travel agents with the number that value their services rising from 30% to 40%.



UK consumers are taking fewer holidays but they are increasingly likely to travel on a package booked via a high street travel agency, according to ABTA's latest Consumer Trends Survey unveiled at the Travel Convention in Istanbul. People took an average of 3.51 holidays this year, 48% of which were packages compared with 42% in 2011.

According to the survey, **the number of DIY bookings shrank from 43% in 2011 to 39% this year.** ABTA's survey revealed that one in five independent travellers spent at least seven hours researching destinations and the same amount of time to check prices of flights, plus a further seven hours checking the cost of accommodation. It claimed it could take the equivalent of three working days to research and book one holiday, yet the research revealed only half of those questioned believed booking with a travel agent would save them time.

Using travel agents and tour operators could save consumers three days of research

ABTA has released figures showing the time savings consumers can make by using an agent or operator. Results indicate that 19% of independent travellers spend seven hours plus researching destinations, 11% do the same checking prices for travel and 13%, doing the same time checking accommodation. They suggest that independent travellers could be investing the equivalent of three working days researching and booking their holidays, it claimed – **it summarised by suggesting that a higher percentage of people who use travel professionals are able to complete these parts of the booking process in less than two hours compared with those who book DIY arrangements.**

The survey, which covered a 12-month period up to 2012, found that the trend towards package holidays was particularly strong amongst the "squeezed middle" **as 51% of 35 to 44 years olds said they had booked a package in 2012 compared with just 36% in 2011. The drift back to the high street appeared to be driven more by cost and ease of booking.** 34% of consumers booked their holiday further in advance this year and a quarter booked closer to departure. Last year, the average number of holidays taken was slightly higher at 3.82, although in 2010 it was just 3.2.

Younger travellers bucked the trend with those aged 15 to 24 taking more breaks this year than in 2011, although trips were generally shorter. 14% said they had travelled to a music festival.

UK online travel agents (OTAs) are viewed as being at the forefront of the global travel industry by overseas investors, according to a mergers and acquisitions specialist BDO - the recent acquisition of Travel Republic by Dubai-based Dnata was cited as an example of how highly sought after UK online agents are by the world's investors

Expedia-owned travel management company Egencia expects average airfares in Europe to rise by 3% year-on-year in 2013. London is expected to see a decline of 3%. Airfares within North America and Asia Pacific are forecast to increase by 5%. Average daily hotel rates, meanwhile, are expected to rise by 2% in Europe and 3% in North America.



General UK outlook:

Gross domestic product grew at its fastest since 2007 with a 1% rise in Q3 2012. This past month has seen house prices continue to climb higher for the third quarter in a row and unemployment drop to below 8% for the first time in four years. The harsh cuts in the public sector are being outweighed by the growth in the private sector. Over the past two years the private sector has added over 1 million new jobs and, as a consequence, the country now has its highest employment figure since 1970 with just over 30 million now in work.

Features within the travel sections – Halloween and half term breaks featured & as the colder weather approached for the UK – there were highlights on winter sun destinations, as well as any destinations with links to a Bond movie due to the release of the new Bond movie 'Skyfall' release in early November.

Other US related news reported:

- US elections - Obama/Romney race for president.
- Superstorm Sandy dominated headlines towards the end of the month – highlighting a battered North East Coast – no mention of Florida. There was very little negative coverage of consumer being stuck – although it did mention many independent travellers may face a battle for compensation. Again this was another positive of consumers booking with ABTA bonded agency & tour operators.

Upcoming Events		
DATE	EVENT	LOCATION
November	Brand USA/ BA/BA Holidays Campaign	UK
5-8 November	WTM trade show & events	London
27-29 November	Visit USA Road Show – London/Birmingham/Leeds	UK
2-6 December	Race to Paradise Coast VIP Fam	Paradise Coast
25 Dec - 2 January'13	Christmas/ New Year Break	UK

Completed Inquires/Literature distributed:
Calls/email requests – 31
Literature distributed: Visitor Guides 40 / Golf Guides 10/ Arts & Culture 2/ Bridal 40/ Preferred Pass 40/ Posters 2



MARKETING/SALES/PROJECTS & ACTIVITIES		
Activity including Trade Marketing Campaigns & Advertising /Consumer Promotions /Ongoing Activity (all activity on co-op basis with partners)		
PARTNER/PROJECT	ACTIVITY	RESULT
Brand USA The Corporation for Travel Promotion	Seeking opportunities to include agents within the Brand USA photo competition & mega fam	OMMAC to follow up
Visit USA Roadshow	Co-op partnership with Visit USA on their upcoming agent training roadshows. We will partner with Ft Myers area in order to maximise on budget. We will highlight the Brand USA photo competition & support this activity with the Discover America postcards.	Co-op with Ft Myers region in order to maximise on budget
Waitrose Consumer Promotion with: NATS & Naples Bay Resort. In-kind with Brand USA	Successful negotiation of partner participation, NATS as UK tour operator & Naples Bay Resort. See highlight as above	Promotion now live – will track for updates
Virgin Holidays Co-op campaign	Participating in additional opportunity within the Florida focused mini brochure distributed across 100 retail stores (1000 copies per store)	Launch date due pre Christmas / New Year break for maxim impact with consumers. OMMAC checking all information is approved
Visit Florida – WTM events	Co-hosting V. FL dinner on opening day of WTM – following up on all preparations/invitations/ seating etc. Extended invitation to two Brand USA Senior Mgt.	Key hosted event of the year where all the leading UK & Ireland industry are in attendance. co-host.



Additional activity with our Key tour operator partners	On confirmation of the new 2012/2013 budget	To follow up
Travel Mole The "Race to Paradise Coast" Trade golf promotion & VIP Fam trip in Dec'12	On going planning – invitations issued to VIP guests. IP'S confirmed: Marco Island Marriott & Waldorf Astoria	Following up on additional coverage due
General	Updating database/ contacts	ongoing

Meetings/Sales Calls	
1	In addition to the activity outlined above we completed various meetings/sales calls regarding review of activity & future opportunities listed below.
2	Meeting with Naples Beach Hotel during UK visit assisted with additional contacts
3	Large proportion of account management time - working on appointments/ confirmations etc from both trade & media for WTM
4	Completion & final detail submission on the budget for 2012/2013.



DIAMONDE- EUROPEAN REPRESENTATIVES

✧ **Tour Operators**

- Faszination Golf: Confirmed participation in newsletter that will be sent out on November 8, 2012 56,000 clients of Faszination Golf/Faszination Fernweh and will feature Naples as a golf destination combined with a special offer.
- Thomas Cook: Confirmed participation in the Neckermann Truck promotion that will take place in March 2013. A fleet of trucks will be branded with the different Florida areas (participating CVBs) and the trucks will be on the road for 4 weeks. The usage area will be all over Germany. Cost for one truck which we confirmed is 1,600€. Other participating FL partners are so far: St. Pete/Clearwater, Orlando, Miami and Ft. Myers.
- Flextravel: Followed up on the result of our joint marketing campaign that was conducted throughout the summer period. The newsletter was sent to a total of 90,000 consumers, 19,000 opened the newsletter and 11,000 opened the NAP landing page whereby 1,700 persons clicked on the offers and finally 3 concrete direct bookings resulted. All in all we think the result of this campaign is good, looking at a newsletter opening rate of more than 21% and a click through rate of more than 12% and considering that the majority of the bookings are still made with agencies in Switzerland.
- TUI: Secured inclusion of NAP in their Florida fam trip with a group of 17 persons taking place in November 2012. Accommodation and transfer is covered by TUI; the activities and eventually dinner is requested to be organized by CVB.
- One Touristik, Mrs. L. Azimi: contacted managing director Mrs. Azimi to introduce our area. One Touristik is a new tour operator for longhaul travel and is a sister company of very successful "JT Touristik" in Berlin. They are only online since August but are already satisfied with the first bookings. So far they concentrate on the BtoB market, especially through channel "Traveltainment". They have already appr. 1000 travel agencies they work with (mostly JT's database) and they are currently working on the direct booking site for consumers which most probably will be online at the end of the year. Contract wise they go either directly or through an inbound operator, depending on the property. They only feature and promote properties where they get allotments from because their business is a very fast one. We provided information on our area and will stay in touch.



- TUI, Nadine Rockahr: discussed marketing ideas for Fiscal Year 12/13. Unfortunately their new online portal TUI.com is so far not working as good as they hoped; especially technical challenges are the problem. Therefore Nadine still recommends the more traditional ways of their online marketing tools. Also she suggested to focus on BtoB as still 95% of their bookings for long haul destinations come through travel agents and not direct! Will send a new proposal. Numbers are still very good and this month TUI is ranking No. 2 for the United States and left FTI behind for the first time. And their market share is still growing.
- FTI, Julia Wohlschiess: discussed the latest idea for the joined radio marketing promotion. If agreed by all partners we will launch the radio feature in February 2013 at a radio station in Hessen (HR3), start the campaign with a newsletter offer of the South Florida Fly-Drive through "ab-in-den-Urlaub" and have counter displays in appr. 540 travel agencies in January and February.
- Meiers Weltreisen, Heike Pleuter: learned that Meiers is still looking for a destination to hold the "Go West Seminar" in 2014 as Miami declined. We emphasized our interest in this, received a proposal on all needs and will meet beginning of November personally to discuss further details.

✧ **EVENTS**

- Fam Trips:
 - Willy Scharnow Fam: Conduction of the Willy Scharnow fam on October 20-23, 2012, escorted by Ramona Oehler. In total, 12 travel agents and travel agency owners have attended the fam trip and we received great feedback on the area. Sent follow up email to all attendees and personalized follow up emails to hosts and contacts for the site inspections.
 - Ramona Oehler's personal visit to the area: Ramona Oehler has stayed in the area October 17-20, 2012, prior to the fam trip in order familiarize herself with and gain knowledge about the area. During her stay she visited another 7 hotels for a scheduled site inspection.
 - AER FAM Trip: Held meeting with Marcel Sprenger, German representation of the FL Keys & Key West CVB in order to discuss joint fam trip in cooperation with AER in November 2012. Assisted DDB with setting up the itinerary for the group.
 - TUI fam trip: Discussed with TUI what kind of support they would need from the CVB side for their fam trip.



- Exhibitions:
 - Consumer Shows 2013: First steps towards planning and organizing the exhibition season have been made. Pictures for displays at the exhibitions have been sent to Visit USA and first preparations have been made.
- Travel Agent Functions:
 - Visit USA Halloween Event: Participated in a two days USA training seminar for travel agents from all over Germany, which took place on October 27-28 at the Hilton Airport Hotel in Frankfurt. The 138 participating travel agents were split up into 11 groups and we gave a 15 minutes presentation to each group. The seminar rooms were decorated accordingly. Also, our visitor guide and area maps have been distributed. In addition to the seminar during the day we had the chance to talk to all agents during the breaks and the evening Halloween party. The setup and organization of the event was great and the travel agents were thrilled.
 - End Consumer Information Evening: Secured a presentation during an information evening that was organized by a travel agency in cooperation with DERTOUR. The presenting travel agent was a participant in the Willy Scharnow fam trip and will give first hand information to 35 invited guests. We will send infokits for distribution among the travel agents.



MARKETING

- Facebook: Continuous maintenance of the page.
- Newsletter: Sent the quarterly Naples newsletter to a total of 1992 travel agents in Germany, Switzerland and Austria on October 29, 2012.
- Other:
 - Fvw e-learning: Launch of e-learning campaign on October 3, 2012.
 - ASNM Media: Confirmed participation in the Florida newsletter that will be sent out on November 29 and a second one in January 2013 to a total of 740,000 consumers. The consumers are newsletter subscribers from a total of 12 online travel platforms. Participating partners are: Visit Florida, St.Pete/Clearwater, Panama City, Nap and Alamo.
 - Supercom Consumer Mailing: Draw the three winners of the joint raffle with Explorer Fernreisen and sent the Explorer travel vouchers of 50€ value together with an information kit.



- Airberlin campaign: The winner of the raffle has been provided with our gift certificate and information material on the region. The contact is: Mr. Daniel Heitzmann, Dachauer Straße 99, D-80335 München, Germany

✧ **MEDIA**

- Press inquiries:
 - Golf Leader Switzerland: Contacted her as she showed interest in visiting NAP in November which would result in an article in their magazine. However, as she requested 2 business class flights, 5-7 nights stay and activities free of charge we declined as we do not see a proportionately ROI in it.
- Press Features:
 - Diner's Club Austria: Secured FOC feature in the September issue of the Diners Club magazine Austria. The feature included a description of "the perfect day" in the travel news section of the magazine. Please find a copy of the feature attached.

✧ **ADMINISTRATIVE/OTHER**

- Brochure fulfillment:
 - a) Inquiries generated through website: 6
 - b) Direct inquiries: 11
- VUSA Meeting: Attended the Visit USA meeting that took place in Frankfurt on October 26, 2012. The core part of the meeting was the election of the Visit USA Germany board for 2013/14.
- Provided recommendations to Jack Wert for the winter campaign with airberlin.
- Contact to Naples partners:
 - Requested voucher for the airberlin raffle from Cathy Christopher, Inn on Fifth. She kindly provided a 3 nights voucher and a 100 USD gift certificate for McCabe`s.



VISITOR CENTER VISITATION- Nancy Kerns, Coordinator

- Met with Brian Conesa, Director of Florida City Visitor Center. We exchanged materials. They have distributed 200 Paradise Coast magazines and Naples on the Gulf magazine in one month. I will continue to get Collier County materials to them. Brian is planning a visit to Collier County in December. This visitor center handles 100,000 visitors annually.
- Attended Wake Up Naples, Executive Club, CVB staff meeting, Chamber Board of Directors monthly meeting, National Association of Realtors meeting.
- FAM Trip to Residence Inn for 35 volunteers. FAM Trip to completely renovated Red Roof Inn for 25 volunteers. FAM Trip to Naples Zoo for 15 volunteers.
- Organized FAM Trip to Palm Cottage and working on DoubleTree, Bayfront Inn, Edison & Ford Winter Estates and The Chamber's Annual Volunteer Christmas Luncheon.
- Coordinated October Business of the Month, Naples Municipal Airport for The Chamber and Board of County Commissioners.
- Distributed materials to Collier County visitor centers.
- Handled operations of Naples Visitor Center.

The report below from the U.S. State Department is regarding the Asian group that I hosted in July. Matt Madden, the State Department liaison, wrote the report about the group's trip to several cities in the United States. The excerpt for Naples and Collier County follows:

Naples, FL (July 16 - 18, 2012):

Themes: Economic development and preservation of natural resources; Native American land use rights in nature preserves

Welcome & Introduction by The Greater Naples Chamber of Commerce & the Asian American Professionals Association: The IVs were very pleased with the welcome afforded them by the Greater Naples Chamber of Commerce and the Asian American Professionals Association. During this short session, Ms. Cotrenia Hood, Vice President Business Development, provided the IVs with a geographical understanding of Naples, FL as well as historical and insight. This gave the IVs an understanding of where they were and why they had



come to Naples. The IVs were also met by the Asian American Professionals Association providing them with an understanding of the diversity of the local area as well as the role of the local Asian community in Naples. The session included drinks and snacks. The IVs stated that they were very pleased to have experienced such a warm welcome and look forward to keeping in contact with the persons they met.

Big Cypress/Everglades Presentation: The IVs each noted that their visit to Big Cypress and the Everglades was a highlight of their trip to the United States. The IVs noted that they were delighted to be greeted by the Superintendent of Big Cypress Preserve, Mr. Pedro Ramos. They were surprised and grateful for the amount of time Mr. Ramos spent with them considering that Mr. Pedro was preparing for a visit from US Secretary of the Interior, Mr. Ken Salazar, on the following day. Mr. Pedro provided the IVs with a full introduction to Everglades National Park and Big Cypress and the importance of this ecological system. Mr. Pedro also introduced his staff and was very direct in his answer of the IVs questions. Mr. Pedro also was gracious to the IVs in provided tokens of his appreciation for their visit to Big Cypress and Everglades National Park. Mr. Pedro provided the IVs with a solid understanding of why the Everglades are such an important system and the current strategies of the US Government to protect this ecological system as well as educate citizens about Big Cypress and the Everglades. Mr. Pedro also discussed the fact that the partnership with the Seminole Tribe is incredibly important in ensuring the preservation of Big Cypress and the Everglades. Each of the IVs noted that this session was valuable and helped them to reach their goals for the IVLP program.

Seminole Tribe: After meeting with the Superintendent of Big Cypress Preserve, the IVs had the opportunity to meet with representatives from the Seminole Tribe including Paul Backhouse, Deputy Tribal Historic Preservation Officer, Pedro Zepeda, Traditional Arts & Outreach Coordinator, Everett Osceola, Community Outreach Coordinator, Craig Tepper, Director Seminole Environmental Resource Management, and Peggie Reynolds, Government Relations Associate. The IVs were delighted with this session as they were able to discuss specific questions relating to public/private partnerships, strategies of the Seminole Tribe in working with all levels of government, economic development and preservation of natural resources and historical facets of the Seminole Tribe, Native American land use rights in nature preserves, and strategies that the Seminole Tribes use to education their own community. Each of the IVs noted that they wish the Seminole Tribe had spoken more to land rights issues both historically and in present day. However, they noted that this might be a contentious issue for the tribe. The IVs however were able to gain insights into the ways the tribe continues to education their local community as well as the tribe's current economic development strategies that ensure the preservation of the Big Cypress and Everglades region. The IVs noted that they were pleased to have had this session and would recommend such a session for a future LMI group.



Airboat Ride (Hosted and Paid for by Ms. Peggie Reynolds, Government Relations

Associate, Seminole Tribe): Each of the IVs noted that one of the highlights of their trip to Naples, FL was the airboat ride through the swamplands of southern Florida. The ride lasted approximately 15-20 minutes allowing the IVs to see up close the swamps and wildlife of the Everglades (i.e. bird life, alligators).

Special Notations of THANKS

Ms. Nancy Kerns & Mr. Bob Reynolds: The IVs wished to thank Ms. Nancy Kerns and Mr. Bob Reynolds for the gracious hospitality throughout the IVs stay in Naples, FL. Ms. Kerns and Mr. Reynolds accompanied the IVs throughout their stay in Naples to both professional and cultural outings. Mr. Kerns and Mr. Reynolds provided the IVs with an understanding of the local area and its customs as well as the importance of the Everglades and Big Cypress area. Ms. Kerns and Mr. Reynolds exemplified the ideas of Citizen Diplomats.

2012 YTD Statistics

	Jan-12	Jan-11	Feb-12	Feb-11	Mar-12	Mar-11	April-12	April-11	May-12	May-11
Big Cypress	6,401	5,034	7,943	6,986	7,226	5,984	4,308	3,297	2,360	1,778
Oasis	13,601	12,055	17,595	15,564	16,638	15,101	9,603	8,810	5,660	5,492
Everglades	11,000	2,220	12,840	2,881	18,300	3,100	10,810	2,575	5,435	1,600
Immokalee	198	125	227	194	361	195	367	189	315	186
Marco	1,033	1,007	1,465	1,546	1,011	1,376	482	520	529	448
Naples VIC	4,397	2,765	5,399	3,505	4,383	3,536	2,685	2,114	2,097	1,491
TOTAL '11		23,206		30,676		29,292		17,505		10,995
TOTAL '12	36,630		45,469		47,919		28,255		16,396	
	Jul-12	Jul-11	Aug-12	Aug-11	Sept-12	Sept-11	Oct-12	Oct-11		
Big Cypress	2,417	2,182	1,658	1,895	1,191	1,268	1,804	1,704		
Oasis	5,609	6,024	3,991	3,999	3,029	3,881	4,296	5,459		
Everglades	5,893	5,189	6,549	4,577	3,893	3,196	5,683	5,035		
Immokalee	250	185	345	207	200	220	150	237		
Marco	340	573	390	463	268	279	306	481		
Naples VIC	1,761	1,664	1,344	1,760	1,284	1,211	2,143	1,956		
Total '11		15,817		12,901		10,055		14,872		
Total '12	16,270		14,277		9,865		14,382			