

Naples Marco Island Everglades CVB Sales Report
10/11/2012 - 11/16/2012

November 26, 2012
 Detailed Staff Report 11
 1 of 48

Event Type: All

Sales Rep: Debi DeBenedetto

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	Attend	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Allied Solutions	Incentive Trips	RFP Rcvd	Corporate-Other		5/1/2014 5/3/2014		\$5,000.00 \$0.00	0	25	75	0
American Copper Council	Fall 2012	RFP Rcvd	0	Music Oct. 2011 FAM	11/6/2012 11/10/2012	National	\$250,000.00 \$0.00	0	280	825	0
American Copper Council	2013 Fall meeting	RFP Rcvd	0	Connect	11/4/2013 11/7/2013		\$93,775.00 \$0.00	0	280	775	0
American Express Meetings & Events	2013 Gates	RFP Rcvd	0	CVENT	2/3/2013 2/7/2013		\$21,755.00 \$0.00	0	26	95	0
American Financial Services Association	2015 AFSA	RFP Rcvd	0	Networking	4/5/2015 4/11/2015		\$173,000.00 \$0.00	0	250	845	0
American Osteopathic Board of Radiology	2013 Annual Board Meeting	RFP Rcvd	0	Website	1/17/2013 1/19/2013		\$6,800.00 \$0.00	0	14	42	0
American Society of Concrete Contractors	2014 CEO Forum	RFP Rcvd		Connect	6/19/2014 6/21/2014		\$23,220.00 \$0.00	0	60	180	0
American Society of Concrete Contractors	2013 ASCC Annual Conference	RFP Rcvd		Connect	9/18/2013 9/21/2013		\$43,430.00 \$0.00	0	124	393	0
Applied Meetings and Incentives, LLC	2013 University Mtg	RFP Rcvd	0	Networking	1/30/2013 1/31/2013		\$3,888.00 \$0.00	0	12	24	0
Assoc. of Procurement Technical Assistance Centers	2013 summer board meeting	RFP Rcvd		Connect	7/10/2013 7/13/2013		\$6,741.00 \$0.00	0	20	63	0
BDP International	2013 Management Meeting	RFP Rcvd	0	Networking	3/7/2013 3/9/2013		\$70,500.00 \$0.00	0	100	300	0
Brentwood Baptist Church	Ministers Spouses Retreat 2012	RFP Rcvd	0	Rejuvenate	9/24/2012 9/25/2012	National	\$5,160.00 \$0.00	0	20	40	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	2013 Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE										
BuilderMT	BuilderMT Client Conference 2013	RFP Rcvd	Corporate-Other	Music Oct. 2011 FAM	9/10/2013 9/13/2013		\$80,000.00 \$0.00	0	100	280
CFA Institute	Chartered Financial Exam 2013	RFP Rcvd	0	Destination Showcase - DC	5/30/2013 6/1/2013		\$6,450.00 \$0.00	0	50	125
CGA Shows	CGA Shows Suncoast	RFP Rcvd	0	CVENT	3/28/2013 3/29/2013		\$6,110.00 \$0.00	0	15	26
Church of Christ Written in Heaven	2013 Women's Retreat	RFP Rcvd	0	Connect	4/25/2013 4/27/2013		\$13,530.00 \$0.00	0	22	66
CityMatCH	2013 22nd annual conference	RFP Rcvd	0	Destination Showcase - Chicago	9/6/2013 9/9/2013		\$65,650.00 \$0.00	0	196	636
Classic Meetings Incorporated	2013 athenahealth	RFP Rcvd	0	Website	2/12/2013 2/15/2013		\$36,640.00 \$0.00	0	70	160
ConferenceDirect / L. Grogan	2014 Interactive Data	RFP Rcvd	0	CVENT	2/7/2014 2/12/2014		\$128,240.00 \$0.00	0	225	560
ConferenceDirect / M. Ronacher	WU week event	RFP Rcvd		Chesney Denver 2011	1/31/2013 2/8/2013		\$590,000.00 \$0.00	0	521	2,422
Council on Occupational Education	COE annual mtg & COE Candidate Academy-Nov 2013	RFP Rcvd	0	Encounter	11/5/2013 11/9/2013		\$90,750.00 \$0.00	0	245	750
Debi's Itineraries	Site Lee Hotels	CVB Sponsored	0	Networking	1/20/2012 1/21/2012		\$0.00 \$0.00	0	1	1
Debi's Itineraries	October 2011 Music Fam	CVB Sponsored	0	ASTA Nov. 2011 FAM	10/27/2011 10/30/2011		\$0.00 \$0.00	0	25	76
Debi's Itineraries	Willy Fam German	CVB Sponsored	0	POW WOW	10/20/2012 10/23/2012		\$0.00 \$0.00	0	7	21
Debi's Itineraries	Ancoradouro Brazilian Fam	CVB Sponsored	0	South America Sales Mission	9/14/2012 9/16/2012		\$0.00 \$0.00	0	0	0
Debi's Itineraries	CANUSA Fam May 2012	CVB Sponsored	0	Huddle	5/10/2012 5/13/2012	International	\$0.00 \$0.00	0	10	40

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	Step Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE											
Debi's Itineraries	September Journey through Florida's Paradise Coast	CVB Sponsored	0	Networking	9/16/2012 9/18/2012	Local	\$0.00 \$0.00	0	126	150	0
Delaney Meeting & Event Management	SE Assn Fish & Wildlife Agencies annual Conf	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	10/5/2014 10/9/2014		\$151,850.00 \$0.00	0	275	870	0
Desoto High School Reunion	10 year reunion Desoto High	RFP Rcvd	SMERF	Website	10/6/2012 10/6/2012		\$12,000.00 \$0.00	0	10	10	0
Destination Marketing Association International	2013 DMAI CEO Forum	RFP Rcvd	0		4/20/2013 4/24/2013		\$48,585.00 \$0.00	0	80	237	0
Destination Showcase DC	2012 Destination Showcase DC	Trade Show	0	Destination Showcase - DC	2/27/2012 3/1/2012		\$0.00 \$0.00	0	0	0	0
Experient	2013 Mueller Co	RFP Rcvd	0	CVENT	1/21/2013 1/24/2013		\$59,778.00 \$0.00	0	112	369	0
Experient / D. Borel-Ploeger	2015 AICD Annual meeting	RFP Rcvd	0	Connect	5/14/2015 5/20/2015		\$59,305.00 \$0.00	0	100	390	0
First Amendment Lawyers Association	Winter Meeting 2015	RFP Rcvd	0	Smart Meetings	2/4/2015 2/7/2015		\$34,350.00 \$0.00	0	37	148	0
Florida Health Care Social Workers Association	2013 Annual Conference	RFP Rcvd	0	Networking	7/7/2013 7/9/2013		\$23,500.00 \$0.00	0	80	220	0
FSA Management Group	2016 AHF conference	RFP Rcvd	0	Connect	6/6/2016 6/9/2016		\$261,000.00 \$0.00	0	450	1,800	0
FSA Management Group	2014 Society for Foodservice Mgmt	RFP Rcvd	0	Connect	9/15/2014 9/17/2014		\$60,600.00 \$0.00	0	150	450	0
Hannover Life Reassurance Comp. of America	Underwriting Seminar 2013	RFP Rcvd	0	Website	2/19/2013 2/21/2013		\$23,000.00 \$0.00	0	45	135	0
HelmsBriscoe / A.Donnelly	2013 Finit Annual Meeting	RFP Rcvd	0	HelmsBriscoe	4/2/2013 4/7/2013		\$43,000.00 \$0.00	0	42	210	0
HelmsBriscoe / C. Faust	Retirement Services Planning	RFP Rcvd	0	Repeat Planner contact	11/3/2013 11/6/2013		\$0.00 \$0.00	0	100	310	0

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	4/6/13 Peak Rooms	Requested Rooms	Contracted Rooms
Status: CURRENT TENTATIVE										
HelmsBriscoe / J. Mattes	2014 Trane Strategic Partner Exchange	RFP Rcvd	0	CVENT	4/4/2014 4/9/2014		\$183,270.00 \$0.00	0	271	883
HelmsBriscoe / J. Slater	2013 Electrolux Spring	RFP Rcvd	0	CVENT	3/17/2013 3/21/2013		\$230,300.00 \$0.00	0	297	985
HelmsBriscoe / M. Moliver	2015 FSGA	RFP Rcvd	0	CVENT	7/22/2015 7/25/2015		\$30,388.00 \$0.00	0	156	284
HelmsBriscoe / N. Riley	2014 CSI Master Specifiers Retreat	RFP Rcvd	0	CVENT	1/15/2014 1/19/2014		\$29,800.00 \$0.00	0	75	184
HelmsBriscoe / R. Ayers	2014 Assoc. of Anatomy, cell biology	RFP Rcvd		CVENT	2/5/2014 2/8/2014		\$59,500.00 \$0.00	0	65	260
HelmsBriscoe /V. Schlosser	2014 Group West Coast FL	RFP Rcvd	SMERF	CVENT	4/12/2014 4/21/2014		\$461,250.00 \$0.00	0	255	2,550
Hospitality Performance Network	Insurance CAm 2013	RFP Rcvd	0	Collaborate	9/15/2013 9/21/2013	National	\$200,000.00 \$0.00	0	390	885
Hyland Software	2014 and 2015Team on Base Conf	RFP Rcvd	0	Collaborate	2/11/2013 2/13/2013		\$180,000.00 \$0.00	0	230	616
IMN Solutions	2014 SFTI Board of Trustees Meeting	RFP Rcvd	0	CVENT	1/1/2014 1/4/2014		\$11,340.00 \$0.00	0	20	70
IMN Solutions	2014 SDA Adventist Risk Mgmt Mtg	RFP Rcvd	0	CVENT	9/4/2014 9/12/2014		\$144,000.00 \$0.00	0	300	1,426
Informed Meetings Exchange	2013 AFSA	RFP Rcvd	0	Networking	1/17/2013 1/19/2013		\$5,800.00 \$0.00	0	20	36
Informed Meetings Exchange	2013 Veterans Affairs	RFP Rcvd	0	Networking	2/16/2013 2/22/2013		\$76,715.00 \$0.00	0	65	335
Marco Island Marriott Beach Resort, Golf Club & Spa	Florida Sheriff 2013	RFP Rcvd	0	RFP Enhancement	7/26/2013 7/31/2013	National	\$200,000.00 \$0.00	0	300	940
Marco Island Marriott Beach Resort, Golf Club & Spa	scholastic ed 2013	RFP Rcvd	0	RFP Enhancement	7/6/2013 7/13/2013		\$225,000.00 \$0.00	0	250	1,110

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Status: CURRENT TENTATIVE											
Marco Island Marriott Beach Resort, Golf Club & Spa	Warehouse Logistics Assn	RFP Rcvd	0	RFP Enhancement	2/15/2015 2/19/2015	National	\$359,925.00 \$0.00	0	187	747	0
Marco Island Marriott Beach Resort, Golf Club & Spa	2013 AMEX Summit	Rfp enhancement	0	RFP Enhancement	9/8/2013 9/13/2013		\$65,000.00 \$0.00	0	418	2,498	0
Max vantage Meetings	2013 Presidents incentive awards	RFP Rcvd	Corporate-Medical/Pharmaceutical	Repeat Planner contact	6/9/2013 6/14/2013		\$20,000.00 \$0.00	0	25	150	0
Meeting Expectations, Incorporated	2014 ISBN	RFP Rcvd	0	Repeat Planner contact	5/2/2014 5/7/2014	National	\$125,000.00 \$0.00	0	140	477	0
Meeting Expectations, Incorporated	Honey Baked ham Franchise Conf 2013	RFP Rcvd	0	Repeat Planner contact	6/6/2013 6/13/2013	National	\$150,000.00 \$0.00	0	171	754	0
Meeting Expectations, Incorporated	2015 International SalonSpa Business Ntwrk -ISBN	RFP Rcvd	0	Website	4/10/2015 4/15/2015		\$97,785.00 \$0.00	0	140	477	0
Meeting Sites Resource	2014 ACI-NA Risk Mgmt. Conference	RFP Rcvd	Corporate-Other	Networking	1/10/2014 1/15/2014		\$35,800.00 \$0.00	0	75	221	0
Mercedes Benz Club of America	StarTech Technical event 2015	RFP Rcvd	0	DC 2012	6/4/2015 6/8/2015		\$59,540.00 \$0.00	0	100	260	0
Mercedes Benz Club of America	StarTech Technical event 2017	RFP Rcvd	0	DC 2012	6/8/2017 6/12/2017		\$59,540.00 \$0.00	0	100	260	0
National Association of Guardsman	NAG Social Club 2013	RFP Rcvd	SMERF	Phone	7/9/2013 7/14/2013	National	\$100,000.00 \$0.00	0	250	830	0
National Black Public Relations Society	NBPRS National conf & Career Fair	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Destination Showcase - Chicago	10/9/2013 10/13/2013		\$40,000.00 \$0.00	0	75	182	0
National Collegiate Table Tennis Association	College Table Tennis National Championships	RFP Rcvd	0	Connect	4/18/2013 4/21/2013		\$82,000.00 \$0.00	0	150	600	0
NGALA	DTS Technologies Site	CVB Sponsored	0	Networking	10/17/2012 10/19/2012		\$24,000.00 \$0.00	0	75	162	0
North American Millers' Association	March Divison Meetings	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	DC 2012	3/27/2015 3/31/2015	National	\$200,000.00 \$0.00	0	135	465	0

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Status: CURRENT TENTATIVE											
Panamerican Surety Association	2013 APPFASA	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	South America Sales Mission	4/21/2013 4/24/2013	International	\$150,000.00 \$0.00	0	250	850	0
Riemer Reporting Service	2013 National Fiberglass Credit Assoc.	RFP Rcvd	0	Networking	2/11/2013 2/11/2013		\$2,290.00 \$0.00	0	10	10	0
Riemer Reporting Service	2013 National Plastic.PVC Credit Assoc.	RFP Rcvd	0	Networking	2/11/2013 2/11/2013		\$1,832.00 \$0.00	0	8	8	0
Select Meeting Sites, Incorporated	2013 GE Americas Sponsor Finance mtg	RFP Rcvd	0	CVENT	3/5/2013 3/6/2013		\$117,500.00 \$0.00	0	250	500	0
Site Search, Incorporated	2014 FSAE Annual Conference	RFP Rcvd	0	FSAE	7/21/2014 7/27/2014		\$94,695.00 \$0.00	0	265	885	0
Site Search, Incorporated	2015 FSAE Annual Conference	RFP Rcvd	0	FSAE	7/20/2015 7/25/2015		\$94,695.00 \$0.00	0	265	885	0
Site Search, Incorporated	2016 FSAE Annual Conference	RFP Rcvd	0	FSAE	7/18/2016 7/23/2016		\$94,695.00 \$0.00	0	265	885	0
Site Search, Incorporated	FSAE & Foundation Board Meetings	RFP Rcvd	0	FSAE	1/16/2013 1/16/2013		\$4,580.00 \$0.00	0	20	20	0
Site Search, Incorporated	AMC Foun - March 2013	RFP Rcvd	0	FSAE	3/14/2013 3/16/2013		\$13,630.00 \$0.00	0	28	58	0
Site Search, Incorporated	Meet & Greet - April 2013	RFP Rcvd	0	FSAE	4/9/2013 4/9/2013		\$1,230.00 \$0.00	0	6	6	0
Site Search, Incorporated	FSAE Winter Conference	RFP Rcvd	0	FSAE Annual Conference	11/6/2012 11/9/2012		\$10,527.00 \$0.00	0	38	87	0
Site Search, Incorporated	2012 BOD	RFP Rcvd	0	FSAE	11/6/2012 11/9/2012		\$0.00 \$0.00	0	36	77	0
Site Search, Incorporated	CEO Retreat	RFP Rcvd	0	FSAE	8/29/2013 8/31/2013		\$5,858.00 \$0.00	0	28	58	0
Site Search, Incorporated	FSAE Foundation Think Tank - Sept/Oct 2013	RFP Rcvd	0	FSAE	9/17/2013 9/20/2013		\$9,696.00 \$0.00	0	44	96	0

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Status: CURRENT TENTATIVE											
Site Search, Incorporated	Foundation Board mtg & Meet/Greet Oct/Nov 2013	RFP Rcvd	0	FSAE	10/16/2013 10/17/2013		\$8,436.00 \$0.00	0	37	74	0
Society for the Scientific Study of Sexuality	2015 Annual Meeting	RFP Rcvd		Connect	11/11/2015 11/15/2015		\$66,550.00 \$0.00	0	158	550	0
Solutions+ of New York	WBASNY 2013	RFP Rcvd	0	Successful Meetings	5/16/2013 5/19/2013		\$36,250.00 \$0.00	0	80	260	0
Southeastern Section of the American Urological Association, Incorporated	2013 SES 77th annual meeting	RFP Rcvd	Association-Health & Medical	RFP's received - Out of Florida	3/12/2013 3/17/2013		\$0.00 \$0.00	0	316	1,286	0
Southern Association Colleges & Schools	2015 March Board mtg	RFP Rcvd	0	Connect	3/18/2015 3/19/2015		\$3,400.00 \$0.00	0	17	34	0
Southern Association Colleges & Schools	2015 June Commission Meeting	RFP Rcvd	0	Connect	6/17/2015 6/19/2015		\$48,375.00 \$0.00	0	125	375	0
Stadium Managers Association	Tempnet 2014	RFP Rcvd	0	Connect	2/25/2014 3/1/2014		\$63,891.00 \$0.00	0	75	265	0
Syncopate meetings & events,llc	NASC 2013	RFP Rcvd	Corporate-Other	Website	5/6/2013 5/10/2013	National	\$90,000.00 \$0.00	0	175	410	0
Telecor	2013 Telecor National Dealer Mtg	RFP Rcvd	0		2/18/2013 2/22/2013		\$746,500.00 \$0.00	0	146	326	0
Temple Aron HaKodesh	Annual Messianic Women's Conference & Retreat	RFP Rcvd	SMERF	Website	8/15/2013 8/18/2013	Regional	\$7,500.00 \$0.00	0	45	98	98
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	1/22/2013 2/1/2013		\$350,000.00 \$0.00	0	20	220	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	2/18/2013 3/1/2013		\$350,000.00 \$0.00	0	20	240	0
Tennessee Attorney General	Tennessee Attorney General 2013 State Meeting	RFP Rcvd	Government	Phone	3/11/2013 3/22/2013		\$350,000.00 \$0.00	0	20	240	0
The Fellowship of Christian Cheerleaders	2013 FCC Cheerleaders Competition Championships	RFP Rcvd	SMERF	Rejuvenate	12/7/2013 12/8/2013	National	\$30,000.00 \$0.00	0	125	250	0

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Status: CURRENT TENTATIVE											
The Global Group Inc.	Premier Logistics and Corporate Planners	RFP Rcvd		Meetings Focus-NBH FAM 2011	3/11/2013 3/15/2013		\$226,000.00 \$0.00	0	200	805	0
The Hutton Group, Incorporated	2013 Howard Hanna Real Estate	RFP Rcvd	0	Networking	2/6/2013 2/8/2013		\$17,175.00 \$0.00	0	25	75	0
The Little Gym	2013 Little Gym	RFP Rcvd	SMERF	Planner Inquiry via Phone or Email	5/2/2013 5/4/2013		\$100,000.00 \$0.00	0	175	525	0
The Planning Mode	2013 Worldwide Express Conf	RFP Rcvd	0	Website	1/14/2013 1/19/2013		\$170,000.00 \$0.00	0	344	1,150	0
The Ritz-Carlton, Naples	Elite Meetings Alliance show 2013	RFP Rcvd	0	RFP Enhancement	11/9/2013 11/12/2013	Local	\$0.00 \$0.00	0	250	750	0
The Ritz-Carlton, Naples	Cox Enterprises -GMG Incentive	CVB Sponsored	0	RFP Enhancement	11/30/2012 12/2/2012		\$135,875.00 \$0.00	0	125	375	0
Travel and Transport Vacations	Bank Executive Conference 2013	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	2/20/2013 2/24/2013		\$81,000.00 \$0.00	0	70	300	0
US-Canada MICE	Nov. 2012 group trip excursion	RFP Rcvd	0	MPI Dallas & Sales Mission 2012	11/26/2012 11/28/2012		\$7,260.00 \$0.00	0	30	65	0
Vacon	Vacon North America Drives conf	RFP Rcvd	0	Destination Showcase - Chicago	2/10/2013 2/16/2013		\$200,000.00 \$0.00	0	250	960	0
Visit Florida Events	2012 VIP event in Chicago	Trade Show	0	Visit FL Chicago	4/30/2012 5/3/2012		\$0.00 \$0.00	0	0	0	0
Waldorf Astoria Naples	National Assoc. Advancement of Colored people	CVB Sponsored	0	RFP Enhancement	5/21/2013 5/28/2013		\$150,755.00 \$0.00	0	94	752	0
Waldorf Astoria Naples	Truck Renting & Leasing Assoc	CVB Sponsored	0	RFP Enhancement	3/9/2013 3/14/2013		\$333,198.00 \$0.00	0	157	942	0
Waldorf Astoria Naples	Chr. Hansen	CVB Sponsored	0	RFP Enhancement	3/4/2013 3/7/2013		\$80,000.00 \$0.00	0	57	228	0
Waldorf Astoria Naples	BI Worldwide for Chrysler Service Contracts	CVB Sponsored	0	RFP Enhancement	3/31/2013 4/2/2013		\$95,000.00 \$0.00	0	60	180	0

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Status: CURRENT TENTATIVE

Waldorf Astoria Naples	R&M Materials Handling	CVB Sponsored	0	RFP Enhancement	5/1/2013 5/3/2013		\$67,110.00 \$0.00	0	65	195	0	
Waldorf Astoria Naples	FL. Shore & Beach Preservation Assoc.	CVB Sponsored	0	RFP Enhancement	9/25/2012 9/26/2012		\$75,000.00 \$0.00	0	200	400	0	
Waldorf Astoria Naples	Florida Entomological Society	RFP Rcvd	0		7/14/2013 7/17/2013		\$40,000.00 \$0.00	0	60	180	0	
Wire Fabricators Association	WFA Winter meeting	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Website	1/23/2013 1/26/2013		\$20,000.00 \$0.00	0	20	60	0	
Event Count:							114	\$10,504,063.00	0	14,094	49,761	308
							\$0.00					

Status: ITINERARIES

Debi's Itineraries	Willy Fam German	CVB Sponsored	0	POW WOW	10/20/2012 10/23/2012		\$0.00 \$0.00	0	7	21	0	
Event Count:							1	\$0.00	0	7	21	0
							\$0.00					

Status: LEADS SENT

American Express Meetings & Events	2013 Gates	RFP Rcvd	0	CVENT	2/3/2013 2/7/2013		\$21,755.00 \$0.00	0	26	95	0
ConferenceDirect / L. Grogan	2014 Interactive Data	RFP Rcvd	0	CVENT	2/7/2014 2/12/2014		\$128,240.00 \$0.00	0	225	560	0
Experient	2013 Mueller Co	RFP Rcvd	0	CVENT	1/21/2013 1/24/2013		\$59,778.00 \$0.00	0	112	369	0
HelmsBriscoe / J. Slater	2013 Electrolux Spring	RFP Rcvd	0	CVENT	3/17/2013 3/21/2013		\$230,300.00 \$0.00	0	297	985	0
Hospitality Performance Network	2013 Marketing Summit	RFP Rcvd	0	2012 Fam	3/5/2013 3/6/2013		\$30,550.00 \$0.00	0	65	130	0
IMN Solutions	2014 SFTI Board of Trustees Meeting	RFP Rcvd	0	CVENT	1/1/2014 1/4/2014		\$11,340.00 \$0.00	0	20	70	210

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Status: LEADS SENT											
IMN Solutions	2014 SDA Adventist Risk Mgmt Mtg	RFP Rcvd	0	CVENT	9/4/2014 9/12/2014		\$144,000.00 \$0.00	0	300	1,426	0
Marco Island Marriott Beach Resort, Golf Club & Spa	2013 AMEX Summit	Rfp enhancement	0	RFP Enhancement	9/8/2013 9/13/2013		\$65,000.00 \$0.00	0	418	2,498	0
Meeting Sites Resource	2014 ACI-NA Risk Mgmt. Conference	RFP Rcvd	Corporate-Other	Networking	1/10/2014 1/15/2014		\$35,800.00 \$0.00	0	75	221	0
Riemer Reporting Service	2013 National Fiberglass Credit Assoc.	RFP Rcvd	0	Networking	2/11/2013 2/11/2013		\$2,290.00 \$0.00	0	10	10	0
Riemer Reporting Service	2013 National Plastic.PVC Credit Assoc.	RFP Rcvd	0	Networking	2/11/2013 2/11/2013		\$1,832.00 \$0.00	0	8	8	0
Telecor	2013 Telecor National Dealer Mtg	RFP Rcvd	0		2/18/2013 2/22/2013		\$746,500.00 \$0.00	0	146	326	0
The Hutton Group, Incorporated	2013 Howard Hanna Real Estate	RFP Rcvd	0	Networking	2/6/2013 2/8/2013		\$17,175.00 \$0.00	0	25	75	0
The Ritz-Carlton, Naples	Elite Meetings Alliance show 2013	RFP Rcvd	0	RFP Enhancement	11/9/2013 11/12/2013	Local	\$0.00 \$0.00	0	250	750	0
The Ritz-Carlton, Naples	Debi test	Rfp enhancement	0	RFP Enhancement	11/3/2012 11/4/2012		\$0.00 \$0.00	0	100	200	0
The Ritz-Carlton, Naples	Cox Enterprises -GMG Incentive	CVB Sponsored	0	RFP Enhancement	11/30/2012 12/2/2012		\$135,875.00 \$0.00	0	125	375	0
Waldorf Astoria Naples	National Assoc. Advancement of Colored people	CVB Sponsored	0	RFP Enhancement	5/21/2013 5/28/2013		\$150,755.00 \$0.00	0	94	752	0
Waldorf Astoria Naples	Truck Renting & Leasing Assoc	CVB Sponsored	0	RFP Enhancement	3/9/2013 3/14/2013		\$333,198.00 \$0.00	0	157	942	0
Waldorf Astoria Naples	Chr. Hansen	CVB Sponsored	0	RFP Enhancement	3/4/2013 3/7/2013		\$80,000.00 \$0.00	0	57	228	0
Waldorf Astoria Naples	BI Worldwide for Chrysler Service Contracts	CVB Sponsored	0	RFP Enhancement	3/31/2013 4/2/2013		\$95,000.00 \$0.00	0	60	180	0

Sales Rep: Debi DeBenedetto

November 26, 2012
Detailed Staff Report 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	Attended Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
Status: LEADS SENT											
Waldorf Astoria Naples	R&M Materials Handling	CVB Sponsored	0	RFP Enhancement	5/1/2013 5/3/2013		\$67,110.00 \$0.00	0	65	195	0
Waldorf Astoria Naples	FL. Shore & Beach Preservation Assoc.	CVB Sponsored	0	RFP Enhancement	9/25/2012 9/26/2012		\$75,000.00 \$0.00	0	200	400	0
Waldorf Astoria Naples	Florida Entomological Society	RFP Rcvd	0		7/14/2013 7/17/2013		\$40,000.00 \$0.00	0	60	180	0
					Event Count:	23	\$2,471,498.00 \$0.00	0	2,895	10,975	210

Status: TURNED LOST											
Anthony J. Jannetti, Inc	2013 NNCC spring mtg	RFP Rcvd	0	Website	3/22/2013 3/24/2013		\$7,200.00 \$0.00	0	13	31	0
Association for Retail Environments	2013 Design Awards Judging	RFP Rcvd	0	Website	2/6/2013 2/8/2013		\$4,580.00 \$0.00	0	12	20	0
HelmsBriscoe / S. Compton	Davey National managers mtg 2013	RFP Rcvd	0	CVENT	2/2/2013 2/5/2013		\$164,193.00 \$0.00	0	225	717	0
Hospitality Performance Network	2013 Marketing Summit	RFP Rcvd	0	2012 Fam	3/5/2013 3/6/2013		\$30,550.00 \$0.00	0	65	130	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Zaxbys 2013	RFP Rcvd	0	RFP Enhancement	5/2/2013 5/10/2013	National	\$276,000.00 \$0.00	0	325	1,415	0
Marco Island Marriott Beach Resort, Golf Club & Spa	Jaguar 2013	RFP Rcvd	0	RFP Enhancement	6/1/2013 6/5/2013		\$350,000.00 \$0.00	0	500	2,050	0
Sentergroup, Inc	2014 International Society of Appraisers	RFP Rcvd	0	Website	4/2/2014 4/9/2014		\$83,845.00 \$0.00	0	87	398	0
Site Search, Incorporated	2013 Florida Attractions Assoc. conference	RFP Rcvd	0	Networking	6/1/2013 6/5/2013		\$32,895.00 \$0.00	0	85	255	0
Spin	2013 SPINcon	RFP Rcvd	Association-Meetings, Conventions, Tourism Industry Events	Spin Conference	6/26/2013 6/27/2013		\$21,400.00 \$0.00	0	200	400	0
United Fresh Produce Association	2013 winter leadership mtg	RFP Rcvd	0		1/12/2013 1/17/2013		\$64,800.00 \$0.00	0	165	400	0

Status: TURNED TENTATIVE

American Express Meetings & Events	2013 Gates	RFP Rcvd	0	CVENT	2/3/2013 2/7/2013	\$21,755.00 \$0.00	0	26	95	0
ConferenceDirect / L. Grogan	2014 Interactive Data	RFP Rcvd	0	CVENT	2/7/2014 2/12/2014	\$128,240.00 \$0.00	0	225	560	0
Experient	2013 Mueller Co	RFP Rcvd	0	CVENT	1/21/2013 1/24/2013	\$59,778.00 \$0.00	0	112	369	0
HelmsBriscoe / J. Slater	2013 Electrolux Spring	RFP Rcvd	0	CVENT	3/17/2013 3/21/2013	\$230,300.00 \$0.00	0	297	985	0
Hospitality Performance Network	2013 Marketing Summit	RFP Rcvd	0	2012 Fam	3/5/2013 3/6/2013	\$30,550.00 \$0.00	0	65	130	0
IMN Solutions	2014 SFTI Board of Trustees Meeting	RFP Rcvd	0	CVENT	1/1/2014 1/4/2014	\$11,340.00 \$0.00	0	20	70	210
IMN Solutions	2014 SDA Adventist Risk Mgmt Mtg	RFP Rcvd	0	CVENT	9/4/2014 9/12/2014	\$144,000.00 \$0.00	0	300	1,426	0
Marco Island Marriott Beach Resort, Golf Club & Spa	2013 AMEX Summit	Rfp enhancement	0	RFP Enhancement	9/8/2013 9/13/2013	\$65,000.00 \$0.00	0	418	2,498	0
Meeting Sites Resource	2014 ACI-NA Risk Mgmt. Conference	RFP Rcvd	Corporate-Other	Networking	1/10/2014 1/15/2014	\$35,800.00 \$0.00	0	75	221	0
Riemer Reporting Service	2013 National Fiberglass Credit Assoc.	RFP Rcvd	0	Networking	2/11/2013 2/11/2013	\$2,290.00 \$0.00	0	10	10	0
Riemer Reporting Service	2013 National Plastic.PVC Credit Assoc.	RFP Rcvd	0	Networking	2/11/2013 2/11/2013	\$1,832.00 \$0.00	0	8	8	0
Telecor	2013 Telecor National Dealer Mtg	RFP Rcvd	0		2/18/2013 2/22/2013	\$746,500.00 \$0.00	0	146	326	0
The Hutton Group, Incorporated	2013 Howard Hanna Real Estate	RFP Rcvd	0	Networking	2/6/2013 2/8/2013	\$17,175.00 \$0.00	0	25	75	0
The Ritz-Carlton, Naples	Elite Meetings Alliance show 2013	RFP Rcvd	0	RFP Enhancement	11/9/2013 11/12/2013	\$0.00 \$0.00	0	250	750	0
The Ritz-Carlton, Naples	Cox Enterprises -GMG Incentive	CVB Sponsored	0	RFP Enhancement	11/30/2012 12/2/2012	\$135,875.00 \$0.00	0	125	375	0

Sales Rep: Debi DeBenedetto

November 26, 2012
 Detailed Staff Report 11

Account Name	Event Name	Event Type	Market Type	Source	Event Start Event End	Scope	Economic Impact Est	App Rooms	Peak Rooms	Requested Rooms	Contracted Rooms
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Status: TURNED TENTATIVE

Waldorf Astoria Naples	National Assoc. Advancement of Colored people	CVB Sponsored	0	RFP Enhancement	5/21/2013 5/28/2013		\$150,755.00 \$0.00	0	94	752	0	
Waldorf Astoria Naples	Truck Renting & Leasing Assoc	CVB Sponsored	0	RFP Enhancement	3/9/2013 3/14/2013		\$333,198.00 \$0.00	0	157	942	0	
Waldorf Astoria Naples	Chr. Hansen	CVB Sponsored	0	RFP Enhancement	3/4/2013 3/7/2013		\$80,000.00 \$0.00	0	57	228	0	
Waldorf Astoria Naples	BI Worldwide for Chrysler Service Contracts	CVB Sponsored	0	RFP Enhancement	3/31/2013 4/2/2013		\$95,000.00 \$0.00	0	60	180	0	
Waldorf Astoria Naples	R&M Materials Handling	CVB Sponsored	0	RFP Enhancement	5/1/2013 5/3/2013		\$67,110.00 \$0.00	0	65	195	0	
Waldorf Astoria Naples	FL. Shore & Beach Preservation Assoc.	CVB Sponsored	0	RFP Enhancement	9/25/2012 9/26/2012		\$75,000.00 \$0.00	0	200	400	0	
Waldorf Astoria Naples	Florida Entomological Society	RFP Rcvd	0		7/14/2013 7/17/2013		\$40,000.00 \$0.00	0	60	180	0	
Event Count:							22	\$2,471,498.00	0	2,795	10,775	210
								\$0.00				
Event Count:							170	\$16,482,522.00	0	21,468	77,348	728
								\$0.00				



JoNell Modys – New York City Desk-side Recap
Tuesday, October 16 & Wednesday, October 17, 2012

Meetings:

Wall Street Journal
JustLuxe
Food & Wine
Departures
Brides

Wall Street Journal

Andrea Petersen – Section Editor

Profile: The Wall Street Journal is considered the most widely-read periodical in the nation's business and investment community. Several sections appear throughout the week, including the Personal Journal, which covers health, automotive, technology and personal finance, a Greater New York metro section, which provides general consumer news content for their New York City readership and WSJ Weekend, which features lifestyle related news, cultural topics and reviews

Circulation: 2,118,315

UMV: 5,824,010

Notes:

- The [Dolphin Explorer Cruise](#) is a must for visitors to the Paradise Coast. Naturalists work on board to identify, photograph and record behaviors of the area's dolphins. Passengers act as scientists to assist with spotting and identifying dolphins. Stressed to Andrea that this is a perfect activity for both kids and adults.
- Stone Crab Festival taking place on the Naples waterfront on October 27 and 28. Everglades City – Stone Crab Capital of the world. Stone crab claw season lasts October 15 – May 15. ****NOTE:** Andrea is allergic to shellfish.
- Inn on Fifth Renovations
- Celebrate the Arts Month in November throughout Paradise Coast. Includes numerous concerts and festivals, with participation by musicians, artists, galleries, students, entertainers and area arts and cultural organizations. The Annual Naples International Film Festival will also take place from November 1 – 4.
- The Second Annual Florida Panther Festival in Naples on November 10, 2012 will celebrate the Florida panther, Florida's state animal and one of the most highly endangered mammals on the planet. The Festival combines educational opportunities, interactive hikes and hands-on activities.
- [Winter Wine Festival](#) from January 25 – 27. Most successful wine charity in the world and brings together 16 celebrity chefs. Very exclusive event, only 550 people and couples' tickets are \$8,500. Event takes place under spacious pavilions on the grand lawn of The Ritz-Carlton Golf Resort, Naples. Large auction is also part of event with things up for grabs including fine jewelry and unique experiences. Proceeds benefit nonprofit organizations in the area. Since 2001, the festival has raised \$107 million.
- [Art Naples World Festival](#) in May 2013 will have a Latin America theme. JoNell is working with partners to create Latin America Restaurant Week.
- [Naples Food Tours](#) – 3 hour duration, a driver brings guests to six different locations in an air-conditioned 14-passenger van. The tour visits multiple restaurants and spends 20-30 minutes at each one. At each restaurant the Chef comes out to talk to the group and provide a food sample. Tickets are \$59 and custom tours are available if booked enough in advance.
- [Norman Love](#) – Originated in Southwest Florida. Now have chocolate salon and online ordering. All homemade, including the ingredients. Example, in the PB&J chocolate, they make peanut butter, make

jelly and then incorporate into chocolate. Black is line of high-end dark chocolate with flavors from around the world.

Follow Up:

Andrea is interested in receiving releases pertaining to what's new for 2013. Notable hotel openings, activities and area events are all good for pitching. We will avoid any seafood-related pitches since Andrea is allergic. Conversation is ongoing.

JustLuxe

Lena Katz – Senior Travel Correspondent

Profile: Provides objective analysis and information to affluent consumers of luxury goods, services and travel through relevant content and resource guides. Covers luxury travel, charter services, vacation real estate, fashion trends, food and spirits, home décor, city guides and more. Additional features include LuxéVideo, which hosts videos and provides enhanced interactive content, as well as Luxe Hotels, a luxury hotel booking engine. Divided into six distinct sections: Lifestyle, Fashion, LuxeTravel, LuxeHotels, Best of Luxe and Luxe City Life.

UMV: 130,159

Lena is also a freelancer and is pitching the Everglades and Paradise Coast for a feature story. If the article is confirmed by her editor, she will want to visit within the next month.

Notes:

- **Focus on luxurious adventure travel – combining Everglades and Marco Island as one experience. Paradise Coast is perfect where you can visit the outdoors during the day, but return to the comfort and luxury of an upscale resort.**
- **Focus on animals – conservations, interaction experiences (like Dolphin Explorer, swimming with animals)**
- **Inn on Fifth Renovations**
- **Marco Island – largest of the 10,000 islands and saltwater portion of the Everglades**
- **Connecting Lena with Donovan Smith – animal rescue for unique animals, including a nyala.**
- **Florida Panthers – Florida Panther Festival is November 10.**
- **Connecting Lena with Film Florida liaison**
- **Possible themes for a gallery: 10 Major Activities in the Paradise Coast, 10 Amazing Animal Adventures.**
- **Additional information on arts and galleries for possible coverage JustLuxe.**

Follow Up:

Lena is now writing for YellowPages.com (UMV: 30,263,786) which has a daily travel article and also feature stories and photo galleries. She has covered Naples Winter Wine Festival previously and expressed interest in visiting the destination for a winter destination piece. Most of her coverage is photo gallery/captions that are often picked up by ABCNews.com and other large outlets. She also expressed interest in visiting destination to scout out unique personalities to pitch for reality TV.

3:00 p.m. Food & Wine

Elizabeth Sheldon – Features Assistant

Profile: Established in 1956 and designed for the reader who enjoys the finer things in life. Editorial focuses on upscale dining, including information on high-end restaurants, entertaining at home and travel destinations. Content offers wine and spirit reviews, new product highlights, recipe ideas, interviews with world renown chefs and style updates.

Circulation: 954,592

UMV: 694,273

Notes:

Liz would like to be added to all release distribution lists and expressed interest in attending Visit Florida event in February 2013.

- Name “Paradise Coast” came as a result of focus group survey. Participants saw multiple images from the destination and ‘paradise’ was the word that came up most.
- 25 new restaurants are opening in the fall
- Everglades City – Stone Crab Capital of the world. This was where the idea for selling crab claws came from and is only second to Monroe County in the Keys in crabs produced. Stone crab claw season lasts October 15 – May 15. Florida’s West coast accounts for approximately 98% of the total Florida stone crab landings in the state.
- The Third Annual Everglades Seafood Festival takes place February 8-10.
- [Naples Food Tours](#) – 3 hour duration, a driver brings guests to six different locations in an air-conditioned 14-passenger van. The tour visits multiple restaurants and spends 20-30 minutes at each one. At each restaurant the Chef comes out to talk to the group and provide a food sample. Tickets are \$59 and custom tours are available if booked enough in advance.
- [Norman Love](#) – Originated in Southwest Florida. Now have chocolate salon and online ordering. All homemade, including the ingredients. Example, in the PB&J chocolate, they make peanut butter, make jelly and then incorporate into chocolate. Black is line of high-end dark chocolate with flavors from around the world.
- [Naples Original](#) – Naples has more than 42 locally owned restaurants that have come together to form Naples Originals. Naples Originals is a group of independent, locally-owned and operated restaurants who offer a broad range of culinary style, service and ambience.
- Collier Family Farms – Baron Collier Companies is starting it and will be offering public tours, farm-to-table dinners and the chance for visitors to pick their own crops. Opening in November 2012. Organizers are working with chefs to supply produce to the area restaurants.
- [Winter Wine Festival](#) – January 25 – 27. Most successful wine charity in the world and brings together 16 celebrity chefs. Very exclusive event, only 550 people and couples’ tickets are \$8,500. Event takes place under spacious pavilions on the grand lawn of The Ritz-Carlton Golf Resort, Naples. Large auction is also part of event with things up for grabs including fine jewelry and unique experiences. Proceeds benefit nonprofit organizations in the area. Since 2001, the festival has raised \$107 million to improve the physical, emotional and educational lives of underprivileged and at-risk children.
 - **SEND INFORMATION ON CHEF ROSTER**
- [Art Naples World Festival](#) in May 2013 will have a Latin America theme. JoNell is working with partners to create Latin America Restaurant Week (Liz noted there are so many restaurant weeks it is not necessarily of interest to them).

Follow Up:

Publication is working 6 months out – interested in what’s opening in 2013 and what opened in 2012. The magazine will only cover things that are new within the last 2 years, or old enough to be considered vintage. Magazine is trend oriented and is seeking “stories of place.”

Magazine just started “Lifestyle Diaries” in October where they are featuring interesting people and their pick of favorite things in the area.

- JoNell recommends pitching Chef Fabrizio Aielli + wife Ingrid due to their interesting personalities and presence in community

April is the Italy issue and there will be a section of ‘Italy in America’

- Italy in America – Alberto Varetto of [Alberto’s on 5th](#) opened restaurant in January of 2012. Has flour sent over from Italy. Naples, Florida is named after Naples, Italy.

Departures

Deborah Frank – Executive Managing Editor

Profile: Established in 1984 for American Express Platinum Card holders as a luxury lifestyle magazine. Feature articles focus on travel, art and culture, men's style, jewelry and interior design with an eye on global adventures and purchases. Also provides hi-tech toy updates, as well as reports on wines, dining and new accommodations worldwide.

Circulation: 1,040,955

UMV: 26,815

Notes:

Deborah grew up in Miami and frequented Marco Island as a child.

- Everglades City – Stone Crab Capital of the world. This was where the idea for selling crab claws came from and is only second to Monroe County in the Keys in crabs produced. Stone crab claw season lasts October 15 – May 15. Florida's West coast accounts for approximately 98% of the total Florida stone crab landings in the state.
- The Third Annual Everglades Seafood Festival takes place February 8-10.
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 - **SEND INFORMATION ON CHEF ROSTER**
- Arts & Culture – galleries, philharmonic orchestra
- Upscale beaches & shopping – an alternative to Palm Beach, “Beverly Hills East”
- Naples Botanical Gardens – Hats in the Garden Event on November 15, featuring Michael Kors. During the event, Kors will present a runway show of his spring 2013 ready wear collection. Individual tickets start at \$500.
- Luxury hotels:
 - Two Ritz-Carlton properties: The Ritz-Carlton Naples and The Ritz-Carlton Golf Resort, Naples
 - Waldorf Astoria Naples
 - La Playa Beach & Golf Resort
 - Inn on 5th Renovations and new club-level suites. First new hotel since 2008.
 - Marco Island Marriott
- Art Naples World Festival in May 2013 will have a Latin America theme. JoNell is working with partners to create Latin America Restaurant Week.
- Impact of BP Oil Spill – Paradise Coast was not affected.
- Collier Family Farms – Baron Collier Companies is starting it and will be offering public tours, farm-to-table dinners and the chance for visitors to pick their own crops. Opening in November 2012. Organizers are working with chefs to supply produce to the area restaurants.
- Marine Conservation – One of the last habitats for panthers. Dolphin Explorer Program.
- Philanthropy Angle– trustees of Winter Wine Festival could work
- Spa – Simply Faces, local esthetician Susan Watts helping cancer patients

Follow Up:

Publication is working on 2013. Focusing on new hotels, new chefs. July/August issue is All American Issue and Deborah advised Naples may be a great fit and not featured recently. Magazine is interested in bringing back charitable component; want to tell philanthropic stories through an innovative person. Deborah manages spa/healthy/beauty/fitness beat.

Note: Group discussed possibility of sending journalist to opening of Inn on Fifth in December if outlet decided it was upscale enough.

Brides

Jacqueline Gifford – Travel Editor

Profile: Established in 1934 and designed to be a guide for the bride-to-be by providing information on planning a wedding, trousseau, honeymoon, and new home, as well as topics regarding the marital relationship. Features the latest wedding fashions, beauty tips, home furnishings, new appliances, travel, entertainment and reception ideas. Sections regularly featured include: Fashion, Beauty and Jewelry, Tabletop, Wedding Style, Wedding Planning and Travel. Annual section Hot List offers readers over 100 most innovative and influential people, places and products for the bride-to-be.

Circulation: 307,454

UMV: 312,680

Notes:

- **Luxury hotels for destination weddings/honeymoons:**
 - **Two Ritz-Carlton properties:** [The Ritz-Carlton Naples](#) (discussed upgrades including VUE) and [The Ritz-Carlton Golf Resort, Naples](#)
 - [Waldorf Astoria Naples](#)
 - [Naples Beach Hotel & Golf Club](#)
 - [La Playa Beach & Golf Resort](#)
 - [Marco Island Marriott](#)
- [Inn on 5th](#) – Renovations and new club-level suites. First new hotel since 2008.
- [Burn](#) by Rocky Patel – Jacqui was familiar with Rocky's cigars, her husband is a big fan. Was very interested to learn that he has a smoke shop/bar located in Naples; this would be a location of interest if she takes a trip to the Paradise Coast.
- Stone Crab Festival taking place on the Naples waterfront on October 27 and 28. Everglades City – Stone Crab Capital of the world. Stone crab claw season lasts October 15 – May 15.
- [Winter Wine Festival](#) from January 25 – 27. Most successful wine charity in the world and brings together 16 celebrity chefs. Very exclusive event, only 550 people and couples' tickets are \$8,500. Event takes place under spacious pavilions on the grand lawn of The Ritz-Carlton Golf Resort, Naples. Large auction is also part of event with things up for grabs including fine jewelry and unique experiences. Proceeds benefit nonprofit organizations in the area. Since 2001, the festival has raised \$107 million.
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- The [Dolphin Explorer Cruise](#) is a must for visitors to the Paradise Coast. Naturalists work on board to identify, photograph and record behaviors of the area's dolphins. Passengers act as scientists to assist with spotting and identifying dolphins. Perfect activity for both kids and adults.
- [Norman Love](#) – Originated in Southwest Florida. Now have chocolate salon and online ordering. All homemade, including the ingredients. Example, in the PB&J chocolate, they make peanut butter, make jelly and then incorporate into chocolate. Black is line of high-end dark chocolate with flavors from around the world.

Follow Up:

Jacqui is very familiar with the Paradise Coast; she used to visit the area frequently. She expressed interest in potentially arranging a press trip in the near future and reiterated this desire in communications following the desk-side. She asked that we send along any announcements regarding new properties that could be a fit for weddings/honeymoons, as well as any other new activities or shops opening in the area. Communication is ongoing.

Delicious Mischief

THE TEXAS MAGAZINE OF FOOD & DRINK

November 10, 2012
 UMV: 1,439

Another Meal in Paradise

Truluck's was born in Texas, but it got to Florida as quick as it could. That spin on the old bumper-sticker kept running through my head as I sat at Truluck's in Naples, Fla., eating my weight in sweet-tasting stone crabs caught in the Gulf of Mexico a few miles south and pondering the geographic ironies of the restaurant business. When I wasn't doing those things, or thinking about my other meals along what the Naples area likes to proclaim the Paradise Coast, I was returning to my New Orleans roots with Truluck's entrees like the grouper Pontchartrain.



As I was to learn firsthand later, traveling to the docks where the boats come in each afternoon in-season (Oct. 15-May 15), stone crabs are another of those seafood products that used to be almost worthless but eventually found fame as a high-end delicacy. For its part, when Truluck's was just getting started in Houston, and later in Dallas and Austin, it was looking for a signature item. Stone crabs appeared on their radar, and the rest is history. Eventually, Truluck's decided to take greater control over its supply, so it bought a stone crab fishery near Naples. Each day during the season, 15-20 independent crab boats head out, bringing back the goodies to Truluck's in Texas, Florida and beyond. Another terrific entree, by the way, and my personal favorite, is the miso sea bass. It's hot, it's sweet. Lovers of Chinese food, like me, would almost call it General Tso's Sea Bass – and order it every time!

Another restaurant we know in Texas (especially if we're in or around the Woodlands area) is Tommy Bahama, a culinary expression of the famous "island-inspired" use of fashions and accessories. Turns out this one traveled the opposite direction as Truluck's, TO Texas FROM Florida. In fact, the Tommy Bahama in Naples was the very first effort at building an eatery around the imagery. Thanks to longtime executive chef John Fitzgerald, from Newport, R.I., by way of Johnson & Wales in Providence, we had a wonderful tasting of what "island-inspired" is like on a plate, from the coconut shrimp with papaya-mango chutney and Asian slaw to the jerk pork tenderloin atop sweet potato puree with pineapple rum sauce and pineapple-papaya chutney.



My visit to Naples included several great meals, each featuring more than one great dessert. But looking back, my favorite finale had to be the pina colada cake at Tommy Bahama. I'll admit, I've loved pina coladas as an island drink ever since I had way too many of them on the beach in Puerto Rico – and only afterward discovered that each has approximately the calories and fat of a Burger King Whopper. I've been making pina colada bread pudding and pina colada French toast ever since. But literally and figuratively, this version of the beloved island rum drink takes the, um, cake.



It was, first and foremost, the cocktails that attracted me to L'Orient at Naples Bay Resort. Since I was staying at the resort, a lovely development of hotel, residential, retail and restaurants built around a yacht marina – sadly, I forgot my yacht at home – I didn't have to be attracted very far. Still, the cocktails and cuisine served up by two brothers from Thailand who first made their name in the oh-so-tony Hamptons seemed an offer I couldn't refuse. Helped along by a collection of bitters created right there by Chef Eddy, the cocktails themed by mixologist Chris around the signs of the Chinese zodiac were nothing short of amazing. I sampled the Ox, Monkey and Snake, never quite getting around to the Dragon, which actually would be my sign. The drinks (built around gin, rum and tequila) and I seemed very compatible, though. In lieu of drinking all night, I sampled some of L'Orient's upscale protein-driven Asian food, including this Kobe beef cooked Korean style and paired up with a mild rendition of kimchee underneath the bok choy.

In case anybody was worried I wasn't getting enough sweets in my "sweet life," I made a pilgrimage to Norman Love – often declared the best ultra-premium chocolate maker in America. First perusing his retail shop in Naples and finally sitting down with Norman himself (for a dozen years the globetrotting pastry guru for Ritz-Carlton) at his production facility in Fort Myers, I now understand why that's located so near the RSW airport. The guy ships amazing truffles made with all kinds of chocolate to all kinds of clients all over America. In addition to taping a segment of my Delicious Mischief radio show, the visit was an excellent chance to taste a lot of over-the-top Norman Love chocolates.



For a tour of the Paradise Coast with Texas-born Truluck's at its heart, it was inevitable that I'd go looking for some stone crabs of my own – and this looking carried me south to Everglades City. My most important stop in the town along the edge of Everglades National Park had to be Grimm's Stonecrab, which bills itself as "Your Stonecrab Connection." As explained by Justin Grimm, pictured above, the boats go out each day in season, harvest only the claws of the crabs found in their traps (the crabs generate new claws, for their protection and our future enjoyment) and then deliver those to Grimm's for quick boiling, chilling and shipment all over America. And of course, seeing so many stone crabs made me hungry, so we had to stop for lunch at Miller's World Famous Oyster House – where even the soup is made with stone crabs (see recipe in our RECIPES section). That soup didn't stop us, though, from tasting Bobby Miller's creative Jamaican jerk-spiced alligator (it *is* the Glades, after all) or digging into a fried seafood platter featuring shrimp, oysters, clams and scallops. Happily, on this platter, even the French were fried. But it came with broccoli, so that made it all healthy.



In the end, the Paradise Coast resembles paradise in at least two ways. Living on the edge of the Everglades means quick access to airboats, canoes and kayaks to explore this huge wetlands treasure at the bottom of the continental United States, with only the Florida Keys to the south. Yet with Naples as its upscale destination right on the Gulf of Mexico, the Coast offers a warm welcome to all who value gracious accommodations, excellent restaurants at every level of price and service and a relaxed beachfront lifestyle with nifty sunsets minus highrises to block your view of them. This sounds a whole lot like paradise to me.



Covering 10,360 square kilometres of subtropical wetlands, the Everglades are undergoing a massive restoration plan to counter pollution.

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BRIAN LASENEY / SHUTTERSTOCK.COM

Swamped in the Everglades

Tired of shiny happy amusement parks?
Explore the Sunshine State's mysterious backcountry

BY Alastair Sutherland



On a sunny morning last March, in Big Cypress National Preserve in the Florida Everglades, a panther was on the prowl. It may have been looking for something to eat — a mouse, a hare, a white-tailed deer — or hoping to mate with one of the 160 or so Florida panthers still left on earth.





On days when the water isn't too high, visitors might wade through a cypress swamp.

© ADRIA FLOR



Alligators hunt in the shallows or sun themselves on the road.

FLORIDASTOCK / SHUTTERSTOCK.COM



A fifth-generation Gladesman, Chris Hancock runs swamp buggy tours in the protected national park.

LISA OSTBERG

What it found instead was a man on a Ducatti Superbike. As the panther tried to cross the Tamiami Trail, the highway that runs from Tampa to Miami and cuts through the Everglades, it was hit head-on by the man.

The man broke several bones and later sued the state, claiming that the solar-powered wildlife warning system didn't work. The panther got up and disappeared into the cypress forest; no one knows what happened to it.

The chance encounter was bad luck for both, but also an allegory for the Everglades, where the mingling of man and nature has not always gone well. Covering over 10,360 square kilometres of subtropical wetlands, the Everglades ecosystem has suffered over two centuries of man-made damage, from drainage and phosphorus pollution to the recent appearance of the Burmese python. Despite an ongoing and troubled US\$7.8-billion restoration plan — the most expensive ecological repair project in history — the situation is still touch and go, with developers and the agricultural industry fighting ecologists and conservationists in a never-ending battle over regulations and money.

But for the visitor driving on the Tamiami Trail, the Everglades still seems a vast expanse of mangrove swamps, cypress forests and sawgrass marshes, with herons flying overhead and alligators lurking below. It looks peaceful and pristine, especially compared to the density and traffic snarl of Miami. And just off the road there is a lot that is intriguing, from the frontier history to activities that range from the alarming (swamp buggy tours and airboat rides) to the more

I was about to get out of the kayak to get my dropped sunglasses when Troy yelled: "No! There's an alligator nearby!"

eco-friendly (hiking, kayaking). On a recent trip to Florida, I decided to give all of those activities a try.

First up was the swamp buggy tour. While it may seem incongruous to enjoy nature while sitting high atop a massive gas-powered vehicle that bumps down a trail on balloon tires, advocates say it is the best, and sometimes only, way to navigate the deep mud of the cypress swamps. I went on a four-hour ride with Chris Hancock, recommended by the Friends of the Florida Panther Wildlife Refuge.

Hancock is a fifth-generation Gladesman (his great-grandfather was one of the first guides at the Everglades National Park). His company, C&G, is one of four operators that are allowed into the preserve. As I left the Tamiami Trail and drove up Turner River Road to meet him at the departure point, I kept my eyes peeled for wildlife, and indeed saw

hare (swamp bunnies, as they are called), numerous deer and a couple of mid-sized alligators sunning themselves roadside. I climbed aboard the swamp buggy and, with Chris at the wheel, we headed off down the Concho Billie trail deep into the swamp.

Chris explained that the trip covers 13 kilometres as the crow flies, but 19 to 24 kilometres with all the zigs and zags. Though swamp buggy races are a popular attraction in south Florida, our buggy moved slowly through the water and mud, past hardwood hammocks, palmettas and pines, with Chris pointing out the flora — airplants, orchids — and keeping an eye out for fauna. On this day, we saw only birds, but it is not uncommon to see squirrel, deer, otter, the occasional black bear and, if you are very lucky, the elusive Florida panther.

A highlight of Chris's swamp buggy tour is a stop at a cypress dome, where the trees are higher and there is a canopy. Under the canopy there are



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*TECTA® Product Monograph based on pantoprazole sodium data. TECTA® demonstrated comparable efficacy to pantoprazole sodium based on comparative pharmacodynamic effects.

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Contraindications: hypersensitivity to pantoprazole, substituted benzimidazoles, or to any ingredient in the formulation or component of the container.

† Excluding MB.



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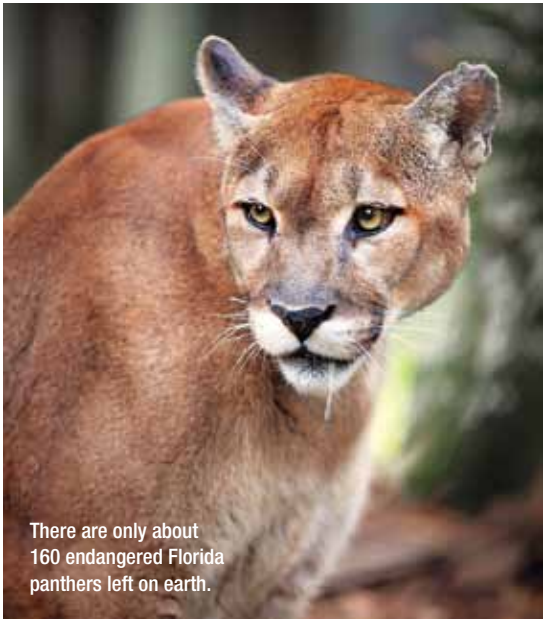


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Once-a-day for symptomatic GERD



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There are only about 160 endangered Florida panthers left on earth.

GET IN THE GLADES

Everglades City is small (population 505) and most of the places to eat and stay are near the main street, Collier Avenue. The **Ivey House Bed and Breakfast** (107 Camelia Street, Everglades City; tel: 239-695-3299; iveyhouse.com; doubles from US\$99. All prices in US dollars) has 18 rooms that surround a screened-in courtyard and small pool. Both kayak trips (four hours, \$99) and **C&G's Big Cypress Swamp Buggy Tours** (tel: 239-695-4756; www.bigcypressswampbuggytours.com; four hours, \$180 for two) can be booked at the inn.

The **Rod and Gun Club** (200 Riverside Drive, Everglades City; tel: 239-695-2101; evergladesrodandgun.com; doubles from \$95), on the Barron River, was built in 1864 as a fishing lodge, and is now a rustic hotel with a restaurant that serves local delicacies like fried alligator and conch fritter.

The **Oyster House** (801 South Copeland, Everglades City; tel: 239-695-2082; theevergladesflorida.com) restaurant is owned by ex-New Yorkers, and is part of their Miller's World complex, which has cabins, a marina, a bar and a liquor store (the only one in town).

In Ochopee, **Wooten's** (32330 Tamiami Trail East, Ochopee; tel: 239-695-2781; wootensevergladesairboatrides.com; tickets \$25) airboat tours aren't educational; they're more of a thrill ride.

For a touch of history head to the **Smallwood Store** (360 Mamie Street, Chokoloskee; tel: 239-695-2989; smallwoodstore.com; entrance \$3).



BUDDHADL / SHUTTERSTOCK.COM

A kayaking tour is a popular way of experiencing the area up close.

It's not uncommon to spot deer, otter, the occasional black bear and, if you're very lucky, the elusive Florida panther

often rare plants and usually an alligator that has claimed the dome pond as its residence. Chris said that other animals are attracted to the dome by the water, joking that "they come for a drink but stay for lunch." Riders get off the buggy and wade to the dome, but on our day the water was too high, meaning the gators might be wandering from the dome, and there might be venomous snakes, like the cotton-mouth water moccasin. So we stayed on the buggy.

The four hours passed quickly, and Chris was a knowledgeable guide who had his own questions — "Do y'all have guns up there in Canada? How about Fox News? I don't think I could exist without Fox News" — that I did my best to answer.

At the end, I asked Chris to explain the difference between his swamp buggy tour and the many airboat rides advertised in the area. "My tour is meant to be slow and educational," he said. "The airboat is a thrill ride."

Said thrill ride was next on my agenda. I went to a large establishment on the Tamiami Trail called Wooten's, which has a massive American flag at the entrance and a sign boasting that it has been "World Famous Since 1953." Airboats, which glide over the water and grass, and are very loud, are not allowed in the wilderness areas, so operators set up nearby.

For my ride, a large man with a nametag that read "Captain Tommy" ushered us aboard, and after he offered us headphones to block the noise, we slowly set off. In a few minutes we passed a drifting, apparently tame alligator, and then Captain Tommy gunned the engine and the thrill ride was on. After half an hour of swooshing and circling through the sawgrass, and observing a few more tame alligators, the ride was over.

Wooten's also offers a 45-minute swamp buggy ride, as well as an area that is billed as an "animal sanctuary"

▶▶ CONTINUED ON PAGE 88



And help relieve the symptoms of GERD during the day, too.*

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COVERED ON MOST PROVINCIAL FORMULARIES†

The most frequently reported adverse events in individuals receiving pantoprazole sodium are headache (2.1%), diarrhea (1.6%) and nausea (1.2%). No differences in adverse reactions are expected between pantoprazole magnesium and pantoprazole sodium.

Please see Product Monograph for warnings, precautions and adverse events.

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See prescribing summary on page 104



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Once-a-day for symptomatic GERD

Swamped in the Everglades

▶▶ CONTINUED FROM PAGE 69

but is really an old-school zoo, with regional animals — turtles, deers, a panther — cooped up in small enclosures. There are also two Siberian tigers, who looked like they would rather be in Siberia, and a big pond with dozens of alligators. Daily shows involve a man with a large stick and a bucket of chickens getting the alligators to do tricks. Combined with the heat and the bugs, the animal sanctuary is not for the faint of heart.

The next day, having had my fill of engine-driven exploration, I decided to try paddling and walking. In the morning, I went on a four-hour kayaking trip down the East River, a 10-minute drive from Everglades City. Our guide, a 50-year-old Michigan transplant named Troy, led five of us through the twists and turns of the mangrove swamps, past trees filled with birds — anhingas, ibis, an osprey or two — into mangrove tunnels where spiders dwell and the air is humid and stifling.

Word of warning: if you go kayaking in a swamp and head into a mangrove tunnel, watch out for your sunglasses. Though Troy had suggested we leave them behind, I had them on top of my hat. When I hit a low branch in a mangrove tunnel, getting stuck, getting in fact nearly swamped, my sunglasses fell off my hat and into the shallow but dark water. I was about to get out of the kayak when Troy yelled: “No! Stay in the boat! There is an alligator nearby!” So there at the bottom of the swamp a pair of Maui Jim Volcano remain.

Feeling rejuvenated after the kayak trip, I hit the hiking trails in the afternoon. I didn’t have enough time to go on a lengthy hike, but did spend an hour on the Big Cypress Bend Boardwalk, which is just off the Tamiami. The boardwalk is about a kilometre long, with interpretive signs, and leads into the Fakahatchee Strand, the largest bald cypress/royal palm swamp forest in the world. A short ways down the road is the Marsh Trail, which has a tower with a telescope to spy cor-

morants and wood storks. There are no longer trails in the area, including, on the west side of Big Cypress, the southern terminus of the Florida National Scenic Trail, which goes 2300 kilometres north to Pensacola Beach.

The final stop on my Everglades whirlwind tour was Smallwood Store, a historic brown wooden structure that doubles as a museum and souvenir shop. Built in 1906, it’s in Chokoloskee, an island just south of Everglades City that is the largest of the Ten Thousand Islands.

The original owner of the store was Ted Smallwood, who sold supplies and traded with the Seminole Indians. Smallwood, who died in 1951, figures into the legend of Edgar Watson, a notorious outlaw and killer (famed female outlaw Belle Star was supposedly one of his victims) who met his own demise at the hands of an angry mob in front of the store. Smallwood was a friend of Watson’s and tried to protect him from the mob.

Watson’s tale was eventually fictionalized in a book, *Killing Mister Watson*, by acclaimed author Peter Matthiessen (*The Snow Leopard*). And if that’s not enough history, Ted Smallwood was also the great-great-grandfather of Chris Hancock of C&G’s Swamp Buggy Tours, who lives not far from the store.

With a \$3 entry fee, the store — jam-packed with all types of memorabilia, including a disturbingly lifelike mannequin of Ted himself — is worth a visit, and from the deck in the back you can see where the Ten Thousand Islands stretch out to the Gulf of Mexico.

Which, by the way, is where the drugs used to come in. In 1983, Chokoloskee and Everglades City made international news when 200 of the town’s citizens — shrimpers, stone crabbers, fishermen, a local sheriff, a retired Florida Supreme Court Justice, and many more — were arrested for importing marijuana. Two planes were seized, along with boats, US\$5 million in assets and 500,000 pounds of pot. Many of those arrested, who are out of jail now, still live in the area. But that is another story, and my time in the Everglades had run out. ■

Pilgrim’s progress

▶▶ CONTINUED FROM PAGE 36

Being in France, food was, of course, always important and part of the fun. After a day of hiking, we were glad that we were not in hot dog-and-hamburger country. Here the food is different from the rest of France and has exotic names such as *aligot* (the most common dish made of mashed potatoes and cheese), *truffade* (another potato dish), *farçous*, *estofinade* and of course the inevitable local cheeses (Caille, Laguiole, Perail). We didn’t sample it all, but that night we had our most delicious meal. We were in a farm, where the owner had spent 20 years renovating a small hamlet, raising sheep and producing most of the food. We were sharing the place with a couple from Paris who come here for a yearly vacation.

Our last day was supposed to be the longest, but it went by too fast. We were not ready to leave the area with its old

villages and history, its rivers, deep forests and open fields. We were not ready to leave the thrill of discovery and the freedom that walking gave us. We were not ready to leave the peacefulness around us; it would be so easy to continue all the way to Compostela.

At the entrance to Conques, our final destination, a large group of tourists was listening to their guide, when someone said, “Look! Pilgrims!” They all turned around with curiosity and amazement, snapping multiple pictures of us.

We followed narrow cobblestone streets and arrived at a large square bordered by a medieval church and an inviting restaurant terrace. It was such a pleasure to remove our backpacks, sit down, look around and celebrate our accomplishment.

Our first thought was to come for two weeks next year. Then we thought, why not walk all the way? It would be a fascinating and life-changing experience. ■

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of October 2012

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	16	52.03
PR-Editorial (800-688-3600)	44	139.72
Film Commission (800-349-5770)	1	18.73
International (239-225-1013)	3	6.78
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
<u>Grand Total:</u>	<u>64</u>	<u>217.27</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of October 2012

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	26	68.20
Special Fulfillment	11	14.08
Sports Council of Collier County Information	0	0.00
Guide Request	453	128.25
Arts Culture & Heritage Guide	0	0.00
CVB Office Referral	5	17.83
Hang up	1	0.22
Wrong Number	1	4.12
Bucket List	0	0.00
eNewsletter Signup	117	0.00
Meeting Planner	0	0.00
Storm Accommodations Info	0	0.00
Update Accommodations Info	0	0.00
<u>Grand Total:</u>	<u>614</u>	<u>232.70</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of October 2012

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	3	32
Bridal Post Card	2	2
Passport to Paradise	9	9
Rack Brochure	10	10
Visitor's Guide	433	775
Grand Total:	457	828
Unigue requests for guides:	453	

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

For the month of October 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	404	404	89.18%	1,912	1,912	86.09%
Winter Northern Campaign	0	0	0.00%	0	0	0.00%
Spring/Summer In-State Campaign	0	0	0.00%	1	1	0.05%
Niche Markets	28	28	6.18%	278	278	12.52%
Group Markets	0	0	0.00%	0	0	0.00%
International Markets	0	0	0.00%	1	1	0.05%
Miscellaneous	21	21	4.64%	29	29	1.31%
Meeting Planners	0	0	0.00%	0	0	0.00%
<u>Grand Total:</u>	<u>453</u>	<u>453</u>		<u>2,221</u>	<u>2,221</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of October 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	0	0%
Arthur Frommer's Budget Travel February 2009	0	0	0%
Arthur Frommer's Budget Travel June 2011	0	0	0%
Coastal Living (Added Value) April 2012	0	0	0%
Coastal Living April 2012	0	0	0%
Florida Travel & Life May/June 2011	0	0	0%
Florida Travel & Life May/June 2012	2	2	0%
Midwest Living January/February 2010	0	0	0%
Other/Unknown	5	5	1%
Redbook Midwest October 2011	0	0	0%
Southern Living January 2012	17	17	4%
Consumer Magazines	24	24	
Consumer Directories			
2009 Official Florida Vacation Guide	0	0	0%
2010 Florida Insider Guide - Quick Check	0	0	0%
2010 Florida Insider Guide - Specific Target	0	0	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	0	0%
2010 Visit Florida Magazine	1	1	0%
2010 Visit Florida Magazine - Quick Check	0	0	0%
2010 Visit Florida Magazine - Specific Target	0	0	0%
2011 Florida Insider Guide - Quick Check	2	2	0%
2011 Florida Insider Guide - Specific Target	0	0	0%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	0	0%
2011 Visit Florida Magazine - Quick Check	0	0	0%
2011 Visit Florida Magazine - Specific Target	0	0	0%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of October 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Directories			
2012 Florida Insider Guide - Quick Check	1	1	0%
2012 Florida Insider Guide - Specific Target	6	6	1%
2012 Visit Florida Magazine - Quick Check	72	72	18%
2012 Visit Florida Magazine - Specific Target	38	38	9%
Florida Insider Guide April - September 2011	0	0	0%
Visit Florida Magazine December 2010 - September 2011	0	0	0%
Consumer Directories	120	120	
Consumer E-Marketing			
DestinationBrochures.com	1	1	0%
Other/Unknown	1	1	0%
ParadiseCoast.com	246	246	61%
Miles Media Imports	243	243	
Phone	3	3	
info@paradisecoast.com	0	0	
Interactive Text Chat	0	0	
ParadiseCoast.com/Getaway Summer TAF	12	12	3%
ParadiseCoast.de	0	0	0%
Visit USA - France	0	0	0%
Visit USA - UK	0	0	0%
VisitFlorida.com	0	0	0%
Consumer E-Marketing	260	260	
Consumer Newspaper			
Americas Best Vacations Southeast Spring 2012	0	0	0%
Other/Unknown	0	0	0%
Visit Florida In-State Insert April 2012	0	0	0%
Visit Florida In-State Insert June 2012	0	0	0%
Consumer Newspaper	0	0	

Grand Total:

404

404

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Fall In-State Campaign

For the month of October 2012

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Winter Northern Campaign

For the month of October 2012

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Spring/Summer In-State Campaign

For the month of October 2012

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Niche Markets

For the month of October 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	0	0%
Bridal Guide Added Value RSL October/November 2010	0	0	0%
Bridal Guide January/February 2011	0	0	0%
Bridal Guide July/August 2011	2	2	7%
Bridal Guide March 2011	0	0	0%
Brides Florida April - September 2011	0	0	0%
Destination Weddings & Honeymoons July/August 2012	0	0	0%
<hr/>			
Niche Markets (Bridal/Honeymoon)	2	2	
Niche Markets (ECO)			
Audubon (Added Value) November/December 2012	3	3	11%
Audubon (Natural Wonders of Florida) March/April 2010	0	0	0%
Audubon (Natural Wonders of Florida) March/April 2011	0	0	0%
Audubon (Natural Wonders of Florida) March/April 2012	23	23	82%
Audubon (Natural Wonders of Florida) November/December 2011	0	0	0%
National Geographic Traveler May/June 2012	0	0	0%
<hr/>			
Niche Markets (ECO)	26	26	
Niche Markets (Golf)			
Play Florida Golf 2012	0	0	0%
<hr/>			
Niche Markets (Golf)	0	0	
Niche Markets (Senior)			
AAA Going Places July/August 2012	0	0	0%
AAA Going Places North March/April 2012	0	0	0%
AAA Going Places North May/June 2012	0	0	0%
AAA Going Places South May/June 2010	0	0	0%
AAA Going Places South May/June 2011	0	0	0%
AARP - Southeast Region March/April 2011	0	0	0%

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

For the month of October 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Senior)			
AARP The Magazine April/May 2012	0	0	0%
Niche Markets (Senior)	0	0	
Grand Total:	28	28	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Group Markets

For the month of October 2012

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by International Markets

For the month of October 2012

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Miscellaneous

For the month of October 2012

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	1	1	5%
Friend/Relative	4	4	19%
Other/Unknown	16	16	76%
TCTIA FAM October 2011	0	0	0%
USV Product Show TA 2011	0	0	0%
<u>Grand Total:</u>	<u>21</u>	<u>21</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by State

For the month of October 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	64	64	16.98%	91	91	4.24%
Pennsylvania	29	29	7.69%	36	36	1.68%
Illinois	21	21	5.57%	336	336	15.65%
Ohio	21	21	5.57%	333	333	15.51%
North Carolina	20	20	5.31%	20	20	0.93%
New York	18	18	4.77%	45	45	2.10%
Indiana	16	16	4.24%	267	267	12.44%
New Jersey	16	16	4.24%	24	24	1.12%
Virginia	14	14	3.71%	10	10	0.47%
Connecticut	13	13	3.45%	9	9	0.42%
Georgia	12	12	3.18%	23	23	1.07%
Michigan	11	11	2.92%	292	292	13.60%
Missouri	11	11	2.92%	15	15	0.70%
Tennessee	11	11	2.92%	17	17	0.79%
Minnesota	10	10	2.65%	96	96	4.47%
Texas	10	10	2.65%	22	22	1.02%
Wisconsin	10	10	2.65%	166	166	7.73%
Massachusetts	9	9	2.39%	18	18	0.84%
California	8	8	2.12%	18	18	0.84%
Iowa	6	6	1.59%	88	88	4.10%
Kentucky	6	6	1.59%	15	15	0.70%
Kansas	5	5	1.33%	6	6	0.28%
South Carolina	4	4	1.06%	14	14	0.65%
Colorado	3	3	0.80%	7	7	0.33%
Mississippi	3	3	0.80%	3	3	0.14%
Oklahoma	3	3	0.80%	5	5	0.23%
South Dakota	3	3	0.80%	15	15	0.70%
Alabama	2	2	0.53%	8	8	0.37%
Louisiana	2	2	0.53%	9	9	0.42%
Nevada	2	2	0.53%	4	4	0.19%

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

For the month of October 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>
New Hampshire	2	2	0.53%	4	4	0.19%
Oregon	2	2	0.53%	5	5	0.23%
Arizona	1	1	0.27%	5	5	0.23%
Arkansas	1	1	0.27%	6	6	0.28%
Maine	1	1	0.27%	4	4	0.19%
Maryland	1	1	0.27%	15	15	0.70%
Montana	1	1	0.27%	0	0	0.00%
Nebraska	1	1	0.27%	48	48	2.24%
New Mexico	1	1	0.27%	1	1	0.05%
Puerto Rico	1	1	0.27%	1	1	0.05%
Rhode Island	1	1	0.27%	6	6	0.28%
West Virginia	1	1	0.27%	3	3	0.14%
Alaska	0	0	0.00%	1	1	0.05%
Armed Forces	0	0	0.00%	0	0	0.00%
Delaware	0	0	0.00%	2	2	0.09%
District of Columbia	0	0	0.00%	0	0	0.00%
Guam	0	0	0.00%	0	0	0.00%
Hawaii	0	0	0.00%	2	2	0.09%
Idaho	0	0	0.00%	2	2	0.09%
North Dakota	0	0	0.00%	17	17	0.79%
Northern Mariana Islands	0	0	0.00%	0	0	0.00%
Utah	0	0	0.00%	3	3	0.14%
Vermont	0	0	0.00%	2	2	0.09%
Virgin Island	0	0	0.00%	0	0	0.00%
Washington	0	0	0.00%	7	7	0.33%
Wyoming	0	0	0.00%	1	1	0.05%
Grand Total:	377	377		2,147	2,147	

* YTD = Fiscal Year to Date

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

For the month of October 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	377	377	83.22%	2,147	2,147	96.67%
Canada	26	26	5.74%	24	24	1.08%
No Address Given	14	14	3.09%	13	13	0.59%
United Kingdom	12	12	2.65%	13	13	0.59%
Brazil	10	10	2.21%	3	3	0.14%
France	5	5	1.10%	1	1	0.05%
Netherlands	3	3	0.66%	3	3	0.14%
Germany	2	2	0.44%	2	2	0.09%
Ireland	1	1	0.22%	0	0	0.00%
Italy	1	1	0.22%	2	2	0.09%
Pakistan	1	1	0.22%	0	0	0.00%
Sweden	1	1	0.22%	0	0	0.00%
Argentina	0	0	0.00%	1	1	0.05%
Belgium	0	0	0.00%	2	2	0.09%
Indonesia	0	0	0.00%	2	2	0.09%
Poland	0	0	0.00%	1	1	0.05%
Portugal	0	0	0.00%	7	7	0.32%
Grand Total:	453	453		2,221	2,221	

* YTD = Fiscal Year to Date

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

For the month of October 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	0	0%
Consumer Shows	0	0	0%
Meeting Planners			
Market Group Fulfillment	0	0	0%
CVB Meeting Planner newsletter	0	0	0%
GAP	0	0	0%
Meeting Planner Kit Fulfillment	6	6	55%
Meeting Planner Non-Kit Fulfillment	1	1	9%
Post Show Followup			
Florida Huddle February 2012	0	0	0%
Meeting Planners	7	7	64%
Promotions			
PPD 2011	3	3	27%
PPG 2011	1	1	9%
PPP 2011	0	0	0%
Promotions	4	4	36%
Tour Operators			
Other/Unknown	0	0	0%
Tour Operators	0	0	0%
Travel Agents			
Other/Unknown	0	0	0%
Travel Agents	0	0	0%
Grand Total:	11	11	

* YTD = Fiscal Year to Date