

MARKETING PARTNER REPORTS November 26, 2012



Collier County Tourism Research

October 2012

Presented to:

The Collier County Tourist Development Council

Presented by:

Research Data Services, Inc.

November 26, 2012

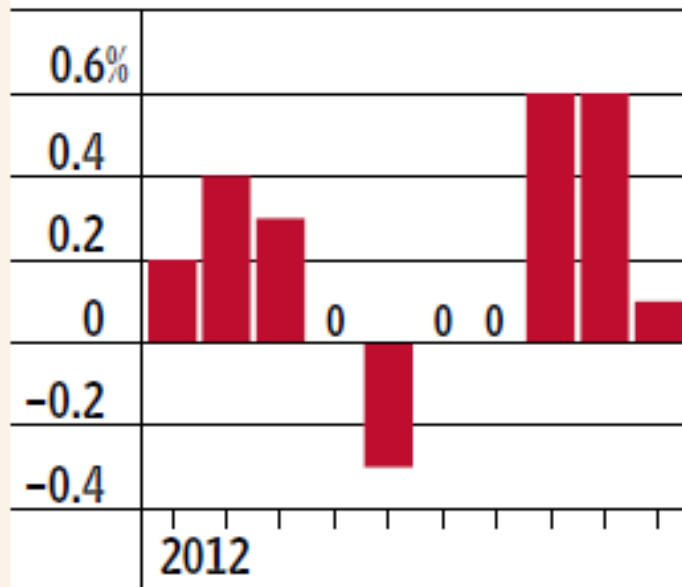


Economic Indicators



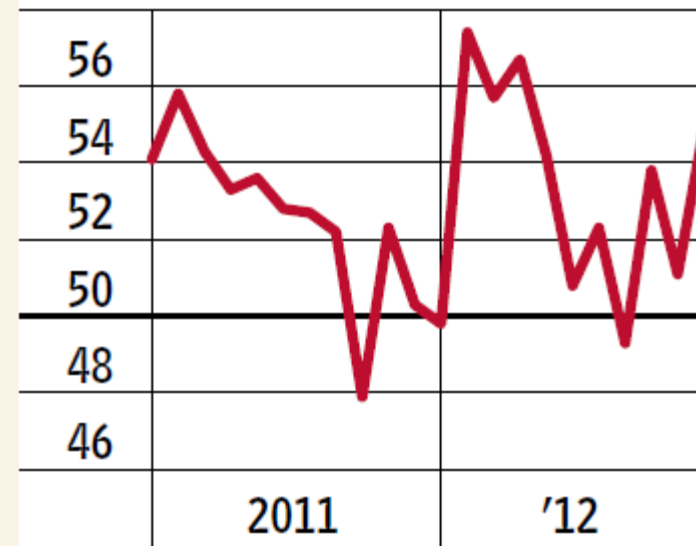
Consumer Price Index/Employment

Consumer-price index,
 change from a month earlier



Source: Bureau of Labor Statistics

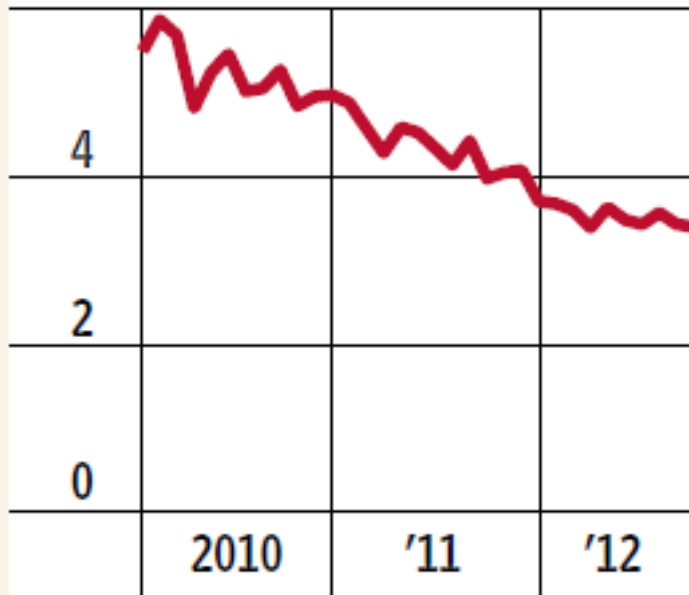
Nonmanufacturing
 employment index



Source: Institute for Supply
 Management

Job-Seekers/Dollar Index

Number of job-seekers per opening



Source: Labor Department

What Downgrade?

The dollar has strengthened against other major currencies since Standard & Poor's stripped the U.S. of its top rating



Source: WSJ Market Data Group
The Wall Street Journal

Collier Value of Tourism



Value of Collier Tourism

	FY 2011	FY 2012	% Change
Direct Spending of Visitors Staying in Commercial Lodging	• \$838,530,400	\$943,267,400	+12.5%
Total Economic Impact	• \$1,250,248,800	\$1,406,411,700	+12.5%
Jobs Supported	• 30,100	32,000	+6.3%
Visitor Sales and Gas Tax Revenue	• \$80,038,400	\$89,793,700	+12.2%

Executive Summary

October 2012



Visitor Metrics

October 2012

- ❖ This October, **123,100** visitors stayed in Collier lodgings **(+4.9%)**. Travelers spent **\$62.1 million** in the destination, with a total economic impact of **\$92.5 million (+10.2%)**. Key performance statistics are as follows:

<u>October:</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
Occupancy	60.5%	61.9%	+2.3
ADR	\$116.6	\$122.1	+4.7
RevPAR	\$70.5	\$75.6	+7.2

Visitor Metrics

October 2012

- ❖ Three of every four property managers **(75.9%)** indicate that their three month forward reservation levels are the same or better than last October's:

% of Properties (October)

Reporting Reservations:

	<u>2011</u>	<u>2012</u>
Up	52.6%	34.5%
The Same	21.1	41.4
Down	15.8	20.7

Visitor Metrics

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October 2012

- ❖ This October, the Naples, Marco Island, Everglades area saw significant growth in its **European** and **Midwestern** core markets. October's visitor origin distribution is as follows:

<u>October Visitation</u>	<u>2011 Visitor #</u>	<u>2012 Visitor #</u>	<u>% Δ</u>
Florida	46,021	43,700	-5.0
Southeast	6,809	6,894	+1.2
Northeast	17,493	17,849	+2.0
Midwest	16,318	18,219	+11.6
Canada	2,583	2,954	+14.4
Europe	23,245	27,944	+20.2
Mkts. of Opp.	4,931	5,540	+12.4
Total	117,400	123,100	+4.9

Transportation

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October 2012

- ❖ Three of every five visitors (**60.4%**) flew to reach the destination this October, an increase over last year's level (**2011: 58.7%**).
- ❖ Southwest Florida International (RSW) is the airport of choice for some **59.1%** of these travelers (**2011: 53.5%**), while Miami International garners **24.2%** of related deplanements this year.

First Time Visitors

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October 2012

- ❖ Two of every five visitors **(41.2%)** are in the Naples, Marco Island, Everglades area for first time this October **(2011: 39.2%)**.

Information

October 2012

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- ❖ The Internet is the most dominant element in consumers' travel planning. As many as **92.3%** cite using the web as a source of information for their trip.

Satisfaction/Demographics

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October 2012

- ❖ The vast majority (**97.1%**) find their stay to be satisfying; some **91.0%** plan to return to the area.
- ❖ On average, October 2012 visitors are slightly younger (**2011: 48.0 year of age; 2012: 47.8 years of age**), and have a reported median household income of **\$144,710 (2011: \$142,466)**.

Year-to-Date 2012

(January – October)

Visitor Profile



Number of Visitors/

November 26, 2012
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Economic Impacts of Tourism

YTD 2012

	<u>2012</u>	<u>Δ %</u>
Number of Visitors	1,323,100	+5.9
Economic Impact	\$1,205,758,430	+11.6

Visitor Origins

YTD 2012

	# of Visitors 2012	Δ %
Florida	478,672	+0.2
Southeast	86,265	-1.8
Northeast	258,221	+4.3
Midwest	210,468	+10.6
Canada	34,305	+33.4
Europe	194,044	+21.2
US Opp Mkts	61,125	+1.4
YTD 2012	1,323,100	+5.9

RDS Occupancy/ADR

YTD 2012

	Occupancy			ADR		
	<u>2011</u>	<u>2012</u>	<u>% Δ</u>	<u>2011</u>	<u>2012</u>	<u>% Δ</u>
January	66.4%	74.8%	+12.7%	\$159.1	\$168.7	+6.0%
February	83.8%	86.6%	+3.3%	\$233.1	\$253.8	+8.9%
March	89.1%	92.2%	+3.5%	\$240.6	\$260.1	+8.1%
April	76.1%	78.0%	+2.5%	\$217.1	\$223.3	+2.9%
May	66.5%	67.6%	+1.7%	\$150.1	\$160.9	+7.2%
June	61.3%	61.9%	+1.0%	\$134.2	\$141.4	+5.4%
July	63.7%	66.3%	+4.1%	\$112.1	\$115.5	+3.0%
August	50.0%	51.1%	+2.2%	\$102.4	\$110.7	+8.1%
September	48.7%	49.7%	+2.1%	\$103.0	\$108.7	+5.5%
October	60.5%	61.9%	+2.3%	\$116.6	\$122.1	+4.7%
YTD AVERAGE	66.6%	69.0%	+3.6%	\$156.83	\$166.52	+6.2%

Smith Travel Research Reports

Smith Travel Occupancy

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YTD 2012 (through October)

Occupancy (%)

	Trans	% Δ 11-12	Grp	% Δ 11-12	Total
Naples MSA	36.1%	+0.6%	25.3%	+0.7%	62.9%
Miami-Hialeah	51.6%	+0.4%	20.9%	+6.5%	76.4%
Florida Keys	66.9%	+3.1%	9.8%	-1.6%	76.9%
Ft. Myers	41.7%	+5.5%	13.6%	-0.3%	57.7%
Sarasota-Bradenton	46.5%	+9.0%	15.7%	+7.4%	62.7%
Clearwater	45.1%	+6.6%	21.3%	+1.6%	66.4%
St. Petersburg	46.9%	+2.9%	20.5%	+10.9%	68.7%
Palm Bch Cty	44.2%	+4.2%	22.7%	+2.9%	67.7%
Ft. Lauderdale	49.6%	+3.8%	18.8%	+1.8%	72.5%

Smith Travel ADR

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YTD 2012 (through October)

	ADR (\$)				Total
	Trans	% Δ 11-12	Grp	% Δ 11-12	
Naples MSA	\$184.23	+6.1%	\$168.41	+4.8%	\$175.22
Miami-Hialeah	\$169.54	+5.9%	\$156.49	+6.1%	\$161.33
Florida Keys	\$214.63	+6.2%	\$199.01	+11.4%	\$212.44
Ft. Myers	\$138.92	+2.5%	\$105.60	-0.4%	\$127.58
Sarasota-Bradenton	\$122.01	+6.2%	\$101.57	-3.5%	\$116.31
Clearwater	\$125.61	+7.5%	\$102.48	+11.9%	\$118.19
St. Petersburg	\$120.98	+8.7%	\$118.54	+7.2%	\$119.34
Palm Bch Cty	\$145.82	+4.6%	\$135.51	+4.7%	\$141.14
Ft. Lauderdale	\$114.79	+4.0%	\$129.77	+1.4%	\$115.07

Smith Travel Occupancy/ADR

November 26, 2012
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October 2012

	Occupancy		ADR		RevPAR	
	2012	% Δ	2012	% Δ	2012	% Δ
Naples MSA	53.6%	+2.4%	\$139.31	+4.7%	\$74.62	+7.2%
Naples Upscale	61.8%	+1.1%	\$176.78	+4.4%	\$109.17	+5.5%
Miami-Hialeah	75.4%	+1.2%	\$151.89	+6.8%	\$114.49	+8.1%
Florida Keys	66.4%	+3.7%	\$185.45	+4.9%	\$123.18	+8.9%
Ft. Myers	48.7%	+9.6%	\$98.47	-0.4%	\$47.99	+9.1%
Sarasota-Bradenton	53.8%	+5.3%	\$100.80	-0.3%	\$54.27	+5.0%
Clearwater	57.2%	+2.8%	\$104.35	+9.0%	\$59.65	+12.0%
St. Petersburg	61.1%	+4.1%	\$107.71	+5.9%	\$65.77	+10.2%
Palm Beach County	63.0%	+10.3%	\$118.65	+7.4%	\$74.77	+18.4%
Ft. Lauderdale	69.1%	+4.7%	\$108.18	+4.0%	\$74.78	+8.9%

October 2012 Visitor Profile



Visitation/Economic Impacts of Tourism

	<u>October</u> <u>2011</u>	<u>October</u> <u>2012</u>	<u>'11-'12 Δ</u> <u>%</u>
Visitors	117,400	123,100	+4.9
Economic Impact	\$83,994,590	\$92,529,074	+10.2

Visitor Origins

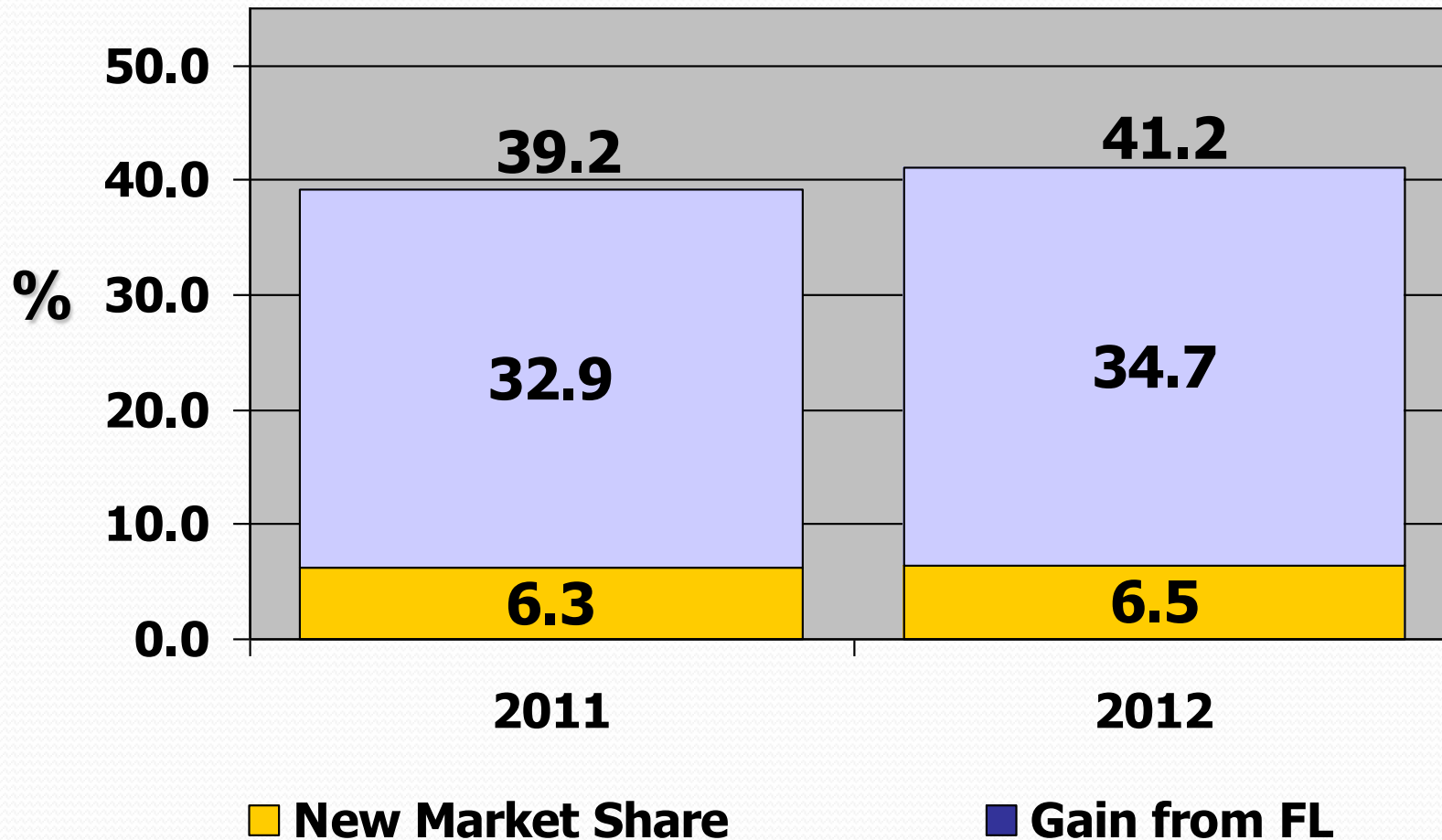
October

of Visitors

	<u>2012</u>	<u>Δ %</u>
Florida	43,700	-5.0
Southeast	6,894	+1.2
Northeast	17,849	+2.0
Midwest	18,219	+11.6
Canada	2,954	+14.4
Europe	27,944	+20.2
<u>US Opp Mkts</u>	<u>5,540</u>	<u>+12.4</u>
TOTAL	123,100	+4.9

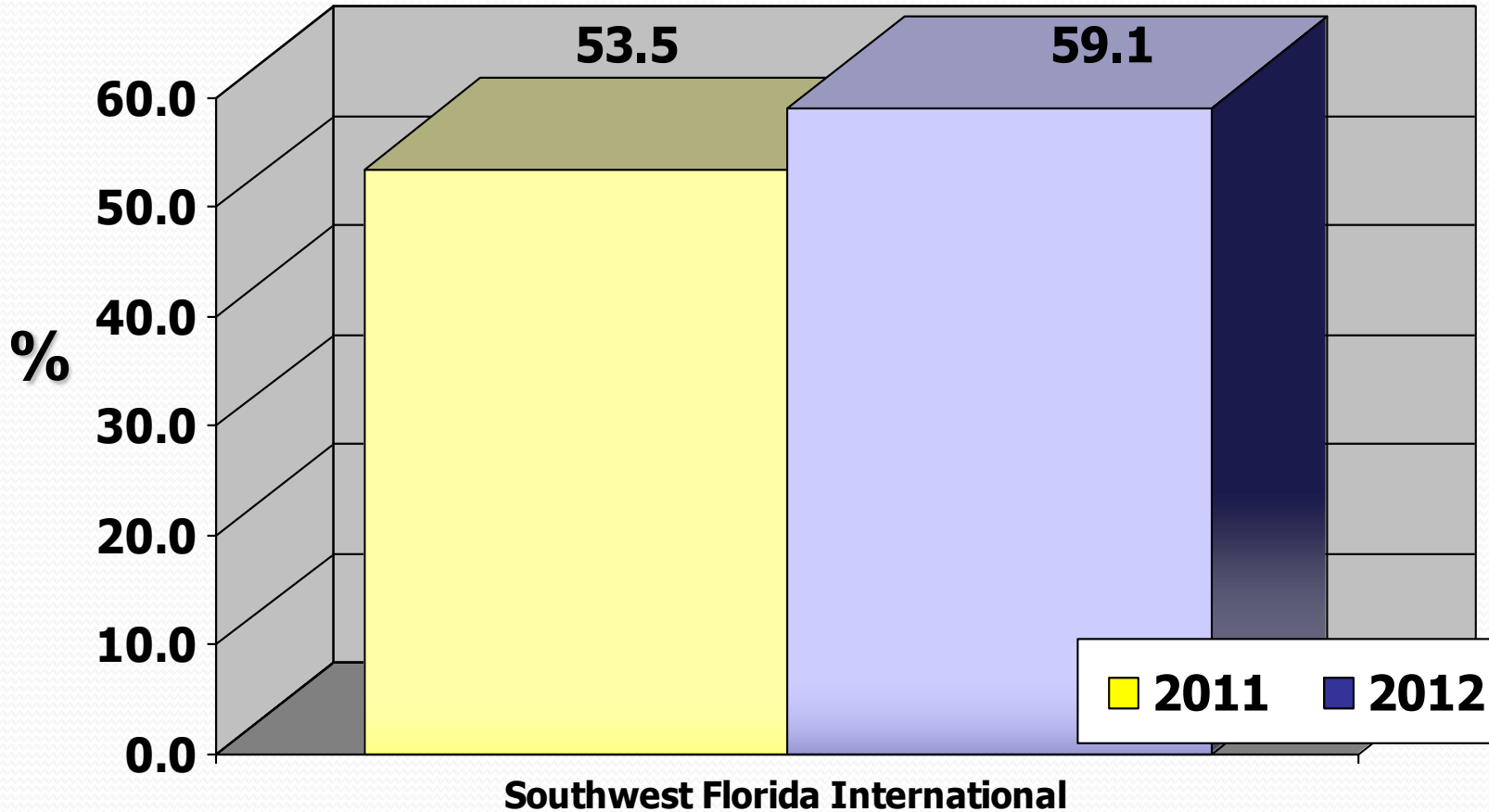
First Time Visitors (% Yes)

October



Airports of Deplanement

October



Visitor Perceptions

	<u>Oct 2011</u>	<u>Oct 2012</u>
Satisfaction <i>(combined)</i>	97.0%	97.1%
Would Recommend	94.8	96.2
More Expensive	9.5	10.8
Plan to Return	90.6	91.0

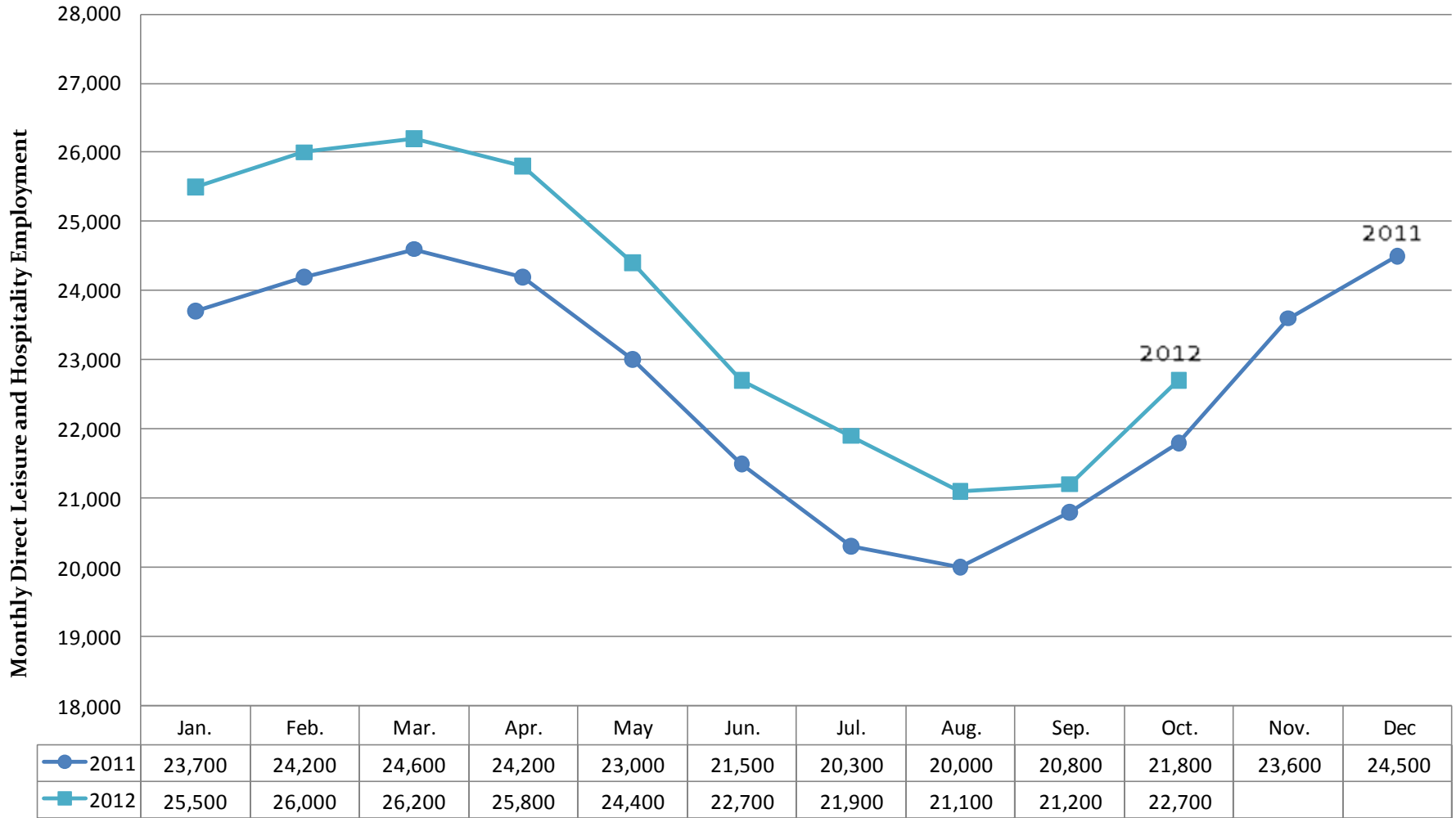
Average Age/Median Income

	<u>Oct</u> <u>2011</u>	<u>Oct</u> <u>2012</u>
Average Age (yrs)	48.0	47.8
Median HH Income	\$142,466	\$144,710

Collier Employment Statistics



Collier Direct Leisure and Hospitality Employment (Calendar Year)*



* Source: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector.

Thank you!

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Advertising Report

Paradise Advertising &
Marketing, Inc.

2012

THINGS WERE GOOD IN PARADISE

VISIT FLORIDA

**FLORIDA GOVERNOR'S
CONFERENCE ON TOURISM
SEPTEMBER 5-7, 2012**

FLAGLER AWARDS

VISIT FLORIDA FLAGLER AWARDS

GOLD - BEST INTERNET CAMPAIGN

**SILVER - BEST TRADE (MEETING)
PROMOTION**

BRONZE - BEST MOBILE CAMPAIGN

HSMAI WORLDWIDE ADRIAN AWARDS

JANUARY 28, 2013

HSMAI WORLDWIDE ADRIAN AWARDS

2 GOLD - BEST ADVERTISING CAMPAIGN
 - BEST GROUP SALES AD

2 SILVER - BEST GROUP SALES CAMPAIGN
 - BEST OUTDOOR AD

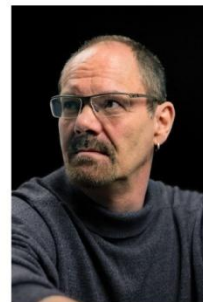
1 BRONZE - BEST ADVERTISING CAMPAIGN

YOUR PARADISE TEAM



paradise

A Strategic, Creative Communications,
Digital & Entertainment Company



2013

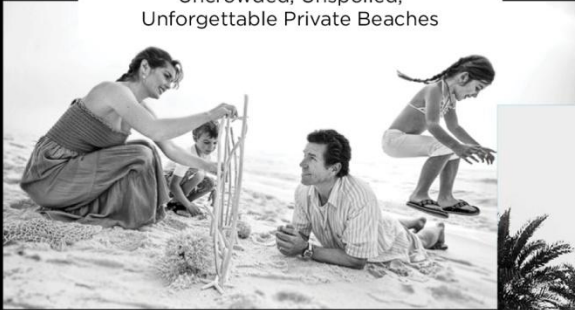
**MARKETING OBJECTIVES:
BUILD AWARENESS
AND INCREASE OCCUPANCY/ADR**

**CREATIVE OBJECTIVE:
DEFINE OUR UPSCALE,
LUXURY BRAND AND
SEPARATE OURSELVES
FROM THE COMPETITION**

**SPOKE TO AFFLUENT CONSUMERS
IN CHICAGO AND ASKED
WHAT IS THEIR DEFINITION
OF PARADISE FOR
A FLORIDA BEACH VACATION?**

Find Your Paradise.

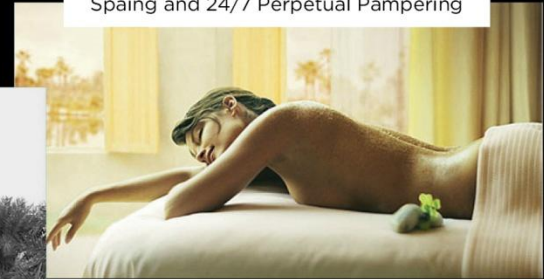
Uncrowded, Unspoiled,
Unforgettable Private Beaches



The Perfect Setting
for Romance



Spaing and 24/7 Perpetual Pampering



Family Recreation Beyond the
Beach



Scenic Drives



The Art of Leisure



A Room with a View



Five-Star Service & Luxury



Get in Touch with Nature



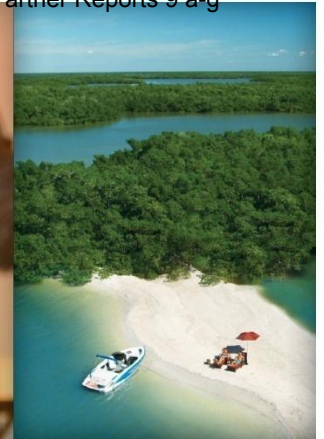
Barefoot Dining & Entertainment

Tropical Sophistication



KEY MESSAGE:
PARADISE REFINED AND REDEFINED.
(IN THE FIRST-PERSON STORIES)

PARADISE REFINED AND REDEFINED.
IN MY PARADISE, I WILL FIND PEACE AND TRANQUILITY
ON PRIVATE BEACHES, SECLUDED ISLANDS, AND LUXURIOUS SEASIDE RESORTS.
YET SPOIL MYSELF SHAMELESSLY DINING, SPA-ING, AND EXPERIENCING TRUE PARADISE.



Naples
Marco Island
Everglades
PARADISE COAST™

PARADISECOAST.COM

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

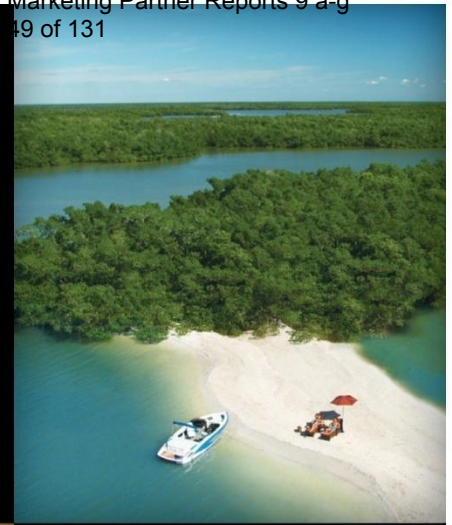
VISIT FLORIDA ANNUAL MAGAZINE

PARADISE
REFINED
AND
REDEFINED.

IN
MY
PARADISE,
I WILL
FIND
PEACE
AND
TRANQUILITY

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

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



Naples 
Marco Island

Everglades
PARADISE COAST™


ParadiseRefined.com

CONDÉ NAST TRAVELER



PARADISE
REFINED
AND
REDEFINED.

IN
MY
PARADISE,
I WILL
FIND
LOVE
AND
ROMANCE

ON
PRIVATE
BEACHES,
SECLUDED
ISLANDS,
AND
LUXURIOUS
WEDDING
RESORTS,

AS
I
CELEBRATE
MY
MARRIAGE
AND
HONEYMOON
IN
TRUE
PARADISE.



Naples
Marco Island
Everglades
PARADISE COAST™

ParadiseCoastWeddings.com



Marco Beach Ocean Resort
Creating that perfect wedding in paradise begins at Marco Beach Ocean Resort.
Your romantic beach wedding will become an everlasting cherished memory.
MarcoResort.com

BRIDAL GUIDE

PARADISE
REFINED
AND
REDEFINED.

IN
MY
PARADISE,
I WILL
PLAY
GOLF
EVERY
DAY

ON
DIFFERENT
CHAMPIONSHIP
GOLF
COURSES
BY
WORLD-CLASS
BEACH
RESORTS

WHERE
I
CAN
FISH,
SAIL,
AND
EXPERIENCE
TRUE
GOLF
PARADISE.



FRANKLIN TEMPLETON SHOOTOUT PAIRINGS GUIDE

PARADISE PRICED PERFECTLY  EVENTS  LEARN MORE 



PARADISE
REFINED
AND
REDEFINED.

IN
MY
PARADISE,
I WILL
PLAY
GOLF
EVERY
DAY

ON
DIFFERENT
CHAMPIONSHIP
GOLF
COURSES
BY
WORLD-CLASS
BEACH
RESORTS

WHERE
I
CAN
FISH,
SAIL,
AND
EXPERIENCE
TRUE
GOLF
PARADISE.



FALL GOLF LANDING PAGE

“WINTER GLOVES” TV

“TEE TIME” TV

THE BEST IS YET TO COME

PARADISE REFINED AND REDEFINED.

Digital & Social Media Marketing Report

Paradise Advertising, LHA and Tourism Staff Efforts

Website & Campaign Traffic

- October showed a 23% increase in i-Pad traffic over September.
- Search traffic accounted for 65% of total website traffic.
- Site users spent 42% longer on site compared to last month and 22.88% more compared to October 2011.

Social Traffic & Analytics

- Facebook likes increased by 138 people since September for a total of 3,780 likes
- Paradise Coast Facebook content (links, posts, photos and videos) reached over 8,000 users this month.
- Paradise Coast Twitter accounts gained 227 new followers this month- an 8% increase over September

Email Campaigns

- Leisure E-Scapes open rates are still on par with national email marketing campaigns at around 8%.
- Partner links (in aggregate) received more clicks than any other link, with the “Celebrate the Arts Month” event being the most popular individual link.
- Top five countries opening the e-scapes included: USA, Canada, United Kingdom, Germany and the Netherlands.

FACEBOOK PAGE REPORT

from October 1, 2012 - October 31, 2012

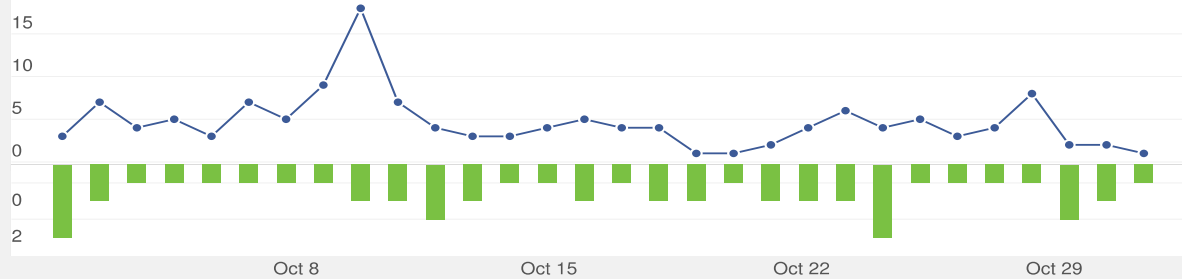


Naples, Marco Island, Everglades - Paradise Coast

FAN GROWTH

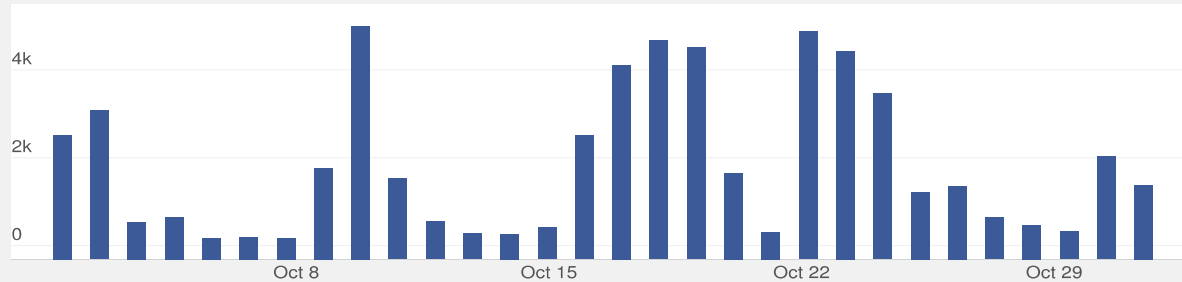
3.78k Total Likes, and 99 people talking about this

New Fans 138 Unliked your Page 21

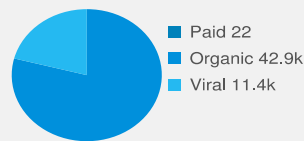
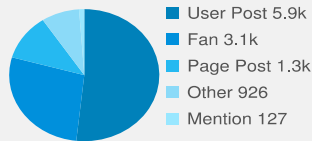


PAGE IMPRESSIONS

Impressions 55,022 by 11,279 users



IMPRESSIONS



BY DAY OF WEEK

Day	Avg	Total
Sun	322.8	1.3k
Mon	2.0k	10.1k
Tue	3.8k	19.1k
Wed	2.1k	10.5k
Thu	1.8k	7.3k
Fri	1.4k	5.6k
Sat	282.3	1.1k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER



TOP COUNTRIES

Country	Count
United States	7.6k
Brazil	791
Germany	719
United Kingdom	249
France	202

TOP CITIES

City	Count
Naples, FL	1.1k
Marco Island, FL	313
Miami, FL	204
Fort Myers, FL	179
Orlando, FL	97



TWITTER GENERAL STATS

from October 1, 2012 - October 31, 2012



@ParadiseCoast
ParadiseCoast

1,901 total followers
103 connections made in this time period

New Followers	94	-35%	
You Followed	48	-99%	

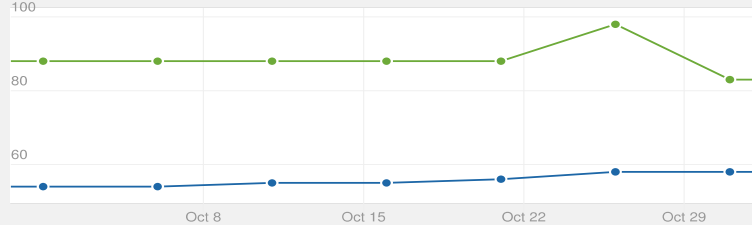
@ Mentions	29	-16%	
Messages Sent	27	140%	
Messages Received	31	-8%	
Clicks	9	60%	
Retweets	8	40%	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 83 ENGAGEMENT 58



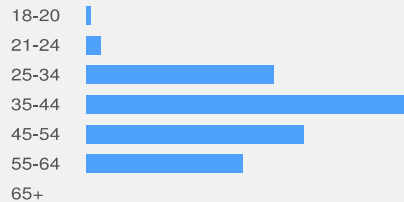
TWEETING BEHAVIOR



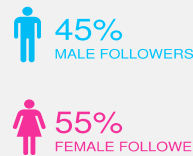
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

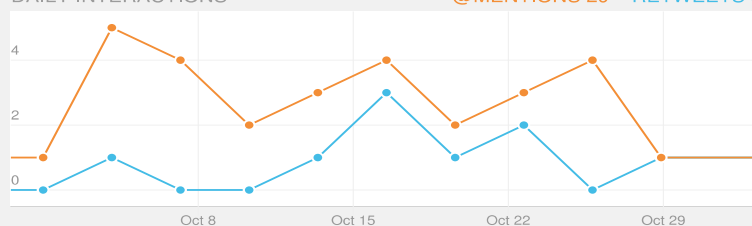


PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 29 RETWEETS 8



OUTBOUND TWEET CONTENT


T 3 Plain Text

24 Links to Pages

0 Photo Links

TWITTER GENERAL STATS






from October 1, 2012 - October 31, 2012





@filmingparadise
FilmingParadise

698
total followers

24 connections
made in this time period

@ Mentions	7	-70%	
Messages Sent	54	50%	
Messages Received	19	50%	
Clicks	55	--	
Retweets	3	--	

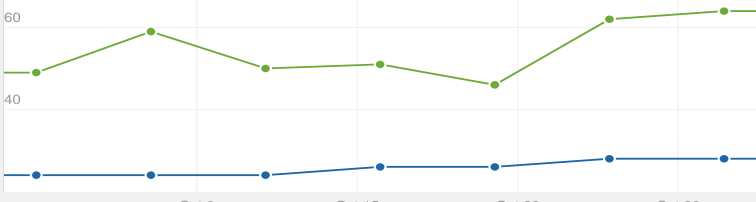
New Followers	41	13%	
You Followed	15	--	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 64 **ENGAGEMENT 28**





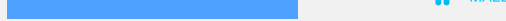
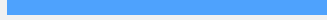
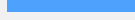

TWEETING BEHAVIOR

Conversation	28%	Updates	72%
New Contacts	18%	Existing	82%


FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns


BY AGE RANGE

18-20	
21-24	
25-34	
35-44	
45-54	
55-64	
65+	

BY GENDER



62%
MALE FOLLOWERS



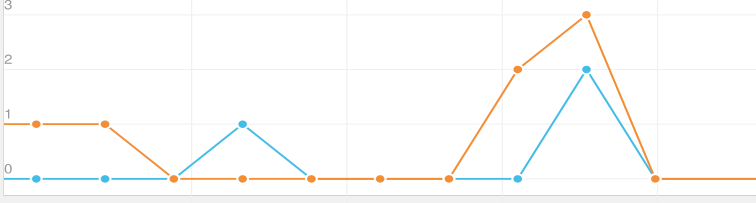
38%
FEMALE FOLLOWERS

PUBLISHING



Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 7 **RETWEETS 3**




OUTBOUND TWEET CONTENT

T 11	Plain Text
 43	Links to Pages
 0	Photo Links

TWITTER GENERAL STATS

from October 1, 2012 - October 31, 2012



@ParadiseMeeting
Paradise Meetings

685
total followers

7 connections
made in this time period

@ Mentions	3	--	
Messages Sent	59	70%	
Messages Received	7	-50%	
Clicks	8	-40%	
Retweets	8	--	

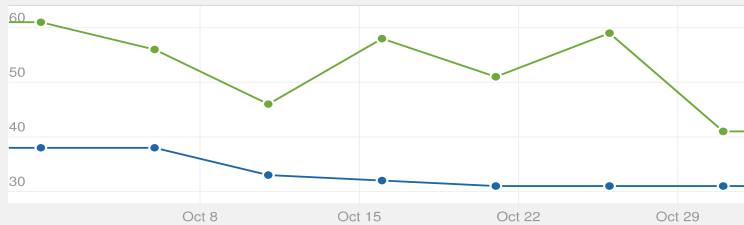
New Followers	45	-32%	
You Followed	-2	80%	

KEY INDICATORS

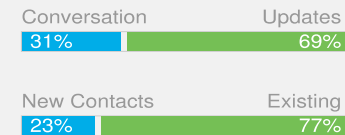
Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 41 **ENGAGEMENT 31**



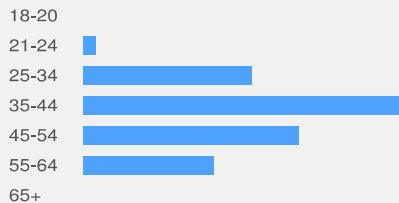
TWEETING BEHAVIOR



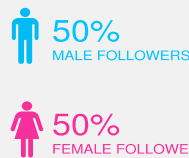
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



BY GENDER

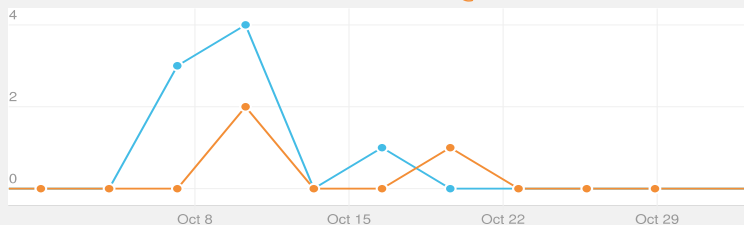


PUBLISHING

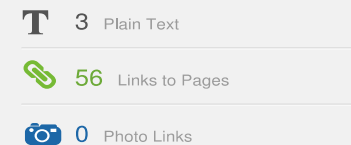
Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 3 **RETWEETS 8**




OUTBOUND TWEET CONTENT



TWITTER GENERAL STATS






from October 1, 2012 - October 31, 2012




@ParadiseDeals
ParadiseDeals

513
total followers

8 connections
made in this time period

@ Mentions	7	20%	
Messages Sent	58	-55%	
Messages Received	14	-27%	
Clicks	5	-20%	
Retweets	8	40%	

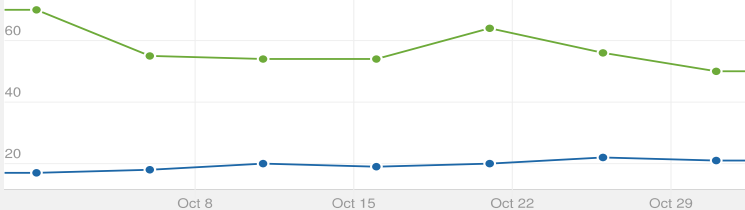
New Followers	33	-47%	
You Followed	-2	--	

KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES

INFLUENCE 50 **ENGAGEMENT 21**



TWEETING BEHAVIOR

Conversation	21%	Updates	79%
New Contacts	13%	Existing	87%


FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns


BY AGE RANGE

18-20	
21-24	<div style="width: 15%;"></div>
25-34	<div style="width: 25%;"></div>
35-44	<div style="width: 45%;"></div>
45-54	<div style="width: 35%;"></div>
55-64	<div style="width: 20%;"></div>
65+	

BY GENDER



54%
MALE FOLLOWERS



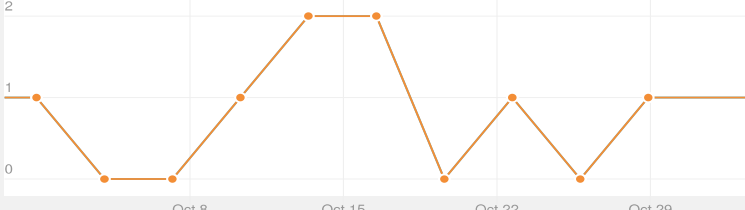
46%
FEMALE FOLLOWERS

PUBLISHING




Measure performance on your outbound tweets

DAILY INTERACTIONS

@MENTIONS 7 **RETWEETS 8**




OUTBOUND TWEET CONTENT


	1	Plain Text
	57	Links to Pages
	0	Photo Links

TWITTER GENERAL STATS

from October 1, 2012 - October 31, 2012

 **@athleteparadise**
Athletes in Paradise

324 total followers
6 connections made in this time period

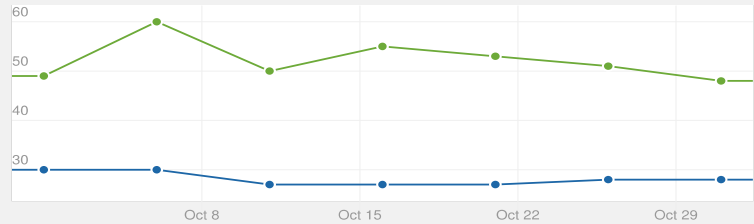
New Followers	14	-73%	
You Followed	1	-100%	

@ Mentions	6	-60%	
Messages Sent	32	-72%	
Messages Received	10	-70%	
Clicks	0	--	
Retweets	1	--	

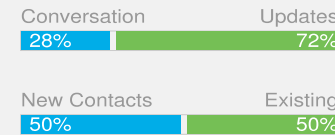
KEY INDICATORS

Measure how you're conversing with your audience

MY SOCIAL SCORES



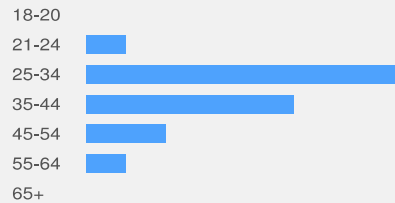
TWEETING BEHAVIOR



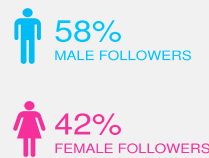
FOLLOWER DEMOGRAPHICS

Learn more about your audience to shape your messaging & campaigns

BY AGE RANGE



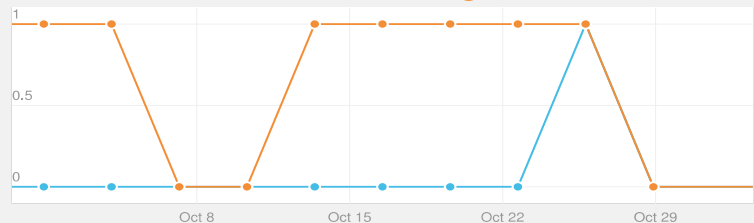
BY GENDER



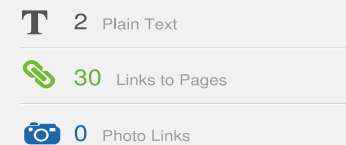
PUBLISHING

Measure performance on your outbound tweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT



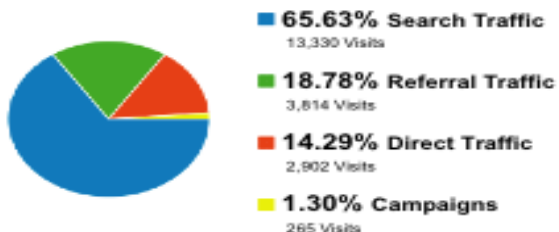
Traffic Sources Overview

● % of visits: 100.00%

Overview



20,311 people visited this site



Keyword	Visits	% Visits
1. (not provided)	2,596	19.47%
2. (not set)	2,518	18.89%
3. naples florida	362	2.72%
4. naples events	79	0.59%
5. swamp buggy parade 2012	79	0.59%
6. naples fl	60	0.45%
7. paradise coast cvb	59	0.44%
8. paradise coast	54	0.41%
9. naples stone crab festival 2012	51	0.38%
10. naples	42	0.32%

[view full report](#)

Internal

Oct 1, 2012 - Oct 31, 2012

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

Campaign	Visits	Avg. Time on Page
Stone Crab Festival	216	00:01:07
Summer Incremental	29	00:11:58
Oct Newsletter	5	00:00:45
summer incremental	5	00:00:00
2140-spring-summer	2	00:00:00
summer-bucket-list	2	00:00:52
British Visitor Handbook online banners	1	00:00:00
FallWeather	1	00:00:00
Spring	1	00:00:00
spring-summer 2012	1	00:00:36

Visits and Avg. Time on Page by Source / Medium

Source / Medium	Visits	Avg. Time on Page
google / organic	8,884	00:01:06
(direct) / (none)	2,902	00:01:13
google / cpc	2,518	00:01:06
cityofmarcoisland.com / referral	721	00:01:01
bing / organic	714	00:01:04
yahoo / organic	626	00:01:14
real-time-tracking.net / referral	301	00:01:36
naplesgov.com / referral	293	00:01:13
aol / organic	255	00:01:02
certifiedresponsenetwork.com / referral	204	00:01:16

October Escapes

November 26, 2012
Marketing Partner Reports 9 a-g
69 of 131

Sent to 16,724 unique subscribers in Consumer Escapes

● Opens and ● Link Clicks for first day



Campaign Overview



- 1,250** Unique opens
1,701 total opens to date
- 171** Bounced
1.02% couldn't be delivered
- 15,303** Unopened
Open rates are only estimates

7.55% of all recipients opened so far

13.92% clicked a link (174 people)

0.23% unsubscribed (38 people)

12 people marked it as spam (0.07%)

0 shares across Facebook, Twitter & email

Links Clicked

174

people clicked

Giving you a **13.92%** click rate.

295

total clicks

Made by 174 people

1.7

clicks per person

Average of all those who clicked.

1,076

didn't click

That's **86.08%** of all those who opened.



Public Relations Update

TDC Meeting

November 26, 2012



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Activities

- Weekly LH&A “Value Blast” – inclusion in 2 editions
- 1 Hot Tip partner media leads
 - Kid-friendly New Year’s Eve

★ Unlimited Golf Package

**Marco Island Marriott Beach Resort, Golf Club & Spa – Marco Island, Florida
October 17 through December 31, 2012**

Tee off in paradise and spend your off time in the sand with this package starting at \$209 per night based on double occupancy and including:

- Overnight accommodations
- Golf for one or two including cart at the resort course
- Complimentary replay (based on availability, valid on day of play only)
- \$50 daily resort credit
- Complimentary bag storage and range balls
- Kids play for free
- 10 percent off Golf Pro Shop purchases

Reservations, (800) 438-4373; <http://bit.ly/TuGHRP>

Use promotional code:GOF

Tweet- Tee off in paradise with the Unlimited Golf package at
[@MarcoMarriott](#) in [@ParadiseCoast](#) <http://bit.ly/TuGHRP>

Activities

- NYC Media Event
 - October 17
 - Sit-down luncheon at LHA Offices
 - Attendees:
 1. *Travel + Leisure*, Nikki Goldstein
 2. *About.com*, Susan Breslow
 3. *Meetings & Conventions*, Michael Lowe
 4. *The Knot*, Amanda Black
 5. *Mom Most Traveled*, Candice Broom
 6. *Freelance*, Clint Brownfield



Activities

NYC Media Event:



Activities

- NYC Desk-Sides
 - October 16-17
 - Secured the following meetings:
 1. *Wall Street Journal*, Andrea Peterson
 2. *Food & Wine*, Liz Sheldon
 3. *Departures*, Deborah Frank
 4. *Brides*, Jackie Gifford
 5. *JustLuxe*, Lena Katz
- LH&A following-up and providing additional information to media.





Naples Marco Island
Everglades
PARADISE COASTSM



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

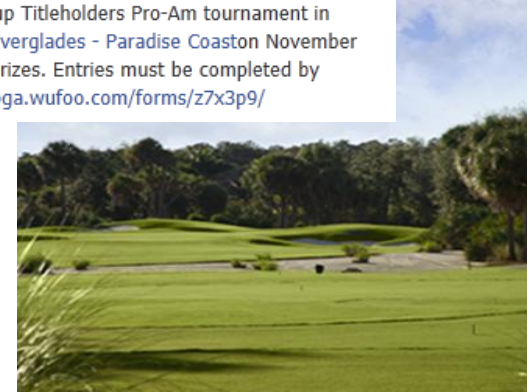
Activities

Agency social media efforts

- 6 LH&A Facebook posts
 - Event photo
 - Promoting warm weather
 - LPGA
 - Deals in the Paradise Coast
 - Value Blast
 - October 4 – Everglades Adventure at Ivey House Bed & Breakfast
 - October 17 – Unlimited Golf at Marco Island Marriott Beach Resort

 Lou Hammond & Associates
October 31

Here's your chance to play with LPGA's best! Enter to win a round at the LPGA's CME Group Titleholders Pro-Am tournament in Naples, Marco Island, Everglades - Paradise Coast on November 13th along with other prizes. Entries must be completed by Friday, Nov. 2. <http://lpga.wufoo.com/forms/z7x3p9/>



facebook



Activities

Agency social media efforts

- **3** LH&A Pins
 - Client coverage
 - Norman Love
 - Sunset



Pinterest

Activities

Agency social media efforts

- 7 LH&A Tweets
 - Stone Crab Season
 - #FotoFriday sunset picture
 - Norman Love Chocolate
 - Unlimited Golf package
 - Deals in the Paradise Coast
 - Value Blast (x2)



Lou Hammond @LouHammondPR

Peruse the 173rd edition of LH&A's weekly VALUE Blast for a taste of select clients' value offerings: bit.ly/VwnltK #traveldeals

Expand



Lou Hammond @LouHammondPR

#FotoFriday Check out this sunset in Florida's @ParadiseCoast #beach pic.twitter.com/Lc37T9DN

[View photo](#)



Lou Hammond @LouHammondPR

Need to find some warmth this winter? Leave the coat at home & check out the deals in the @ParadiseCoast bit.ly/ZJtdOw

Expand



CVB Team Activities

Social Media

- All responsibility for destination Facebook content during this period
- Top performing 'viral' posts were comments about our great weather!
- Destination Twitter - assistance from Paradise Digital team
- New profile background to reflect upcoming campaign theme
- Focus on LPGA event
- Team meeting for moving forward with Social Media Marketing

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Twitter logo, featuring the word "twitter" in a light blue lowercase font next to a blue bird icon.

Activities

Completed Individual Visits – Joint Effort:

- Kathleen Scott, *San Antonio Express-News*
 - November 5-9
 - Marco Island Marriott/Inn on Fifth
 - ‘Romantic Getaway’ 72- Hours in Naples: art galleries, romantic dining, shopping
 - ‘The Real Florida’ - Outdoor & beach adventures in the Paradise Coast: Shelling, kayak, Dolphin study trip, Naples Zoo/garden setting

- John DeMers, *Delicious Mischief* Radio
 - November 6-9
 - Naples Bay Resort
 - Culinary focus, collecting interviews for radio show; has already published extensive blog about FL’s Paradise Coast discoveries



Activities

Completed Individual Visits: CVB Team -

- Through Your Eyes
 - French TV Crew – Everglades

Joint Effort –

- Myscha Theriault, *McClatchy Tribune* (syndicated)
 - November 18-21
 - Accommodations at Inn on Fifth and DoubleTree Suites by Hilton Naples
 - Outdoor activities & culinary focus

Activities

Upcoming Individual Visits:

- Tim Branco, *New England Golf Monthly*
 - December 19-21
 - Accommodations and golfing at Naples Beach Hotel & Golf Club
 - Tour and lunch at GreenLinks Golf Villas



CVB Team Activities

Upcoming Individual Visits:

- Patricia Strutz, *Pilot Getaways*
 - Dec., Jan. or Feb.
 - Accommodations at ...
 - Marco Island feature for private pilot magazine



Activities

Media Outreach Sampling

- *Boston Globe*
- CNN.com
- Daily Meal
- Galttime.com
- *Midwest Living*
- *McClatchy Tribune*
- NBC
- *New York Times*
- *Outside Magazine*
- *Recommend*
- *San Antonio Express-News*
- *Spirit Magazine*
- *Today's Parent Magazine*
- *Wall Street Journal*
- *Washington Flyer*



CVB Team

Media Outreach Sampling

- Miami Herald
- Florida Today (Brevard)
- All SW Regional Media
 - Fall tourism results
 - CVB Takes Top Honors - Flagler
 - FY Record tax collection
 - Stone Crab info/festival
 - Panther Festival
- NBC-2
 - New H & M store opening, story ran 11/15/12
- Connect Magazine
- VISIT FLORIDA
 - SW Airlines Promo copy, shopping in Naples
- Marco Eagle
- Marco Island Sun Times

The Miami Herald

Naples: Florida Panther Festival Hello kitty



CVB Team

Media Outreach Sampling

- New England Golf Monthly
- Florida Travel Industry Guide
 - Profiles in numerous categories – outdoors/nature, romance, family travel
 - Sent custom photo folders
- Lakeland Boating (Chicago)
 - Information and Photos for cruising to Naples feature

Results Sampling

Travel

UNFORGETTABLE GETAWAYS

Sunny and snowy winter escapes

Desert dreams
in **ARIZONA**

Birdwatching bliss
in south **TEXAS**

Spectacular slopes
in the **OKANAGAN**

Nature gone wild
in the **EVERGLADES**

+10 best
cross-country ski trails

November 2012
Circulation: 202,265
UMV: 39,000

Escape to the Everglades

By *Harry Wilson*

"Mornin'. Y'all Ready to see some gators?" Our driver delivers this greeting in a curiously flat tone, as if it were a completely natural thing to say — which it is, considering that he's about to take us into the wilds of Florida's Everglades National Park for a guided boat-and-kayak tour of the Ten Thousand Islands, in the park's northwestern corner. Heads nod dutifully. Yes, we're ready to see some gators. Big, heavy-lidded, jaw-snapping ones, please, and the more leeringly vicious they look, the better. Well, I am, anyway; the others in the group don't seem quite as keen. Perhaps that's because it's only 7:45 a.m. and we're standing in a sweet warm breeze outside our waterfront hotel, the Naples Bay Resort, where for the last two days we've been sampling the more, well, tame delights of Florida's southwest coast.

It's easy to succumb to Naples' pleasures. After all, this small city seems purpose-built to lull visitors — many of whom are retired, fabulously wealthy or both — into a pleasant winter-getaway stupor. It's clean, neat and quiet; you won't find the dangor and crowds of Florida's east coast here. But after a few days of wandering along streets shaded by fragrant poinciana trees, dining on blackened grouper and stone crab, poking my nose into art galleries, boutiques and cafés, and lazing on the gorgeous beach, I was ready for a bit of adventure. I was ready for the Everglades. Or what I thought the Everglades was.

Because I'd never experienced it before, my Everglades was a litany of popular imagination clichés: it would be a seemingly endless swampy muck with an expanse of sawgrass here, a patch of mangrove there and bugs, snakes, gators and airboats everywhere in between. And that's about it. The reality is much different. At 1.5 million acres, Everglades National Park is a UNE SCO World Heritage Site, an International Biosphere Reserve and the third-largest park in the lower 48 states. It is unimaginably rich in plant and animal life, and nearly as flush with superlatives. It contains the largest mangrove ecosystem in the Western hemisphere, holds the largest continuous stand of prairie sawgrass in North America and is the most significant breeding ground for tropical wading birds on the continent. More than 360 species of birds have been spotted here, and they share space with everything from West Indian manatees, bottlenose dolphins and loggerhead turtles to black bears, nine-banded armadillos and the long-tailed weasel.

Despite this wealth of flora and fauna, the Everglades ecosystem faces serious challenges. From about the mid-19th century until well into the 20th, politicians, industrialists and developers saw it as a useless quagmire that wouldn't be serving its true purpose until it was drained and its rich soils billed over to provide America with an agricultural bonanza. And so dredges were fired up, canals were dug, water was diverted and the Everglades began to undergo a near-irrevocable change.

You don't notice any of this while tooling around on the water for a few hours, however, which makes it hard to believe that so much damage has occurred in a place that still appears so wildly alive. Take the squawking osprey fledglings, for instance which our guide, Jason Sine of Everglades Area Tours — a former U.S. Marine Corps instructor with a deep red tan, shoulder-length hair and a mangrove tree tattooed on his calf — spots shortly after our skiff loaded with sit-on-top kayaks buzzes away from Chokoloskee Island. These birds mate for life and return to the same spot every year to make repairs to their nests, which can weigh more than 135 kilograms. Looking at the giant tangle of sticks perched in the treetops, that's not hard to believe. Just a few minutes later the boat slows to a putter and Sine points out some Atlantic bottlenose dolphins, their glistening backs slipping effortlessly above then below the water, which is stained greygreen by mangrove tannins. The dolphins here employ a feeding method that hasn't been seen anywhere else. One dolphin swims in a circle around a school of fish and uses its tail to stir up a ring of mud and silt, corralling the fish. The fish eventually panic and jump out of the water — and into the mouths of the other dolphins.

An hour after leaving Chokoloskee Island, we anchor off Pavilion Key, a chili pepper-shaped patch of bush and fine white sand, and slide our kayaks into the water. We're at the outer edge of the park's boundaries, with nothing but the Gulf of Mexico before us. Still, signs of life are as abundant here as they were farther inshore. Three white pelicans, which have the second-largest wingspan of any bird in North America, sit at the water's edge and eyeball us. A magnificent frigate bird coast by, wings outstretched. Mullet, pompano and Spanish mackerel take turns arcing out of the water — sometimes right over my kayak's bow, showering me with salty droplets. We don't see any gators on this trip — they're more prevalent in the mangrove tunnels deeper inland — but this is still a spectacular scene, the antithesis of Miami's chic glamour, Orlando's orderly theme parks and Key West's bohemian vibe. And sure, Florida has other stunning natural attractions, but nothing can match this.



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 goodie 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 north of Houston) is Tommy Bahama, a culinary expression of the famous "island-inspired" line 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 couldn't resist 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.



HM
Delicious Mischief
THE TEXAS MAGAZINE OF FOOD & DRINK

November 10, 2012
UMV: 1,439

Florida Stone Crab Soup

I tasted my life's first soup made with delicious Florida stone crabs at Miller's Oyster House in Everglades City forty minutes south of Naples, on the edge of the vast wetlands national park of that name. Restaurant owner Bobby Miller insisted he'd never written down the real recipe for this soup, beloved during the annual October 15-May 15 stone crab season, but he was happy enough to rattle off ingredients. The basic underpinning is tomato-based Manhattan clam chowder, minus the clams and clam juice, of course. The wine, as usual, is my idea.



- 3 tablespoons extra-virgin olive oil
- 2 carrots, peeled and sliced
- 1 green bell pepper, chopped
- 2 celery stalks, chopped
- 1 onion, chopped
- 1 large garlic clove, minced
- ¼ cup dry white wine
- ½ teaspoon dried thyme
- ¼ teaspoon dried rosemary
- 2 bay leaves
- 1 cup tomato juice (or V8, or Bloody Mary mix for extra kick)
- 1 cup canned peeled tomatoes
- ½ cup canned crushed tomatoes
- 1 pound potatoes, peeled and cut into 2-inch chunks
- 1 pound Florida stone crab meat, cut in chunks
- Tabasco or other hot sauce
- Salt and black pepper to taste



Heat the olive oil in a large pot or kettle and sauté the carrots, bell pepper, celery and onion until soft and translucent, about 5 minutes. Add the garlic and cook for another minute. Add the white wine and stir until it evaporates. Add the herbs and tomato products, then the potato chunks. Cover and simmer gently until the potatoes are tender, 30-40 minutes. Only then add the stone crab meat, which will shred and incorporate into the soup. Add the Tabasco. Season to taste with salt and black pepper. Remove the bay leaves. Serve hot in bowls. Serves 8-10.

NEWS FROM ... LOU HAMMOND & ASSOCIATES

NOVEMBER 2012

LAST CHANCE to win a trip to Switzerland

MEDICINE ON THE MOVE

DOCTOR'S REVIEW

A WEEKEND IN

SAN FRAN

10 reasons to love Beijing

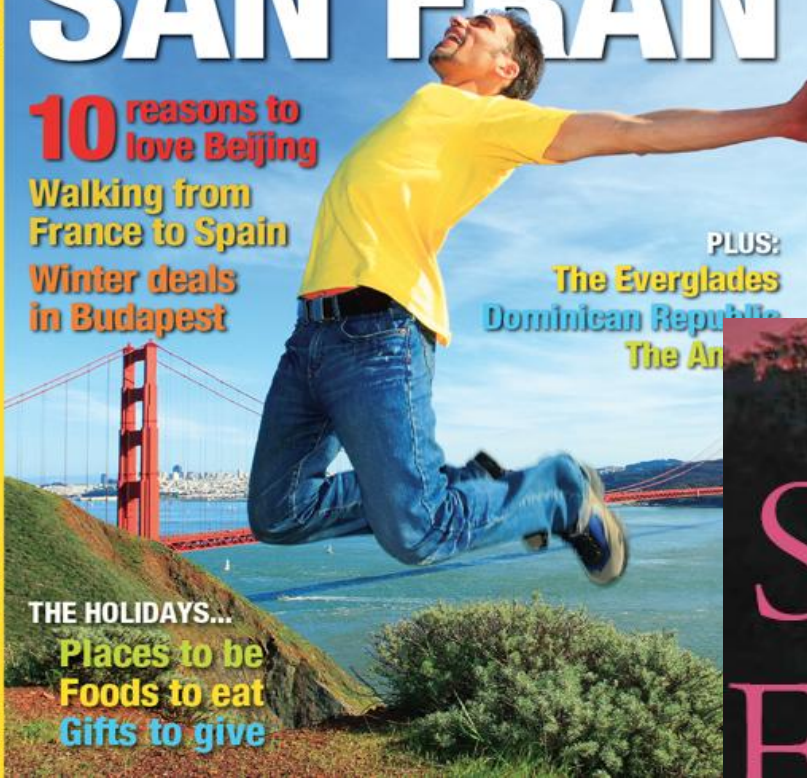
Walking from France to Spain

Winter deals in Budapest

PLUS:
The Everglades
Dominican Republic
The An

THE HOLIDAYS...
Places to be
Foods to eat
Gifts to give

COURTESY PUBLISHERS/STYLING: JANE EAST/PRODUCT MANAGEMENT: ANDREA



CVB Team – F.A.M. Result

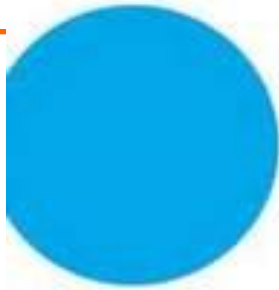
November 26, 2012
Marketing Partner Reports 9 a-g
92 of 131



Swamped in the Everglades

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

by *Alastair Sutherland*



**USA
TODAY**
A GANNETT COMPANY

**3:59PM EST November 14.
2012 - NAPLES, Fla.** – There
is no quit in Stacy Lewis.
There wasn't when she wore a
back brace 18 hours a day for
seven years after being
diagnosed with scoliosis as a
kid.



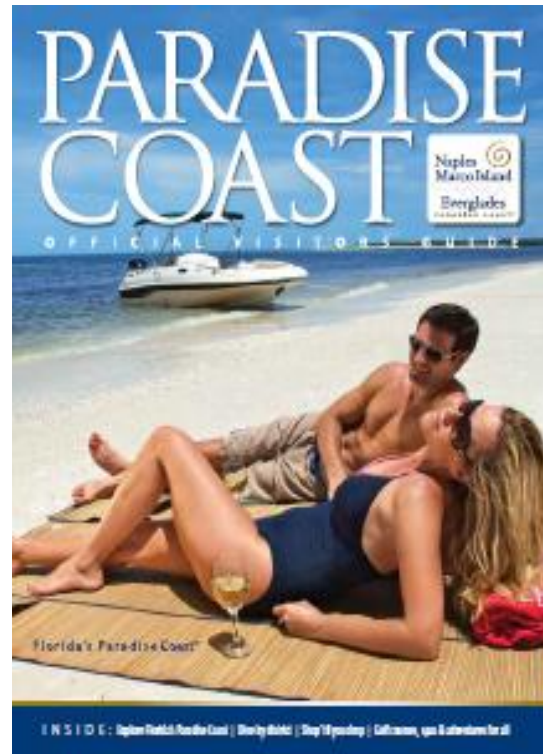
Results, cont.

- Extensive nationwide coverage of Naples LPGA event
- Reformatting at Fort Myers News-Press has resulted in big increase in coverage
 - 11/15 – Front Page: Women Love the Outdoors
 - 11/4 – Bed tax collections surge
 - Extensive Collier features in weekly *Coastal Life* magazine
- More positive tourism business coverage
 - Naples Daily News
 - Gulfshore Business
 - Florida Trend
 - Florida Weekly
 - Coastal Breeze News



CVB Team Update

Extensive review and
edit work on 2013
Paradise Coast
Visitor Guide





CVB Team Update

Website:

- Hundreds of updates from PR including
 - » New Listings
 - » New photography
 - » Description updates
 - » Category and amenities corrections
 - » Events
 - » Story Content
 - » Video

CVB Team Activities

Video

- Paradise for Pooch added to Adventures in Paradise
- LPGA Player video clips
- Making Of – LipDub Naples



Tourist Tax Collections

Collier County Tax Collector

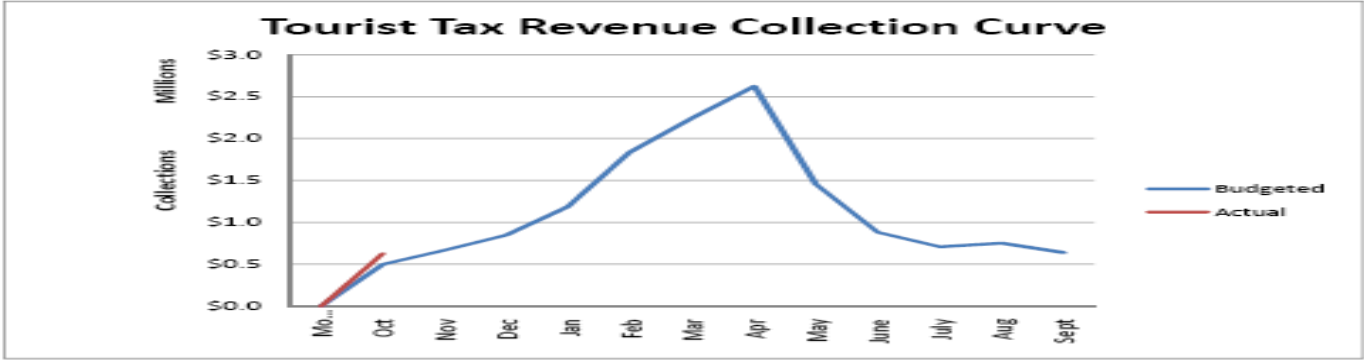
OCTOBER 2012
(MONTH OF SEPTEMBER 2012 VENDOR TAX COLLECTION)

BREAKDOWN	FISCAL 2011-2012	FISCAL 2012-2013	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	525,334	627,861	+ 102,527	+ 19.52%
YEAR TO DATE	525,334	627,861	+ 102,527	+ 19.52%
HOTEL / MOTEL				
MONTH TO MONTH	410,547	495,304	+ 84,757	+ 20.64%
YEAR TO DATE	410,547	495,304	+ 84,757	+ 20.64%
REALTORS				
MONTH TO MONTH	21,546	45,837	+ 24,291	+ 112.74%
YEAR TO DATE	21,546	45,837	+ 24,291	+ 112.74%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	86,131	76,803	- 9,328	- 10.83%
YEAR TO DATE	86,131	76,803	- 9,328	- 10.83%

Budget						
Description	Fund	FY 13 Adopted Budget	FY 13 (5%) Reserved by Law	FY 13 Net Budget	FY 13 Forecast	Variance to FY 13 Budget
Beach Facilities	183	2,368,600	(121,600)	2,247,000	2,026,136	0
TDC Promotion	184	3,588,800	(180,800)	3,408,000	3,588,800	0
Non-County Museum	193	342,000	(17,100)	324,900	342,000	0
TDC Admin	194	1,667,700	(83,400)	1,584,300	1,667,700	0
Beach Renourishn	195	4,809,000	(297,900)	4,511,100	4,809,000	0
Promotion Disaste	196	0	-	0	0	0
County Museums	198	1,579,100	(79,100)	1,500,000	1,579,100	-
Gross Budget		\$14,355,200	(779,900)	\$13,575,300	\$14,355,200	\$0
Less 5% Rev Res		(779,900)				
Net Budget		13,575,300				

Collections						
Month	Actual FY 13	Cum YTD	% Budget Collected to Date	% over FY 12 collections	% over FY 11 collections	% over FY 10 collections
Oct	627,861	627,861	4.374%	19.52%	31.12%	41.11%
Nov	0	627,861	4.374%	n/a	n/a	n/a
Dec	0	627,861	4.374%	n/a	n/a	n/a
Jan	0	627,861	4.374%	n/a	n/a	n/a
Feb	0	627,861	4.374%	n/a	n/a	n/a
Mar	0	627,861	4.374%	n/a	n/a	n/a
Apr	0	627,861	4.374%	n/a	n/a	n/a
May	0	627,861	4.374%	n/a	n/a	n/a
June	0	627,861	4.374%	n/a	n/a	n/a
July	0	627,861	4.374%	n/a	n/a	n/a
Aug	0	627,861	4.374%	n/a	n/a	n/a
Sept	0	627,861	4.374%	n/a	n/a	n/a
Total	627,861	627,861		19.52%	31.12%	41.11%
Projected	14,355,200					
Bal to Collect	13,727,339					

Budget Comparison						
Month	5 Yr Collect History-Cum	5 Yr Collect History-Monthly	Budgeted Collections	Actual Collections	Month over Month Variance	Forecast Collections
Oct	3.5%	3.5%	498,837	627,861	129,024	498,837
Nov	8.1%	4.7%	667,994	0	n/a	667,994
Dec	14.0%	5.9%	847,404	0	n/a	847,404
Jan	22.3%	8.3%	1,189,853	0	n/a	1,189,853
Feb	35.1%	12.8%	1,840,940	0	n/a	1,840,940
Mar	50.8%	15.7%	2,246,668	0	n/a	2,246,668
Apr	69.1%	18.3%	2,624,759	0	n/a	2,624,759
May	79.2%	10.2%	1,457,116	0	n/a	1,457,116
June	85.4%	6.1%	882,042	0	n/a	882,042
July	90.3%	4.9%	708,949	0	n/a	708,949
Aug	95.6%	5.2%	752,626	0	n/a	752,626
Sept	100.0%	4.4%	638,012	0	n/a	638,012
Total	100.0%	100.0%	14,355,200	627,861	129,024	14,355,200



Web Site

Miles Media Group



Naples, Marco Island, Everglades CVB

Executive Summary

October 2012

Consumer Overview

- October's engagement metrics were closer to last year's numbers than they were in September. The bounce rate was 52% (it was 63% in September), and time on site was 2:42 (it was 1:52 in September). Also, users spent 10 seconds more on the site than they did in October 2011.
- As far as SITs (Signals of Intent to Travel) go, Deals page views and Stay in Paradise listings page views were up slightly. BookDirect searches were down slightly, but BookDirect click-throughs were up.
- Events pages accounted for four of the top five most requested pages.
- Paid search traffic (1.30%) and campaign responses (278, or 1.37% of visits) were low.
- Compared to September, October visits from Canada, the United Kingdom, Switzerland and France were up (visits from Germany were down), but visits from all top five international countries were down.

Mobile Overview

- Visits, page views and time on site were higher in October than they were in September.
- Visits in October were up 36% over September and 48% over October 2011. Page views in October were up 52% over September and 21% over October 2011.
- Traffic from all top 10 cities was higher than it was in September, and traffic from six of the top 10 cities was higher than it was in October 2011.

Naples, Marco Island, Everglades CVB Measurement Dashboard October 2012

LM = vs. last month | LY = vs. last year |
 IB= vs. Industry Benchmarks | B = vs. 2011 baseline

Good Not Significant Needs Attention
 0 – 12% change 13% or higher change

ENGAGEMENT

	LY	IB	B
Time on Site: 2:42 <i>Minutes</i>	2:32	3.43	2.10
Bounce Rate: 40% <i>of Home Page</i>	40%	33.0%	34.4%
Bounce Rate: 52% <i>Overall</i>	49%	45.3%	55.1%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions
20.83%
 of total page views

14,184
 Signals of Intent to Travel

See breakdown below

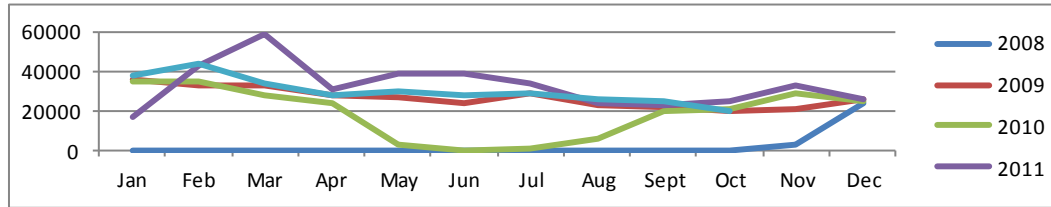
ACTIVITY

	LM	LY
20,311 Total Visits	21%	20%
68,086 Page Views	4%	15%
305,433 Visits Year-to-Date (vs. 334,981 visits in 2011)		
879,295 Page Views Year-to-Date (vs. 1,023,489 in 2011)		

SIT BREAKDOWN

	LM	LY
Guide Orders:	343 +12%	
Newsletter Signup:	129 -12%	
Deals Page Views:	2,262 +3%	-35%
Stay in Paradise Listings Views:	6,880 +9%	+17%
Download Guide Link:	33 -15%	
Paradise Priced Book Direct:	253 +205%	
BookDirect™ Searches:	2,117 -2%	-1%
BookDirect™ Clicks:	1,718 +11%	-18%
eScapes page views:	449 -16%	

Visits – 2008-2012



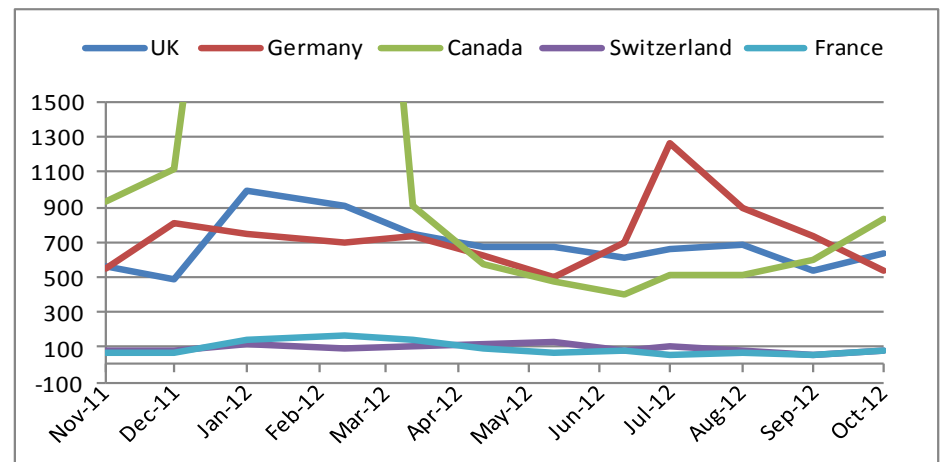
MOST REQUESTED PAGES

1. Homepage
2. Current Events
3. Events & Festivals in Our Area
4. Major Annual Events
5. Current Events, page 2
Accommodations listings (tie)

Top 10 Cities

City	Visitors for Month	Visitors Year to Date
Naples	2,225	24,203
Fort Myers	979	10,678
Bonita Springs	524	3,981
Bethesda, Md.	502	1,661
Cape Coral	391	3,468
New York	347	7,750
Miami	275	5,319
Marco Island	258	3,132
St. Petersburg	202	3,039
Chicago	196	3,587

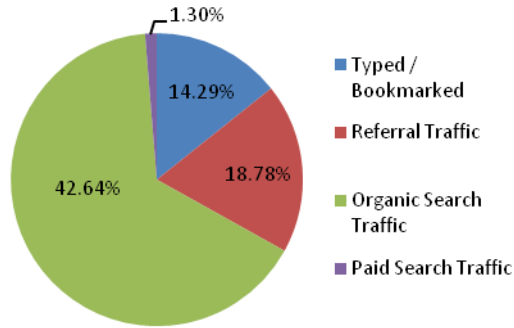
International Traffic Over Time



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



SOURCES OF TRAFFIC



Baseline average percentages for 2011:

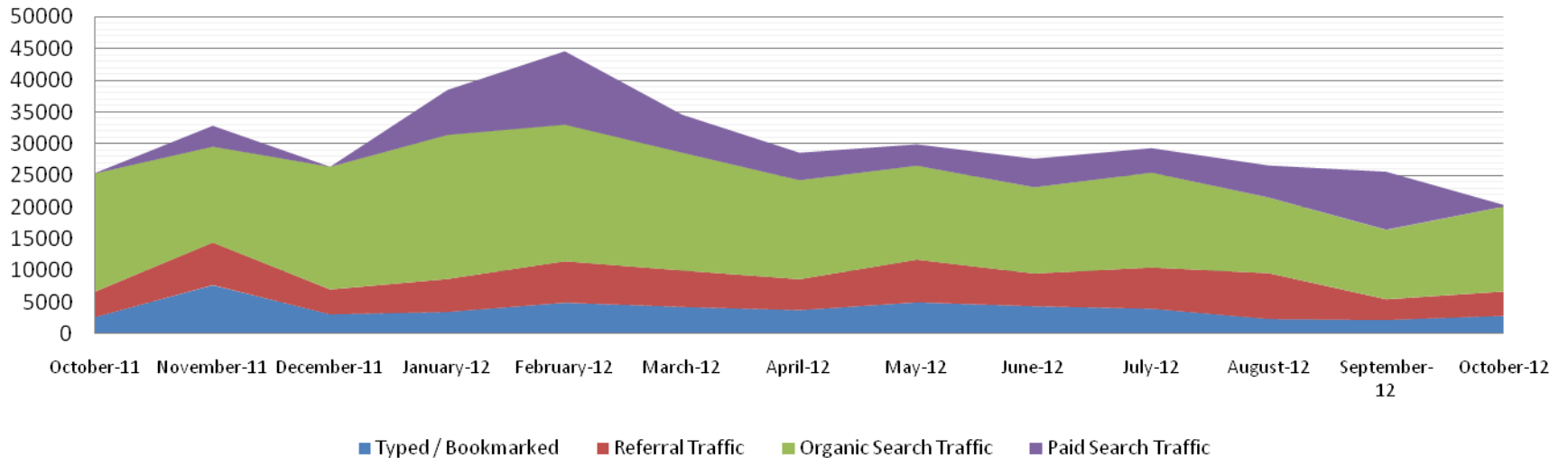
- Organic Search Traffic: 40.02%
- Paid Search Traffic: 11.88%
- Typed / Bookmarked: 20.73%
- Referral Traffic: 27.36%

CAMPAIGN RESPONSE

278
Total responses

1.37%
of total visits

Traffic by Source (by month)





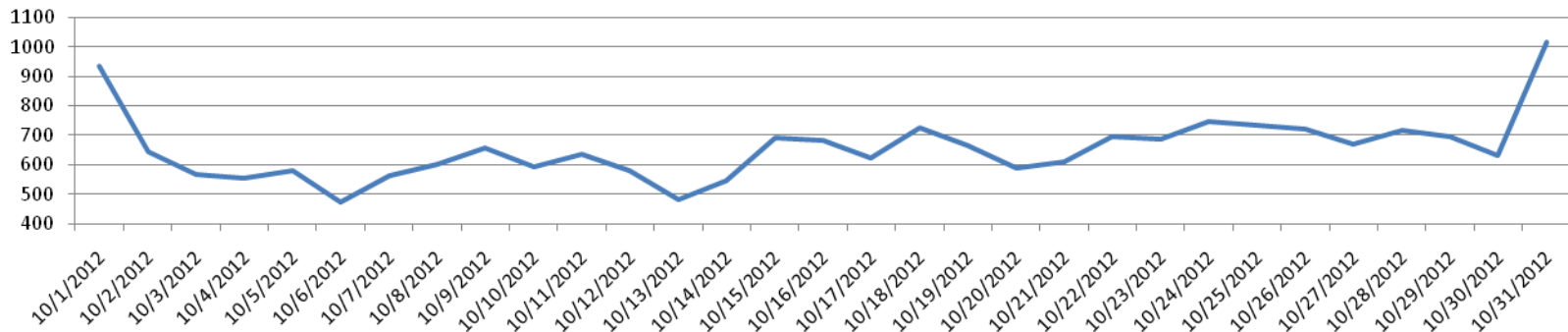
VISITORS BY STATE

			LM	LY
1.	Florida:	7,721	-48%	-16%
2.	New York:	903	+26%	-25%
3.	Illinois:	732	+38%	+140%
4.	Maryland:	725	+11%	-16%
5.	Pennsylvania:	606	+34%	-13%

INTERNATIONAL

	Visits	LM	LY		Visits	LM	LY
USA:	17,201	-24%	-17%	Canada	835	+40%	-11%
International:	3,110	+7%	-32%	UK	631	+18%	-53%
				Germany	537	-27%	-40%
				Switzerland	85	+47%	-39%
				France	82	+49%	-18%

Visits By Day







DMO Competition - Quantcast

Site	Reach by U.S. People, October 2012	Reach by U.S. People, October 2011
ParadiseCoast.com	16,400	16,000
PalmBeachFL.com	11,900	12,100
Fla-Keys.com	56,300	50,600
DaytonaBeach.com	46,500	46,800
Sarasotafl.org	15,000	14,900
FortMyers-Sanibel.com	19,400	19,200
VisitStPeteClearwater.com	45,600	42,800

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	3,449	+36%	+48%
Page Views	15,235	+52%	+21%
Time on Site	1:43		

BROWSER

		LM
1. Safari	1,883	+57%
2. Android browser	1,245	+41%
3. Safari (in-app)	193	+75%
4. Chrome	61	+42%
5. Internet Explorer	32	-88%

COUNTRY

		LM
U.S.	3,264	+40%
International	185	-6%

CITY

		LM	LY
1. Miami	546	+82%	+63%
2. Naples	398	+75%	+83%
3. Orlando	228	+43%	+124%
4. Westport, Ct.	163	+75%	n/a
5. Jacksonville	149	+34%	+1,142%
6. Fort Myers	129	+105%	+153%
7. Atlanta	125	+105%	-37%
8. Southgate	101	+153%	n/a
9. New York	99	+5%	-98%
10. Bonita Springs	98	+172%	+238%

Metric Definitions

Visit – This metric tracks the total number of visits to the website, both unique and repeat.

Unique Visitor – The metric counts each visitor's first visit to the site during a specified time period.

Page View – A request to load a single page of a website.

Baseline – The average of a metric for the previous year. The baseline represents the standard level at which we wish to keep metrics at or better than.

Bounce Rate - Percentage of visitors who view only one page on the site and exit immediately. Sometimes called the Single Access Rate (Bounce rate = Single Accesses/Entries). A “good” bounce rate is considered anything below 30%. Not all bounces are bad, however, as a visitor who links off to a partner website could also be registered as a bounce.

Signals of Intent to Travel (SITs) – A measurement that captures conversion events that indicate a strong desire that the site visitor will travel to the destination. The SIT conversions are unique to each website. Some conversion examples include ordering a visitor guide, signing up for email newsletter, visiting a deals page, clicking through to a booking vendor, visiting the detailed listing of a hotel, activity or event.

Typed / Bookmarked – This is traffic that comes from a user either typing the website address directly into their web browser, or they have bookmarked/favorited the site and enter the site by opening the bookmark on their computer.

Search Engine Services

Sales & Marketing Technologies, Inc.

Keyword Rankings: October 2012

10/1/2012 - 10/31/2012

Tag: summer

All Keywords

1st Page

2nd Page

3rd Page

Keyword	Google	Yahoo!	Bing
naples florida vacation	1	1 ▲ +1	1 ▲ +1
visit naples florida	2	3 ▲ +1	3
family vacation Marco Island	2 ▼ -1	6	3 ▲ +2
family vacation naples florida	2 ▼ -1	9 ▲ +3	8 ▲ +3
everglades vacation	3	44 ▼ -4	45 ▲
pet friendly vacations florida	4	31 ▲ +49	14 ▲
naples florida	8 ▲ +3	12 ▲	10 ▲
pet friendly hotels Naples	8	13 ▲ +4	8 ▲ +8
florida family vacation	11	59 ▲ +8	52 ▲
florida beach vacations	64 ▼ -1	79	47 ▲
golf courses in Naples and Marco Island	2	- ▼	2
family vacations florida	10 ▼ -3	- ▼	70 ▲
beaches in naples florida	11	- ▼	26 ▲ +16
naples wedding locations	14 ▼ -1	- ▼	24 ▼ -15

One of the things you look at when trying to be successful on the internet is where specific keywords rank on the search engines. The higher the ranking the more exposure you have to potential visitors.

The above report shows where several “money” keyword terms rank on the three largest search engines – Google, Bing and Yahoo.

* These rankings are a snapshot in time of where these keyword phrases are ranking on the search engines.

- During the month of October, Miles Media and SMT continued to work on optimizing the site by concentrating on the on page Search Engine Optimization (SEO) issues by updating the Titles, H1's and Meta descriptions.
- Focus on the keywords that are losing rankings, especially the keywords Florida Beach Vacations, Florida Family Vacations, Florida Vacations.
- Link building efforts for: Florida Family Vacations, Family Vacation Naples, Naples Wedding Locations
- Keyword Research for: Hotels and Hotels on the beach Wedding and events for the Naples and Marco Island area.

Naples CVB Monthly Search Engine Report

October Highlights

	Impressions	Clicks	CTR	Cost	CPC	Conversions	Cost/Conv
September	62,572	1,760	2.81%	\$761.99	\$0.43	58	\$13.14
October	104,039	2,585	2.48%	\$1,256.86	\$0.49	82	\$15.33
% Change	66.27%	46.88%	-11.67%	64.94%	12.30%	41.38%	16.67%

The account exposed Naples, Marco Island messaging to over 104 K searchers during the month of October, this was up 66% compared to the previous month.

Actual visitors to the website increased 47% or 2,585 during the month of October.

As more visitors entered the website, there was a 41% increase in conversions versus September.

Average site position of the keywords moved from 2.2 during September to 1.5 during the month of October.

Naples CVB Monthly Search Engine Report

Monthly Google Pay Per Click

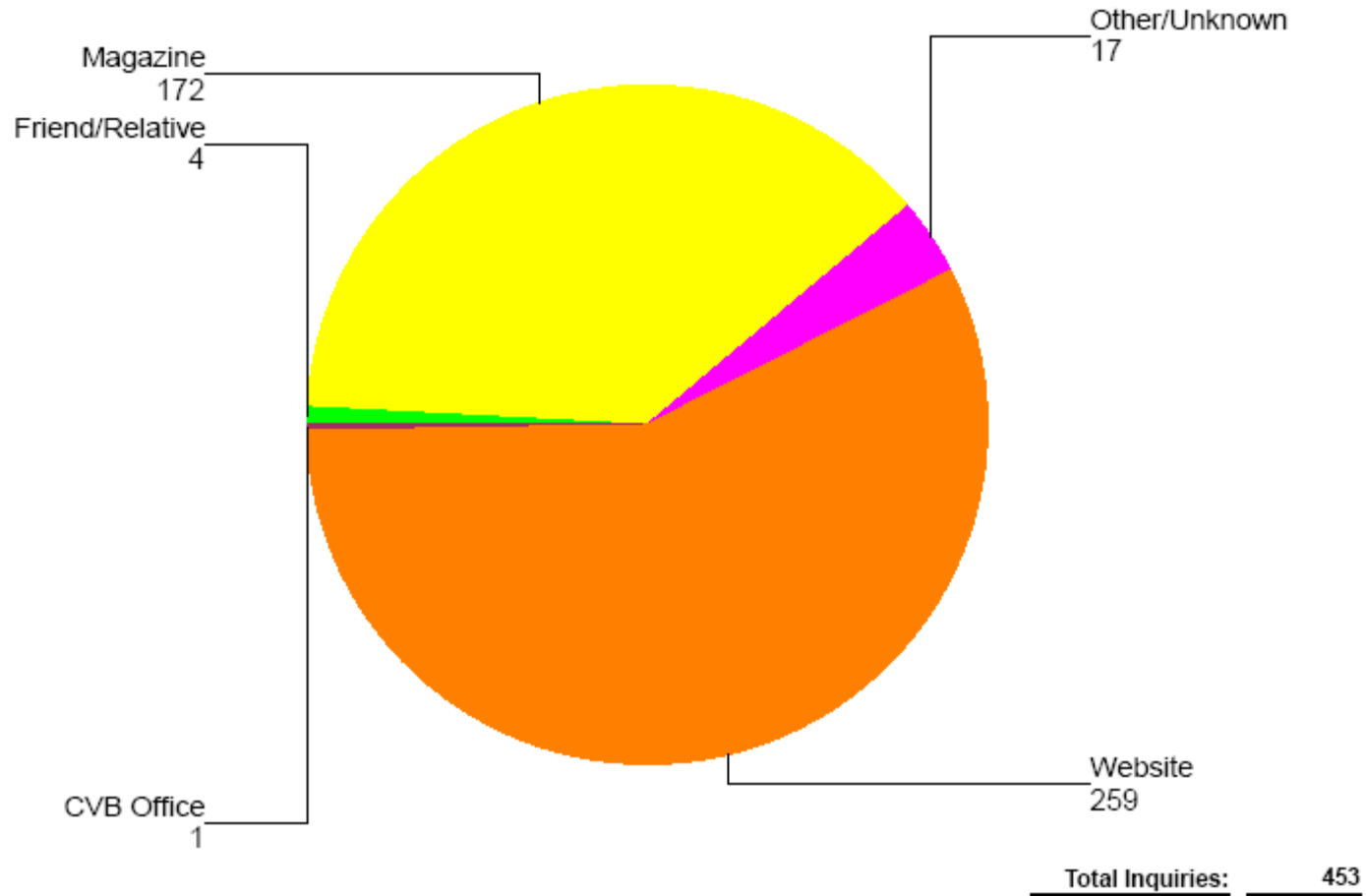
Month	Spending	Clicks	CP Click	Request for Visitors Guide	
Jan	\$1,253.19	3,817	\$0.33	189	
Feb	\$1,229.76	3,643	\$0.33	N/A	
Mar	\$930.24	1,327	\$0.70	N/A	
April	\$2,148	2,274	\$0.94	333	
May	\$1,610.88	2,585	\$0.62	286	
Jun	\$1,002.49	2,208	\$0.45	389	
July	\$1,040.75	2,249	\$0.46	368	
Aug	\$790.44	1,795	\$0.44	308	
Sept	\$761.99	1,760	\$0.43	323	
Oct	\$1,256.86	2,585	\$0.49	259	

**October Text Here

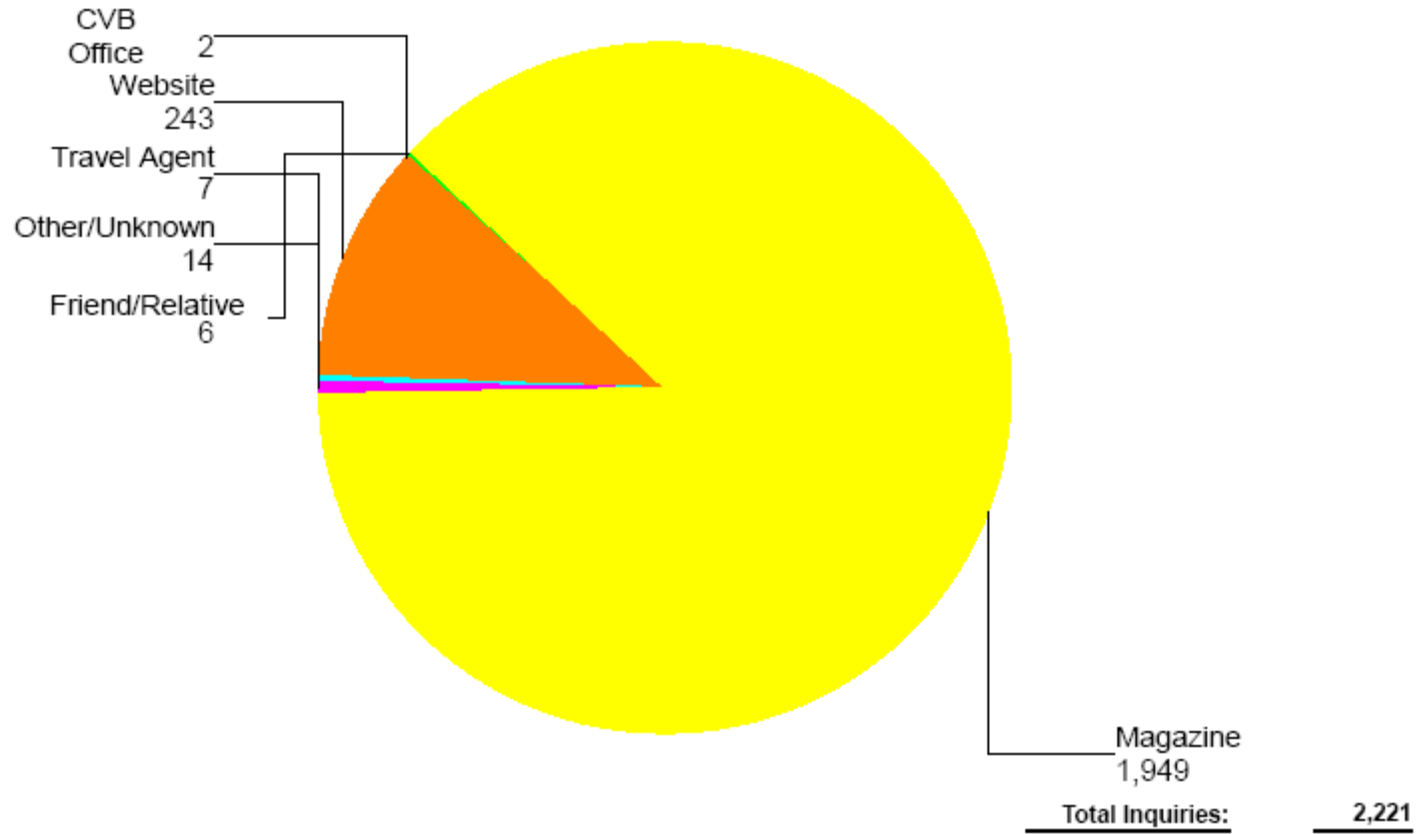
Fulfillment Services

Phase V

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

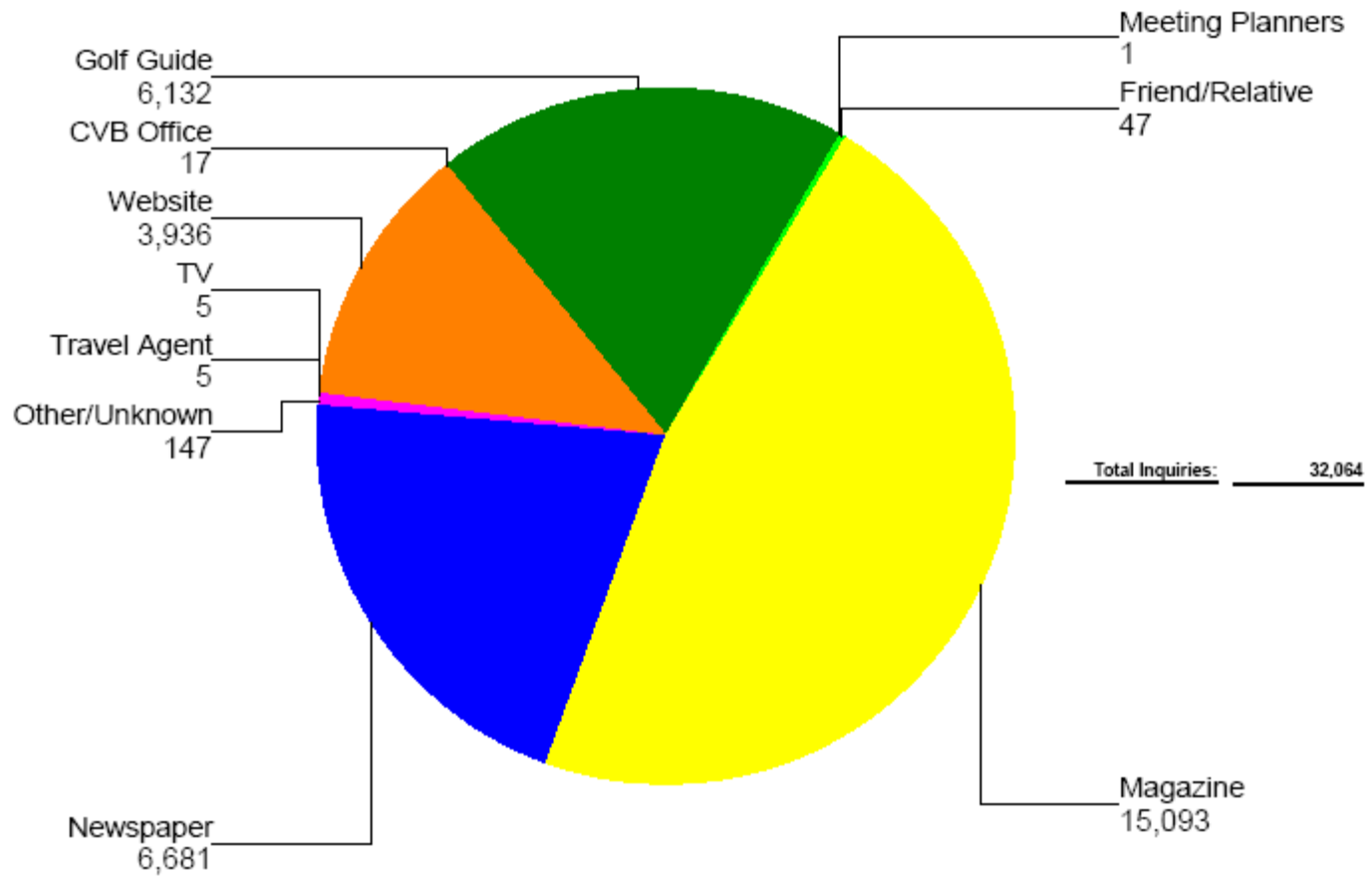


Naples, Marco Island, Everglades CVB Request Summary by Source For the month of October 2011



Naples, Marco Island, Everglades CVB Request Summary by Source

Year to Date 2012



Results Analysis

Request Summary by Source Slide

Oct 2011 = 1,477

Oct 2012 = 0

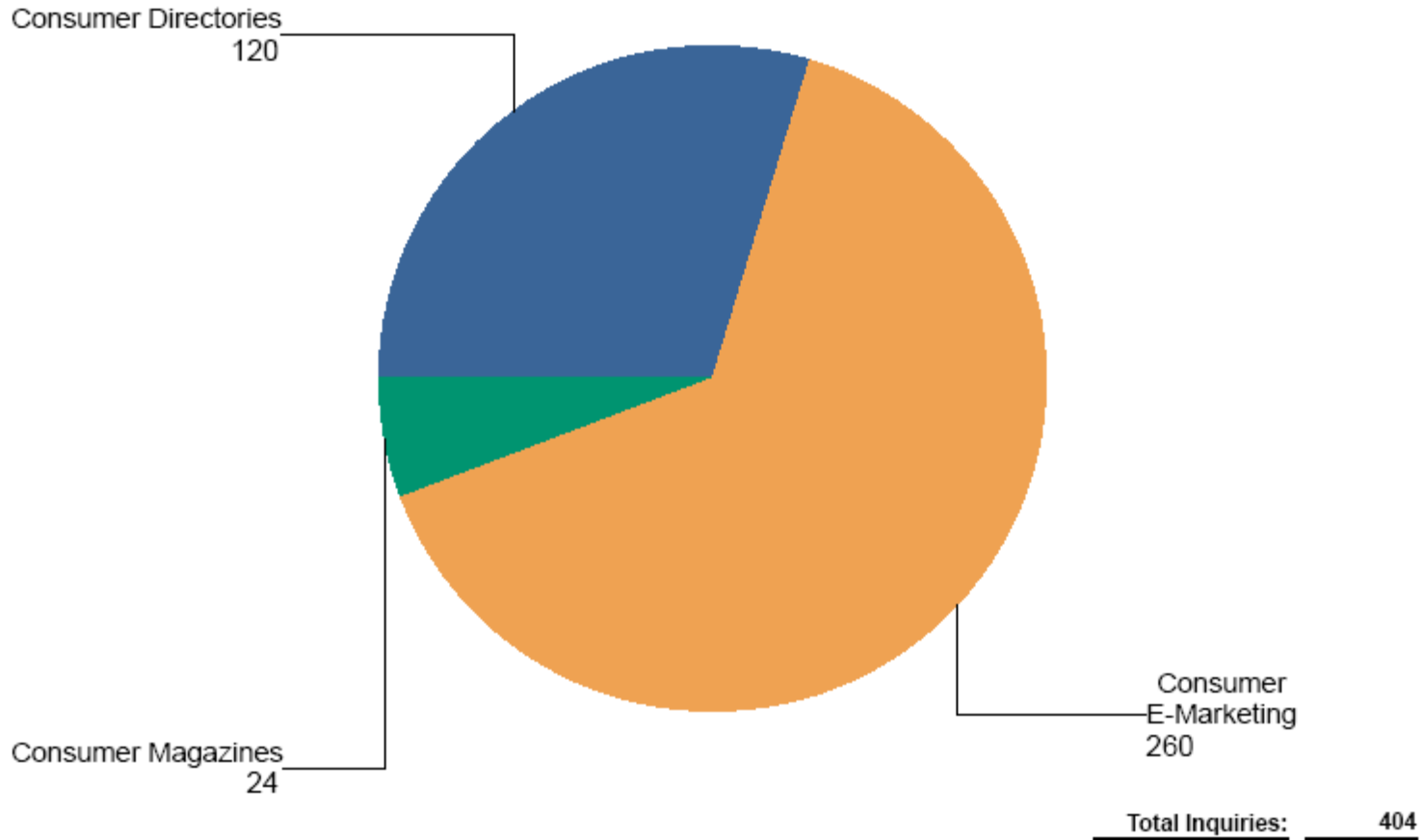
Oct 2011 = 110

Oct 2012 = 0

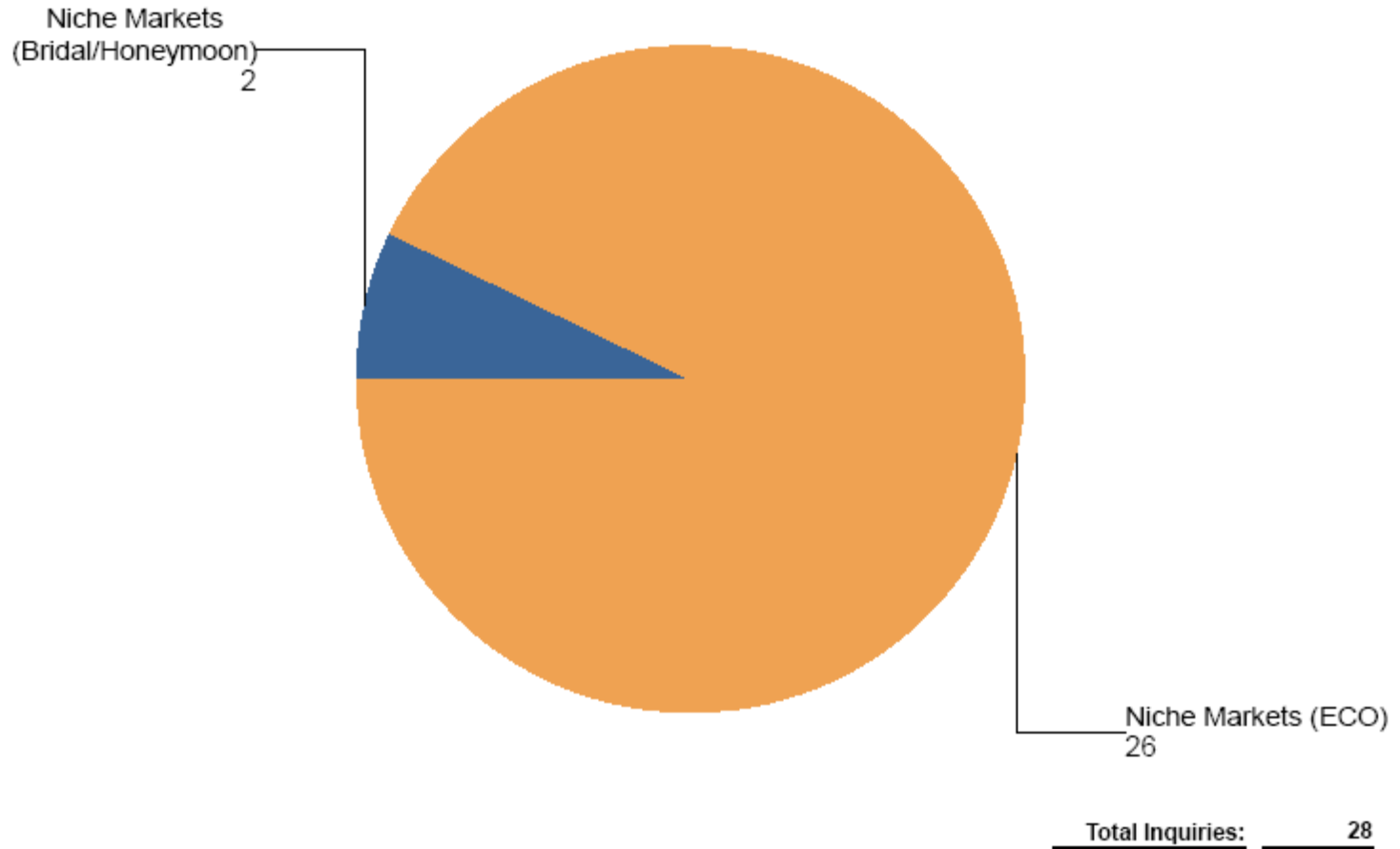
1,477 leads were generated from the pub Redbook Midwest in Oct 2011.
Oct 2012 adv was not purchased in this pub.

110 leads were generated from the pub Visit Florida Magazine in Oct
2011. Oct 2012 adv was not purchased in this pub.

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



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



Inquiries – Leading 4 Countries October 2012

2011

USA

Canada

Brazil

Portugal

2012

USA

Canada

UK

Brazil

Inquiries - Leading 6 States

October 2012

2011

Florida

Georgia

Texas

New York

Pennsylvania

Ohio

2012

Florida

Pennsylvania

Illinois

Ohio

North Carolina

New York

Inquiries by Type Calendar Year

October	2012	Y-T-D
Phone	154	1,645
Publications	810	28,983
Web site	260	3,388
Info@ParadiseCoast	0	1

Misc. CVB Services Calendar Year

	October	2012	Y-T-D
Info Ctr Shipments		600	19,500
Editorial Gen Calls		44	457
Mtg Planner Calls		1	6
Storm Info Calls		0	4
Storm Accommodations		0	61
Sports Council		0	0
Film Commission		1	5
Travel Agent		0	4

Live Chat by Topic

October 2012

By Topic			
Topic	# of chats	Minutes	Min/Chat
Accommodations	1	5.3	5.3
Charters and Tours	1	7.2	7.2
Contact	1	3.4	3.4
Transportation	1	4.5	4.5

Live Chat by Page

October 2012

BY PAGE			
Page	# of chats	Minutes	Min/Chat
Home Page	4	20.5	5.1
Totals	4	20.5	5.1

Misc. Services

October 2012

Media	Month	YTD	% YTD	
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%	
Grand Total:	11	11		

Thank you

Questions?

