

# MARKETING PARTNER REPORTS May 20, 2013



# Collier County Tourism Research

**April 2013**

**Presented to:**

**The Collier County Tourist Development Council**

**Presented by:**

**Research Data Services, Inc.**

*May 20, 2013*

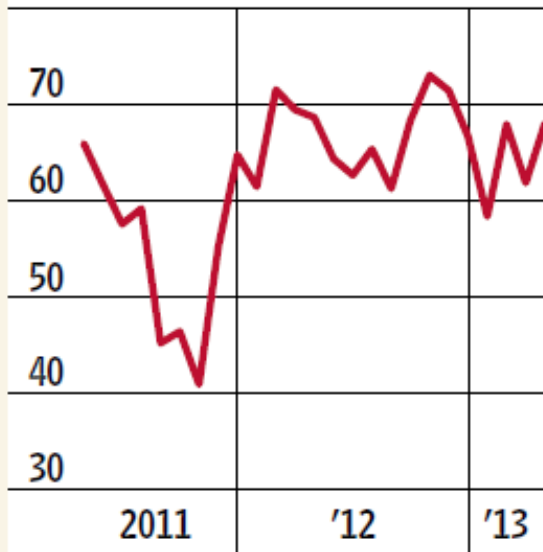
# Economic Indicators

# Consumer Confidence/

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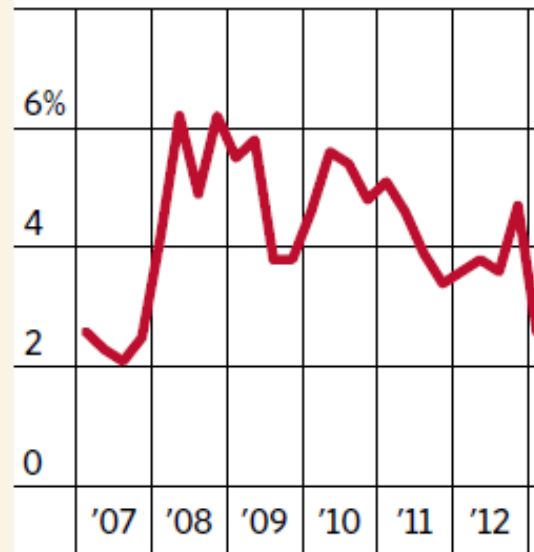
## Personal Saving Rate/Consumption

### Consumer Confidence Index



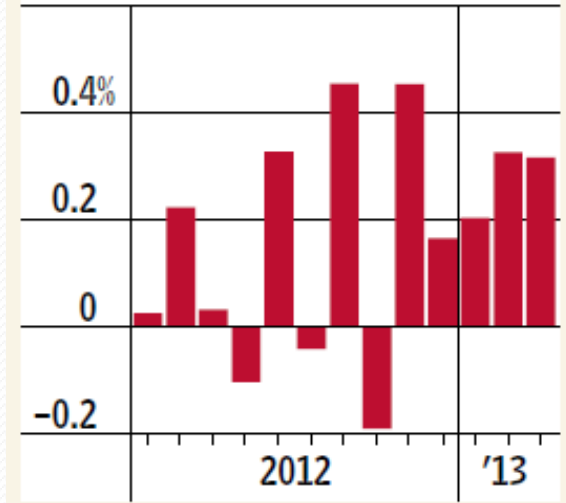
Source: Conference Board

### Personal-saving rate



Source: St. Louis Federal Reserve

### Change from previous month in personal consumption



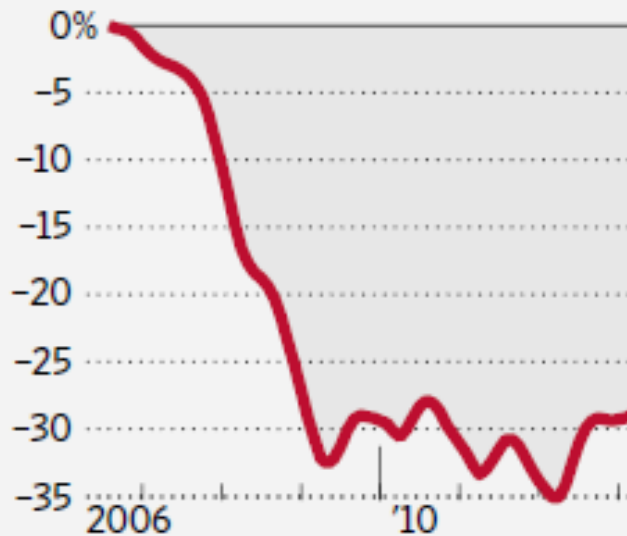
Source: Commerce Department



# Home Prices/Income

## Home prices have Improved...

Change since peak in  
S&P/Case-Shiller 20-city  
home-price index

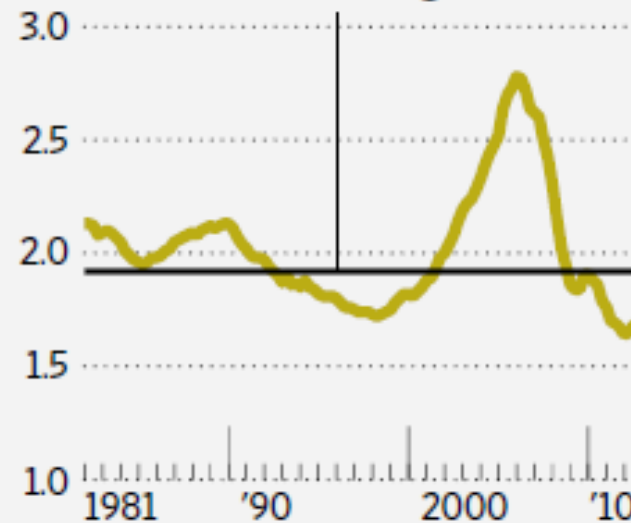


Sources: S&P Dow Jones Indices and CoreLogic (price index); Fiserv, Federal Housing Finance Agency, Moody's Analytics (ratio)

## ...but remain low compared with Incomes.

Home price-to-income ratios

Average, 1989-2003:  
**1.9 times average income**



The Wall Street Journal

# Calendar Year-to-Date 2013

*(January – April)*

## Visitor Profile



# Number of Visitors

Calendar Year-to-Date 2013 (*Jan - Apr*)

|                      | <b>2013</b>    | <b>Δ %</b>  |
|----------------------|----------------|-------------|
| <b>January</b>       | <b>167,000</b> | <b>+3.1</b> |
| <b>February</b>      | <b>183,100</b> | <b>+3.9</b> |
| <b>March</b>         | <b>219,500</b> | <b>+3.0</b> |
| <b>First Quarter</b> | <b>569,600</b> | <b>+3.3</b> |
| <b>April</b>         | <b>128,800</b> | <b>+6.2</b> |
| <b>YTD 2013</b>      | <b>698,400</b> | <b>+3.8</b> |

# Economic Impact

Calendar Year-to-Date 2013 (*Jan - Apr*)

|                      | <b>2013</b>          | <b>Δ %</b>   |
|----------------------|----------------------|--------------|
| <b>January</b>       | <b>\$131,724,333</b> | <b>+8.2</b>  |
| <b>February</b>      | <b>\$199,873,023</b> | <b>+9.2</b>  |
| <b>March</b>         | <b>\$261,963,631</b> | <b>+12.6</b> |
| <b>First Quarter</b> | <b>\$593,560,987</b> | <b>+10.4</b> |
| <b>April</b>         | <b>\$175,271,821</b> | <b>+10.8</b> |
| <b>YTD 2013</b>      | <b>\$768,832,808</b> | <b>+10.5</b> |

# Room Nights

Calendar Year-to-Date 2013 (*Jan - Apr*)

|                      | <b>2013</b>    | <b>Δ %</b>  |
|----------------------|----------------|-------------|
| <b>January</b>       | <b>223,200</b> | <b>+1.0</b> |
| <b>February</b>      | <b>249,600</b> | <b>+3.0</b> |
| <b>March</b>         | <b>285,200</b> | <b>+3.2</b> |
| <b>First Quarter</b> | <b>758,000</b> | <b>+2.5</b> |
| <b>April</b>         | <b>211,200</b> | <b>+4.0</b> |
| <b>YTD 2013</b>      | <b>969,200</b> | <b>+2.8</b> |



# Visitor Origins

## Calendar Year-to-Date 2013 (Jan - Apr)

|                    | <b># of Visitors 2013</b> | <b>Δ %</b>  |
|--------------------|---------------------------|-------------|
| <b>Florida</b>     | <b>175,879</b>            | <b>+2.6</b> |
| <b>Southeast</b>   | <b>40,586</b>             | <b>-3.6</b> |
| <b>Northeast</b>   | <b>195,164</b>            | <b>+6.2</b> |
| <b>Midwest</b>     | <b>145,973</b>            | <b>+3.4</b> |
| <b>Canada</b>      | <b>23,484</b>             | <b>+5.3</b> |
| <b>Europe</b>      | <b>84,671</b>             | <b>+3.9</b> |
| <b>US Opp Mkts</b> | <b>32,643</b>             | <b>+6.6</b> |
| <b>YTD 2013</b>    | <b>698,400</b>            | <b>+3.8</b> |

# Research Data Service Occupancy/ADR

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## Calendar Year-to-Date 2013 (Jan - Apr)

|                 | Occupancy   |             |            | ADR         |             |            |
|-----------------|-------------|-------------|------------|-------------|-------------|------------|
|                 | <u>2012</u> | <u>2013</u> | <u>% Δ</u> | <u>2012</u> | <u>2013</u> | <u>% Δ</u> |
| <b>January</b>  | 74.8%       | 75.8%       | +1.3%      | \$168.7     | \$178.3     | +5.7%      |
| <b>February</b> | 86.6%       | 89.6%       | +3.5%      | \$253.8     | \$275.5     | +8.6%      |
| <b>March</b>    | 92.2%       | 93.4%       | +1.3%      | \$260.1     | \$288.3     | +10.8%     |
| <b>Q1 2013</b>  | 84.5%       | 86.3%       | +2.1%      | \$227.5     | \$247.4     | +8.7%      |
| <b>April</b>    | 78.0%       | 81.4%       | +4.4%      | \$223.3     | \$224.9     | +0.7%      |

# April 2013 Visitor Profile



# Visitation/Economic Impacts of Tourism

|                            | <b><u>Apr</u></b><br><b><u>2012</u></b> | <b><u>Apr</u></b><br><b><u>2013</u></b> | <b><u>'12-'13</u></b><br><b><u>Δ %</u></b> |
|----------------------------|---|---|--|
| <b>Visitors</b>            | <b>121,300</b>                          | <b>128,800</b>                          | <b>+6.2</b>                                |
| <b>Room<br/>Nights</b>     | <b>203,000</b>                          | <b>211,200</b>                          | <b>+4.0</b>                                |
| <b>Economic<br/>Impact</b> | <b>\$158,195,846</b>                    | <b>\$175,271,821</b>                    | <b>+10.8</b>                               |

# Visitor Origins

*April*

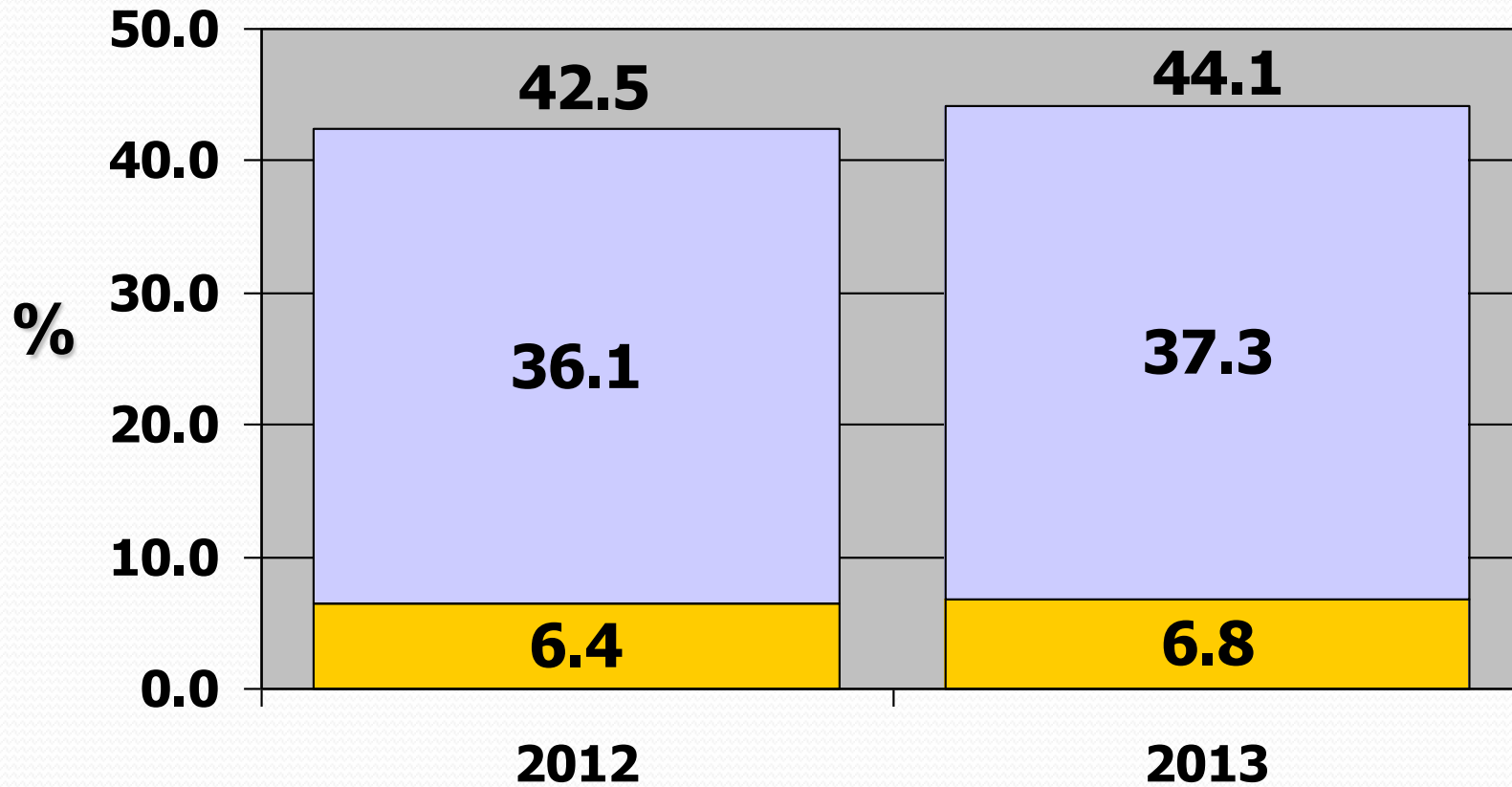
## # of Visitors

|                           | <b>2013</b>         | <b>Δ %</b>         |
|---------------------------|---------------------|--------------------|
| <b>Florida</b>            | <b>37,996</b>       | <b>+0.4</b>        |
| <b>Southeast</b>          | <b>5,925</b>        | <b>+1.8</b>        |
| <b>Northeast</b>          | <b>32,200</b>       | <b>+13.0</b>       |
| <b>Midwest</b>            | <b>25,889</b>       | <b>+8.9</b>        |
| <b>Canada</b>             | <b>4,765</b>        | <b>+3.4</b>        |
| <b>Europe</b>             | <b>17,388</b>       | <b>+7.0</b>        |
| <b><u>US Opp Mkts</u></b> | <b><u>4,637</u></b> | <b><u>+3.3</u></b> |
| <b>TOTAL</b>              | <b>128,800</b>      | <b>+6.2</b>        |



# First Time Visitors (% Yes)

*April*

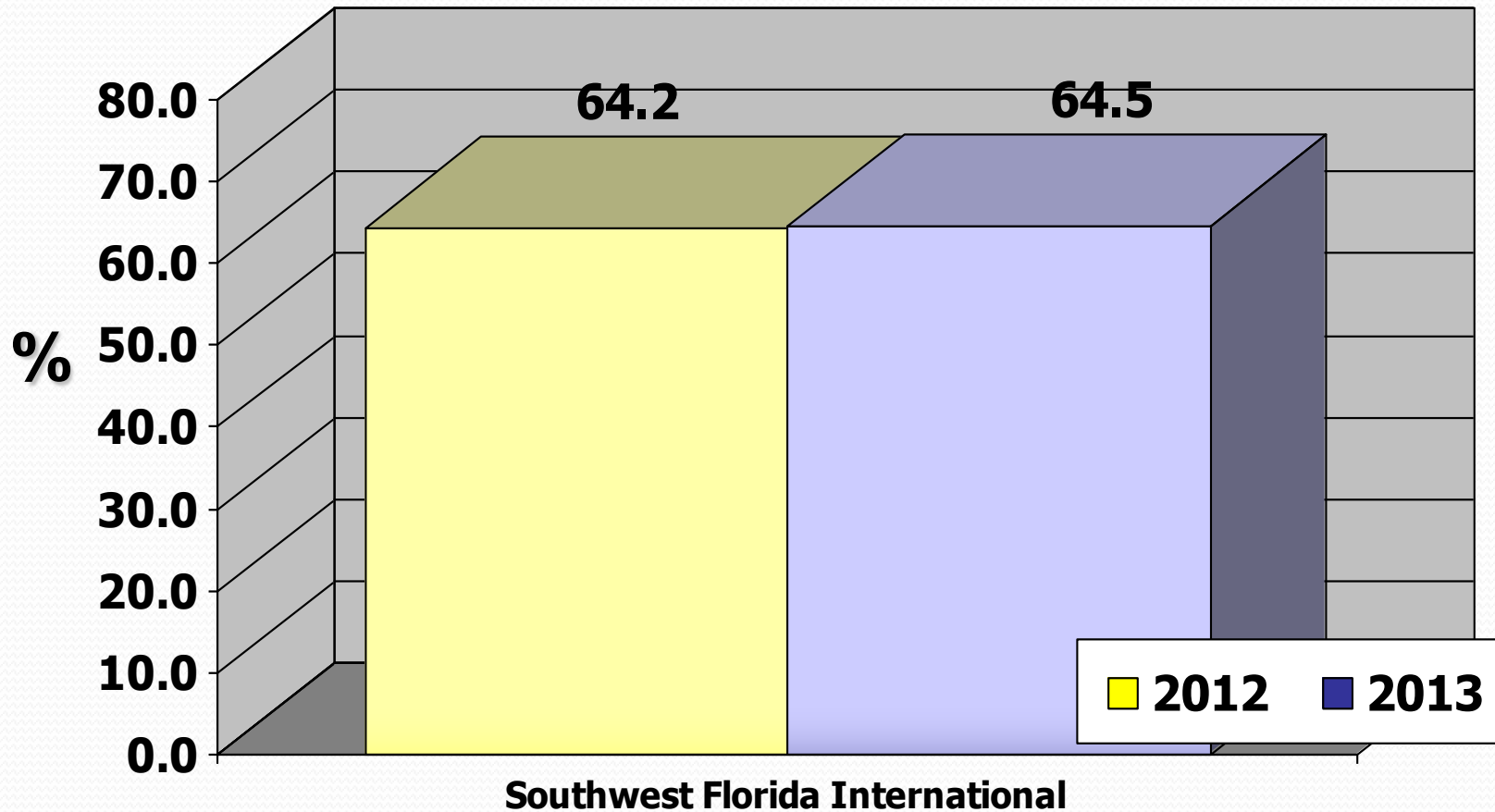


■ New Market Share

■ Gain from Competitors

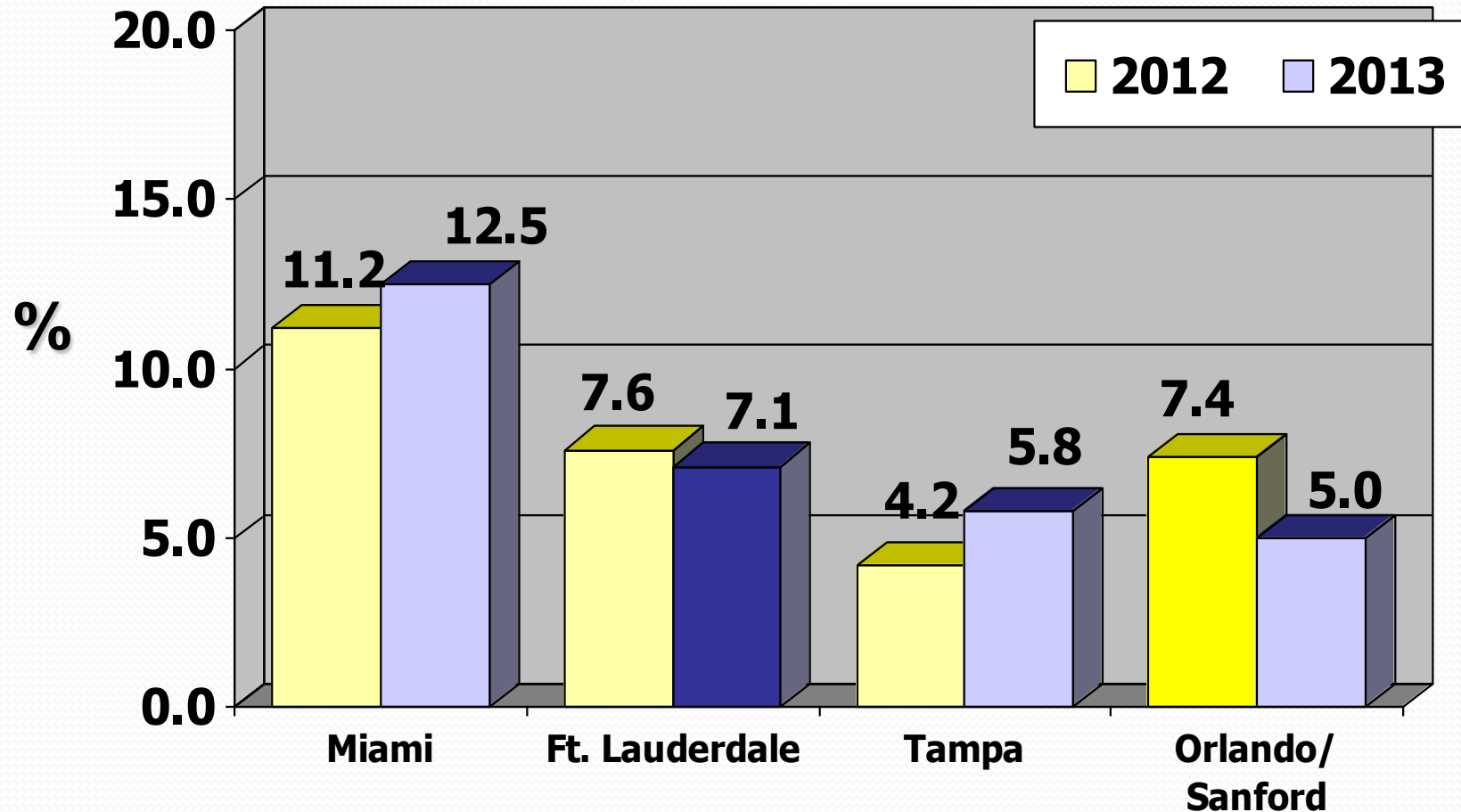
# Airports of Deplanement

## April



# Airports of Deplanement

## April



# Visitor Perceptions

|                                       | <b><u>Apr<br/>2012</u></b> | <b><u>Apr<br/>2013</u></b> |
|---------------------------------------|----------------------------|----------------------------|
| <b>Satisfaction <i>(combined)</i></b> | <b>93.2%</b>               | <b>95.6%</b>               |
| <b>Would Recommend</b>                | <b>93.7</b>                | <b>93.2</b>                |
| <b>More Expensive</b>                 | <b>7.3</b>                 | <b>13.9</b>                |
| <b>Plan to Return</b>                 | <b>92.8</b>                | <b>91.7</b>                |

# Average Age/Median Income

|                             | <u>Apr<br/>2012</u> | <u>Apr<br/>2013</u> |
|-----------------------------|---------------------|---------------------|
| <b>Average Age (yrs)</b>    | <b>46.8</b>         | <b>47.3</b>         |
| <b>Median HH<br/>Income</b> | <b>\$143,789</b>    | <b>\$148,231</b>    |



# 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 (04-19-13). (In first quarter of 2013, 2011 and 2012 data was revised.)

*Thank you!*

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# Advertising Report

Paradise Advertising &  
Marketing, Inc.



# Tourist Development Council Report

May 20, 2013

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NAPLES  
MARCO ISLAND · EVERGLADES  
FLORIDA





# bon appétit

**SUBSCRIBE**  
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**CLICK HERE!**

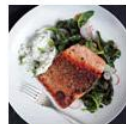
- SUBSCRIBE**
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- HEALTH
- PEOPLE
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- BA TV
- My Recipe Box**

Soups and Stews | 10 Things to Do with Roast Chicken | Perfect Cakes

## Louisiana's Bounty



A Wild Eating Trip to New Orleans



11 Fish Recipes



25 Light Seafood Dinners



21 Ways to Cook Shrimp

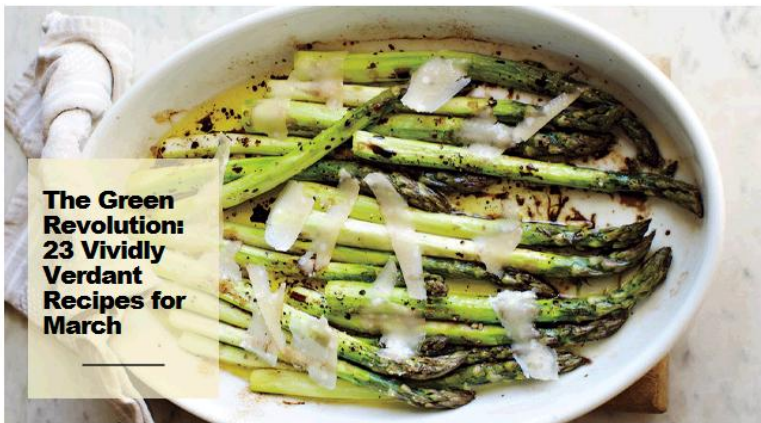
BON APPÉTIT > RECIPES+HOW-TO

SEARCH BA'S 6000+ RECIPE ARCHIVE

 **SEARCH**

recipes  entire site

## RECIPES + HOW-TO



**The Green Revolution: 23 Vividly Verdant Recipes for March**

← ● ● ● ● ● ● →

## MOST POPULAR

Most Viewed Most Emailed Most Commented

1. Strawberries Slideshow
2. Healthy French Fry Alternatives
3. Light Fish and Seafood Dinners
4. 25 Ways to Use Sriracha
5. Shrimp Recipes

PARADISE REFINED AND REDEFINED.

Naples Marco Island Everglades PARADISE COAST

FIND YOUR PLACE IN PARADISE. **CLICK HERE**

**Bonappetit.com has delivered 242,000 impressions\* to date**

\* a measure of the number of times an ad is displayed

# ScreenVision

- Two :30 second videos, playing at The Grove (Coconut Grove) and Las Olas (Ft. Lauderdale) movie theaters
- Each spot has played 323 times on 26 screens (May 3<sup>rd</sup>-5<sup>th</sup>)
- Box Office Report For Weekend May 3<sup>rd</sup>-5<sup>th</sup> (Top 5)
  1. Iron Man 3
  2. Pain and Gain
  3. 42
  4. Oblivion
  5. The Croods



## Recent Campaign Highlights

- Campaign responses accounted for 29.8% of website traffic, or visits.
- 29,917 visits to website with 2.82 pages per visit, a 15.64% increase over last month
- Average time spent on ParadiseRefined.com increased from 1:30 to 2:10 and 12.1% of total visitors are returning visitors
- The open rate for the April Consumer eScapes was 14.51%. The click through rate (CTR) for the April Consumer eScapes was 12.86%
- The retargeting campaign delivered 573,282 impressions\* from April 6<sup>th</sup> – May 5<sup>th</sup>
- 1.8 million page impressions across 448,900 users on Facebook, and 242,400 impressions on Twitter
- Increase of 119 fans on Facebook and 216 followers, 286 link clicks, 59 mentions and 36 retweets on Twitter this month
- Traffic to website via Twitter increased from 35 to 101, a 189% increase over last month

# Photo Shoot April 28<sup>th</sup>-May 2<sup>nd</sup>









JPGs FOR IMAGE SELECTION ONLY  
NOT FOR REPRODUCTION  
© Steve Beaudet 2013  
561.883.7768 / www.bcshoots.com









# DISCUSSION | QUESTIONS?



# National Public Relations Update

## TDC Meeting

May 20, 2013



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

# Media Highlights

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- **TRAVEL + LEISURE in April Issue**

UMV: 235,388; Circ: 984,302

- **CHICAGO PARENT: GOING PLACES in Spring Issue**

Circ: 115,252; UMV: 159,667



# Activities

- Weekly LH&A “Value Blast” – inclusion in 3 editions
- 3 Hot Tip partner media leads
  - SeaFood Business Magazine
  - New York Post
  - Father’s Day and Independence Day

194<sup>th</sup> Edition Contact: lha@lhammond.com




April 3, 2013



**LH&A Blast**

- V**ery Timely
- A**ffordable Options
- L**uxurious Properties & Destinations
- U**dated Weekly
- E**asy Savings!

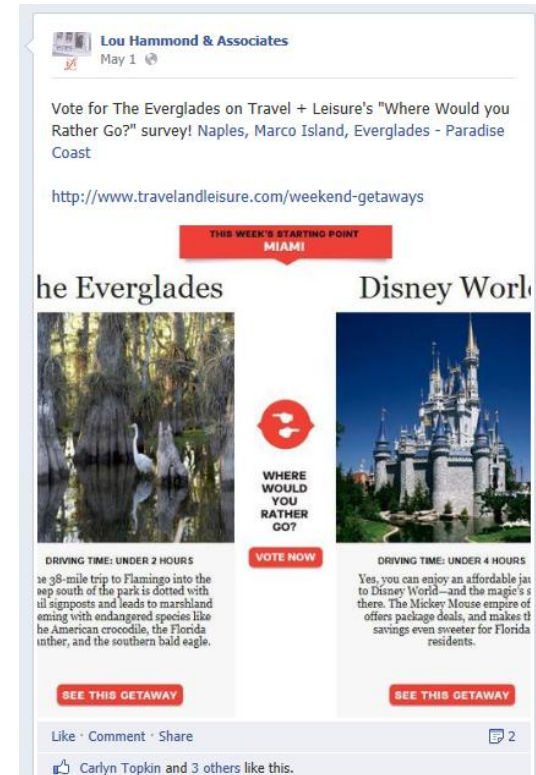
Look for our **VALUE BLAST** every week – a great opportunity for savings!

|  |
|--|
|      |
| <b>Paradise Coast</b>  |
| Dear Team,   |
| Lou Hammond & Associates is seeking the best Irish- infused or green drink recipes in advance of St. Patrick's Day.  |
| Is your bar or restaurant creating any specialty drinks for the upcoming holiday on March 17? We're not interested in green beer but rather specialty cocktails and mocktails that are fun enough for a Leprechaun!  |
| Specific recipes should be listed as well as a photo of the drink –cocktails and mocktails only, no green beer please. Lou Hammond & Associates, on behalf of the Naples, Marco Island, Everglades Convention & Visitors Bureau, is collecting the best offerings for this pitching opportunity. The more unique the better! |

# Activities

## Agency social media efforts

- **4** LH&A Facebook posts
  - Vote for The Everglades on Travel + Leisure's "Where Would you Rather Go?" survey
  - Value Blast
    - April 17 –Romance Package at Marco Island Marriott Beach Resort
    - April 24 – Sanctuary Package at Marco Island Marriott Beach Resort
    - May 1 – GreenLinks Golf Villas Stay & Play Package at GreenLinks Golf Villas at Lely Resort





**Lou Hammond & Associates**  
May 1

Vote for The Everglades on Travel + Leisure's "Where Would you Rather Go?" survey! Naples, Marco Island, Everglades - Paradise Coast

<http://www.travelandleisure.com/weekend-getaways>

**THIS WEEK'S STARTING POINT MIAMI**

| The Everglades   | Disney World  |
|--|---|
|    |   |
| <b>DRIVING TIME: UNDER 2 HOURS</b><br>A 38-mile trip to Flamingo into the deep south of the park is dotted with tall signposts and leads to marshland teeming with endangered species like the American crocodile, the Florida Panther, and the southern bald eagle. | <b>DRIVING TIME: UNDER 4 HOURS</b><br>Yes, you can enjoy an affordable jaunt to Disney World—and the magic is still there. The Mickey Mouse empire offers package deals, and makes it savings even sweeter for Florida residents. |
| <b>SEE THIS GETAWAY</b>  | <b>SEE THIS GETAWAY</b>   |

Like · Comment · Share 2

Carlyn Topkin and 3 others like this.



facebook

# Activities

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## Agency social media efforts

- 6 LH&A Tweets
  - Philly.com article
  - Good Housekeeping mention
  - Twitter chat mention
  - Value Blast (x3)



**Lou Hammond PR** @LouHammondPR

16 Apr

The top views of Florida: #ride #hike or #fly the state's best beaches [bit.ly/Yskajk](http://bit.ly/Yskajk) via [@phillydotcom](#) [@ParadiseCoast](#) [@PCBeach](#)  
[View summary](#)



**Lou Hammond PR** @LouHammondPR

8 May

A7. Anywhere under the sun, but we like [@GoToBermuda](#) [@MarriottResorts](#) [@ParadiseCoast](#) #NorwegianBreakaway #twchats  
[Expand](#)



**Lou Hammond PR** @LouHammondPR

23 Apr

"20 No-Fuss Weekend Getaways for Families" by [@goodhousemag](#) [@GoToBermuda](#) [@ParadiseCoast](#) & [@VisitVirginia](#) included! [bit.ly/12FbavE](http://bit.ly/12FbavE)  
[View summary](#)



**Lou Hammond PR** @LouHammondPR

11 Apr

It's almost the #weekend! Book a #getaway w the packages in this wk's Value Blast [bit.ly/ZKJ0B1](http://bit.ly/ZKJ0B1) #traveldeals [pic.twitter.com/1XAzajd11b](http://pic.twitter.com/1XAzajd11b)  
[View photo](#)





# Activities

## CVB social media efforts

- **Facebook**

- CVB team handles all posting and commenting.
- Highest performing post was once again a photo of a beach bar – Quinn's on the Beach, along with the news that it was named as one of FL Travel + Life magazine's Top Florida Beach Bars. The photo was shared 29 times and the total reach was 4,182 and generated a flurry of "Likes."



- **Twitter**

- Utilized U.S. Travel hashtag #traveleffect and posted to @UStavel for annual tourism week event.



# Activities

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## Completed Individual Visits:

- JODI GRUNDIG, MOM'S FAVORITE STUFF
  - April 13 – 18
  - Highlighted family-friendly restaurants and activities in Marco Island and throughout the Paradise Coast.
  - CVB provided a signed copy of Keith Bellows' book with information regarding Marco Island and the Dolphin Explorer Cruise.



# Activities

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## Upcoming Individual Visits:

- ORION RAY-JONES, HEMISPHERES
  - Dates TBD
  - Editor-in-Chief of Hemispheres, onboard publication for United and Continental Airlines
  - Agency originally outreached to Orion regarding the pet-friendly group visit, but he is unable to join.
  - Agency arranging visit to the destination to highlight pet-friendly and other story angles.

**UNITED**



**Continental  
Airlines**



# Activities

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## Group Visits:

- **PET-FRIENDLY GROUP PRESS TRIP**

- May 16 – 19
- Trip will highlight Florida's Paradise Coast as a premier pet-friendly destination for travelers.
- Accommodations at Naples Bay Resort and The Ritz-Carlton Golf Resort, Naples.



# Activities

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## PET-FRIENDLY GROUP PRESS TRIP (cont'd.):

A list of media attendees includes:

- Wendy Diamond – *Animal Fair* (Circ: 200,000)
- Kelly E Carter – Freelance: National Geographic Books, Paw Nation (UMV: 221,804), *Elite Traveler* (Circ: 101,806; UMV: 17,300), TheJetSetPets.com
- Lucie Ellis – EveryJoe.com (UMV: 774,352)
- Shea Peters – Freelance: Examiner.com (UMV: 10,180,911); Yahoo! Voices (UMV: 10,608,747)
- Glen Polyn – Asbury Park Press

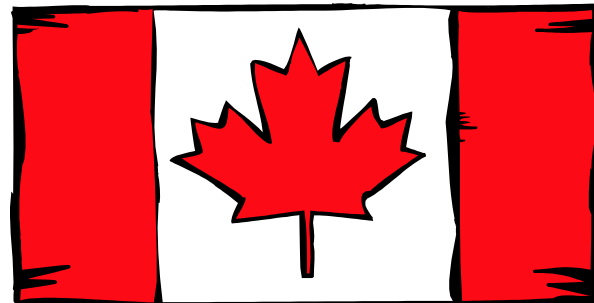


# Activities - LHA

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## VISIT FLORIDA MEDIA EVENT IN TORONTO

- Agency representative attended Visit Florida media event in Toronto on Wednesday, May 8.
- 60+ Canadian media were in attendance, ranging from freelancers to print and online editors.
- “Morning talk show” format where each partner highlighted respective destinations for three minutes in front of camera. Videos are posted on YouTube.
- Opportunity to network with established media and learn about new/upcoming Canadian publications and media outlets.



# Activities – CVB PR

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## VISIT FLORIDA MEDIA EVENT IN MONTREAL

- CVB PR Manager attended VISIT FLORIDA media event in Montreal on Thursday, May 9.
- 20+ Quebec-based Canadian media were in attendance, ranging from freelancers to print and online editors.
- Each attending partner given several minutes on stage to present destination overview and news highlights.
- Opportunity to network with established media and learn about new/upcoming Canadian publications
- Was able to meet with several media that have recently covered our area and discuss future coverage.



# Activities – CVB PR

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## VISIT FLORIDA MEDIA EVENT IN MONTREAL

- Sandra Bellefoy let me know that her new Naples section of her Florida Road Trip coverage was going live the following day at *Sympatico.ca*
- Discussed with Alastair Sutherland a Family Travel story for *Doctor's Review* – his last was about the Everglades.



# Activities - LHA

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## Media Outreach Sampling

- New York Post
- SheKnows.com
- Healthy Travel Magazine
- The Wall Street Magazine
- The Wall Street Journal
- TODAY
- SeaFood Business Magazine



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# Results Sampling



In many cases, post offices literally gave towns their identity, explains Evan Kalish, editor of *Going Postal*. Back in the day, the name a community submitted in applying for a post office often became the name of the town. Kalish appreciates the allure of post offices better than most, having already visited more than 5,000 across the U.S., in every state except Alaska.

"I like to take the slow route when I travel, and explore places I would have otherwise overlooked, and there's no better way to get a feel for a community than by visiting its post office, which has no doubt been around for a couple of hundred years," he says.

On the edge of the Florida Everglades, the Ochopee Post Office is one of the smallest in the country at just seven by eight feet. Then there's the novel that straddles the state line between Texas and Arkansas. In Portland, OR, a post office that still offers mail service and hand-cancels letters (making the black in reuse).

On your next trip, forgo a passport stamp for a postmark from a one-of-a-kind post office that will be gone for good.



### Ochopee Post Office, Ochopee, FL

At seven by eight feet, this post office is the smallest in America. Located on the edge of the Everglades, the building used to be an irrigation pipe shed until it was enlisted in the 1950s. Today, just one person, Shannon Mitchell, helms the desk, which is really all that fits inside. Ochopee's population was 11 at last count, but the mailperson delivers daily to three counties. 38000 Tamiami Trail E.; (239) 695-2099



NEWS FROM . . . LOU HAMMOND &



# TRAVEL+ LEISURE

April 2013  
UMV: 235,388  
Circ: 984,302

## America's Quirkiest Post Offices

Even the addresses of these post offices are quirky, from the U.S. Capitol basement to the Detroit River.

From April 2013  
By Bree Sposato

The U.S. Postal Service champions delivery in spite of snow or rain, but the Peach Springs, AZ, office goes to more extraordinary lengths—involving a mule—to bring mail down to a village at the bottom of the Grand Canyon.

Among thousands of ho-hum post offices nationwide, we uncovered fascinating quirks, some in the kinds of services provided and others in the design or history of a particular office building. They're especially worth highlighting at a time when the postal service is under threat, with mounting debt, declining customers, and the prospect of shuttered offices.

The uproar in reaction to the possibility of ending Saturday delivery suggests the tradition of mail is still ingrained, even if Americans enjoy griping about long lines and surly workers (recall Newman, from *Seinfeld*). As Johnny Carson quipped: "Mail your packages early so the post office can lose them in time for Christmas." But the reality is that post offices have long had a presence in our communities, serving as gathering points for news and gossip.



Ilene MacDonald / Alamy





Spring 2013  
 Circ: 115,252  
 UMV: 159,667

FREE  
**3** months  
 of fests,  
 farm  
 food

BIG

NEWS FROM ... LOU HAMMOND & ASSOCIATES



# Florida's unexpected wild side

- ▶ Marco Island Marriott [marcoislandmarriott.com](http://marcoislandmarriott.com)  
 Rates start at: \$399 per night
- ▶ Dolphin Explorer \$59 adults, \$37 kids [dolphin-explorer.com](http://dolphin-explorer.com)
- ▶ Billie Swamp Safari Airboat Ride \$25 adults and kids [billieswamp.com](http://billieswamp.com)

TRAVEL

Dolphins are identified through their dorsal fins. During our boat ride we were asked to try and photograph the fins. "Dolphin jumping at 2 o'clock!" yells a passenger, and we all quickly point our cameras. Photos are shared with local agencies that use the images to track the animals. It's a fun, kid-friendly way to learn about the dolphins and their habitat.

There's also plenty to do on land in Marco Island. An alfresco lunch on the patio of the Old Marco Lodge, in the historic fishing village of Goodland, is a great catch. At night, head over to the kitschy nautically themed Capt. Brien's Seafood and Raw Bar.

Just two blocks from the Marco Island Marriott, I had a world-class lobster bisque and sesame seared ahi tuna salad. Not only is the food phenomenal, this charming restaurant has fun decor and at night turns into a comedy club. The day we were there, Louie Anderson was performing. Other nights you'll find SNL's Kevin Nealon, Pauly Shore and Drew Carey reeling them in at Off the Hook Comedy Club.

Southwest Florida provides plenty to entertain the whole family, from shell collecting to dolphin and gator spotting and even a few laughs for the grown-ups. Next time you're planning a Florida vacation, consider taking a walk on the Gulf Coast's wild side.

Andrea Guthmann

As our captain handed out earbuds to drown out the roar of the engine, I knew I was in for a wild ride. Yes, we were in South Florida, but after driving along the highway known as Alligator Alley, we were far removed from the famous beaches. We wanted to experience Florida's wild side, and gliding through Everglades National Park on a fun, although loud, airboat tour of the swamps was a great way to do it.

Airboat rides bring you face-to-face with the animals who call the Everglades home, including alligators, crocodiles, turtles, herons and egrets. Billie Swamp Safari is a popular Everglades tour operator, introducing visitors not only to the wildlife, but also the native Seminole Indians. For truly adventurous families, they even have rustic cabins in the swamps you can rent.

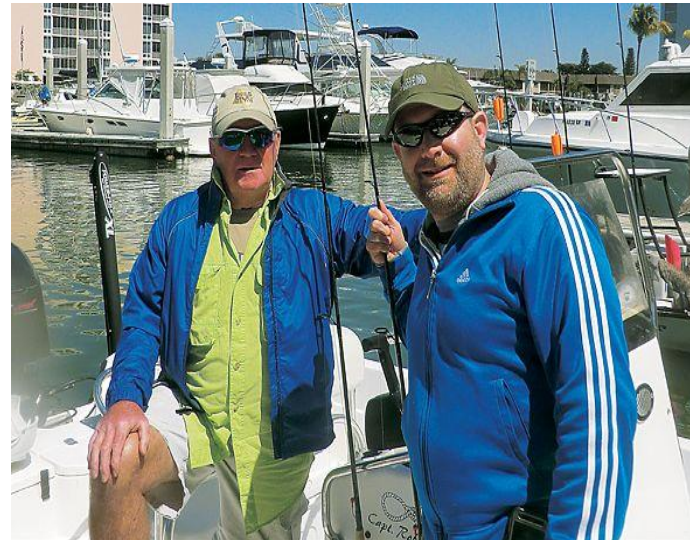
We decided to make the Gulf Coast's Marco Island Marriott our home base. It's just over an hour away from the Everglades, but feels like another world. Here you'll find wide stretches of shell rich, powder soft sand boasting magnificent sunsets.

Marco Island is an hour south of Fort Meyers, two hours west of Fort Lauderdale. Off Marco Island's coast lies the Ten Thousand Islands National Wildlife Refuge, named after the many small uninhabited mangrove islets. Although there really are only a few hundred of them, these mangroves are home to an abundance of wildlife. Most importantly for my kids, they are beautiful in bottlenose dolphins. We learned plenty about the bottlenose dolphin during our three-hour tour as citizen scientists aboard the Dolphin Explorer. Our energetic naturalist guide, James Livaccari, enlisted our help in the 10,000 Islands Dolphin Research Project.



# CVB Team Scores with Cover Story in AirTran GO's May issue!

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# Looking Forward

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- Upcoming written materials
  - Celebrating summer in the Paradise Coast
  - Cooking in Paradise
  - Stress-free honeymoons in Paradise
- Upcoming media outreach
  - TODAY show opportunities
  - Summer arts in Paradise
  - Father's Day golf getaways
  - Family-friendly summer travel







**Thank you!**

Proud to be your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

# Tourist Tax Collections

## Collier County Tax Collector

## \*\* NAPLES \*\*

| OCT    | NOV    | DEC    | JAN    | FEB    | MAR    | APR    | MAY | JUN | JUL | AUG | SEP | TOTALS  |
|--------|--------|--------|--------|--------|--------|--------|-----|-----|-----|-----|-----|---------|
| 154953 | 197464 | 260272 | 344886 | 428547 | 618948 | 776408 |     |     |     |     |     | 2781478 |

## \*\* MARCO ISLAND \*\*

| OCT    | NOV    | DEC    | JAN    | FEB    | MAR    | APR    | MAY | JUN | JUL | AUG | SEP | TOTALS  |
|--------|--------|--------|--------|--------|--------|--------|-----|-----|-----|-----|-----|---------|
| 192829 | 165543 | 196934 | 244332 | 440902 | 525686 | 766954 |     |     |     |     |     | 2533180 |

## \*\* IMMOKALEE \*\*

| OCT | NOV | DEC | JAN | FEB | MAR | APR  | MAY | JUN | JUL | AUG | SEP | TOTALS |
|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|--------|
| 457 | 749 | 804 | 654 | 882 | 843 | 1056 |     |     |     |     |     | 5445   |

## \*\* EVERGLADES CITY \*\*

| OCT  | NOV  | DEC  | JAN  | FEB   | MAR   | APR   | MAY | JUN | JUL | AUG | SEP | TOTALS |
|------|------|------|------|-------|-------|-------|-----|-----|-----|-----|-----|--------|
| 6921 | 5847 | 8340 | 9878 | 14311 | 15331 | 19962 |     |     |     |     |     | 80590  |

## \*\* COLLIER COUNTY \*\*

| OCT    | NOV    | DEC    | JAN    | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS  |
|--------|--------|--------|--------|---------|---------|---------|-----|-----|-----|-----|-----|---------|
| 272701 | 364816 | 492871 | 676727 | 1172851 | 1235834 | 1738679 |     |     |     |     |     | 5954479 |

## \*\* OTHER \*\*

| OCT | NOV | DEC | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEP | TOTALS |
|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|--------|
|     |     |     |     |     |     |     |     |     |     |     |     |        |

## \*\* TOTALS \*\*

| OCT    | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
|--------|--------|--------|---------|---------|---------|---------|-----|-----|-----|-----|-----|----------|
| 627861 | 734419 | 959221 | 1276477 | 2057493 | 2396642 | 3303059 |     |     |     |     |     | 11355172 |

| COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT |        |        |         |         |         |         |     |     |     |     |     |          |
|--|--------|--------|---------|---------|---------|---------|-----|-----|-----|-----|-----|----------|
| ** APARTMENT **                                    |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 1205   | 5819   | 1368   | 7009    | 5810    | 6385    | 8007    |     |     |     |     |     | 35603    |
| ** CONDOMINIUM **                                  |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 37104  | 19674  | 34328  | 95965   | 129378  | 227218  | 589742  |     |     |     |     |     | 1133409  |
| ** CAMPGROUND/RV/PARK **                           |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 2371   | 2872   | 5966   | 13536   | 22963   | 24115   | 36656   |     |     |     |     |     | 108479   |
| ** HOTEL/MOTEL **                                  |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 495304   | 623240 | 817839 | 841115  | 1297086 | 1528434 | 2029146 |     |     |     |     |     | 7632164  |
| ** INTERVAL **                                     |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 7420   | 9011   | 8739   | 10799   | 18677   | 30204   | 25897   |     |     |     |     |     | 110747   |
| ** MOBILE HOME PARK **                             |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 126  | 281    | 1558   | 1306    | 1815    | 3131    | 6289    |     |     |     |     |     | 14506    |
| ** SINGLE FAMILY **                                |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 38494  | 20440  | 19791  | 65428   | 37917   | 59955   | 170795  |     |     |     |     |     | 412820   |
| ** REALTOR **                                      |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 45837  | 53082  | 69632  | 241319  | 543847  | 517200  | 436527  |     |     |     |     |     | 1907444  |
| ** OTHER **  |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
|  |        |        |         |         |         |         |     |     |     |     |     |          |
| ** TOTALS **                                       |        |        |         |         |         |         |     |     |     |     |     |          |
| OCT  | NOV    | DEC    | JAN     | FEB     | MAR     | APR     | MAY | JUN | JUL | AUG | SEP | TOTALS   |
| 627861   | 734419 | 959221 | 1276477 | 2057493 | 2396642 | 3303059 |     |     |     |     |     | 11355172 |

**FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS**

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**APRIL 2013  
(MONTH OF MARCH 2013 VENDOR TAX COLLECTION)**

| <b>BREAKDOWN</b>                                   | <b>FISCAL<br/>2011-2012</b> | <b>FISCAL<br/>2012-2013</b> | <b>DIFFERENCE</b> | <b>%</b>        |
|--|-----------------------------|-----------------------------|-------------------|-----------------|
| <b>OVERALL<br/>COLLECTIONS</b>                     |                             |                             |                   |                 |
| <b>MONTH TO MONTH</b>                              | <b>2,787,652</b>            | <b>3,303,059</b>            | <b>+ 515,407</b>  | <b>+ 18.49%</b> |
| <b>YEAR TO DATE</b>                                | <b>10,370,697</b>           | <b>11,355,172</b>           | <b>+ 984,475</b>  | <b>+ 9.49%</b>  |
| <b>HOTEL / MOTEL</b>                               |                             |                             |                   |                 |
| <b>MONTH TO MONTH</b>                              | <b>1,662,425</b>            | <b>2,029,146</b>            | <b>+ 366,721</b>  | <b>+ 22.06%</b> |
| <b>YEAR TO DATE</b>                                | <b>6,827,106</b>            | <b>7,632,164</b>            | <b>+ 805,058</b>  | <b>+ 11.79%</b> |
| <b>REALTORS</b>                                    |                             |                             |                   |                 |
| <b>MONTH TO MONTH</b>                              | <b>370,754</b>              | <b>436,527</b>              | <b>+ 65,773</b>   | <b>+ 17.74%</b> |
| <b>YEAR TO DATE</b>                                | <b>1,825,016</b>            | <b>1,907,444</b>            | <b>+ 82,428</b>   | <b>+ 4.52%</b>  |
| <b>INDIVIDUALS<br/>(APTS/CONDOS<br/>S F HOMES)</b> |                             |                             |                   |                 |
| <b>MONTH TO MONTH</b>                              | <b>705,385</b>              | <b>768,544</b>              | <b>+ 63,159</b>   | <b>+ 8.95%</b>  |
| <b>YEAR TO DATE</b>                                | <b>1,508,834</b>            | <b>1,581,832</b>            | <b>+ 72,998</b>   | <b>+ 4.84%</b>  |

# FY 13 TDC Revenue Report

## 30-Apr-2013

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### 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           | 2,182,200           | -186,400                 |
| TDC Promotion     | 184  | 3,588,800            | (180,800)                  | 3,408,000           | 4,147,300           | 558,500                  |
| Non-County Muse   | 193  | 342,000              | (17,100)                   | 324,900             | 365,500             | 23,500                   |
| TDC Admin         | 194  | 1,667,700            | (83,400)                   | 1,584,300           | 1,782,700           | 115,000                  |
| Beach Renourishm  | 195  | 4,809,000            | (297,900)                  | 4,511,100           | 5,222,300           | 413,300                  |
| Promotion Disaste | 196  | 0                    | -                          | 0                   | 0                   | 0                        |
| County Museums    | 198  | 1,579,100            | (79,100)                   | 1,500,000           | 1,645,200           | 66,100                   |
| Gross Budget      |      | <b>\$14,355,200</b>  | <b>(779,900)</b>           | <b>\$13,575,300</b> | <b>\$15,345,200</b> | <b>\$990,000</b>         |
| Less 5% Rev Res   |      | <u>(779,900)</u>     |                            |                     |                     |                          |
| 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   | 734,419           | 1,362,280         | 9.490%                     | 6.18%                    | 17.48%                   | 34.27%                   |
| Dec   | 959,221           | <b>2,321,501</b>  | 16.172%                    | 3.73%                    | 27.88%                   | 28.74%                   |
| Jan   | 1,276,477         | 3,597,978         | 25.064%                    | 5.62%                    | 26.42%                   | 20.69%                   |
| Feb   | 2,057,493         | 5,655,471         | 39.397%                    | 7.89%                    | 28.49%                   | 22.57%                   |
| Mar   | 2,396,642         | <b>8,052,113</b>  | 56.092%                    | 3.05%                    | 18.29%                   | 17.89%                   |
| Apr   | 3,303,059         | 11,355,172        | 79.101%                    | 18.49%                   | 28.68%                   | 37.28%                   |
| May   | 0                 | 11,355,172        | 79.101%                    | n/a                      | n/a                      | n/a                      |
| June  | 0                 | <b>11,355,172</b> | 79.101%                    | n/a                      | n/a                      | n/a                      |
| July  | 0                 | 11,355,172        | 79.101%                    | n/a                      | n/a                      | n/a                      |
| Aug   | 0                 | 11,355,172        | 79.101%                    | n/a                      | n/a                      | n/a                      |
| Sept  | <u>0</u>          | <b>11,355,172</b> | 79.101%                    | n/a                      | n/a                      | n/a                      |
| Total | <b>11,355,172</b> | <b>11,355,172</b> |                            | <b>9.49%</b>             | <b>25.36%</b>            | <b>27.41%</b>            |
|       | <b>Projected</b>  | <b>15,345,200</b> | <b>3.00000%</b>            |                          |                          |                          |



# Web Site

# Miles Partners, Inc.

# Naples, Marco Island, Everglades CVB

## Executive Summary

### April 2013

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#### Consumer Site Overview

- Overall, there was a drop in April activity compared to March. When comparing to April 2012, however, you will see the metrics are strong year-over-year.
- Engagement in April was stronger than it was in April 2012, and significantly stronger than it was in March.
- Campaign responses accounted for 29.8% of traffic.
- Signals of intent to travel could be performing better. There were 8,929 SITs in April, or 10.6% of total page views. This is down slightly from April 2012, when conversions were 11.02%.
- The German site saw some traffic in April, but the UK site's numbers are not great -- most likely because English-speaking users go to the main site, which contains ample information.

#### Mobile Site Overview

- April saw a significant increase in activity and engagement metrics. Visits went from 4,465 to 6,903 -- a 55% increase. Visits also increased 22% over April 2012.
- Page views totaled 24,113 and were up 17% over March (20,592) and 25% over April 2012.
- There was a shift in where users are accessing the site, with more local areas (Cape Coral, Bonita Springs, etc.) and fewer big cities.
- April also saw a change in browser usage, with Internet Explorer being the second most-used browser (it was fifth in March) and Firefox breaking into the top five.

# Naples, Marco Island, Everglades CVB Measurement Dashboard April 2013

LM = vs. last month | LY = vs. last year |  
IB = vs. industry benchmarks | B = vs. 2011 baseline

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

## ENGAGEMENT

|  | LY          | IB    | B     |
|--|-------------|-------|-------|
| Time on Site: <b>2:12</b><br><i>Minutes</i>    | <b>2:10</b> | 3.43  | 2.10  |
| Bounce Rate: <b>38%</b><br><i>of Home Page</i> | <b>44%</b>  | 33.0% | 34.4% |
| Bounce Rate: <b>56%</b><br><i>Overall</i>      | <b>57%</b>  | 45.3% | 55.1% |

## SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions  
**10.60%**  
of total page views

**8,929**  
Signals of Intent to Travel

*See breakdown below*

## ACTIVITY

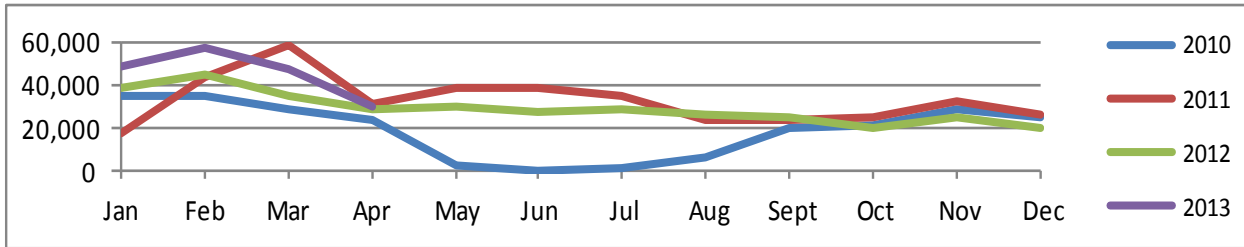
|  | LM         | LY        |
|--|------------|-----------|
| <b>29,917</b> Total Visits                                       | <b>36%</b> | <b>5%</b> |
| <b>84,255</b> Page Views   | <b>27%</b> | <b>2%</b> |
| <b>183,465</b> Visits Year-to-Date (vs. 146, 242 visits in 2012) |            |           |
| <b>455,632</b> Page Views Year-to-Date (vs. 433,412 in 2012)     |            |           |

## SIT BREAKDOWN

|                                  | LM                       | LY           |
|----------------------------------|--------------------------|--------------|
| Guide Orders:                    | <b>305</b> <b>-16%</b>   | <b>-12%</b>  |
| Newsletter Signup:               | <b>266</b> <b>+15%</b>   | <b>+40%</b>  |
| Deals Page Views:                | <b>566</b> <b>-56%</b>   | <b>-95%</b>  |
| Stay in Paradise Listings Views: | <b>1,831</b> <b>-62%</b> | <b>-76%</b>  |
| Download Guide Link:             | <b>139</b> <b>-24%</b>   | <b>+435%</b> |
| BookDirect Views on Site:        | <b>311</b> <b>-14%</b>   | <b>+214%</b> |
| BookDirect™ Widget Searches:     | <b>2,924</b> <b>+3%</b>  | <b>-10%</b>  |
| BookDirect™ Click-Thrus:         | <b>2,072</b> <b>+4%</b>  | <b>-18%</b>  |
| eScapes Views:                   | <b>515</b> <b>-5%</b>    |              |



## Visits – 2010-2013



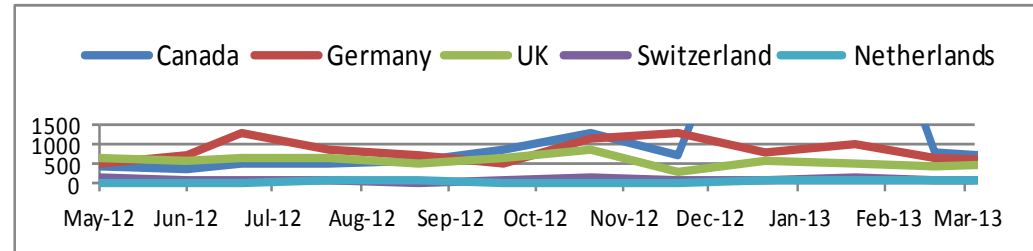
## MOST REQUESTED PAGES

1. Homepage
2. Paradise Refined
3. Current Events
4. Beaches & Parks
5. Hotels, Resorts and B&Bs Listings

## Top 10 Cities

| City           | Visitors for Month | Visitors Year to Date |
|----------------|--------------------|-----------------------|
| Naples         | 2,153              | 10,460                |
| New York       | 755                | 15,034                |
| Tampa          | 647                | 1,027                 |
| Orlando        | 593                | 1,104                 |
| Miami          | 580                | 1,349                 |
| Cape Coral     | 578                | 2,110                 |
| Bonita Springs | 482                | 2,366                 |
| Fort Myers     | 392                | 3,438                 |
| St. Petersburg | 364                | 941                   |
| Chicago        | 362                | 6,044                 |

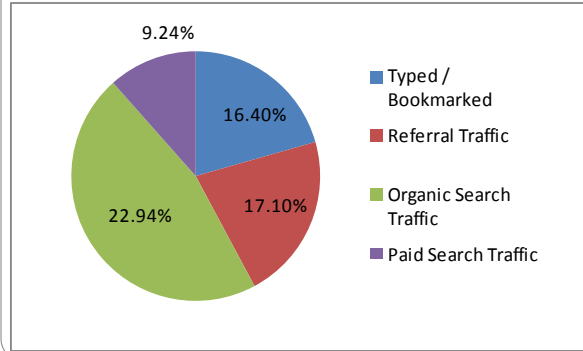
## International Traffic Over Time



Note: Canada's high was 6,301 in January 2013.



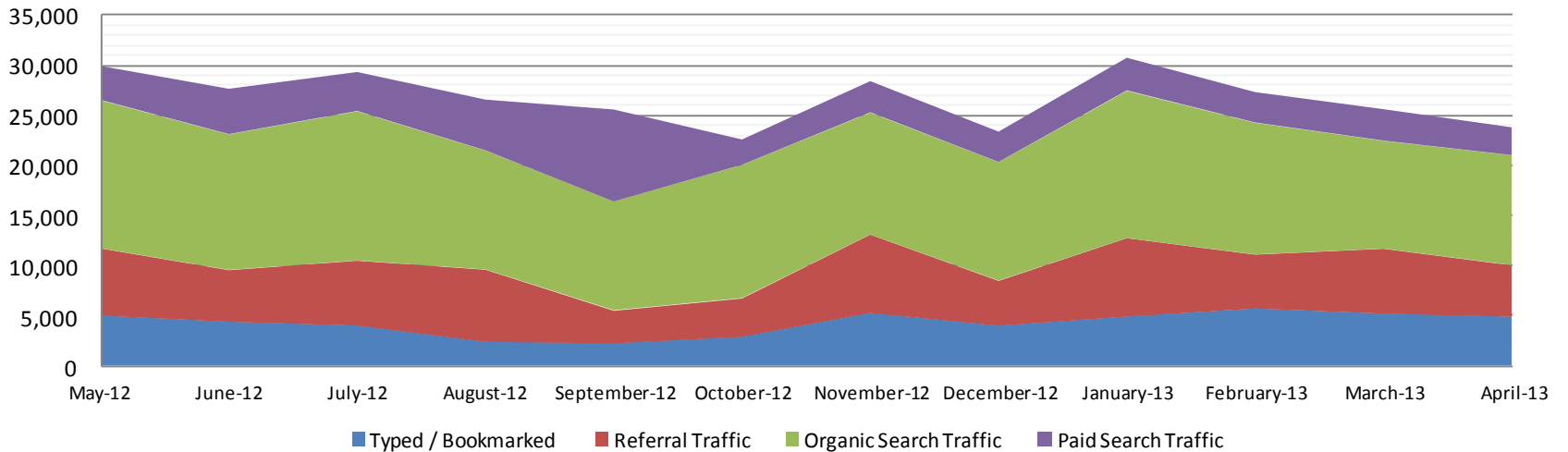
## SOURCES OF TRAFFIC



Baseline average percentages for 2011:

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

## Traffic by Source (by month)



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PARADISE REFINED  
AND REDEFINED

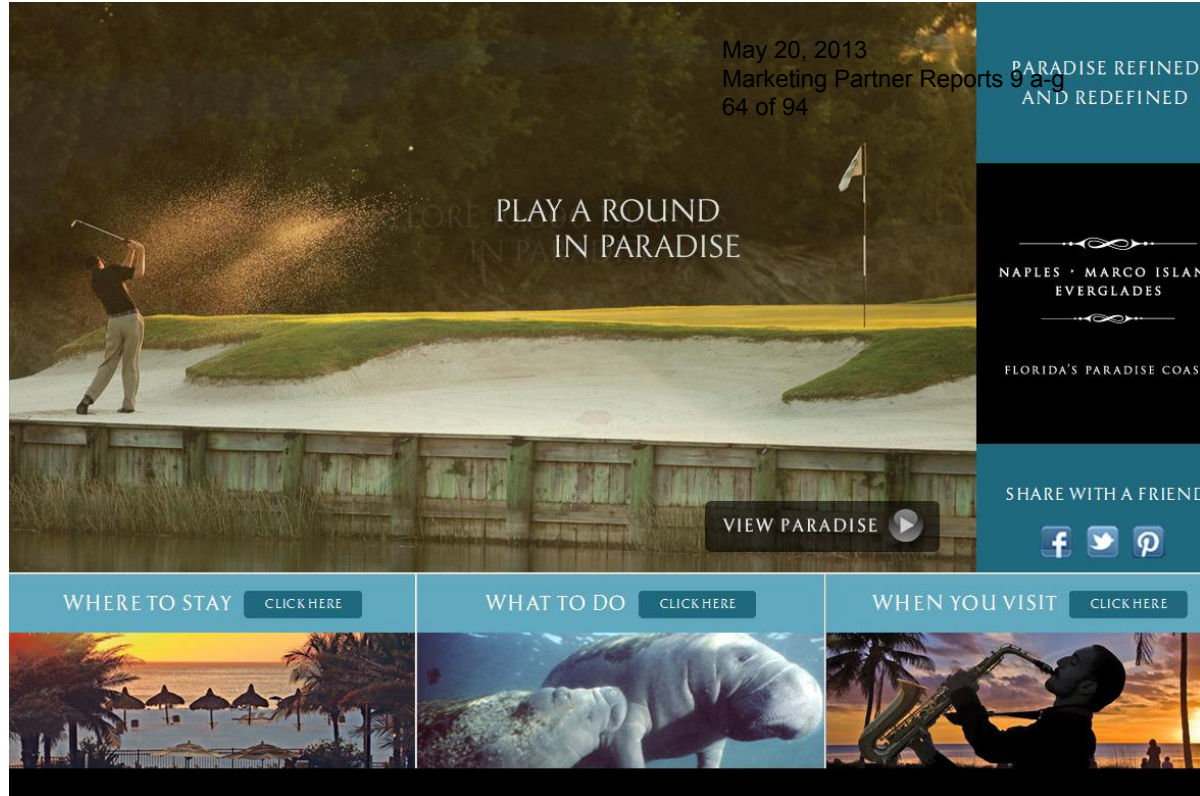
NAPLES • MARCO ISLAND  
EVERGLADES

FLORIDA'S PARADISE COAST

SHARE WITH A FRIEND



VIEW PARADISE



WHERE TO STAY [CLICK HERE](#)

WHAT TO DO [CLICK HERE](#)

WHEN YOU VISIT [CLICK HERE](#)



## CAMPAIGN RESPONSE

8,906  
Total responses

29.80%  
of total visits

## TOP CAMPAIGN PAGES

|                     | Visits | Page Views | Time on Site | Bounce Rate |
|---------------------|--------|------------|--------------|-------------|
| 1. Paradise Refined | 7,357  | 1.35       | 1:00         | 74%         |
| 2. spring-campaign  | 865    | 1.90       | 2:13         | 69%         |
| 3. retargeting      | 472    | 2.21       | 1:34         | 63%         |



## VISITORS BY STATE

|    |             |               | LM   | LY   |
|----|-------------|---------------|------|------|
| 1. | Florida:    | <b>14,665</b> | +48% | +7%  |
| 2. | New York:   | <b>1,723</b>  | -82% | +50% |
| 3. | Illinois:   | <b>1,204</b>  | -78% | +44% |
| 4. | New Jersey: | <b>673</b>    | -81% | +25% |
| 5. | California: | <b>652</b>    | -41% | +44% |

## UK Site

## German Site

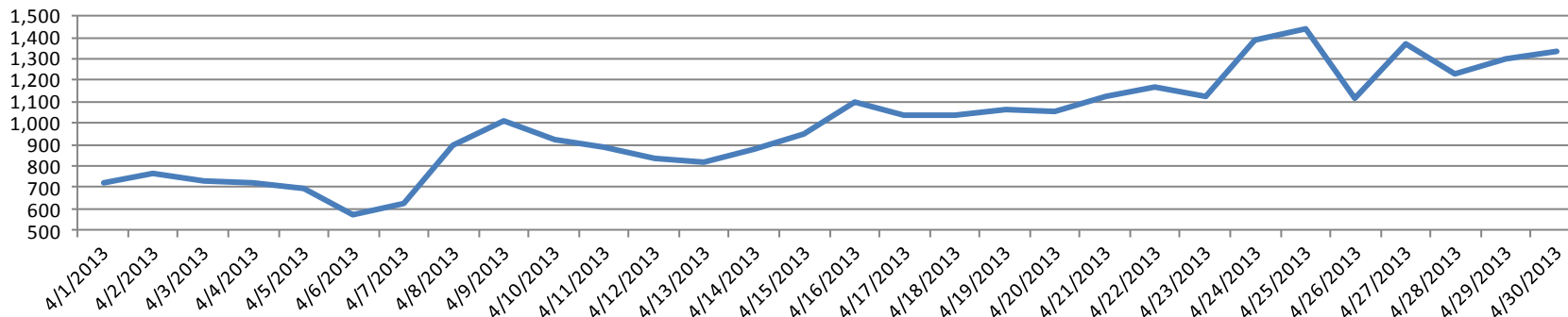
|               |       | LM      | LM    |
|---------------|-------|---------|-------|
| Visits:       | 15    | 24      | 467   |
| Page Views:   | 27    | 72      | 1,784 |
| Time on Site: | 21:37 | 1:20:32 | 3:20  |
| Bounce Rate:  | 60%   | 25%     | 47%   |

## INTERNATIONAL

|                       | Visits        | LM          | LY         |
|-----------------------|---------------|-------------|------------|
| <b>USA:</b>           | <b>27,076</b> | <b>-37%</b> | <b>+6%</b> |
| <b>International:</b> | <b>2,841</b>  | <b>-29%</b> | <b>-8%</b> |

|                    | Visits     | LM          | LY          |
|--------------------|------------|-------------|-------------|
| <b>Canada</b>      | <b>682</b> | <b>-13%</b> | <b>+18%</b> |
| <b>Germany</b>     | <b>582</b> | <b>-10%</b> | <b>-6%</b>  |
| <b>UK</b>          | <b>500</b> | <b>+12%</b> | <b>-26%</b> |
| <b>Switzerland</b> | <b>100</b> | <b>-7%</b>  | <b>-12%</b> |
| <b>Netherlands</b> | <b>85</b>  | <b>+31%</b> | <b>+33%</b> |

Visits By Day





## DMO Competition – Quantcast

| Site                      | Reach by U.S. People, April 2013 | Reach by U.S. People, April 2012 |
|---------------------------|----------------------------------|----------------------------------|
| ParadiseCoast.com         | 18,300                           | 21,300                           |
| PalmBeachFL.com           | 18,000                           | 15,500                           |
| Fla-Keys.com              | 42,000                           | 131,600                          |
| DaytonaBeach.com          | 57,500                           | 67,100                           |
| FortMyers-Sanibel.com     | 25,500                           | 43,400                           |
| VisitStPeteClearwater.com | 70,300                           | 68,000                           |

### ACTIVITY & ENGAGEMENT

|              |        | LM   | LY   |
|--------------|--------|------|------|
| Visits       | 6,903  | +55% | +22% |
| Page Views   | 24,113 | +17% | +25% |
| Time on Site | 2:09   | 1:50 | 1:13 |

### BROWSER

|                      |       | LM      |
|----------------------|-------|---------|
| 1. Safari            | 2,702 | +5      |
| 2. Internet Explorer | 1,453 | +2,135% |
| 3. Android browser   | 1,048 | -18%    |
| 4. Chrome            | 707   | +316%   |
| 5. Firefox           | 509   | +3,815% |

### COUNTRY

|               |       | LM    | LY    |
|---------------|-------|-------|-------|
| U.S.          | 6,340 | +63%  | +27%  |
| International | 563   | +149% | +125% |

### CITY

|                   |     | LM    | LY    |
|-------------------|-----|-------|-------|
| 1. Naples         | 607 | +13%  | +125% |
| 2. Tampa          | 437 | +408% | +320% |
| 3. Miami          | 181 | -61%  | -74%  |
| 4. Orlando        | 175 | -22%  | -67%  |
| 5. Cape Coral     | 156 | +63%  | +225% |
| 6. Bonita Springs | 140 | +59%  | +312% |
| 7. New York       | 112 | -14%  | -55%  |
| 8. Marco Island   | 105 | +8%   | +176% |
| 9. Chicago        | 96  | +10%  | -34%  |
| 10. Los Angeles   | 94  | +683% | +276% |

## 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.

# Naples, Marco Island, Everglades CVB

*Social Marketing Dashboard*

April, 2013



# Social Traffic & Analytics

- 1.8 million page impressions across 448.9 thousand users on Facebook, and 242.4 thousand impressions on Twitter
- Increase of 119 fans on Facebook and 216 followers, 286 link clicks, 59 mentions and 36 retweets on Twitter this month
- Traffic to website via Twitter increased from 35 to 101 visits, a 189% increase over last month
- A 60% increase in the male audience on Facebook, indicating that content and current campaign may be attracting more of a male audience
- Naples, Marco Island & the Everglades (DE) Facebook increased 31 fans this month bringing its total to 4,552 fans with a weekly reach of 3,616 users



# Social Traffic & Analytics

## Twitter

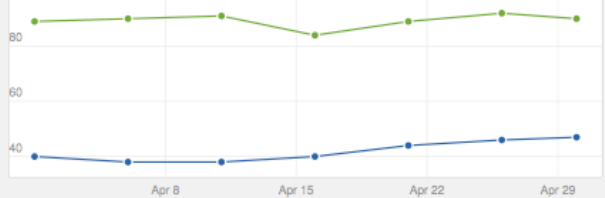
## Facebook

### KEY INDICATORS

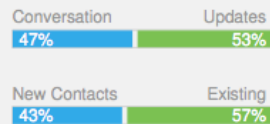
Measure how you're conversing with your audience

#### MY SOCIAL SCORES

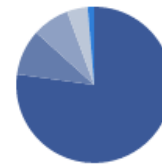
**INFLUENCE 90** **ENGAGEMENT 47**



#### TWEETING BEHAVIOR

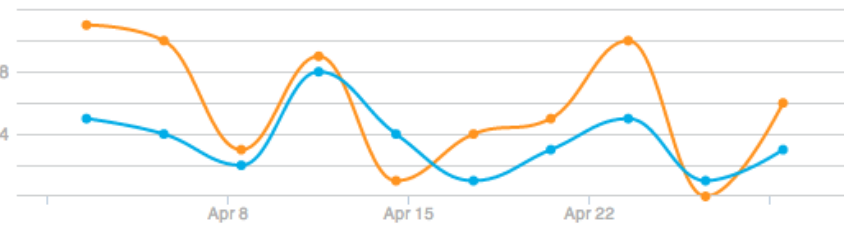


### IMPRESSIONS BREAKDOWN



### DAILY ENGAGEMENT

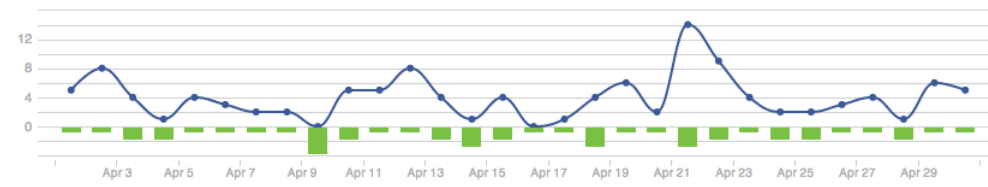
**@MENTIONS 59** **RETWEETS 36**



### My Facebook Pages

4,313 Total Likes and 303 people talking about this

New Fans 119 'Unliked' Your Page 18

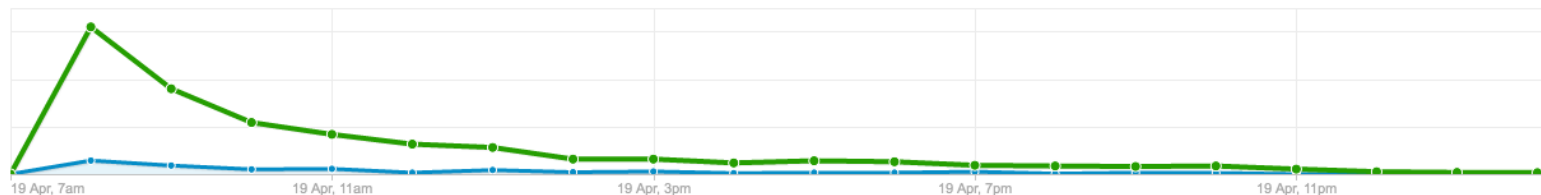


# Email Campaigns

- April eScapes received 1,897 opens, a 14.51% open rate, consistent with the number of opens from March; however, the paid list received 7,301 opens with a 14.6% open rate, a 48% increase over last month
- April eScapes earned a 12.86% click through rate (CTR), also consistent with March; however, the paid list received a 13.9% CTR, a 28.5% increase over last month

## April Escapes

Sent on 19 Apr 2013 to 17,051 unique subscribers in Consumer Escapes



# Search Engine Services

**Sales & Marketing Technologies, Inc.**

# Executive Summary

- Search Engine Optimization (SEO) combines on-page and off-page optimization services, such as: search engines traffic, referral traffic and to some degree direct traffic because if more people know your website address, they most likely came from a search initially.
- Organic Search numbers across all platforms have declined due to “private browsers” that block a visitor’s incoming history when a website is visited. Because the history is blocked, Google Analytics is counting the traffic as “direct” traffic instead of search engine traffic or referral traffic.
- Overall website traffic is up 4.74% (1,353) visits.
- Non-paid organic traffic yielded 8,230 visits, but is down by 39.7% over last April. Google is down by 46.84% (6,026) while Yahoo and Bing are up by 261 visits, nearly 35%.
- Paid search traffic yielded 2,760 visits with bounce rate of only 31% - a decrease in bounce rate over 2012 by 43%.
- Referral Traffic yielded 5,112 visits – up 5.53% (268) over 2012
- Direct Traffic yielded 4,904 visits – up 29.29% (1,108) over 2012

# Changes in Search Engine Activity

- **The shift in activity away from Google to Yahoo and Bing is due to new software / hardware partnerships.**
  - **AVG Internet security and Firefox have partnered to automatically make Yahoo your search engine when you use Firefox.**
  - **More people are doing searches within Facebook who partners with Bing for results.**
- **There is an overall shift in how searches are being conducted online. More vertical searches - meaning people search in [kayak.com](http://kayak.com) or [Travelocity.com](http://Travelocity.com) for travel instead of Google itself.**



# Top 10 Searched Queries by Impressions

| Query                           | Impressions ↓ | Clicks | Average Position | CTR   |
|---------------------------------|---------------|--------|------------------|-------|
| 1. naples florida               | 10,000        | 110    | 11               | 1.10% |
| 2. naples                       | 3,500         | 5      | 12               | 0.14% |
| 3. marcos island                | 1,300         | 16     | 10               | 1.23% |
| 4. things to do in marco island | 1,300         | 22     | 16               | 1.69% |
| 5. thousand islands             | 1,000         | 5      | 100              | 0.50% |
| 6. florida panther              | 900           | 5      | 250              | 0.56% |
| 7. marco island                 | 900           | 5      | 190              | 0.56% |
| 8. naples fl                    | 900           | 12     | 9.9              | 1.33% |
| 9. ten thousand islands         | 700           | 5      | 19               | 0.71% |
| 10. marco island beach          | 600           | 5      | 64               | 0.83% |

Broad searched terms for “Naples” yield the most searches. The average position is across the board, but this position changes based on the searches location and search history.

# Top 10 Searched Queries by Clicks

| Query                           | Impressions | Clicks | ↓ | Average Position | CTR    |
|---------------------------------|-------------|--------|---|------------------|--------|
| 1. naples florida               | 10,000      | 110    |   | 11               | 1.10%  |
| 2. naples events                | 600         | 90     |   | 3.7              | 15.00% |
| 3. events in naples fl          | 400         | 70     |   | 3.1              | 17.50% |
| 4. paradise coast               | 400         | 60     |   | 53               | 15.00% |
| 5. naples florida events        | 170         | 30     |   | 3.5              | 17.65% |
| 6. naples marco island          | 200         | 30     |   | 86               | 15.00% |
| 7. marco island things to do    | 500         | 22     |   | 12               | 4.40%  |
| 8. naples cvb                   | 90          | 22     |   | 1.0              | 24.44% |
| 9. things to do in marco island | 1,300       | 22     |   | 16               | 1.69%  |
| 10. lake trafford               | 500         | 16     |   | 8.5              | 3.20%  |

Broad searched terms for “Naples” yield the most clicks as well as searches, as seen on previous slide. The average position is across the board, but this position changes based on the searches location and search history; however, the more specific the searcher is, the higher ParadiseCoast.com ranks as seen above.

# Paid Search (PPC)

| Month        | Spending          | Clicks       | CP Click      | PPC Conversions | Website Leads |
|--------------|-------------------|--------------|---------------|-----------------|---------------|
| Jan          | \$1,519.71        | 3,263        | \$0.47        | 87              | 330           |
| Feb          | \$1,386.49        | 3,047        | \$0.46        | 80              | 279           |
| Mar          | \$1,495.97        | 3,084        | \$0.49        | 86              | 268           |
| <b>April</b> | <b>\$1,489.46</b> | <b>2,857</b> | <b>\$0.52</b> | <b>116</b>      | <b>188</b>    |
| May          |                   |              |               |                 |               |
| Jun          |                   |              |               |                 |               |
| July         |                   |              |               |                 |               |
| Aug          |                   |              |               |                 |               |
| Sept         |                   |              |               |                 |               |
| Oct          |                   |              |               |                 |               |
| Nov          |                   |              |               |                 |               |
| Dec          |                   |              |               |                 |               |

- PPC Conversions are up over last month and the cost per conversion is \$12.84.
- A PPC conversion is set to be the number of visits going to this page /guide. There were 59 people who completed the form to have a map sent.

# Tasks Performed

May 20, 2013  
Marketing Partner Reports 9 a-g  
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- Onsite Meeting to go over Analytics, Goals and Opportunities for build overall Website traffic.
- Article Reviews for top keyword term opportunities (Naples events, things to do and current press releases for content ideas for JoNell and Angela)
- Pay Per Click (PPC) Management, Bid Adjustment for “Naples” and “Marco Island” keyword terms
- Analytics Reporting & Review for Paradise Refined campaigns (with Henry @ Paradise)

# Glossary of Terms

May 20, 2013  
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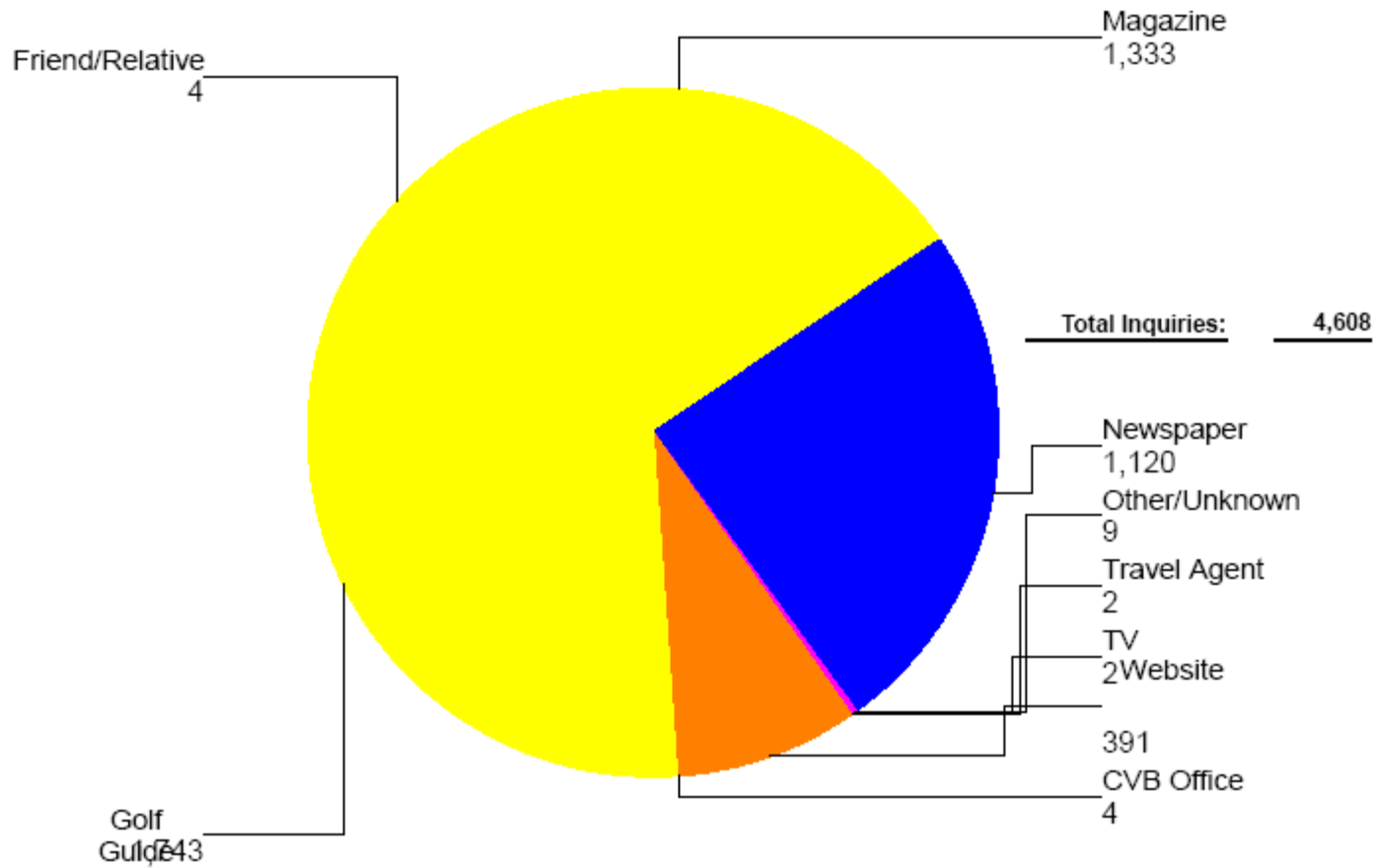
- **Average Position** – the position where a page of your website is ranked on Google.
- **Bounce** – When a visitor visits only one page on your website and leaves.
- **Bounce Rate** – The percentage of visitors over visits where visitors only see one page before bouncing.
- **CPC (Cost-per-click)** – The money you pay when someone clicks on one of your ads.
- **CTR (Click-through-rate)** –The number of clicks over impressions (as it relates to SEO Queries and PPC).
- **Impressions** – The number of times your ad was seen (PPC); the number of times your website was displayed in a search result when a keyword term was searched (SEO Query).
- **Query** – The search action performed (SEO Query).

# Fulfillment Services

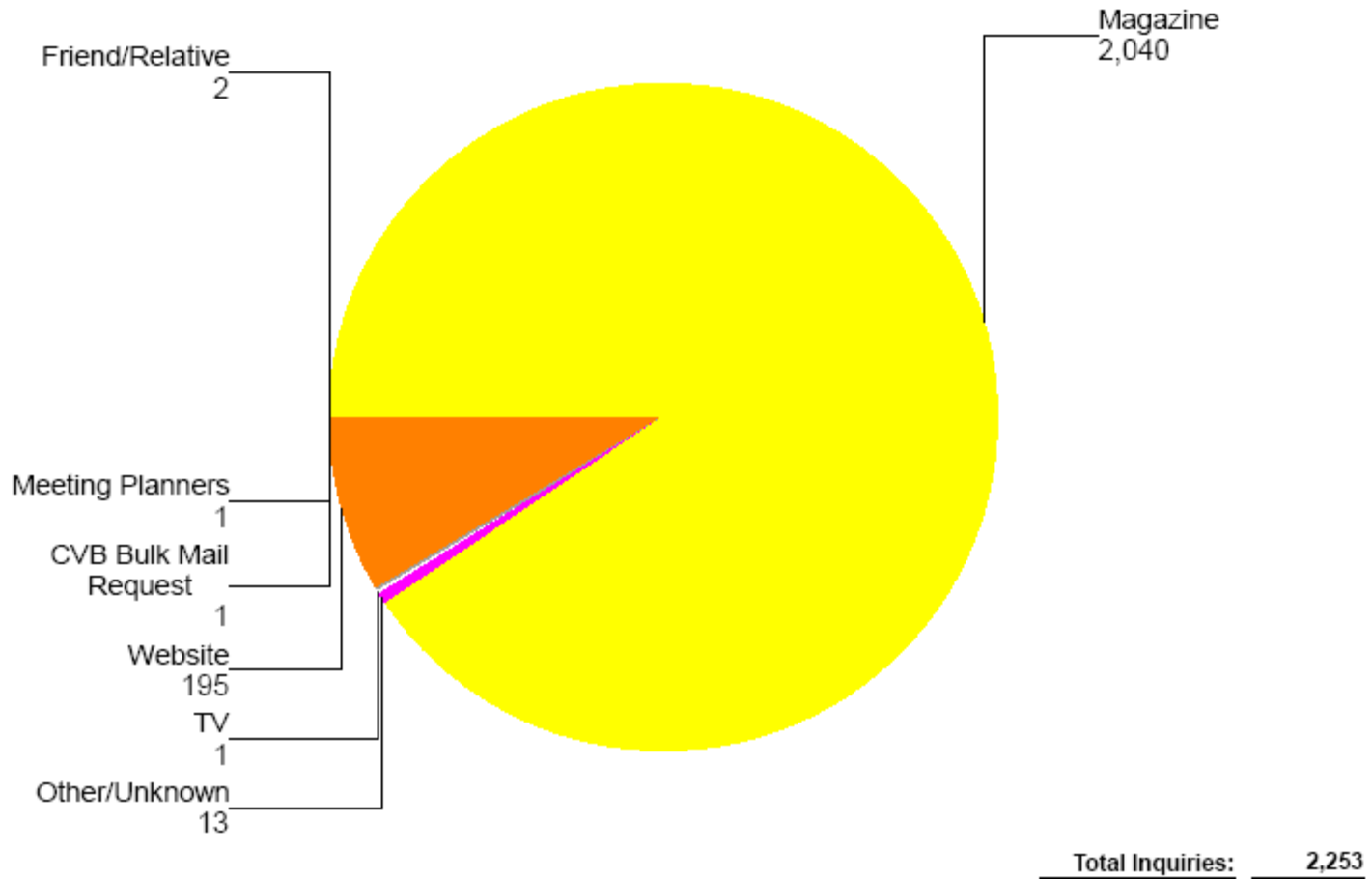
## Phase V



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

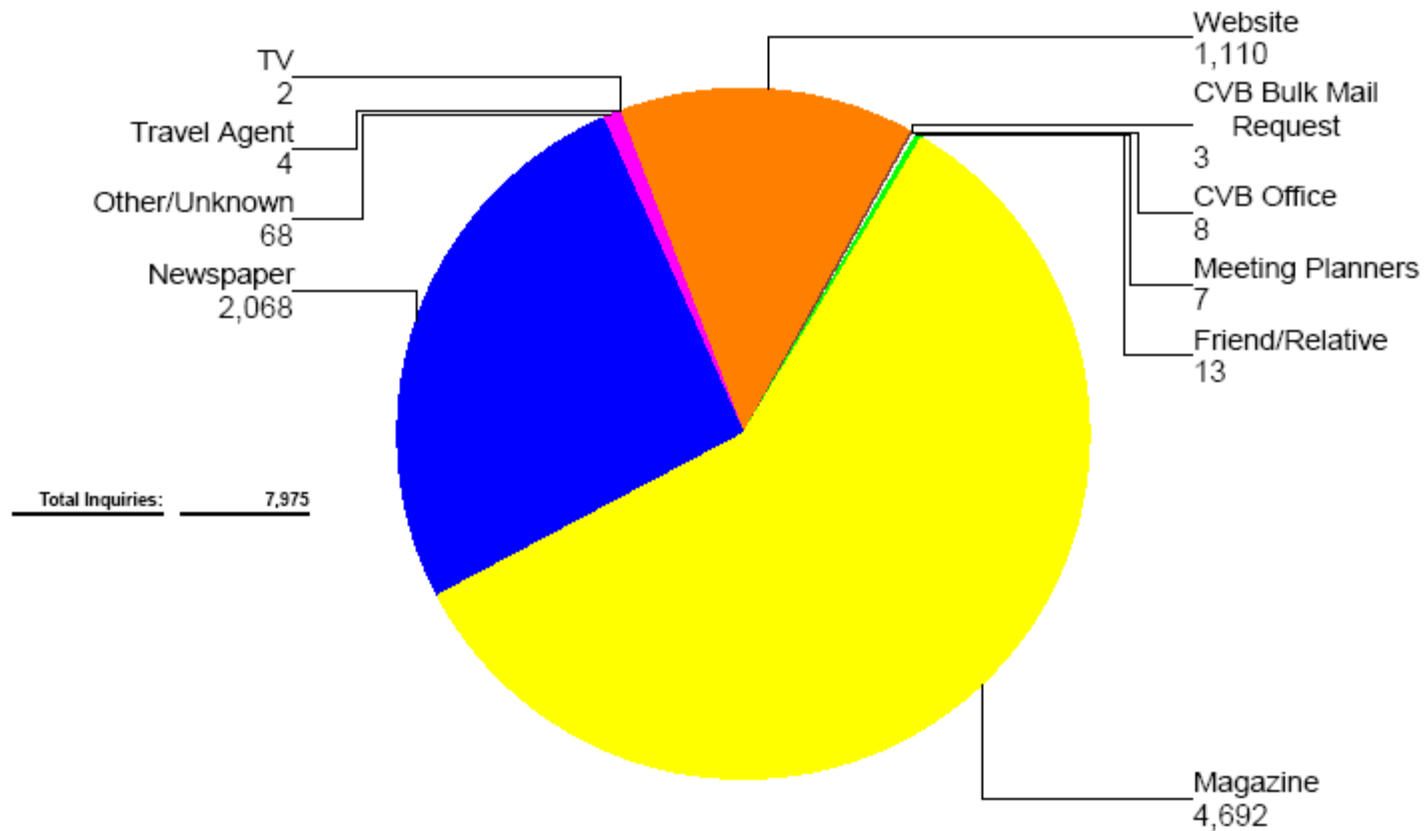


### Naples, Marco Island, Everglades CVB Request Summary by Source For the month of April 2013



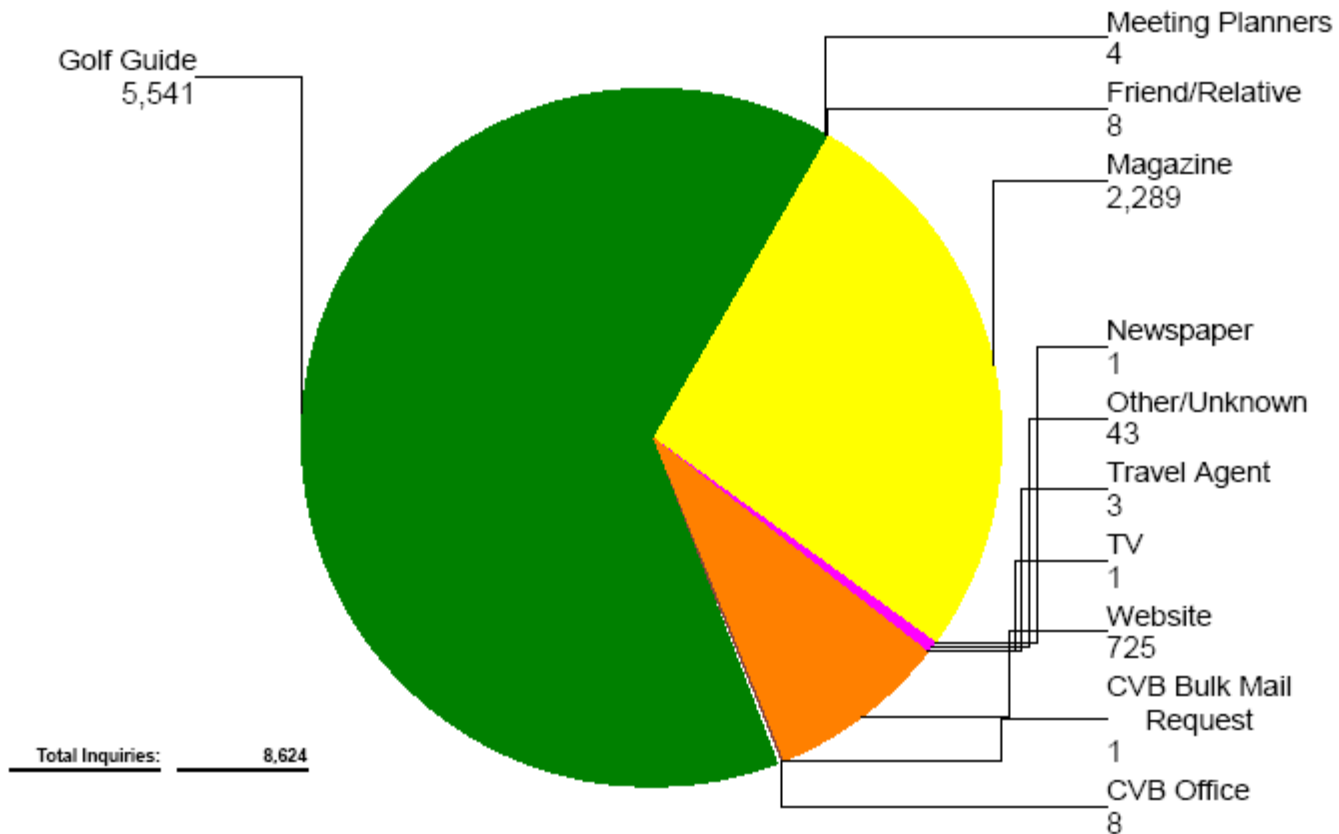
## Naples, Marco Island, Everglades CVB Request Summary by Source

Calendar Year to Date 2013



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

Calendar Year to Date 2013



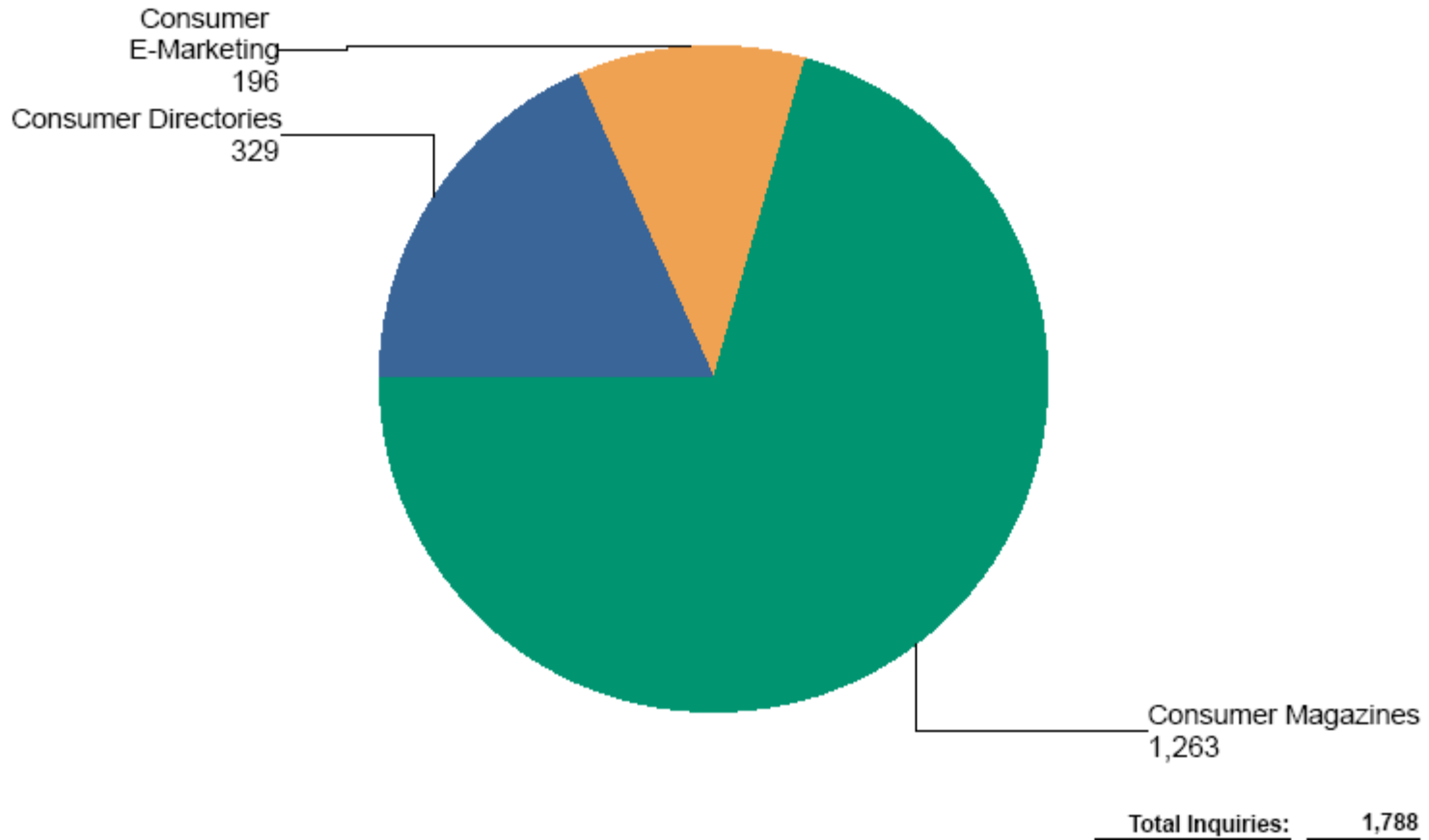
# Results Analysis

## Request Summary by Source Slide

April 2013 – there were 1120 leads generated from Visit Florida In-of-State Insert April 2012. *In* April 2013 there were no ads purchased.

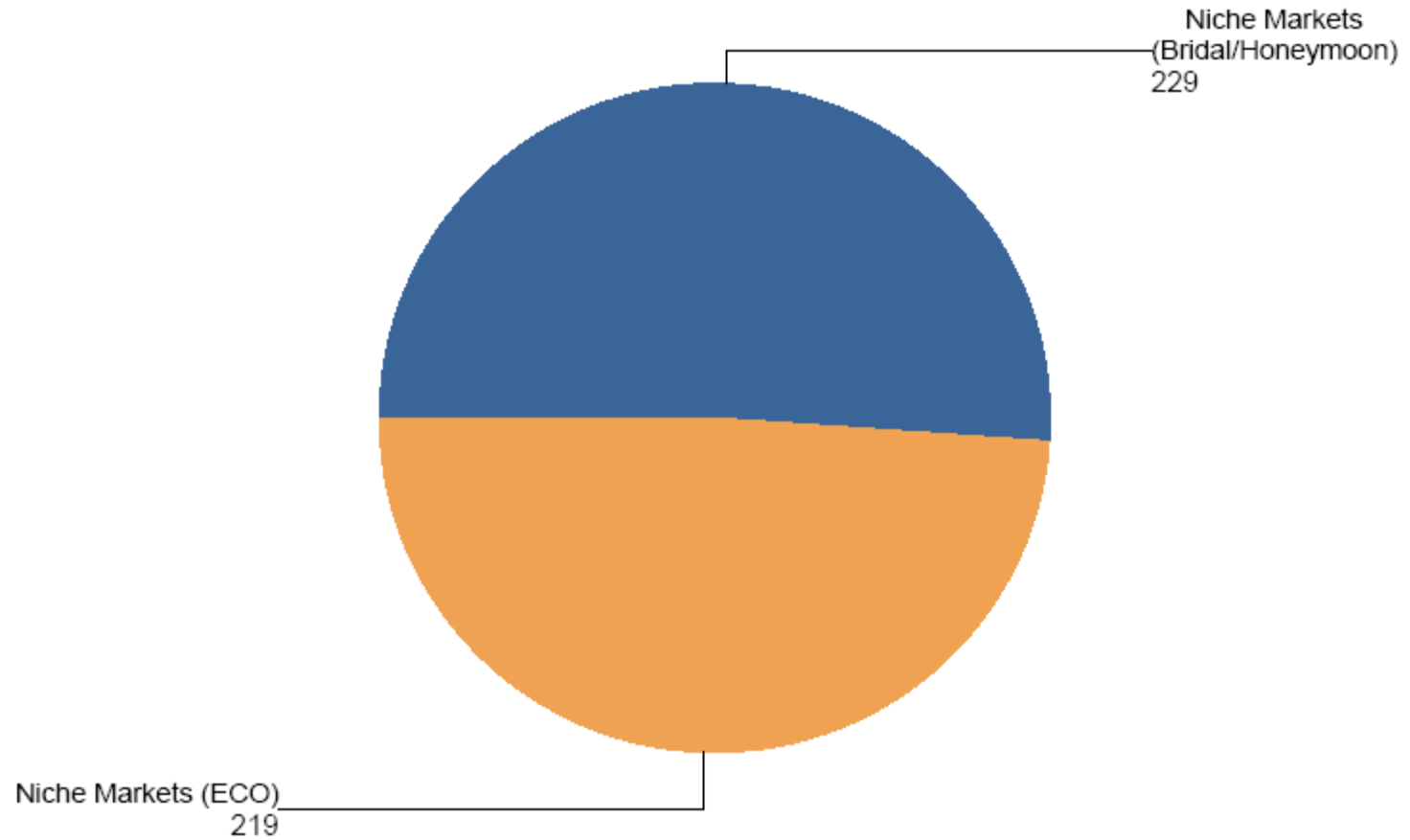
April 2013 – there were 3215 leads sent for CVB Meeting Planner Newsletter in April 2012. In April 2013 there were no newsletters sent.

### Naples, Marco Island, Everglades CVB Request Summary by Leisure Markets For the month of April 2013





### Naples, Marco Island, Everglades CVB Request Summary by Niche Markets For the month of April 2013



Total Inquiries: 448

# Inquiries – Leading 4 Countries

## April 2013

**2012**

USA

Brazil

UK

Belgium

**2013**

USA

Canada

UK

Brazil

# Inquiries - Leading 6 States

## April 2013

### **2012**

Florida

Illinois

Minnesota

New York

Pennsylvania

New Jersey

### **2013**

Florida

Texas

Georgia

Illinois

Pennsylvania

New York

# Collier County CVB Inquiries by Type Calendar Year

May 20, 2013  
Marketing Partner Reports 9 a-g  
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| April              | 2013 | Y-T-D  |
|--------------------|------|--------|
| Phone              | 155  | 2,683  |
| Publications       | 4620 | 47,825 |
| Web site           | 196  | 4,530  |
| Info@ParadiseCoast | 0    | 2      |

## Misc. CVB Services Calendar Year

|                      | April | 2013 | Y-T-D  |
|----------------------|-------|------|--------|
| Info Ctr Shipments   |       | 3720 | 38,070 |
| Editorial Gen Calls  |       | 29   | 717    |
| Mtg Planner Calls    |       | 1    | 8      |
| Storm Info Calls     |       | 0    | 4      |
| Storm Accommodations |       | 0    | 61     |
| Sports Council       |       | 0    | 0      |
| Film Commission      |       | 0    | 5      |
| Travel Agent         |       | 0    | 5      |

# Misc. Services

## April 2013

| <b>Media</b>                    | <b>Month</b> | <b>YTD</b> | <b>% YTD</b> |
|---------------------------------|--------------|------------|--------------|
|                                 |              |            |              |
| Mailings to Partners            | 1            | 1          | 0%           |
|                                 |              |            |              |
| Meeting Planners                |              |            |              |
| Market Group Fulfillment        | 1            | 9          | 1%           |
| Meeting Planner Kit Fulfillment | 5            | 43         | 6%           |
| Meeting Planners                | 6            | 237        | 32%          |
|                                 |              |            |              |
|                                 |              |            |              |
|                                 |              |            |              |
| Grand Total:                    | 7            | 751        |              |



# Thank you

## Questions?

