



DIRECTOR'S REPORT

Recent Activity- April- May 2013

Sports Council of Collier County Board Meeting

FGCU Resort & Hospitality School Advisory Board Meeting

DMAI Accreditation Standards Committee Conference Call

Visits with Florida Legislative Delegation via phone & e-mail on tourism issues

Tamiami Trail 85th Anniversary Parade and Festival, Everglades City

Lee County Airport Authority and Lee VCB marketing teams to discuss air service marketing

Lee VCB Tourism Week celebration

Collier Tourism Awards Luncheon

Arts Naples Opening Event

Experience Lab- Columbus OH



SALES DEPARTMENT - Debi DeBenedetto

New Product Development

- iDSS Training planned and implemented for May 13 & 14- Staff
- Meeting Planner flyer information sheet is being updated
- New trade show screens are in the making
- An offer was made to a new administrative assistant for Sales and is pending a start date.
- Leadership Marco – Debi is planning Hospitality day for LM class of 2013

Familiarization Trips

- Two local sites / one itinerary
- Pitch to Professional Services Council, Financial & Insurance Planners Council and Public Relations Society of America to bring groups here for future conferences 2014, 2015 – these conferences if contracted in the destination will bring over 70 Meetings planners, Financial, Insurance and corporate executive decision makers, planners and travel writers to the area. Hosting them will expose us as a destination for future meetings that these prestigious VIP's plan. The CVB is supporting these events and working with the hotels and planners to get them here.
- Travel Impressions Fam – Travel agents with American Express Travel companies 10 agents coming June 3 & 4.

Trade Shows

- Springtime PCMA show May 15 & 16 – DC show
- Meetings & Incentives International Planner show – Palm Beach May 28-June 1
- Two other shows are in the planning stages for June

RFP's and Booked Business

- Current report dates - sent out 13 Rfp's leads to partners for a potential \$1.8 Million
- Booked 0. Lost 11 groups to other destinations for various reasons (rate and seasonal availability). Pending groups 86 open leads \$11 Million in potential economic impact.

Sponsorships RFP Enhancements

- Hosted the Destination Marketing International Association event in Goodland and at the Marriott Marco Island Beach Resort
- We approved 1 new request for RFP enhancement funding for this period requesting \$12K in funding. We have two in contract negotiations; we turned definite 2 groups and lost 1.



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

Department Activities/Projects

- Pet Friendly Travel FAM May 16-19.
- VISIT FLORIDA Hispanic media event in Miami attended by PR manager.
- VISIT FLORIDA Montreal event attended by PR manager.
- VISIT FLORIDA Toronto event attended by LHA team member.
- PRSA Travel & Tourism Section Annual Joint Conference with Society of American Travel Writers, May 20-24.
- Annual Tourism Week industry briefing and awards event.
- Social Media – Facebook and @ParadiseCoast Twitter
- **Outstanding extra effort by PR Assistant Angela Aline:**
 - In addition to her regular full time job, took on responsibilities of departed Sales Dept. employee including:
 - Processing all purchase orders for Sales Dept. including RFP enhancements
 - Processing p-card expenses for additional department
 - RSVPs and organization for annual tourism awards event
 - Reviewing all applications for replacement Sales Assistant position and participation in all interviews along with Debi DeBenedetto and Jack Wert
 - Angela's regular activities included:
 - Media familiarization trips :
 - Organized full two-day itinerary for Lauren Jarvis, Wild Travel magazine, UK
 - Multiple requests for assistance for Trish Utter, Good Life magazine, Tallahassee
 - Organized the tourism department contribution to the Viva Florida 500 Time Capsule event.
 - Participation in quarterly Advisory Roundtable meeting, taking notes of discussions for future reference.
 - Participation in all organizational meetings and activities relating to the arrangements for the annual Tourism Awards Luncheon, which took place on May 8.
 - Organizing the tourism department contribution to the Viva Florida 500 Time Capsule event.
 - Attended PRSA Gulf Coast Chapter monthly luncheon event along with JoNell Modys
 - Attended PRSA Gulf Coast Chapter board meeting, in capacity of secretary of Chapter.



- Angela and JoNell participated in RFP meeting regarding hosting PRSA Annual Travel & Tourism Conference for 2015
- PRSA April chapter meeting with Imagine Solutions Conference
- PRSA May chapter meeting presentation Capt. Chris Desmond of the 10,000 Islands Dolphin Project – highlighting partnership with the CVB on major international publicity and recognition by National Geographic and many other pubs over the past 6 years
- News Releases
 - Destination release for VISIT FLORIDA media events in Toronto & Montreal
 - Paradise Coast Tourism Star Awards Media Alert
 - Paradise Coast Tourism Star Awards
- Publicity – Excellent coverage including:
 - Local coverage of annual tourism awards
 - **COVER STORY** – *AirTran Go magazine* – A Family Affair, cover story for the May 2013 issue of this inflight magazine features a story including a father/son reunion on Marco Island and exploration of Southwest Florida. Cover photo with Sea Gone Fishing (www.marcoislandfishing.com)
 - **Sympatico.ca** – Major Canadian travel website – another article from Sandra Bellefoy as a result of an earlier FAM visit – [this one features Naples.](#)
 - **VISIT FLORIDA CANADA MEDIA MISSION** – immediate post-event coverage:
 - Toronto Star
[Travel editor Jim Byer's blog](#) about Toronto media reception includes mentions of Inn on Fifth upgrade; Dolphin Explorer experience from Marco Island
 - Tourisme Plus (Quebec-based travel trade magazine)
[Coverage of Montreal media reception](#) includes call out in copy and photo for the Everglades.
 - Other coverage to come based on conversations with attending media including but not limited to:
 - *Doctor's Review* (Canadian magazine for physicians) – coverage of 'Naples for Families.' Last year's feature on the Everglades that CVB staff facilitated very well received.
- Research for new Media Monitoring system agreement
- Updates to local/regional media lists
- Website
 - Update Beach Conditions page
 - Add events; Tag selected events to show in Featured Events
 - Add new listings & upload info to fill in account
 - Analytics Meeting



- Social Media
 - Facebook posting & interactions – 100% in-house PR team
 - Twitter @ParadiseCoast main destination account – 50% in house
- Paradise Advertising
 - Client rep onsite for photo shoot
 - Photographer selection for photo shoot
 - Review and suggest edits for new Spring/Summer campaign web landing page
- Lou Hammond & Associates
 - Work on Pet Fam
 - Coordinate LHA participation in Canada event
 - Team conference calls
- Partner meetings

News Releases

- Paradise Coast Tourism Star Awards Media Alert
- Paradise Coast Tourism Star Awards
- State of the Industry Report – posted in the online media center
- Paradise Coast news releases included in the leave-behind flash drive press kits for VISIT FLORIDA media events in Canada.



FILM OFFICE – Maggie McCarty

PRODUCTION NOTES

- Mercedes-Benz USA – commercial
Shot campaign primarily in the Logan Woods area
- Hooked Up with Tom Colicchio – web series
Tom Colicchio (world renowned restaurateur, perhaps best known for being a judge on *Top Chef*) journeys around to elite fishing destinations chatting about food, travel and life

WORKING LEADS

- Belgian Lotto – tv commercial
- Valencia Motion Pictures – indie film
Awaiting permit filing
- Joker Productions – German reality tv show
Season 5 of the popular show “Die iessens ”follows the glamorous Geiss family jet-setting lifestyle adventures (Season 4 was followed by more than 27 mil viewers) .Moved to 2014 season
- 25 – working title indie film
Met with writer/producer re: permitting, locations, etc.
- University of Miami – student thesis film
Moved to Summer 2013
- “The Shallows” – indie film
The OFE has had no re-application for tax incentive
- KCS Prods. – indie film
Preliminary casting has begun

Follow-up with producer on incentive legislation
- Peter Anthony Group – indie film
“Hybrids”





OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
 - 📄 Followed-up with activity worksheets to clients
 - 📄 Recorded data
- Client Management
 - -Opened a production file for each inquiry
 - Create content for social media (Twitter, FaceBook, LinkedIn)
 - Annual Tourism Luncheon 5/8/13
 - Location scout/logistics for CVB/Paradise photo campaign

MEETINGS/CONFERENCES

- Film Florida Annual Board Meeting – Coral Gables, FL
This year's annual meeting is in partnership with CAMACOL

(Camera de Comercio Latina/Latin American Chamber of Commerce USA) with a goal to promote and build the independent film, media, production, and digital industry in the State of Florida
 - FL Film Commissioners Council
 - Miami Media Conference-An international production forum to discuss new avenues of financing and development in entertainment
 - Conference call with SON: Spirit of Naples project director
 - TeleMundo tour Headquartered in Hialeah, this network is the second-largest Spanish-language content producer in the world and is now a part of NBC/Universal. Over a million viewers tune in each week to watch TeleMundo's prime-time programming



SPORTS COUNCIL – Chris O’Brien

Events Booked

USSSA Baseball July 17-21, 2013, 1,200 visitors, 900 room nights, \$540,000 direct spending.

Anticipated Totals 1200 visitors, 900 room nights, \$540,000 direct spending

Events Hosted

Florida Fire Junior Sharks Spring Soccer Classic, May 4, 2013, 400 visitors, 250 room nights, \$168,750 direct spending.

ASA C Qualifier Adult Softball, May 3, 2013, 480 visitors, 260 room nights, \$216,000 direct spending.

Sweetbay Memorial Cup Soccer, May 25, 2013, 1500 visitors, 725 room nights, \$506,250 direct spending.

EVP Volleyball Pro Am Island Tour, May 25, 2013, 100 visitors, 50 room nights, \$30,000 direct spending.

Anticipated Totals 2,480 visitors, 1,885 room nights, \$921,000 direct spending

Events Pending

EVP –Sunshine State Games Sand Volleyball, July 2013, 250 visitors, 100 room nights, \$75,000 direct spending.

New England Prep Lacrosse, March 2014, 660 visitors, 1,000 room nights, \$270,000 direct spending.

Stand Up Paddling Event at Naples Beach Hotel, June 14-16, 2013

MEETINGS ATTENDED

National Association of Sports Commissions (NASC) Annual Tradeshow and Symposium in Louisville, KY. At NASC, Meet with multiple national governing bodies and events right holders; including:



Color Run, ISA Softball, Nations Baseball, USA Ultimate, Orienteering USA, Red Frog Events, AAU, Rev3 Running events, USSSA Florida Junior Golf Tour, Symetra Tour (LPGA).

Met with Elite Tournaments to discuss National event in Lacrosse and/or Soccer.

Hosted youth Girls and Boys Volleyball Tournament, The EVP Spike and Splash Junior Volleyball tour at Vanderbilt Beach. Assisted Riptide Volleyball and EVP pro with event setup and administration of event.

Met with Suzanne Portner of Paradise to discuss options for improvements for the athletesinparadise.com website.

Held meeting with Eident Sports Marketing to discuss future events in Collier County. Eident runs marathons and races throughout the country. Discussion also included ideas concerning golf visitors and high end golf trail concept.

Met with IDSS representative Caron Bell to discuss system, see new upgrades to the system and improve reports and usage of the database.

Attended Annual Florida Sports Summit and Florida Sports Foundation board meeting in Clearwater Florida with Florida Sports Foundation.

Reviewed event paperwork for Parks and Recreation department events and discussed ideas how to streamline paperwork for event promoters.

Followed up with Jim Carnike to assist with the Naples Beach Paddle Fest taking place June 14-16, 2013. Event is hosted by Naples Beach Hotel and Golf Resort and includes sprint and distance race. Race will be featured and promoted in Stand Up Paddling Magazine.

Prepared press release for EVP Volleyball event for May 2013. Top 16 women's players will compete for title on Memorial Day.

Met with ASA State directors and attended ASA Qualifier at North Collier Regional Park.

Attended CVB Tourism Awards Luncheon and presented Ralph Pryor with "Sports Star" award for his dedication to bringing over 200 sporting events to Collier County.



OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

HIGHLIGHT OF THE MONTH: April

The Guardian’s Florida Twitrip in association with Brand USA has been a phenomenal success on the hugely popular social media platform Twitter. The Guardian’s Adam Gabbatt has been live tweeting along his travels across Florida – highlighting Naples on Day 3, following suggestions posted by followers (including the CVB!).

The comments of readers/followers and content of the posts have been hugely successful reaching an average of 1.2 million followers and creating an average of 3 million impressions PER DAY.

OMMAC has been sharing the tweets and linking to the live feed on both Facebook and Twitter to drive traffic and recruit new followers on both Paradise Coast platforms.

Coverage achieved: OMMAC secured great coverage on Guardian online following previous liaisons with journalist Ted Levin, achieving a hit in the feature Top 10 activities in the Florida Everglades – see attached coverage

Upcoming Events		
DATE	SPECIAL EVENT	LOCATION
May 8 th	Visit Florida tour operators advisory meeting	London
May 9 th	Visit Florida tour operators advisory meeting	Dublin Ireland
May 9 th	Visit USA Travel Agents Appreciation Event	Ireland
May 10 th	Visit USA meeting	Ireland
June 9-13	Pow Wow Trade Show	Las Vegas
June 26-29	IAGTO North American Convention	Paradise Coast
July 3-4	V USA Travel industry & media events	London
July 9 th	Travelmedia Ire – summer USA themed event	Dublin



MARKETING/SALES/PROJECTS & ACTIVITIES:

IAGTO – North American Convention June 2013

A KEY FOCUS DURING APRIL HAS BEEN PREPARATION & Planning for the June Convention with considerable outreach to our industry partners. We have engaged at many levels to ensure we are fully prepared to execute this event including pre & post tours, registration & sponsorship. Ongoing meetings with IAGTO are on track & over 100 tour operators & almost 200 suppliers have confirmed attendance.

Additional meetings with other sponsors have proved successful & are awaiting confirmations from Virgin Atlantic, Hertz car rental & Moet Hennessy. Further planning for the transportation & dine-a-round experience on 5th Ave & 3rd St are in place & we are working with the CVB to ensure exact staging requirements meet expectations. Negotiated with IAGTO to secure the payment process via their office & assisted various IP's on cost issues.

Visit USA Travel Agents Appreciation Event - Dublin

PROACTIVELY WORKED TO SECURE CO-OP PARTNERS IN ORDER TO SUPPORT THIS EVENT AS A MAIN SPONSOR. OMMAC OUT-REACHED TO A COMBINATION OF INDUSTRY & CONFIRMED CO-SHARE WITH FT MYERS, PLUS IN-KING SUPPORT TO THE VALUE OF \$4,000 FOR A TRAVEL AGENTS INVENTIVE PRIZE WITH VIRGIN ATLANTIC, DOLLAR CAR RENTAL, WITH ACCOMMODATION AT INN ON FIFTH & FT MYERS. OVER 100 TOP SELLING N. AMERICAN TRAVEL AGENTS ARE DUE TO ATTEND THE EVENT IN DUBLIN NEXT MONTH.

Travel Mole - coverage distribution.

Ongoing review of the various videos for placement over the next few months as the golf season starts to open up in the UK. The aim is to release the videos with a specific story to ensure & encourage the trade to view the videos.

NATS – North America Travel Services

THE FULL DATA BASE OF THE WAITROSE PROMOTION HAS BEEN PASSED TO NATS, THEY WILL CONFIRM DATE FOR THE FOLLOW-UP EMAIL BLAST HIGHLIGHTING SPECIAL BOOKING OFFER FOR HOTEL PARTNER - NAPLES BAY. THE EMAIL BLAST IS FOR DISTRIBUTION TO THE OPT-INS & NATS FULL DATABASE. FULL RECAP OF THE PROMOTION TO FOLLOW.

PowWow - JUNE

ON GOING PLANNING TO ENSURE FULL PARTICIPATION AT THIS EVENT. ALL APPOINTMENTS ARE REQUESTED AND COMPLETE.

TRAVEL AGENTS AWARDS - LONDON

ATTENDED THIS LEADING TRAVEL INDUSTRY EVENT WITH OVER 400 DECISION MAKERS IN ATTENDANCE. PROVIDED AN EXCELLENT NETWORKING OPPORTUNITY & HAVE SECURED ADDITIONAL PROMOTION WITH BARRHEAD TRAVEL SCOTLAND.

BA/BA HOLIDAYS CO-OP V. FLORIDA CAMPAIGN

THIS CO-OP V FLORIDA CAMPAIGN IS NOW IN MARKET & IS ALREADY DRIVING FORWARD & LATE BOOKINGS INTO PARADISE COAST. A FULL BREAKDOWN ON ROOM NIGHTS & BEST PERFORMING HOTELS TO FOLLOW. THE TRAGIC INCIDENT OF THE BOSTON BOMBS WERE HIGH NEWS COVERAGE &



ON SOME OF THE SAME PAGE PLACEMENT IN THE PRINT MEDIA - BA HAVE CONFIRMED THIS DOES NOT SEE TO HAVE IMPACTED ON THE CAMPAIGN.

VIRGIN HOLIDAYS CO-OP V. FLORIDA CAMPAIGN

ALL ACTIVITY NOW COMPLETE & THIS CAMPAIGN IS NOW IN MARKET - RESULTS ARE NOT AVAILABLE AT THIS EARLY STAGE - TO FOLLOW

ELEGANT RESORTS - FORTHCOMING VISIT - JUNE

AFTER A CONSIDERABLE TIME DURING THE PAST 18/24 MONTHS ENCOURAGING THIS HIGH-END TOUR OPERATOR TO INCLUDE MORE OF THE NAPLES, MARCO ISLAND PRODUCE - THE UK OFFICE IS DELIGHTED TO CONFIRM A FAM VISIT IN JUNE. WORKING CLOSELY WITH THE PRODUCT MANAGER TO SECURE THE SITE VISITS TO MEET THEIR REQUIREMENT. THE UK OFFICE PREPARED INDUSTRY PARTNER OUTREACH ACCORDINGLY & COPY TO THE CVB WHILE WORKING TO CONFIRM THE FULL ITINERARY FOR THE TWO DAY VISIT.



Public Relations & Media Correspondence		
General media liaison to promote Paradise Coast		
Ongoing Social Media – Facebook and Twitter		
CONTACT	ACTIVITY	RESULT
<p>Wild Travel Magazine / NatGeoTraveller.com</p> <p>Lauren Jarvis</p>	<p>Following the Visit Florida Media Mission, OMMAC is liaising with Lauren for two commissions in Wild Travel Magazine and NatGeoTraveller.com.</p>	<p>OMMAC has requested two nights (25 and 26 April) accommodation in Marco Island and Everglades, as well as wildlife activity.</p> <p>OMMAC also recommended a hosted lunch in Naples with CVB. OMMAC coordinated a full itinerary and contact details for the 3 day trip.</p> <p>CVB met with Lauren and travel is now complete. OMMAC is liaising with journalist and has received some feedback.</p> <p>‘Thank you so much for making us feel so welcome! Lovely to meet Jo and Angela today and thank you for lunch and the goodie bag.</p> <p>We really enjoyed our time in Naples exploring 5th Street, Bayfront and the marina area in Naples Bay - we even saw some dolphins at the pier. It's a beautiful place and the beaches on the island are fantastic, too.</p> <p>We had a nice surprise at the hotel - a personalised engraved cheese board, which we enjoyed with a glass of wine watching the sunset from our balcony - so all in all a really lovely day!</p> <p>We're both very much looking forward to the Everglades activities, too.’</p>



<p>The Independent Chris Leadbeater</p>	<p>Readership is 215,045 for the national broadsheet paper. Coverage will include an Alternative Florida feature with Naples inclusion</p>	<p>OMMAC confirmed accommodation support – travel completed. OMMAC liaised with Chris for feedback which was glowing and have passed on to CVB. ‘The trip went splendidly. Naples was the perfect start to the itinerary, and will be a perfect start to the piece. Obviously, my time was limited - I arrived well after dark, but I buzzed around in the morning, and saw plenty of the town. I looked at the shops on Fifth, got a feel for things, and took in a couple of the beaches. And the hotel was great.’ OMMAC has arranged a coffee meeting with Chris the 8 May.</p>
<p>Cara magazine - (in-flight mag for Aer Lingus) Paddy Woodworth Richard Gilligan</p>	<p>Readership is 1.3 million for the Irish inflight magazine. Coverage will include an eight page feature on the Everglades with credits to accommodation and CVB site</p>	<p>OMMAC confirmed accommodation support and activities – travel complete. OMMAC has liaised with CARA for feedback and is following up in advance of feature coverage.</p>
<p>Selling Long Haul Laura Gelder</p>	<p>Laura is preparing to write a feature on Florida with focus on Paradise Coast</p>	<p>OMMAC liaised with Laura to provide information and news for a Florida feature due out summer 2013.</p>
<p>Harper’s Sasha Slater</p>	<p>OMMAC met with the new deputy editor of the luxury lifestyle magazine</p>	<p>The special travel supplement with the January issue was discussed at length for pre/post cruise holidays and luxury beach destinations. OMMAC following up</p>
<p>Telegraph magazine Jessamy Calkin</p>	<p>OMMAC met with the magazine’s features editor</p>	<p>The Everglades were discussed for Jessamy’s Eco Warrior column as well as Paradise Coast for the January travel special and the weekly ‘four of the best’ page.</p>



<p>Neil Davey</p>	<p>OMMAC met with prolific travel writer and blogger Neil Davey.</p> <p>Neil writes for the Independent, Guardian, Metro, Square Mile, Escapism as well as his much loved food blog The Lambshank Redemption</p>	<p>OMMAC discussed the culinary scene in Paradise Coast, seafood in particular and the great explore opportunities in the area for Escapism magazine and on Lambshank.</p> <p>Neil would love to do a road trip hitting every meal along a map of the coast and profiling producers and chefs. OMMAC to follow up on potential dates.</p>
<p>Social Media: Facebook and Twitter</p>	<p>Ongoing - continue to develop the Paradise Coast UK Facebook page and Twitter account.</p>	<p>OMMAC is progressing social media proposal with ideas to generate room nights and increased traffic across platforms.</p> <p>OMMAC has been posting and retweeting the Guardian's live Florida trip to drive traffic to both Facebook and Twitter and gain more followers. The Twitrip is reaching over 1.2 million accounts <u>per day</u> and nearly 3million impressions <u>per day</u>.</p>



DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Natasa Manic

✧ **Tour Operators**

- FTI: Secured training session for their reservation team in their head office in Munich for June 12, 2013.
- FTI: Received results for the radio campaign: our promotion has been on air for 12 days on radio station RPR 1 and the trailer has been featured appr. 60 times. The homepage with the raffle created approx. 5.000 clicks and approx. 2.000 have gone further to our microsite. The media value for this promotion is approx. 120.000 Euros. In May we will continue with a travel agency display promotion to push bookings for summer again. Considering what Ulrike Grube said during ITB meeting, this might attract last minute bookings. Also received contact of the winner of the trip: Kristina Scherer. We have provided her with information material for her trip. Unfortunately we had to learn that the planned newsletter with "Ab in den Urlaub.de" that was part of this negotiated package has been placed at the end of February without our notice or approval. Also the newsletter only featured the Keys' hotel. We informed FTI that we do not accept this behaviour and asked them for a suggestion to solve this problem.
- Canusa: Approved layout and input for the Vacation Builder. We made sure that the diversity of our area is well communicated and provided our latest logo. Also Visit Florida managed that the VIP regions get an additional Point of Interest and are well represented on top of the entire page. The project is planned to go online and being marketed in May.
- Thomas Cook/Neckermann Reisen: Contacted Yvonne in order to coordinate a sales training for their reservation teams. We learned that the group is currently undergoing a change in set up of the reservation and sales teams that will be outsourced. Therefore there are no trainings possible in 2013.
- America Unlimited: Timo placed a Fly&Drive combination New York/Florida for 12 days in their own newsletter from March 27 on. It includes a 1 night stay in Naples and is the first offer placed on the page from a total of 4. The newsletter goes out monthly to 130.000 subscribers and was free of charge for us! We recognized that the Naples hotel (Gulf Coast Inn) was not featured with a picture so far, so we requested pictures from the hotel and provided them with these. They included them now at the description of this trip on their website.



- Explorer Fernreisen: In their newsletter from April 02, 2013 they featured a Florida Fly&Drive offer combined with some hotel offers. Marriott Marco Island has been part of the listing of hotels where they offer specials like "5 for 4" nights. We did not pay for this newsletter that was sent out to 40.000 subscribers and normally costs 1.000 Euros for a destination to be featured.
- TUI: Received booking numbers for winter 2012/13. They report a tremendous increase of 240% which puts them up to over 4.000 roomnights now. However, the comparison to 11/12 is not totally correct as in this period they moved the month of April into the winter season for the first time. In previous years this traditionally strong month was always part of the summer season. This might also be a reason why summer '13 numbers are currently down by 14%.
- TUI: Confirmed marketing package of 6.500 Dollars for a TUI Newsnet article combined with a newsletter on one of their travel agency chain portals, TUI Leisure Travel. Also provided input already like text, images and logo.
- Skytours, Switzerland: Secured and confirmed joint marketing activity that includes a feature in the Skytours newsletter that is sent to a total of 65,000 consumers in Switzerland on May 24, 2013, and will lead to a landing page that features a detailed travel report on the NAP area. RO will write this travel report after her personal fam trip to the area in April. Additionally there will also be a logo banner that will lead to the landing page and on top we could secure a post on the skytours facebook page that again links to the travel report.
- Flextravel, Switzerland: Confirmed sales training for their reservation team in their head office on May 29, 2013.
- Knecht Reisen, Switzerland: Secured and confirmed sales training for their reservation team in Aarau on May 29, 2013.

Travel Agents

- TUI Reisecenter: Assisted Monique Sassine from TUI ReiseCenter in Switzerland with detailed information about fishing possibilities in the NAP area, more precisely Marco Island. We have recommended 3 different tours to her.
- DERPART: Assisted Thomas Norhausen with detailed information about airboat tours in the Everglades including recommendation of 3 tours as follow up to the Visit Florida roadshow.
- Sales Training: Secured and held sales training for 7 agents of the Explorer Fernreisen sales office located in Stuttgart on April 05, 2013.
- Dinner Event in Düsseldorf on April 16, 2013: **22 agents**



✧ **EVENTS**

○ Fam Trips

- RO Personal Fam: Attended a personal fam trip in the NAP are from April 07-10, 2013. Doubletree Suites Naples hosted 2 nights and Hilton Marco Island 1 night. Organized and attended site inspections at Doubletree Suites Naples, Park Shore Resort, Gulfcoast Inn Naples, Red Roof Inn & Suites and Boat House Motel. Organized and attended the Dolphin Explorer tour on April 09, 2013.

○ Roadshows

- Visit Florida Roadshow: Participated in the TA evening events and TO training sessions that took place from April 15-19, 2013.

Event	Number of Attendees
TA Evening Event Hamburg	60
CANUSA TO Training Düsseldorf	11
TA Evening Event Düsseldorf	76
DERTOUR TO Training Frankfurt	26
TA Evening Event Frankfurt	76
Kuoni TO Training Zürich	14
TA Evening Event Zürich	51
Hotelplan/Skytours TO Training Zürich	21

Details have yet to be provided by Visit Florida. Follow up will be done in the quarterly report.

✧ **MARKETING**

- Visit Florida Blog: Secured and published a travelog on Visit Florida official Blog about a tour with the Dolphin Explorer including images. Besides the Blog site, a link to it will be published on Visit Florida's as well as our facebook page.
- Facebook: Continuous maintenance of the facebook page.
- Website: Provided Jack with more links for the homepage. For Thomas Cook not able to give an online link directly to our hotels



OTA project: Started researching possible links to important OTAs in Germany. We will put together a report until Pow Wow the latest.

- Airberlin: Stayed in contact with the German office in order to assure timing. Unfortunately Mrs. Fachr has been out sick for more than a week and the project was on hold for that time. In order to be well prepared when the campaign starts we looked already at changes that need to be made in comparison to the last campaign:

- Received new logo from Paradise
- Need to request new picture and TV material from Paradise
- Requested approval for the text on the microsite: can the boxes stay as last time?
- Requested update on events from Jonell
- Contacted the Doubletree Suites for the needed certificate of 3/4 nights.
- Provided airberlin with the contact of the new rep for Fort Myers

✧ **ADMINISTRATIVE/OTHER**

- Brochure fulfillment:
 - a) Inquiries generated through website: 14
 - b) Direct inquiries: 02
 - c) We have sent 30 copies of the German Visitor Guide and Map to the Tour Operator Faszination Fernweh. Additionally we have ordered another 70 copies of both via PhaseV to be directly sent to them to be distributed with their travel documents
 - d) Following the Visit Florida roadshow, we have sent 50 copies of the German Visitor Guide and Map to the North America specialist CRD International to be distributed along with their travel documents.
 - e) Also following the Visit Florida roadshow, we have sent 20 copies of the German Visitor Guide and Map to Boomerang Reisen in Switzerland to be distributed along with their travel documents.
 - f) We have sent out 5 copies of the German Visitor Guide and Map to Jana Giebe turismo service Munich. She was attending the Willy Scharnow fam trip last October and after a nice conversation over the phone, she has stated that it is easier to sell trips to the Paradise Coast ever since she has personally experienced it.
- Reisebüro WINTRAKEN flugcenter: Supported the travel agency in doing an information evening event for clients, Kermax Reisebüro



- TV: Provided the travel agency consultancy with the current Paradise Coast video. They are currently working on implementing a media library for travel agencies to be used on window displays, tv and social media.
- Pow Wow preparation: Prepared list of TO accounts for DACH and BeNeLux market that we would like to meet at Pow Wow, in order of priority.
 - Round table sessions: Contacted our Key Accounts on the DACH market in order to coordinate an ideal period to conduct the round table sessions in cooperation with Walter Klages and the Bradenton CVB. The proposed period between September 23 and October 3 are not ideal, as both, the German and the Swiss TOs, are still in the middle of the brochure launch. The majority of the contacted accounts stated that the best time to do the sessions would be either beginning of August or as from mid of November. Awaiting JWs feedback if we should start to confirm the dates with the TOs.
 - Boat House Motel: Contacted Florida's Island Coast Hospitality Management Steven Futo with regards to high res images of the Boat House Motel. For the first time, they have been included into a German TO's brochure (Explorer Fernreisen). We have included them into the TO training presentation.
 - Paradise Ads: Supported the Paradise Ads team in the makeover of the German visitor guide. We have proof read it several times, made recommendations for changes and have approved the final version. Thus, we have requested the new Paradise Coast logo design from Paradise Advertising in eps and jpg format to be included in future marketing campaigns.
 - Contact to Naples Partners: Contacted Jen Friede for Bellasera and Park Shore Resort, Steven Györkös Inn at Pelican Bay and Caroline Kissel Hilton Naples, to follow up on the Visit Florida roadshow, which they have sponsored gift certificates for. Also, we have contacted Jennifer Miller, Doubletree Naples in regards to a gift certificate for the Air Berlin raffle and they have agreed to sponsor a 3 nights stay.

HIGHLIGHTS IN MAY

- ✧ Sales training at Knecht Reisen in Aarau on May 29, 2013
- ✧ Sales training at flextravel in Zurich on May 29, 2013
- ✧ Skytours newsletter sent out on May 24, 2013.
- ✧ Sales Calls in Hannover and Bremen May 13-17, 2013.
- ✧ Supercomm Mailing
- ✧ Social Media advertising campaign on facebook



VISITOR CENTER REPORT- Nancy Kerns

- Worked with Rachel Mosby, the CVB intern the first week of April. Rachel got exposure to the visitor center and assisted guests, went on visitor center appointments to drop off materials, toured the Marco County museum while we were there, assisted with the group visitor tour and attended the Florida Gulf Coast High School Career Fair with me.
- Coordinated and conducted a two hour tour of Naples for a group of 30 visitors. This tour mirrored the trolley route. A volunteer helped me coordinate the tour.
- Working on summer FAM trips for full time volunteers.
- Coordinating efforts with The Chamber and Paradise Coast TV for a video loop of Collier County to be shown on visitor center TVs.
- Interviewed six individuals for volunteer positions at the visitor center.
- Attended CVB Roundtable, Chamber and CVB staff meetings, Wake Up Naples, CVB tourism meeting, RSVP Board meeting, Business After 5, BID marketing meeting and TDC meeting.
- Coordinated April Business of the Month, Lutgert Insurance, for The Chamber and Board of County Commissioners.
- Distributed materials to Collier County visitor centers.
- Managed operations of Naples Visitor Center.

YTD Visitor Center Statistics

	Jan-13	Jan-12	Feb-13	Feb-12	Mar-13	Mar-12	April-13	April-12
Big Cypress	5,736	6,401	7,950	7,943	8,693	7,226	5,250	4,308
Oasis	13,941	13,601	13,542	17,595	13,632	16,638	8,389	9,603
Everglades	9,225	11,000	8,424	12,840	12,991	18,300	8,675	10,810
Immokalee	N/A	198	1,105	227	402	361	1,200	367
Marco	942	1,033	1,159	1,465	1,121	1,011	750	482
Naples VIC	5,379	4,397	5,605	5,399	5,015	4,383	2,722	2,685
TOTAL	35,223	36,630	37,785	45,469	41,854	47,919	26,986	28,255