

Naples Marco Island Everglades CVB Task Report

May 20, 2013
Detailed Staff Reports 11
1 of 23

Created - Between 4/14/2013 - 5/9/2013

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
4/16/2013	Chain Drug Marketing Association Laura McCray	Sales - sent rfp to partner	Closed	4/16/2013	4/16/2013	Debi DeBenedetto
<i>updated idss. sent rfp 2015 to hotels. sent sales kit. contact planner emails</i>						
5/9/2013	Debi's Activity Tracking Account Debi DeBenedetto	Sales - site with client	Open	5/20/2013		
<i>Site Waldorf breakfast meetina with clients FICP group</i>						
4/16/2013	Debi's Activity Tracking Account	Sales - Send Promotional Item / Collateral	Closed	4/16/2013	4/11/2013	Debi DeBenedetto
<i>Send Auction item for tourism event Joe Cox</i>						
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Mtg Planner	Closed	5/7/2013	4/16/2013	Debi DeBenedetto
<i>Assisted planner with tours for spouse</i>						
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Register Trade show / event	Closed	5/7/2013	4/17/2013	Debi DeBenedetto
<i>prep for Collaborate and Springatime. rooms. flights</i>						
5/1/2013	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Meeting / Show / Conference	Closed	5/1/2013	4/19/2013	Debi DeBenedetto
<i>Attended HB ABC Orlando 4/17-4/19</i>						
5/1/2013	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Hosted FAM	Closed	5/1/2013	4/22/2013	Debi DeBenedetto
<i>Hosted HB fam for 3 days two nights</i>						
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Assisted Mtg Planner	Closed	5/7/2013	4/23/2013	Debi DeBenedetto
<i>Assist Jen NTBA with entertainment band</i>						
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	General - Expense Reports	Closed	5/7/2013	4/24/2013	Debi DeBenedetto
<i>Worked on and presented 2014 Budaet to Jack</i>						
5/1/2013	Debi's Activity Tracking Account Debi DeBenedetto	Idss updates	Closed	5/1/2013	5/1/2013	Debi DeBenedetto
<i>IDSS UPDATES AND GENERAL EMAILS ON IDSS AND SET UP TWO NEW USERS. Review Idss for training event and make schedule 2 hours in</i>						
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/7/2013	5/2/2013	Debi DeBenedetto
<i>Staff meetina 3 hours and duties to follow up</i>						
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	General - Meeting	Closed	5/7/2013	5/6/2013	Debi DeBenedetto
<i>worked on agenda for Leadership Marco 2013 hospotalitv dav</i>						
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	General - CVB event	Closed	5/7/2013	5/6/2013	Debi DeBenedetto

* Task is assigned to multiple people

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Page: 1 of 3

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	<i>preparation for iDSS training next week and group hotels invites</i>					
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	General - TDC Meeting / reports	Closed	5/7/2013	5/7/2013	Debi DeBenedetto
	<i>iDSS reports, updates and prep for TDC report</i>					
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	General - Proof /review/edit copy	Closed	5/7/2013	5/7/2013	Debi DeBenedetto
	<i>All month proofed several ads and copy, eblast SMU etc. Aanevcv communication</i>					
5/7/2013	Debi's Activity Tracking Account Debi DeBenedetto	Request service estimate and open PO	Closed	5/7/2013	5/7/2013	Debi DeBenedetto
	<i>assisted handle payments for DMAI event</i>					
5/9/2013	Debi's Activity Tracking Account Debi DeBenedetto	Sales - Sales Mission	Closed	5/9/2013	5/8/2013	Debi DeBenedetto
	<i>Tourism Week Awards event 10-2 complete</i>					
4/29/2013	Health Dimensions Group Betty Ice	Sales - sent rfp to partner	Open	5/31/2013		
	<i>sent Rfp and have two for this group act. May follow up if booked</i>					
4/29/2013	Helmsbriscoe/Hank Miller Hank Miller	Sales - Hosted FAM	Closed	4/29/2013	4/29/2013	Debi DeBenedetto
	<i>First Rfp from fam into idss</i>					
4/29/2013	Laura Ashley Inc. Cindy Reinsel	Sales - sent rfp to partner	Open	6/1/2013		
	<i>sent out rfp to hotels - see if booked</i>					
5/1/2013	National association of Credit Managers Trudy Dodson	Sales - sent rfp to partner	Open	5/22/2013		
	<i>sent rfp to Marco hotels upon req - check to see if contracted</i>					
4/15/2013	National Council Of Structural Engineers Associati Jeanne Vogelzang	Sales - sent rfp to partner	Closed	4/15/2013	4/15/2013	Debi DeBenedetto
	<i>Send out Rfp on this act. contact planner. update idss</i>					
4/24/2013	National Credit Union Administration Karen Garcia	Sales - sent rfp to partner	Closed	4/24/2013	4/24/2013	Debi DeBenedetto
	<i>sent out rfp and communicated with planner</i>					
4/29/2013	North American Meat Association Sabrina Moore	Sales - sent rfp to partner	Closed	4/29/2013	4/29/2013	Debi DeBenedetto
	<i>sent out rfp</i>					
5/7/2013	Professional Services Council Melissa Phillips	Sales - sent rfp to partner	Open	5/17/2013		
	<i>Sent Rfp to hotels - check status. Important VIP group we want them here. Follow up</i>					
4/16/2013	Site Search, Inc.	Sales - Send Promotional Item / Collateral	Closed	4/16/2013	4/16/2013	Debi DeBenedetto
	<i>Sent collateral to Waldorf for group event welcome</i>					
4/16/2013	Travel Impressions Mary Sukanick	General - FAM	Open	6/1/2013		

* Task is assigned to multiple people

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Page: 2 of 3

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>Planning Fam for 6 TA for June MBOR and attractions</i>						
4/24/2013	Travel Impressions Mary Sukanick	Sales - Fam Itinerary	Closed	4/24/2013	4/24/2013	Debi DeBenedetto
<i>Completed Fam itinerarv and communication with partners all confirmed 2 hours</i>						
4/24/2013	VISIT FLORIDA Steven Bonda	Sales - Fam Itinerary	Closed	4/24/2013	4/24/2013	Debi DeBenedetto
<i>worked on secure rooms and fam events today</i>						
4/25/2013	VISIT FLORIDA Steven Bonda	Sales - Fam Itinerary	Closed	4/25/2013	4/25/2013	Debi DeBenedetto
<i>today 2.5 hours working on this itinerary</i>						
4/24/2013	Waldorf Astoria Naples Lisa Buss	Sales - RFP follow up	Open	9/14/2013		
<i>worked on Rfo enhancement today. letter. spreadsheet. idss and communication - follow up for status and service estimate later</i>						
4/24/2013	Yabba Island Grill Jennifer Chin	Sales - site with client	Closed	4/24/2013	4/24/2013	Debi DeBenedetto
<i>From: Jennifer Chin</i>						

Total Tasks: 32

* Task is assigned to multiple people

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of April 2013

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	12	35.50
PR-Editorial (800-688-3600)	29	129.47
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	2	11.13
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	1	1.83
Naples #1 (800-455-2604)	1	5.87
Travel Agent (888-409-1403)	0	0.00
<u>Grand Total:</u>	<u>45</u>	<u>183.80</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of April 2013

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	18	79.48
Special Fulfillment	7	10.00
Guide Request	2,253	105.12
CVB Office Referral	1	4.63
Hang up	0	0.00
Wrong Number	1	1.83
Bucket List	0	0.00
eNewsletter Signup	214	0.00
Golf E-blast	2,418	0.00
Meeting Planner	0	0.00
Update Accommodations Info	0	0.00
<u>Grand Total:</u>	<u>4,912</u>	<u>201.07</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of April 2013

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	137	191
Meeting Planner Kit	1	1
Rack Brochure (Portuguese)	6	6
Rack Brochure (Spanish)	6	6
Visitor's Guide (English)	2242	2315
Visitor's Guide (German)	2	2
<u>Grand Total:</u>	<u>2394</u>	<u>2521</u>
Unigue requests for guides:	2253	

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

For the month of April 2013

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Leisure Markets	1,788	7,346	78.38%	2,039	9,967	58.46%
Winter Northern Campaign	0	0	0.00%	0	2	0.01%
Spring/Summer In-State Campaign	1	2	0.02%	3	21	0.12%
Niche Markets	448	1,863	19.88%	2,547	6,582	38.61%
Group Markets	0	10	0.11%	0	22	0.13%
International Markets	0	0	0.00%	0	5	0.03%
Miscellaneous	15	144	1.54%	19	449	2.63%
Meeting Planners	1	7	0.07%	0	0	0.00%
<u>Grand Total:</u>	<u>2,253</u>	<u>9,372</u>		<u>4,608</u>	<u>17,048</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	3	0%
Arthur Frommer's Budget Travel February 2009	0	0	0%
Arthur Frommer's Budget Travel June 2011	0	0	0%
Coastal Living (Added Value) April 2012	0	0	0%
Coastal Living April 2012	0	0	0%
Conde Nast Traveler February 2013	60	723	10%
Conde Nast Traveler May 2013	1	1	0%
Florida Travel & Life May/June 2011	0	0	0%
Florida Travel & Life May/June 2012	0	3	0%
Midwest Living January/February 2010	0	0	0%
Other/Unknown	2	37	1%
Redbook Midwest October 2011	0	0	0%
Southern Living January 2012	3	77	1%
Southern Living Travel Florida 2012-2013	1,197	1,197	16%
<hr/>			
Consumer Magazines	1,263	2,041	
Consumer Directories			
2009 Official Florida Vacation Guide	0	0	0%
2010 Florida Insider Guide - Quick Check	0	0	0%
2010 Florida Insider Guide - Specific Target	0	0	0%
2010 Naples, Marco Island & the Everglades Visitors Guide	0	1	0%
2010 Visit Florida Magazine	1	4	0%
2010 Visit Florida Magazine - Quick Check	0	0	0%
2010 Visit Florida Magazine - Specific Target	0	0	0%
2011 Florida Insider Guide - Quick Check	0	3	0%
2011 Florida Insider Guide - Specific Target	0	1	0%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Directories			
2011 Naples, Marco Island & the Everglades Visitors Guide	0	0	0%
2011 Visit Florida Magazine - Quick Check	0	0	0%
2011 Visit Florida Magazine - Specific Target	0	0	0%
2012 Florida Insider Guide - Quick Check	0	22	0%
2012 Florida Insider Guide - Specific Target	1	16	0%
2012 Visit Florida Magazine - Quick Check	12	485	7%
2012 Visit Florida Magazine - Specific Target	13	240	3%
2013 Florida Insider Guide - Quick Check	1	7	0%
2013 Visit Florida Magazine - Quick Check	187	459	6%
2013 Visit Florida Magazine - Specific Target	114	302	4%
Florida Insider Guide April - September 2011	0	0	0%
Visit Florida Magazine December 2010 - September 2011	0	0	0%
Consumer Directories	329	1,540	
Consumer E-Marketing			
DestinationBrochures.com	3	34	0%
Other/Unknown	5	18	0%
ParadiseCoast.com	188	1,612	22%
Miles Media Imports	187	1,583	
Phone	1	28	
info@paradisecoast.com	0	1	
Interactive Text Chat	0	0	
ParadiseCoast.com/Getaway Summer TAF	0	30	0%
ParadiseCoast.de	0	0	0%
Visit USA - France	0	0	0%
Visit USA - UK	0	0	0%
VisitFlorida.com	0	3	0%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Leisure Markets

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer E-Marketing	196	1,697	
Consumer Newspaper			
Americas Best Vacations Southeast Spring 2012	0	0	0%
Other/Unknown	0	1	0%
Visit Florida In-State Insert April 2012	0	0	0%
Visit Florida In-State Insert June 2012	0	0	0%
Visit Florida Out-of-State Insert February 2013	0	2,067	28%
Consumer Newspaper	0	2,068	
Grand Total:	1,788	7,346	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Fall In-State Campaign

For the month of April 2013

Media

Month

YTD

% YTD

Grand Total:

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Winter Northern Campaign

For the month of April 2013

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Spring/Summer In-State Campaign

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Fort Myers/Naples			
Fort Myers/Naples PBS Spring/Summer 2010	0	0	0%
Fort Myers/Naples	0	0	
Geo-Targeted In-State Online			
TripAdvisor.com (Online Geo-Targeted) April - August 2011	0	0	0%
Geo-Targeted In-State Online	0	0	
Other/Unknown TV Campaign			
Other/Unknown	1	2	100%
Other/Unknown TV Campaign	1	2	
Grand Total:	1	2	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Niche Markets

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide (Added Value) May/June 2013	116	116	6%
Bridal Guide Added Value RSL July/August 2010	0	0	0%
Bridal Guide Added Value RSL October/November 2010	0	0	0%
Bridal Guide January/February 2011	0	0	0%
Bridal Guide July/August 2011	0	2	0%
Bridal Guide March 2011	0	0	0%
Bridal Guide March/April 2013	113	854	46%
Brides Florida April - September 2011	0	0	0%
Destination Weddings & Honeymoons July/August 2012	0	0	0%
Niche Markets (Bridal/Honeymoon)	229	972	
Niche Markets (ECO)			
Audubon (Added Value) January/February 2013	13	321	17%
Audubon (Added Value) November/December 2012	11	318	17%
Audubon (Natural Wonders of Florida) March/April 2010	0	0	0%
Audubon (Natural Wonders of Florida) March/April 2011	0	0	0%
Audubon (Natural Wonders of Florida) March/April 2012	0	54	3%
Audubon (Natural Wonders of Florida) November/December 2011	0	0	0%
National Geographic Traveler May/June 2012	0	0	0%
National Geographic Traveler May/June 2013	195	195	10%
Niche Markets (ECO)	219	888	
Niche Markets (Golf)			
Play Florida Golf 2012	0	0	0%
Niche Markets (Golf)	0	0	
Niche Markets (Senior)			
AAA Going Places July/August 2012	0	0	0%

Naples, Marco Island, Everglades CVB

Guide Request Summary by Niche Markets

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Senior)			
AAA Going Places North March/April 2012	0	0	0%
AAA Going Places North May/June 2012	0	0	0%
AAA Going Places South May/June 2010	0	1	0%
AAA Going Places South May/June 2011	0	2	0%
AARP - Southeast Region March/April 2011	0	0	0%
AARP The Magazine April/May 2012	0	0	0%
Niche Markets (Senior)	0	3	
Grand Total:	448	1,863	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Group Markets

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Business - Association Meetings Professional			
Connect Meetings Magazine January 2012	0	0	0%
Group Business - Association Meetings Professional	0	0	
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine February 2012	0	0	0%
Collaborate Meetings Magazine February/March 2013	0	10	100%
Group Business - Corporate Meetings Professional	0	10	
 Grand Total:	 0	 10	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by International Markets

For the month of April 2013

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

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Guide Request Summary by Miscellaneous

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
CVB Office	0	14	10%
Friend/Relative	2	19	13%
Other/Unknown	13	107	74%
TCTIA FAM October 2011	0	4	3%
USV Product Show TA 2011	0	0	0%
<u>Grand Total:</u>	<u>15</u>	<u>144</u>	

* YTD = Fiscal Year to Date

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

For the month of April 2013

State	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
New York	96	830	9.26%	132	606	4.20%
Florida	267	779	8.69%	1,286	2,097	14.54%
Pennsylvania	102	732	8.17%	97	937	6.50%
Illinois	106	687	7.66%	620	1,301	9.02%
Georgia	119	519	5.79%	51	333	2.31%
Ohio	89	382	4.26%	69	1,379	9.56%
Tennessee	88	353	3.94%	49	305	2.12%
New Jersey	55	350	3.90%	75	801	5.55%
Alabama	68	306	3.41%	19	156	1.08%
Texas	136	304	3.39%	51	396	2.75%
Massachusetts	32	283	3.16%	44	211	1.46%
Michigan	56	282	3.15%	67	581	4.03%
South Carolina	71	273	3.05%	37	238	1.65%
California	73	261	2.91%	69	242	1.68%
North Carolina	82	222	2.48%	45	358	2.48%
Virginia	80	210	2.34%	46	474	3.29%
Missouri	56	195	2.18%	35	216	1.50%
Wisconsin	46	179	2.00%	73	377	2.61%
Indiana	48	178	1.99%	69	538	3.73%
Minnesota	39	177	1.97%	541	778	5.40%
Kentucky	67	150	1.67%	33	224	1.55%
Maryland	48	133	1.48%	30	277	1.92%
Connecticut	31	129	1.44%	34	128	0.89%
Iowa	23	96	1.07%	23	184	1.28%
Colorado	17	90	1.00%	16	86	0.60%
Louisiana	42	90	1.00%	20	106	0.74%
Mississippi	40	72	0.80%	13	66	0.46%
Arizona	20	64	0.71%	23	109	0.76%
Arkansas	28	62	0.69%	18	117	0.81%

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

For the month of April 2013

State	Current Year			Last Year		
	Month	YTD	% YTD	Month	YTD	% YTD
Oklahoma	29	61	0.68%	15	69	0.48%
Washington	13	55	0.61%	11	78	0.54%
Oregon	18	51	0.57%	11	48	0.33%
Kansas	9	50	0.56%	12	58	0.40%
West Virginia	23	43	0.48%	7	67	0.46%
Maine	8	29	0.32%	9	43	0.30%
New Hampshire	13	29	0.32%	13	47	0.33%
Nevada	7	26	0.29%	4	23	0.16%
Delaware	7	25	0.28%	13	65	0.45%
Nebraska	6	25	0.28%	6	92	0.64%
New Mexico	8	23	0.26%	5	26	0.18%
District of Columbia	2	22	0.25%	1	12	0.08%
Rhode Island	3	19	0.21%	1	27	0.19%
Idaho	2	18	0.20%	2	11	0.08%
Montana	3	18	0.20%	5	13	0.09%
South Dakota	4	17	0.19%	5	29	0.20%
Vermont	7	13	0.15%	6	14	0.10%
Puerto Rico	5	12	0.13%	0	8	0.06%
North Dakota	2	11	0.12%	6	33	0.23%
Utah	5	10	0.11%	6	20	0.14%
Alaska	3	7	0.08%	2	5	0.03%
Hawaii	2	6	0.07%	2	6	0.04%
Wyoming	1	6	0.07%	2	5	0.03%
Armed Forces	0	1	0.01%	0	0	0.00%
Guam	0	0	0.00%	0	0	0.00%
Virgin Island	0	0	0.00%	0	0	0.00%
Grand Total:	2,205	8,965		3,829	14,420	

* YTD = Fiscal Year to Date

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

For the month of April 2013

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	2,205	8,965	95.66%	3,829	14,420	84.58%
Canada	18	162	1.73%	20	180	1.06%
No Address Given	5	55	0.59%	672	1,788	10.49%
United Kingdom	8	46	0.49%	13	80	0.47%
Brazil	5	43	0.46%	34	425	2.49%
Germany	3	21	0.22%	5	21	0.12%
France	2	16	0.17%	5	16	0.09%
Netherlands	1	9	0.10%	1	11	0.06%
Belgium	2	7	0.07%	5	12	0.07%
Mexico	2	5	0.05%	0	0	0.00%
Russia	1	5	0.05%	2	5	0.03%
Argentina	0	4	0.04%	1	5	0.03%
Italy	0	4	0.04%	3	20	0.12%
Portugal	0	4	0.04%	2	17	0.10%
Algeria	0	3	0.03%	0	0	0.00%
India	0	3	0.03%	1	5	0.03%
Ukraine	0	3	0.03%	0	1	0.01%
Ireland	0	2	0.02%	0	0	0.00%
Pakistan	0	2	0.02%	4	6	0.04%
Sweden	0	2	0.02%	0	4	0.02%
Bermuda	0	1	0.01%	0	0	0.00%
Chile	0	1	0.01%	0	0	0.00%
Greece	0	1	0.01%	0	0	0.00%
Hungary	0	1	0.01%	0	0	0.00%
Indonesia	0	1	0.01%	2	4	0.02%
Iraq	0	1	0.01%	0	0	0.00%
Japan	0	1	0.01%	0	0	0.00%
Nigeria	1	1	0.01%	0	0	0.00%
Pitcairn Islands	0	1	0.01%	0	0	0.00%
Poland	0	1	0.01%	2	6	0.04%
Spain	0	1	0.01%	0	2	0.01%

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

For the month of April 2013

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Albania	0	0	0.00%	1	1	0.01%
Australia	0	0	0.00%	1	2	0.01%
Bahamas	0	0	0.00%	0	1	0.01%
Colombia	0	0	0.00%	0	1	0.01%
Cuba	0	0	0.00%	0	1	0.01%
Denmark	0	0	0.00%	2	5	0.03%
Martinique	0	0	0.00%	0	2	0.01%
Norway	0	0	0.00%	2	3	0.02%
Switzerland	0	0	0.00%	0	2	0.01%
Uruguay	0	0	0.00%	0	1	0.01%
Uzbekistan	0	0	0.00%	1	1	0.01%
Grand Total:	2,253	9,372		4,608	17,048	

* YTD = Fiscal Year to Date

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

For the month of April 2013

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Shows			
Post Show Follow Up			
NY Times Travel Show January 2013	0	496	66%
Consumer Shows	0	496	66%
Mailings to Partners	1	1	0%
Meeting Planners			
Market Group Fulfillment	1	9	1%
Atlanta PYM Live March 2013	0	88	12%
GAP	0	3	0%
Meeting Planner Kit Fulfillment	5	43	6%
Meeting Planner Non-Kit Fulfillment	0	2	0%
Top 50 Planner List	0	44	6%
Post Show Followup			
Chicago Holiday Showcase 2012	0	48	6%
Meeting Planners	6	237	32%
Promotions			
PPD 2011	0	6	1%
PPG 2011	0	3	0%
Promotions	0	9	1%
Travel Agents			
Other/Unknown	0	8	1%
Travel Agents	0	8	1%
Grand Total:	7	751	

* YTD = Fiscal Year to Date