



DIRECTOR'S REPORT- January – February 2014

ADVOCACY ACTIVITIES

Attended BCC workshop on County Strategic Plan

Met with Superlative Group on Sponsorship funding

Attended Legion of Honor ceremony with French Consulate General at Naples Depot

Participated in Opportunity Naples research on tourism and hospitality

BCC Agenda review meetings

TRADE SHOW ACTIVITY

Attended Destinations Showcase in Washington DC to meet with National Assoc. Mtg. Planners

TOURISM INDUSTRY ACTIVITIES

Met with Friends of Collier Museum President Brigitte Smith on supporting festivals and events

Leadership Collier Class of 2014 presentation on tourism

Met with Dusseldorf Airport Marketing Manager on 25th Anniversary of Air Berlin to RSW

Met with RSW Marketing team on United Hemispheres regional co-op

Attended Opening of Avenue 5 on 5th Avenue- New Restaurant replacing McCabe's

Attended Quarterly Tourism Roundtable at Edgewater Beach Hotel

Attended Everglades Seafood Festival Opening Ceremonies for tourism remarks

Facilitated Certified Destination Manager advocacy sessions in Washington DC for DMAI

Attended DMAI Foundation event for tourism industry in Washington DC

Attended Marjorie Stoneman Douglas Festival in Everglades City

Attended State Historical Marker Dedication near Naples City Dock

Presented Tourism report for 2013 to SW Florida Attractions Association

Attended RSW Airport Monthly Marketing meeting



PROMOTIONAL ACTIVITIES

Ace Group Classis Radio Call in to LA Radio Station

Regional Brazil promotion conference call on shopping app

ADMINISTRATIVE

Met with agency and staff on Tourism Awards event during National Tourism Week

Website enhancement meetings with staff and Miles Media to launch new web site in February



SALES DEPARTMENT - Debi DeBenedetto – Claudia Johnson

Industry Relations – Sales

- Attended HSAMI Florida Chapter Board Networking mixer 2/13/14 and 1/22/14 in Ft. Lauderdale
- Attended Women's Network of Collier County –2/11/14
- Event – Avenue 5 attended 2/3/14 New restaurant opening
- Ghost Tour of Marco Island 1/16/14
- Sales Missions in planning stages for New York and Philadelphia March 3-5, 2014 – RSVP and attendees strong
- Roundtable event Edgewater Beach hotel 2/7/14

New Product Development

- Still working on an In-Market post card to encourage return business from group attendees
- Revised Trade show list in action stages
- Working on Tourism Week Awards luncheon & Rally
- Proofing new ads for group and leisure advertising

Fams/Site Visits

- Planning August MPISEC post show FAM and marketing it
- Site New Hope Conference Center for Tourism Week logistics this is an ideal venue for our Rally and luncheon – also great venue for the “Bring Your Meetings Home” campaign.

Trade Shows

- Planned and appointments for GMITE meeting planner show Los Angeles catering to west coast planners and incentive planners (Global Meetings & Incentives Travel Exchange) show date Feb. 19-20

New – Goal setting tool

- Goals in progress exceeded RFPfp leads sent goals, exceeded Rfp booked goals, room night goals at 86% for February



Requests for Proposal (RFP's) and Booked Business

- Current report dates –Jan. 14 – Feb. 13
- We sent out -28 RFP leads to partners, exceeded monthly goal – over \$11 million in opportunity
- 16 groups lost to other destinations on price, available dates
- 17 Booked groups for 1240 room nights and in projected \$936,619.14
Economic Impact

Sponsorships & RFP Enhancements

- We approved 2 new request for RFP enhancement funding for this period totaling \$2,500.00
- Two RFP enhancements turned definite. One lost.
If bookings are lost as part of an RFP enhancement arrangement, the funds are put back into reserve for future requests.



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

Events, Projects

Florida Huddle – Attend show, meet with Intl. travel writers and tour operators Jan. 14-16
Naples Daily News, Coffe & Community meeting with publisher, editor and staff
PRSA Gulfcoast Chapter meeting
PRSA Sunshine District Conference – assistance for upcoming state conference at Hilton Naples
Launch online voting for Naples in 10Best Most Romantic category
Media escorts, assistance
Website technical review, content updates
Facebook targeted campaign – Super Bowl region
Ongoing media responses, story pitching
Manage PR agency direction, activities
Advertising rewrites, copy review
Search Engine Optimization meeting with Sales & Marketing Technologies
Partnership for Collier’s Future survey

Top Publicity – in addition to that reported by LHA

National:

Washington Post & numerous pickups: VP Biden visits brother at house on Keewaydin
About.com – Family travel story, highlighted with CVB photos
Detroit Free Press – Find the hidden treasures of the rich in Naples, Fla. - CVB assisted writer Ellen Creager in December. Story also picked up with different headlines in:
>Houston Chronicle
>Lakeland Ledger
>Private Jets News
>BigNewsNetwork.com

USA Weekend – Top romantic getaways includes mention of Naples as one of 10Best
Houston Chronicle – Naples, Everglades City & Ave Maria included in trips sidebar to Amelia Island article about getting away from it all
Multiple Outlets – Whale stranding story

Local:

The News-Press
Tourism columns
Front page – Winter Campaign story



Video

Shoot segment for promotion of Naples in 10Best Romantic N.A. Destination to encourage voting. Naples was named to the #6 spot.

Write detailed brief for Paradise agency of top area chefs for video coverage and assist in pre-production.

Media Visits in January

David Whyte, Golf Vacations magazine/GoGolf.TV/Inflight airline video content Jan. 13-19

Michael Shiels, Michigan's Big Show radio and Web Jan. 9-12

Ron Pradniuk, Winnipeg Free Press and Canadian Radio, Jan. 9-12

Laurie Werner, Forbes.com, top national freelancer, Jan. 24-27

Lynn Langway, PeterGreenberg.com and newsletter, Jan 28 – Feb. 2

Future Media Visits in Process

Fodor's Travel Guides, Avery Sumner: Content suggestions, information for new regional editor's visit

Joerg Modrow, Dumont Travel Guide, German publication. Accommodations for mid-February

Sweden Golf Coverage: Referred inquiry to GreenLinks Golf Villas for "long stay" properties to profile for Bobbi Holman, member of the European Golf Writers Association based in Sweden, coming here to research coverage

VisitFlorida.com, "Insider" Dalia Colon: Assisted with planning for February 25 video shoot for Everglades City-based adventures

Myscha Theriault, pet friendly travel Feb. 17-19

The Fisherman magazine; Newsday: Working to set up fishing and travel FAM for Tom Schlichter for March.

Houston Lifestyles & Homes magazine: Setting up golf and dining for group coming March 2-5 for feature article.

Montreal Gazette, Rochelle Lash: Assisting with recommendations and arrangements for April visit, hotel reviews.

News Releases

- 2014 Winter Marketing Campaign
- Naples nominated for most romantic N.A. getaway by USA Today's 10Best
- What's new with hotels, restaurants, attractions for 2014
- Claudia Jonsson appointment release
- HITS Triathlon event media alert



Other Media Submissions – Local Team

- **Fort Myers News-Press:** Collier Tourism columns
- **ESPN Southwest Florida** – Reel Talk, numerous info submissions including Naples Boat Show, Sea Grant seminars, things to do and more
- **Miami & National Freelance** - Submitted information on photographers to writer Rebecca Kleinman.
- **GoGolf.TV, Golf Vacations magazine** – video B-roll, photos, FAM itinerary for David Whyte
- **PeterGreenberg.com** – Syndicated radio host’s newsletter, story by Lynn Langway about downtown Naples and hot restaurants
- **Traverse City Business News** – background info on snowbirds, impact, funny comments
- **Detroit Free Press** – assisted Ellen Creager with story on Naples
- **Montreal Gazette** – Rochelle Lash, coordination for FAM in April at Inn on Fifth
- **Boston area publications** – Eve LaPlante, seeking New England/Massachusetts chefs to profile along with the arrival of John Welch from Cape Cod at the new Avenue5 restaurant. Provided information and contact info for chef Matt Ferreira at Swan River Seafood, a sister restaurant to the original Swan River in Cape Cod.
- **Houston Lifestyles and Homes magazine** – Bill Anderson. Working to set up two rounds of golf for his foursome. Doing destination article around stay at Quintess Collection vacation home.
- **Florida Trend magazine** – Amy Keller. Provided information on positive tourism growth for 2012 following on “up” year for 2012.
- **VISIT FLORIDA Dining Insider Rachel Lucas** – prepared list of local vegetarian restaurants and information details for upcoming story.
- **VISIT FLORIDA Smart Travel Insider Dalia Colon** – provided ideas and Everglades video feature – Everglades paddling tour, free boardwalk, Big Cypress Swamp visitor center, stay at Ivey House
- **The News-Press** – submitted information on Everglades City airboat companies to Andrea Rumbaugh, referred to Everglades Chamber for comment on business changes
- **Kidventurous** – Communicated with blogger Erin Gifford about FAM plans in mid-April
- **Gulfshore Life** – Sherry Beck Paprocki – requested a convention/meetings calendar, had to inform her that there is not one and hotels do not provide this information.
- **DUS Magazine (Dusseldorf Airport magazine, Germany)** – Karl-Heinz Morawietz, met and discussed locations for him to visit and photograph for Southwest Florida feature. Provided location list and addresses for GPS.

Photo Submissions

- im Auftrag von FTI Academy (Germany). E-learning academy program on Southwest Florida; 29 images approved via Cleanpix
- Florida Homes magazine; story on Florida living; 11 images approved via Cleanpix



- Mercury Travels; images to be used to promote Naples as a tourist destination in India through print advertisements by travel agency; 8 images approved via Cleanpix
- Golf Destinations magazine; large photo folder of golf courses, beaches, dining, activities provided via Cleanpix to David Whyte
- PRSA Sunshine District Conference (June) promotion
- Southwest Florida Business Today – photo to accompany story on 10Best Romantic voting
- Best At Travel, UK tour operator – for Naples promotion on website
- Hampton Inn I-75 – for online wedding page
- VISIT FLORIDA’s China Office – 19 images to promote travel to Paradise Coast
- Kenwood Travel, UK tour operator – for Naples promotion
- About.com – for use with story about Florida’s Paradise Coast
- German FTI Academy – images for agent instruction
- Florida Homes magazine

Delegate Tasks to Lou Hammond & Associates PR

- Draft Food Network print and online listings as added value to add buy
- Contact Phillip Silverstone, Philadelphia radio host – met Claudia at Philadelphia Inquirer show and requested information
- Contact Sheila O’Connor, San Francisco-based travel writer seeking press trip, info
- Provided latest Norman Love product information in advance of Valentine’s Day for story response, pitching

Paradise Advertising Related Tasks, Activities

- Food Network print and online listings, collateral giveaway piece
- Copy edits for Meetings E-Scapes
- Rewrite Conde Nast Traveler advertorial section
- Extensive edits to Honeymoons.com online destination section tabs
- Rewrite Food Network advertorial copy
- JetBlue conference call, marketing partnership
- Request new branding images with embedded logo (new design) for use at presentations including VF Media Lunch in February
- Provided events to feature in Spring newspaper insert (Collinson).

Partner Activities

- New Hope Ministries, request group event info and press releases
- Angela: tour New Hope Ministries meeting facilities



- Work Florida Huddle with area partners:
 - Everglades Area Tours
 - Hilton Naples
 - Doubletree Suites by Hilton, Naples
 - Inn at Pelican Bay
 - Hilton Marco Island Beach Resort & Spa
 - Inn on Fifth
- Attend media preview of Rediscovering Egypt: The Collection of the Dahesh Museum of Art exhibit at The Baker Museum, Artis—Naples
- JoNell and Angela: Attend PRSA Gulfcoast Chapter meeting with Bruce Seigel from The Ritz-Carlton as speaker
- JoNell and Angela: Participate in Gulf Coast Clays tour and experience along with area hotel and group biz partners
- JoNell: Meet with Sea Excursions team

Digital – Buzzy Ford

New web CMS training – Buzzy & JoNell

Paradise Coast Website Launch: Still in Beta and will be until the event section of the website is fully functional. Continue to tweak and update content on a daily basis, including over 1,500 active listings, Major Annual Events, and website content.

Paradise Coast Facebook:

- Has acquired over 12,600 Likes
- Reached over 92,000 people in the US
- Reached over 1,000 people in Germany
- Reached over 690 people in the UK
- Reached over 493 people Canada
- Reached over 380 people in Brazil

Launched a two day “Big Game” \$1,500 Paid Advertising Campaign

- 1,669 Page Likes
- 172,877 (The number of unique people who saw ads from this campaign)
- Targeted Persons 25+ in the areas of New Jersey, Johnson City, Westchester, and outer areas.

Continuing to Grow & Develop Google+

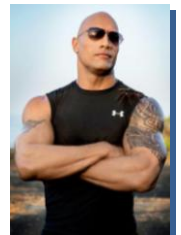
Athletes in Paradise Facebook Page: Surpassed 3,000 Likes



FILM OFFICE – Maggie McCarty

PRODUCTIONS

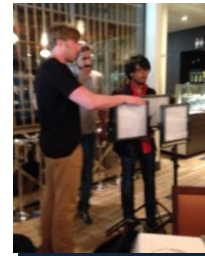
- **Independent Media – tv commercial**
National commercial for a golf company, scouting, 2-day shoot
Projected Impact: 201 room nights, \$300K spend
- **NFI – tv commercial**
An innovative consumer products company that markets several brands of nutritional supplements representing over 35,000 retail outlets shot a commercial featuring baseball great, Johnny Bench at the baseball diamond at Fleischmann Park.
- **Naples Illustrated/Palm Beach Media - print**
Worked with Katharine Lande, fashion editor at Palm Beach Media to find and secure location for seasonal beach layout. Shot at the Marco Island Marriott.
- **A Place in the Sun/ Freeform Productions-U.K. – tv series**
A British tv series about Brits buying property abroad. It focuses on resorts in warm or tropical destinations. Each episode features a couple or family who are in the market for a vacation home. They are shown a variety of properties at various price points. At the end of the program the audience learns which property the participants purchased. Florida is the number one state for overseas property buyers and attracts the highest number of British buyers. (Equivalent to “House Hunters International” in the U.S.)
- **TNT/Wake Up Call/Lucky Morning Productions – tv episode**
Reality series featuring Dwayne “The Rock” Johnson as he steps into help everyday people who are facing big challenges in their lives. Shot in the Everglades. B-Roll Everglades City.





- **CVB/Paradise Advertising - video**

Two week schedule of location shooting for CVB's branding video series. These videos will be shown in a number of markets as well as on the CVB website.



- **ABG World- PSA**

Local video co. produced promotional piece for Bayshore CAPA. Shot at Eagle Lakes Park.

WORKING LEADS

- PoileyWood Entertainment - film
- Discovery Channel – tv series
- Mindfield – tv commercial
- SON – indie film
- Let It Play Prods – indie film - *Nov. 2014 start date possible*
- Untitled Jeff Nichols project – feature film (WB)
- 25 – working title indie film - *Spoke with producer re: incentive app*
- KCS Prods. – indie film - *Sarasota film office sponsored speaking engagement*

OPERATIONS

- Reviewed and updated county permit procedures with 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)
- Site visit for Tourism Week Awards venue



- Proofing Film Florida membership brochure
- Meeting with Lee County CVB rep re: Tourism Week
- Review of draft changes to Entertainment Incentive Program
- Assisted HGTV/Departure Films project crew for Ft. Myers project

MEETINGS/CONFERENCES

- London BVE Show
An essential broadcast and production technology event with more than 300 exhibitors along with panels, seminars and workshops.
- Reception for U.K. film/television industry
Partnering with The Location Guide, several FL Film Commissions and the Governor's Office of Film and Entertainment host a reception for the film/tv industry in conjunction with the London BVE Show



Film Florida & The Location Guide
London Drinks Reception

Florida continues to be one of the most sought-after destinations for motion picture & television production so join us for drinks & learn more about shooting in the state.

Date: Wednesday 26th February 2014
Time: 6.30pm – 8.30pm
Venue: Sanderson Hotel, Billiard Room,
50 Berners Street, London W1T 3NG

Please RSVP by the 21st February 2014
to clara.le@thelocationguide.com





SPORTS COUNCIL – Chris O’Brien & Rob Wells

Development Activity

Assisted USAPA Pickleball with event at East Naples delivered visitor guides and giveaways. Event brought over 250 competitors and the event used the new dedicated Pickleball courts at East Naples.

Met with HITS Triathlon and attended Triathlon at Vanderbilt Beach.

Met with leaders of the Florida Fire Soccer Club to discuss upcoming FYSA Region Cup Tournaments.

Conducted site visit to the Springhill Suites and Fairfield Inn.

Attended Karate Do tournament at North Collier Regional. One day event had attendance of over 400 visitors.

Conducted site visit at North Collier and met with Hogan Lacrosse from Maryland to discuss possible March 2015 week training event.

Researched details of the United States Track and Field (UST&F) bid for National Convention. Convention would bring over 1200 delegates.

Met with Best Western front desk manager to discuss upcoming soccer and softball events.

Compiled list of possible available county parcels and met with Parks and Recreation.

Held meeting with Lee County and Charlotte County to discuss cooperative efforts for several possible events and tradeshow.

Complete bid for 2015 US Lacrosse National Championship regional. Event will feature elite level US Lacrosse teams from across the country.

Toured the New Hope Ministry on Davis Blvd. Facility includes gymnasium, banquet hall and fields.

Set up North Collier Regional for Perfect Game baseball to take place in May 2014. Events will bring up to 50 youth teams.

Attended Kelme Cup Soccer weekends at North Collier Regional Park – Three weekends brought 291 soccer teams to Naples and an estimated 8,000 visitors.



For upcoming April baseball tournament send out leads and set up room blocks for USSSA Baseball.

Attended Ace Group Classic and organized volunteers to answer questions and hand out visitor information.

Sports Event Production

<u>Event</u>	<u>Dates</u>	<u>Visitors</u>	<u>Room Nights</u>	<u>Est. Impact</u>
FYSA Soccer	2/8/14	1250	460	\$250,050
FYSA Soccer	2/22/14	1000	575	\$199,950
FYSA Soccer State	3/29/14	1025	700	\$180,000
USSSA Baseball	4/25/14	1000	500	\$299,925
ASA/ WSL Softball	2/28/14	480	240	\$216,000
ASA Softball	5/3/14	480	240	\$144,000
AAU Basketball	4/4/14	540	200	\$108,000
		5775	2915	\$1,235,925

Hosted
 5 Events

<u>Event</u>	<u>Dates</u>	<u>Visitors</u>	<u>Room Nights</u>	<u>Est. Impact</u>
HITS Triathlon 2014	1/10/14	1000	600	\$450,000
Kelme Cup	1/11/14	2835	1150	\$199,950
Kelme Cup Girls	1/18/14	2050	950	\$180,000
Kelme Cup Boys 11v	1/25/14	2840	1000	\$299,925
Naples Karate Do	1/25/14	400	100	\$45,000
		9,125	3800	\$1,174,875



OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

HIGHLIGHT OF THE MONTH:

We participated with **Visit Florida at Holiday World Show, Dublin Ireland – with brochure distribution.** The show expects to herald the start of a strong year for the Irish travel and tourism sector & held Travel Clinics facilitated by renowned travel journalist Eoghan Corry, with leading industry specialists hosting talks and answering visitor's questions on a range of travel related topics. We are in discussions with leading tour operators for a co-op campaign later this year.

MARKET UPDATE:

Dublin Airport Passengers Up 6% to 20.2m in 2013. The significant growth in passenger numbers was led by a record-breaking performance on transatlantic traffic, which saw a 13% increase during 2013. As a result of the strong growth in passenger numbers, Dublin Airport Authority (DAA) is paying a €5.6 million rebate in airport charges to a total of 40 airlines that increased their business at Dublin Airport during 2013. "Dublin Airport had an excellent performance last year," said Vincent Harrison, Dublin Airport Managing Director. "Passenger numbers increased across all areas of the business and Dublin Airport's growth outperformed the European average in every month of 2013." He added that the performance of the transatlantic market was particularly pleasing last year. "We saw a record 1.9 million people flying between Dublin and North America last year, as our airline customers added extra capacity to existing routes and we also saw the start of a new daily American Airlines service to JFK in New York."

Thomas Cook signs into Brand USA, new partnership to promote the States. Thomas Cook Group has signed a co-op marketing agreement with Brand USA to promote the destination to European holidaymakers. The multi-million dollar partnership will see the USA promoted across Thomas Cook stores, online and in-flight. Marketing will initially run three months in the UK, Germany, Belgium and the Netherlands with promotions, brochures, social media activity and the group's staff signed up to the Brand USA agent training tool. It will focus on favourites such as Florida and California as well as aiming to increase awareness in Texas, Hawaii and north eastern cities such as Boston, Philadelphia, Washington DC and New York. **The Thomas Cook partnership typifies this dynamic – Brand USA's ground-breaking, multi-channel, pan European Cooks partnership launched simultaneously on January 23rd in the UK, Germany Belgium and Netherlands. Early analytical feedback suggests exceptional trade and consumer engagement: significantly, the digital platform hosting the social 'United Stories of America' campaign achieved almost eight thousand entries in its first 24 hours of engagement, delivering rich content featuring users sharing and evangelising destinations and personal travel experiences across the United States – pre launch targets were set at five thousand entries for the entire three month period of the campaign.**



Britons set to spend more on 2014 holidays

Two new surveys suggest that UK consumer confidence is rising, with the majority of Britons expecting to spend more on their holidays this year than last.

E-commerce specialist, Webloyalty, reported that 68% of the poll will take a holiday this year, with 85% planning to spend the same as or more on their break than in 2013 - an average spend of £2,000. 26.2% planned to take a beach holiday abroad this year, up from 24.2% in 2013, and 17.2% a foreign city break, up from 15.9%.

Importantly, UK-based holidays are on the decline, with 16.9% taking a staycation in 2014, down from 19.8% last year.

As consumer confidence rises Brits are allocating more disposable income to spending on holidays, which will include spending more on trips abroad rather than in the UK.

A OnePoll survey on behalf of agency, Diffusion, found that 60% planned to increase their holiday spend this year. On average, Britons will raise their travel budgets by 14%, with 8% more than doubling their 2013 holiday spending.

Meanwhile, 17% plan to increase the number of holidays they take this year, 12.5% are looking to travel further afield and 10% will book a multicentre trip.

The report also examined the sources of information used by consumers when planning and booking their holidays, revealing that almost half rely on word-of-mouth recommendation, 30% are inspired by TV programmes, 29% consult review sites such as TripAdvisor, 15% seek ideas from friends' Facebook and Twitter photos and 8% read blogger reviews.

The report summarised its findings by asserting that destinations should deploy smart, integrated communications strategies which inspire wanderlust, making their offering unforgettable in the crowded market.

Kuoni has launched a click and connect retail initiative aimed at driving traffic to its website and then directing visitors to one of its holiday experts.

A 'Kuoni Expert Finder' button has been added to its website, which takes consumers to a summary of key destinations which links to their nearest expert. A web chat service has also been launched so customers' questions can be answered quickly online by a travel expert.

Kuoni reasoned that 'Click and collect' is a growing phenomenon in retail and that 80% of UK shoppers have now reserved products online for collection in store in the past year – up from 74% in 2011. John Lewis (leading UK department store) recently reported a 60% uplift in click and collect sales during the pre-Christmas trading period.



Kuoni believe that travel needs a different approach and that it's about creating a connected and seamless shopping experience – uniting online, call centre and in-store. Their 'Click & connect' strategy is designed with the clear aim of driving up web traffic but then steering visitors to speak with experts directly. Long-haul travel and complex travel itineraries need a combination of useful and inspiring online content combined with back up of a real travel expert to convert web browsers into bookers, they believe. **Kuoni now employs more than 150 personal travel experts throughout the UK who are all specialists in different parts of the world – including the United States.**

Overseas travel no longer a big deal for UK and Ireland consumers

A OnePoll survey on behalf of London City Airport has found that the average person in the UK has visited seven countries, while revealing that 31% of Britons have visited ten or more countries.

The seven countries most visited by British travellers are: France 66%; Spain 58%; the United States 41%; Germany 36%; Greece 34%; Italy 33%; and Belgium 33%.

Only 12% have visited Australia, 6% Thailand and Hong Kong, and 4% China and South Africa.

It also highlighted the cosmopolitan make-up of modern British families – 47% of people now having relatives living overseas, with the most common countries Australia, the United States, Canada, New Zealand and Spain.

Finally, the study found that 67% of Britons had travelled abroad at least once in the last 12 months, with 20% managing to get away twice and 8% having taken four trips or more - Overseas travel is no longer seen as a big deal and has become a normal activity for most.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
24-25 March	VISIT FLORIDA European Media Mission	Paris
26-27 March	VISIT FLORIDA European Media Mission	London
5-9 April	International Pow Wow - U.S. Travel Association.	Chicago, USA



MARKETING/SALES/PROJECTS & ACTIVITIES:

TOUR OPERATOR ACTIVITY

Virgin Holidays

We are currently activating the opportunity to co-op with the V Florida campaign aimed at launch date pre Easter period. This aim is to reach vast consumer audience using a complete integrated platform with a trade segment. More details to follow.

BA & BA Holidays

The details of the co-op V Florida campaign are to be confirmed with the planned date April launch. This target is consumer via the BA site – with more reach for the individual destination content. More details to follow.

Gulf Coast Clays at Port of the Islands

OMMAC met with Colin Burrows, President at Gulf Coast Clays, based in UK - to discuss plans on how to attract British clay shooters to the Port of the Islands Gun Club. This was a very successful meeting, with suggestions for possible angles to cover in the UK and a great opportunity to share experiences within the Paradise Coast area. Colin will be visiting Naples this month and OMMAC have highlighted his visit to the various properties & passed on helpful contacts prior to his trip. We will follow up with UK tour operators he can work with as he is from outside the travel industry. We have also requested a copy of the first UK news break – this can be found at <http://www.clay-shooting.com/news/shooting-in-the-gulf/>. Colin has also confirmed other materials in clay shooting publications in the UK in the forthcoming months. He also sent through an article in the important segment, Club Call, which will feature in the upcoming Clay Shooting USA magazine. In addition to this, Colin is also looking at doing a broadcast segment and is now chasing up with local stations for taped segment.

Trailfinders, UK

OMMAC supported Andrew Lambert, Trailfinders, for assistance with his contracting trip to Naples 18th & 19th January 2014. We worked with the Naples office to successfully plan a detailed itinerary, including a number of hotel site inspections secured through the CVB, as well as organising his transportation. This is post Florida Huddle and we've provided contact details for Andrew to contact our booth, to confirm any further details regarding his trip.

Carrier, UK

OMMAC working with Carrier, UK luxury tour operator, offering tailor made holidays worldwide. They were seeking assistance for high-end villas in Naples – which was requested via the Naples office & passed onto the client.



Ocean Holidays

They are expanding their villa programme into our area & we are working with them to obtain a suitable date for a training day

TRADE EVENTS

Planning for the Visit Florida Media Mission, Paris and London, 24th – 28th March 2014

OMMAC have confirmed participation in this year's Mission, which will include events in both Paris and London. Estimated target is a mixture of interesting platforms, tactical ideas, air seat opportunities and celebrity agency black books to tie in with print media and travel.

Researching possible opportunity with TravMedia's International Media

Marketplace, London, 3rd March 2014 – London. TravMedia UK's second **International Media Marketplace (IMM)**, an exhibition-style event bringing together top travel and lifestyle journalists with brands from across the international travel and tourism sectors. IMM is a day-long event showcasing the travel industry to leading journalists, broadcast and editors.

IPW (PowWow), Chicago, April 5th – 9th 2014

Prior to this year's IPW, OMMAC have assisted the Naples office with a target list of 44 company names including UK/Ireland, Scandinavia & France, of key tour operators for meetings during IPW. The Naples office will select online with IPW direct, in order to coordinate with the other European office & industry partners.

Brand USA USA megafam - Seven itineraries across 21 states. Brand USA, British Airways and American Airlines have announced the destinations and route for the 2014 megafam this May. There will be seven itineraries covering 21 states in the trips, including Florida and all ending in Austin, Texas for the grand finale.

We are in discussion with Brand USA UK office to have a segment within the Florida itinerary.

UK and Ireland-based travel agents will have to log sales with British Airways and American Airlines to enter, as well as complete two specialist modules on its training website. "The inaugural Megafam was hugely successful for us – both in terms of reinvigorating agents' passion for the U.S. and creating value for our partners. The aim is to supply travel agents with the knowledge and assurance they need in order to sell more of the USA as a holiday destination, and to ensure the United States is kept top of mind with agents and their customers," said Chris Thompson, president and CEO of Brand USA.

All Florida Tour Operators

Working with all operator options & planning for the remainder of the year.

TRADE MARKETING/PROMOTIONS

Assisted Naples European CVB office with original logo for the IAGTO award winners, to include into future presentations, press releases etc.



VISIT FLORIDA Travel Guide

Visit Florida are currently working on their new travel guide with BMI Publishing, an award-winning publisher producing innovative trade and consumer solutions, both in print and online. The travel guide will be distributed to VISIT FLORIDA’s key tour operators, trade and consumer, as well as media. This will include a list of ‘useful contacts’, in which we have provided Florida’s Paradise Coast listing for the travel guide.

IAGTO – Florida’s Paradise Coast Destination Article

OMMAC has assisted with this article, from a request received from Florida’s Golf Guide who is running an editorial, in the State's Official Golf Guide. OMMAC have provided feedback on the editorial release, which was previously distributed to the international market, following our award win at the AIGTO awards for **Golf Destination of the Year – North America**, in which we had made some minor edits, included photo of the award presentation and winner’s logo, as well as content from our destination update.

PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:

CONTACT	ACTIVITY	RESULT
Lotus UK PR	With The Beaches of Fort Myers & Sanibel, one of the focuses for Lotus UK PR is to target the golf sector and host a group press trip in early summer 2014, we have received an opportunity to help support a multi-destination Florida Golf group trip.	Unfortunately this opportunity fell through, as they felt Naples, Marco Island & Everglades are too close to TBFM&S and the product is too similar. We will follow up on this as we work closely on the trade side & in the PR state side.
Social Media: Facebook and Twitter	Develop the Paradise Coast UK Facebook page and Twitter account. We plan to launch in Q1 2014.	We have planned a Facebook advertising campaign to grow our UK fan base involving ads and followed later by a competition. We feel we need this in place to boost the number of fans and interactivity.



DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Natasa Manic

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

Tour Operator	Achievement	Cost
DERTOUR & Meier's Weltreisen	Secured a destination training session for their North America call center agents to be held on March, 13, 2014	-
Thomas Cook / Neckermann	Negotiated and confirmed marketing campaign for 2014: We agreed to participate in the Neckermann truck promotion again which will run in March 2014. Additionally we confirmed a facebook campaign with Thomas Cook: In June NAP will be "the destination of the week".	USD 4470

✧ **Swiss Accounts**

Tour Operator	Achievement	Cost
Skytours	Negotiated and confirmed newsletter campaign. We could secure the first position in the newsletter. Negotiated the feature for 2 additional hotels foc.	USD 1500

✧ **Benelux Accounts**

Tour Operator	Achievement	Cost
Jan Doets	Received the latest travel brochure in which we could secure the inclusion of Naples 2 full pages. We have not been features in their last brochure.	-



✧ **Secondary Accounts**

Tour Operator	Achievement
Amerikareisen.at	<p>In addition to the travel brochure, the tour operator has sent out a dedicated Florida newsletter to 3,286 of their customers. The last part of the campaign included the inclusion of the folder to the magazine "Golden Age" with a circulation of 6,000 of the folders have already been produced for travel shows. Please find a copy of the newsletter by clicking on the following link:</p> <p>http://www.canadareisen.at/index.php?option=com_acymailing&ctrl=archive&sk=view&mailid=23&key=408fd1882e2a7d7bd2cacf1e7038225d&subid=1582_2360864cedecf1909375e8e159c8364f2d&tmpl=component&acm=1582_23</p>

TRAVEL AGENTS

- ✧ Sales calls: Total of **27** personal visits to travel agents in Regensburg, Bavaria and in Southwest Germany
- ✧ Booking Assistance: Assisted 1 agency requests on tours and accommodations
- ✧ Support: Supported 1 agency from the Netherlands with brochures and information as a follow up to Vakantiebeurs. Further supported 1 agency from Belgium with 20 copies of visitor guides.

EVENTS

- ✧ **Vakantiebeurs**
 - Dates: January 15-19, 2014
 - City: Utrecht
 - Profile /Number of attendees: 117,073 (2013: 102,393)
 - Feedback: Participated with brochure distribution only, but according to Visit Florida, especially the weekend was very busy. People showed a great interest in Florida

- ✧ **Consumer Show CMT**
 - Dates: January 11-19, 2014
 - City: Stuttgart



- Visit USA booth members: Wiechman Tourism, Great Lakes, Faszination Fernweh, Explorer Fernreisen, Colorado, Utah, Arizona, New England, Universal Studios Orlando, Best Western, Kansas/Oklahoma, Fairflight, United Airlines
- Profile /Number of attendees: 241,000 consumers (2013: 211,000)
- Feedback: This year, the show has set an all-time record in terms of visitor numbers! The weekends were fantastic, with many many visitors that had already specific travel plans and wanted some help in planning the details. NAP has received excellent feedback from those that have been there and gained great interest by those that are yet to travel there. Even during the weekdays, there were people continuously visiting the booth and showing a clear interest in Florida's west coast. The show has always been the biggest and longest show in Germany but this year was beyond all previous ones.

✧ **Vakanz**

- Dates: January 17-19, 2014
- Cities: Luxembourg
- Profile /Number of attendees: Over 20,000 consumers (2013: approx 17,000)
- Feedback: We have participated with brochure distribution only, yet could receive some useful feedback from Visit USA. Compared to last year, the show has gained some more visitors. People have showed a great interest in Florida, which seems to be a major destination for Luxembourg, year-round. The surface of the show was...like the country very small. 175 exhibitors roughly divided in 2 zones : European countries and worldwide. Visit USA was distributing brochure in the USA Section of Sales Lentz.

Every day, in the USA section at least 5 people were available to inform visitors and during the whole show, we were at all time busy! Florida is really in the pipe! It is a winter destination just as the Caribbean. Luxembourgers go there for the beaches and the sun in the winter and for family fun holidays in the summer.

They seem to be very attracted by the West Coast of Florida in general and quite surprisingly for me, not that much by Miami (which is usually the most request in Belgium).



✧ **Ferienmesse Wien**

- Dates: January 16-19, 2014
- Cities: Vienna
- Profile /Number of attendees: 150,367 consumer (2013: 147,759)
- Feedback: We have participated with brochure distribution only through Visit USA Austria. The feedback was very positive, many requests for Florida, especially the west coast. The St. Pete area remains the main beach destination, where people tend to stay several days. Yet, while people used to request 1-2 nights in the Sanibel / Captiva area, they know prefer Naples due to the nicer downtown area. People appreciate the close proximity to the Everglades and the charm of the town Naples.

✧ **Ferienmesse Linz**

- Dates: January 23-25, 2014
- Cities: Linz
- Profile /Number of attendees: 15,964 consumer (2013: 16,572)
- Feedback: We have participated with brochure distribution only through Visit USA Austria. The show appeared to be a little slower than last year, yet, consumers were all very interested and one could detect definite travel plans and great feedback for the destination.

✧ **Registrations / Preparations**

- Preparation for IPW 2014 (APR 2014):
 - Evaluated IPW delegates and provided the CVB with a list of TO accounts from DACH and Benelux market, listed in order of priority, who we would like to meet at IPW.
- Preparation for consumer show Reisen Hamburg (Feb 2014)
- Preparation for consumer show free Munich (Feb 2014)
- Preparation for Visit USA Seminar in Austria (Feb 2014)
- Preparation for ITB Berlin(Mar 2014):
 - Appointments: Sent out appointment invitation to trade partners and coordinated appointment schedule
 - Inventory: Developed a new layout for our annual inventory that will be provided for ITB. Started collecting the pages of all main tour operators in Germany, Austria and Switzerland
 - Market Update: Gathered information about DACH and BENELUX markets to prepare an updated market analysis of those countries.
- Preparation for DERTOUR Ferne Länder roadshow (Feb 2014)



✧ **Famtrip**

- Contacted Airberlin twice in order to discuss potential opportunities for a joint famtrip. Awaiting reply.

MARKETING

Type of Activity	Details	Cost
Facebook advertising	Concluded the facebook advertising campaign very successfully. The campaign has caused an increase in fan numbers by 812.	
Dedicated NAP Newsletter	Sent out a travel agent newsletter featuring the IAGTO award, our strong presence at consumer shows and the USA Today Readers Choice voting. It was sent out on January 08 th to a total of 2843 contacts in Germany, Switzerland and Austria. Please find a copy of the newsletter attached.	
Facebook	# posts: 8 #fans: 6,369	

MEDIA / PR

✧ Inclusion in travel magazines

- TIP Austria: Finalized and approved NAP ½ page advertorial in the USA folder, a 35-page TIP supplement that will be distributed among other at the Visit USA Austria seminar in February 2014.

CONSUMER

- ✧ Brochure fulfillment: 24 in total
- ✧ Travel Support: Assisted 4 consumers with their travel planning and choice of accommodation.



HIGHLIGHTS IN FEBRUARY

- ✧ Participation in Visit USA Switzerland seminar in Zürich, February 05, 2014
- ✧ Participation in Visit USA Austria seminars in Linz & Graz, February 06-07, 2014
- ✧ Participation with brochure distribution in consumer show Reisen Hamburg, February 05-09, 2014
- ✧ Participation in DERTOUR Ferne Länder roadshow, February 10-14, 2014
- ✧ Participation in consumer show free Munich, February 19-23, 2014
- ✧ Travel agency sales calls in Bavaria, February 18-20, 2014

MARKET NEWS

2013 ends with sales pick-up 2014)

(Source: fvw, January 17,

German travel agents saw a good pick-up in sales in December 2013 after weak demand in the previous few months, according to surveys.

The long festive break over Christmas and New Year appears to have paid off for the German tourism industry, the latest monthly survey of 1,200 tourism-focused agencies by market researchers GfK indicated. Bookings increased by 6.4% last month compared to a rise of just 2.1% in December 2012.

Demand for winter holidays was good with a 6.3% bookings increase last month. Cumulative winter bookings are now 3.8% ahead of the previous year. There is a massive 42% increase in April bookings, mostly due to this year's late Easter, which more than compensates for the 13% drop in March bookings.

However, Germans were also just as interested in booking their summer holidays last month. Sales of summer holidays grew by 5.9%, with bookings for June and August soaring by 20%. Demand for May and July was lower than last year, however.

Cumulated bookings for summer 2014 are now 7.5% higher than one year previously. In contrast, the monthly TATS survey of 2,400 travel agencies, which mostly focus on business travel, reported a 3.8% fall in December booked sales, with leisure travel sales slightly lower. However, advance tourism sales for the year ending October 2014 are 2.3% higher. For 2013 as a whole, TATS reported a slight 0.8% rise in leisure travel sales.



Germans plan to travel more 2014)

(Source: fvw, January 10,

Germans plan to travel and spend more this year, according to two major consumer surveys. Long-haul destinations and niche holidays could be among the winners. Consumers want to travel more in 2014 than last year and are interested in trying out new types of holidays, according to the annual Reiseanalyse survey conducted by the FUR market research organization. This year 25% of Germans want to travel more, compared to 24% last year, while 30% plan to spend more on travel, compared to 28% last year. These are the highest 'more' figures for the last few years, reflecting the stable consumption climate and low unemployment in Germany.

More than 75% of Germans have already started planning their 2014 summer holiday, and a high 45% plan to travel this year to a new destination. As many as 17% want to try out a completely different kind of holiday trip, according to the representative survey of 2,500 people aged over 14.

Martin Lohmann, FUR adviser, said that growth could be expected this year in segments such as cruises, wellness, cycling and hiking holidays. Long-haul destinations and Scandinavia would be among the destination winners in 2014. However, the main destinations and holiday types will still remain popular for most Germans this year. Germans are generally very satisfied with their holiday experiences, whether booked as a package or individually. The top destinations in terms of customer satisfaction are Croatia, the Canary Islands, Italy and Turkey, the RA survey found.

Meanwhile, every second German would like to take a long-haul holiday or is actively planning one, according to a separate survey of 1,000 consumers by TNS Emnid commissioned by TUI. So far, 45% of Germans have been on a long-haul trip at some time, but 55% have not.

The survey also found that travel agencies remain the most popular booking channel for 44% of Germans, including 65% of over-60 year-olds. Younger Germans prefer to book through a combination of internet and travel agency, however.

TUI, Cook dominate European tourism market 2014)

(Source: fvw, January 03,

TUI and Thomas Cook dominate the European tour operators market, according to an fvw overview. TUI, with tour operator revenues of €18.3 billion in 2012, is significantly bigger than Thomas Cook, which had revenues of some €11.3 billion that year, an fvw ranking of the top ten European tour operators shows. (Figures for 2013 are not yet available for many companies.)

Together, Europe's two leading leisure travel groups, which have combined market shares of more than 50% in major source markets such as the UK, Scandinavia, Netherlands and Belgium, and more than 30% of the German market, are well ahead of other major tour operators.



Kuoni is Europe's third-largest tour operator, based on its 2012 turnover of nearly €4.8 billion. In 2013, however, the Swiss group sold off loss-making tour operator businesses in several European countries, including Benelux, France, Spain and Russia. Instead, the group is building up its destination management services and its Asia business. In contrast, Germany's DER Touristik, in fourth place with 2012 revenues of €4.65 billion, grew moderately in 2013.

Two more German tour operators, FTI and Alltours, occupy the sixth and seventh positions with 2012 revenues of €1.8 billion and €1.6 billion respectively. Club Med is the eighth-largest European tour operator with revenues of €1.5 billion in 2012. With its new Chinese investor, the French group is now re-focusing on growth in Asia as well as higher-value resorts. In contrast, Italy's Alpitour, with 2012 revenues of just over €1 billion, and Switzerland's Hotelplan (€975 million revenues) are aiming to improve profitability and strengthen various weak business activities.

Among a diverse mix of tour operators with three-digit million revenues are competitors such as the Scandinavian Primera Group (€650 million revenues), loss-making French group FRAM (€450 million) and Russian firms such as Pegas, Tez Tour and OTI. One prominent victim of tough trading conditions in many European markets was OAD, the third-largest Dutch tour operator which declared insolvency last year.



VISITOR CENTER REPORTS- Lori Lou Wadell

January 20, 2014 thru January 31, 2014

1. Visited RSW Airport to visit Information Center. Met with manager.
2. Visited Naples Airport to restock Visitor Guides, Paradise Coast Guides and Maps.
3. Attended January 27th, 2014 TDC Meeting
4. VIC traffic counter mounted on front & back doors. Data retrieval operational.
5. FAM Tour scheduled for Naples Zoo.
6. Visited Big Cypress Welcome Center. Restocked Paradise Coast Visitor Guides & Maps.
7. Ordered Paradise Coast Visitor Guides and maps for Marco & Everglades.
8. Set up FAM tours to LeMasque Facial Bar-Tuesday, Feb 11, 18 & 25th at 10:00am.

February 2014

1. Visited with Miromar Outlets manager and updated visitor information delivered to them.
2. Assist in recruiting Naples VIC volunteer staff for Ace Group Classic- Twin Eagles- Feb 14-17.
3. Referred AAA Travel writer, Beth Hey, from Kansas City to JoNell for story facts, FAM info.
4. Organized FAM tour of Whole Foods.
5. Attended CVB Monthly Staff Meeting on Feb 4th, 2014.
9. Attend CVB Roundtable at Edgewater Beach Resort Feb 7th, 2014.
10. Credentials for volunteers to enter ACE Golf Classic ready at VIC.
11. Contributed maps and visitor guides for booth at ACE Classic.
12. Attended Southwest Florida Concierge & Services Assoc Mtg. at Naples Zoo Feb 11th, 2014.
13. Updated January visitor counts for all Collier County Visitor Information Centers
14. Ordered Visitor Guides and Maps for Big Cypress, Oasis and Everglades Visitor Centers
15. FAM trip scheduled for Conservancy & Good Fortune Boat Trip for March 13 & 20, 2014.
16. Stocked VIC with Big Cypress Maps and calendar of events.
17. Gave Big Cypress bundles of Visitor Guides and Maps from Naples VIC.
18. Managed daily operation of VIC and staffing.
19. Attending BID Marketing Meeting on February 19th, 2014
20. Updated calendar of events and distributed.



VISITOR CENTERS TRAFFIC

	Big Cypress	Oasis	Everglades	Immokalee	Marco	Naples	YR Total
Jan-11	5034	12055	2220	125	1007	2736	23177
Jan-12	6401	13,601	11,000	198	1033	5285	37,518
Jan-13	5736	13,941	9225	N/A	1163	4777	34,842
Jan-14	7,014	13,499	11,185	91	1275	4,018	37,082
Feb-11	6986	15,564	2881	194	1546	4363	31534
Feb-12	7943	17,595	12,840	227	1465	5099	45,169
Feb-13	7950	13,542	8424	1105	1404	4488	36,913
Feb-14							
Mar-11	5984	15,101	3100	195	1376	2872	28,628
Mar-12	7226	16638	18,300	361	1011	3774	47,310
Mar-13	8693	13632	12,991	402	1559	3774	41,051
Mar-14							
Apr-11	3297	8810	2575	189	520	2018	17409
Apr-12	4308	9603	10,810	367	482	3112	28,682
Apr-13	5250	8389	8675	1200	750	2473	26,737
Apr-14							
May-11	1778	5492	1600	186	448	1656	11160
May-12	2360	5660	5435	315	529	1595	15894
May-13	3009	5730	5275	350	473	1436	16,273
May-14							
Jun-11	1881	4796	2235	155	445	1286	10798
Jun-12	1972	4185	4250	210	303	1299	12,219
Jun-13	2254	4153	4166	189	354	1376	12,492
Jun-14							
Jul-11	2182	6024	5189	185	573	1629	15782
Jul-12	2417	5609	5893	250	340	2015	16,524
Jul-13	2431	4253	6835	62	413	1703	15,697
Jul-14							
Aug-11	1895	3999	4577	207	463	1867	13008
Aug-12	1658	3991	6549	345	390	1128	14,061
Aug-13	1757	3800	5169	119	385	1316	12,546



Aug-14							
Sep-11	1268	3881	3196	220	279	1104	9948
Sep-12	1191	3029	3893	200	268	1279	9860
Sep-13	2534	1198	3441		392	1206	8771
Sep-14							
Oct-11	1704	5459	5035	237	481	2481	15397
Oct-12	1804	4296	5683	150	306	2095	14334
Oct-13	917	2315	5206	476	501	1610	11025
Oct-14							
Nov-11	2743	7734	6200	357	647	2517	20198
Nov-12	3024	7669	6816	170	530	2263	20472
Nov-13	10,510	7,407	7,022	598	513	2105	28,155
Nov-14							
Dec-11	5739	13,851	7962	327	682	2399	30960
Dec-12	3925	11,193	7984	180	540	2547	26369
Dec-13	5363	10,079	7391	461	543	2730	26567
Dec-14							
FY 2011	40,491	102,766	46,770	2,577	8,467	26,928	227,999
FY 2012	44,229	103,069	99,453	2,973	7,197	31,491	288,412
FY 2013	56,404	88,439	83,820	4,962	7,937	28,994	270,556
FY 2014	7,014	13,499	11,185	91	1,275	4,018	37,082