

MARKETING PARTNER REPORTS

February 24, 2014



Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research

January 2014

Presented to:

The Collier County Tourist Development Council

Presented by:

Research Data Services, Inc.

February 24, 2014

Economic Indicators

Jobs Report Update

Wintry Mix | January's jobs report

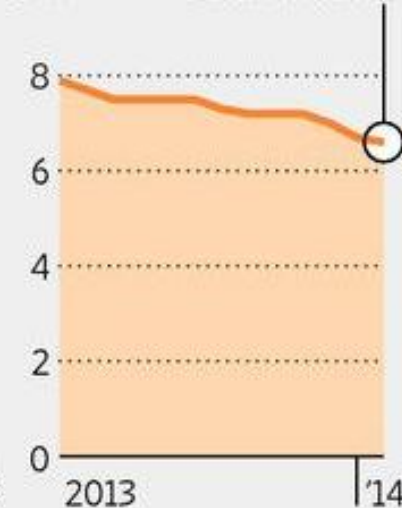
Nonfarm payrolls

Change, in thousands



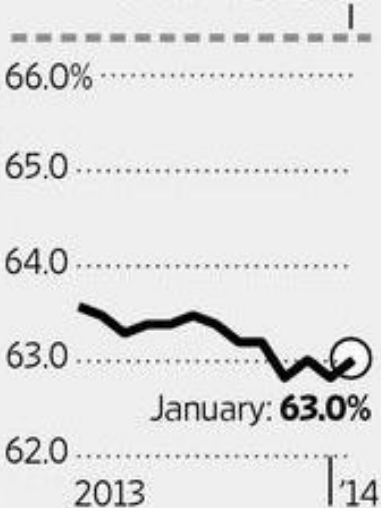
Unemployment rate

January: **6.6%**



Labor-force participation rate*

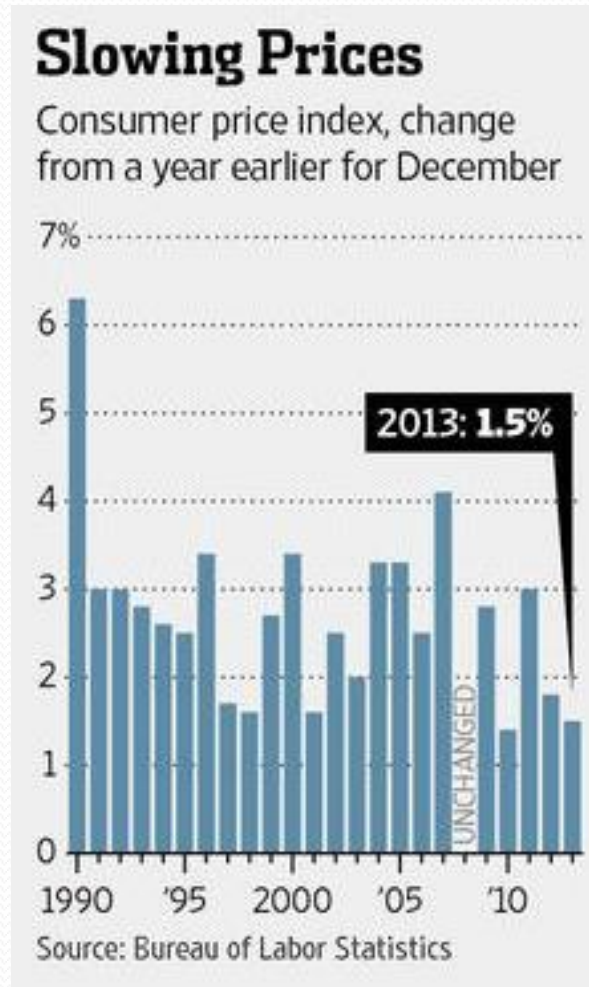
Average rate from 2000-06: **66.4%**



*Share of those 16 and older, working or looking for work Note: Seasonally adjusted data

Source: Labor Department

Consumer Price Index



Annual 2013

(January – December)

Collier Visitor Profile



Number of Visitors/

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Economic Impacts of Tourism

Collier Annual 2013 (Jan. – Dec.)

	<u>2013</u>	<u>Δ %</u>
Number of Visitors	1,668,200	+6.1
Room Nights	2,370,800	+4.7
Economic Impact	\$1,611,514,101	+12.3

Research Data Service Occupancy/ADR

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Annual 2013 (Jan. – Dec.)

	Occupancy			ADR		
	<u>2012</u>	<u>2013</u>	<u>% Δ</u>	<u>2012</u>	<u>2013</u>	<u>% Δ</u>
January	74.8%	75.8%	+1.3%	\$168.7	\$178.3	+5.7%
February	86.6%	89.6%	+3.5%	\$253.8	\$275.5	+8.6%
March	92.2%	93.4%	+1.3%	\$260.1	\$288.3	+10.8%
April	78.0%	81.4%	+4.4%	\$223.3	\$224.9	+0.7%
May	67.6%	70.7%	+4.6%	\$160.9	\$170.8	+6.2%
June	61.9%	65.2%	+5.3%	\$141.4	\$146.7	+3.7%
July	66.3%	68.6%	+3.5%	\$115.5	\$123.5	+6.9%
August	51.1%	57.0%	+11.5%	\$110.7	\$117.7	+6.3%
September	49.7%	54.0%	+8.7%	\$108.7	\$104.9	-3.5%
October	61.9%	67.7%	+9.4%	\$122.1	\$131.9	+8.0%
November	69.6%	74.2%	+6.6%	\$138.6	\$146.1	+5.4%
December	67.5%	71.8%	+6.4%	\$189.1	\$206.3	+9.1%
ANNUAL AVERAGE	68.9%	72.5%	+5.2%	\$166.1	\$176.2	+6.1%

STR Occupancy/ADR/RevPAR

Collier Annual 2013 (Jan. – Dec.)

	Occupancy		ADR		RevPAR	
	2013	% Δ	2013	% Δ	2013	% Δ
Naples MSA	65.8%	+6.3%	\$185.34	+6.7%	\$121.89	+13.5%
Naples Upscale	74.5%	+6.9%	\$237.12	+7.1%	\$176.60	+14.4%
Miami-Hialeah	77.9%	+1.8%	\$176.66	+8.1%	\$137.60	+10.1%
Florida Keys	79.1%	+5.4%	\$233.03	+9.1%	\$184.25	+15.0%
Ft. Myers	60.5%	+6.8%	\$129.24	+2.8%	\$78.22	+9.8%
Sarasota-Bradenton	63.9%	+3.6%	\$117.38	+1.9%	\$75.05	+5.5%
Clearwater	66.1%	+4.0%	\$119.74	+3.2%	\$79.11	+7.4%
St. Petersburg	67.2%	+2.3%	\$121.06	+3.6%	\$81.30	+5.9%
Palm Beach County	71.6%	+6.3%	\$145.84	+3.5%	\$104.47	+10.0%
Ft. Lauderdale	74.7%	+3.2%	\$119.33	+4.1%	\$89.20	+7.5%

SOURCE: SMITH TRAVEL RESEARCH, INC.

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Visitor Origins

Collier Annual 2013 (Jan. – Dec.)

	# of Visitors 2013	Δ %
Florida	615,494	+6.1
Southeast	105,358	+1.4
Northeast	305,996	+7.5
Midwest	264,495	+5.8
Canada	46,921	+11.9
Europe	254,268	+5.7
US Opp Mkts	75,668	+5.6
Annual 2013	1,668,200	+6.1

European Visitation Data

Collier Annual 2013 (Jan. – Dec.)

	% Share	# of Visitors 2013	Δ % '12-'13
Central Europe	41.3	105,126	+5.8
U.K.	42.0	106,667	+4.3
Other	16.7	42,475	+9.1
Total European Markets	100.0	254,268	+5.7

January 2014

Collier Visitor Profile



Visitation/Economic Impacts of Tourism

Collier January 2014

	<u>Jan 2013</u>	<u>Jan 2014</u>	<u>'13-'14 Δ %</u>
Visitors	167,000	180,600	+8.1
Room Nights	223,200	233,300	+4.5
Economic Impact	\$131,724,333	\$150,317,103	+14.1

RDS Occupancy/Room Rates

Collier January 2014

	<u>2013</u>	<u>2014</u>	<u>%Δ</u>
Occ.	75.8%	79.0%	+4.2%
ADR	\$178.3	\$193.3	+8.4%

Smith Travel Occupancy/ADR

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Collier January 2014

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	73.6%	+1.3%	\$220.86	+5.3%	\$162.45	+6.7%
Naples Upscale	81.6%	-2.8%	\$281.03	+5.4%	\$229.26	+2.5%
Miami-Hialeah	81.7%	-1.7%	\$221.42	+5.5%	\$180.99	+3.7%
Florida Keys	84.9%	+9.5%	\$256.21	+13.0%	\$217.61	+23.7%
Ft. Myers	71.4%	+9.0%	\$129.42	+5.3%	\$92.38	+14.8%
Sarasota-Bradenton	68.4%	+9.7%	\$114.63	+4.6%	\$78.42	+14.7%
Clearwater	64.0%	+9.6%	\$104.61	+0.8%	\$66.95	+10.5%
St. Petersburg	62.8%	+4.3%	\$113.29	+1.5%	\$71.12	+5.9%
Palm Beach County	81.6%	+4.6%	\$185.79	+10.7%	\$151.70	+15.8%
Ft. Lauderdale	83.2%	+3.9%	\$150.11	+6.2%	\$124.95	+10.4%

Smith Travel Occupancy

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Collier January 2014

Occupancy (%)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
Naples MSA	35.7%	+11.7%	35.7%	-7.9%	73.6%
Miami-Hialeah	54.8%	+0.9%	23.1%	-7.3%	81.7%
Florida Keys	68.4%	+3.9%	15.9%	+43.2%	84.9%
Ft. Myers	51.1%	+24.5%	18.0%	-18.1%	71.4%
Sarasota-Bradenton	46.9%	+8.1%	21.4%	+13.4%	68.4%
Clearwater	37.3%	+25.6%	26.7%	-6.9%	64.0%
St. Petersburg	39.1%	+6.7%	22.7%	-0.8%	62.8%
Palm Beach County	51.9%	+1.2%	28.6%	+11.8%	81.6%
Ft. Lauderdale	52.6%	+0.6%	25.7%	+12.4%	83.2%

Smith Travel ADR

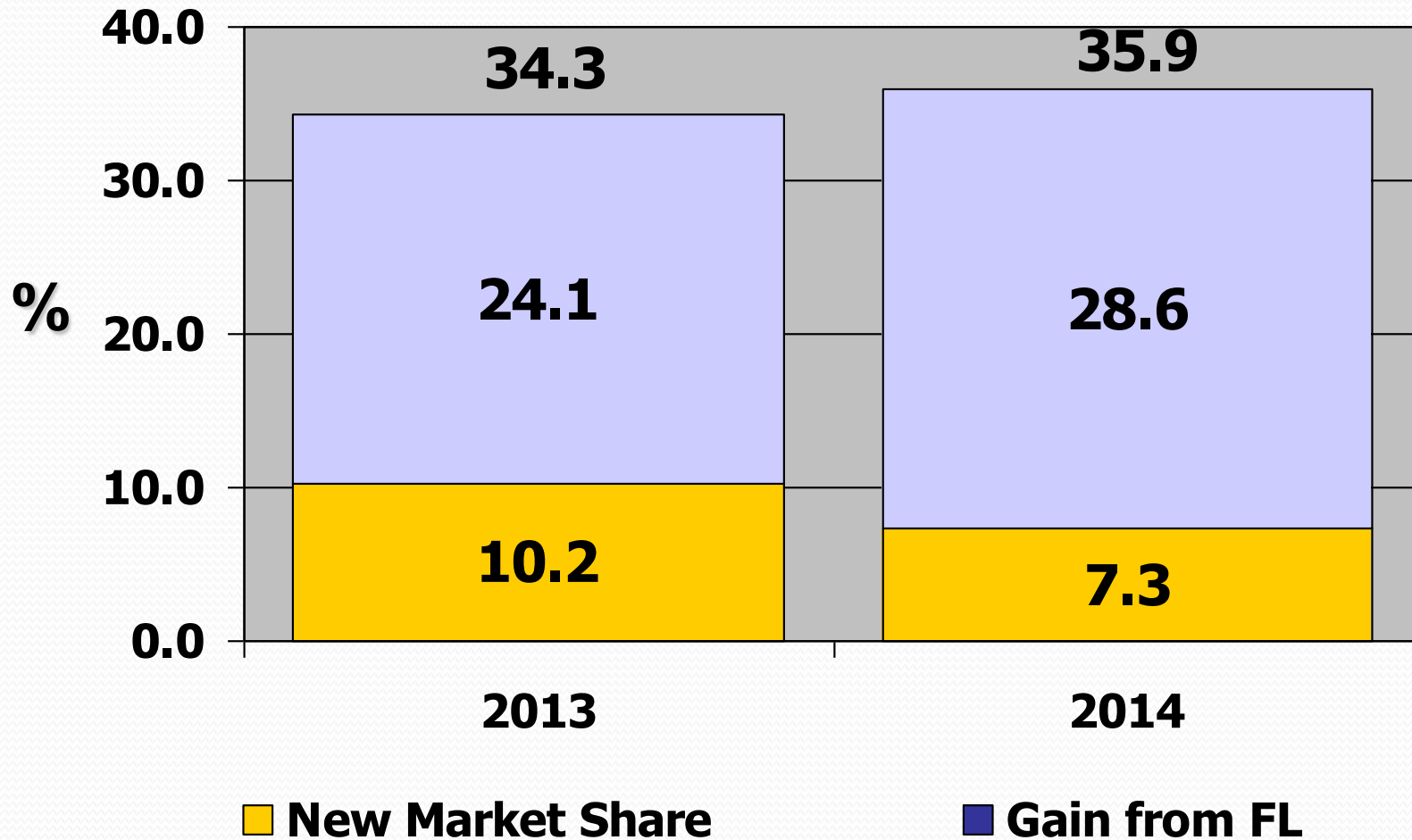
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Collier January 2014

	ADR (\$)				Total
	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	
Naples MSA	\$247.25	+3.5%	\$202.91	+5.5%	\$220.86
Miami-Hialeah	\$238.21	+4.8%	\$203.70	+6.0%	\$221.42
Florida Keys	\$265.16	+14.6%	\$220.47	+7.9%	\$256.21
Ft. Myers	\$133.12	+6.1%	\$124.25	-0.4%	\$129.42
Sarasota-Bradenton	\$117.00	+6.4%	\$109.88	+0.7%	\$114.63
Clearwater	\$103.73	-3.7%	\$105.85	+6.1%	\$104.61
St. Petersburg	\$109.08	-0.7%	\$122.48	+5.9%	\$113.29
Palm Beach County	\$190.76	+13.7%	\$181.60	+4.9%	\$185.79
Ft. Lauderdale	\$150.73	+6.5%	\$163.67	+3.0%	\$150.11

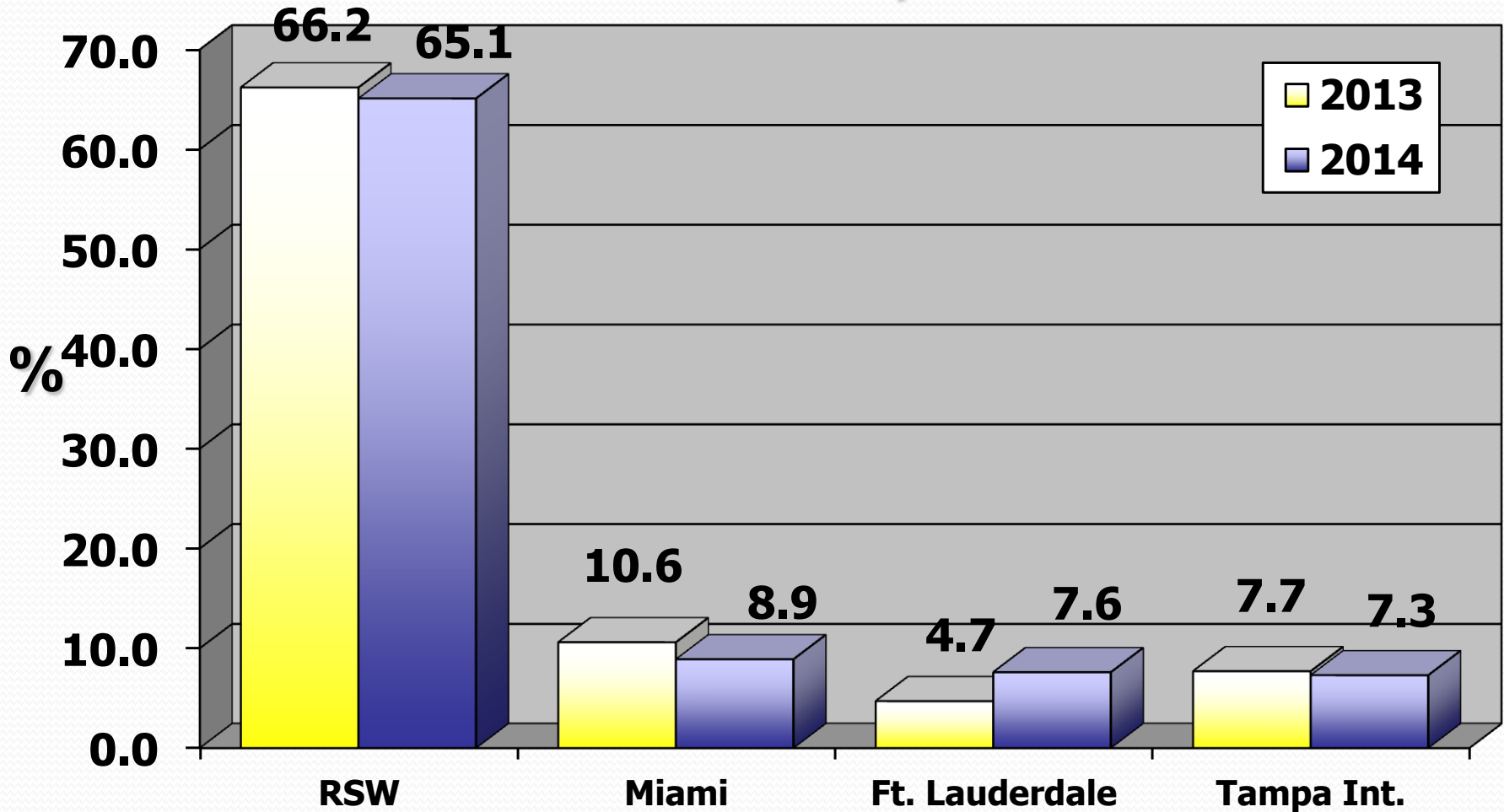
First Time Visitors (% Yes)

Collier January 2014



Airports of Deplanement (*Top Four*)

Collier January 2014



Visitor Perceptions

Collier January 2014

	<u>Jan 2013</u>	<u>Jan 2014</u>
Satisfaction <i>(combined)</i>	98.9%	96.8%
Would Recommend	94.2	94.5
More Expensive	16.6	14.6
Plan to Return	94.4	93.4

Average Age/Median Income

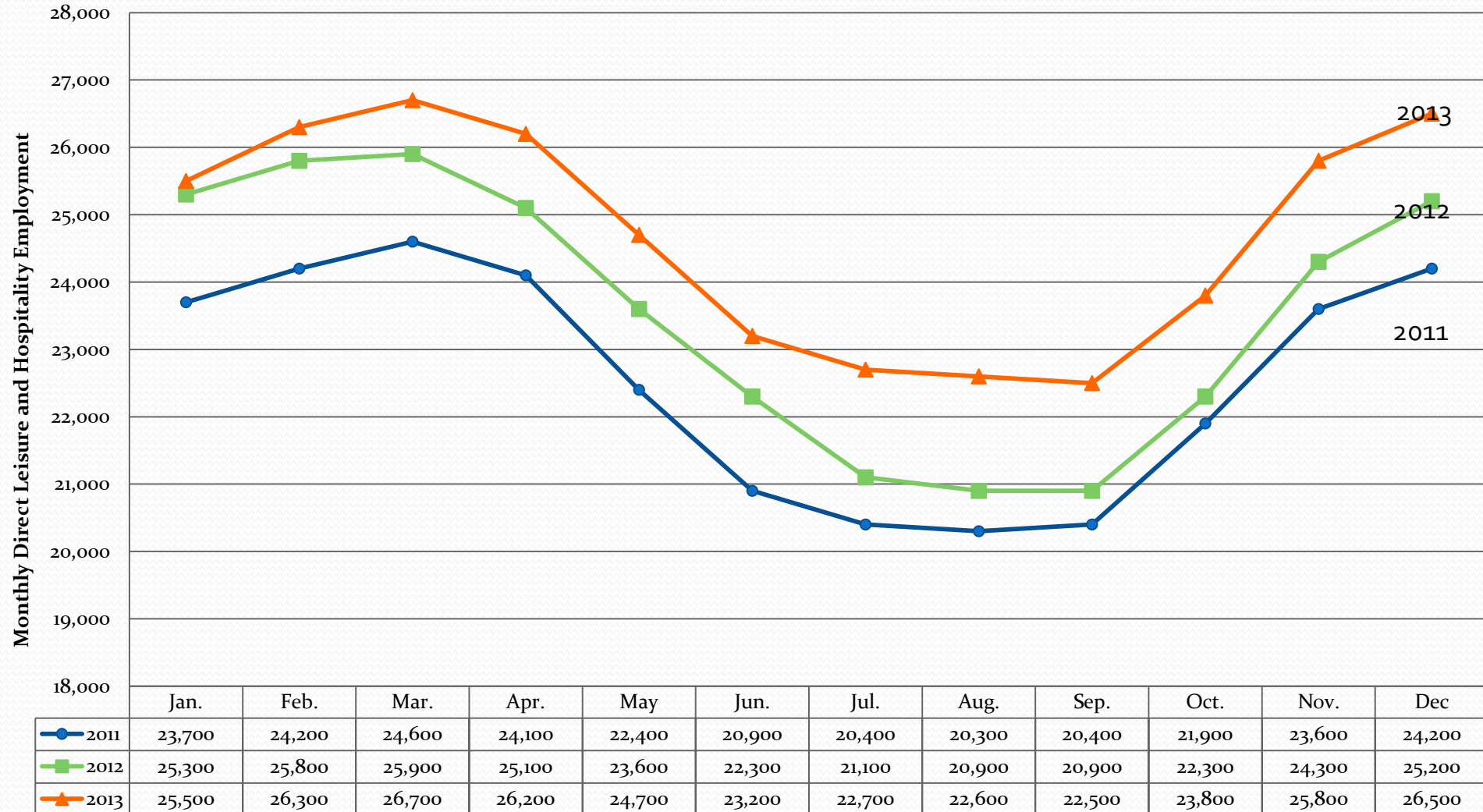
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Collier January 2014

	<u>Jan 2013</u>	<u>Jan 2014</u>
Average Age (yrs)	50.1	50.8
Median HH Income	\$150,881	\$151,122

Collier Employment Statistics

Collier Direct Leisure and Hospitality Employment (Calendar Year)*



* Source: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector (01-24-14). (In first quarter of 2013, 2011 and 2012 data was revised.)

Executive Summary

Collier January 2014



Visitor Metrics

Collier January 2014

- ❖ This January, a record **180,600** visitors stayed in Collier's commercial lodgings **(+8.1%)**. Their total economic impact injected some **\$150,317,103** to the County's economy **(+14.1%)**. Tourism's key performance statistics are as follows:

<u>January:</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
Occupancy	75.8%	79.0%	+4.2
ADR	\$178.3	\$193.3	+8.4
RevPAR	\$135.2	\$152.7	+12.9

Visitor Metrics

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Collier January 2014

- ❖ Fully **(72.7%)** of hotel managers report their property's three month forward reservations as "better" when compared to January 2013.

% of Properties (January)

Reporting Reservations:

	<u>2013</u>	<u>2014</u>
Up	48.3%	72.7%
The Same	41.4	24.3
Down	3.4	N/A

Visitor Metrics

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Collier January 2014

❖ January's primary visitor origins are as follows:

<u>January Visitation</u>	<u>2013</u> <u>Visitor #</u>	<u>2014</u> <u>Visitor #</u>	<u>% Δ</u>
Florida	46,092	50,929	+10.5
Southeast	10,688	10,114	-5.4
Northeast	47,929	52,193	+8.9
Midwest	32,064	37,023	+15.5
Canada	3,674	3,431	-6.6
Europe	19,372	20,047	+3.5
Mkts. of Opp.	7,181	6,863	-4.4
Total	167,000	180,600	+8.1

Transportation

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Collier January 2014

- ❖ The majority of January's visitors (**64.2%**) flew to reach the area.
- ❖ Some **65.1%** deplaned at RSW, while Miami captured some **8.9%** of deplanements.

First Time Visitors

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Collier January 2014

- ❖ Some **35.9%** of Collier's January visitors are in the area for the first time ***(2013: 34.3%)***.
- ❖ The typical visitor party includes an average of **2.4** travelers who stay for **4.5** days in the Naples, Marco Island, Everglades area.

Information

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Collier January 2014

- ❖ Most January visitors **(95.7%)** consult the web for trip information, with seven of every ten **(70.6%)** making bookings for their trip online.

Satisfaction/Demographics

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Collier January 2014

- ❖ Fully **96.8%** of visitors are satisfied with their Collier stay and **93.4%** plan a return trip to the area.
- ❖ January 2014 visitors are slightly older (**2013: 50.1 years of age; 2014: 50.8 years of age**), and report a median household income of **\$151,122. (2013: \$150,881).**

Thank you!

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Advertising Report

Paradise Advertising &
Marketing, Inc.

NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST

WINTER CAMPAIGN

CHICAGO REAL TIME
REAL TEMPERATURE
DIGITAL BOARDS



CHICAGO 0° TO NAPLES 80°

IN ONE CLICK

NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA

ParadiseRefined.com



CHICAGO 0° TO NAPLES 80°

IN ONE CLICK

NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA

ParadiseRefined.com

CHICAGO
-2°

TO

NAPLES
73°

NAPLES
MARCO ISLAND EVERGLADES
FLORIDA

IN ONE CLICK

ParadiseRefined.com

CLEARCHANNEL DIGITAL

The billboard features a woman sleeping peacefully in a tropical setting, with palm fronds visible in the background. The temperature contrast between Chicago and Naples is highlighted, along with the website ParadiseRefined.com. The billboard is mounted on a tall pole and has a ClearChannel Digital logo at the bottom.

NEW YORK TRANSIT DIGITAL BOARDS

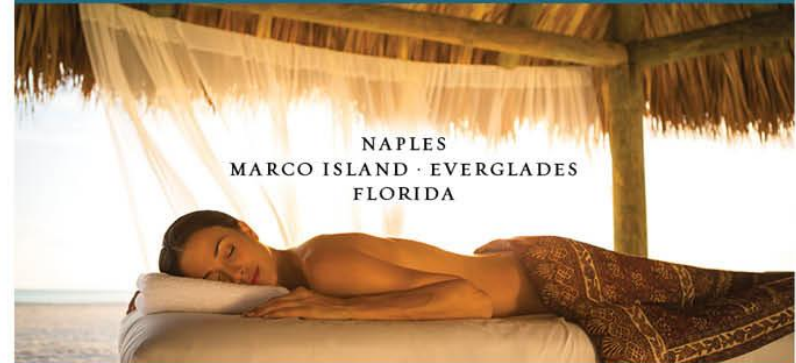
THE WINTER BLUES, PARADISE STYLE



NAPLES
MARCO ISLAND
EVERGLADES
FLORIDA

ParadiseRefined.com

WINTER CHILLING, PARADISE STYLE



NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA

ParadiseRefined.com

WINTER WONDERLAND, PARADISE STYLE



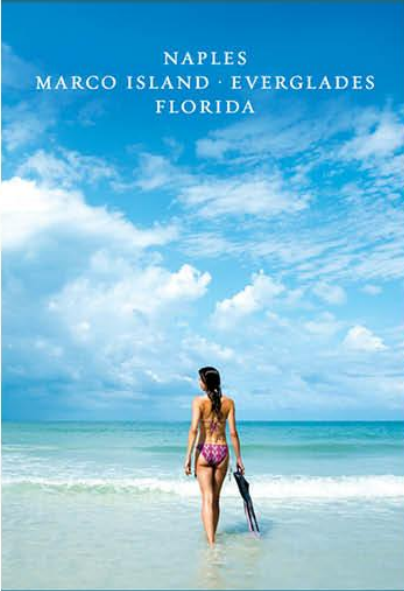
NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA

ParadiseRefined.com

TORONTO
TRANSIT OUTDOOR
AND OUT OF HOME

THE WINTER BLUES,
PARADISE STYLE.

NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA



ParadiseRefined.com

WINTER WEAR,
PARADISE STYLE.

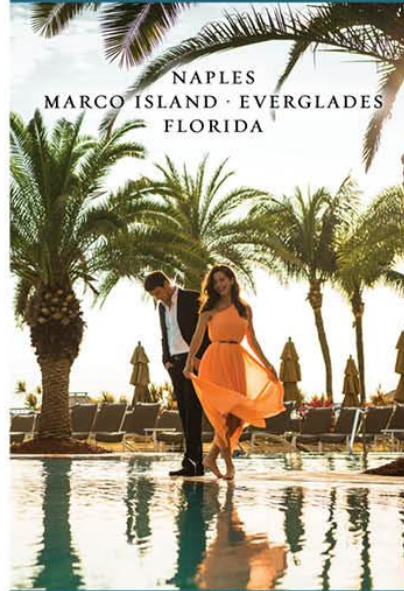
NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA



ParadiseRefined.com

WINTER WONDERLAND,
PARADISE STYLE.

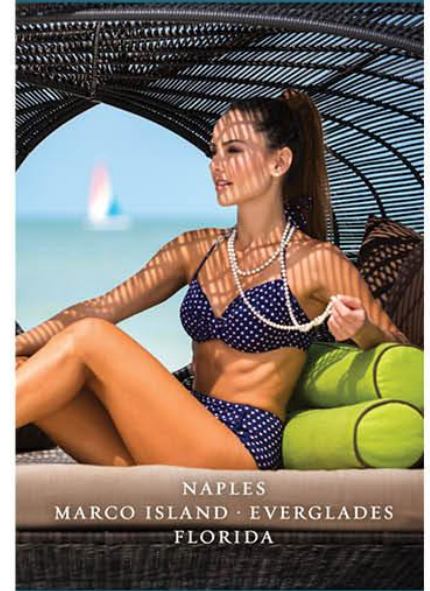
NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA



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MELT WINTER AWAY,
PARADISE STYLE.

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MARCO ISLAND · EVERGLADES
FLORIDA



ParadiseRefined.com

FOOD & WINE
TRAVEL + LEISURE
DIGITAL CUSTOM
QUATRO BANNER

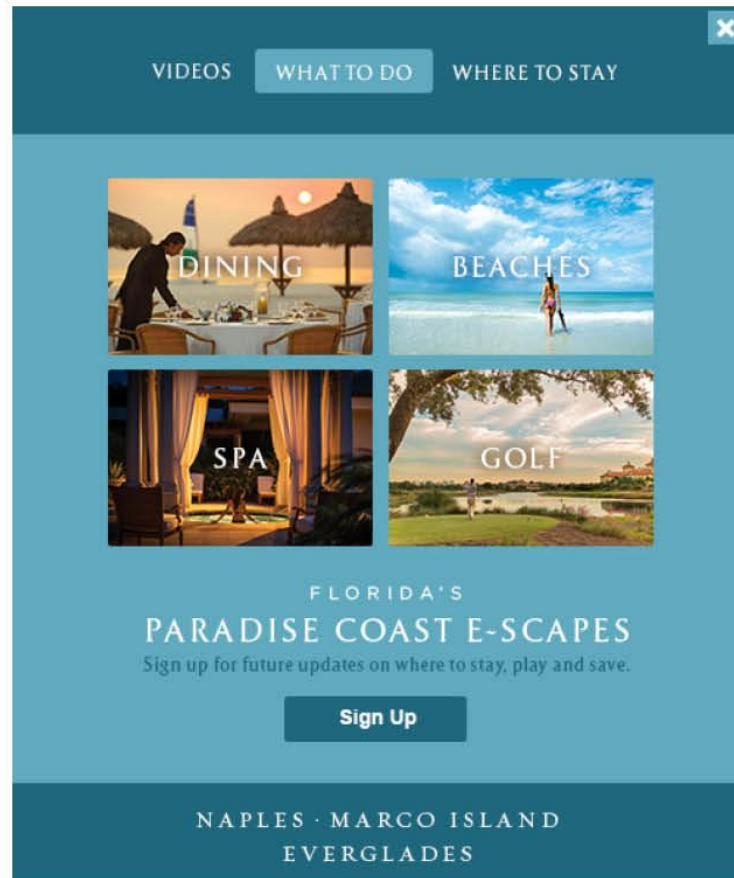


1. DIGITAL BANNER

VIDEOS WHAT TO DO WHERE TO STAY

NAPLES · MARCO ISLAND
EVERGLADES

2. EXPANDABLE BANNER WITH VIDEOS



A promotional banner for Florida's Paradise Coast E-Scapes. The banner has a dark teal header with navigation links: "VIDEOS", "WHAT TO DO" (highlighted), and "WHERE TO STAY". Below the header is a light teal background featuring four square images: "DINING" (a waiter at a table), "BEACHES" (a person on a beach), "SPA" (a spa treatment room), and "GOLF" (a golfer on a course). The main text reads "FLORIDA'S PARADISE COAST E-SCAPES" with a subtext "Sign up for future updates on where to stay, play and save." and a "Sign Up" button. The footer lists "NAPLES · MARCO ISLAND" and "EVERGLADES".

VIDEOS WHAT TO DO WHERE TO STAY

DINING BEACHES

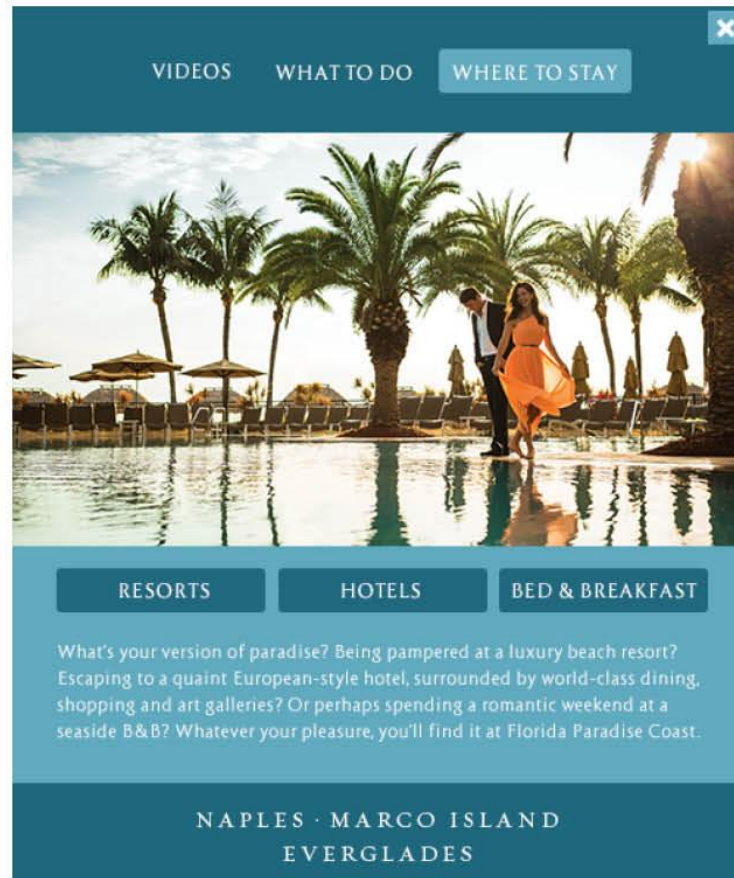
SPA GOLF

FLORIDA'S
PARADISE COAST E-SCAPES
Sign up for future updates on where to stay, play and save.

Sign Up

NAPLES · MARCO ISLAND
EVERGLADES

3. EXPANDABLE BANNER WITH WEB LINKS



VIDEOS WHAT TO DO WHERE TO STAY

RESORTS HOTELS BED & BREAKFAST

What's your version of paradise? Being pampered at a luxury beach resort? Escaping to a quaint European-style hotel, surrounded by world-class dining, shopping and art galleries? Or perhaps spending a romantic weekend at a seaside B&B? Whatever your pleasure, you'll find it at Florida Paradise Coast.

NAPLES · MARCO ISLAND
EVERGLADES

4. EXPANDABLE BANNER TO RESERVE ROOMS

NEW YORK TIMES
GREAT GETAWAYS
E~BLAST

FLORIDA'S
PARADISE COAST
NAPLES · MARCO ISLAND
EVERGLADES



TRADE YOUR SNOWSHOES FOR NO SHOES ON FLORIDA'S PARADISE COAST

Welcome to the winter blues, Paradise style. Come soak up warm Florida sunshine as you sink your toes into our soft white sands and turquoise waters. Spoil yourself shamelessly at one of our luxury beachfront and spa resorts. Grab a taste of Paradise at a beachside grill or outdoor bistro. Sail, shop, golf and explore one of America's top National Parks, the world-famous Everglades. You'll find the best of the best in Florida in Naples, Marco Island, and the Everglades. Florida's Paradise Coast.



Hilton Marco Island

Enjoy a perfect winter beach vacation in south west Florida! AAA Four-Diamond resort located directly on the beach. Spacious, modern guest rooms with private furnished balconies, luxurious spa and just steps away from local restaurants, entertainment and activities.

HiltonMarcoIsland.com
(239) 394-5000

[book now](#)

[Reserve Your Place in Paradise](#)

FLORIDA'S PARADISE COAST E-SCAPES

Sign up for future updates on where to stay, play and save.

[Sign Up](#)

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[Privacy Policy](#)

GOLF PARADISE BRAND VIDEO

APPLAUD

Public Relations Report

Lou Hammond & Associates &
CVB PR Team



National Public Relations Update

TDC Meeting

Services conducted from January 1 –
February 12, 2014

February 24, 2014



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Media Highlights

- **FORBES.COM**

UMV: 9,956,125; Media Value: \$451,344.33

- **NORTHJERSEY.COM**

UMV: 22,392,850; Media Value: \$149,285.67

- **ABC NEWS**

UMV: 11,414,900; Media Value: \$95,124.17

- **JUSTLUXE**

UMV: 1,920,461; Media Value: \$12,803.07



Media Highlights

- **BUDGET TRAVEL**

UMV: 1,225,719; Media Value: \$6,128.60

- **GOLF MAGAZINE PLAYERS CLUB**

UMV: 655,761; Media Value: \$6,557.61

- **WINNIPEG FREE PRESS**

UMV: 626,658; Circ: 145,228; Media Value: \$5,123.23

- **THE NEWS-PRESS.COM**

UMV: 555,085; Media Value: \$3,700.57

Media Highlights

- **CJOB AM 680**

UMV: 415,827; Media Value: \$2,772.18

- **SPA TRAVEL GAL**

UMV: 232,028; Media Value: \$1,546.85

- **MOMMY POPPINS**

UMV: 164,096; Media Value: \$1,093.97

- **TAMMILEE TIPS**

UMV: 94,441; Media Value: \$629.61



Media Highlights

- **LANSING STATE JOURNAL**

Circ: 65,904; Media Value: \$352.32

- **THE A POSITION**

UMV: 3,323

- **MICHIGAN'S BIG SHOW**

Syndicated to 13 radio stations and one Fox TV affiliate

- **THE GREATER NAPLES CHAMBER OF COMMERCE**

UMV: N/A

Activities

- Weekly LH&A “Value Blast” – inclusion in **5** editions
- **3** Hot Tip partner media leads
 - Valentine’s Day
 - Resort’s WiFi inquiry
 - National Stress Awareness Month

194th Edition Contact: lha@lhammond.com




April 3, 2013



LH&A Blast

Very Timely
Affordable Options
Luxurious Properties & Destinations
Udated Weekly
Easy Savings!

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



Paradise Coast

Dear Team,

Lou Hammond & Associates is seeking the best Irish-infused or green drink recipes in advance of St. Patrick’s Day.

Is your bar or restaurant creating any specialty drinks for the upcoming holiday on March 17? We’re not interested in green beer but rather specialty cocktails and mocktails that are fun enough for a Leprechaun!

Specific recipes should be listed as well as a photo of the drink –cocktails and mocktails only, no green beer please. Lou Hammond & Associates, on behalf of the Naples, Marco Island, Everglades Convention & Visitors Bureau, is collecting the best offerings for this pitching opportunity. The more unique the better!



Activities

Agency social media efforts

- **5** LH&A Facebook posts
 - LH&A Value Blast
 - January 15 – Naples Spa Package at Inn at Pelican Bay
 - January 22 – Anchors Away at Naples Bay Resort
 - January 29 – Family Fun at New Holiday Inn Express & Suites Naples Downtown 5th Avenue
 - February 5 – Sunny "Winter" Play at The Quality Inn & Suites Golf Resort
 - February 12 – Leisure Escapes at Hilton Marco Island Beach Resort and Spa

Lou Hammond & Associates
January 29

With the current frigid temps blasting across the country, check out the current travel deals from LH&A clients in this week's Value Blast, and start planning for warmer weather! bit.ly/1mYIAMU



facebook



Activities

Agency social media efforts

- **19** LH&A Tweets
 - Specific Packages and links (x3)
 - Client features (USA Today, CNN, Philly.com, etc.)
 - Press trip coverage mentions (Michael Shiels, Laurie Werner, Ron Pradinuk)
 - Value Blast Press Release Inclusion (x5)



Lou Hammond PR @LouHammondPR · 3h
Roadside stops you can't miss, like the Skunk Ape Research Headquarters
cnn.it/1lyEBb2 @CNN @ParadiseCoast



Lou Hammond PR @LouHammondPR · Feb 5
Quaint downtown, gastronomic restaurants & upscale shops: what
[@lauriewerner](http://lauriewerner) says of the [@ParadiseCoast](http://ParadiseCoast) on forb.es/MYPmHY @Forbes



Lou Hammond PR @LouHammondPR · Jan 28
A great article – [@4travelproducts](http://4travelproducts) liked the [@ParadiseCoast](http://ParadiseCoast) so much, he extended his trip: bit.ly/1f48ehM @WinnipegNews



Lou Hammond PR @LouHammondPR · Jan 28
Michael Patrick Shiels calls the [@ParadiseCoast](http://ParadiseCoast) a "destination on the rise."
We love it. bit.ly/1hG1uqL @LSJNews



Activities

Completed Individual Visits:

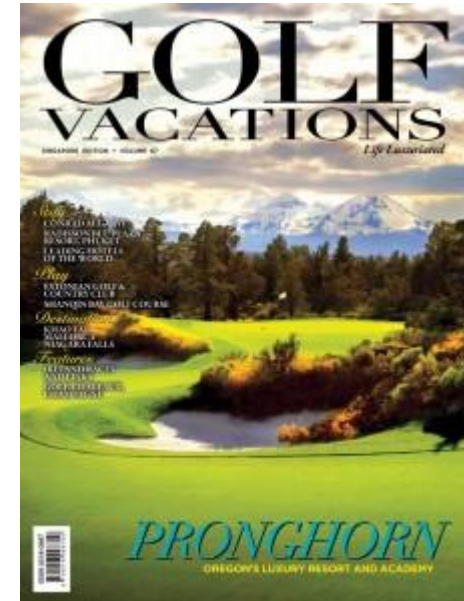
- RON PRADINUK, WINNIPEG FREE PRESS
 - January 9 – 12
- MICHEAL SHIELS, TRAVEL WRITER/SYNDICATED RADIO-TV HOST
 - January 9 – 12
- LAURIE WERNER, FREELANCER (FORBES.COM)
 - January 24 – 26



Activities

CVB Team - Completed Individual Visits:

- DAVID J. WHYTE, Golf Vacations magazine; Go-Golf.TV
 - January 12-17
- MICHEAL SHIELS, TRAVEL WRITER/SYNDICATED RADIO-TV HOST
 - Met for interview, lunch
- LAURIE WERNER, FREELANCER (FORBES.COM)
 - Met for tour, dinner
- LYNN LANGWAY, PeterGreenberg.com and global newsletter
 - Assistance with coverage of downtown Naples, new restaurants



Activities

Individual Visits:

- MYSCHA THERIAULT,
MCCLATCHY-TRIBUNE
 - February 17 – 19
 - Agency connected with Theriault who is visiting the destination in February and provided her with a list of pet-friendly items to consider for a potential story.
 - Client passed along more recommendations to develop Myscha's story angle.



Activities

Individual Visits:

- BLAKE MILLER, CAROLINA BRIDE
 - April/May
 - Agency is working with Miller, who is interested in traveling to the destination to compile a confirmed honeymoon feature.
 - Miller has requested assistance with round trip airfare from Charlotte to RSW, rental car and accommodations.
 - Agency is awaiting confirmation of interest from the client.



Activities

Individual Visits:

- JEREMY MURPHY, CBS WATCH!
 - Agency is working with the magazine's Editor in Chief on possible dates to shoot on location – they are specifically interested in highlighting The Ritz-Carlton, Naples Beach Resort.



Activities

Individual Visits:

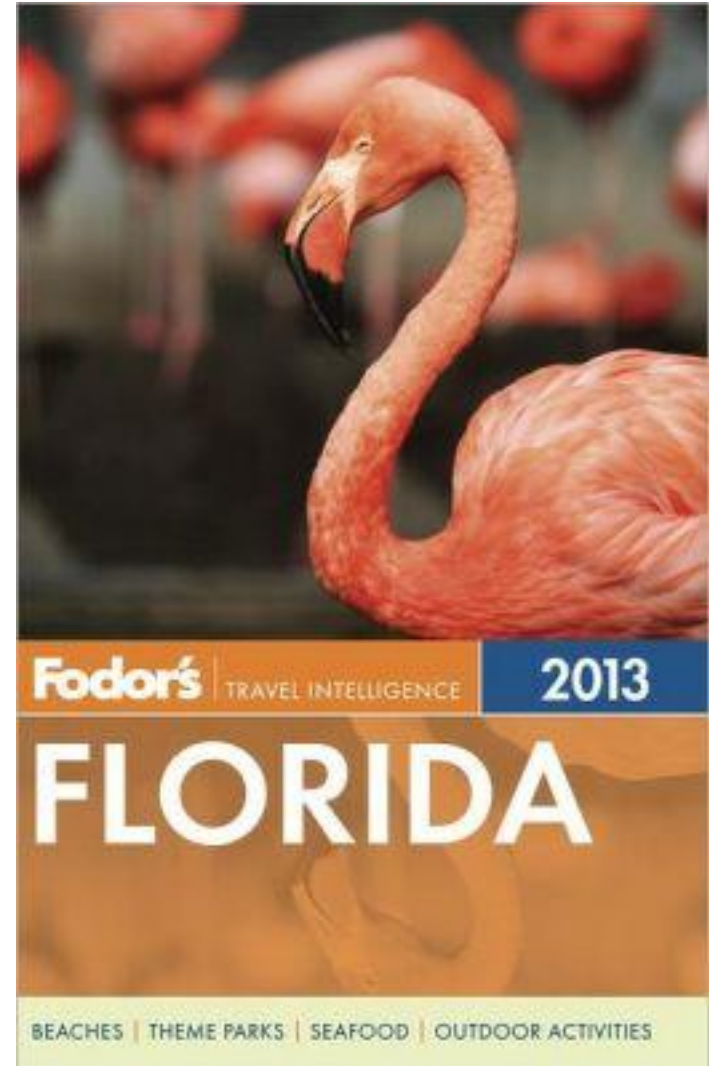
- ALISON LEWIS, HEALTHY TRAVEL MAGAZINE
 - March
 - Agency is working with Lewis for a 2014 feature on the destination. Pending confirmed coverage and story angle, agency will send formal press request.



Activities

CVB Team Working With These Individual Visits:

- Fodor's Travel Guides
- Dumont Travel (Germany)
- VisitFlorida.com Video
- The Fisherman; Newsday
- Houston Lifestyles & Homes
- Montreal Gazette



Activities

Media Outreach Sampling

- USA Today
- Fort Worth Star-Telegram
- CNN.com
- Boca Raton Magazine
- amNewYork
- South Florida Luxury Guide
- Links Golf Magazine
- Atlanta Journal Constitution
- Black Bride
- Galavante
- Canadian Golf Traveller, The Globe and Mail
- OrlandoSentinel.com, VacationStarter.com, TheDailyDisney.com
- Visit Florida
- World Golf & Golf Now
- The Island Packet



Activities

CVB Media Outreach Sampling:

- Naples Daily News
- The News-Press
- Marco Eagle
- Marco Island Sun Times
- Florida Weekly
- ESPN Southwest Florida radio
- Peter Greenberg.com
- Montreal Gazette
- Traverse City Business News
- Detroit Free Press
- FL Trend magazine
- Kidventurous blog
- Gulfshore Life



Activities

CVB Projects:

- Florida Huddle
- Naples Daily News Coffee & Community
- Promote online voting, 10Best; Budget Travel
- Media escorts, assistance
- Website technical review, content updates
- Big Game targeted Facebook ad promotion to New Jersey, New York demo
- Media responses, story development
- Writing projects

Results Sampling



Forbes

January 31, 2014
UMV: 9,956,125
Media Value: \$451,344.33

Quick Weekend Getaway: Two Elite Florida Resorts Up Their Game

Laurie Werner
Contributor



Since the 1800's, [Naples](#), on the state's Gulf Coast, has been a winter getaway for business titans, social types and famous names—Edison, Garbo, Harvey Firestone are some of the names who've spent time here. These days, the town is known for the [Winter Wine Festival](#), second only in auction earnings to Napa, its extensive beach fronting the Gulf of Mexico and a pretty quaint downtown area, dotted with gastronomic restaurants and upscale shops.

The grand dame, hotel-wise, has always been the [Ritz Carlton](#) (the beach hotel although the more contemporary golf hotel, opened more recently, provides additional facilities.) Over the years, though, it was starting to look dowdy but that has now changed due to a top to bottom renovation completed in October. As part of the overhaul, the 450 guest rooms morphed from traditional style to a lighter, more contemporary, beach house style with a color palette of greys, light blues and beige. And the restaurants also transformed, some lightening their décor (The Grill), and others altering both décor and menus with the all day dining restaurant taking on an Italian slant as Terrazza complete with a salumi and mozzarella bar and good pastas and a new restaurant Dusk fusing sports bar (TV screens), a sushi bar (not usually found in sports bars) and sophisticated cocktail bar. What hasn't changed and didn't need to, is the oceanfront, seafood focused Gumbo Limbo, perfectly positioned for watching sunsets while eating stone crabs.

NEWS FROM . . . LOU HAMMOND & ASSOCIATES





NorthJersey.com
NO. 1 IN BREAKING LOCAL NEWS

January 12, 2013
UMV: 22,392,850
Media Value: \$149,285.67

Travel haunts that are stranger than myth

BY JILL SCHENSUL
STAFF WRITER

We travel to meet new people, see new things.
Sometimes we get more than we bargain for.

Robert the Doll, for instance. Who knew? I had no idea a ghost tour would involve an encounter with this apparently legendary and quite resourceful toy-turned-monster. An encounter that may, if you believe in such things, have ended with the ruination of my once-sturdy little Nikon camera.

It makes you wonder. And realize that all across America — and all across the world — are stories of creatures and myths and legends and half-beast-half-human hybrids that have taken up specific areas as their own haunts, so to speak. Some, like the West Virginia Mothman, are celebrated with festivals; others, like the Nian of China, are feared and fought off with fireworks. There are enough believers and enough doubters to have created a whole science — cryptozoology. And whole tourism industries — Nessie tours, anyone?

NEWS FROM . . . LOU HAMMOND & ASSOCIATES





January 18, 2014
 UMV: 11,414,900
 Media Value: \$95,124.17

Travel: The 2014 Fun Forecast

To kick off the new year, experts in every industry are sounding off with trends reports and "official lists" of what to do/where to go/what'll be hot in 2014. We're seeing fresh takes on classic pursuits, or extra perks for the consumer dollar, plus some cool freebies at surprisingly posh places. From multiple hotels launching free happy hour offerings, to Royal Caribbean debuting a "virtual balcony" so all their cruise passengers see is sunny skies...one thing is clear across all verticals: Fun. The public demanded it, and it's in the forecast.

In Cruises...

Follow your Passion We've seen themed cruises, but 2014 will take it to a whole new level, with many lines offering entire sailings geared toward one particular interest. There will be rock festivals at sea (mostly from niche leader Sixthman, in partnership with Norwegian), kickboxing and yoga cruises at sea and...a Chocolate Connoisseur Cruise on Ama Waterways' Romantic Danube (embarking April 28), featuring Florida's supreme chocolatier, Norman Love. Also on Ama Waterways: a Knitting New Years' Cruise (embarking Dec. 27, 2014).



NEWS FROM . . . LOU HAMMOND & ASSOCIATES



January 23, 2014
 UMV: 1,920,461
 Media Value: \$12,803.07

2014 Travel Forecast: This Year is All About Fun, Fitness, Vodka and Cruising

To kick off the New Year, experts in every industry are sounding off with trends reports and "official lists" of what to do/where to go/what'll be hot in 2014. We're seeing fresh takes on classic pursuits, or extra perks for the consumer dollar, plus some cool freebies at surprisingly posh places. From multiple hotels launching free Happy Hour offerings, to Royal Caribbean debuting a "virtual balcony" so all their cruise passengers see are sunny skies... one thing is clear across all verticals: fun. The public demanded it, and the travel-world obliged.

Cruises

Follow your Passion

We've seen themed cruises, but 2014 will take it to a whole new level, with many lines offering entire sailings geared toward one particular interest. There will be rock festivals at sea (mostly from niche leader Sixthman, in partnership with Norwegian), kickboxing and yoga cruises at sea and... a Chocolate Connoisseur Cruise on Ama Waterways' Romantic Danube (embarking April 28), featuring Florida's supreme chocolatier, Norman Love. Also on Ama Waterways: a Knitting New Years' Cruise (embarking Dec. 27, 2014).



NEWS FROM . . . LOU HAMMOND & ASSOCIATES





Budget Travel

January 16, 2014
UMV: 1,225,719
Media Value: \$6,128.60

Vote Now for America's Coolest Small Town!



Buckhannon, WV, one of 15 contenders for the title of America's Coolest Small Town 2014, got the most nominations in the contest's preliminary round. (Robbie Skinner)

Budget Travel knows a cool town when it sees one, and these 15 finalists—the result of weeks of nominations from BT's online audience—are now vying for bragging rights to the title of Coolest.

This year's 15 contenders—which stretch from upstate New York to Hawaii—have a few things in common: populations under 10,000, beautiful locales, thriving downtowns, outstanding community spirit, and a noteworthy food, wine, art, or music scene. One thing they *can't* share is the top spot in our 9th annual America's Coolest Small Town contest. **CAST YOUR VOTE**—up to once a day!—between now and 12:00 a.m. on February 25, when one town will be crowned Coolest.

Here, our 15 contenders for the title of America's Coolest Small Town 2014:



Everglades City, FL (Population: 403) This lovely, tiny town is truly the gateway to the unique mangrove estuaries and 10,000 Islands of Everglades National Park, not to mention a prized destination for tasty stone crabs (reserve a table at the Seafood Depot, a nice eatery housed in the town's 1928 train station).

NEWS FROM . . . LOU HAMMOND & ASSOCIATES





GOLF PLAYERS CLUB MAGAZINE

February 4, 2014
UMV: 655,761
Media Value: \$6,557.61

Tiburon Golf Club Making Golf Easier Than Ever

February 4, 2014
by
Michael Patrick Shiels



When is a golf trip not a golf trip? Attending a business conference with a heavy daytime itinerary is one example. Likewise, golf can be tough on a romantic getaway... or a family vacation. Tiburon Golf Club's sales and marketing director Jim Magnusson, in Naples, Florida, has enacted an idea to help guests at the Ritz Carlton who look out the windows of their guest suites or meeting rooms at the tantalizing greens and fairways at the famed, on-property course and yearn to play. He knows they may have traveled to Florida with a briefcase or a stroller instead of golf clubs, so he's decided to make sneaking a few holes in a lot easier.

"With each green fee players get complimentary Taylor Made rental clubs, golf shoes, and even balls," says Magnusson. "It makes it easier for vacationing families or business travelers to play golf without having to drag their equipment on the road." Some golf resort operators might wince at the thought of giving up club rental fees, which can be as high as \$60, or the typically overpriced cost of golf balls - logged or not - in their shops. But Magnusson figures, since he implemented his policy, the number of rounds sold has increased by 20-percent. "Manufacturers provide the clubs, shoes and balls, so it doesn't cost us anything," he explains.

Would you be more likely to play on vacation with that kind of courtesy? Some golfers enjoy the opportunity to use rental equipment because it gives them the opportunity to try a different brand of clubs - quality time the manufacturers relish in hopes of an eventual deflection and sale. Of course, playing with rental clubs gives you a built-in excuse for every poor shot, since you're "not used to playing with them!"

Both of Tiburon's courses are stylish, and the entire facility is top notch - a perfect complement to the high-end Ritz Carlton brand. Any homes built along the courses are barely visible and hidden behind flora and fauna, making each hole an experience unto itself. You can sense Greg Norman's Australian heritage and influence on the Gold Course, where the bunkering and angles are reminiscent of Royal Adelaide Golf Club.

Magnusson is a former PGA of America official who helped market many Ryder Cup and PGA Championships. Now the PGA Tour and LPGA professionals come to him: Tiburon hosts Greg Norman's annual "Shark Shootout" and the prestigious LPGA Titleholders event.

Other popular resort golf courses along what's billed Southwest Florida's "Paradise Coast," are Naples Grande, a Rees Jones-designed private club accessible by guests of the Waldorf Astoria Hotel and, further south, The Rookery and Hammock Bay courses, managed by the Marco Island Marriott Resort. Both are clubby, otherwise private experiences.

NEWS FROM ... LOU HAMMOND & ASSOCIATES



January 9, 2013
UMV: n/a

MBS H355 - Robert Pfeffer, Director of Sales and Marketing, Marco Island Marriott



NEWS FROM ... LOU HAMMOND & ASSOCIATES





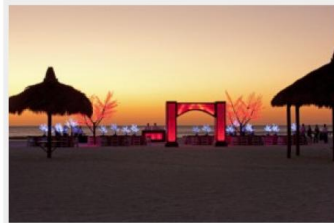
Lansing State Journal

THE POWER OF KNOWING

January 26, 2014
Circ: 65,904
Media Value: \$352.32

MARCO ISLAND MATURES INTO YOUNGER MODEL

Steve Trevino, a ball-cap wearing comedian recently spotlighted on the Showtime cable TV channel, clutched the microphone on stage at Captain O'Brien's, a colorful indoor-outdoor restaurant and comedy club on Collier Drive, just down the street from the famed Marco Island Marriott Beach Resort and Spa, on Florida's Paradise Coast.



Daily sunset celebrations at Marco Island Marriott highlight a destination on the rise

"After the show you won't remember anything I said, so come back tomorrow you'll laugh your heads off at the same jokes all over again," he teased, making the customary crack at Southwest Florida's reputation as a snowbird retirement haven.

"20 years ago that may have been the case, but Marco Island, Naples and Everglades City have evolved into a year 'round economy now," insisted JoNell Modys, communications director for the convention and visitors bureau. "The median age of visitors is now 44, and more young families are visiting because we've got the white sand beaches and the calmer waters of the Gulf of Mexico. Families and couples love sailing and shelling, and seeing sunsets and dolphins, which the Marriott offers daily."

We talked over lunch on the patio at Sea Salt, a sophisticated culinary experience on 3rd Street in the Naples historic district. The buildings may be historic, but the locals and tourists populating the scene were anything but musty. Stylish, even sexy diners sipped sauvignon blanc and sampled specials, including the rare, fresh catch hogfish, complimented by over 100 varieties of natural and infused salts, such as Mediterranean, Pink Himalayan, and Kala Mamak – an Indian black salt. "The area has a very high ratio of locally owned restaurants, including Captain Brien's."

NEWS FROM ... LOU HAMMOND & ASSOCIATES



THE POSITION
WHERE YOU WANT TO LAND

January 26, 2014
UMV: 3,323
Media Value: n/a

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NEWS FROM ... LOU HAMMOND & ASSOCIATES





Winnipeg Free Press

January 25, 2014
UMV: 626,658
Circ: 145,228
Media Value: \$5,123.23

ASK JOURNEYS: Off the beaten path Southwest Florida moves at a slower pace



MCT
Enlarge Image
Beachgoers enjoy the sand and surf in Naples, Florida.

When I get asked questions about travel to Florida my response often compares the state to a woman with many disguises, each of which is unique and different, but equally attractive.

Most are familiar with the super-brand that is Disney World and all the attractions that have sprung up around it.

Others know of the action-packed Atlantic Ocean side drive that begins near the top of the state and extends down to Miami Beach and beyond.

However, Florida is so much more than an entertainment centre. This is just the disguise it wears in those more central and eastern regions of the state.

NEWS FROM ... LOU HAMMOND & ASSOCIATES



January 12, 2014
UMV: 415,827
Media Value: \$2,772.18





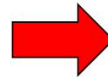
January 31, 2014
UMV: 555,085
Media Value: \$3,700.57

Southwest Florida bets Northerners are warm to ads



Written by
Laura Ruane

You're stuck in traffic, sick of snow, ice and the bitter-cold air.



Then you spy a billboard sporting a bikini-clad woman and a digital display of the temperature in Naples, Fla., compared with where you are.

After the polar vortex and the winter storm dubbed Leon, who wouldn't warm to the idea of a Southwest Florida winter getaway?

Collier County tourism boosters are counting on that. They're using strategically placed billboards with the weather smack down in metro Chicago. Other ad forms with "we're hot, you're not" messages are in play in New York City and Toronto.

Lee County tourism folks are in the game, too, with a Facebook contest. Both bureaus are calling attention to usually sunny Southwest Florida in other advertising media.



Image of digital billboard in Chicago commissioned by the Naples, Marco Island, Everglades Convention & Visitors Bureau. / Special to The News-Press

"This is our biggest trump card. We are running strong and hard in our cold weather markets," said Laura Chmielewski, marketing director for Lee County Visitor & Convention Bureau.

NEWS FROM . . . LOU HAMMOND & ASSOCIATES





Spa Travel Gal
SKIN CARE, SPA, AND TRAVEL TIPS FROM AVA

February 10, 2014
UMV: 232,028
Media Value: \$1,546.85

**FROM UNDERWATER WEDDINGS TO ELEPHANT TREKKING –
UNIQUE VALENTINE’S DAY PACKAGES**

Published February 10, 2014 | By *Ava Roxanne Stritt*

As Valentine’s Day approaches, have you ever wondered where your love can take you? Whether it be to the depths of the Andaman Sea – in full wetsuit – signing a wedding certificate, to trekking elephant-back in the jungles of northern Thailand, or to the diverse and ever-evolving Florida’s Paradise Coast where luxury, family and adventure all meet to make up a romance-filled ‘paradise.’



Florida’s Paradise Coast – Naples, Marco Island and the Everglades

From toasting the sunset on a champagne cruise to dining at one of the area’s charming restaurants, Florida’s Paradise Coast will find countless ways to warm couple’s hearts this Valentine’s Day. Luxury meets love in the quaint downtown of Naples, where lovers can escape to a world of boutiques and local delicacies, like Norman Love Confections – gourmet handmade chocolates that are far from ordinary. www.paradisecoast.com

NEWS FROM ... LOU HAMMOND & ASSOCIATES



Tammilee Tips

February 11, 2014
UMV: 94,441
Media Value: \$629.61

**Celebrate your love of travel and each other with
these fun Valentine’s Day Travel Ideas**

FEBRUARY 11, 2014 BY *TAMMILEE*

Are you looking to spice up your Valentine’s Day with a bit of travel?

One of the best parts of traveling is being able to experience new things and share it with your loved one. I thought I would share some great ideas on ways to celebrate your love of travel and each other with these fun Valentine’s Day Travel Ideas!



Florida’s Paradise Coast – Naples, Marco Island and the Everglades

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NEWS FROM ... LOU HAMMOND & ASSOCIATES





February 6, 2014
UMV: 164,096
Media Value: \$1,093.97

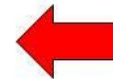
Last Minute Mid-Winter Break Travel Deals: Rocking Horse Ranch, Florida, Boston, Baltimore and More

BY ALLISON TIBALDI

With the February school break looming on the horizon, you may be considering a winter family getaway. East Coast families don't have to go far to have fun, and it doesn't have to cost a bundle. There are deals in Boston, Providence, Baltimore, Cape Cod, Vermont, upstate New York and coastal Connecticut. If you've had it up to here with chilly scenes of winter, we have several deals in Florida, including a contest that may just send you and your family to sunny Kissimmee for free.

Naples, Florida

You won't find the rowdy Spring Break crowd or theme park mavens in [Naples](#). Families come here for the calm Gulf waters, powdery white sand and laid-back vibe. [The Holiday Inn Express and Suites Naples Downtown-5th Avenue](#) has a good deal for families. Book the Total Family Fun Package and get a spacious room, daily breakfast for four, a sunset cruise on the Naples Princess, tickets to the Naples Zoo, early check-in and late check-out, starting at \$365 per family per night. For reservations, call 1-401-272-2400 or visit the [website](#).





January 29, 2014
UMV: n/a



Florida's Paradise Coast Warms UP Frigid Zones with Hot New Advertising Campaign

Florida's Paradise Coast – Naples, Marco Island and the western portion of the Everglades – is pushing out its 2014 winter season travel advertising campaign as frigid temperatures continue to ice over most of North America.

The "Paradise Refined and Redefined" campaign is highlighted in Chicago by the strategic placement of digital billboards throughout the metro area that compare real-time temperatures in the city with Naples, Florida – coupled with a bikini-clad female and the tagline, "0 to 80 Degrees in One Click," or whatever the actual temperature difference is at that moment. In New York, online ads as well as subway boards demonstrate the "Winter Blues, Paradise Style" with a beautiful bikini model soaking up sun against the turquoise waters of the warm Gulf of Mexico and clear, blue skies. In Toronto, the advertisements visually demonstrate the difference between "Winter Wear" in Canada and weather-appropriate clothing in sunny Florida.

The campaign focuses largely on digital advertising, including drop pin targeting and online videos, in addition to online newspaper and magazine advertising. It also features more traditional components such as outdoor, television and transit advertising, supported by inclusions in VISIT FLORIDA and Brand USA publications. The winter advertising push aims to demonstrate what a winter wonderland looks like, "Paradise style," by capturing the warmth and sophistication of Naples, Marco Island and the Everglades with striking visuals and powerful copy.

"By engaging commuters with our beautiful visuals and impactful messaging, we are helping travelers define what their ideal luxury Florida beach vacation experience would be," said Jack Wert, executive director of the Naples, Marco Island, Everglades Convention and Visitors Bureau. "Our effort to reach winter weary residents across North America gives us the opportunity to showcase everything our destination has to offer – from unspoiled beaches and breathtaking sunsets to world-class resorts, restaurants and shopping – while reminding travelers that Florida's Paradise Coast is just a short flight away."

Looking Forward

- Upcoming written materials
 - 2014 Upcoming Events in Paradise
- Upcoming media outreach
 - New culinary offerings in Paradise
 - Meeting with Paradise Advertising in NYC
 - 31st Annual Taste of Collier long-lead outreach
 - National Stress Awareness Month Outreach





Thank you!

Proud to be your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Tourist Tax Collections

Collier County Tax Collector

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTAL**JANUARY 2014
(MONTH OF DECEMBER 2013 VENDOR TAX COLLECTION)**

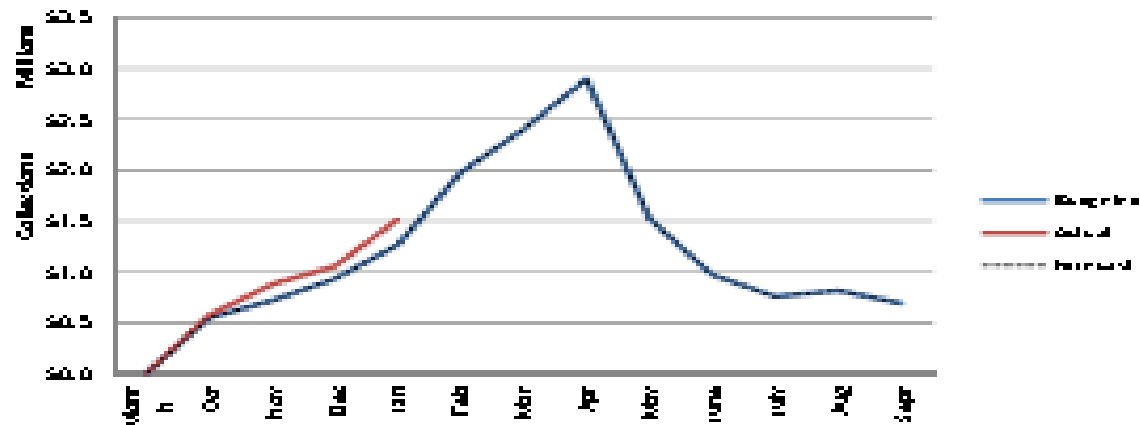
BREAKDOWN	FISCAL 2012-2013	FISCAL 2013-2014	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	1,276,477	1,520,239	+ 243,762	+ 19.10%
YEAR TO DATE	3,597,978	4,027,732	+ 429,754	+ 11.94%
HOTEL / MOTEL				
MONTH TO MONTH	841,115	987,059	+ 145,944	+ 17.35%
YEAR TO DATE	2,777,498	3,033,833	+ 256,335	+ 9.23%
REALTORS				
MONTH TO MONTH	242,970	311,172	+ 68,202	+ 28.07%
YEAR TO DATE	412,039	528,807	+ 116,768	+ 28.34%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	166,082	188,090	+ 22,008	+ 13.25%
YEAR TO DATE	343,190	391,785	+ 48,595	+ 14.16%

FY 14 TDC Revenue Report
 31-Jan-2014

Description	Fund	FY 14 Adopted Budget	FY 14 Forecast	FY 14 Actual	Variance to FY 14 Forecast	
Beach Facilities	153	699,700	195,145	60,281	25,095	
FDC Promotion	154	5,402,000	1,215,692	1,413,774	197,082	
Non-County Museums	155	389,300	82,571	95,941	13,370	
FDC Admin	154	1,800,800	402,701	467,942	65,241	
Beach Renovation	155	5,705,000	1,275,137	1,622,890	205,712	
Disaster Recovery	155	0	0	-	0	
County Museums	155	1,499,000	333,012	385,944	52,932	
Gross Budget I		\$16,485,700	0	\$3,488,268	\$4,027,782	\$681,478
Less Sp. Res. Rev		(774,900)				
Net Budget I		14,723,800				

Month	Actual FY 14	Cum YTD	% Budget Collected to Date	% over FY 13 collection c	% over FY 12 collection c	% over FY 11 collection c
Oct	574,501	574,501	3.7%	-8.43%	5.44%	20.08%
Nov	276,037	1,450,538	9.4%	19.25%	25.85%	40.15%
Dec	1,056,505	2,607,493	16.2%	10.14%	14.25%	40.85%
Jan	1,520,238	4,027,732	26.0%	15.10%	25.75%	50.58%
Feb		4,027,732	26.0%	n/a	n/a	n/a
Mar		4,027,732	26.0%	n/a	n/a	n/a
Apr		4,027,732	26.0%	n/a	n/a	n/a
May		4,027,732	26.0%	n/a	n/a	n/a
June		4,027,732	26.0%	n/a	n/a	n/a
July		4,027,732	26.0%	n/a	n/a	n/a
Aug		4,027,732	26.0%	n/a	n/a	n/a
Sept		4,027,732	26.0%	n/a	n/a	n/a
Total	4,027,782	4,027,782	26.0%	11.55%	20.22%	40.64%
Projected		15,485,700				
Backlogged		11,470,558				

Tourist Tax Revenue Collection Curve



Web Site

Miles Partners, Inc.

Naples, Marco Island, Everglades CVB

Executive Summary

January 2014

February 24, 2014
Marketing Partner Reports 9 a-g
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ParadiseCoast.com

- The biggest takeaway from January is this: Campaigns drive visits and page views. Campaign traffic accounted for 45% of all January visits, which were significantly higher than they were the past four Januarys.
- Total visits were 73,745 -- a 98% increase over December, and a 50% increase over January 2013.
- Total page views were 195,191 -- an 82% increase over December, and a 49% increase over January 2013.
- There were 22,506 signals of intent to travel, or 11.53% of total page views. All SITs saw an increase over December, and four out of nine saw an increase over January 2013.

ParadiseCoast.com Traffic from Mobile Devices, incl. Tablets

- There were 30,126 visits to the full site. That's 118% more than in December, and 136% more than in January 2013. Most of those users were on iPads and iPhones.

m.ParadiseCoast.com

- Mobile site traffic also saw a notable increase, rather than the decreases we've been seeing. Visits numbered 4,720 -- a 65% increase over December, and a 25% increase over January 2013.



Naples, Marco Island, Everglades CVB ParadiseCoast.com Dashboard January 2014

LM = vs. last month | LY = vs. last year |
 IB = vs. industry benchmarks | B = vs. 2012 baseline

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

ENGAGEMENT	without Campaigns	LY	IB	B ('13)
Time on Site: 1:58 <i>Minutes</i>	2:33	1:58	3:43	2:01
Bounce Rate: 39% <i>of Home Page</i>	39%	43%	33%	39%
Bounce Rate: 61% <i>Overall</i>	54%	50%	45%	59%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions:
11.53%
 of total page views

22,506
 Signals of Intent to Travel

See breakdown below

ACTIVITY

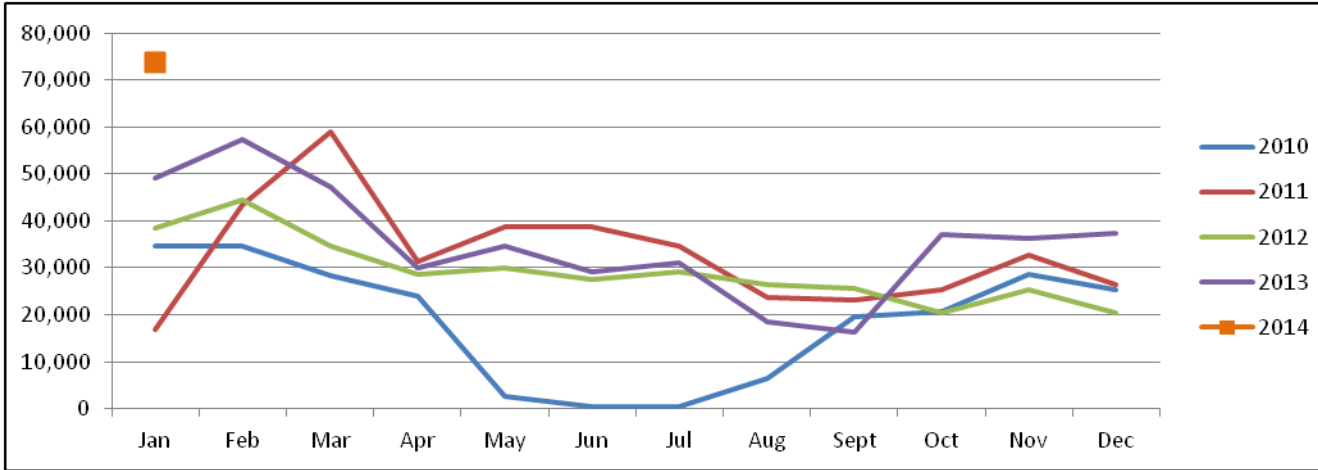
	LM	LY
73,745 Total Visits	98%	50%
195,191 Page Views	82%	49%
73,745 Visits Year-to-Date (vs. 49,025 visits in 2013)		
195,191 Page Views Year-to-Date (vs. 130,571 in 2013)		

SIT BREAKDOWN

		LM	LY
Guide Orders:	688	+73%	+32%
Newsletter Signup:	522	+155%	+4%
Deals Page Views:	1,564	+15%	-54%
Stay in Paradise Listings Views:	8,312	+77%	-26%
Download Guide Link:	105	+15%	-63%
BookDirect Views on Site:	420	+74%	-38%
BookDirect™ Widget Searches:	6,280	+200%	+42%
BookDirect™ Click-Thrus:	3,710	+242%	+8%
eScapes Views:	905	+96%	-31%



Visits – 2010-2014



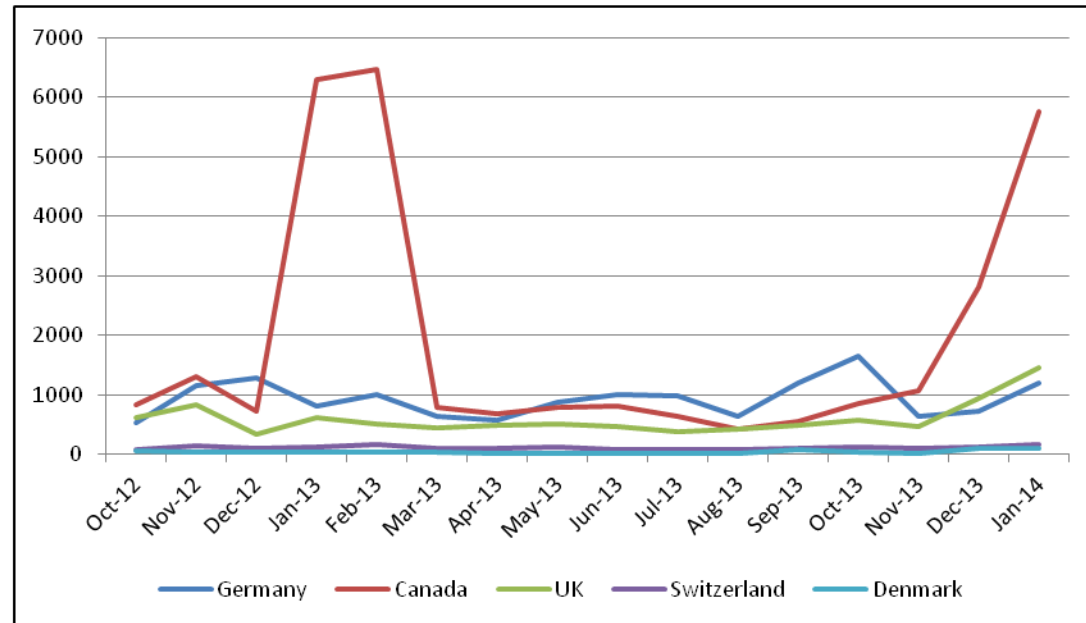
MOST REQUESTED PAGES

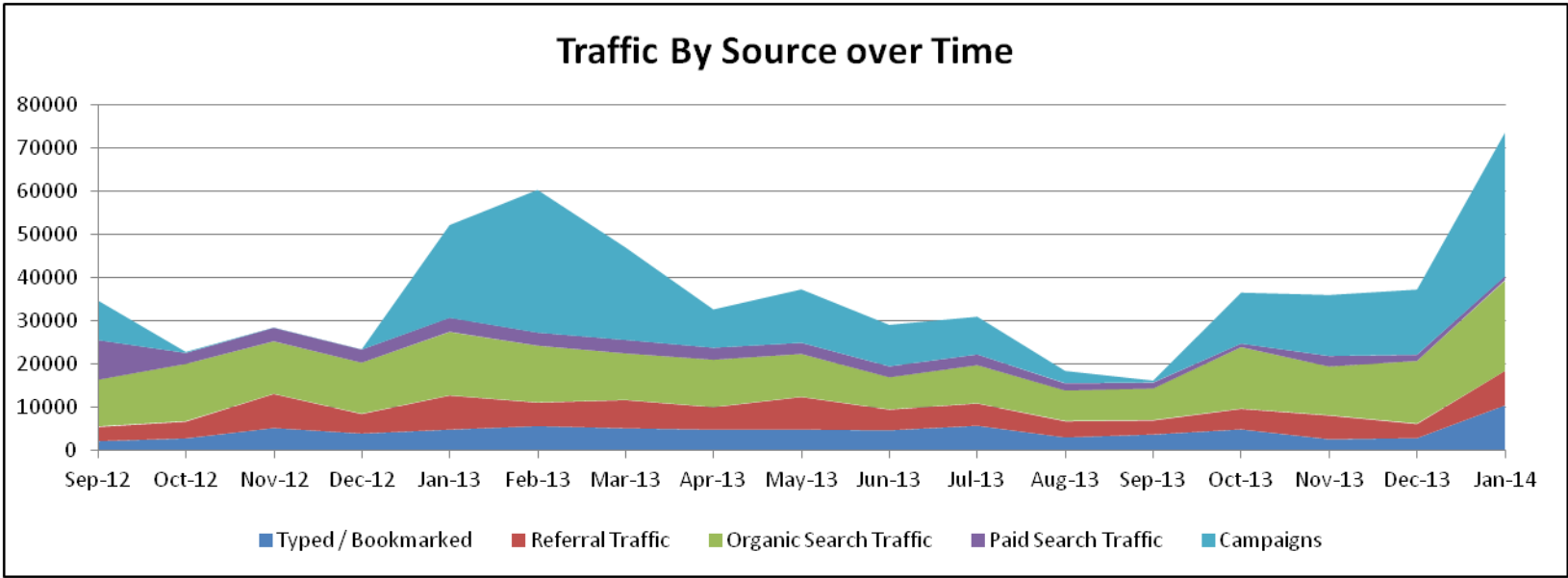
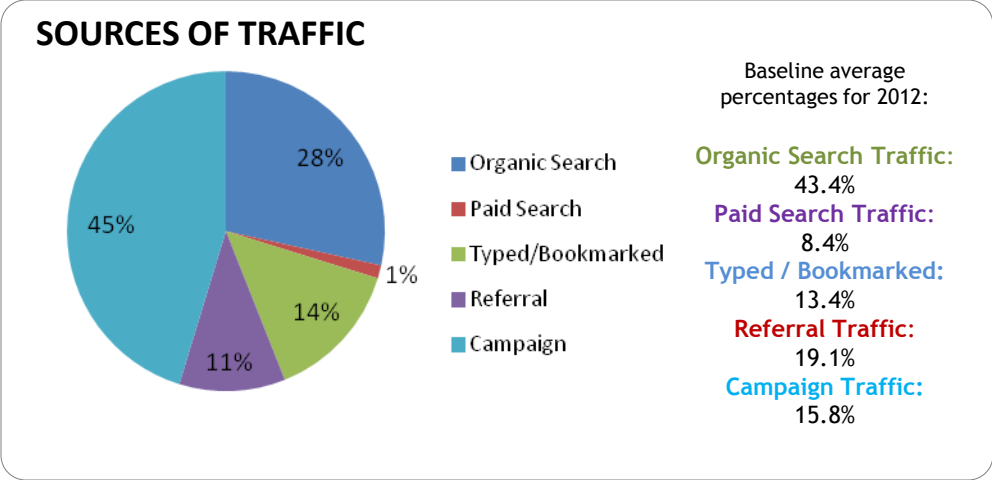
1. Paradise Redefined
2. Events
3. Homepage
4. Beta Homepage
5. Events, p. 2

Top 10 Cities

City	Visits for Month	Visitors Year to Date
New York	3,982	3,982
Naples	3,029	3,029
Chicago	1,852	1,852
Toronto	1,360	1,360
North Naples	1,281	1,281
Hialeah	1,158	1,158
Philadelphia	729	729
Marco Island	589	589
Cape Coral	587	587
Bonita Springs	536	536

International Traffic Over Time





January 2014

CAMPAIGN RESPONSE

33,115
Total responses

45%
of total visits

TOP CAMPAIGNS

	Visits	Page Views/Visit	Time on Site	Bounce Rate
1. Paradise Refined	31,738	1.43	1:05	74%
2. December eScapes	728	2.30	3:06	48%
3. Paradise Refined Winter Campaign	536	2.85	2:15	46%



VISITORS BY STATE

			LM	LY
1.	Florida:	14,727	+20%	+59%
2.	New York:	6,373	+127%	-17%
3.	Illinois:	4,824	+170%	+9%
4.	Massachusetts:	3,183	+99%	+233%
5.	New Jersey:	3,183	+93%	+27%

UK Site

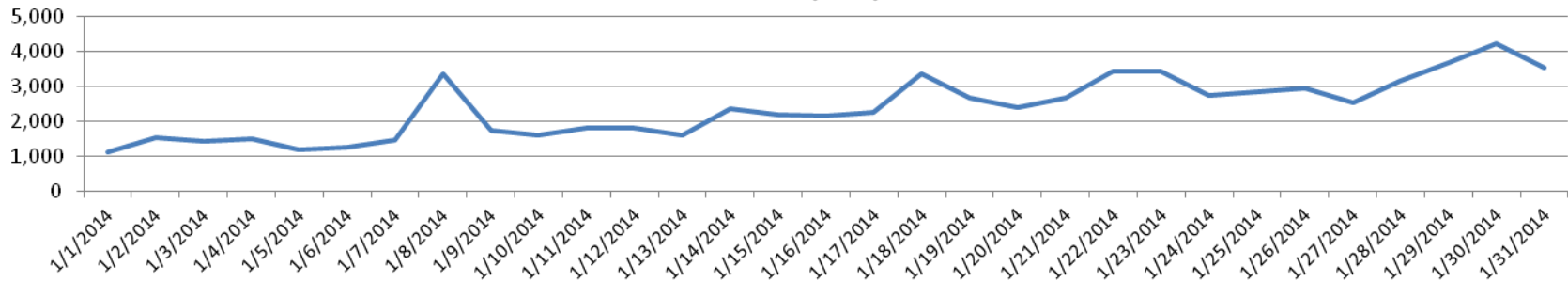
German Site

	LM		LM	
Visits:	133	66	705	485
Page Views:	342	138	2,710	1,903
Time on Site:	1:25	1:46	3:55	3:31
Bounce Rate:	49%	65%	41%	42%

INTERNATIONAL

	Visits	LM	LY	Visits	LM	LY	
USA:	60,464	+98%	+55%	Canada	5,757	+104%	-9%
International:	13,256	+97%	+40%	UK	1,456	+56%	+137%
				Germany	1,198	+64%	+48%
				Switzerland	176	+41%	+39%
				Denmark	104	-2%	+235%

Visits by Day





DMO Competition – Quantcast

Site	Reach by U.S. People January 2014	Reach by U.S. People January 2013
ParadiseCoast.com	47,900	36,500
Fla-Keys.com	n/a	n/a
DaytonaBeach.com	Removed Quantcast from site (Estimated data may be available next month)	80,200
FortMyers-Sanibel.com	n/a	n/a
VisitStPeteClearwater.com	161,000	96,900

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	30,126	+118%	+136%
Time on Site	1:33	1:59	1:14
Bounce Rate	64%	59%	73%

CITY

		LM
1. New York	1,655	+219%
2. Naples	1,115	-10%
3. Hialeah	971	+63%
4. Chicago	910	+278%
5. Toronto	564	+155%

BROWSER

		LM
1. Safari	18,876	+111%
2. Safari (in-app)	4,256	+198%
3. Android browser	3,531	+117%
4. Chrome	2,827	+161%
5. Amazon Silk	335	+69%

DEVICES

		LM
1. Apple iPad	15,524	+85%
2. Apple iPhone	8,018	+268%
3. Samsung Galaxy SIII	620	+388%
4. Samsung Galaxy SIV	534	+232%
5. Samsung Galaxy SIII tablet	277	+347%

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	4,720	+65%	+25%
Page Views	26,361	+90%	+42%
Time on Site	2:12	1:49	2:00

BROWSER

		LM
1. Safari	2,475	+53%
2. Android browser	1,127	+76%
3. Chrome	787	+94%
4. Safari (in-app)	172	+118%
5. Internet Explorer	60	+9%

COUNTRY

		LM	LY
U.S.	4,273	+63%	+23%
International	447	+80%	+49%

CITY

		LM	LY
1. Hialeah	597	+44%	+1,558%
2. Naples	276	-16%	-32%
3. New York	190	+179%	+34%
4. North Naples	129	-7%	+100%
5. Chicago	123	+200%	+78%
6. Celebration	66	+38%	+100%
7. Atlanta	63	+97%	-74%
8. Marco Island	62	+15%	+51%
9. Toronto	55	-7%	+120%
10. Cape Coral	54	-11%	+23%

MOST REQUESTED PAGES

1. Homepage
2. Event Listings
3. Accommodations
4. Attractions
5. Beaches and Parks

Metric Definitions

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

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

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

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

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

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

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

Digital Social Media Marketing

Paradise Advertising & Marketing, Inc.

Naples, Marco Island, Everglades CVB

Social Marketing Dashboard

January, 2014

Campaigns

- Campaign traffic to both Paradise Refined and Paradise Coast Golfing accrued 33,115 visitors this month and increased 121.33% over last month
- Paradise Refined, with the launch of the Winter Campaign, earned 30,611 visits, almost a 400% increase over last month with 7% returning traffic indicating that our retargeting campaign is effective
- The average time on page was 1:52, an increased 17.07% over December indicating that users are watching the videos and more than 26% are clicking through to the website, 11% clicked through 3+ pages
- Paradise Coast Golfing, which kicked up the last four days of the month, earned 1,793 visits with a 7.86% increase in new visits over December
- The average time on page was 3:20 and increased 15.2% over last month indicating that majority of visitors watched videos before clicking through to the website

Social Traffic & Analytics

- 490.7 thousand page impressions across 326.3 thousand users on Facebook, a 45% increase in impressions with 32% attributed to organic posting
- Increase of 1,400 fans with 79% earned in the last two days of the month due to the in-News Feed promoted posts via Sojern, which accrued 205.5k impressions
- Facebook traffic to the website increased 55.26% over last month
- 454 thousand impressions on Twitter, a 6.32% increase over last month and monthly interactions by 22.22% as we continue to grow engagement
- 269 visits to the website via social referral, a 58.24% increase over last December with Facebook increasing its referrals by 55.26%
- Twitter referral traffic increased 75.86% over last month and almost 40% of traffic clicked through to a second page of the website



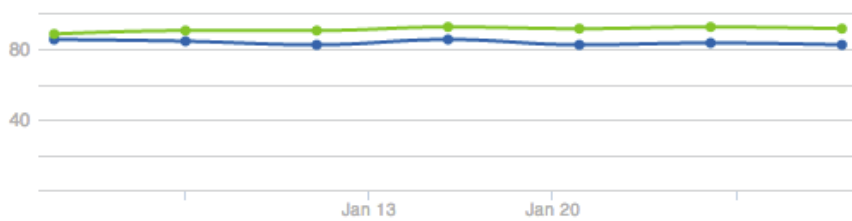
Social Traffic & Analytics

Twitter

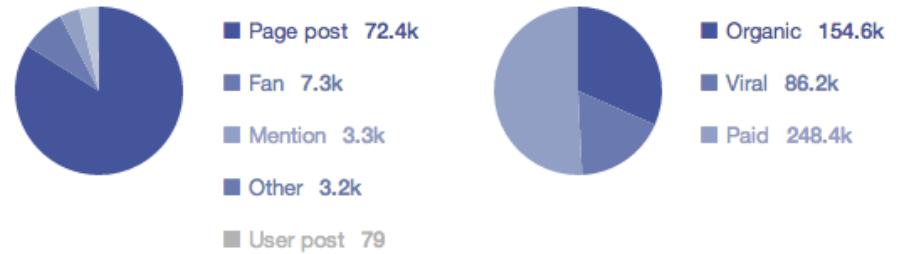
Facebook

MY SOCIAL SCORES

ENGAGEMENT 82% INFLUENCE 91%

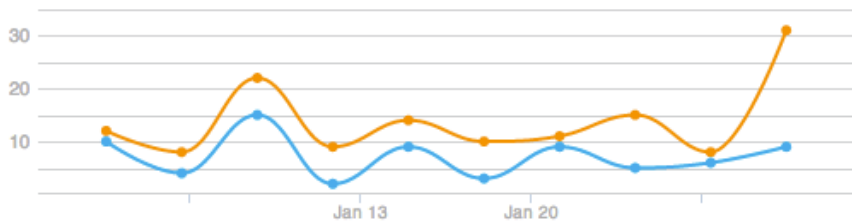


IMPRESSIONS BREAKDOWN



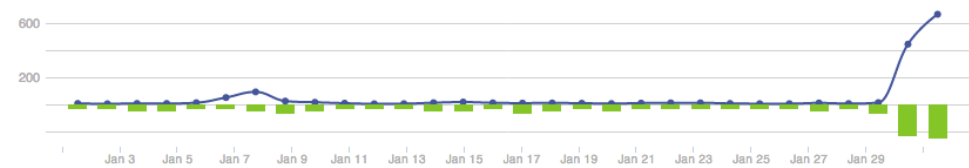
DAILY ENGAGEMENT

@MENTIONS 140 RETWEETS 72



Naples, Marco Island, Everglades - Paradise Coast
12,646 Total Likes and 591 people talking about this

New Fans 1.4k 'Unliked' Your Page 40

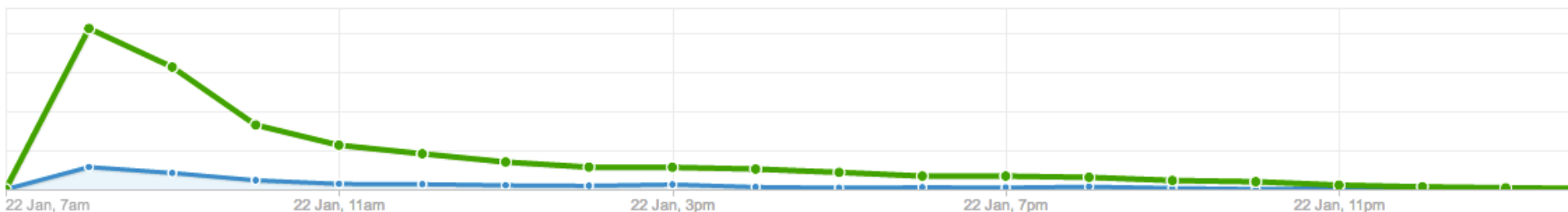


Email Campaigns

- January eScapes received 3,037 unique opens, a 15.76% open rate and was the highest open rate in the last year by 13.8% – a total of 66 unsubscribed; in addition, the paid list received 5,814 opens, an 11.6% increase and just below December
- January eScapes also earned a 16.46% click through rate (CTR), a 16.41% increase over December with the animated gif earning 18.37% of all clicks; In addition, the paid list received a 2% CTR and is consistent with last month
- January Meeting eScapes received 577 unique opens, a 15.51% open rate and just above that of November – a total of 14 unsubscribed; the paid list received 13,256 opens, a 13.3% open rate and just below November’s Meeting eScapes
- January Meeting eScapes also earned a 4.16% CTR and is consistent with November; In addition the paid list received a 1.5% CTR and is also consistent

January Escapes

Sent on 22 Jan 2014 to 20,913 unique subscribers in Consumer Escapes



Search Engine Services

Sales & Marketing Technologies, Inc.



ParadiseCoast.com

January 2014

Executive Summary

- Overall website traffic over January 2013 and December 2013
 - January 2013 - was up by 50.42% (+24,720) visits.
 - December 2013 - was up 4.19% (+1,501) visits.
- Organic traffic:
 - yielded 20,976 visits, representing 28.44% of overall traffic and converted 3.41% (780) to “Deals.”
 - increased compared to December 2013 by 44% (+6,409) visits and is up over January 2013 by 82.65% (+9,492) visits.
- Paid search traffic:
 - Campaign was restarted on January 22, 2014 once the majority of changes were completed on the site
 - PPC spend was \$398.74. We had 102,300 impressions and 176 conversion click-throughs (all goals: guide, forms and deals). These numbers are substantially lower than January 2013 due to the beta site launch.
 - Drove 979 visits for 54 “Deals” Pageview goals and 41 “Guide” Pageview Goals.
- Referral traffic:
 - Traffic up by slightly by 5.16% (+402) visits over January 2013 and up even more over December 2013 by 142.54% (+4,818).
- Direct traffic:
 - Direct traffic was up significantly by 113% (+5,559) visits and over January 2013 and up by 142.54% (+7,524) over December 2013.

Top 10 Searched Queries by Impressions

Query	Impressions [?] ↓	Clicks [?]	Average Position [?]	CTR [?]
	271,326 % of Total: 90.44% (300,000)	10,073 % of Total: 125.91% (8,000)	12 Site Avg: 23 (-49.72%)	3.71% Site Avg: 2.67% (39.22%)
1. naples florida	90,000	2,000	10	2.22%
2. naples	27,000	170	10	0.63%
3. naples fl	12,000	150	8.9	1.25%
4. marco island	5,500	70	13	1.27%
5. naples, fl	5,500	50	8.5	0.91%
6. marco island florida	4,500	70	12	1.56%
7. things to do in naples	3,000	50	9.9	1.67%
8. things to do in naples fl	3,000	60	9.2	2.00%
9. naples, florida	2,500	50	6.8	2.00%
10. things to do in marco island	2,000	70	6.8	3.50%

- Overall Search Queries improved significantly over December 2013. Impressions increased by 118.91% (+109,595) and yielded 10,073 clicks (+104.57%). Average Organic position remained basically the same over December.
- Huge impressions over December 2013 as shown in the charge above.

Top 10 Searched Queries by Clicks

Query	Impressions [?]	Clicks [?] ↓	Average Position [?]	CTR [?]
	271,326 % of Total: 90.44% (300,000)	10,073 % of Total: 125.91% (8,000)	12 Site Avg: 23 (-49.72%)	3.71% Site Avg: 2.67% (39.22%)
1. naples florida	90,000	2,000	10	2.22%
2. events in naples fl	500	170	2.7	34.00%
3. naples	27,000	170	10	0.63%
4. naples events	1,000	170	2.7	17.00%
5. naples fl	12,000	150	8.9	1.25%
6. naples florida events	250	110	2.3	44.00%
7. marco island	5,500	70	13	1.27%
8. marco island florida	4,500	70	12	1.56%
9. naples events january 2014	170	70	1.0	41.18%
10. naples fl events	200	70	3.9	35.00%

- Google Clicks increased by 104.57(+4,844) over December 2013. The overall average position for keyword terms improved by 1% (12).
- The average position for the top 5 terms remained relatively the same. Queries wasn't an available metric until July 2013, so we cannot compare year-over-year results yet.

Paid Search (PPC)

Month	Spending	Clicks	Cost Per Click	PPC Conversions	Website Leads *
Jan	\$398.74	979	\$0.41	176	43
Feb					
Mar					
April					
May					
Jun					
July					
Aug					
Sept					
Oct					
Nov					
Dec					

- We paused the campaigns on December 2013 and re-started it on January 22, 2014 once the main fixes on the site were completed. The site was still beta.paradisecoast.com.
- Cost per PPC conversion decreased from December by \$4.94 for an average cost of \$4.94.
- Conversions for Total Events for External Links, such as Book Direct, eBook and Learn More generated 176 clicks; 43 were Website Leads (forms completed) from PPC only. Total Website Leads were 500.

Tasks Performed

February 24, 2014
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- Editorial Calendar – revised calendar for Buzzy and articles. (Once the beta site is available for SMT to access, we will upload the new articles through the CMS)
 - Celebrate Dad
 - Fishing Article – spin-off
 - Celebrate Mom
 - Spa Article – spin-off
- PPC Management
 - Monitored Campaigns during the last two weeks of January. Updated bidding for the top keyword terms.
 - Prepared 2 campaigns for Deals that will go LIVE when the beta site is fully launched.
- Account Service
 - Report for Analytics and Monthly Analytics call
 - Collaboration between Collier & SMT for articles and editorial calendar
 - On-site meeting with Debbie, JoNell and Buzzy
 - Follow-up correspondence throughout the month regarding the website, content generation software and website review (deals, search feature and articles)

Glossary of Terms

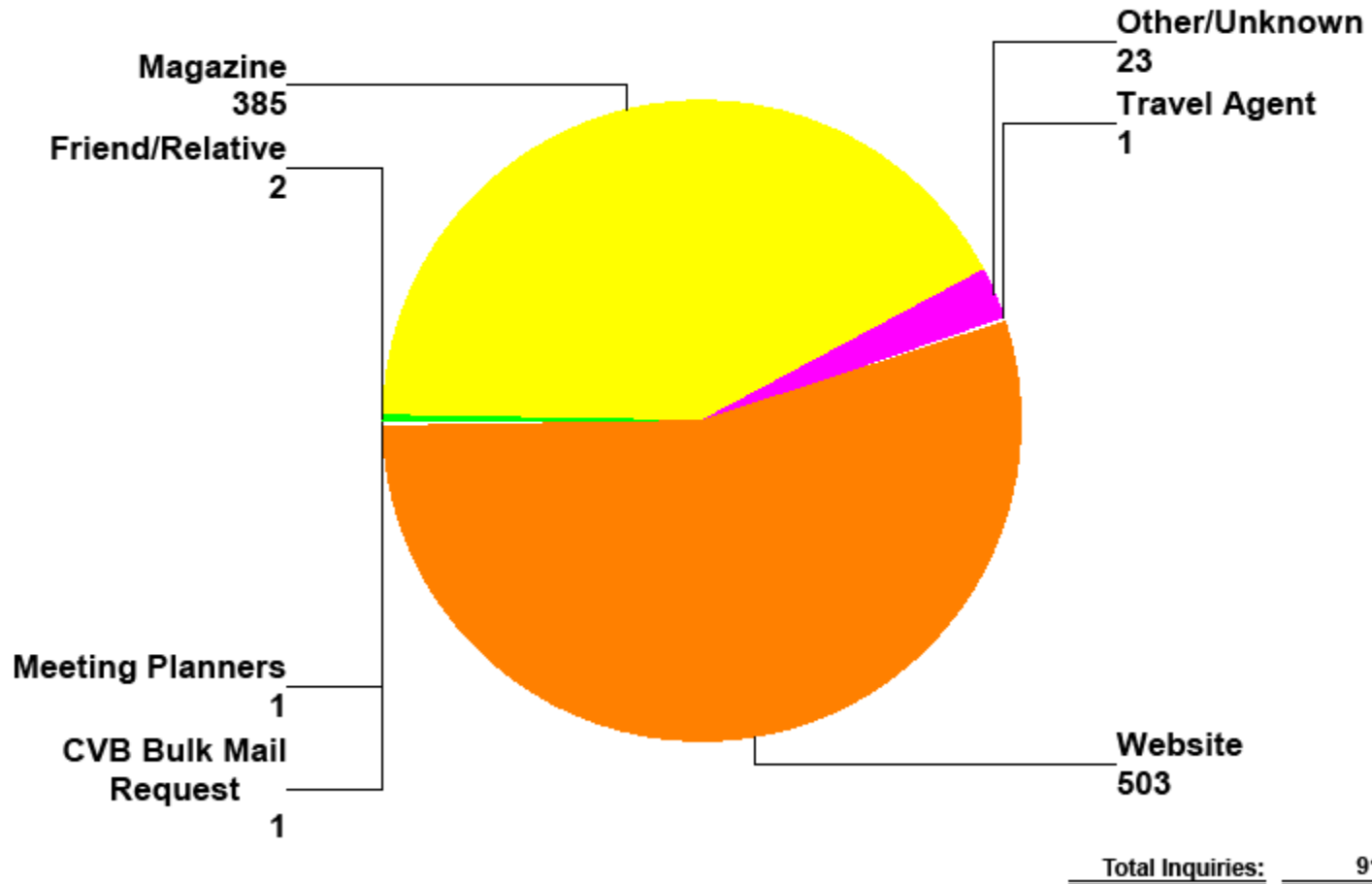
February 24, 2014
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- **Average Position** – the position where a page of your website is ranked on Google.
- **Bounce** – When a visitor visits only one page on your website and leaves.
- **Bounce Rate** – The percentage of visitors over visits where visitors only see one page before bouncing.
- **CPC** (Cost-per-click) – The money you pay when someone clicks on one of your ads.
- **CTR** (Click-through-rate) –The number of clicks over impressions (as it relates to SEO Queries and PPC).
- **Impressions** – The number of times your ad was seen (PPC); the number of times your website was displayed in a search result when a keyword term was searched (SEO Query).
- **Interest Over Time** - Numbers represent search volume relative to the highest point on the chart, which is always 100. Hover over any point to see the search volume at that time.
- **Query** – The search action performed (SEO Query).

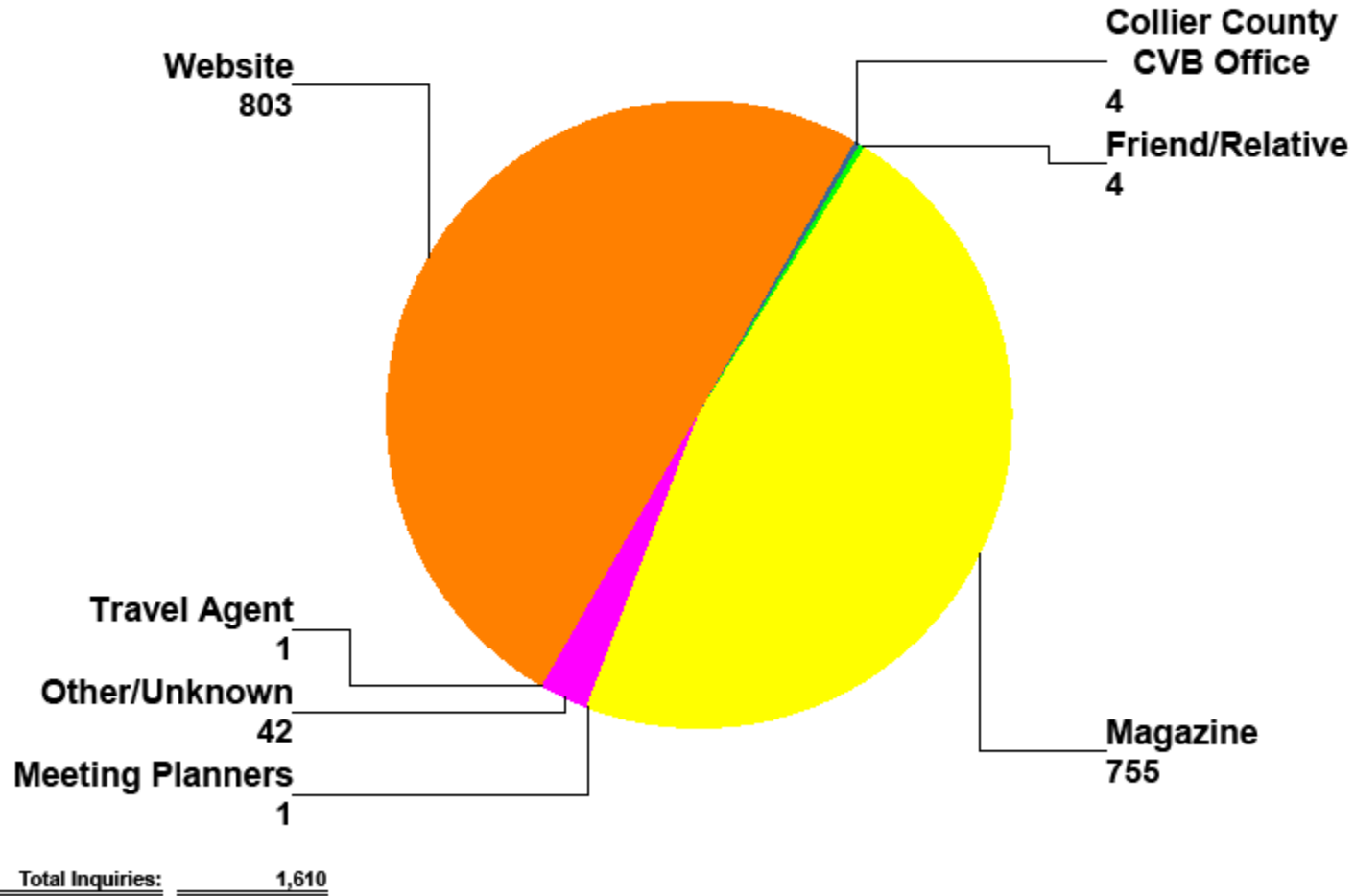
Fulfillment Services

Phase V

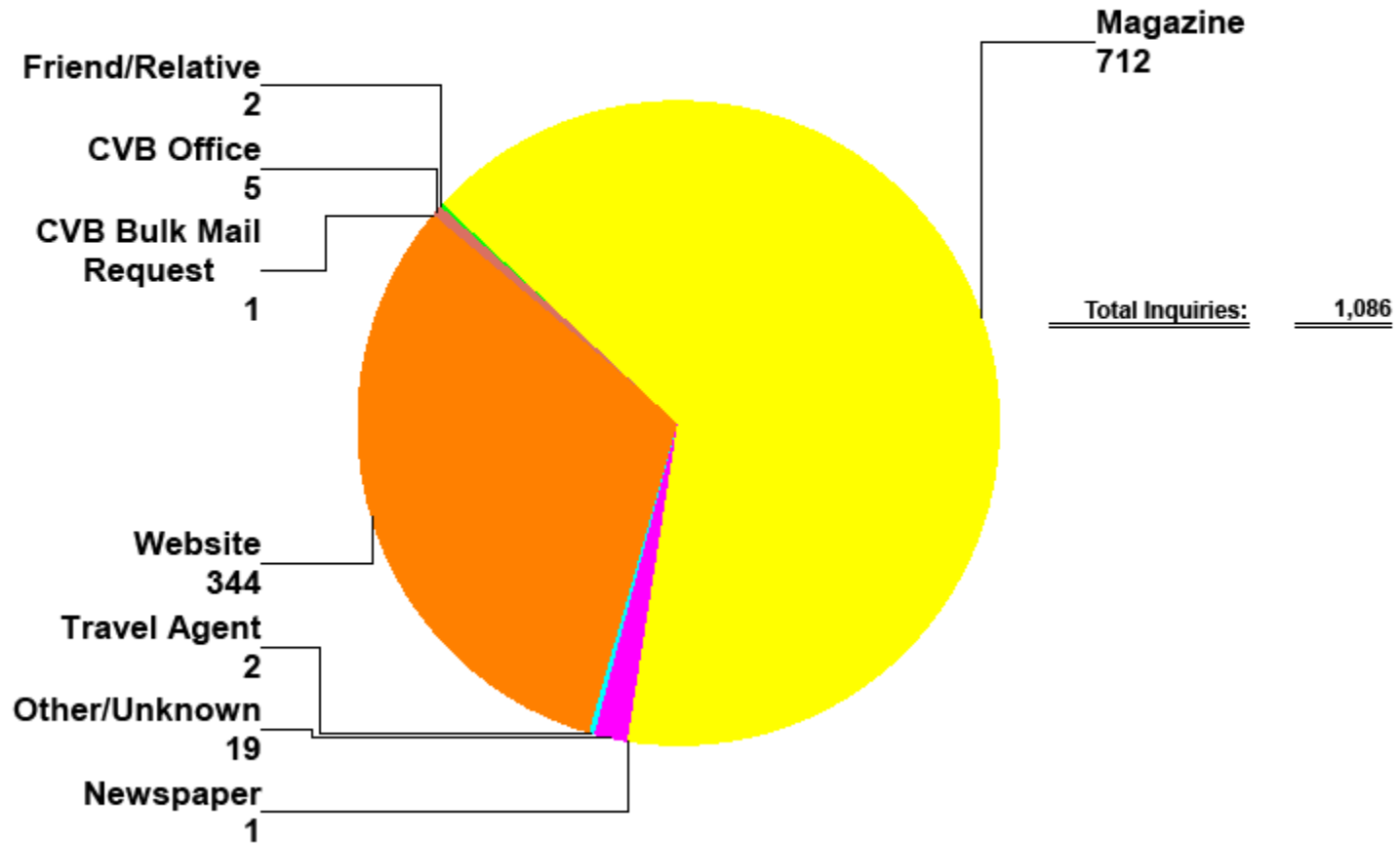
Naples, Marco Island, Everglades CVB Request Summary by Source For the month of January 2014



Naples, Marco Island, Everglades CVB Request Summary by Source Calendar Year to Date 2014



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



Results Analysis

January 2014

February 24, 2014
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Request Summary by Source Slide

January 2013 = 143

January 2014 = 0

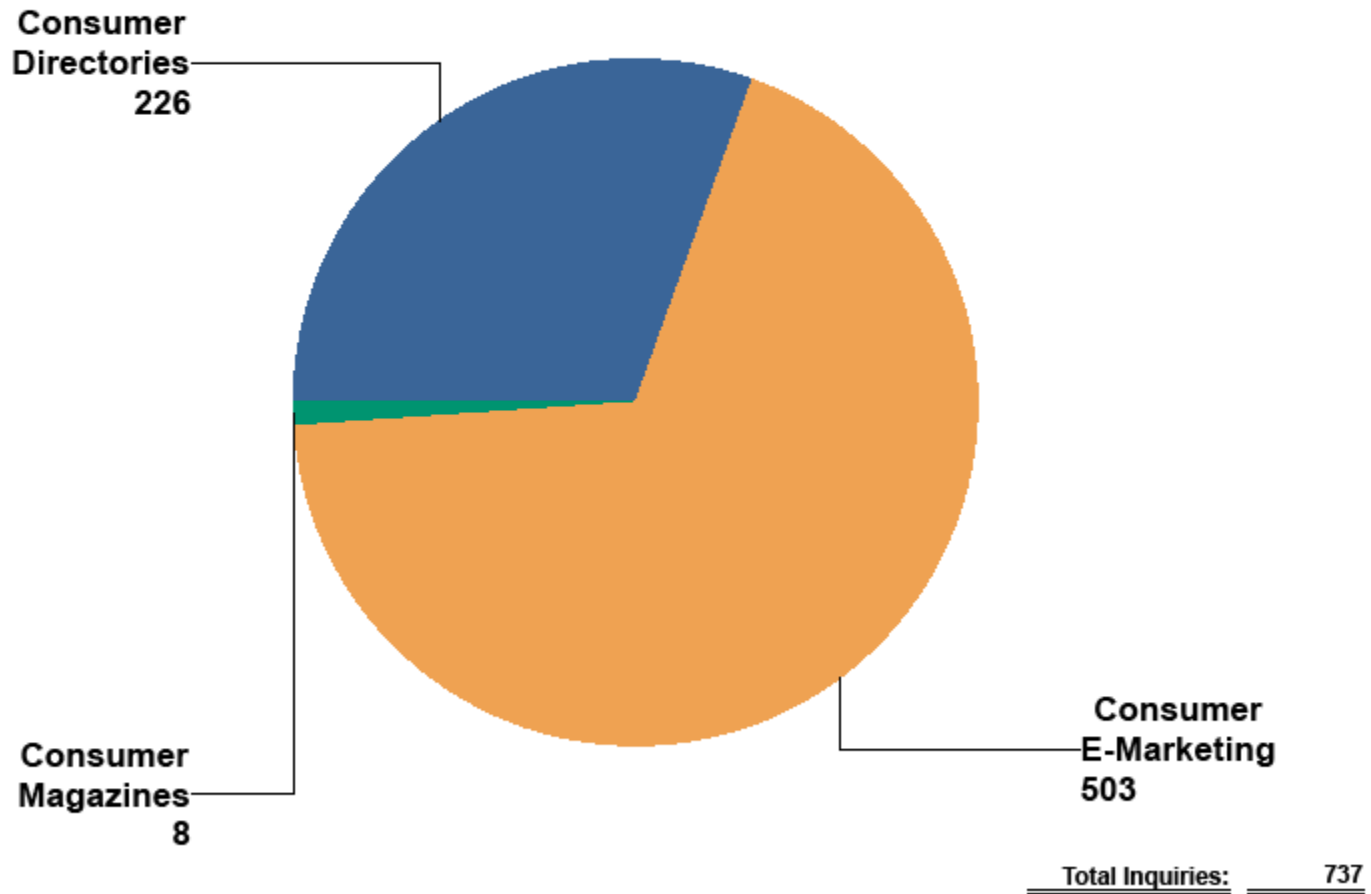
January 2013 = 259

January 2014 = 0

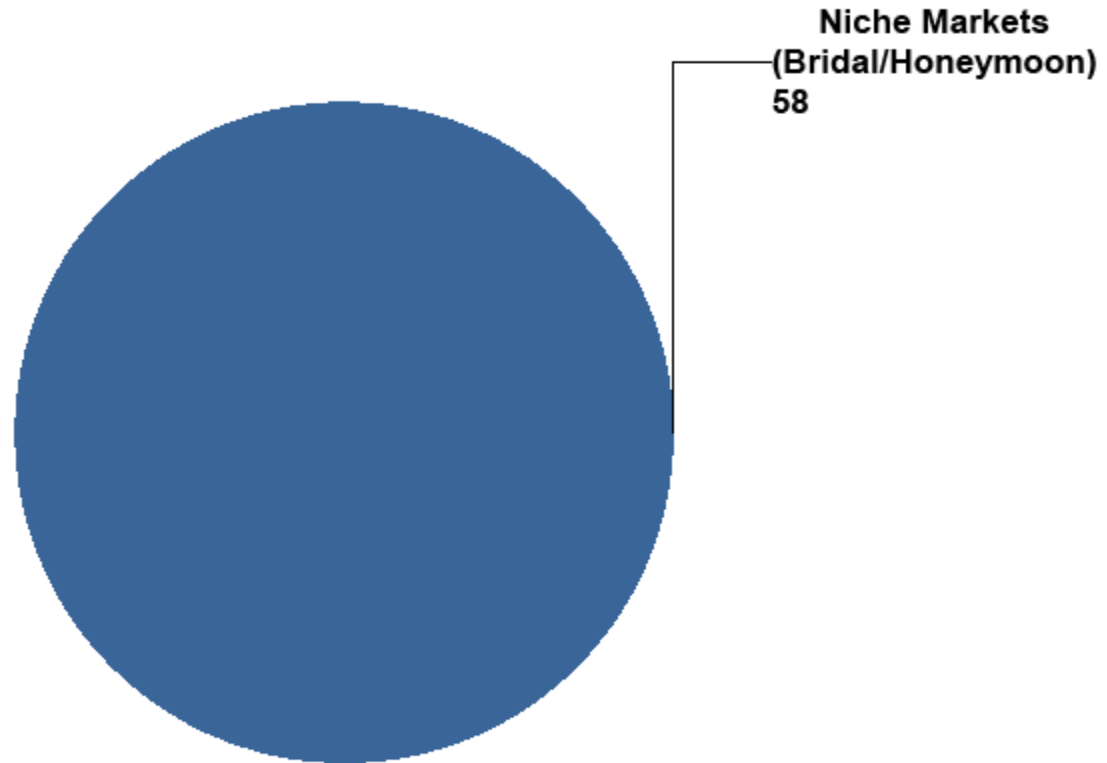
143 leads were generated from Conde Nast Traveler in January 2013. In January 2014 adv was not purchased in this publication.

259 leads were generated from Audubon in January 2013. In January 2014 adv was not purchased in this publication.

Naples, Marco Island, Everglades CVB Request Summary by Leisure Markets For the month of January 2014



**Naples, Marco Island, Everglades CVB
Request Summary by Niche Markets
For the month of January 2014**



**Niche Markets
(Bridal/Honeymoon)
58**

Total Inquiries: 58

Inquiries – Leading 4 Countries January 2014

2013

USA

Canada

UK

Germany

2014

USA

Canada

UK

Germany

Inquiries - Leading 6 States January 2014

2013

Florida

New York

Illinois

Ohio

Pennsylvania

Michigan

2014

Florida

Ohio

New York

Illinois

Pennsylvania

Minnesota

Collier County CVB Inquiries by Type Calendar Year

February 24, 2014
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	January	2014	Y-T-D
Phone		94	94
Publications		918	918
Web site		503	503
Info@ParadiseCoast		0	0

Misc. CVB Services Calendar Year

	January 2014	Y-T-D
Info Ctr Shipments	3,510	3,510
Editorial Gen Calls	71	71
Mtg Planner Calls	0	0
Storm Info Calls	0	0
Storm Accommodations	0	0
Sports Council	0	0
Film Commission	0	0
Travel Agent	0	0

Live Chat by Page January 2014

BY PAGE			
Page	# of chats	Minutes	Min/Chat
About the Area	0	0.0	0.0
Attractions	0	0.0	0.0
Beachs & Parks	0	0.0	0.0
Dining	0	0.0	0.0
Home Page	18	64.0	3.6
Order a Guide	0	0.0	0.0
Stay in Paradise	3	8.2	2.7
Totals	21	72.3	3.4

Live Chat by Topic January 2014

Topic	# of chats	Minutes	Min/Chat
Accommodations	9	26.3	2.9
Airport	1	3.3	3.3
Attractions	1	4.5	4.5
Beaches	1	4.6	4.6
Charters and Tours	1	6.6	6.6
Dining & Nightlife	1	2.4	2.4
Directions	1	3.5	3.5
Misc.	1	3.6	3.6
Shopping	1	2.2	2.2
Temperature	1	3.1	3.1
Visitor's Guide	2	8.1	4.1
Wedding	1	4.2	4.2
Totals	21	72.3	3.4

Misc. Services January 2014

Media	Month	YTD	
Golf Guide			
Niche Markets			
Play Florida Golf 2013		0	0
Golf Guide		0	0
Meeting Planners			
Meeting Planner Kit Fulfillment		1	1
Meeting Planner Non-Kit Fulfillment		1	1
Meeting Planners		2	2
Grand Total:		2	2

Thank you

Questions?

