

**Naples Marco Island Everglades CVB
Task Report
Created - Between 1/14/2014 - 2/13/2014**

February 24, 2014
Detailed Staff Reports 11
1 of 24

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
1/29/2014	American express / N. Horeis	Assisted Mtg Planner	Closed	1/29/2014	1/29/2014	Debi DeBenedetto
<i>sent planner fishina info. Everglades excursions and other destination info. Sent out and booked Rfo.</i>						
1/17/2014	Brentwood Baptist Church	Site itinerary planning	Closed	1/30/2014	2/5/2014	Debi DeBenedetto
<i>From: Destinations And Meetinas</i>						
2/11/2014	Coaches That Rock Julie Blake 239-450-8185 coachjulieblake@gmail.com	Assisted Mtg Planner	Open	2/11/2014		
<i>assist planner and sent Rfo</i>						
1/30/2014	Conference Planning international	RFP sent to partner	Closed	1/30/2014	1/30/2014	Debi DeBenedetto
2/5/2014	Debi's Activity Tracking Account Debi DeBenedetto	Communicate-Other CVB	Open	2/20/2014		
<i>From: Ann Shephird</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Open	3/4/2002		
<i>working on Motown event NY sales mission with NYSAE event in NY March 4 several hours coordination</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Open	2/19/2201		
<i>appointments and plans for GMITE in LA for Feb 18</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Open	2/14/2014		
<i>arrangements a for Video shoot for CVB Debi video meetinas</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Open	5/6/2014		
<i>Working on Tourism week. Venue. timeline. nomination forms. site inspect. Event May 6 New Hope</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Open	3/3/2014		
<i>Sales Mission NYC NY - very time consumina and events look aood over .35 RSVP and invitations out etc. Spa event planned dav and evenina.</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Open	3/5/2014		
<i>working of Phillv sales mission. invite sent. RSVP comina in. lunch event - possible dinner</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Open	3/5/2014		
<i>working of Phillv sales mission. invite sent. RSVP comina in. lunch event - possible dinner</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Closed	2/10/2014	1/21/2014	Debi DeBenedetto
<i>Attended HSMAI Ft. Lauderdale our chapter event</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	2/10/2014	1/27/2014	Debi DeBenedetto

* Task is assigned to multiple people

Copyright ©2004 - 2014 iDSS. All Rights Reserved.

Printed: 2/13/2014

Page: 1 of 3

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
<i>TDC meeting attended 9-12</i>						
1/27/2014	Debi's Activity Tracking Account Debi DeBenedetto	Assisted Mtg Planner	Closed	1/27/2014	1/27/2014	Debi DeBenedetto
<i>From: Ashlev Beaudrv</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	Site with client	Closed	2/10/2014	1/29/2014	Debi DeBenedetto
<i>site inspection New Hope</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	RFP sent to partner	Closed	2/10/2014	2/3/2014	Debi DeBenedetto
<i>assisted Paradise aagency with video crew rooms for photo shoot</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	Meeting - general -staff - any	Closed	2/10/2014	2/4/2014	Debi DeBenedetto
<i>staff meeting and events to begin Tourism week</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Closed	2/10/2014	2/7/2014	Debi DeBenedetto
<i>Attend roundtable and meeting with aagency after 5 hours</i>						
2/10/2014	Debi's Activity Tracking Account Debi DeBenedetto	Proof-Ad	Closed	2/10/2014	2/10/2014	Debi DeBenedetto
<i>several ads to proof for aagency advertising this and last week</i>						
2/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Assisted Mtg Planner	Closed	2/11/2014	2/11/2014	Debi DeBenedetto
<i>From: Leticia Rosas</i>						
2/6/2014	Dee Grahl Dee Grahl dgrahl505@gmail.com	RFP sent to partner	Closed	2/6/2014	2/6/2014	Debi DeBenedetto
<i>sent rfp and sales kit</i>						
1/27/2014	Hannover Life Reassurance Comp. of America	RFP sent to partner	Closed	1/27/2014	1/27/2014	Debi DeBenedetto
2/5/2014	J. Ayres & Associates, Inc.	Assist Meeting planner -sales kit email photos or video	Closed	2/5/2014	2/5/2014	Debi DeBenedetto
<i>From: Javne Avers</i>						
1/27/2014	Marco Island Marriott Beach Resort, Golf Club & Spa	Assisted Mtg Planner	Closed	1/27/2014	1/27/2014	Debi DeBenedetto
<i>From: Hess, Ann Marie</i>						
1/27/2014	Meetings Info MIM Sandy Rim 412-421-0701 sandyrim@meetingsinfo.com	Assisted Mtg Planner	Closed	1/27/2014	1/27/2014	Debi DeBenedetto
<i>From: Sandv Rim</i>						
1/17/2014	Naples Marco Island Everglades CVB	Communicate-Staff	Closed	1/17/2014	1/17/2014	Debi DeBenedetto
<i>From: PirreMichelle</i>						
2/5/2014	Paradise Advertising & Marketing	Communicate-Advertising	Closed	2/5/2014	2/5/2014	Debi DeBenedetto
<i>From: Laurence Tolbin</i>						

* Task is assigned to multiple people

Copyright ©2004 - 2014 iDSS. All Rights Reserved.

Printed: 2/13/2014

Page: 2 of 3

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
2/5/2014	Paradise Advertising & Marketing	Proof-Ad	Closed	2/5/2014	2/5/2014	Debi DeBenedetto
<i>From: Nicole Delanev</i>						
1/27/2014	Strategic Meetings & incentives Anne Findlay-Gomes 416-644-3300 ext 2610 anne. findlay-gomes@vision2000.CA	RFP sent to partner	Closed	1/27/2014	1/27/2014	Debi DeBenedetto
1/28/2014	The Ritz-Carlton Golf Resort, Naples Desiree Reyes Smith 239-593-2000 Desiree.Reyes@ritzcarlton.com	Rfp enhancement granted	Closed	1/28/2014	1/28/2014	Debi DeBenedetto
2/12/2014	The Ritz-Carlton Golf Resort, Naples Desiree Reyes Smith 239-593-2000 Desiree.Reyes@ritzcarlton.com	Rfp enhancement granted	Closed	2/12/2014	2/12/2014	Debi DeBenedetto

Total Tasks:**32**

Naples Marco Island Everglades CVB
SALES REPORT EXECUTIVE SUMMARY
 1/1/2013 - 12/31/2013

CURRENT DEFINITE						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	44	0.0	4,866.0	7,018,337	17,711.0	0.0
Total:	44	0.0	4,866.0	7,018,337	17,711.0	0.0

CURRENT TENTATIVE						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	94	0.0	12,085.0	23,178,034	41,246.0	0.0
Total:	94	0.0	12,085.0	23,178,034	41,246.0	0.0

ITINERARIES						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	14	0.0	787.0	1,815,563	2,583.0	0.0
Total:	14	0.0	787.0	1,815,563	2,583.0	0.0

LEADS SENT						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	230	0.0	26,385.0	71,091,322	92,161.0	0.0
Total:	230	0.0	26,385.0	71,091,322	92,161.0	0.0

TURNED CANCELLED						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	21	0.0	2,879.0	4,668,681	9,084.0	0.0
Total:	21	0.0	2,879.0	4,668,681	9,084.0	0.0

TURNED DEFINITE						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	72	0.0	6,304.0	12,147,097	22,885.0	0.0
Total:	72	0.0	6,304.0	12,147,097	22,885.0	0.0



TURNED LOST						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	128	0.0	15,563.0	36,833,623	54,091.0	210.0
Total:	128	0.0	15,563.0	36,833,623	54,091.0	210.0

TURNED TENTATIVE						
Sale Rep	Total Count	Attendance	Peak Rooms	Economic Impact Est	Requested Rooms	Contracted Rooms
Debi DeBenedetto	228	0.0	25,765.0	70,570,353	90,053.0	0.0
Total:	228	0.0	25,765.0	70,570,353	90,053.0	0.0

Report Total:	831	0.0	94,634.0	227,323,010	329,814.0	210.0
----------------------	------------	------------	-----------------	--------------------	------------------	--------------

CVB - LOCAL TOURISM INDUSTRY COVERAGE			
Media Outlet	Story Title & Link to Online Version	Publication Date	Details
Collier County Bi-Monthly Tourism Column			
The News-Press	Optimistic outlook	1/2/14	Marketing initiatives for 2014
The News-Press	Record year for visits and spending	1/23/14	Record numbers 2013
CVB & Local Tourism Issues Coverage			
Naples FL Weekly	Jack Wert to speak on tourism at Marco Island Chamber	1/2/14	
Marco Eagle	JW shares 'state of the County' on visitors	1/16/14	
M.I.Sun Times	Image boost for Marco, Naples, Everglades (Wert says boost from Nat'l Geographic boost 'huge')	1/17/14	
Naples Daily News	Collier tourism increases 6 percent, spending up 12 percent	1/27/14	TDC meeting coverage
The News-Press	SW Fla. bets Northerners warm to ads	1/31/14	CVB News release
DESTINATION FEATURE COVERAGE			
Media Outlet	Story Title	Publication Date	Details
National & Regional			
Naples Daily News	VP Biden arrives in SW FL for Keewaydin visit for New Year	1/1/14	VP lands at RSW, goes by boat to Keewaydin
News-Press	Biden visit highlights Collier County area	1/3/14	Feature on VP visit to brother's home on Keewaydin
News-Press	VP Biden's Collier vacation ends	1/3/14	Exit strategy for VP
VisitFlorida.com	Bird Rookery guided hikes at CREW	1/1/14	New guided hikes
Naples Daily News	Naples nominated as finalist for Best Romantic N. Amer. Getaway by 10Best	1/3/14	CVB release posting at NDN Community Submitted News to encourage voting
ABC-7	Naples nominated as finalist for Best Romantic N. Amer. Getaway by 10Best	1/6/14	Morning news team reported on nomination, encouraged voting

SoulMate Charters Newsletter	Story on Sea Salt Naples' 5th anniversary, dining recommendation	1/6/14	
Detroit Free Press	Hidden Treasure: Ritzy Naples has beaches & golf but so much more	1/9/14	CVB assisted writer Ellen Creager
Mobile News	Hidden Treasures story pickup		
Houston Chronicle	Hidden Treasures story pickup		
Lakeland Ledger	Hidden Treasures story pickup		
Private Jets News	Hidden Treasures story pickup		
Naples Daily News	Man dies from cardiac arrest at HITS Triathlon	1/12/14	Swimmer suffers heart attack during triathlon
Naples Daily News	Naples Triathlon kicks off one man's journey around the world for a good cause	1/11/14	Bob Schuler's triathlons around the world project
USA Weekend	Cozy Winter Getaways - Naples featured as one of 10Best Most Beautiful	1/17/14	Editor's choice of Naples!
About.com	Family travel to Paradise Coast	1/25/14	Press releases; CVB photos

<input type="checkbox"/>	Name
<input type="checkbox"/>	Naples, Marco Island, Everglades - Paradise Coast - Page Likes - Ad
Ad Preview	
	<p>Paradise Coast likes this.</p> <p>Naples, Marco Island, Everglades - Paradise Coast Crowds? Cold? Get Out of Town! Florida's Paradise Coast Awaits!</p>
	
<p>Naples, Marco Island, Everglades - Paradise Coast Travel/Leisure 12,620 likes</p> <p data-bbox="1073 730 1166 768"><input checked="" type="button" value="Liked"/></p>	
Sponsored	

Pullquote: “They have a big impact on the economy, without a doubt. But there is a collective sigh of relief when they leave.” –JoNell Modys, communications manager for the Naples, Marco Island, Everglades Convention & Visitors Bureau

Fudgies of the South

Snowbirds cause the same sort of excitement (and grief) in Naples as fudgies do here.

By Becky Kalajian

The same group that spends millions crowding Traverse City hotels, shops and restaurants during the summer heads south as soon as the leaves hit the ground.

And for year-round Florida residents, this seasonal influx brings with it a similar double-edged sword.

Snowbirds – a particular subspecies that in October takes I-75 south ‘til it ends – are both the lifeblood and a burden for many Floridians, who welcome the cash but sigh at the traffic snarls, overbooked restaurants, and scarce tee time availability.

“They have a big impact on the economy, without a doubt,” said JoNell Modys, communications manager for the Naples, Marco Island, Everglades Convention & Visitors Bureau. “But there is a collective sigh of relief when they leave.”

Naples, a quaint town of 20,000 or so just south of Ft. Myers, is a magnet for Michiganders and other Midwesterners fleeing the frost. More than 1.5 million visitors come the area each year, infusing more than \$1.5 billion into the area’s economy. Traditionally, Midwestern visitors have poured in through the I-75 corridor, a 60-or-so-year-old highway that starts in Sault Ste. Marie and ends in Tampa.

People who have always gone to Florida’s west coast continue to do so, said Modys, regardless of choices now afforded them through air travel.

“Families have followed I-75 for decades, so a long-established tradition was set through the generations,” said Modys, a third-generation Floridian.

Like Traverse City, Naples’ downtown area was declining 20 years ago due to sprawl and an explosion of malls. An urban study recommended changing building heights from one story to three, increasing residential space. It also recommended free parking on the streets and in its two, four-story parking garages, said Modys.

“These decisions absolutely worked to create a walkable community,” she said. “Downtown Naples is literally a promenade of people and autos in the winter months.”

Although the 69,000 snowbirds – or seasonal residents – in the Naples area are primarily from Ohio and Minnesota, Michiganders have a very strong presence, too. No hard numbers are available, but according to some, those from the Great Lakes State make themselves known wherever they go.

“I can spot ‘em a mile away,” said Dave Osborn, deadline news editor for the Naples Daily News.

Osborn, a Michigan native, says that the Hawaiian shirts Michiganders wear are a dead giveaway, as well as shorts and flip-flops in 60-degree weather, a temperature much too cold for Southerners.

“I call [Naples] ‘Midwest Florida’ because so many people from Ohio, Michigan, and Minnesota are here,” he said.

Beyond the Miami Vice-style fashions, Michiganian snowbirds give themselves away with their speech, said Osborn.

“When I hear ‘pop’ instead of ‘soda,’ I know,” he said. “When I hear people ending their sentences with a preposition, it’s obvious.”

Osborn echoed Modys’ lament about traffic and other high season irritations.

“People drive horribly when they get here. They’ll go 30 in a 55 mph zone, usually in the left hand lane, gawking, pointing, anything but driving,” he said. “For them, it’s a play land, so they lose sense of everything else. You really have to be on your toes.”

Osborn, who enjoys striking up conversations with Michiganders, often wears sports regalia in support of either the Spartans, the Red Wings, the Lions, or the Tigers.

“I always get a comment from someone; today it was a woman in Target who liked my Sparty hat,” said the MSU graduate. “People from Michigan are generally outgoing and very friendly.”

And, like many sun-seeking Midwesterners, hungry for real estate. According to long-time Naples Realtor Yvonne Wood, average sales have hit a 57-month high and inventory is “very low.”

“Last year the average home sales price was \$385,000; now it’s \$435,000 and going up,” she said.

Snowbirds are snapping up homes now that their northern homes are starting to sell, said Wood. While it’s made the market tight, survival without the snowbird economy would be difficult, she said.

“People grumble, but it’s just reality – it’s how we survive,” she said. “I think I can speak for all of Florida when I say we are very happy to have you all come down.”

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of January 2014

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	15	61.50
PR-Editorial (800-688-3600)	71	197.22
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	8	28.30
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
Sports Council (800-342-3110)	0	0.00
<u>Grand Total:</u>	<u>94</u>	<u>287.02</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of January 2014

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	50	135.28
Special Fulfillment	2	4.28
Guide Request	916	169.90
CVB Office Referral	2	5.82
Hang up	0	0.00
Wrong Number	0	0.00
eNewsletter Signup	429	0.00
Golf E-blast	0	0.00
Meeting Planner	0	0.00
<u>Grand Total:</u>	<u>1,399</u>	<u>315.28</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of January 2014

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	372	372
Meeting Planner Kit	2	2
Rack Brochure (Portuguese)	7	7
Rack Brochure (Spanish)	6	6
Visitor's Guide (English)	904	2012
Visitor's Guide (German)	8	8
<u>Grand Total:</u>	<u>1299</u>	<u>2407</u>
Unigue requests for guides:	916	

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

For the month of January 2014

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Markets	93	207	3.36%	0	0	0.00%
Leisure Markets	737	5,337	86.61%	665	0	0.00%
Meeting Planners	1	3	0.05%	0	0	0.00%
Miscellaneous	27	80	1.30%	29	0	0.00%
Niche Markets	58	535	8.68%	392	0	0.00%
Spring/Summer In-State Campaign	0	0	0.00%	0	0	0.00%
<u>Grand Total:</u>	<u>916</u>	<u>6,162</u>		<u>1,086</u>	<u>0</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Request Summary by Group Markets**

For the month of January 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Group Business - Association Meetings Professional			
Collaborate Meetings Magazine August/September 2013	0	9	100.00%
Group Business - Association Meetings Professional	0	9	4.35%
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine August/September 2013	0	1	100.00%
Group Business - Corporate Meetings Professional	0	1	0.48%
Group Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2014	46	46	23.35%
Bridal Guide November/December 2013	45	145	73.60%
Destination Weddings & Honeymoon December 2013	2	6	3.05%
Group Markets (Bridal/Honeymoon)	93	197	95.17%
Grand Total:	93	207	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Leisure Markets

For the month of January 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>	
Consumer Directories				
2010 Visit Florida Magazine	0	1	0.14%	
2013 Florida Insider Guide - Quick Check	2	9	1.27%	
2013 Visit Florida Magazine - Quick Check	100	384	54.24%	
2013 Visit Florida Magazine - Specific Target	115	305	43.08%	
2014 Visit Florida Magazine - Quick Check	7	7	0.99%	
2014 Visit Florida Magazine - Specific Target	2	2	0.28%	
Consumer Directories	226	708	13.27%	
Consumer E-Marketing				
DestinationBrochures.com	2	12	0.81%	
Other/Unknown	0	1	0.07%	
ParadiseCoast.com	500	1465	98.99%	
	Miles Media Imports	491	1426	96.35%
	Phone	7	26	1.76%
	Interactive Text Chat	2	13	0.88%
VisitFlorida.com	0	1	0.07%	
WeatherBug.com	1	1	0.07%	
Consumer E-Marketing	503	1480	27.73%	
Consumer Magazines				
AAA Florida TourBook 2009 Edition	0	1	4.76%	
Other/Unknown	8	15	71.43%	
Southern Living January 2012	0	5	23.81%	
Consumer Magazines	8	21	0.39%	
Consumer Newspaper				
Visit Florida In-State Insert Fall 2013	0	3128	100.00%	
Consumer Newspaper	0	3128	58.61%	
Grand Total:	737	5337		

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Request Summary by Meeting Planners**

For the month of January 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
ParadiseCoast.com/Meetings	1	3	100.00%
Grand Total:	1	3	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Request Summary by Miscellaneous**

For the month of January 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
CVB Bulk Mail Request	1	2	2.56%
CVB Office	0	3	3.85%
Friend/Relative	2	8	10.26%
Other/Unknown	23	65	83.33%
Travel Agent			
TCTIA FAM October 2011	1	2	100.00%
Travel Agent	1	2	2.50%
<u>Grand Total:</u>	<u>27</u>	<u>80</u>	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Request Summary by Niche Markets**

For the month of January 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide (Added Value) July/August 2013	1	16	2.99%
Bridal Guide (Added Value) May/June 2013	2	14	2.62%
Bridal Guide March/April 2013	5	31	5.79%
Bridal Guide March/April 2014	29	29	5.42%
Bridal Guide November/December 2013	13	281	52.52%
Bridal Guide September/October 2013	8	164	30.65%
Niche Markets (Bridal/Honeymoon)	58	535	100.00%
Grand Total:	58	535	

*YTD = Fiscal Year to Date

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

For the month of January 2014

State	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Florida	73	3,419	58.43%	93	275	12.14%
New York	59	192	3.28%	85	160	7.06%
Ohio	63	160	2.73%	74	153	6.75%
Pennsylvania	49	154	2.63%	59	132	5.83%
Illinois	56	143	2.44%	76	161	7.11%
Michigan	43	132	2.26%	55	111	4.90%
Minnesota	48	126	2.15%	32	74	3.27%
Wisconsin	37	105	1.79%	36	74	3.27%
New Jersey	31	100	1.71%	37	79	3.49%
Indiana	30	96	1.64%	18	56	2.47%
California	19	82	1.40%	39	66	2.91%
Georgia	19	80	1.37%	23	59	2.60%
Texas	20	79	1.35%	31	61	2.69%
North Carolina	21	74	1.26%	25	74	3.27%
Missouri	27	73	1.25%	28	65	2.87%
Maryland	17	71	1.21%	20	40	1.77%
Massachusetts	21	70	1.20%	25	58	2.56%
Virginia	17	63	1.08%	28	71	3.13%
Tennessee	11	50	0.85%	22	50	2.21%
Iowa	18	49	0.84%	14	34	1.50%
Alabama	13	48	0.82%	22	35	1.55%
South Carolina	8	46	0.79%	12	22	0.97%
Connecticut	12	37	0.63%	17	47	2.08%
Kentucky	11	36	0.62%	18	39	1.72%
Colorado	12	34	0.58%	14	39	1.72%
Rhode Island	4	28	0.48%	2	5	0.22%
Kansas	7	26	0.44%	8	22	0.97%
Louisiana	7	26	0.44%	11	14	0.62%
Washington	6	26	0.44%	9	14	0.62%

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

For the month of January 2014

State	Current Year			Last Year		
	Month	YTD	% YTD	Month	YTD	% YTD
Arizona	8	24	0.41%	10	17	0.75%
Arkansas	6	20	0.34%	6	11	0.49%
Mississippi	4	20	0.34%	4	16	0.71%
Nebraska	4	17	0.29%	2	9	0.40%
Maine	2	13	0.22%	3	8	0.35%
West Virginia	4	13	0.22%	6	10	0.44%
New Hampshire	6	12	0.21%	3	7	0.31%
Oklahoma	3	12	0.21%	8	16	0.71%
Oregon	1	12	0.21%	12	20	0.88%
Delaware	1	11	0.19%	6	7	0.31%
New Mexico	3	10	0.17%	7	9	0.40%
North Dakota	3	10	0.17%	2	4	0.18%
Puerto Rico	2	9	0.15%	1	3	0.13%
South Dakota	3	9	0.15%	3	6	0.26%
District of Columbia	3	6	0.10%	1	1	0.04%
Nevada	3	6	0.10%	4	8	0.35%
Utah	0	6	0.10%	0	1	0.04%
Idaho	0	4	0.07%	6	7	0.31%
Wyoming	0	4	0.07%	1	2	0.09%
Vermont	1	3	0.05%	1	2	0.09%
Hawaii	0	2	0.03%	0	1	0.04%
Montana	1	2	0.03%	4	9	0.40%
Alaska	0	1	0.02%	0	1	0.04%
Armed Forces	0	0	0.00%	0	0	0.00%
Virgin Island	0	0	0.00%	0	0	0.00%
Grand Total:	817	5,851		1,023	2,265	

* YTD = Fiscal Year to Date

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

For the month of January 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	817	5,851	94.95%	1,023	2,265	91.15%
Canada	51	152	2.47%	30	80	3.22%
United Kingdom	20	53	0.86%	6	25	1.01%
Germany	5	20	0.32%	5	9	0.36%
No Address Given	3	10	0.16%	5	38	1.53%
Brazil	4	9	0.15%	4	30	1.21%
Sweden	0	8	0.13%	0	1	0.04%
Belgium	3	5	0.08%	2	2	0.08%
France	1	5	0.08%	1	8	0.32%
Netherlands	1	5	0.08%	2	5	0.20%
Algeria	0	3	0.05%	0	2	0.08%
Australia	1	3	0.05%	0	0	0.00%
Denmark	2	3	0.05%	0	0	0.00%
Italy	1	3	0.05%	0	2	0.08%
Argentina	0	2	0.03%	0	2	0.08%
India	0	2	0.03%	0	0	0.00%
Ireland	2	2	0.03%	0	2	0.08%
Mexico	1	2	0.03%	1	1	0.04%
Russia	0	2	0.03%	2	4	0.16%
Taiwan	0	2	0.03%	0	0	0.00%
Turkey	1	2	0.03%	0	0	0.00%
Cayman Islands	1	1	0.02%	0	0	0.00%
Estonia	0	1	0.02%	0	0	0.00%
French Polynesia	0	1	0.02%	0	0	0.00%
Hungary	0	1	0.02%	1	1	0.04%
Indonesia	1	1	0.02%	1	1	0.04%
Iran	0	1	0.02%	0	0	0.00%
Malaysia	0	1	0.02%	0	0	0.00%
Martinique	0	1	0.02%	0	0	0.00%
Norway	0	1	0.02%	0	0	0.00%
Poland	0	1	0.02%	0	1	0.04%

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

For the month of January 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Portugal	0	1	0.02%	1	1	0.04%
Slovenia	0	1	0.02%	0	0	0.00%
Spain	1	1	0.02%	0	0	0.00%
Sri Lanka	0	1	0.02%	0	0	0.00%
Switzerland	0	1	0.02%	0	0	0.00%
Thailand	0	1	0.02%	0	0	0.00%
Ukraine	0	1	0.02%	1	1	0.04%
Uruguay	0	1	0.02%	0	0	0.00%
Chile	0	0	0.00%	0	1	0.04%
Greece	0	0	0.00%	1	1	0.04%
Pakistan	0	0	0.00%	0	2	0.08%
Grand Total:	916	6,162		1,086	2,485	

* YTD = Fiscal Year to Date

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

For the month of January 2014

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Niche Markets			
Play Florida Golf 2013	0	429	100%
Golf Guide	0	429	100%
Meeting Planners			
Meeting Planner Kit Fulfillment	1	1	0%
Meeting Planner Non-Kit Fulfillment	1	1	0%
Meeting Planners	2	2	0%
Grand Total:	2	431	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of January 2014

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	94	287.02
DATA IMPORT	105	0.00
DATA IMPORT - NO FULFILLMENT	425	0.00
INTERACTIVE TEXT CHAT	2	9.17
RDR RESPONSE	764	14.82
RDR RESPONSE - FULFILLED	2	4.28
RDR RESPONSE - NO FULFILLMENT	7	0.00
<u>Grand Total:</u>	<u>1,399</u>	<u>315.28</u>