



DIRECTOR'S REPORT- Jack Wert

ADVOCACY ACTIVITIES

Met with Washington DC legislative delegation on tourism issues

Participated in Tourism Day in Tallahassee to meet with our legislative delegation on tourism issues related to our area, Visit Florida and sports issues.

Participated in Opportunity Naples research on tourism and hospitality

Met with TDC Chairman on agenda issues

BCC Agenda review meetings

TRADE SHOW ACTIVITY

Attended Destinations Showcase in Washington DC and met with national association meeting planners. Received three RFP's and the sales team is following up on those leads.

Attended the ITB trade show in Berlin, and met with 24 tour operators, journalists and airline representatives. The outlook for travel from this region to our area is very strong for this summer and next winter.

TOURISM INDUSTRY ACTIVITIES

Attended HSMAI Adrian Awards in NYC. Received 14 awards for excellence in tourism destination marketing and promotion.

Presentation to NABOR Global Committee on tourism results and outlook

Met with RSW Marketing team on Air Berlin joint promotion with Lee and Collier

Attended RSW Airport Monthly Marketing meeting

PROMOTIONAL ACTIVITIES

Regional Brazil promotion conference call on shopping app

Radio interview with Bob Harden and TV interview with WINK news on tourism results

ADMINISTRATIVE

Website enhancement meetings with staff and Miles Media to tweak new website



SALES DEPARTMENT - Debi DeBenedetto

Industry Relations – Sales

- Attended Women's Network of Collier County –3/12/14
- Sales Missions completed for New York City Spa event huge success with Rfp's in hand and relationships established and bonded. 25 planners in attendance 3 no shows. 3/3/2014
- Philadelphia sales event completed but poorly attended with no shows 3/5/2014
- NYSAE – New York Society of Association Executives Trade show and event attended and great show I would repeat again with 22 contacts and potential Rfp's for future.3/4/2014

New Product Development

- Working on an In-Market post card to encourage return business from group attendees
- Working on Tourism Week Awards luncheon & Rally
- Proofing new ads for group and leisure advertising
- Review of promo items/orders

Fams/Site Visits

- Preparations for upcoming shows April and May
- Assisted 3 planner sites to destination

Trade Shows

- Attended GMITE show in Los Angeles with 14 appointments and follow up 2/19-2/21

Requests for Proposal (RFP's) and Booked Business

- Current report dates –Feb. 14 – March 13, 2014
- We sent out - 12 RFP leads to partners– over \$3.6 million in economic impact opportunity
- 3 groups lost to other destinations on price, available dates
- 7 Booked groups for 593 room nights and projected revenue of \$394,753.08

Sponsorships & RFP Enhancements

- We approved 2 new request for RFP enhancement funding for this period totaling \$3,000.00
- One RFP enhancement turned definite.



SALES DEPARTMENT- Claudia Jonsson – Leisure Sales Manager

Industry Relations – Sales - Memberships

- Established more connections with all partners we represent by introducing myself personally on site inspections.
- Site at Marco Beach Ocean Resort with Robert Fesik
- Site at Olde Marco Inn & Suites with Dan Sullivan
- Site at Boat House with Destiny
- Site at Lakeside Inn with Angela
- Site at Port of the Islands with Daniela Hill

New Product Development

- Preparation for IPW
- Appointments finalized for IPW
- Preparation for Philly Trade Luncheon in conjunction with Visit Florida

Sales Missions

- NY Sales Mission huge success at the Waldorf with 27 in attendance.
- Presentation to 7 Agents at Allied-t-pro in NYC.
- Presentation to 6 Agents at Teamamerica in NYC.

Familiarization Trips

- Planned Tui Netherlands mini FAM to the area. Agenda set and rooms secured.
- Assisted in planning Brand USA Megafam May 16-17, 2014.

Florida Association Market

- Attended Xsite appointment show in Tallahassee with one partner.
- Received two RFP's and distributed to partners.

Trade Shows

- Attended Boston Globe Consumer Travel Show
- Attended Condé Nast Travel Specialist Summit
- Attended NY Times Travel Show

Established Contacts

- Boston Globe over 800 consumers came to CVB booth.
- XSite met with 10 Florida Association Meeting Planners
- Condé Nast met with 15 Travel Specialists at one-on-one appointments.
- NY Time Travel Show over 1000 consumers came to CVB booth. Received 1 RFP for Incentive, passed on to Debi.



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

Events, Projects

USA Today 10Best Most Romantic City – Naples came in at #6
 TripAdvisor Traveler’s Choice Islands Awards campaign began – Marco Island
 Marjory Stoneman Douglas Festival presentation
 Leadership Collier presentations
 HSMAI Adrian Awards
 VISIT FLORIDA New York travel media reception
 Branding meeting with Paradise Advertising and Lou Hammond & Associates
 New York individual desk side media visits
 New York Times Travel Show – Trade & Media Day
 Adventure Travel Trade Association Adventure Connect at NY Times Travel Show
 Mastering Social Media In Hospitality at FIU

Top Publicity – aside from that reported by LHA

In Market			
Media Outlet	Story Title & Link to Online Version	Date	Details
Collier County Bi-Monthly Tourism Column			
The News-Press	Secrets of Florida Everglades revealed during annual festival	2/6/14	Preview of Marjorie Stoneman Douglas Festival
The News-Press	Tourism: When it comes to art, we paint a masterpiece	2/20/14	Preview of annual UAC Stars in the Arts awards
The News-Press	Tourism: Plenty on tap for upcoming season	2/27/14	Collier events sidebar along with Lee County tourism column
CVB & Local Tourism Issues Coverage			
Naples Daily News	Winter blues	1/30/14	Photos/captions showing winter campaign billboards
Naples Florida Weekly	Claudia Jonsson joins Naples Marco Island Everglades CVB	1/30/14	CVB press release



The News-Press	Owners hit the swamp running		New owners at Wooten's, Capt. Doug's. CVB assisted with contacts, info
The News-Press	You know it's high season when...	2/12/14	FRONT PAGE STORY: CVB collected quips/quotes submitted for Lee/Collier story on funny signs of the high season
WINK-TV.com	Winter ad campaign tempts northerns with warm weather	2/14/14	Report on Chicago and NY winter tourism marketing
The News-Press	Southwest Florida tourism marketers take home industry "Oscars"	2/25/14	Adrian Awards for Lee & Collier bureaus
Naples Daily News	Collier's top chefs in video promotion	2/24/14	Report on CVB use of branded video content to promote area dining
Naples Daily News	Collier sets record for tourism - Jan. spending up 14 percent	2/24/14	Record year end #'s for 2013

DESTINATION FEATURE COVERAGE			
Media Outlet	Story Title	Date	Details
National & Regional			
The A Position (Where you want to land)	Marco Island matures into younger model	2/5/14	Michael Patrick Shiels feature based on January FAM

Media Visits in February

McClatchy-Tribune: Myscha Theriault Feb 17-19. Pet friendly Naples with a large dog

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

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



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

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

March:

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

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

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

News Releases

- HSMAI Adrian Awards
- Marco Island TripAdvisor Travelers’ Choice Islands awards

Photo Submissions

- Ritz-Carlton – Images for sales presentation
- SmarterTravel.com - Article on spring bargains in Florida for NECN
- Destination Weddings & Honeymoons – photos for VISIT FLORIDA advertorial section
- Paradise Coast UK Facebook
- Yahoo! Travel – Top U.S. Spring Break Destinations
- 10Best.com USA TODAY Travel
- Undiscovered Florida – Nature & Eco insert in National Geographic Traveler, others
- FTI Touristik - E-Learning FTI Academy, German travel agent training
- Escape Travel – Norway travel agency

Delegate Tasks to Lou Hammond & Associates PR

- Media mission
- Distribute Marco Island TripAdvisor news to all attendees RSVPd for VF NYC media event
- Assist with Paradise brand identity presentation



Digital- Buzzy Ford

Paradise Coast Website Launch: Launched at 100%



Paradise Coast Facebook:

- Likes are continuously increasing, surpassed 12,000
- Athletes in Paradise Facebook Page: Surpassed 3,195 Likes

Google+

- Over 155 +1s
- Over 89 people following back in "circles"

General

- Updated Adventures in Paradise videos on Website and YouTube Channel
- Addressed various Data Engine issues
- Changed the label of the top left drop-down to Beaches & Outdoors
- Moved the Golf links from Beaches & Outdoors to Activities & Attractions
- Updated all listings grids to first show those listings with photos (but still in random order)
- On the Events calendar, set all Featured events to appear first in the results
- In the footer, linked the weather block to the Weather page
- Revamped Event listing defaults

Education

- Attended FIU Mastering Social Media in Hospitality session



FILM OFFICE – Maggie McCarty

PRODUCTIONS

- **Creative Carrot- print ad**
Blue Chair Bay Rum commercial shot on Naples beach
- **HGTV/Departure Films – tv episode**
Reality series shot extensively around Marco Island
- **TJX/Marshalls – print ad**
National retailer shot its summer campaign on Marco Island's beaches
- **TNT/Wake Up Call/Lucky Morning Productions – tv episode**
Reality series returned to shoot additional scenes in the downtown Naples area

WORKING LEADS

- Genre Films - feature
- The Cavallaro Group – special event
- PoileyWood Entertainment – film-*Working with FDOC on possible locations for tv movie*
- Mindfield – tv commercial
- SON – indie film
- Let It Play Prods – indie film-*Nov. 2014 start date possible*
- 25 – working title indie film
- KCS Prods. – indie film

OPERATIONS

- Participated in a Purchasing Dept. Committee re: CC Museum Tour/transportation RFP
- Issued film permits
- Location library upload
- Lead/inquiry response
 - Monthly Revenue Tracking-Followed-up with activity worksheets to clients&recorded data



- Client Management
- -Opened a production file for each inquiry
- Create content for social media (Twitter, FaceBook, LinkedIn)
- Continued advocacy work on FL Film Incentive
Both the FL House and Senate have filed bills for the entertainment production industry and the incentive program

SCOUTS

- Paradise Advertising (in house) photo campaign

MEDIA

- Naples Illustrated - interview

MEETINGS/CONFERENCES

- SXSW (South by Southwest, Austin, TX)
Starting in 1987 as a music-industry showcase for undiscovered talent this event has evolved into a festival mix of Film/Music/Interactive which attracts over 25,000 registrants and an additional 300,000 guests dubbed the 'media-savvy influencer crowd.' Film Florida participated in the tradeshow portion as well as supporting filmmakers who shot their projects in the state such as Jon Favreau's, "Chef" and the documentary, "Deep City."



- London BVE Show
An essential broadcast and production technology event at London's ExCel Centre with more than 300 exhibitors together with panels, seminars and workshops. Film Florida had a booth with four filmcommissioners representing the state.



- Reception for U.K. film/television industry
Partnering with *The Location Guide*, film commissioners from the FL Keys/Key West, St. Petersburg/Clearwater, FL Space Coast Commissions and the Governor's Office of Film and Entertainment hosted a very successful reception for the film/tv industry in conjunction with the London BVE Show





SPORTS COUNCIL – Chris O'Brien & Rob Wells

Development Activity

Met with Florida Fire Soccer directors and coaches to plan for upcoming FYSA Soccer Tournaments.

Attended the FYSA Regional C Cup and met with FYSA regional district director. Tournament brought 60+ teams each weekend.

Attended the Ignition NFL training Camp at North Collier Regional. Training event brought top NFL prospects preparing for NFL Combine.

Assisted with BMX at Wheels at Golden Gate Community Center. BMX Sunshine State Circuit event brought 575 riders from age 1 to professionals and Olympians.

Spoke with Corrigan Sports and started process to arrange room blocks for 2014 Lacrosse event.

Meet with Ritz Carlton and Ave Maria to discuss possible NAIA golf event that would bring 144 golfers for National Championship.

Attended the First Tee Naples Cup Challenge at Twin Eagles Golf to awarded trophy to youth event winners.

Held conference call with AGA Nation, a skating and extreme sport company that has a travelling festival.

Arranged for and set up ACE Classic information booth and scheduled volunteers.

Conducted a site visit with Steve Quinn of FBU football program to discuss future events in Collier County.

Met with USA Triathlon representative Robert Vigoretto to discuss opportunities for triathlon events

Discuss Golf Trail concept with Larry Baldwin of One Tee Sports Marketing. The trail will incorporate 7-10 courses in Lee and Collier County.

Met with Riptide Volleyball club to discuss Volleyball events at Vanderbilt Beach.

Held meeting with sales representative of the Marco Marriott to talk about new sport event opportunities.

Discussed needs of bid for United States Track and Field Conference (USATF) with the Marco Marriott. If selected events brings in 1,200 delegates for annual meeting.



Followed up with John Valeo of USSSA baseball tournament to discuss needs for April tournament.

Assisted ACK sports 7 v7 with field space and rental for Flag Football event at NCRP.

Researched submitting a bid for Florida High School Golf State Championships.

February Hosted Events

<u>Event</u>	<u>Date</u>	<u>Visitors</u>	<u>Room Nights</u>	<u>Est. EI</u>
Ignition NFL	2/3/14	9	50	\$24,300
FYSA Soccer Reg C	2/8/14	2325	400	\$837,000
SSA BMX Sunshine	2/8/14	2300	862	\$1,164,375
First Tee Champions	2/10/14	15	60	\$13,500
FYSA Soccer Reg C	2/23/14	1800	375	\$648,000
Kyoshi Sato Karate	2/23/14	375	100	\$67,500
ASA Winter Nationals	2/28/14	400	50	\$253,125
		7,224	1,897	\$3,000,780

Lead Sent

USSSA Baseball	4/25/14	1000	500	\$299,925
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Booked Events

<u>Event</u>	<u>Date</u>	<u>Visitors</u>	<u>Room Nights</u>	<u>Est. EI</u>
Ack Sports Flag Football 7 v 7	4/12/14	200	55	\$37,800



OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

HIGHLIGHT OF THE MONTH:

This month we've been working towards the launch of a targeted **Facebook advertising campaign in order to increase the number of European Facebook fans for the Paradise Coast UK/Europe Facebook page.** Our key target geographical areas will be the UK/Ireland, France and Scandinavia. The main objectives will be firstly to increase the number of fans on the page and then once we reach a critical mass to increase the interactivity and engagement of those fans, as well as highlighting the diversity of products in the region:

- **Beautiful beaches,**
- **Adventure - in the Everglades**
- **Sport - golfing, beach volleyball, clay shooting**
- **Food and wine**
- **Weddings and honeymoons**

We aim to drive social media by engaging followers with creative content, as well as through adverts and competitions to build fans and interaction, which will be great opportunity to promote our destination. We are currently finalising the look and feel of the adverts and plan to launch the adverts in early March.

MARKET UPDATE:

TripAdvisor boosts flight insight. TripAdvisor has redesigned its flight search content to provide more insight. TripAdvisor Flights now includes more details on in-flight facilities and amenities and images from previous passengers to see the seat type and pitch. "The in-flight experience can vary dramatically from one itinerary to the next, from cramped leg room and no seatback video on one plane to spacious seats and Wi-Fi access on another – and despite the vast differences – those flights might actually have the same fare," said Bryan Saltzburg, general manager of TripAdvisor Flights. "The new TripAdvisor Flights experience provides transparency into the complete in-flight experience to enable flyers to make the best booking decision and arrive at their destination with a smile," he added.

Trust at the heart of '3D' hotels: Hotel brands should offer global, local and personal, says IHG. Hoteliers should look to build trust with customers through a three-dimensional approach focused on global, local and personal, according to a new report. Focusing on the relationship customers have with hotel brands, the new report from InterContinental Hotels Group (IHG) found travellers are changing the expectations of hotel brands and are increasingly looking for personalised experiences alongside a consistent service with a local feel. Nearly two thirds (59%) said they felt more comfortable when a hotel stay was personalised to them, while 54% said they felt more valued. Tourists from emerging markets like China and Brazil had higher personalised expectations than those in the developed countries, with 42% of UK travellers expecting a tailored offering. Brits are also the most likely to appreciate surprises that are tailored to them over other preferences such as choosing check-out time and finding a travel guide.



It's all about tablets, says TUI. Half of all Thomson and First Choice customers booked online in January, said parent company TUI which is forecasting rapid growth for sales via mobiles and tablets. Chief executive Peter Long said sales via tablets were growing more rapidly than via desktop computers. Traffic to the operator's mobile websites is up to 45% year on year and bookings are up 85% on Thomson's site and 93% via First Choice, he said. A recent visit to Silicone Valley in California, the nerve centre for technology businesses worldwide, Long said he learned that 60% of all online sales worldwide are initiated on mobiles. Sales via tablets and mobile phones were growing at a faster rate than expected, but he said in "more mature markets" traffic from personal computers was declining.

North American Traffic Gets Set for Record Year. Dublin Airport is set for another record-breaking year for transatlantic traffic in 2014. Last year, a record 1.9 million passengers travelled between Dublin and North America, but this total is likely to be higher this year, with new routes to San Francisco, Toronto, and St John's, Newfoundland. The launch of these new long-haul routes, coupled with additional capacity on existing transatlantic services, will deliver a 17% increase in Dublin Airport's North American capacity in 2014, as 320,000 additional seats will be available. This positive news regarding extra transatlantic capacity is further boosted by the confirmation that US Customs & Border Protection will pre-clear all US-bound flights from Dublin Airport to the United States this year.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
24-26 March	VISIT FLORIDA European Media Mission	Paris
28-30 March	The Scottish Golf Show (brochure distribution)	Glasgow, UK
5-9 April	IPW International Pow Wow - U.S. Travel Association.	Chicago, USA
7 May	VISIT FLORIDA Irish Travel Trade Luncheon	Dublin
9 May	VISIT FLORIDA UK Travel Trade Advisory Luncheon	London

MARKETING/SALES/PROJECTS & ACTIVITIES:

Visit USA Ireland Committee Meeting, 5th February, Dublin

The feedback from the Travel Industry in Ireland over the past few months, since the peak booking season began, has been extremely positive. USA bookings are particularly strong in all areas. The Irish economy is getting stronger and confidence is growing across the board.



Virgin Holidays Coop Marketing Campaign, with Visit Florida & Brand USA

OMMAC have been actively working with Virgin Holidays and Visit Florida in order to participate in Virgin Holiday's Florida Marketing Campaign. In 2013, the Virgin Holidays Florida campaign achieved a 13% YOY uplift in Florida sales over the course of the campaign. In 2014 the campaign will run throughout March, a key booking period, in order to drive late 2014 sales as well as early 2015 sales. The campaign will be run through three key mediums – user generated content (Facebook), rich content online banners and through Virgin Holidays' 107 retail stores.

This month we've been liaising with Virgin Holidays to finalise the ad creative. The online banners feature images of Florida's Paradise Coast, as well as our logo – with a price point to encourage conversion and bookings. We have also supplied our destination video for use within the campaign.

BA/BA Holidays Coop marketing campaign

We are delighted to be participating in this year's BA/BA Holidays / V. Florida & Brand USA co-op Campaign, which will offer us fantastic exposure to ba.com clients and will aim to drive bookings during the May – October 2014.

BA have confirmed final details for the campaign and we will be working with head office to assist with providing creative for the campaign to be launched from 22 April – 06 May 2014. OMMAC plans to meet with BA in early March, following our request to find out if the connection to the Naples & Marco Island ground product could be easier to access than in the past. In addition we will have the support from Brand USA - weighting our investment by 30%, resulting in £13k being realised in media.

TOUR OPERATOR ACTIVITY

Inspire Our Trip

OMMAC have received a request from Inspire Our Trip, who run a content based travel website which aims to provide people with holiday inspiration as well as save time, money and hassle when they are planning a trip to the USA. Inspire Our Trip cover many areas of the USA and have several sections covering Florida, including a guide to the Everglades, as well as some information and suggestion on Naples and Marco Island and constantly adding new content to their site, in which we've assisted with providing images for their website.

Destination America, Scotland

OMMAC assisted tour operator, Destination America in Scotland who have requested our destination video to be used on their website dealatrip.co.uk and any associated Deal A Trip marketing. OMMAC have processed with the general destination video footage.



Newsletter mailing

Sending out three separate emails to the UK trade database and IAGTO golf members to highlight key and local news updates relating to Florida's Paradise Coast, which will aim to increase people's awareness about our destination and generate more bookings to the area.

TRADE EVENTS

Brand USA megafam – seven itineraries across 21 states.

We are currently working with the Brand USA UK office to have a segment within their Florida Megafam itinerary. OMMAC are delighted that Florida's Paradise Coast was able to participate in the programme in which we've requested for the Marco Island Marriott Resort to host the group for the night of the 16th May 2014. OMMAC are actively working with Brand USA on finalizing all other segments of the itinerary, with further details to follow.

VISIT FLORIDA European Media Mission, Paris, March 25th

OMMAC has confirmed attendance at Visit Florida European Media Mission in Paris. The media mission will take the form of a media briefing and luncheon in Paris on Tuesday 25th March, where we will have the opportunity to meet with key journalists from the trade and consumer publications. It will be an excellent opportunity for networking, as well as discussing any future opportunities.

Visit USA Ball, 3rd July 2014, London

Following the success of the Florida Partner's tables at last year's VISIT USA Ball, OMMAC have confirmed their attendance for this year's event, which is a key date for the diary amongst the UK and Ireland Travel Industry and is extremely well attended by those selling North America.

TRADE MARKETING/PROMOTIONS

Destination Golf, UK tour operator

We are currently working with Destination Golf, who is a UK based tour operator offering the best choice of worldwide golfing holidays, in partnership with Virgin Atlantic. Florida's Paradise Coast has secured an ad placement in their Florida e-brochure. We are now in the process of obtaining specifications for updating our advert to include the IAGTO award logo within the creative.

Distribution of marketing material

During the past three months OMMAC have distributed the following literature at UK's Visit USA Roadshow, World Travel Market 2013, Tour Operator Research meetings, The London Golf Show and Holiday World Show 2014.



Stock used

- **Florida's Last Paradise Visitors Guide 2013** **793**
- **Map 2013** **487**
- **Golf Guide 2013** **248**
- **Preferred Pass** **142**
- **Discover Florida's Paradise Coast DVD** **97**

PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:

CONTACT	ACTIVITY	RESULT
<p>www.grand-sud-mag.com</p>	<p>We've received a journalist request to support a French Individual press fam trip in May.</p> <p>Danielle and Gérard are the owners of the website, who will spend one month in Florida and stay 4/5 nights in each destination.</p> <p>They have requested assistance for accommodation and activities. They've also expressed interest in meeting with someone from Naples, Marco Island and the Everglades CVB for an interview that will be featured in their article on this area.</p>	<p>OMMAC have received completed media form and now awaiting feedback from head office.</p> <p>Following on from the trip, coverage will include one illustrated article featuring exclusively Naples, Marco Island and the Everglades will be published on their website 8/10 days after their return to France and will have a permanent live link.</p> <p>Estimated value is \$5,000.</p>
<p>Social Media: Facebook and Twitter</p>	<p>The launch of the Paradise Coast Facebook campaign</p>	



Estimated Value Summary of Leads/Activity			
Lead /Activity	Media – Value	Potential Room Nights	Economic Impact \$
Golf Today	Monthly unique users: 500,000-Media value: \$25,039		

IAGTO AWARDS COVERAGE - GOLF DESTINATION OF THE YEAR - NORTH AMERICA

VISIT USA FRANCE:

<http://www.office-tourisme-usa.com//la-floridas-paradise-coast-destination-golf-2014>

The screenshot shows the Golf Today website interface. At the top is the 'Golf Today' logo with 'SINCE 1996' and a golfer icon. Below the logo is a navigation menu with items: Home, Course Guide, Ecology, Equipment, Tuition, News/Tours, Travel (highlighted), Amateur, and As. A large banner for 'BIG BERTHA' golf clubs features the text 'THERE'S LONG. AND THEN THERE'S BERTHA LONG.' and an image of a golf club head. Below the banner is a breadcrumb trail: Home > Golf Travel > 2014 Travel News Archive. The main content area displays a news article titled 'Florida's Paradise Coast named North American Golf Destination of the Year 2014' dated February 14, 2014. The article text begins: 'Naples, Marco Island and the Everglades - was voted as 2014's Golf Destination of the Year - North America by the International Association of Golf Tour Operators (IAGTO) at the prestigious annual IAGTO Awards ceremony in Costa Daurada, Spain on November 14, 2013. Oonagh McCullagh, Florida's Paradise Coast, director UK, Ireland and France, collected the award for the destination, which has over 90 world-class golf courses offering a diverse choice for players at every level. Oonagh McCullagh commented that "We have been proactively targeting and working with the golf market for the past few years and are thrilled at winning this award for the first time, which highlights the quality our destination has to offer. We are grateful to IAGTO for helping us to reach global status and look forward to further growth from IAGTO tour operator members in the future."' A sidebar on the left contains a list of links: Home, Golf Course Guide, 2 For 1 Golf Vouchers, Book Tee Times, Golf Breaks & Holidays, Travel Features, Golf Equipment, Golf Tips & Instruction, Competitions, Services Directory, Classified Ads - Jobs, Tour Rankings, Tournaments, Golf News Archive, Anyone For Tee?, Global Golf Post, and Golf International. At the bottom of the sidebar are social media icons for Twitter and Facebook.

GOLF TODAY UK:



The Naples, Marco Island, Everglades Convention and Visitors Bureau served as destination host when IAGTO held its annual North America Convention (NAC) in June 2013 at the Marco Island Marriott Beach Resort, Golf Club & Spa with additional events in Naples. With more than 275 delegates from 33 countries gathering for the event, it was the most well attended and successful North America Convention for IAGTO to date, together with co-sponsorship from Brand USA, Visit Florida, Belvedere - the official vodka of the PGA Championship and Glenmorangie - the official spirit of The Open Championship.

"To be named North America's Golf Destination of the Year by the IAGTO membership is an enormous honour and serves to carry forward the positive recognition the destination received in 2013 as host of the IAGTO's annual North America Convention," said Jack Wert, tourism executive director in Florida's Paradise Coast. "The greater Naples region is recognised by the National Golf Foundation as having the most holes per capita in the United States, and is often referred to as the Golf Capital of the World. This award further strengthens our ability to showcase worldwide all that Naples, Marco Island and the Everglades has to offer golfers and their families year-round."

About IAGTO & the IAGTO Awards

Established in 1997, IAGTO is the global trade organisation of the golf tourism industry with more than 2,000 member companies in 95 countries including over 500 golf tour operators in 62 countries. The IAGTO Awards, established in 2000, are the official annual awards for the golf tourism industry. Tour operator members from around the world cast their vote for the award based on what they consider to be the best performing golf destinations enjoyed by their golf traveling clients. There are five Golf Destination of the Year winners, one in each regional category: North America, Latin America & Caribbean, Europe, Africa & Gulf States, and Asia & Australia. The annual awards ceremony and gala dinner takes place during the International Golf Travel Market at the end of each year. This year's event took place at the historic Tarragona Placa De Toros, Costa Daurada, Spain on November 14, 2013.

About Florida's Paradise Coast

Whether travellers are looking for a romantic escape or family getaway, Florida's Paradise Coast - Naples, Marco Island and the western portion of the Everglades - has an array of holiday options year-round. With more than 30 miles of soft, white sand beaches, world-class golf, a thriving arts and culture scene, distinctive dining and the best of outdoor adventure, the Paradise Coast is truly a destination with it all.

Located just two hours from Miami, four hours from Orlando and three hours from Tampa, the Paradise Coast is easily accessible from some of Florida's largest cities. Travellers outside of the Sunshine State can fly into Southwest Florida International Airport, which provides nonstop service to 44 destinations (40 domestic and four international) on 18 air carriers.

For more information about the Paradise Coast, visit www.ParadiseCoast.co.uk. Follow the destination on Twitter @paradisecoastuk and on Facebook at www.Facebook.com/ParadiseCoastUK.



DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Natasa Manic

✧ **Key Accounts**

Tour Operator	Achievement	Cost
FTI	Finalized the FTI Online Academy, a joint e-learning with Lee County to educate the travel agents on the USPs of Southwest Florida. We could secure an extensive e-learning with a total of 60 slides (instead of official 30 slides). About 1,000 travel agencies are expected to access and complete the e-learning which was launched end of February and will be online for about 4 months.	USD 5,200
Thomas Cook	Completed the first part of our marketing campaign with Neckermann Reisen which is the truck promotion: Again, a fleet of trucks is branded with FL destinations on the back panel and with Neckermann Reisen on the side panels. As from March they will be on the road for 4 weeks all over Germany. Performance of all trucks: 870,000 km. We confirmed participation with one NAP branded truck and designed the layout in cooperation with Paradise Advertising. Please find a copy of the layout attached.	€ 1,600

✧ **Secondary Accounts**

Tour Operator	Achievement	Cost
America Unlimited	Secured inclusion of Naples in one of their Sales Manager's personal fam trip to the area. We have contacted Bellasera and requested a 2 night comp stay.	



TRAVEL AGENTS

- ✧ Sales calls: Total of **31** personal visits to travel agents in Cologne and the greater Munich area
- ✧ Booking Assistance: Assisted 11 agencies with requests on tours and accommodations
- ✧ Support: Sent 10 copies of visitor guide to the tour operator CRD in Hamburg. Supported a new travel agency in Austria with power point presentation and image video.

EVENTS

- ✧ **VISIT USA SEMINAR SWITZERLAND**
 - Date: February 5, 2014
 - City: Zurich, Switzerland
 - Location: Mövenpick Hotel Regensdorf
 - Visit USA booth members: In total 62 partners (States, regions, cities, airlines, hotels, TOs and other)
 - Profile / number of attendees: About 416 travel agents from all over Switzerland. This is a record breaking number of attendees!
 - Feedback: The outcome of the event was excellent. This year, Florida was the "featured destination" which provided us an even better attention than during the previous years. The event itself was a day event and started with a presentation of the featured destination in the morning. Visit Florida hired Dirk Rohrbach to do this presentation. He is a German journalist and author who presented Florida in story-telling way. The rest of the day was set up in a combination of workshops and travel mart. As the featured destination, we had one big Florida stand, right at the entrance of the travel mart, where all the participating Florida CVBs had their own stand and could inform the visiting agents on an individual basis. Besides Visit Florida, other participating FL partners were: Palm Beach, Greater Miami CVB, Sawgrass Mills Mall, FL Keys & Key West, Ft. Myers, Bradenton CVB, St. Pete/Clearwater, Visit Orlando and Seaworld Parks. This huge number of participating partners made us having a very good Florida presence. In addition, Visit Florida held one of the workshops and trained the agents on entire Florida, highlighting the participating partners. The feedback from the agents was excellent and all of them stated that they can feel again a very strong demand for USA this year. The event terminated with an on-stage raffle f We contributed vouchers for Waldorf Astoria, Hilton Naples and Bellasera, 2 nights each.



✧ **VUSA Seminar Austria**

- Dates: February 06-07, 2014
- Cities: Linz & Graz
- Visit USA booth members: Alaska, South Carolina, Colorado, Wiechmann Tourism Services, Ft. Myers, Miami, Orlando, St. Pete, Seaworld, Visit Florida, Florida Keys, Sawgrass Mills, Visit USA Committee Germany and various airlines and rental car companies
- Profile /Number of attendees: 122 participants in Linz, 35 participants in Graz, a mix of travel agents and tour operators. Although the number in Graz is not quite as high it was a very successful event, considering it was a Friday afternoon event.
- Feedback: The 2 events were set up very differently. In Linz, we could secure a 20 minutes workshop at the beginning of the event. The interest of the agents was beyond expectations and the room was almost too small. The workshop is an essential part of the event which increases the potential of the entire event. Following the workshops, there was a travel mart where agents needed to go to every booth and ask questions and educate themselves about the destinations. In the evening, every partner has a designated table of agents to host and to engage in discussions. During the courses all partners came back on stage to answer 3 interview questions and communicate the USPs of their destination.

In Graz, the entire event was made up like a speed dating situation with every partner presenting to 2 travel agents for 5 minutes. After the time was over, agents changed the partner. Following the speed dating we had a joint dinner in buffet style. The feedback in Linz was great and Graz it was also good. It was the first time Visit USA has set up a second event in Austria and there is definitely room for improvement. The 5 minutes with the agents is really short and also have they not included a short time slot for agents to switch tables. This caused much stress among the agents. We have discussed the issue with Visit USA and they will adjust the time next year.

✧ **DERTOUR Ferne Länder Roadshow**

- Dates: February 10-14
- Cities: Dresden, Berlin, Hamburg, Cologne, Frankfurt
- USA Workshop Partners: Air France KLM Delta airlines, Norwegian Cruise Line, DERTOUR



- Profile /Number of attendees: The audience and guest were entirely travel agents and agency owners.
Dresden: 96, Berlin: 81, Hamburg: 61, Cologne: 96, Frankfurt: 96
- Feedback: The feedback from the agents was very good. They enjoyed the different destinations in the workshops (USA, Canada, Australia, South Pacific, Russia) and thus the different setup of the workshops itself. All 5 events are all-day events and it is great to see how many agents take an entire day off the agency to take part in the roadshow (with February being one of the busiest months in the year). We have already received quite some requests from agents that we met during the show, which had more questions or needed additional information for their clients.

✧ **Consumer Show free**

- Dates: February 19-23, 2014
- Cities: Munich
- Visit USA booth members: Universal Orlando, Palm Beach, Best Western, Wiechman Tourism Services, Great Lakes, Kansas/Oklahoma, New England, Utah, Colorado, Las Vegas, Faszination Fernweh, Fairflight
- Profile /Number of attendees: 112,000 consumers, which is 2,000 more than 2013.
- Feedback: The first 3 days of the show were really slow. Although Wednesday and Thursday are always slower than the weekend, we did have exceptionally good weather in the Munich area, which most likely has influenced people's decision to go to the show. Saturday and Sunday were both good days with lots of good talks. People have approached us with definite travel plans; many have already booked hotels and flights and just needed more information about the area and what to do. Surprisingly, golf was not of such a strong interest.

✧ **Consumer Show Reisen**

- Dates: February 05-09, 2014
- Cities: Hamburg
- Profile /Number of attendees: 78,000 consumers, which is 3,000 more than 2013.
- Feedback: We have participated with brochure distribution only. The feedback of the show has been very diverse. Although visitor numbers of the show have increased, the participating booth members could not detect a stronger interest in the US than last year.



✧ **Registrations / Preparations**

- Preparation for ITB (Mar 2014), including finalization of room night report, preparation of a market overview, TO inventory, scheduling of ITB meetings and preparation of meeting notes.

MARKETING

Type of Activity	Details	Cost
Facebook	# posts: 5 #fans: 6,379	

MEDIA / PR

- ✧ Inclusion in travel magazines
 - Advertorial in TIP, Austria: Secured an extensive editorial foc, in addition to our paid advertorial. The editorial includes an additional fly & drive, introduction of Dolphin Explorer Tour and additional trip recommendations in the Everglades.

PROJECTS

- ✧ Air Berlin: **The winter 2013 campaign with a tracking period from September 16 to December 31, 2013 generated the following measurable results:**
 - Microsite:
 - Visits: 65,030
 - Visits per day: 608
 - Page Impressions: 128,879
 - Page Impressions per day: 1,204
 - Quiz participants: 10.197
 - Sites per visits: 1.98
 - The Naples box generated 663 clicks (compared to Fort Myers: 891, Airport: 308, Bradenton: 304; Visit Florida: 270; Shopping: 247)
 - Number of raffle participants: 10.197
 - Winner of the raffle: Christiane Frey, Herzog Reichard Str. 21, 55469 Simmern, Germany



Banner Campaign

- All 6 online activities together generated:

Ad Impressions: 12,214,463; clicks: 42,316; Ad clickrate: 0,35% (compared to 0.067% in winter '12 campaign). Best performing online activity was the UMI Newsletter with an ad-click rate of 11.29%

Ambient Media Campaign

- Between 16.09-16.10.2013 the offer generated 1,547 clicks.
- Between 07.10. –13.10.2013 (1 week) the middle offer generated 374 clicks (compared to 1,853 clicks in 2 weeks in winter 2012!)
- Newsletter sent to 600.000 subscribers (compared to 640.000 in 2012!); no clicks given but only 13 new subscribers (compared to 81 in 2012) have been generated.
- For the TV campaign no measurable figures are available!

○ Overall conclusion:

During the advertising period cw 36-38 USA **average ticket sales increased by 62%** compared to the period before. Although it needs to be considered that there was 1 flight more per week than in 2012.

○ Recommendations for next campaign:

- Middle offer does not show a very good ROI
The newsletter seems to lose attractiveness

CONSUMER

- ✧ Brochure fulfillment: 16 in total
- ✧ Supported 3 consumers with travel planning via phone



HIGHLIGHTS IN MARCH

- ✧ ITB Berlin, March 05-09, 2014
- ✧ Dedicated NAP Newsletter, March 21, 2014
- ✧ DiaMonde Dinner Event Hamburg, March 27, 2014
- ✧ Travel Agency Sales Calls in Hamburg, March 25-28, 2014
- ✧ Call Center Training at DERTOUR, Meier's Weltreisen, ADAC, March 13, 2014

MARKET INTELLIGENCE

Economic Overview Germany

The Economic Situation in Germany in February 2014

The German Economy is returning to growth in the New Year following a weak winter semester and remains on a moderate growth trajectory. The latest indicators suggest that overall economic output is likely to have picked up in the final quarter of the year.

In the course of last year, the global economic environment improved appreciably. The level of uncertainty caused by the financial crisis and the euro debt crisis diminished. The Eurozone is only emerging hesitantly from the recession.

Consumer spending will remain an important pillar of the economy in the current period of upturn. The retailers are generally satisfied with their economic situation and most are looking to the future with confidence. The ongoing inclination amongst consumers to spend money is contributing to the good atmosphere in the retail sector. The robust labor markets, consumer-friendly prices and positive economic expectations are generating a pro-consumption environment. The consumer climate, as forecast by the GfK, recently rose to its highest level since 2007.

The development on the labor market towards the end of the year was encouraging. In seasonally adjusted terms, the increase in employment is continuing, and unlike in the preceding months there was a fall in the level of unemployment.



Tourism Market Overview Germany

News

Germans want to travel more – Germans plan to travel more this year than in 2013, promising another strong season for many destinations, according to a major new survey of consumer travel demand. About 45% of Germans will definitely take a holiday this year, 2% more than at the same time last year, according to the long-running Tourism Analysis from the BAT Foundation for Future Topics. Although one third are still unsure if they will travel, experience shows that at least 10% of this group normally opts for a trip. In 2013, 57% of the German population went on a holiday of five days or more, the representative survey of 4,000 consumers aged 14 or more conducted last month found. This was the fifth year in a row with a rising figure. Among overseas destinations, North Africa suffered from political turbulence but Asia proved more popular and North America staged a slight comeback. Spending dropped back slightly last year to €1,063 on average per person per trip. In addition, the average length of the main annual holiday dropped to 12.1 days last year from 14.8 days in 2000, partly due to the growth of short trips in recent years.

30th German Tourism Analysis – The foundation of “Zukunftfragen” published its 30th German Tourism Analysis this February. In this analysis 4.000 German citizens aged 14 and older were questioned about their vacation behavior in 2013 and about their travel intentions in 2014. The intensity of travel of German citizens increased for the fifth year in a row to 57 percent in 2013.

Long-haul destinations in 2013: More than every ninth German travelled to destinations outside of Europe in 2013. This represents an increase of 5 %. The analysis shows also that Germans, since the beginning of “Arab Spring”, are not choosing a destination because of “sun, beach and sea”, the good value for money or the hospitality. The destination’s security must be guaranteed as well. Significant gains were recorded in the Far East: Whether China, Hong Kong, Thailand or India – more and more Germans wanted to get to know the Asian Culture. The flow of tourists to the Caribbean and Central America moved



slightly towards the United States and Canada again. Not only because of a good exchange rate of the Euro and Dollar but also because of the fascination of National Parks, landscapes and leisure activities.

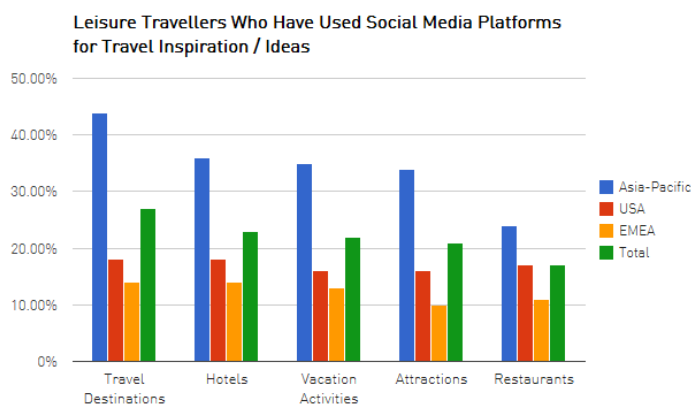
Travel Forecast 2014: The anticipation of the travel season 2014 is high. 45 percent, 2 percent more than in 2013, are planning to travel this year. Almost one in eight German citizens plan to travel several times this year. Overall, a repeated increase of the travel intensity can be expected. Despite all the uncertainty and existing crisis awareness, most of the Germans don't want to give up their holiday.

Travel Destinations 2014: 8.9% of 100 Germans with fixed travel intentions are planning a long-distance travel for their main holidays.

Travelers and Social Media – Digital Trends Statistics from the European Travel Commission

The impact of social media platforms in the travel and tourism world is becoming more pervasive, given the popularity of sharing travel aspirations and experiences amongst their users. Social networks can be very influential with regard to purchase decisions and this trend can be seen within the travel industry.

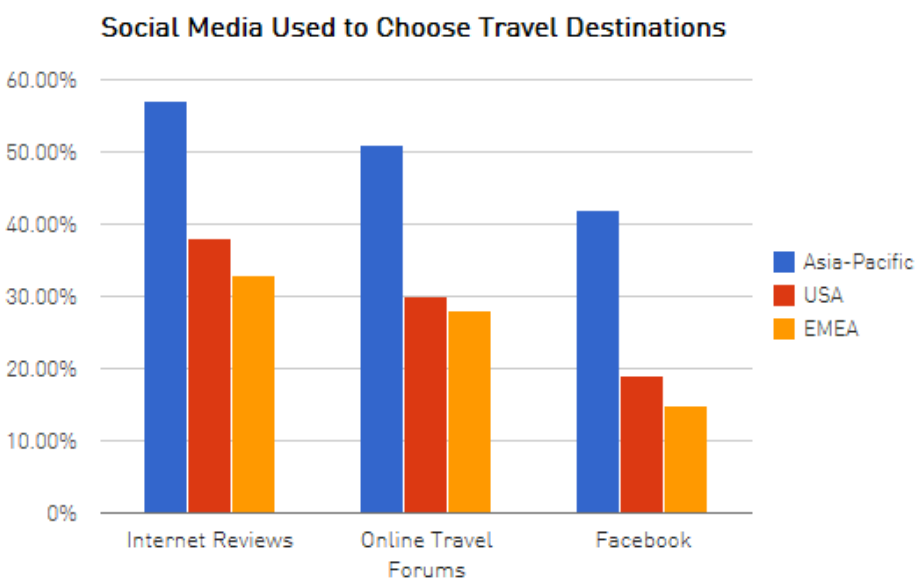
Inspiring Travel Planning: Approximately one fifth of leisure travelers worldwide use social media platforms for inspiration mainly for selecting destinations (27% of respondents) but also for the selection of hotels, vacation activities, attractions and restaurants (23%, 22%, 21%, 17% respectively).





In terms of the demographics drawing inspiration from social media more frequent travelers make the most use of the networks and those within the 25-34 years age bracket are most likely to use social networks to get ideas and inspiration for their travel plans.

Channels Used: Leisure travellers worldwide tended to turn to online reviews when seeking travel-planning inspiration, with online travel forums and then Facebook the next-most used channels. These findings were consistent across traveller responses from the Asia-Pacific, USA and EMEA markets, although the proportions using each channel within Asia-Pacific were considerably higher.



These observations are further illustrated by the case of TripAdvisor. The travel review site has become so intrinsic within travellers' planning processes that 53% of people surveyed claimed that they would not book a hotel if it had no reviews on the site. The vast majority agreed that TripAdvisor reviews helped them feel more confident in their booking decisions (87%), and that they considered reviews on the site to be accurate (98%).



General booking Situation

The reported boom in holiday bookings in January has been confirmed by the latest surveys of German travel agencies.

Summer holiday sales soared by 9.6% last month compared to the first month of last year, the monthly survey of 1,200 agencies by market researchers GfK (one of the largest market research company worldwide) found. This was an “absolutely excellent” result, especially as January 2013 was also a good month with a 4.3% rise, according to the research experts. The cumulative sales growth for summer 2013 has now risen to 8.5% as a result.

Bookings for the current winter season, in contrast, are less positive. Sales of holidays for the months of January to April dropped back by 0.8% last month, the GfK survey found. Cumulative sales growth for winter 2013/14 has thus declined slightly to 3.1% from 3.8%. Late sales for January and February were particularly weak, possibly due to the impact of mild weather on demand for winter sports destinations.

The trend was also confirmed by the latest monthly survey by IT services company TATS. It put holiday bookings growth at 6.8% for January, leaving an overall rise of 5.6% for the full tourism year. In terms of booked revenues, however, growth was lower at 1.2%, according to TATS.



VISITOR CENTER REPORTS- Lori Lou Wadell

February 24, 2014 thru March 24, 2014

1. Ordered Travel Host Magazine and Pocket Guide
2. Arrange FAM trip to new Holiday Inn Express
3. Tour of Naples Backyard History Museum Exhibit with JoNell Modys.
4. Request dvd of Paradise Coast attractions and “gems”.
5. Attend FAM Tour of Naples Zoo at Caribbean Gardens
6. Attend BID Meeting at Von Liebig Art Center
7. Attend Concierge Association Meeting at Historic Palm Cottage.
8. Attend FAM Walking Tour of Conservancy.
9. Supplied Collier County Tax Collectors Office with 60 Paradise Coast Visitor Guides for upcoming meeting attendees.
10. Meeting with newly hired PR manager for Wooten Airboat Rides. Referred to JoNell Modys.
11. Order 20 Cases Paradise Coast Visitor Guide for Punta Gorda Visitor Information Center
12. Supplied Opera Naples with 10 packets of Paradise Coast Visitor Information Guides and maps.
13. Supplied Destination Wedding party with 30 Paradise Coast Visitor Information Guides and information.
14. Meet Ann Seymour, newly appointed Program Marketing Manager, of Naples Historical Society.
15. Attend CVB Staff Meeting
16. Secure Paradise Coast Maps for Naples and Marco Island
17. Deliver Paradise Coast materials to Marco Island
18. Update calendar of events and distribute
19. Manage daily operations of VIC and staffing
20. Distribute updated BID calendar of events
21. FAM final RSVP Count Conservancy Boat Tour from Shell Island Road location

	Big Cypress	Oasis	Everglades	Immokalee	Marco	Naples	YR Total
Jan-11	5034	12055	2220	125	1007	2736	23177
Jan-12	6401	13,601	11,000	198	1033	5285	37,518
Jan-13	5736	13,941	9225	N/A	1163	4777	34,842
Jan-14	7,014	13,499	11,185	91	1275	4018	37,082
Feb-11	6986	15,564	2881	194	1546	4363	31534
Feb-12	7943	17,595	12,840	227	1465	5099	45,169
Feb-13	7950	13,542	8424	1105	1404	4488	36,913



Feb-14	7,990	13,906	13,012	198	1950	5046	42,102
Mar-11	5984	15,101	3100	195	1376	2872	28,628
Mar-12	7226	16638	18,300	361	1011	3774	47,310
Mar-13	8693	13632	12,991	402	1559	3774	41,051
Mar-14							
Apr-11	3297	8810	2575	189	520	2018	17409
Apr-12	4308	9603	10,810	367	482	3112	28,682
Apr-13	5250	8389	8675	1200	750	2473	26,737
Apr-14							
May-11	1778	5492	1600	186	448	1656	11160
May-12	2360	5660	5435	315	529	1595	15894
May-13	3009	5730	5275	350	473	1436	16,273
May-14							
Jun-11	1881	4796	2235	155	445	1286	10798
Jun-12	1972	4185	4250	210	303	1299	12,219
Jun-13	2254	4153	4166	189	354	1376	12,492
Jun-14							
Jul-11	2182	6024	5189	185	573	1629	15782
Jul-12	2417	5609	5893	250	340	2015	16,524
Jul-13	2431	4253	6835	62	413	1703	15,697
Jul-14							
Aug-11	1895	3999	4577	207	463	1867	13008
Aug-12	1658	3991	6549	345	390	1128	14,061
Aug-13	1757	3800	5169	119	385	1316	12,546
Aug-14							
Sep-11	1268	3881	3196	220	279	1104	9948
Sep-12	1191	3029	3893	200	268	1279	9860
Sep-13	2534	1198	3441		392	1206	8771
Sep-14							
Oct-11	1704	5459	5035	237	481	2481	15397
Oct-12	1804	4296	5683	150	306	2095	14334
Oct-13	917	2315	5206	476	501	1610	11025



Oct-14							
Nov-11	2743	7734	6200	357	647	2517	20198
Nov-12	3024	7669	6816	170	530	2263	20472
Nov-13	10,510	7,407	7,022	598	513	2105	28,155
Nov-14							
Dec-11	5739	13,851	7962	327	682	2399	30960
Dec-12	3925	11,193	7984	180	540	2547	26369
Dec-13	5363	10,079	7391	461	543	2730	26567
Dec-14							
FY 2011	40,491	102,766	46,770	2,577	8,467	26,928	227,999
FY 2012	44,229	103,069	99,453	2,973	7,197	31,491	288,412
FY 2013	56,404	88,439	83,820	4,962	7,937	28,994	270,556