

MARKETING PARTNER REPORTS March 24, 2014



Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research

February 2014

Presented to:

The Collier County Tourist Development Council

Presented by:

Research Data Services, Inc.

March 24, 2014

Economic Indicators

GDP Update

Lowered Expectations

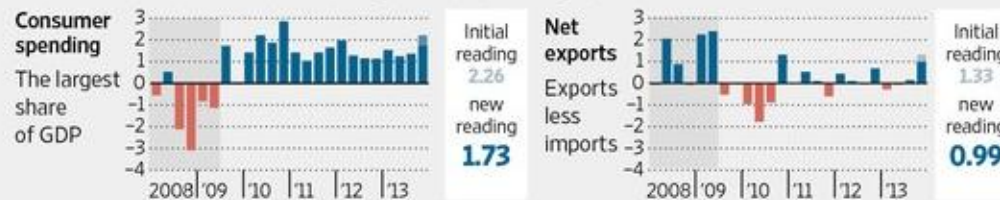
A surge in second-half gross domestic product had raised hopes that the recovery would rev up in 2014. But fourth-quarter GDP growth was revised lower and economic data so far this year have been mixed. Quarterly change at a seasonally adjusted annual rate in inflation-adjusted GDP



Consumers and exports continued to drive growth
Contribution to inflation-adjusted GDP growth, in percentage points*



... but not as much as initially reported.
Contribution to inflation-adjusted GDP growth, in percentage points*



*Measured at a seasonally adjusted annual rate. Source: Commerce Department

Economic Policy Uncertainty

Less Guesswork

Uncertainty about economic policy, which surged according to one measure after the 2007-2009 downturn, has eased.



Source: Scott Baker, Nicholas Bloom and Steven J. Davis at www.PolicyUncertainty.com

Calendar Year 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

Year-to-Date 2014 *(January – February)* Collier Visitor Profile



Number of Visitors/

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Economic Impacts of Tourism

Collier Year-to-Date 2014 (Jan. – Feb.)

	<u>2014</u>	<u>Δ %</u>
Number of Visitors	372,500	+6.4
Room Nights	489,700	+3.6
Economic Impact	\$374,952,207	+13.1

RDS Occupancy/ADR

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Collier Year-to-Date 2014 (Jan. – Feb.)

	Occupancy			ADR		
	<u>2013</u>	<u>2014</u>	<u>% Δ</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
January	75.8%	79.0%	+4.2%	\$178.3	\$193.3	+8.4%
February	89.6%	91.8%	+2.5%	\$275.5	\$304.9	+10.7%

STR Occupancy/ADR/RevPAR

Year-to-Date 2014 (Jan. – Feb.)

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	81.6%	+4.8%	\$245.13	+9.7%	\$200.10	+14.9%
Naples Upscale	87.1%	+2.7%	\$310.92	+8.3%	\$270.68	+11.1%
Miami-Hialeah	84.0%	-0.5%	\$229.62	+7.0%	\$192.83	+6.4%
Florida Keys	87.4%	+6.3%	\$281.06	+13.1%	\$245.62	+20.3%
Ft. Myers	79.4%	+7.3%	\$152.05	+9.2%	\$120.75	+17.2%
Sarasota-Bradenton	77.1%	+9.3%	\$133.20	+7.2%	\$102.71	+17.2%
Clearwater	72.7%	+7.9%	\$117.14	+0.9%	\$85.19	+8.9%
St. Petersburg	70.7%	+3.3%	\$124.65	+4.7%	\$88.14	+8.1%
Palm Beach County	85.6%	+5.1%	\$200.89	+10.0%	\$172.01	+15.6%
Ft. Lauderdale	86.5%	+3.7%	\$157.24	+7.5%	\$135.95	+11.5%

SOURCE: SMITH TRAVEL RESEARCH, INC.

© *Research Data Services, Inc. 2014*

Visitor Origins

Collier Year-to-Date 2014 (Jan. – Feb.)

	# of Visitors 2014	Δ %
Florida	90,460	+5.6
Southeast	22,012	+2.4
Northeast	110,147	+8.0
Midwest	76,171	+9.4
Canada	12,258	-5.8
Europe	45,954	+8.7
US Opp Mkts	15,498	-4.1
YTD 2014	372,500	+6.4

February 2014

Collier Visitor Profile



Visitation/Economic Impacts of Tourism

Collier February 2014

	<u>Feb 2013</u>	<u>Feb 2014</u>	<u>'13-'14 Δ %</u>
Visitors	183,100	191,900	+4.8
Room Nights	249,600	256,400	+2.7
Economic Impact	\$199,873,023	\$224,635,104	+12.4

RDS Occupancy/Room Rates

Collier February 2014

	<u>2013</u>	<u>2014</u>	<u>%Δ</u>
Occ.	89.6%	91.8%	+2.5%
ADR	\$275.5	\$304.9	+10.7%

Smith Travel Occupancy/ADR

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Collier February 2014

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	90.6%	+6.9%	\$266.93	+12.1%	\$241.78	+19.8%
Naples Upscale	93.1%	+5.9%	\$339.92	+9.4%	\$316.55	+15.8%
Miami-Hialeah	86.5%	+0.3%	\$237.69	+8.2%	\$205.57	+8.5%
Florida Keys	90.2%	+3.2%	\$306.53	+13.5%	\$276.38	+17.1%
Ft. Myers	88.3%	+5.8%	\$172.22	+12.3%	\$152.08	+18.8%
Sarasota-Bradenton	86.7%	+9.2%	\$149.40	+9.2%	\$129.60	+19.2%
Clearwater	82.4%	+6.3%	\$127.89	+1.3%	\$105.39	+7.6%
St. Petersburg	79.4%	+1.8%	\$134.47	+6.8%	\$106.75	+8.7%
Palm Beach County	90.0%	+5.1%	\$216.04	+9.5%	\$194.47	+15.1%
Ft. Lauderdale	90.0%	+2.9%	\$164.53	+8.5%	\$148.07	+11.7%

Smith Travel Occupancy

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Collier February 2014

Occupancy (%)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
Naples MSA	46.3%	+4.5%	42.4%	+6.4%	90.6%
Miami-Hialeah	57.1%	+2.7%	25.8%	-1.7%	86.5%
Florida Keys	73.9%	+1.3%	15.6%	+10.5%	90.2%
Ft. Myers	60.2%	+12.0%	25.9%	-2.9%	88.3%
Sarasota-Bradenton	63.1%	+9.6%	23.6%	+9.2%	86.7%
Clearwater	54.6%	+22.4%	27.8%	-15.6%	82.4%
St. Petersburg	52.7%	-2.0%	25.0%	+5.7%	79.4%
Palm Beach County	61.5%	+3.7%	27.1%	+10.6%	90.0%
Ft. Lauderdale	60.9%	+3.8%	23.9%	+3.7%	90.0%

Smith Travel ADR

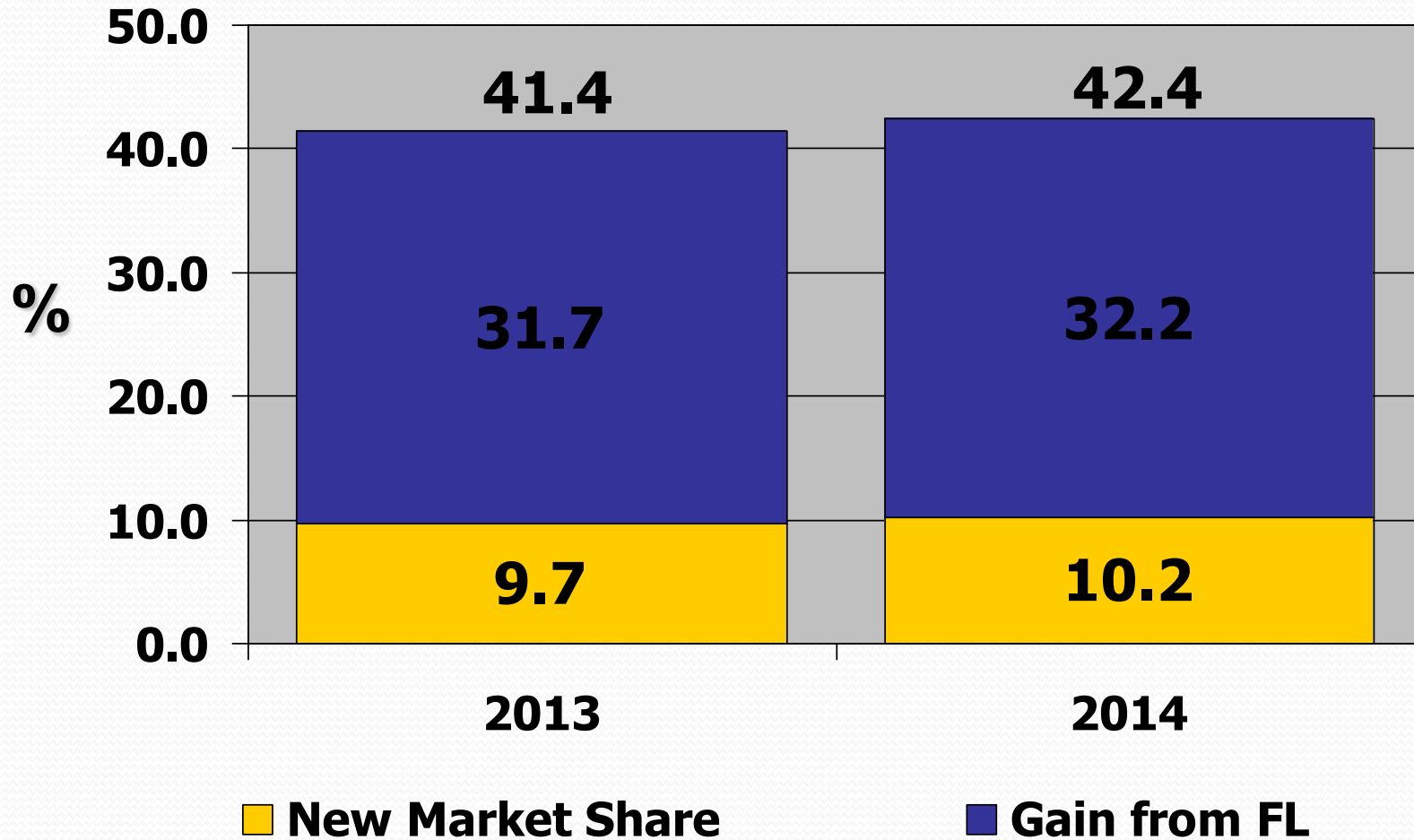
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Collier February 2014

	ADR (\$)				Total
	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	
Naples MSA	\$300.34	+17.5%	\$238.11	+8.0%	\$266.93
Miami-Hialeah	\$253.37	+9.7%	\$223.13	+2.2%	\$237.69
Florida Keys	\$318.14	+15.1%	\$255.25	+6.6%	\$306.53
Ft. Myers	\$182.59	+11.0%	\$153.39	+9.1%	\$172.22
Sarasota-Bradenton	\$153.06	+7.8%	\$139.70	+12.4%	\$149.40
Clearwater	\$131.40	+0.7%	\$120.99	+0.3%	\$127.89
St. Petersburg	\$134.98	+8.6%	\$137.34	+5.0%	\$134.47
Palm Beach County	\$226.38	+11.2%	\$200.78	+4.6%	\$216.04
Ft. Lauderdale	\$167.66	+10.7%	\$176.43	+0.7%	\$164.53

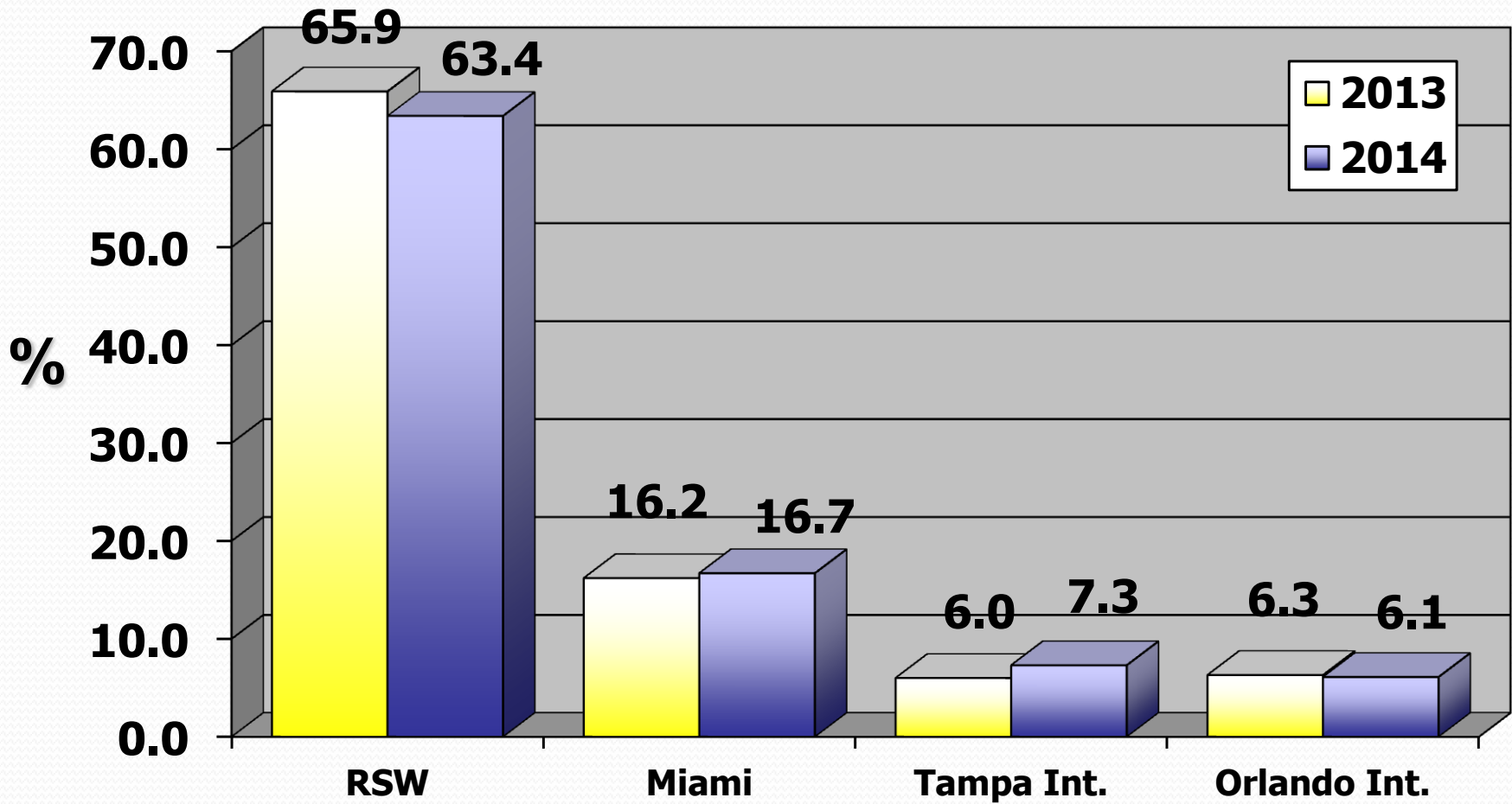
First Time Visitors (% Yes)

Collier February 2014



Airports of Deplanement (*Top Four*)

Collier February 2014



Visitor Perceptions

Collier February 2014

	<u>Feb</u> <u>2013</u>	<u>Feb</u> <u>2014</u>
Satisfaction <i>(combined)</i>	95.4%	93.3%
Would Recommend	91.2	90.3
More Expensive	21.3	22.5
Plan to Return	95.1	94.6

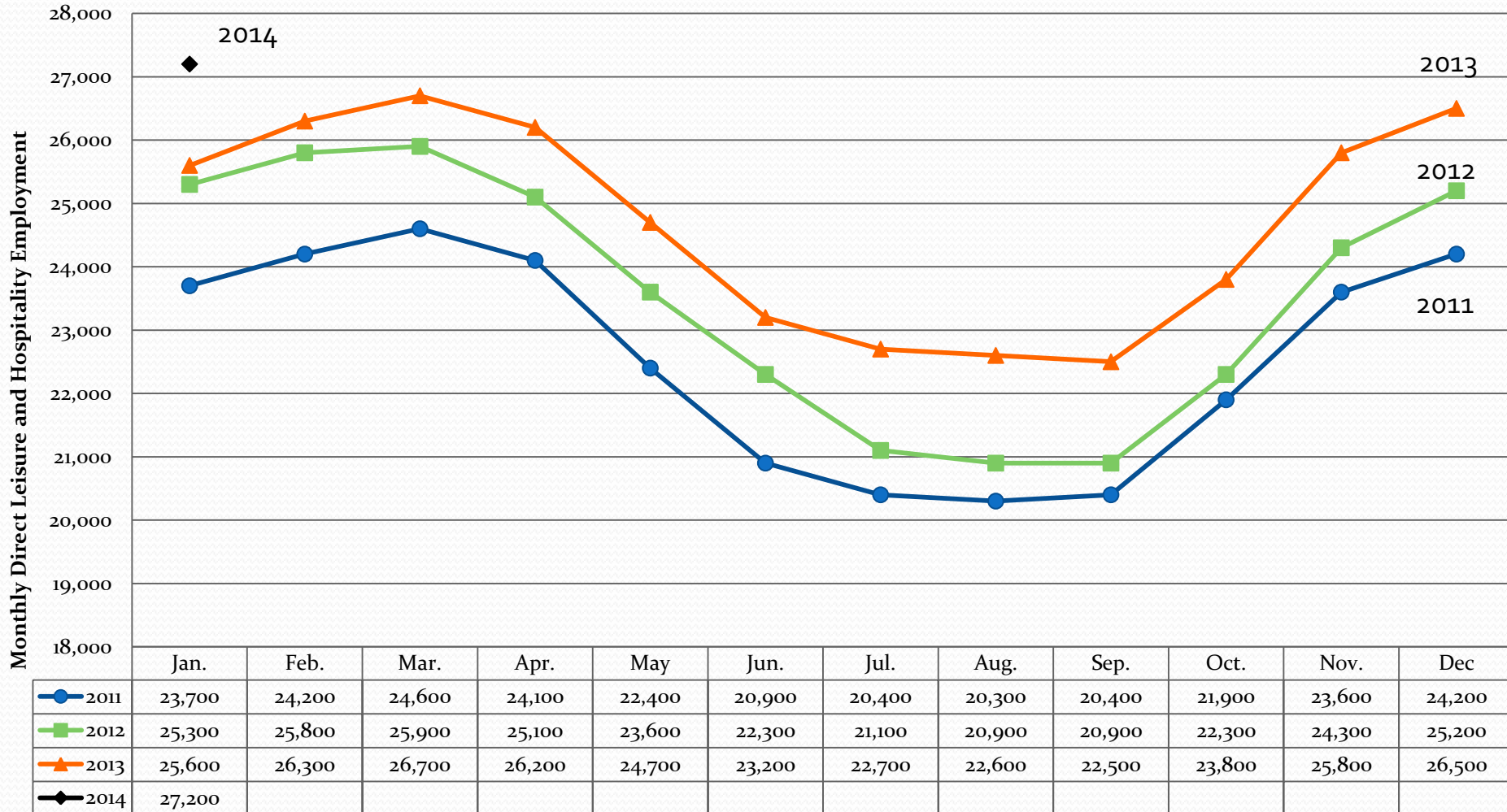
Average Age/Median Income

Collier February 2014

	<u>Feb</u> <u>2013</u>	<u>Feb</u> <u>2014</u>
Average Age (yrs)	50.0	50.5
Median HH Income	\$165,572	\$167,595

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 (03-17-14). (In first quarter of 2013, 2011 and 2012 data was revised.)

Executive Summary

Collier February 2014



Visitor Metrics

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Collier February 2014

- ❖ This February, a record **191,900** visitors stayed in Collier's commercial lodgings **(+4.8%)**. Their total economic impact injected fully **\$224,635,104** into the County's economy **(+12.4%)**. Tourism's key performance statistics are as follows:

<u>February:</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
Occupancy	89.6%	91.8%	+2.5
ADR	\$275.5	\$304.9	+10.7
RevPAR	\$246.8	\$279.9	+13.4

Visitor Metrics

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Collier February 2014

- ❖ The majority of hotel managers (**56.1%**) report their property's three month forward reservations as "better" when compared to February 2013.

% of Properties (February)

Reporting Reservations:

	<u>2013</u>	<u>2014</u>
Up	49.4%	56.1%
The Same	33.9	35.4
Down	13.6	5.0

Visitor Metrics

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Collier February 2014

❖ February's primary visitor origins are as follows:

<u>February Visitation</u>	<u>2013 Visitor #</u>	<u>2014 Visitor #</u>	<u>% Δ</u>
Florida	39,550	39,531	-0.05
Southeast	10,803	11,898	+10.1
Northeast	54,014	57,954	+7.3
Midwest	37,535	39,148	+4.3
Canada	9,338	8,827	-5.5
Europe	22,888	25,907	+13.2
Mkts. of Opp.	8,972	8,635	-3.8
Total	183,100	191,900	+4.8

Transportation

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Collier February 2014

- ❖ Most February patrons (**63.7%**) flew to reach the area.
- ❖ Fully **63.4%** deplaned at RSW, while Miami captured some **16.7%** of deplanements.

First Time Visitors

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Collier February 2014

- ❖ Some **42.4%** of Collier's February visitors are in the area for the first time **(2013: 41.4%)**.
- ❖ The typical visitor party includes an average of **2.5** travelers who stay for **4.4** days in the Naples, Marco Island, Everglades area.

Information

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Collier February 2014

- ❖ Most February visitors **(93.0%)** consult the web for trip information, with **69.5%** making bookings for their trip online.

Satisfaction/Demographics

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Collier February 2014

- ❖ Fully **93.3%** are satisfied with their Collier stay and **94.6%** plan a future trip to the area.
- ❖ February 2014 visitors are slightly older (***2013: 50.0 years of age; 2014: 50.5 years of age***), and report a median household income of **\$167,595** (***2013: \$165,572***).

Thank you!

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Advertising Report

Paradise Advertising &
Marketing, Inc.

Tourist Development Council

March 24th, 2014

NAPLES · MARCO ISLAND
EVERGLADES

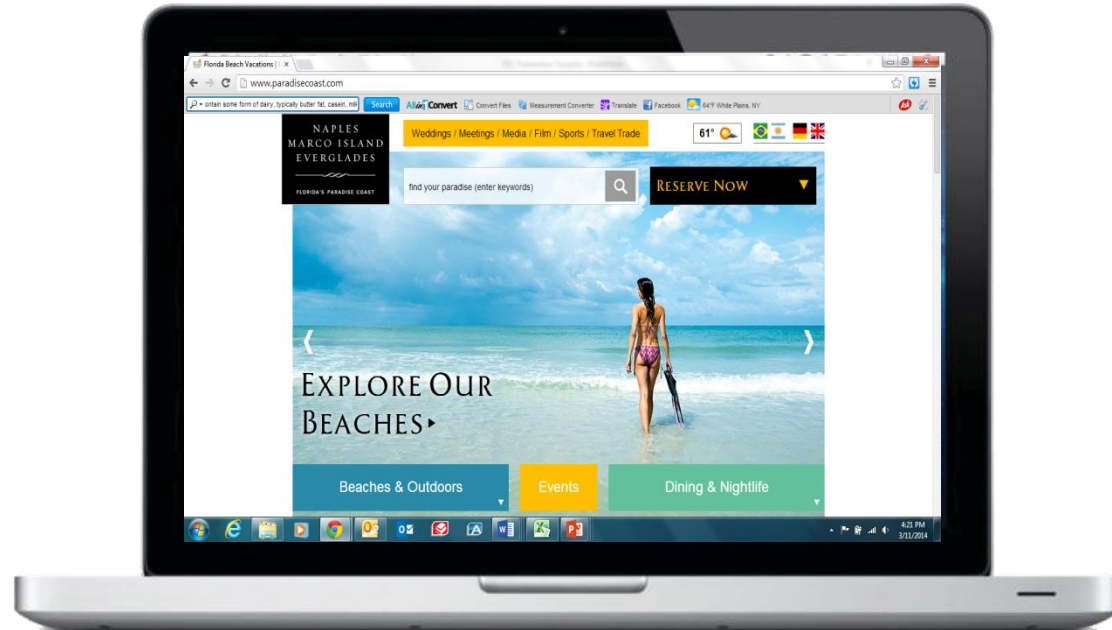
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FLORIDA'S PARADISE COAST



ParadiseCoast.com web inquiry

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FLORIDA'S
PARADISE
COAST



- Web traffic up 9% over 2013
- 89.3% new visitors to the site

Top Cities creating traffic to site:

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FLORIDA'S
PARADISE
COAST

- New York
- Chicago
- Boston
- Philadelphia
- Washington D.C.
- Toronto
- Orlando



Top performing sites

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FLORIDA'S
PARADISE
COAST

- Honeymoons.com
- [Explore Florida – OrlandoSentinel.com](http://ExploreFlorida-OrlandoSentinel.com)
- [Successful Meetings/Sojern Platform](#)
- WeatherNetwork.com (Canadian Weather Network)
- [Ad Roll \(Retargeting campaign\)](#)



Winter Campaign – Out of Home

January – February 17, 2014

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FLORIDA'S
PARADISE
COAST

Chicago “Real Time” Outdoor boards

CHICAGO
0° TO NAPLES
80°

IN ONE CLICK

NAPLES
MARCO ISLAND · EVERGLADES
FLORIDA

ParadiseRefined.com

- Total Spots Delivered: 72,500
- Total Spots Scheduled: 52,000
- Total Bonus Spots: 20,500

FLORIDA'S
PARADISE
COAST

Toronto PATH system digital screens



- Total Spots Delivered = 1,156,719

FLORIDA'S
PARADISE
COAST

Philadelphia Transit In-car Screens

Total Spots Delivered = 2,246,400

NY Transit In-car Screens & PATH Network/Platforms

Total Spots Delivered = 5,700,152



FLORIDA'S
PARADISE
COAST

Honeymoons.com

- Over 274,000 impressions delivered in February

OrlandoSentinel.com/Explore Florida

- Over 388,000 impressions delivered in February

WeatherNetwork.com (Canadian Weather Network)

- Over 1,136,000 impressions delivered from Dec. to Feb.

NY Times Great Getaways E-blasts

- Each e-blast delivered over 410,943 impressions

February eScapes – External list

- Delivered over 50,000 impressions



Public Relations Report

Lou Hammond & Associates &
CVB PR Team



National Public Relations Update

TDC Meeting

Services conducted from February 13 –
March 12, 2014

March 24, 2014



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Media Highlights

- **WALL STREET JOURNAL'S MARKETWATCH**

UMV: 9,407,766; Media Value: \$78,398.05

"14 Valentines Chocolates Better than a Kiss"

- **MCCLATCHY-TRIBUNE SYNDICATION (Pet Story)**

- Chicago Tribune (UMV: 16,084,056; Media Value: \$53,613.52)
- The News Tribune (UMV: 8,074,618; Media Value: \$51,139.25)
- Orlando Sentinel (UMV: 2,642,328; Media Value: \$25,102.12)
- newsobserver.com (UMV: 2,443,925; Media Value: \$21,180.68)
- The Bellingham Herald (UMV: 1,139,788; Media Value: \$3,799.29)
- Anchorage Daily News (UMV: 1,281,591; Media Value: \$5,767.16)
- The Sacramento Bee (UMV: 1,209,876; Media Value: \$6,049.38)
- The Tribune (UMV: 908,361; Media Value: \$10,597.55)
- Belleville News-Democrat (UMV: 593,488; Media Value: \$3,956.59)
- Merced Sun-Star (UMV: 568,010; Media Value: \$3,786.73)
- Ledger-Enquirer (UMV: 493,110; Media Value: \$1,479.33)
- The Olympian (UMV: 303,975; Media Value: \$1,519.88)
- The Telegraph (UMV: 225,318; Media Value: \$1,502.12)
- Kankakee Daily Journal (UMV: 133,792; Media Value: \$891.95)
- Waterbury Republican-American (UMV: 27,344; Media Value: \$182.29)



Media Highlights

- **HOUSTON PETTALK MAGAZINE**

Circ: 40,000; UMV: 168,412; Media Value: \$3,522.75

- **GOLF CLUB RADIO SHOW**

Syndicated to: KONI FM 104.7 (MAUI), KGU FM 99.5 (OAHU), KTOH FM 99.9 (KAUAI), KPUA AM 670 (HILO)



Activities

- Weekly LH&A “Value Blast” – inclusion in **3** editions
 - February 26 – Beauty and the Beach Package at Inn on Fifth
 - March 5 – Here Comes the Sun! at Edgewater Beach Hotel
 - March 12 – Enjoy a Spa Experience at Marco Island Marriott

237th Edition
February 26, 2014

Contact: lha@lhammond.com



LH&A Blast

- V**ery Timely
- A**ffordable Options
- L**uxurious Properties & Destinations
- U**dated Weekly
- E**asy Savings!

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

★ **Beauty and the Beach Package**
Inn on Fifth – Naples, FL
February 26 through December 31, 2014

Invite the ladies for a luxurious makeover with plenty of fun girl time on Florida's Paradise Coast, with this package starting at \$498 for two nights, based on double occupancy and including:

- Two-night accommodations
- Two, one-hour spa treatments at the Spa on Fifth
- Makeover, including hair (shampoo and blow dry), make-up, and manicure/pedicure
- One-hour fashion consultation
- Dinner at the new Avenue5
- Snacks and refreshments for the beach

Note, package is designed for groups of six or more.

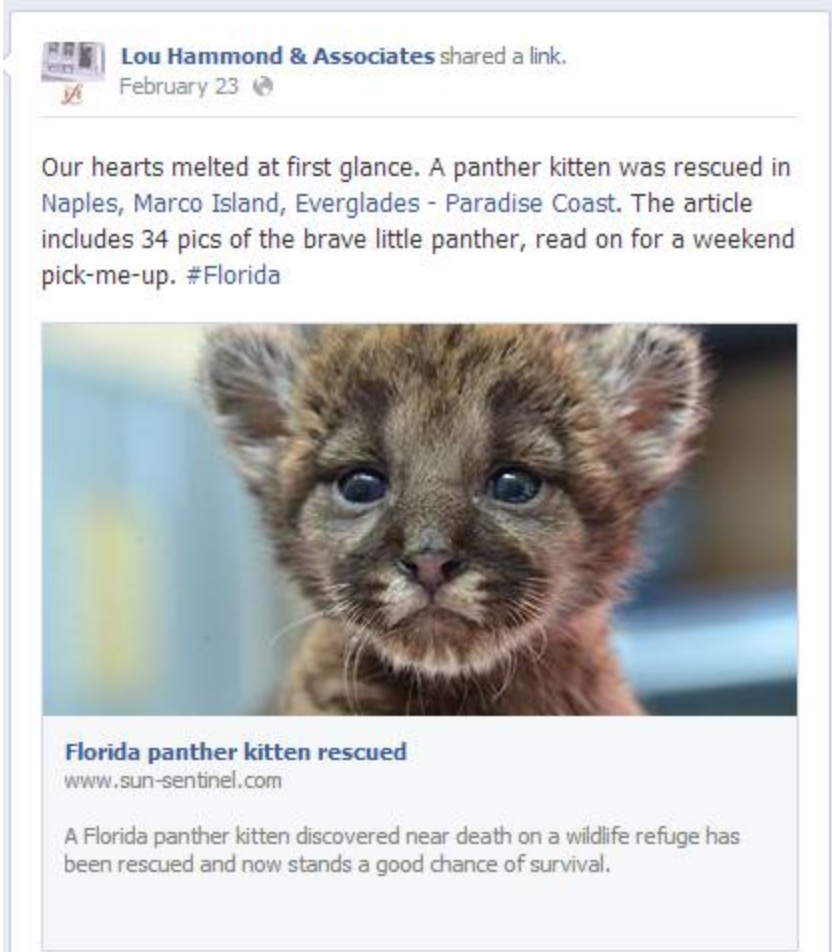
Reservations, 239-403-8777; www.innonfifth.com/

Tweet It! – Invite the ladies for a luxurious makeover + fun girl time at the @innonfifth on #Florida's @ParadiseCoast: <http://bit.ly/1ljxGos> #LHAValue

Activities


Agency social media efforts

- **4** LH&A Facebook posts
 - Feb 23 – Our hearts melted at first glance. A panther kitten was rescued in Naples, Marco Island, Everglades - Paradise Coast. The article includes 34 pics of the brave little panther, read on for a weekend pick-me-up. #Florida
 - LH&A Value Blast (x3)



Lou Hammond & Associates shared a link.
February 23

Our hearts melted at first glance. A panther kitten was rescued in Naples, Marco Island, Everglades - Paradise Coast. The article includes 34 pics of the brave little panther, read on for a weekend pick-me-up. #Florida



Florida panther kitten rescued
www.sun-sentinel.com


A Florida panther kitten discovered near death on a wildlife refuge has been rescued and now stands a good chance of survival.


Activities

Agency social media efforts

- **13** LH&A Tweets
 - Specific Packages and links (x3)
 - Client features (USA Today, etc.)
 - Press trip article outreach (Myscha Theriault)
 - Partner and client RTs
 - Value Blast Press Release Inclusion (x3)



 **Lou Hammond PR** @LouHammondPR · 1h
25 beautiful piers, promenades & boardwalks by @USATODAY. Some we love:
@ParadiseCoast @ExploreCHS and @VisitVirginia usat.ly/1nGwF8A

 **Lou Hammond PR** @LouHammondPR · 2h
We're partial to @ParadiseCoast and @PCBeach RT @VISITFLORIDA: What's
your favorite Florida beach?

 **Lou Hammond PR** @LouHammondPR · Mar 5
Florida's @ParadiseCoast really is perfect for pets, we love this article!
bit.ly/1i4w1yd @MyschaTheriault #PetTravel



Activities

Completed Individual Visits:

- MYSCHA THERIAULT, MCCLATCHY-TRIBUNE
 - Visit: February 17 – 19
 - Myscha produced syndicated coverage showcasing Naples as a premier pet-friendly travel destination



Activities

Individual Visits:

- TOM SCHLICHTER, NEWSDAY
 - Visit: March 22 – 28
- Client/Agency are working with Schlichter regarding destination itinerary
- Reservations at GreenLinks Golf Villas are confirmed



Activities

Individual Visits:

- ALISON LEWIS, HEALTHY TRAVEL MAGAZINE
 - Visit: April 3 – 6 (tentative)
 - Agency is working with Lewis for a 2014 feature on the destination
 - Accommodations and itinerary are pending



Activities

Individual Visits:

- ERIN GIFFORD, KIDVENTUROUS
 - Visit: Mid-April
- Agency is working with Gifford following client's initial correspondence to find accommodations for Gifford's trip upcoming
- Itinerary will be developed to maximize blog and social media coverage



Activities

Individual Visits:

- BLAKE MILLER, CAROLINA BRIDE
 - Visit: April/May
 - Agency has confirmed a honeymoon feature story with Miller
 - Miller has requested assistance with round trip airfare from Charlotte, rental car and accommodations
 - Itinerary to be developed accordingly



Activities

Individual Visits:

- JEREMY MURPHY, CBS WATCH!
 - Agency is working with the magazine's Editor in Chief on possible dates for a celebrity photo shoot on location
- The Ritz-Carlton, Naples is unable to host – agency has pitched other area hotels/resorts for consideration



Activities

Individual Visits:

- JESSICA SANDERSON, MODERN DAY MOMS
 - Visit: Summer 2014
 - Agency is working with Sanderson (based in Sarasota) to showcase Marco Island
 - Agency will create family-friendly itinerary for Sanderson



MOMS

Activities

Individual Visits:

- LAURA MANSKE, FREELANCE (PARADE)
 - Dates pending
 - Agency is working with Manske to confirm dates for a media visit to showcase Naples/Marco Island



Parade

Activities

Media Outreach Sampling

- The Culture-ist
- Fort Worth Star-Telegram
- Houston PetTalk Magazine
- Meetings Focus
- Parade
- The Huffington Post
- GQ
- Hemispheres
- Travel + Leisure
- Robb Report
- Departures
- The Luxury Spot
- Garden & Gun
- About.com Travel
- JustLuxe



Results Sampling



February 14, 2014
UMV: 9,407,766
Media Value: \$78,398.05

14 Valentine's Day chocolates better than a kiss

The chocolate boom

Talk about hot chocolate: In recent years, the world has developed quite the appetite for all things cocoa, with prices for the commodity increasing by more than 24% in 2013 alone. And chocolate-centric holidays have become a key part of the boom, from Halloween to, yes, Valentine's Day. But why celebrate Feb. 14 with another generic heart-shaped box of bonbons, given that the chocolate boom has resulted in all sorts of treats, from chocolate-covered strips of bacon to chocolate scented cosmetics? With that in mind, we looked for 14 new or noteworthy ways to say "I love you" with chocolate. Happy Valentine's Day!

—By Charles Passy



The art of chocolate

Some of the best chocolate we've come across recently is intended more for viewing than consuming. We're talking chocolate molded into any number of objets d'art. Florida-based chocolatier Norman Love Confections takes top honors in our book with creations ranging from **golf balls (\$18)** to a **high-heel shoe (\$25)**. New York chocolatier Jacques Torres goes for something slightly more bemusing with its **"Do Not Disturb" signs (\$10)**. And in a somewhat different vein, jewelry maker **Mina Danielle** has bracelets and necklaces with edible chocolate "gems" (starting at \$50)—when you're done eating the bonbons, you can replace them with real gems (for an extra cost, naturally).





Chicago Tribune
TRAVEL

February 25, 2014
UMV: 16,084,056
Media Value: \$53,613.52

Florida's Paradise Coast perfect for pets

By Myscha Theriault
McClatchy-Tribune News Service

While plenty of places claim to be accessible to people traveling with their pets, anyone with a large-breed pup can tell you many of those same venues are the first to say no if you're showing up with a dog larger than a guinea pig. With all of the high-end shopping and fine dining associated with a typical vacation along Florida's Paradise Coast, I was pleasantly surprised when a recent getaway with our Labrador uncovered a number of big-dog options.

Activities: The Naples Botanical Garden offers canine-accessible walks three days per week on Sundays, Tuesdays and Thursdays for a couple of hours each. Their walking paths are wide enough to accommodate large breeds, with benches and water bowls available throughout the garden. Their outdoor cafe area has seating suitable for excitable pooches as well, featuring chairs that are bolted down to the tables themselves with sturdy poles for attaching the industrial-strength leashes necessary for traveling with a bigger breed.

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



THE NEWS TRIBUNE

February 24, 2014
UMV: 8,074,618
Media Value: \$51,139.25

Florida's Paradise Coast perfect for pets

BY MYSCHA THERIAULT

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES





& newsobserver.com

February 24, 2014
UMV: 2,443,925
Media Value: \$21,180.68

Florida's Paradise Coast

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NEWS FROM ... LOU HAMMOND & ASSOCIATES



**adn.com
Anchorage Daily News**

February 23, 2014
UMV: 1,281,591
Media Value: \$5,767.16

Paradise Coast perfect for pets

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NEWS FROM ... LOU HAMMOND & ASSOCIATES



Orlando Sentinel

February 25, 2014
UMV: 2,642,328
Media Value: \$25,102.12

Florida's Paradise Coast perfect for pets

By Myscha Theriault
McClatchy-Tribune News Service

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NEWS FROM ... LOU HAMMOND & ASSOCIATES

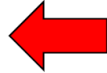




THE SACRAMENTO BEE

February 24, 2014
UMV: 1,209,876
Media Value: \$6,049.38

Florida's Paradise Coast perfect for pets



By MYSCHA THERIAULT

While plenty of places claim to be accessible to people traveling with their pets, anyone with a large-breed pup can tell you many of those same venues are the first to say no if you're showing up with a dog larger than a [guinea pig](#). With all of the high-end shopping and fine dining associated with a typical vacation along Florida's Paradise Coast, I was pleasantly surprised when a recent getaway with our Labrador uncovered a number of big-dog options.

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



THE TRIBUNE

February 24, 2014
UMV: 908,361
Media Value: \$10,597.55

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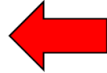




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NEWS FROM . . . LOU HAMMOND & ASSOCIATES





February 24, 2014
UMV: 593,499
Media Value: \$

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



February 24, 2014
UMV: 568,010
Media Value: \$3,786.73

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



February 24, 2014
UMV: 493,110
Media Value: \$1,479.33

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES





The Olympian

February 24, 2014
UMV: 303,975
Media Value: \$1,519.88

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THE DAILY JOURNAL

February 26, 2014
UMV: 133,792
Media Value: \$891.95

The Thrifty Traveler: Florida's Paradise Coast perfect for pets

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NEWS FROM ... LOU HAMMOND & ASSOCIATES



The Telegraph

February 24, 2014
UMV: 225,318
Media Value: \$1,502.12

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NEWS FROM ... LOU HAMMOND & ASSOCIATES



REP-AM.COM RepublicanAmerican

March 3, 2014
UMV: 27,344
Media Value: \$182.29

Paradise Coast perfect for pets

BY MYSCHA THERIAULT | MCCLATCHY-TRIBUNE NEWS SERVICE

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NEWS FROM ... LOU HAMMOND & ASSOCIATES



Large breed dogs can be included in family activities along Florida's Paradise Coast. (Myscha Theriault/MCT)





HOUSTON
PetTalk.com

Issue 2: Volume 14

March 2014
Circ: 40,000
UMV: 168,412
Media Value: \$3,522.75

FOLLOW US
ON FACEBOOK
& TWITTER FOR
FUN & CONTESTS

March 2014

10
FUN CLASSES
*you can do with
your dog*

ALSO INSIDE

HOUSTON'S
TOP TRAINERS

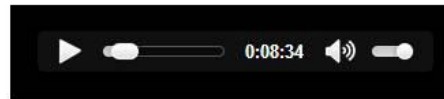
Get Enlightened
MODERN DOG TRAINING

COMMUNICATION | PUPPY'S 101 | CLICKER TRAINING
EQUIPMENT SAFETY | + MUCH MORE

NEWS FROM ... LOU HAMMOND & ASSOCIATES



February 22, 2014
UMV: n/a



The Golf Club Radio Show

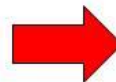
Date: February 22, 2014 Number: 8/14

In the Clubhouse:

WGC Accenture Match Play
Dove Mountain, Marana, AZ
Honda LPGA Tour
Siam Country Club, Pattaya, Thailand

Charlie Kautz: Hack Golf, it's all about growing and improving the game!

Rex Hoggard: Golf Channel, senior writer for Golfchannel.com, from The Accenture Match Play Championship



Michael Patrick Shiels: Our Travel Guru Extraordinaire, on his latest exploits around the globe including Greg Norman's Tiburon and an interesting new marketing idea.

TaylorMade Golf, **Moses Kahalekulu** - checking out what made it into Golf Digest Magazine. The HotList issue... on my desk this morning.

CVB Communications

•USA TODAY 10Best Romantic Winter Getaways

- #6 **Naples, Fla.** - The Naples Pier at sunset is a must. Countless outdoor dining options help couples relax and slow down in this lush, but easy-to-reach tropical environment.

•TripAdvisor Travelers' Choice Islands

- Marco Island** #1 USA, #4 World
- Work ongoing to develop branded messaging materials for use in 2014

•Facebook initial announcement:

We are thrilled to report that [TripAdvisor's](#) Reader's Choice Awards has named Marco Island the #1 Island in the USA! And, the #4 Island Worldwide!

- Reached 9,936 organically; 0 negative feedback



CVB Communications

- **ParadiseCoast.com**

- Launch new responsive design site
- Lots of work in process to add photos and content needed due to format changes
- Constant refinements
- Adapting to reflect upcoming Spring/Summer campaign



CVB Communications

•Presentations:

- Marjory Stoneman Douglas Festival – Hidden Gems of the Gulf Coast Everglades & Everglades City
- Leadership Collier - Ecotourism



CVB Communications

•New York Media Mission

- VISIT FLORIDA media lunch
- Desk side visits with Doug from LHA
 - Departures
 - Worth
 - The Fisherman
 - Newsday
 - Lucky magazine
- Branding Meeting with Paradise & LHA



DEPARTURES

CVB Communications

- **HSMAI Adrian Awards**

- 16 total awards

- From The News-Press:

- The Naples Marco Island, Everglades Convention and Visitors Bureau, in partnership with Paradise Advertising & Marketing and Lou Hammond & Associates, captured 16 awards, including seven gold, six silver and three bronze.*



CVB Communications

•Some Top Local Tourism News Coverage

- News-Press – “You know it’s season when...”
 - 3 Collier businesses highlighted in top ten comments in print; more in online version
 - #5 “I’ve rented my own bike – Amy Ashby, Big Momma’s Bicycles
 - #8 “I can walk across the Everglades on the backs of alligators and tourists – Pete Corradino, Everglades Day Safari
 - #10 “An executive assistant wants to book an air charter from Fort Myers to Naples – Catherine Fay, Naples Air, Inc.



CVB Communications

•Some Top Local Tourism News Coverage

- Coverage of winter ad campaign on WINK, NDN, News-Press,
- Collier Tourism Column, February, News-Press:
 - Secrets of the Everglades Revealed at Festival
 - When it comes to the arts, we paint a masterpiece
 - Spring events
- Record number for visitation & spending 2013



Thank you!

Proud to be your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Tourist Tax Collections

Collier County Tax Collector

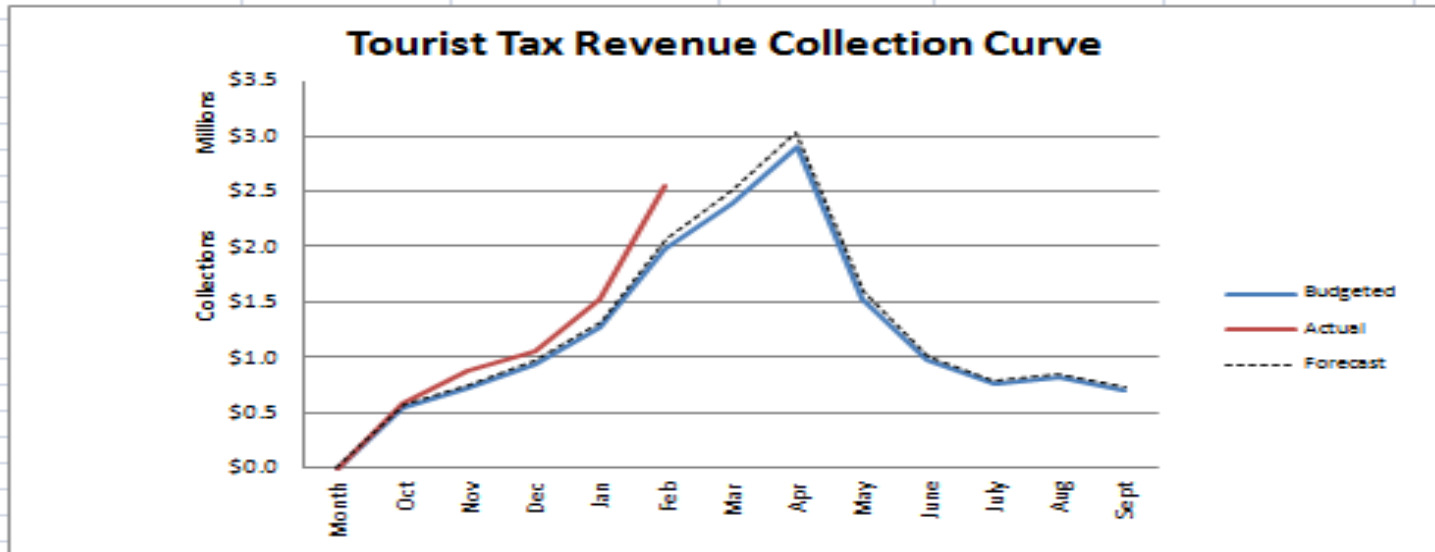
FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTAL
FEBRUARY 2014
(MONTH OF JANUARY 2014 VENDOR TAX COLLECTION)

BREAKDOWN	FISCAL 2012-2013	FISCAL 2013-2014	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	2,057,493	2,551,510	+ 494,017	+ 24.01%
YEAR TO DATE	5,655,471	6,579,242	+ 923,771	+ 16.33%
HOTEL / MOTEL				
MONTH TO MONTH	1,297,086	1,521,759	+ 224,673	+ 17.32%
YEAR TO DATE	4,074,584	4,555,592	+ 481,008	+ 11.81%
REALTORS				
MONTH TO MONTH	548,304	770,205	+ 221,901	+ 40.47%
YEAR TO DATE	960,343	1,299,012	+ 338,669	+ 35.27%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	168,011	204,106	+ 36,095	+ 21.48%
YEAR TO DATE	511,201	595,891	+ 84,690	+ 16.57%

FY¹⁴ TDC Revenue Report
28-Feb-2014

Description	Fund	FY 14 Adopted Budget	FY 14 Forecast	FY 14 YTD Forecast	FY 14 YTD Actual	Var to FY 14 YTD Forecast
Beach Facilities	183	693,700	724,939	254,687	294,487	39,800
TDC Promotion	184	5,440,200	5,685,008	1,997,264	2,309,380	312,115
Non-County Museums	193	369,200	385,792	135,537	156,718	21,181
TDC Admin	194	1,800,600	1,881,668	661,070	764,376	103,306
Beach Renourishment	195	5,706,000	5,962,771	2,094,849	2,422,214	327,365
Disaster Recovery	196	0	-	0	-	0
County Museums	198	1,489,000	1,555,963	546,643	632,068	85,425
	Gross Budget	\$15,498,700	\$16,196,142	\$5,690,050	\$6,579,242	\$889,192
	Less 5% Rev Res	(774,900)				
	Net Budget	14,723,800				
Collections						
Month	Actual FY 14	Cum YTD	% Budget Collected to Date	% over FY 13 collections	% over FY 12 collections	% over FY 11 collections
Oct	574,901	574,901	3.7%	-8.43%	9.44%	20.06%
Nov	876,087	1,450,988	9.4%	19.29%	26.66%	40.15%
Dec	1,056,505	2,507,493	16.2%	10.14%	14.25%	40.85%
Jan	1,520,239	4,027,732	26.0%	19.10%	25.79%	50.56%
Feb	2,551,510	6,579,242	42.5%	24.01%	33.79%	59.34%
Mar		6,579,242	42.5%	n/a	n/a	n/a
Apr		6,579,242	42.5%	n/a	n/a	n/a
May		6,579,242	42.5%	n/a	n/a	n/a
June		6,579,242	42.5%	n/a	n/a	n/a
July		6,579,242	42.5%	n/a	n/a	n/a
Aug		6,579,242	42.5%	n/a	n/a	n/a
Sept		6,579,242	42.5%	n/a	n/a	n/a
Total	6,579,242	6,579,242	YTD	16.34%	25.14%	47.35%
	Projected	16,196,142	4.50%			
	Bal to Collect	9,616,900	59.38%			

Budget Comparison						
Month	5Yr Collect History-Cum	5Yr Collect History-Monthly	Budgeted Collections	Actual Collections	Budget to Actual \$ Variance	Forecast Collections
Oct	3.5%	3.5%	548,712	574,901	26,189	573,404
Nov	8.2%	4.6%	717,469	876,087	158,618	749,756
Dec	14.2%	6.0%	930,912	1,056,505	125,593	972,801
Jan	22.4%	8.2%	1,269,166	1,520,239	251,073	1,326,280
Feb	35.1%	12.8%	1,978,765	2,551,510	572,745	2,067,808
Mar	50.6%	15.5%	2,400,701	0	n/a	2,508,734
Apr	69.3%	18.7%	2,898,005	0	n/a	3,028,421
May	79.1%	9.8%	1,523,102	0	n/a	1,591,640
June	85.4%	6.3%	970,266	0	n/a	1,013,924
July	90.3%	4.9%	756,037	0	n/a	790,059
Aug	95.5%	5.3%	814,545	0	n/a	851,199
Sept	100.0%	4.5%	691,020	0	n/a	722,116
Total	100.0%	100.0%	15,498,700	6,579,242	1,134,218	16,196,142



Web Site

Miles Partners, Inc.

Naples, Marco Island, Everglades CVB

Executive Summary

February 2014

March 24, 2014
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ParadiseCoast.com

- Campaign traffic made up 46% of all site traffic, with Paradise Refined bringing 37,605 visits to the site. (Total visits numbered 83,413.)
- Visits were up 13% over January and 45% over February 2013. Page views (201,002) were up 3% over January and 60% over February 2013.
- Time on site was 1:35 (1:55 when we take out campaign traffic). The overall bounce rate was 66% (60% without campaign traffic). This is higher than both the 2013 baseline of 59% and the industry baseline of 45%.

m.ParadiseCoast.com/Traffic from Mobile Devices

- Visits from smartphones and tablets (37,038) were up 23% over January and 106% over February 2013.
- As expected, month-over-month mobile site traffic decreased as a result of the full responsive site launch.

Notes

- The new site became 100% live on Feb. 24.
- Starting with the March report, the m.ParadiseCoast.com dashboard will go away, and the Traffic from Mobile Devices dashboard will be more robust.



Naples, Marco Island, Everglades CVB ParadiseCoast.com Dashboard February 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: 1:35 <i>Minutes</i>	1:55	1:32	3:43	2:01
Bounce Rate: 45% <i>of Home Page</i>	47%	43%	39%	39%
Bounce Rate: 66% <i>Overall</i>	60%	67%	45%	59%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions:
10.97%
 of total page views

22,054
 Signals of Intent to Travel

See breakdown below

ACTIVITY

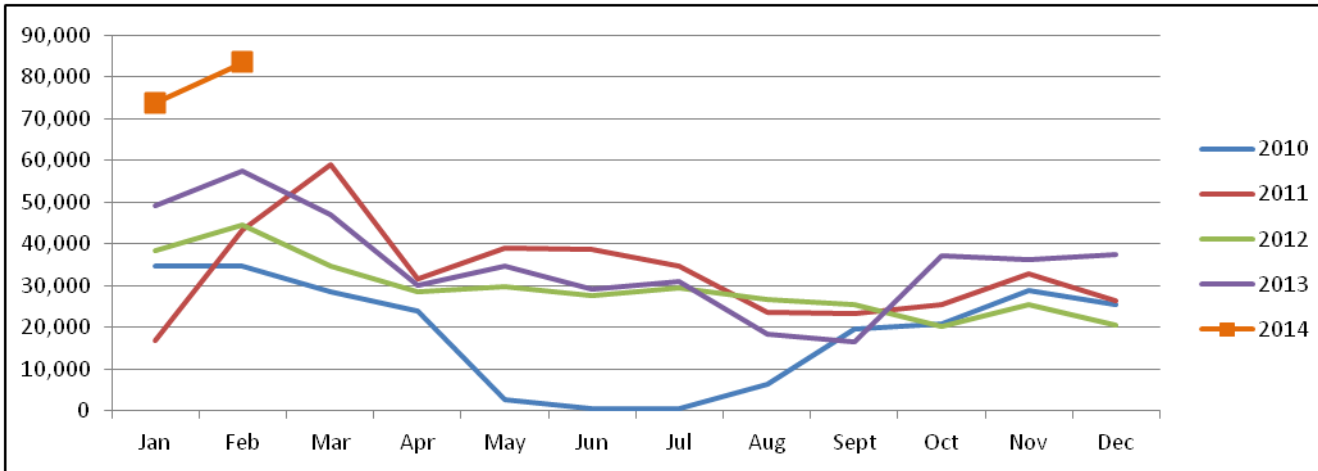
	LM	LY
83,413 Total Visits	13%	45%
74,939 Unique Visitors	12%	45%
201,002 Page Views	3%	60%
157,158 Visits Year-to-Date (vs. 106,457 visits in 2013)		
396,193 Page Views Year-to-Date (vs. 256,411 in 2013)		

SIT BREAKDOWN

	LM	LY
Guide Orders:	712 +3%	+85%
Newsletter Signup:	346 -34%	+3%
Deals Page Views:	1,163 -26%	-62%
Stay in Paradise Listings Views:	8,047 -3%	+3%
Download Guide Link:	102 -3%	-43%
BookDirect Views on Site:	305 -27%	-15%
BookDirect™ Widget Searches:	6,606 +5%	+102%
BookDirect™ Click-Thrus:	3,898 +5%	+57%
eScapes Views:	875 -3%	-9%



Visits – 2010-2014



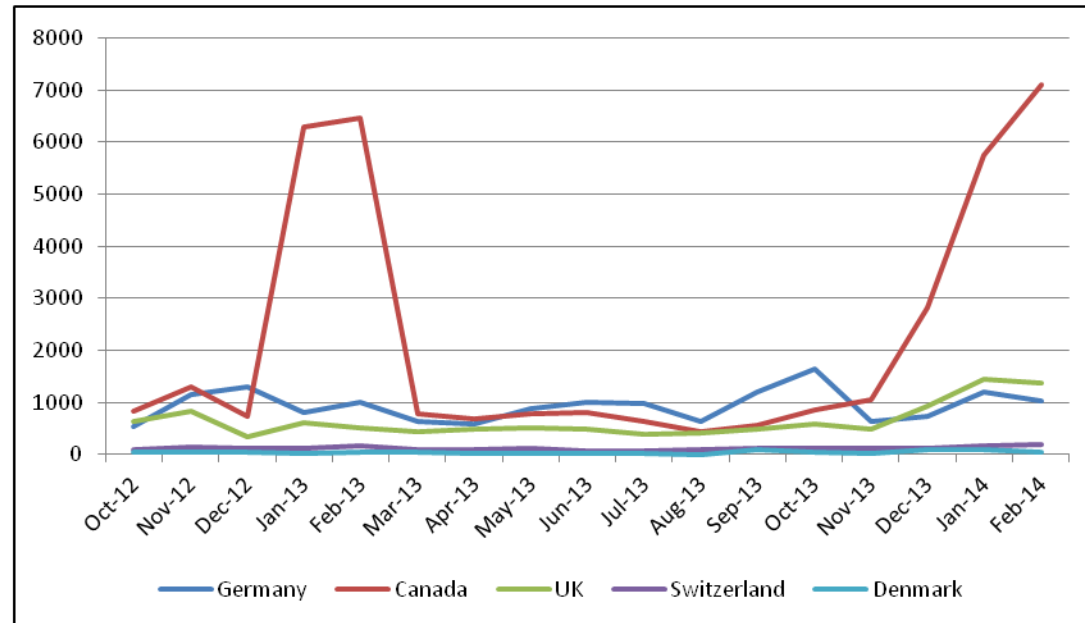
MOST REQUESTED PAGES

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

Top 10 Cities

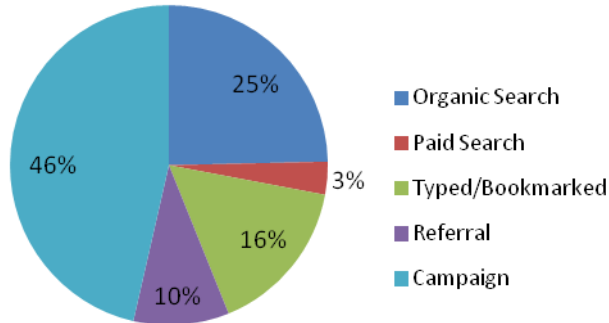
City	Visits for Month	Visitors Year to Date
New York	4,942	8,924
Naples	3,542	6,571
Toronto	2,093	3,453
North Naples	1,780	3,061
Chicago	1,539	3,391
Hialeah	1,351	2,509
Marco Island	825	1,414
Philadelphia	786	1,515
Boston	606	1,078
Bonita Springs	591	1,127

International Traffic Over Time





SOURCES OF TRAFFIC



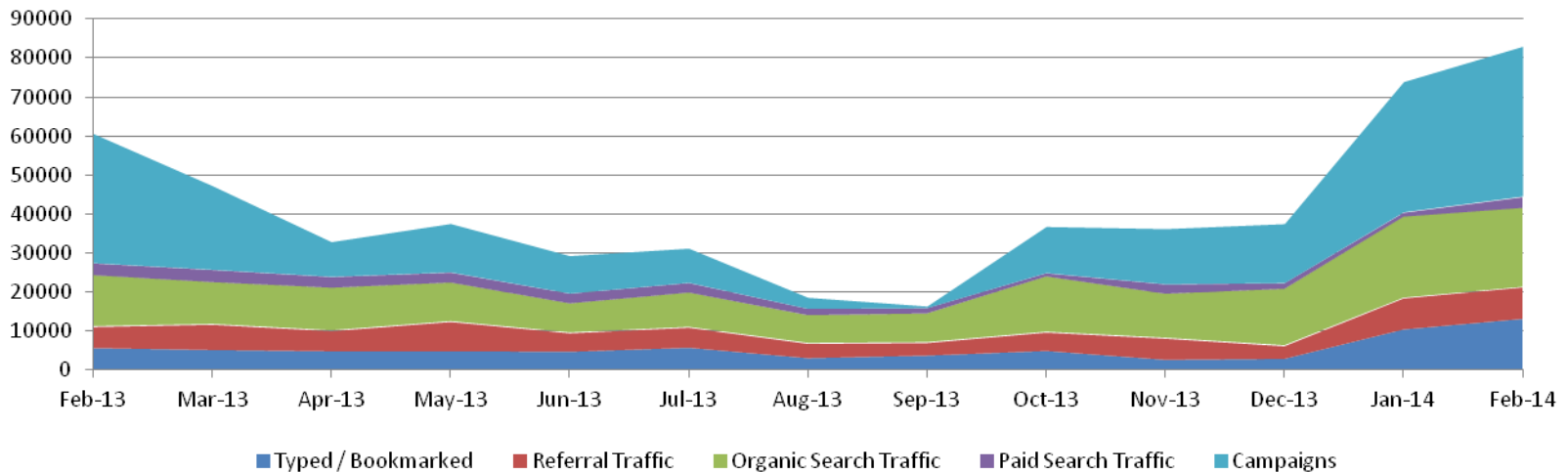
Percentages for the month:

Organic Search Traffic: 25%
Paid Search Traffic: 3%
Typed / Bookmarked: 16%
Referral Traffic: 10%
Campaign Traffic: 46%

Baseline average percentages for 2013:

Organic Search Traffic: 43.4%
Paid Search Traffic: 8.4%
Typed / Bookmarked: 13.4%
Referral Traffic: 19.1%
Campaign Traffic: 15.8%

Traffic By Source over Time



February 2014

CAMPAIGN RESPONSE

38,412
Total responses

46%
of total visits

March 24, 2014
Marketing Partner Reports Page
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PLAY A ROUND
IN PARADISE

PARADISE REFINED
AND REDEFINED

NAPLES · MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST

PARADISE COAST
E-SCAPES
Sign up for updates ▶

WHERE TO STAY [CLICK HERE](#)

WHERE TO PLAY [CLICK HERE](#)

WHERE TO WATCH [CLICK HERE](#)

PGA FRANKLIN TEMPLETON SHOOTOUT
DEC. 9-15

f t p

Privacy Policy

TOP CAMPAIGNS

	Visits	Page Views/Visit	Time on Site	Bounce Rate
1. Paradise Refined	37,605	1.53	0:49	77%
2. December eScapes	686	2.05	2:22	56%
3. Paradise Coast Golfing	79	1.73	3:11	49%



VISITORS BY STATE

			LM	LY
1.	Florida:	18,949	+29%	+104%
2.	New York:	8,375	+31%	-35%
3.	Ontario:	5,314	+29%	+57%
4.	Illinois:	5,129	+6%	-12%
5.	New Jersey:	4,999	+57%	+8%

UK Site

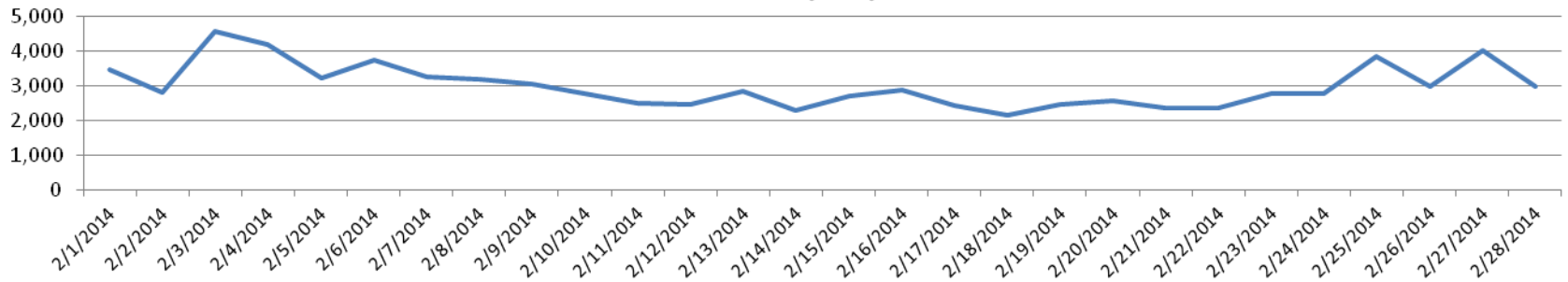
German Site

	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:	69,182	+14%	+49%	Canada	7,101	+24%	+10%
International:	14,189	+7%	+38%	UK	1,362	-6%	+164%
				Germany	1,037	-13%	+3%
				Switzerland	194	+10%	+21%
				Denmark	55	-47%	+57%

Visits by Day



DMO Competition – Quantcast

Site	Reach by U.S. People February 2014	Reach by U.S. People February 2013
ParadiseCoast.com	57,738	49,613
Fla-Keys.com	n/a	111,738
DaytonaBeach.com	n/a	40,514
FortMyers-Sanibel.com	n/a	26,619
VisitStPeteClearwater.com	182,897	109,117

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	37,038	+23%	+106%
Time on Site	1:16	1:33	0:54
Bounce Rate	70%	64%	79%

CITY

		LM
1. New York	3,007	+82%
2. Naples	1,375	+23%
3. Hialeah	1,179	+21%
4. Toronto	1,017	+80%
5. Chicago	875	-4%

BROWSER

		LM
1. Safari	24,600	+30%
2. Safari (in-app)	3,990	-6%
3. Android browser	3,802	+8%
4. Chrome	3,590	+27%
5. Amazon Silk	525	+57%

DEVICES

		LM
1. Apple iPad	21,672	+40%
2. Apple iPhone	7,958	-1%
3. Samsung Galaxy SIII	535	-13%
4. Samsung Galaxy SIV	419	-22%
5. HTC M7 One	409	+317%

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	4,177	-11%	+11%
Page Views	21,308	-19%	+8%
Time on Site	1:49	2:12	1:58

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.	3,771	-11%	+11%
International	406	-8%	+18%

CITY

		LM	LY
1. Hialeah	559	-6%	+1,115%
2. Naples	238	-14%	-31%
3. New York	161	-15%	+3%
4. North Naples	137	+6%	+100%
5. Chicago	100	-18%	+100%
6. Davie	92	+136%	+100%
7. Celebration	70	+6%	+100%
8. Marco Island	46	-15%	+13%
9. Philadelphia	46	+16%	+92%
10. Atlanta	44	-30%	-35%

MOST REQUESTED PAGES

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

February, 2014

Campaigns

- Campaign traffic to Paradise Refined accrued 33,837 visitors this month and increased 23.76% over last month with a 16.75% increase in new visits
- The average time on page was 2:45, an increase of 48.95% over January indicating that users are watching the videos and 11, 292 (13.54%) visitors are returning visitors yielding a successful retargeting campaign
- Paradise Coast Golfing, which kicked up the first half of the month, earned 3,713 visits with a 1,521.4% increase in new visits over January
- The average time on page was 3:06 indicating that majority of visitors watched videos and the page improved its bounce rate by 6.85%
- This month's heat mapping of Paradise Refined landing page indicates that majority of clicks are to videos and 'Where to Stay' which redirects visitors to BookDirect and explains the increased bounce rate

Social Traffic & Analytics

- 645.2 thousand page impressions across 461.4 thousand users on Facebook, a 31.49% increase in impressions with 27% attributed to organic posting and 50.11% to Facebook ads and promoted posts
- Increase of 932 fans with 78% earned in the first two days of the month due to the in-News Feed promoted posts via Sojern, which accrued more than 85k impressions
- Facebook referral traffic to the website decreased slightly over January with 72 visits and Twitter with 37 visits
- 379.9 thousand impressions on Twitter, on par with last month and 187 interactions as we continue to grow user engagement
- Over the last two months, TripAdvisor has referred 123 visitors to the website likely due to Marco Island's most recent Traveler's Choice Award.



Visits: **33.75%**
83,413 vs 62,365



Visits via Social Referral: **164.49%**
648 vs 245



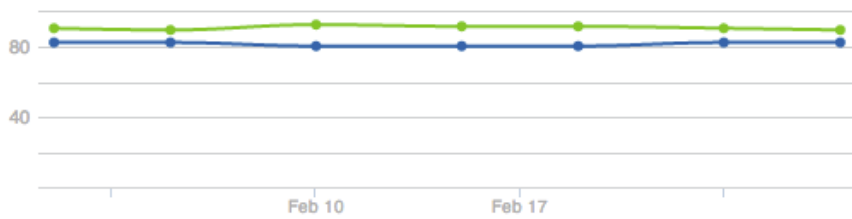
Conversions: **21.27%**
3,022 vs 2,492

Social Traffic & Analytics

Twitter

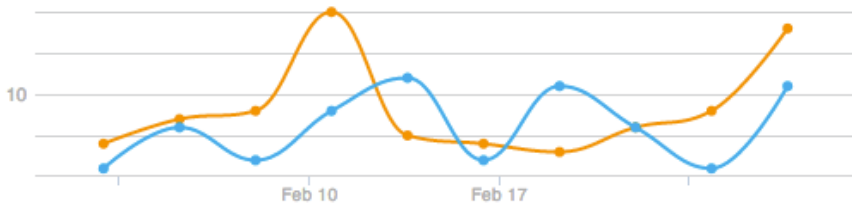
MY SOCIAL SCORES

ENGAGEMENT 82% INFLUENCE 89%



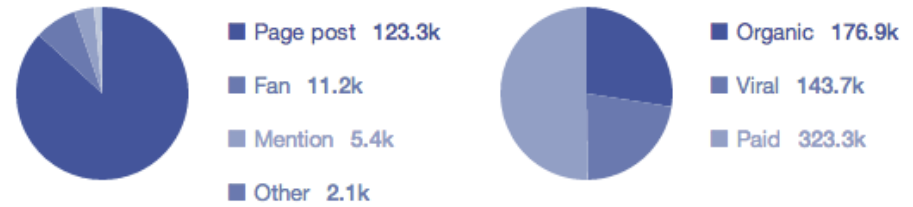
DAILY ENGAGEMENT

@MENTIONS 83 RETWEETS 60



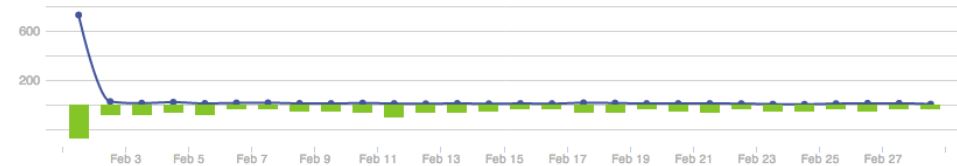
Facebook

IMPRESSIONS BREAKDOWN



Naples, Marco Island, Everglades - Paradise Coast
 12,805 Total Likes and 776 people talking about this

New Fans 932 'Unliked' Your Page 49

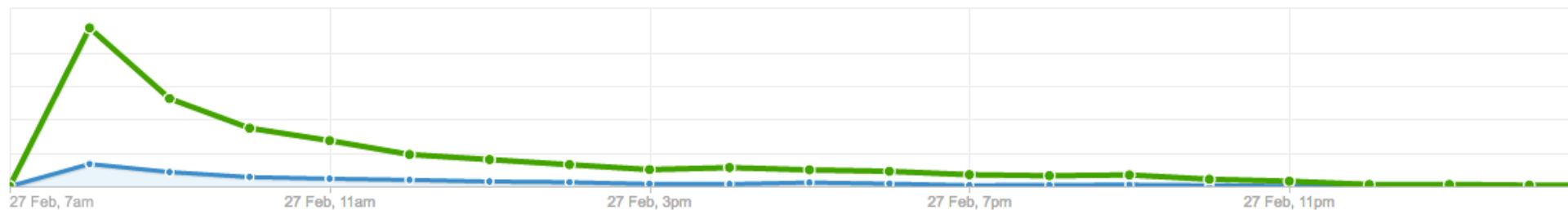


Email Campaigns

- February eScapes received 3,094 unique opens, a 1.9% open rate and was the highest open rate in the last year by 15.7% as we continue to grow our Consumer Database – a total of 66 unsubscribed; in addition, the paid list received 7,982 opens, a 37.3% increase over January
- February eScapes also earned a 18.97% click through rate (CTR), a 2.51% increase over January with the animated gif earning 22.29% of all clicks; In addition, the paid list received a 2.3% CTR and is just above that of last month

February Escapes

Sent on 27 Feb 2014 to 20,400 unique subscribers in Consumer Escapes



Search Engine Services

Sales & Marketing Technologies, Inc.

Executive Summary

- Overall website traffic over January 2013 and January 2014
 - February 2013 - was up by 45.24% (+25,981) visits. January 2014 - was up 13.11% (+9,668) visits.
 - Paid Media (non-PPC) traffic drove 38,408 Visits for 383 goals.
- Organic traffic: (20,395 Visits)
 - yielded 20,395 visits, representing 24.5% of overall traffic and converted 3.07% (671) to “Deals.”
 - decreased slightly compared to January 2014 by 2.77% (-581) visits and is up over February 2013 by 100.88% (+10,242) visits.
- Paid search traffic (CPC): (2,757 Visits)
 - PPC was restarted on January 22, 2014 once the majority of changes were completed on the site; therefore the number are skewed heavily towards February 2014 traffic.
 - PPC spend was \$1,232.49. We had 243,995 impressions and 384 conversion click-throughs (all goals: guide, forms and deals). These numbers are down by 8.33% (-267) over February 2013.
- Referral traffic: (8,674 Visits)
 - Traffic up by significantly by 61.71% (+3,310) visits over February 2013 and up over January 2014 by 5.8% (+476).
- Direct traffic: (13,179 Visits)
 - Direct traffic was up significantly by 130.44% (+7,459) visits over February 2013 and up by 25.77% (+2,700) visits over January 2014 .

Top 10 Searched Queries by Impressions

Query	Impressions ? ↓	Clicks ?	Average Position ?	CTR ?
	280,047 % of Total: 93.35% (300,000)	10,409 % of Total: 130.11% (8,000)	11 Site Avg: 21 (-47.83%)	3.72% Site Avg: 2.67% (39.38%)
1. naples florida	90,000 (32.14%)	1,600 (15.37%)	11	1.78%
2. naples	35,000 (12.50%)	170 (1.63%)	8.6	0.49%
3. naples fl	15,000 (5.36%)	200 (1.92%)	7.2	1.33%
4. marco island	8,000 (2.86%)	110 (1.06%)	12	1.38%
5. naples, fl	6,500 (2.32%)	70 (0.67%)	6.9	1.08%
6. marco island florida	4,500 (1.61%)	70 (0.67%)	11	1.56%
7. naples, florida	2,500 (0.89%)	35 (0.34%)	7.3	1.40%
8. things to do in naples fl	2,500 (0.89%)	35 (0.34%)	8.7	1.40%
9. things to do in marco island	1,600 (0.57%)	35 (0.34%)	6.9	2.19%
10. things to do in naples	1,600 (0.57%)	22 (0.21%)	11	1.38%

- Overall Search Queries improved over January 2014: Impressions increased by 3.21% (+8,721).

Top 10 Searched Queries by Clicks

Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
	280,047 % of Total: 93.35% (300,000)	10,409 % of Total: 130.11% (8,000)	11 Site Avg: 21 (-47.83%)	3.72% Site Avg: 2.67% (39.38%)
1. naples florida	90,000 (32.14%)	1,600 (15.37%)	11	1.78%
2. naples fl	15,000 (5.36%)	200 (1.92%)	7.2	1.33%
3. naples	35,000 (12.50%)	170 (1.63%)	8.6	0.49%
4. naples events	1,000 (0.36%)	170 (1.63%)	2.6	17.00%
5. events in naples fl	500 (0.18%)	150 (1.44%)	2.3	30.00%
6. naples florida events	320 (0.11%)	150 (1.44%)	1.3	46.88%
7. marco island	8,000 (2.86%)	110 (1.06%)	12	1.38%
8. marco island events 2014	200 (0.07%)	90 (0.86%)	1.0	45.00%
9. marco island florida	4,500 (1.61%)	70 (0.67%)	11	1.56%
10. naples calendar of events 2014	150 (0.05%)	70 (0.67%)	1.1	46.67%

- Google Clicks increased by 336 ((+3.34%) and yielded 10,409 clicks. The overall average position for keyword terms improved by 1% (11). The average position for the top 10 keyword terms is 6.65.
- The only new term that entered the Top 10 Searched Queries is “marco island events 2014.”

Paid Search (PPC)

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Month	Spending	Clicks	Cost Per Click	PPC Conversions	Website Leads *
Jan	\$398.74	979	\$0.41	176	43
Feb	\$1,232.49	2,802	\$0.44	384	281
Mar					
April					
May					
Jun					
July					
Aug					
Sept					
Oct					
Nov					
Dec					

- Cost per PPC Conversion was \$6.85, which increased over January by \$1.91. The reason is primarily this is an expensive time of year to advertise.
- PPC drove 979 tracked visits for 281 Goals: 140 "Deals"; 82 "Guide" ; 22 Book Directs; 14 eBooks; 23 Newsletter Orders
- Top Converting Terms: exact search phrase "naples florida" (33); broad search phrase [naples florida] (31)
- Hotel, Resort and Golf Course terms have been decreased as to not compete with partners. City named searches and Florida Beach, Florida Vacations, etc have been increased to help drive traffic for partners.

Tasks Performed

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- **Website / SEO**
 - Blog Post Articles for Mom “Things to do”
 - Reviewed articles from Angela for possible article topics
 - Audit Site for SEO changes since site went LIVE 2/22/14
 - 301 redirect notations to check against missing pages and 404 error pages
 - Review Site Content for article expansion
- **PPC Management**
 - Monitored Campaigns for low bids, bounce rates and competitors.
 - Updated bidding for the top keyword terms. Reduced terms that competed against partners and that drove high CPC (Hotels, Resorts, Beach Resorts, Golf Course Resorts, Golf Course Hotels)
- **Account Service**
 - Report for SEO / PPC Analytics
 - Collaboration between Collier & SMT for articles and editorial calendar (waiting on approval for Mom Celebration article)

Glossary of Terms

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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).

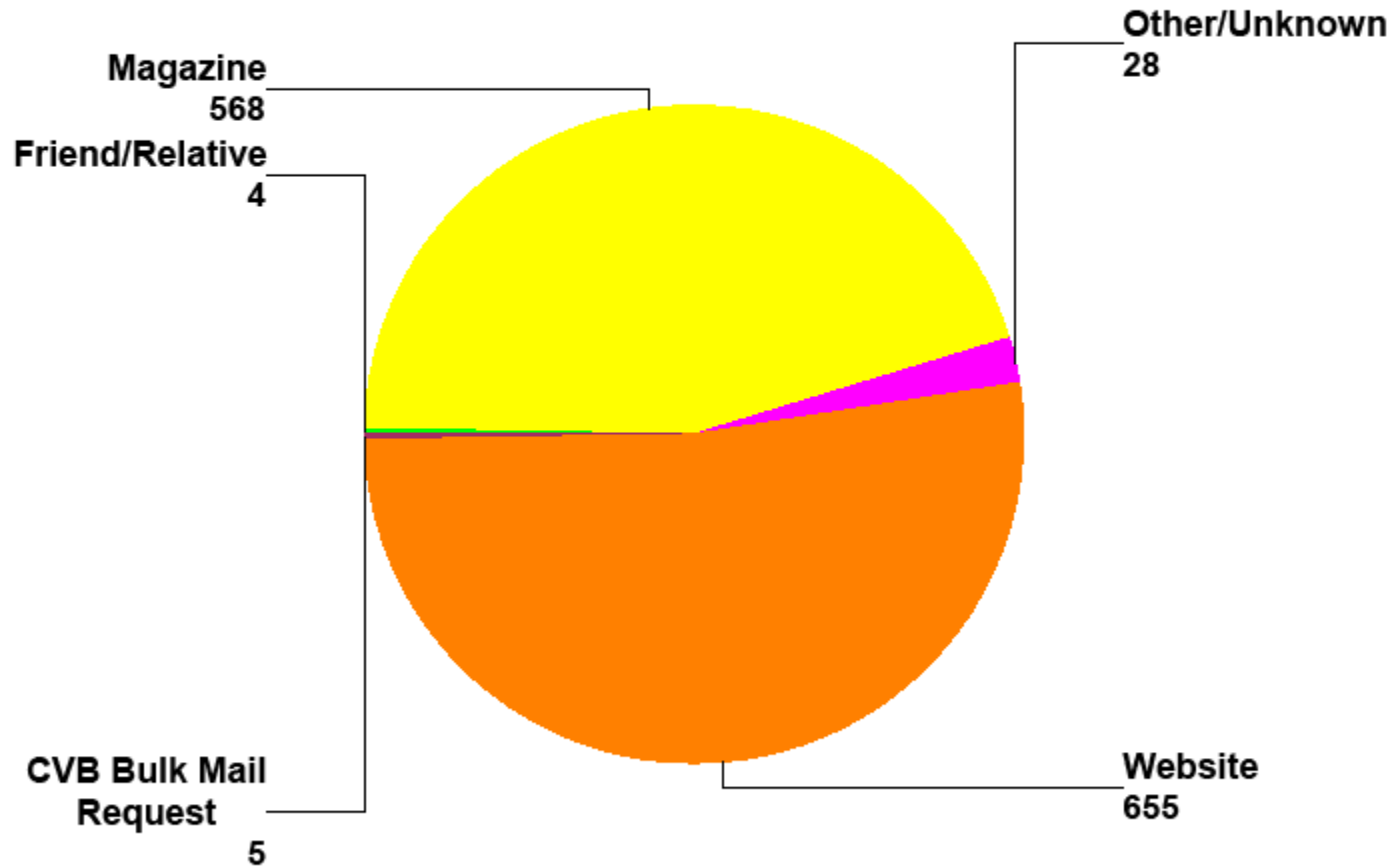
Fulfillment Services

Phase V

Naples, Marco Island, Everglades CVB

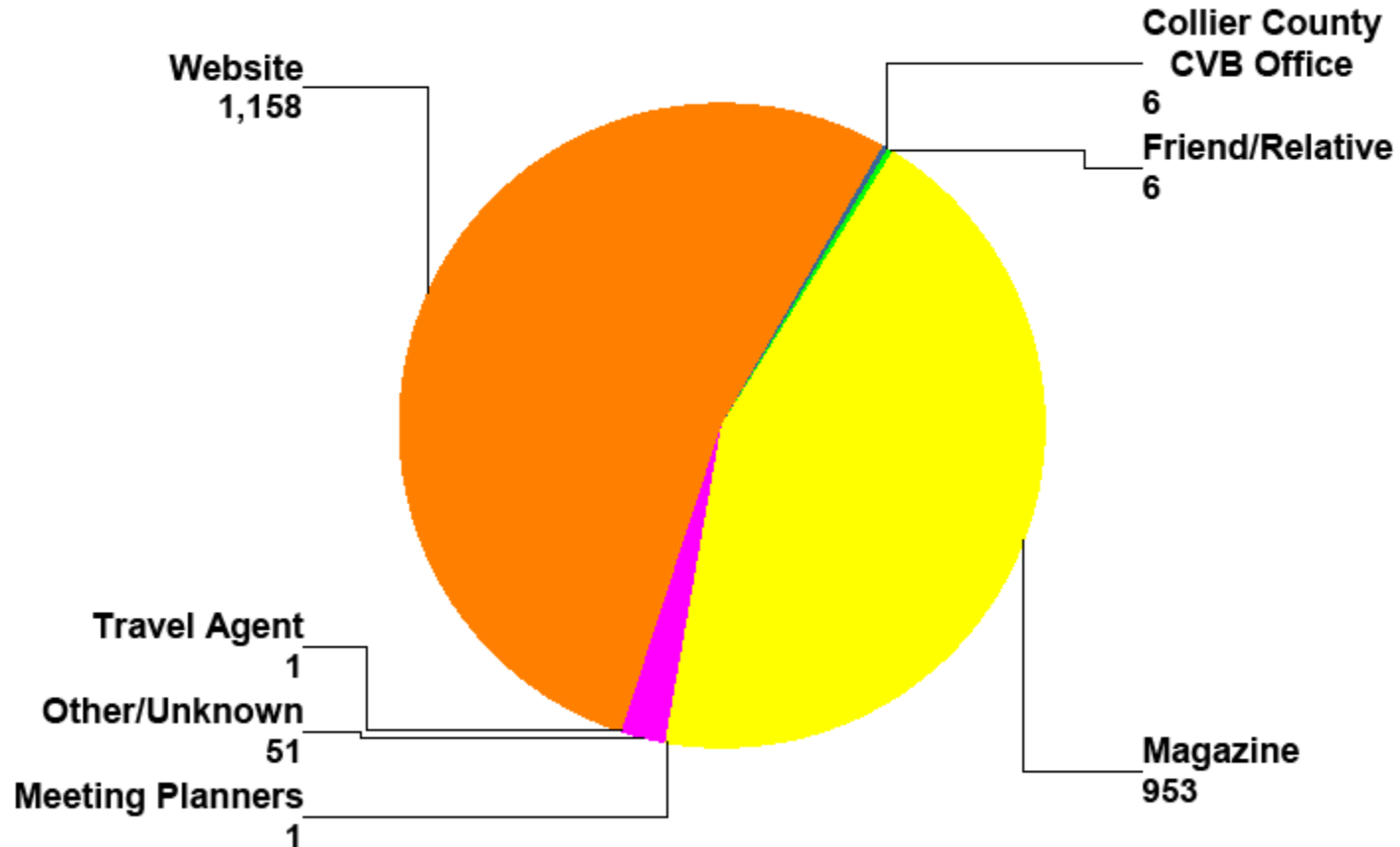
Request Summary by Source

For the month of February 2014



Total Inquiries: 1,260

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

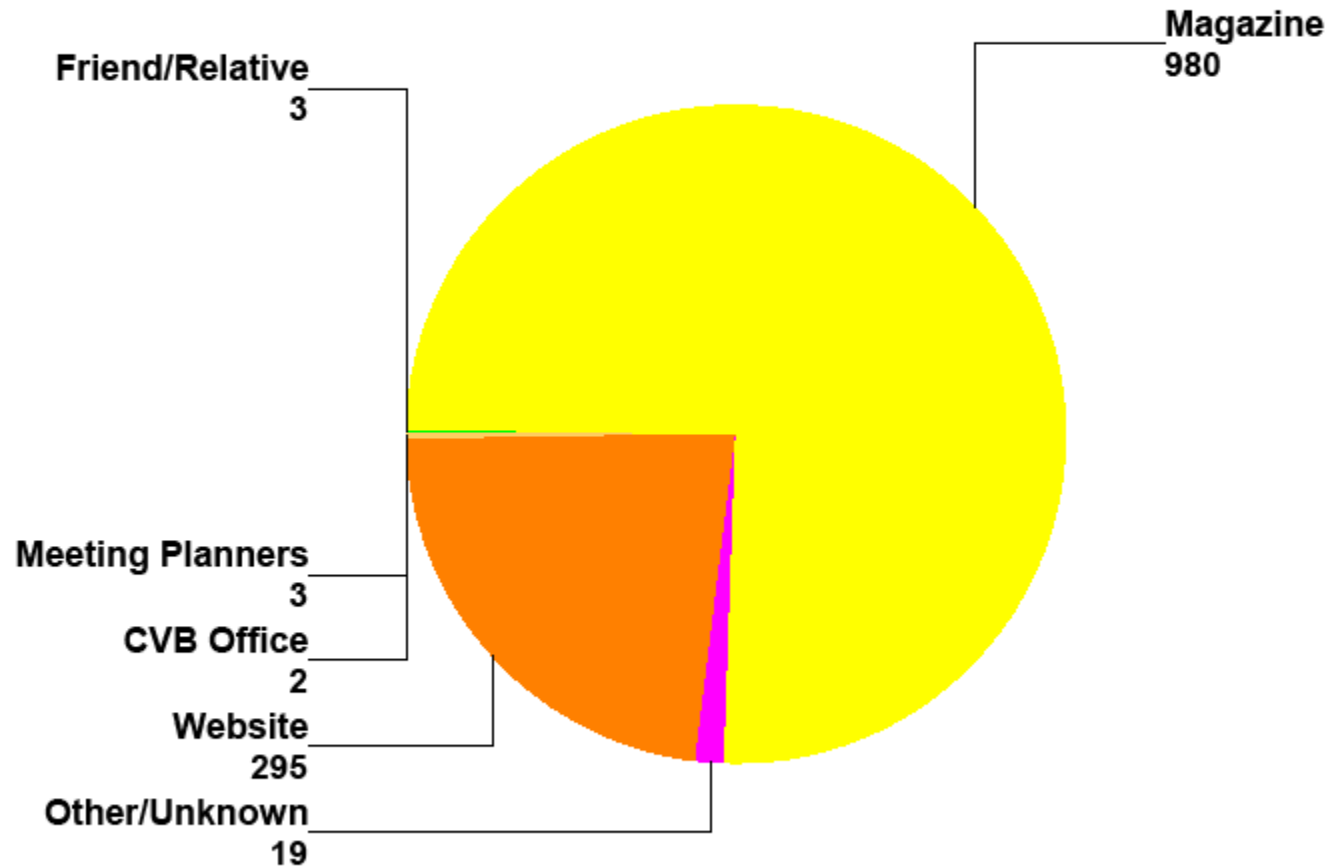


Total Inquiries: 2,176

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of February 2013



Total Inquiries: 1,302

Results Analysis

February 2014

March 24, 2014
Marketing Partner Reports 9 a-g
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Request Summary by Source Slide

Magazine Summary

February 2013 = 414

February 2014 = 0

Website Summary

February 2013 = 278

February 2014 = 644

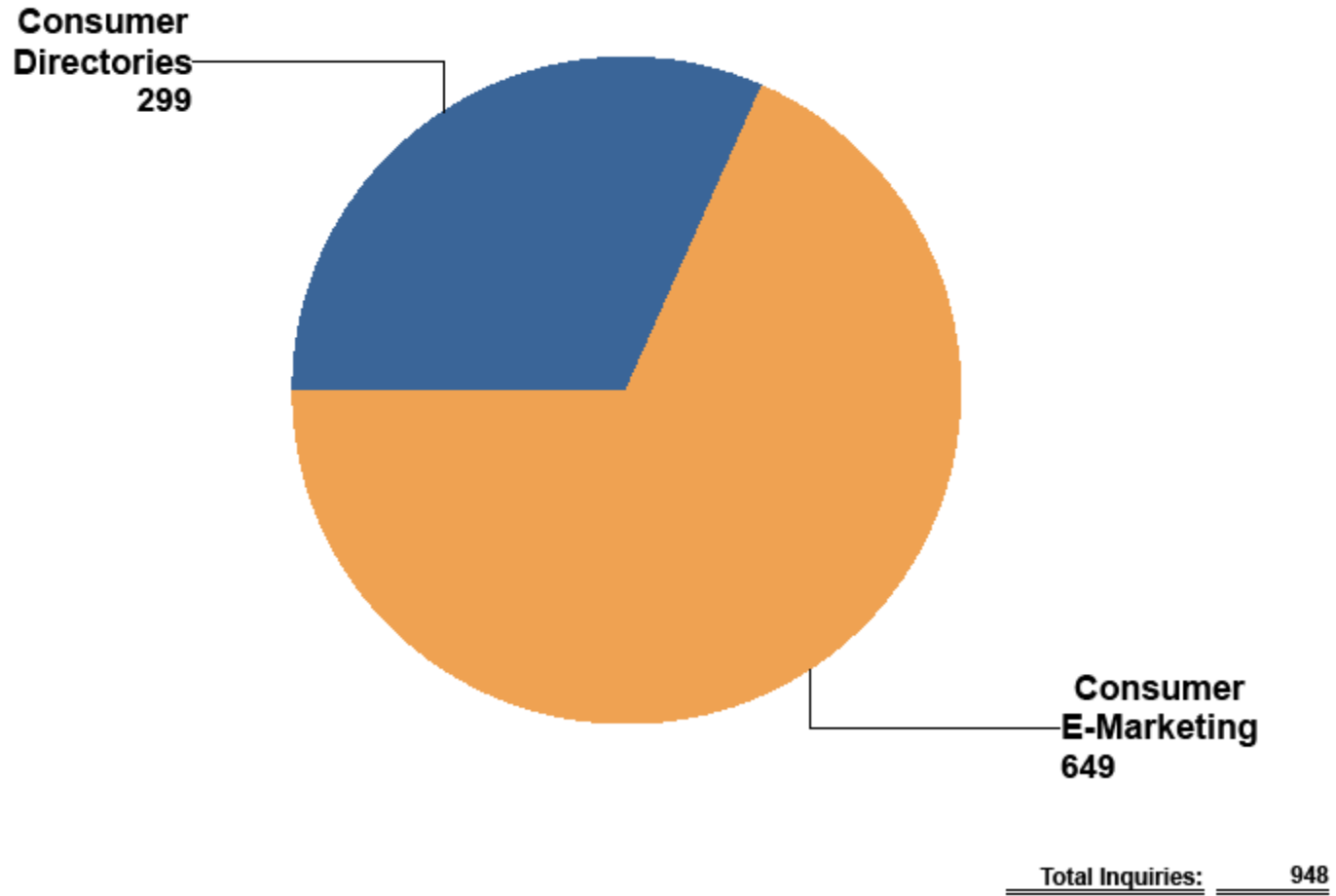
414 leads were generated from the Pub Conde Nast Traveler in February 2013. In February 2014 adv was not purchased in this pub.

278 leads were generated from ParadiseCoast.com in February 2013. In February 2014 there were 644 leads generated from ParadiseCoast.com.

Naples, Marco Island, Everglades CVB

Request Summary by Leisure Markets

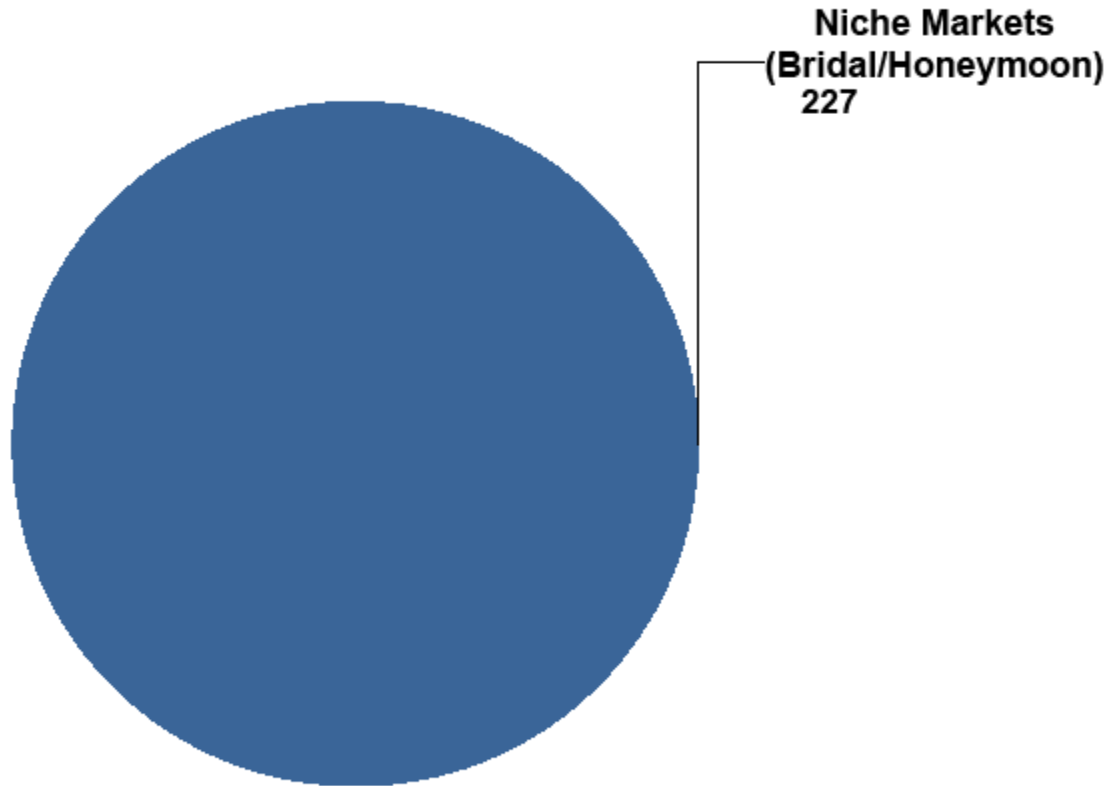
For the month of February 2014



Naples, Marco Island, Everglades CVB

Request Summary by Niche Markets

For the month of February 2014



Niche Markets
(Bridal/Honeymoon)
227

Total Inquiries: 227

Inquiries – Leading 4 Countries

February 2014

2013

USA

Canada

UK

Germany

2014

USA

Canada

UK

Germany

Inquiries - Leading 6 States February 2014

2013

Florida

New York

Pennsylvania

Illinois

California

Ohio

2014

Florida

Illinois

New York

Ohio

Pennsylvania

Michigan

Collier County CVB Inquiries by Type Calendar Year

March 24, 2014
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	February 2014	Y-T-D
Phone	106	200
Publications	1610	2528
Web site	655	1158
Info@ParadiseCoast	0	0

Misc. CVB Services Calendar Year

	February 2014	Y-T-D
Info Ctr Shipments	1,770	5,280
Editorial Gen Calls	73	144
Mtg Planner Calls	1	1
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 February 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	24	136.2	5.7
Order a Guide	0	0.0	0.0
Stay in Paradise	1	4.1	4.1
Totals	25	140.3	5.6

Live Chat by Topic February 2014

Topic	# of chats	Minutes	Min/Chat
Accommodations	12	89.1	7.4
Airport	1	2.5	2.5
Attractions	2	10.6	5.3
Beaches	1	5.1	5.1
Charters and Tours	1	2.2	2.2
Dining & Nightlife	1	1.5	1.5
Directions	1	3.3	3.3
Events & Festivals	1	5.3	5.3
Misc.	2	7.5	3.8
Transportation	1	5.0	5.0
Wedding	2	8.2	4.1
Totals	25	140.3	5.6

Misc. Services February 2014

Media	Month	Fiscal YTD	
Golf Guide			
Niche Markets			
Play Florida Golf 2013	0	429	
Golf Guide	0	429	
Meeting Planners			
Meeting Planner Kit Fulfillment	3	4	
Meeting Planner Non-Kit Fulfillme	0	1	
NY RSVP February 2014	23	23	
PA RSVP February 2014	3	3	
Sales Mission	320	320	
Meeting Planners	349	351	
Travel Agents			
Other/Unknown	1	1	
Travel Agents	1	1	
Grand Total:	350	781	

Thank you

Questions?

