

**Naples Marco Island Everglades CVB
Task Report
Created - Between 2/14/2014 - 3/13/2014**

March 24, 2014
Detailed Staff Report 11
1 of 67

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
3/11/2014	ASME	Assisted Mtg Planner	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
	<i>From: Phyllis Klaskv</i>					
3/11/2014	BCC Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net	Assisted Mtg Planner	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
	<i>From: DeBenedettoDebi</i>					
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Registration - Conference/Trade shows	Open	3/11/2014		
	<i>Registration complete for IPEC show. sponsorship and arrangements for travel. requests from show vendor and hotel booked. flights and prep.</i>					
3/11/2014	Debi's Activity Tracking Account	Photography	Open	3/11/2014		
	<i>photo shoot with aaencv to do meetinas video 9-12</i>					
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Interview - Online media	Open	3/11/2014		
	<i>Meetinas interview with Lisa Simundson meetina focus</i>					
3/11/2014	Debi's Activity Tracking Account	Followup Call	Open	3/11/2014		
	<i>follow up call to Graia with Worlds areatest TV show Corporate events solutions left VM twice - not sure what they want.</i>					
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Rfp enhancement - PO	Open	3/11/2014		
	<i>approved a Rfp enhancement to Waldorf Julv 2014 - letter. idss. task. spreadsheet</i>					
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Site with client	Closed	3/11/2014	2/28/2014	Debi DeBenedetto
	<i>Site with CNA Naples and Marco Island - complete</i>					
3/11/2014	Debi's Activity Tracking Account	Registration - Conference/Trade shows	Closed	3/11/2014	2/28/2014	Debi DeBenedetto
	<i>Debi DeBenedetto Registered for two events. Meetina Focus South and Golf event Nov. more arrangements closer to date.</i>					
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Proof-Ad	Closed	3/11/2014	3/5/2014	Debi DeBenedetto
	<i>Proof several ads and misc. copy for ad aaencv - several items</i>					
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Closed	3/11/2014	3/6/2014	Debi DeBenedetto
	<i>3/2 -3/6 in NYC and Phillv for CVB sales missions and NYSAE Meet Expo and mission in Phillv - all events complete.</i>					
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto	Registration - Conference/Trade shows	Closed	3/11/2014	3/7/2014	Debi DeBenedetto
	<i>Registered for April show Atlanta sales mission Expo with Distinctive Destinations. Prepared materials. collateral. completed Power point presentatic</i>					
3/10/2014	Debi's Activity Tracking Account	Sales Event	Closed	3/10/2014	3/10/2014	Debi DeBenedetto
	<i>From: Cvnthia Frank</i>					

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>WNOCC event attended networking local</i>	Meeting - general -staff - any	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Attended GMITE conference one on one apt show Los Anaeles 2/19/2/20- all follow up complete</i>	Registration - Conference/Trade shows	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Several memos reardina Tourism week timeline and website proiect and other coordination for this event.</i>	CVB Project	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
3/11/2014	Debi's Activity Tracking Account <i>Follow up complete to NYSAE show</i>	Followup Call	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
3/11/2014	Debi's Activity Tracking Account <i>follow up complete to NYC Spa event - all planner contact. paperwork. expenses and emails.</i>	Followup Call	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
3/11/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>All follow up complete from Phillv show. paperwork and expenses complete and contacts done.</i>	Followup Call	Closed	3/11/2014	3/11/2014	Debi DeBenedetto
3/13/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Staff meetina all morning -</i>	TDC Meeting / reports	Closed	3/13/2014	3/13/2014	Debi DeBenedetto
3/11/2014	Five A Incentive Planners Claudia Barragan 221-286-3333 ext 203 cbarragan@fiveaincentiveplanners.com	Assisted Mtg Planner	Closed	3/11/2014	3/11/2014	Debi DeBenedetto

Total Tasks: 21



LOU HAMMOND & ASSOCIATES

DATE: March 12, 2013

TO: JoNell Modys
Naples, Marco Island, Everglades CVB

FROM: Terence Gallagher; Doug Ruchefsky; Carlyn Topkin; Danielle
Hendricks
Lou Hammond & Associates

CC: Jack Wert; Angela Aline; Lou Hammond

RE: Activity Report – February 13 – March 12, 2014

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Naples, Marco Island, Everglades CVB during February 13 – March 12, 2014.

1) **MEDIA HIGHLIGHTS**

WALL STREET JOURNAL'S MARKETWATCH

As a result of pitching Charles Passy, the outlet included Norman Love Confections in their roundup of "14 Valentine's Day chocolates better than a kiss" on February 14.

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

MCCLATCHY-TRIBUNE SYNDICATION

As a result of hosting Myscha Theriault, the following outlets highlighted the Paradise Coast as dog friendly, even for larger breeds featuring area partners and activities.

- 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)

HOUSTON PETTALK MAGAZINE

As a result of hosting Michelle Mantor, the outlet featured Naples as a premier pet-friendly travel destination in their March issue. The article highlights her stay at Naples Bay Resort and area partners and activities including: Sassy's Bakery, Osetra Champagne & Caviar Bar, Yabba Island Grill, Keewaydin Island, Blue Water Grill and mention of Stone Crab season.

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

GOLF CLUB RADIO SHOW

As a result of hosting Michael Patrick Shiels, the outlet hosted an interview with hotel partner, Robert Pfeffer, Director of Sales and Marketing from The Marco Island Marriott on their program.

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

2) MEDIA VISITS

Agency is promoting the destination with ongoing media visits including:

MYSCHA THERIAULT, FEBRUARY 17 – 19

Agency connected with Theriault who was visiting the destination February 17 – 19. Agency pitched and created dog-friendly itinerary for Myscha for appropriate coverage including a trip to the Naples Botanical Garden and a boat ride from Naples Bay Resort to Keewaydin Island. Agency followed up with Myscha to provide more information and photos following her trip.

ALISON LEWIS, HEALTHY TRAVEL, APRIL 3 – 6

Agency is working with Lewis for media visit April 3 – 6. Client provided recommendations, including healthy eating spots to showcase in the area such as Sea Salt and The Cider Press Café. Agency is working with Lewis for preferred accommodations; press request and trip estimate were approved by client.

ERIN GIFFORD, KIDVENTUROUS, MID-APRIL

Agency is working with Gifford following client's initial correspondence to find accommodations for Gifford's trip upcoming. Accommodations and activities are pending.

BLAKE MILLER, CAROLINA BRIDE, APRIL/MAY

Agency pitched and is working with Miller, who is interested in traveling to the destination to compile a confirmed honeymoon feature for *Carolina Bride* magazine. Miller has requested assistance with round trip airfare from Charlotte to RSW along with access to a rental car during her stay. Agency will find accommodations and activities during Miller's time in the destination – ideally two nights in Marco Island and two in Naples. Agency will compile a trip estimate accordingly.

JEREMY MURPHY, CBS WATCH!

Agency is working with the magazine's Editor in Chief on possible dates to shoot on location – the publication is specifically interested in highlighting The Ritz-Carlton, Naples. The request from the property was too expensive so agency is following up with Murphy for alternate location possibilities. Agency will connect with individual properties pending confirmed interest from Murphy.

JESSICA SANDERSON, MODERN DAY MOMS

Agency worked with Sanderson who is based in Sarasota and interested in visiting the destination as she has covered it in the past. Agency is working to secure dates; Sanderson suggested a summer timeframe.

TOM SCHLICHTER, NEWSDAY, MARCH 22 – 28

Agency is working with Tom who will be traveling to the destination in March. Reservations at GreenLinks Golf Villas are confirmed. Itinerary is still pending.

LAURA MANSKE, FREELANCE (PARADE)

Agency is working with Manske for a potential media visit. Once dates are confirmed, agency will submit the formal press request.

3) SOCIAL MEDIA

Agency social media efforts during the period of February 13 – March 12, 2014 include:

- LH&A Facebook
 - 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
 - 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
- LH&A Twitter
 - Mar 12 – 25 beautiful piers, promenades & boardwalks by @USATODAY. Some we love: @ParadiseCoast @ExploreCHS and @VisitVirginia <http://usat.ly/1nGwF8A>
 - Mar 12 – We're partial to @ParadiseCoast and @PCBeach RT @VISITFLORIDA: What's your favorite Florida beach?
 - Mar 6 – Head to FL's @ParadiseCoast where they have a little sunshine waiting for you this winter with this package <http://bit.ly/1dnQlej> #LHValue
 - Mar 5 – RT @ParadiseCoast: RT @VFSmartTravel: @ParadiseCoast 5 Time-and Money-Saving Tips You Must Read Before Visiting the Everglades #LoveFL
 - Mar 5 – Florida's @ParadiseCoast really is perfect for pets, we love this article! <http://bit.ly/1i4w1yd> @MyschaTherault #PetTravel

- Mar 4 – Adorable! RT @ParadiseCoast: A #panther kitten rescued along #AlligatorAlley in the #Everglades: <http://bit.ly/1mQMDA0> via @SunSentinel
- Feb 27 – RT @ParadiseCoast: In my Paradise, I will spend the entire weekend under the sun Turn those snow shoes into no shoes: <http://bit.ly/Ke6L8f>
- Feb 26 – Fun! MT @ParadiseCoast: #Beach #camping in beautiful 10,000 Islands - a getaway for the whole #family: <http://bit.ly/Ke6L8f> #travel
- Feb 18 – Treat yourself to the getaway that gives back, with this package on #Florida's @ParadiseCoast: <http://bit.ly/1h999Sc> #LH&AValue
- Feb 14 – RT @ParadiseCoast: A six-page @ndn special #ACEGroupClassic special hot off the press! pic.twitter.com/AXsbtLhZdK #golf #Naplesfl
- LH&A Value Blast
 - 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

4) WRITTEN MATERIALS & HOT TIPS

Agency drafted and distributed the following materials:

- **TripAdvisor Top Islands Award Release** – Agency drafted and distributed release highlighting Marco Island's ranking on TripAdvisor's Top Islands Awards.
- **Collier County Museums Celebrates 25th Annual Old Florida Festival** – Agency distributed release to relevant contacts on behalf of Collier County Museums.
- **LH&A Value Blast** – Agency included Paradise Coast in weekly travel deal round-ups distributed to targeted media.

5) NEWS BUREAU

Listed below are media with whom the agency has had contact on behalf of the Naples, Marco Island, Everglades CVB and provided information in the way of specialized pitches, press kits or fact checking. In most cases, although listed only once, LH&A liaised with publications or freelancers on multiple occasions.

Agency distributed TripAdvisor Top Islands Award Release and Collier County Museums Celebrates 25th Annual Old Florida Festival release to relevant media. A sampling includes:

- AFAR Magazine
- AOL Travel
- Arthur Frommer's Budget Travel
- Authentic Florida
- Carry On
- CheapOair Travel Blog
- Chick Vacations

- Departures
- Destination: W
- Endless Vacation
- Fathom
- Florida Travel + Life
- Forbes Travel Guide
- Four Seasons Magazine
- Fun Florida Mom
- Gadling
- Globe-trotting
- Golf Channel
- Golf Digest
- Healthy Travel Blog
- In The Know Traveler
- In Transit
- Islands
- Jaunted
- Jetset Extra
- Jetsetter
- Johnny Jet's Travel News, Tips & Stories
- Let's Travel
- Luxury Travel Advisor
- ManAboutWorld
- National Geographic Traveler
- New England Golf Monthly
- offMetro
- Premier Traveler Magazine
- Real Travel Adventures
- Recommend
- Robb Report
- Travel Weekly
- Trekaroo
- Vacation Agent
- VISIT FLORIDA

Additional Outreach:

- The Culture-ist – Agency reached out for potential desk side and provided outlet with relevant luxury updates.
- Patricia Terrell, Fort Worth Star-Telegram – Agency reached out to Terrell for potential story angles/media visit opportunities.
- John Buchanan Insurance & Financial Meetings Management – Agency pitched destination's new renovations at hotels with meetings venues.
- Michelle Mantor, Houston PetTalk Magazine – Agency coordinated with Rebecca Kollaras, Naples Bay Resort, to fact check upcoming article for publication.

- Lisa Simundson, Meetings Focus – Agency connected with Simundson regarding annual Florida supplement, provided additional information regarding local breweries. Simundson followed up with an image request.
- Laura Manske, Parade, The Huffington Post – Agency connected with Manske regarding destination updates. Manske expressed interest in a visit to the destination.
- Nicole Schnitzler, The Village Voice, GQ, Hemispheres – Agency provided destination update to Schnitzler, who expressed interest in meeting with client during next round of desk-sides.
- Sandra Ramani, Travel + Leisure, Robb Report, Departures – Agency provided updates to Ramani, who expressed interest in Naples and requested ongoing press releases.
- Bryce Gruber, The Luxury Spot, iVillage, Yahoo! Shine, Luckymag.com – Agency pitched the destination to Bryce during a media lunch.
- ESPN magazine – Agency pitched Paradise Coast golf events to journalist working with the agency.
- David DiBenedetto, Garden & Gun – Agency pitched Dolphin Explorer to journalist seeking “best on water” submissions as the “best family educational excursion on the water.”
- Melanie Renzulli, About.com Travel – Agency pitched Dolphin Explorer for roundup for the best whale watching/dolphin tours.
- Lena Katz, JustLuxe – Agency pitched Naples Botanical Garden for notable garden tours throughout the U.S.
- Sarah McLellan, Infinite Legroom – Agency pitched weekend detox post-Ultra Music Festival.

6) **GENERAL ACTIVITIES**

Agency participated in conference calls with the client and provided agendas and call reports on the same.

Agency updated LH&A Twitter page and Facebook page with client releases and weekly value blasts.

Agency uploaded images to LH&A Pinterest page.

Agency uploaded images to LH&A Instagram.

Agency provided client with relevant media clips.

Agency forwarded a CNN Travel article for the team to use to engage their social media followers.

Agency collected Hot Tip responses for hotel WiFi inquiry and provided to client.

Agency followed up on TripAdvisor Travelers' Choice Awards logo use for client. Per TripAdvisor, this material can be utilized for a variety of marketing collateral.

Agency researched licensing for 10Best logo use. Agency was quoted around \$2,000 to utilize for marketing collateral for one calendar year. Client advised that with their ranking, the cost is not effective.

2014 Old Florida Festival at Collier County Museums – LH&A's Mike Hicks planned to attend weekend-long event. Agency to assist with facilitating on-site media opportunities. Due to media interest and broadcast segments arranged in the week leading up to the event, Hicks ultimately didn't attend weekend event.

Agency provided photos for the inquiry from Florida Association of Destination Marketing Organizations regarding a 2014 winter advertising campaign.

Agency set up desk side meetings February 26-28 in New York during client's visit. Media appointments include:

Anthony Rotunno, Associate Editor at Departures
Tom Schlichter, Freelance (Newsday/*The Fisherman Magazine*)
David Foxley, Senior Editor at Worth
Maura Lynch, Senior Beauty/Lifestyle Editor at Lucky

Agency passed along McClatchy-Tribune coverage to included partners.

Agency met with client and Larry Tolpin from Paradise Advertising for a 2014 advertising campaign preview on February 25.

7) **PRESS RELEASES / CLIP HIGHLIGHTS**



Doug Ruchefsky / Danielle Hendricks
Lou Hammond & Associates
212-891-0244 / 212-891-0223
dougr@lhammond.com / danielleh@lhammond.com

JoNell Modys / Angela Aline
Paradise Coast – Naples, Marco Island & Everglades
239-252-2425 / 239-252-6298
jonellmodys@colliergov.net / angelaaline@colliergov.net

WHITE SANDS AND SPARKLING GULF, MARCO ISLAND WINS 2014 TRIPADVISOR TRAVELERS' CHOICE ISLANDS AWARD

MARCO ISLAND, FLA., February 24, 2014 – Marco Island, part of Florida's [Paradise Coast](#) (Naples, Marco Island and the western portion of the Everglades), has been honored for the second consecutive year as part of the 2014 TripAdvisor® Travelers' Choice® Islands, ranking as the top island in the United States for 2014 and fourth on the list of top 10 islands in the world. The number one ranking in the U.S. signifies a jump of two spots from the 2013 list for Marco Island.

TripAdvisor, the world's largest travel site, recognized more than 100 islands globally including top 10 lists for Africa, Asia, the Caribbean, Europe, South America, the South Pacific, and the U.S. Travelers' Choice Island winners are determined based on the quality and quantity of the most highly-rated hotels, restaurants, and attractions listed for each island on TripAdvisor gathered during a 12-month period.

"We are especially pleased that so many of our guests view Marco Island as a true gem of Florida's Paradise Coast" said Jack Wert, executive director of the Naples, Marco Island, Everglades Convention and Visitors Bureau. "It speaks volumes to be included on these prestigious island lists and receive recognition both nationally and internationally, particularly because the voters are those who have intimately experienced the destination with their loved ones and friends."

"Based on insights from millions of travelers from around the world, the TripAdvisor Travelers' Choice awards help identify the most highly rated and loved holiday spots," said Barbara Messing, chief marketing officer for TripAdvisor. "From the world famous to the hidden gems, these impressive travel destinations offer something unique for every traveler type to help them plan their next perfect trip. This is a great honor for the local tourism industry."

For the complete list of winners from the 2014 Travelers' Choice Islands, as well as reviews and candid traveler photos, go to www.tripadvisor.com/TravelersChoice-Islands.

For more information about Florida's Paradise Coast or to schedule a trip, visit www.paradisecoast.com.

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About Paradise Coast

Whether travelers 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 vacation options year-round. With more than 30 miles of soft, white sand beaches, 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. Travelers outside of the Sunshine State can fly into Southwest Florida International Airport, which provides nonstop service to 43 destinations (39 domestic and 4 international) on 19 different air carriers.

For more information about the Paradise Coast, call 800-688-3600 or visit www.ParadiseCoast.com. Follow the destination on Twitter @ParadiseCoast and on Facebook at www.Facebook.com/TheParadiseCoast.

For client press releases and downloadable photography, media may access www.louhammond.com. Media can also visit www.facebook.com/louhammondpr or follow on Twitter @LouHammondPR for the latest client news.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching more than 260 million unique monthly visitors** in 2013, and more than 125 million reviews and opinions covering more than 3.7 million accommodations, restaurants and attractions. The sites operate in 34 countries worldwide, including China under daodao.com. TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 20 other travel media brands:

www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.virtualltourist.com, and www.kuxun.cn.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2013

**Source: Google Analytics, worldwide data, July 2013



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).

NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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.

There are also pavilions and other infrastructure where you can stop to read a book in the shade when Buster needs a break from sun and stimulation. In fact, this botanical garden in particular has a noteworthy number of art features that come with seating areas for extended enjoyment. The cost for this particular canine experience is \$7.95 per dog plus the regular \$12.95 admission for each accompanying adult. Welcome biscuits are provided upon entry.

NEWS FROM . . . LOU HAMMOND & ASSOCIATES



If shopping is how you prefer to indulge your pampered pooch, there are a number of pet boutiques in the area.

One of note is Fergie's Closet. The venue offers specialty canine accessories and items such as doggie sunglasses, bedding, hand-made attire, food treats and more. It's a fun little shop that's worth the stop.

My own canine isn't exactly into bedazzled collars and coordinated clothing. She's more of a water splashing, trail sniffing and wriggle in the mud kind of girl. It's just how she rolls. Don't get me wrong. She was all over the chew toys and canine jerky. She just wasn't interested in attire and accessories. If your dog appreciates that type of experience however, you'll definitely want to spend some time perusing the custom outfits and canine day beds.

Attractions: Keewaydin Island allows pups to pounce, splash, roll and explore nearly eight miles of deserted white sand beach. A barrier island between Marco Island and the city of Naples, it serves as a sanctuary for recreation and wildlife with roughly 80 percent of its land mass remaining undeveloped. The beach is only accessible by boat. If you are traveling by one with your pooch, then you're good to go.

If not, boat rentals can be booked through Naples Bay Resort for \$199 per day throughout the week, providing a hundred dollar daily savings over their regular weekend rate. With the ride to the island an additional source of outdoor enrichment for your pet, and the fact you can spend the whole day on the beach with your rambunctious four-legged friend; this is one of the best value activities in the area.

The boats come with a cooler you can stock with goodies, and the beach is a popular spot for firing up small portable grills and propping up umbrellas. Considering large-breed travel experiences are as hard to come by as they are, this is a memory-making day that your children and dog will remember for years to come. There is no fee to access the Keewaydin Island recreation area.

Ten Thousand Islands Marsh Trail is a free-to-the-public option open to hikers and hitched canines. Part of the Ten Thousand Islands National Wildlife Refuge, it allows hikers to explore a portion of the 35,000 acres of sanctuary that host mangrove habitats, peregrine falcons, bald eagles and manatees. The refuge is also home to a variety of sea turtles including green, loggerhead and Kemp's ridley. The trail is a little more than two miles round trip, with paved parking available at the trail head. Plan on about a 30 minute drive from town.

NEWS FROM . . . LOU HAMMOND & ASSOCIATES



Accommodations: Naples has a Red Roof Inn Plus+ and Suites property which welcomes bigger dogs with no additional pet fee. Premium rooms average \$75 and come with extra space, a microwave and small fridge for storing snacks and simple meal items. A dog run area with benches and bag stations, and outdoor barbecue pits with picnic tables are also available so Rover doesn't have to spend all his time indoors.

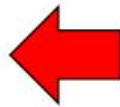
If you're in a position to upgrade, an extra \$30 will score you one of their suites, which comes with a fully-outfitted kitchen, separate living and dining area and a screened porch. It's basically a furnished one bedroom apartment. We found this to be the best option, as finding restaurants where our Labrador can be successful is hit or miss when we're on the road. She also needs to decompress after a public outing, and enjoying some down time while we whip up lunch or an early dinner usually does the trick.

NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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



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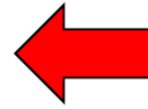
NEWS FROM . . . LOU HAMMOND & ASSOCIATES



Orlando Sentinel

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

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By Myscha Theriault
McClatchy-Tribune News Service

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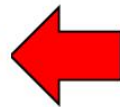
NEWS FROM . . . LOU HAMMOND & ASSOCIATES



& newsobserver.com

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

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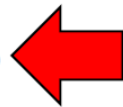
NEWS FROM . . . LOU HAMMOND & ASSOCIATES



adn.com
Anchorage Daily News

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

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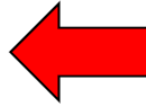
NEWS FROM . . . LOU HAMMOND & ASSOCIATES



THE SACRAMENTO BEE

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

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Therriault is a best-selling author, avid traveler and a veteran in the field of international teaching. Her latest book entitled "Teach Anywhere," advises new and experienced educators about overseas employment, international evacuation tips, and inexpensive lessons which can be implemented anywhere from [refugee camps](#) to regular classrooms.



THE TRIBUNE

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

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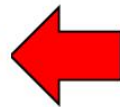
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February 24, 2014
UMV: 593,488
Media Value: \$3,956.59

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



MERCED SUN-STAR

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

Florida's Paradise Coast perfect for pets

BY MYSCHA THERIAULT

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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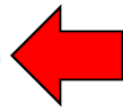
NEWS FROM . . . LOU HAMMOND & ASSOCIATES



Ledger-Enquirer

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

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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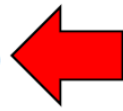
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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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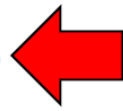
NEWS FROM . . . LOU HAMMOND & ASSOCIATES



The Telegraph

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

Florida's Paradise Coast perfect for pets



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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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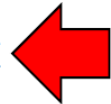
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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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



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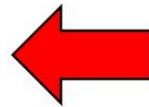
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March 3, 2014
UMV: 27,344
Media Value: \$182.29

Paradise Coast perfect for pets



BY MYSCHA THERIAULT | MCCLATCHY-TRIBUNE NEWS SERVICE

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

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NEWS FROM . . . LOU HAMMOND & ASSOCIATES



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Ten Thousand Islands Marsh Trail is a free-to-the-public option open to hikers and hitched canines. Part of the Ten Thousand Islands National Wildlife Refuge, it allows hikers to explore a portion of the 35,000 acres of sanctuary that host mangrove habitats, peregrine falcons, bald eagles and manatees. The refuge is also home to a variety of sea turtles including green, loggerhead and Kemp's ridley. The trail is a little more than two miles round trip, with paved parking available at the trail head. Plan on about a 30 minute drive from town.

Accommodations: Naples has a Red Roof Inn Plus+ and Suites property which welcomes bigger dogs with no additional pet fee. Premium rooms average \$75 and come with extra space, a microwave and small fridge for storing snacks and simple meal items. A dog run area with benches and bag stations, and outdoor barbecue pits with picnic tables are also available so Rover doesn't have to spend all his time indoors.

If you're in a position to upgrade, an extra \$30 will score you one of their suites, which comes with a fully-outfitted kitchen, separate living and dining area and a screened porch. It's basically a furnished one bedroom apartment. We found this to be the best option, as finding restaurants where our Labrador can be successful is hit or miss when we're on the road. She also needs to decompress after a public outing, and enjoying some down time while we whip up lunch or an early dinner usually does the trick.

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Issue 2: Volume 14

March 2014

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

10
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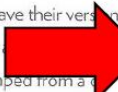
NEWS FROM ... LOU HAMMOND & ASSOCIATES



Issue 2: Volume 14
www.houstonpettalk.com

Editorial

It's time to head outdoors and say hello to Spring! Find a park bench and enjoy perusing our 7th Annual Spring Training Issue. After taking a little break by publishing a Jan/Feb double issue, we are back on the stands with unbridled passion for all things pet!

Having an obedient dog may be considered a luxury to some but not having one can be a fatal mistake. Obedience first and foremost is about the safety of your pet and others. Yes, it takes time and dedication and we applaud those pet parents out there that have taken the time and effort to invest in a sound relationship with their dog. For those that have not, please consider making it a priority. I don't think I've ever met a lifelong pet enthusiast that doesn't have their version of a pet-safety horror story -  capped from the house or jumped from a

or slipped from their collar, etc., which makes having control of your dog essential.

But that's not the only reason to invest in communicating, leading and training your dog. Your relationship and calmer lifestyle together is priceless! Training is a huge subject that we cannot possibly cover in this issue but we hope to give you some food for thought, particularly to enlighten pet owners about more modern tips and techniques. Come out of the dark ages of training and into the light so that you can experience a mutually respectful relationship with your pup. And, if you need professional training, our sponsors are all positive based, highly experienced professionals ready to help you!

In this issue, I also give you a peek into a fun trip that I recently took to Naples, Florida. For those of you that love to travel, Naples is

very pet friendly and the Naples Bay Resort is a "must-stay" hotel for dog owners. Be sure to stop by Pucci & Catana's, a quaint doggy boutique with the latest of EVERYTHING.



If you haven't joined us on FACEBOOK, don't wait another day to click that little F and Like Us because if not, you are going to miss out on our contests (wildflower photo contest is coming!), model requests, news, special offers and more. Same goes for our monthly newsletter - sign up at www.houstonpettalk.com. Happy Reading!

Michelle Mantor



Let's Go For A Ride!

There may be no limit to what a canine can learn! Stephanie Bennett of Peace, Love and Dogs, was asked to train "Stella" to ride a skateboard. See Stella in motion by scanning this QR code and watching the video. Peace, Love and Dogs provided very well trained models for our feature, including cover model "Kipp". Photo by Evin Thayer.

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Houston PetTalk Magazine 9

NEWS FROM ... LOU HAMMOND & ASSOCIATES

The Bright Side Of Life

SOUTHWEST FLORIDA - NAPLES

By: Michelle Mantor

What does vacation mean to you? For many, it often means getting away from work, stress and hectic schedules. For me, I like reconnecting with nature (long walks on the beach or hiking), learning about the culture and history of wherever I'm visiting (sightseeing and meeting locals) and feeling healthy by getting exercise (tennis, yoga) so that I can go out in the evening and enjoy the best of local cuisine, culture and nightlife. Yes, I like to have it all!

The other element to a good vacation is spending it with those you want to be with... family, friends, children or pets. Making sure there is "something for everyone" is paramount. As a parent, I need to make sure my children have enjoyable activities and as a pet owner, I want to make sure the vacation is conducive to pets also having a good time. I recently traveled to Naples, Florida and was pleasantly surprised to find ALL of the elements that make up the perfect vacation recipe.

Naples, situated in the far southwest corner of Florida on the Gulf of Mexico, is a seaside city known for world class shopping, dining, challenging golf courses and its close proximity to the untamed tropical wilderness of The Everglades. The sunsets are picturesque and the beaches are outstanding. As a

Houstonian, we sometimes picture the Gulf of Mexico waters as "murky" but not so in south Florida - the waters are clear blue and mostly calm.

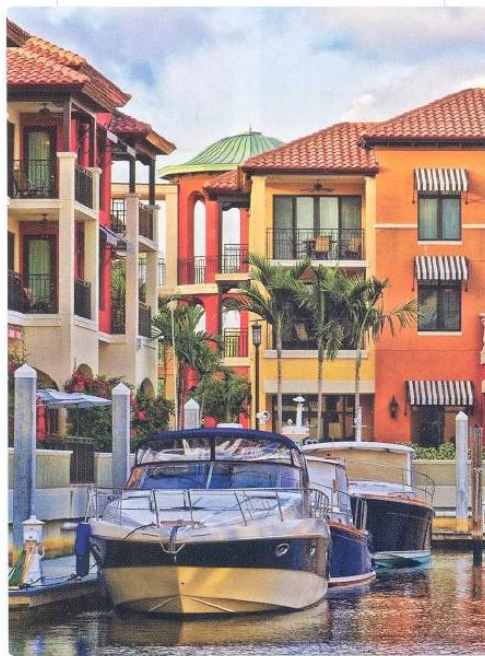
Whether you are turned on by fishing, beach walking, shopping, internationally acclaimed cuisine, golf, tennis or just pure

4-legged family can experience Naples together.

The "must-stay" place for pet owners is Naples Bay Resort. This Tuscan-style resort on Naples Bay is super pet friendly and the staff will not only welcome your pet but they will go out of their way to be accommodating. Upon arrival to your room (one bedroom, two bedroom or a guest suite), you will find a special something for your pooch as a welcome gift. Each room has a balcony overlooking the marina where boats come and go throughout the day. As an alternative for families, there are three bedroom guest cottages by the pool area.

But why stay in the room, right? Your pup can also eat on the patio at Fred's Food, Fun & Spirits, named for the owner's dog, where waiters will bring your dog a cool drink or a snack. Next, if you're the adventurous kind, take a kayak tour of the inland waters. Just walk downstairs, rent the kayak and off you go! If you plan on being out for a while, be sure to take a cupcake and "pupcake"

from Sassy's Bakery on 4th Avenue. They are world-class delicious. I couldn't try all of the flavors given that I was only there for a couple of days, but I can report that the vegan cupcakes were surprisingly good and the oreo pops were easy to eat while kayaking!



peaceful relaxation, Naples has much to offer. And, traveling to Naples with your pooch is ideal. It's a short flight from Houston and the city knows how to roll out a good doggy welcome mat. Here's a sample of how you and your 2-legged and

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NEWS FROM ... LOU HAMMOND & ASSOCIATES



Post kayak trip, I headed to the famed 5th Avenue - a meticulously manicured boulevard of shops and restaurants. Plenty of folks were hanging out with their dogs in sidewalk cafes, either before or after a trip to the beach located at the end of the avenue. A must stop shop is Puccini & Catana (www.pucciandcatana.com) where you will find trendy accessories (think Susan Lanci designs), gorgeous pet bowls (think Mexican pottery designs), treats, beds, carriers and more. I had fun shopping and visiting with the friendly staff who showed us the latest products (see page 9).

After a day at the beach and shopping, it's nice to spend some time relaxing before dinner so I headed back to my luxurious suite and had some chill time on the balcony. Given that I cannot sit still for long, I decided that I didn't want to miss the fabulous pool I had read about so even though it was December, the weather was nice and I tried out the heated adult pool and took a jaunt around the lazy river in a tube...of course with a libation in hand.

At dinner time, there is no lack of top-notch restaurants. As you walk down 5th Avenue (walking distance of Naples Bay Resort), there are tons of outdoor cafe/restaurants, kind of like South Beach without the "craziness". I love caviar and champagne so rather than only choosing one restaurant, I chose Osetra Champagne & Caviar Bar for a pre-dinner caviar sampling and a glass of Veuve Cliquot, followed by fresh seafood at Yabba Island Grill and then a little frozen dessert from Abbott's Frozen Custard to enjoy while window shopping and people watching.

Although time didn't permit, I heard from locals that the "bomb" for pet owners is a trip to Keewaydin Island, accessible



only by boat. Leashed dogs are welcome on this serene island filled with nature and surf. For a good romp off leash, there are three off-leash dog parks in Naples.

I truly found Naples to "have it all" from nature, exercise, pet amenities, dining and very welcoming people. Naples Bay Resort was first rate - the Blue Water Grill served the best pool-side sandwiches with truly addicting chips (I ate two orders!). And if you visit from Mid-October to Mid-May, Stone Crabs are in season so don't miss that opportunity. Of course after eating such great food, in abundance no less, I had to work off the calories and the Naples Bay Tennis Resort was super-accommodating. The pro shop went out of their way to schedule a tennis lesson for me early in the morning before I had to head to the airport. The courts were well-groomed in

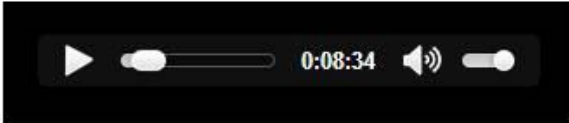
Florida clay-court style and "Ido", the tennis pro that gave me a good workout, was a previous ATP Tour player.

Whether you are looking for a Spring Break trip or planning a summer vacation, Naples Bay Resort should definitely be on your radar. The resort offers waterfront shopping, a Euro-style spa, an activity center that includes three resort pools and a lazy river, a complete fitness center with aerobic and Pilates studios, full-service concierge and tennis facility as well as views of the 97-slip marina where you can rent boats, kayaks or stand up paddle boards...like I said, something for everyone!

For more information, visit www.naples-bayresort.com or call 866.605.1199.



February 22, 2014
UMV: n/a



The Golf Club Radio Show

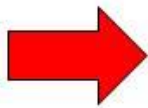
Date: February 22, 2014 Number: 8/14

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.

NEWS FROM . . . LOU HAMMOND & ASSOCIATES

Florida's Paradise Coast (Collier County) Ongoing Press Cl 2014

Date	Outlet	UMV	Circ
1/9/2014	MICHIGAN'S BIG SHOW	n/a	
1/12/2014	NORTHJERSEY.COM	22,392,850	
1/12/2014	CJOB AM 680	415,827	
1/16/2014	BUDGET TRAVEL	1,225,719	
1/18/2014	ABC NEWS	11,414,900	
1/23/2014	JUSTLUXE	1,920,46	
1/25/2014	WINNIPEG FREE PRESS	626,658	145,228
1/26/2014	LANSING STATE JOURNAL		65,904
1/26/2014	THE A POSITION	3,323	
1/29/2014	THE GREATER NAPLES CHAMBER OF COMMERCE	n/a	
1/31/2014	FORBES.COM	9,956,125	
1/31/2014	THE NEWS-PRESS.COM	555,085	
2/4/2014	GOLF MAGAZINE PLAYERS CLUB	655,761	
2/6/2014	MOMMY POPPINS	164,096	
2/10/2014	SPA TRAVEL GAL	232,028	
2/11/2014	TAMMILEE TIPS	94,441	
2/14/2014	WALL STREET JOURNAL'S MARKETWATCH	9,407,766	
2/22/2014	GOLF CLUB RADIO SHOW	n/a	
2/23/2014	Anchorage Daily News	1,281,591	
2/24/2014	The News Tribune	8,074,618	
2/24/2014	newsobserver.com	2,443,925	
2/24/2014	The Bellingham Herald	1,139,788	
2/24/2014	The Sacramento Bee	1,209,876	
2/24/2014	The Tribune	908,361	
2/24/2014	Belleville News-Democrat	593,488	
2/24/2014	Merced Sun-Star	568,010	
2/24/2014	Ledger-Enquirer	493,110	
2/24/2014	The Olympian	303,975	
2/24/2014	The Telegraph	225,318	
2/25/2014	Chicago Tribune	16,084,056	
2/25/2014	Orlando Sentinel	2,642,328	
2/26/2014	Kankakee Daily Journal	133,792	
3/1/2014	Houston PetTalk Magazine	168,412	40,000
3/3/2014	Waterbury Republican-American	27,344	

ips

Media Value
n/a
\$149,285.67
\$2,772.18
\$6,128.60
\$95,124.17
\$12,803.07
\$5,123.23
\$352.32
n/a
n/a
\$451,344.33
\$3,700.57
\$6,557.61
\$1,093.97
\$1,546.85
\$629.61
78,398.05
n/a
\$5,767.16
\$51,139.25
\$21,180.68
\$3,799.29
\$6,049.38
\$10,597.55
\$3,956.59
\$3,786.73
\$1,479.33
\$1,519.88
\$1,502.12
\$53,613.52
\$25,102.12
\$891.95
\$3,522.75
\$182.29

\$1,008,950.82

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Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of February 2014

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	19	47.88
PR-Editorial (800-688-3600)	73	219.75
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	13	33.33
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	1	0.30
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
Sports Council (800-342-3110)	0	0.00
<u>Grand Total:</u>	<u>106</u>	<u>301.27</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of February 2014

<u>Purpose</u>	<u>Calls/Request</u>	<u>Minutes</u>
Live Information	52	133.88
Special Fulfillment	350	86.22
Guide Request	1,260	164.30
CVB Office Referral	5	12.00
Hang up	1	0.30
Wrong Number	0	0.00
eNewsletter Signup	595	0.00
Golf E-blast	0	0.00
Meeting Planner	0	0.00
<u>Grand Total:</u>	<u>2,263</u>	<u>396.70</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of February 2014

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	445	445
Rack Brochure (Portuguese)	10	10
Rack Brochure (Spanish)	6	6
Visitor's Guide (English)	1243	1775
Visitor's Guide (German)	12	12
Grand Total:	1716	2248
Unigue requests for guides:	1260	

Naples, Marco Island, Everglades CVB

Guide Request Summary by Source

For the month of February 2014

<u>Source</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Group Markets	41	248	3.34%	0	0	0.00%
Leisure Markets	948	6,285	84.68%	843	0	0.00%
Meeting Planners	0	3	0.04%	3	0	0.00%
Miscellaneous	44	124	1.67%	24	0	0.00%
Niche Markets	227	762	10.27%	432	0	0.00%
Spring/Summer In-State Campaign	0	0	0.00%	0	0	0.00%
<u>Grand Total:</u>	<u>1,260</u>	<u>7,422</u>		<u>1,302</u>	<u>0</u>	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Group Markets

For the month of February 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Group Business - Association Meetings Professional			
Collaborate Meetings Magazine August/September 2013	0	9	100.00%
Group Business - Association Meetings Professional	0	9	3.63%
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine August/September 2013	0	1	100.00%
Group Business - Corporate Meetings Professional	0	1	0.40%
Group Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2014	41	87	36.55%
Bridal Guide November/December 2013	0	145	60.92%
Destination Weddings & Honeymoon December 2013	0	6	2.52%
Group Markets (Bridal/Honeymoon)	41	238	95.97%
Grand Total:	41	248	

*YTD = Fiscal Year to Date

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

For the month of February 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>	
Consumer Directories				
2010 Visit Florida Magazine	0	1	0.10%	
2011 Naples, Marco Island & the Everglades Visitors Guide	1	1	0.10%	
2013 Florida Insider Guide - Quick Check	2	11	1.09%	
2013 Visit Florida Magazine - Quick Check	160	544	54.02%	
2013 Visit Florida Magazine - Specific Target	112	417	41.41%	
2014 Visit Florida Magazine - Quick Check	15	22	2.18%	
2014 Visit Florida Magazine - Specific Target	9	11	1.09%	
Consumer Directories	299	1007	16.02%	
Consumer E-Marketing				
DestinationBrochures.com	3	15	0.70%	
Other/Unknown	0	1	0.05%	
ParadiseCoast.com	646	2111	99.15%	
	Miles Media Imports	640	2066	97.04%
	Phone	3	29	1.36%
	Interactive Text Chat	3	16	0.75%
VisitFlorida.com	0	1	0.05%	
WeatherBug.com	0	1	0.05%	
Consumer E-Marketing	649	2129	33.87%	
Consumer Magazines				
AAA Florida TourBook 2009 Edition	0	1	4.76%	
Other/Unknown	0	15	71.43%	
Southern Living January 2012	0	5	23.81%	
Consumer Magazines	0	21	0.33%	
Consumer Newspaper				
Visit Florida In-State Insert Fall 2013	0	3128	100.00%	
Consumer Newspaper	0	3128	49.77%	
Grand Total:	948	6285		

*YTD = Fiscal Year to Date

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

For the month of February 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
ParadiseCoast.com/Meetings	0	3	100.00%
Grand Total:	0	3	

*YTD = Fiscal Year to Date

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

For the month of February 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
CVB Bulk Mail Request	5	7	6.14%
CVB Office	0	3	2.63%
Friend/Relative	4	12	10.53%
Other/Unknown	26	91	79.82%
VISIT FLORIDA.COM	1	1	0.88%
	36	114	91.94%
Consumer E-Marketing			
Other/Unknown	2	2	33.33%
VisitFlorida.com	4	4	66.67%
Consumer E-Marketing	6	6	4.84%
Consumer Magazines			
AAA Florida TourBook 2009 Edition	1	1	100.00%
Consumer Magazines	1	1	0.81%
Other/Unknown	1	1	33.33%
TCTIA FAM October 2011	0	2	66.67%
Travel Agent	1	3	2.42%
Grand Total:	44	124	

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Niche Markets

For the month of February 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide (Added Value) July/August 2013	3	19	2.49%
Bridal Guide (Added Value) May/June 2013	2	16	2.10%
Bridal Guide March/April 2013	10	41	5.38%
Bridal Guide March/April 2014	191	220	28.87%
Bridal Guide November/December 2013	16	297	38.98%
Bridal Guide September/October 2013	5	169	22.18%
Niche Markets (Bridal/Honeymoon)	227	762	100.00%
Grand Total:	227	762	

*YTD = Fiscal Year to Date

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

For the month of February 2014

State	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Florida	113	3,532	50.54%	127	402	11.47%
New York	74	266	3.81%	93	253	7.22%
Illinois	93	236	3.38%	80	241	6.88%
Ohio	68	228	3.26%	59	212	6.05%
Pennsylvania	66	220	3.15%	88	220	6.28%
Michigan	55	187	2.68%	48	159	4.54%
Wisconsin	55	160	2.29%	30	104	2.97%
Minnesota	32	158	2.26%	31	105	3.00%
New Jersey	46	146	2.09%	50	129	3.68%
Indiana	37	133	1.90%	31	87	2.48%
Texas	41	120	1.72%	59	120	3.42%
California	36	118	1.69%	71	137	3.91%
Massachusetts	46	116	1.66%	36	94	2.68%
Georgia	29	109	1.56%	22	81	2.31%
North Carolina	25	99	1.42%	27	101	2.88%
Missouri	22	95	1.36%	32	97	2.77%
Maryland	20	91	1.30%	21	61	1.74%
Virginia	15	78	1.12%	38	109	3.11%
Tennessee	20	70	1.00%	18	68	1.94%
Alabama	21	69	0.99%	17	52	1.48%
Iowa	19	68	0.97%	13	47	1.34%
South Carolina	15	61	0.87%	20	42	1.20%
Connecticut	20	57	0.82%	24	71	2.03%
Kentucky	20	56	0.80%	25	64	1.83%
Colorado	10	44	0.63%	17	56	1.60%
Kansas	14	40	0.57%	11	33	0.94%
Louisiana	13	39	0.56%	14	28	0.80%
Arizona	9	33	0.47%	15	32	0.91%
Washington	6	32	0.46%	15	29	0.83%

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

For the month of February 2014

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
New Hampshire	19	31	0.44%	4	11	0.31%
Rhode Island	3	31	0.44%	7	12	0.34%
Mississippi	8	28	0.40%	12	28	0.80%
Arkansas	6	26	0.37%	12	23	0.66%
Nebraska	6	23	0.33%	6	15	0.43%
Oklahoma	10	22	0.31%	6	22	0.63%
Maine	6	19	0.27%	6	14	0.40%
Oregon	6	18	0.26%	6	26	0.74%
Delaware	6	17	0.24%	7	14	0.40%
West Virginia	4	17	0.24%	7	17	0.49%
North Dakota	6	16	0.23%	2	6	0.17%
South Dakota	4	13	0.19%	4	10	0.29%
New Mexico	2	12	0.17%	3	12	0.34%
Puerto Rico	2	11	0.16%	3	6	0.17%
Nevada	4	10	0.14%	4	12	0.34%
Utah	1	7	0.10%	1	2	0.06%
District of Columbia	0	6	0.09%	1	2	0.06%
Idaho	1	5	0.07%	7	14	0.40%
Montana	2	4	0.06%	2	11	0.31%
Vermont	1	4	0.06%	1	3	0.09%
Wyoming	0	4	0.06%	1	3	0.09%
Hawaii	0	2	0.03%	2	3	0.09%
Alaska	0	1	0.01%	3	4	0.11%
Armed Forces	1	1	0.01%	0	0	0.00%
Virgin Island	0	0	0.00%	0	0	0.00%
Grand Total:	1,138	6,989		1,239	3,504	

* YTD = Fiscal Year to Date

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

For the month of February 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	1,138	6,989	94.17%	1,239	3,504	92.53%
Canada	68	220	2.96%	34	114	3.01%
United Kingdom	24	77	1.04%	9	34	0.90%
Germany	6	26	0.35%	4	13	0.34%
Brazil	5	14	0.19%	3	33	0.87%
Sweden	3	11	0.15%	0	1	0.03%
No Address Given	0	10	0.13%	5	43	1.14%
France	4	9	0.12%	0	8	0.21%
Belgium	1	6	0.08%	1	3	0.08%
Denmark	2	5	0.07%	0	0	0.00%
Netherlands	0	5	0.07%	1	6	0.16%
Algeria	0	3	0.04%	0	2	0.05%
Australia	0	3	0.04%	0	0	0.00%
Italy	0	3	0.04%	0	2	0.05%
Pakistan	3	3	0.04%	0	2	0.05%
Poland	2	3	0.04%	0	1	0.03%
Russia	1	3	0.04%	0	4	0.11%
Argentina	0	2	0.03%	0	2	0.05%
India	0	2	0.03%	3	3	0.08%
Ireland	0	2	0.03%	0	2	0.05%
Mexico	0	2	0.03%	0	1	0.03%
Norway	1	2	0.03%	0	0	0.00%
Switzerland	1	2	0.03%	0	0	0.00%
Taiwan	0	2	0.03%	0	0	0.00%
Turkey	0	2	0.03%	0	0	0.00%
Cayman Islands	0	1	0.01%	0	0	0.00%
Estonia	0	1	0.01%	0	0	0.00%
French Polynesia	0	1	0.01%	0	0	0.00%
Hungary	0	1	0.01%	0	1	0.03%
Indonesia	0	1	0.01%	0	1	0.03%
Iran	0	1	0.01%	0	0	0.00%

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

For the month of February 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Malaysia	0	1	0.01%	0	0	0.00%
Martinique	0	1	0.01%	0	0	0.00%
New Zealand	1	1	0.01%	0	0	0.00%
Portugal	0	1	0.01%	0	1	0.03%
Slovenia	0	1	0.01%	0	0	0.00%
Spain	0	1	0.01%	0	0	0.00%
Sri Lanka	0	1	0.01%	0	0	0.00%
Thailand	0	1	0.01%	0	0	0.00%
Ukraine	0	1	0.01%	1	2	0.05%
Uruguay	0	1	0.01%	0	0	0.00%
Chile	0	0	0.00%	0	1	0.03%
Greece	0	0	0.00%	0	1	0.03%
Japan	0	0	0.00%	1	1	0.03%
Pitcairn Islands	0	0	0.00%	1	1	0.03%
Grand Total:	1,260	7,422		1,302	3,787	

* YTD = Fiscal Year to Date

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

For the month of February 2014

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Niche Markets			
Play Florida Golf 2013	0	429	55%
Golf Guide	0	429	55%
Meeting Planners			
Meeting Planner Kit Fulfillment	3	4	1%
Meeting Planner Non-Kit Fulfillment	0	1	0%
NY RSVP February 2014	23	23	3%
PA RSVP February 2014	3	3	0%
Sales Mission	320	320	41%
Meeting Planners	349	351	45%
Travel Agents			
Other/Unknown	1	1	0%
Travel Agents	1	1	0%
Grand Total:	350	781	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of February 2014

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
CALL-LIVE	106	301.27
DATA IMPORT	744	0.00
DATA IMPORT - NO FULFILLMENT	549	0.00
INTERACTIVE TEXT CHAT	3	4.72
RDR RESPONSE	782	4.50
RDR RESPONSE - FULFILLED	22	68.73
RDR RESPONSE - NO FULFILLMENT	57	17.48
<u>Grand Total:</u>	<u>2,263</u>	<u>396.70</u>