



DIRECTOR'S REPORT- Jack Wert- March April 2014

ADVOCACY ACTIVITIES

Participated in Opportunity Naples project representing the tourism and hospitality industry

Met with TDC Chairman on agenda issues

BCC Agenda review meetings

Discussed tourism issues with Florida and Washington elected officials

Presented tourism speech to French delegation meeting at IBERIA Bank as part of Economic

Development initiative to bring French companies to Collier County

Attended NABOR Economic Summit

Accepted City of Naples Proclamation for National Tourism Week

Attended Friends of Collier County Museums Annual Meeting

TRADE SHOW ACTIVITY

Attended International Pow Wow (IPW) in Chicago. I met with over 40 international tour operators and journalists to promote future travel to Collier County.

TOURISM INDUSTRY ACTIVITIES

Facilitated quarterly Tourism Advisory Roundtable meeting at Marco Island Museum

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

Attended RSW Airport Monthly Marketing meeting

Attended Fakahatchee Advisory Group meeting at Rookery Bay of their new Master Plan

Attended Artificial Reef Project update at Pure Naples

Attended FGCU Wanderlust event at Hospitality & Tourism School

Presented CVB careers speech to marketing class at FGCU Hospitality School

DMAI Advocacy Board Conference Call

Attended Federal Reserve Bank of Atlanta Tourism Advisory Board meeting in Miami

Visit Florida International Committee Conference Call meeting



PROMOTIONAL ACTIVITIES

Regional Brazil promotion conference call on shopping app

ADMINISTRATIVE

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

Met with ArtsNaples delegation to discuss grant program



SALES DEPARTMENT –

Debi DeBenedetto – Group Sales

Industry Relations – Sales

- Attended Rewards & Recognition show Nashville, TN April 6-8 –non appointment exhibit show
- Attended IPEC show in San Antonio April 13-16 – Independent Planners Education Conference -5 Rfp's in hand at show. Sponsored a luncheon and had 18 amazing appointments.

New Product Development

- Took delivery of new In-Market post card to encourage return business from group attendees
- Working on Tourism Week Awards luncheon & Rally
- Proofing new ads for group and leisure advertising
- Review of promo items/orders
- Requested Budget needs complete for 2015
- Advisory Roundtable attended
- Preparation for April 24 EventerAct show in Atlanta with MPI and other Georgia Tourism organizations such as PCMA, GSAE, HSMIAI –we are being represented by a Third party who will sell for this destination, show a power point presentation that I prepared and share destination collateral to attendees and hold appointments.

Fams/Site Visits

- Assisted 2 planner sites of the destination

Requests for Proposal (RFP's) and Booked Business

- Current report dates –March 14 – April 18, 2014
- We sent out - 29 RFP leads to partners
- 6 groups lost to other destinations on price, available dates
- 6 Booked groups for 1434 room nights and in projected \$857,811.87 Economic Impact



Sponsorships & RFP Enhancements

- Approved 2 new request for RFP enhancement funding for this period totaling \$2,500.00
- One RFP enhancement turned definite. 2 lost.
If bookings are lost as part of an RFP enhancement arrangement, the funds are put back into reserve for future requests.

Claudia – Leisure Sales Manager- March 15 – April 18, 2014

Industry Relations – Sales – Memberships

- Established more connections with all partners we represent by introducing myself personally on site inspections.
- Site at Waldorf Astoria with Tatjana Faulkenberry and Fran Cavella
- Site Parkshore resort – Daniella Hill
- Met with Jan Miller at Ritz Carlton
- Met with Winnie Duffy at Burn.
- Met with New Hope along with Debi for final preparations for Tourism Lunch/Rally
- Joined ASTA
- Attended April Roundtable meeting with discussion on promoting our recent accolades.

New Product Development

- Preparation for Philly Trade Luncheon in conjunction with Visit Florida 40 Travel agents to be in attendance.
- Registered for FSAE Conference and VIP Connection.
- Budget 2014-15 preparations.

Sales Missions

- Date set for Miami/Fort Lauderdale sales mission – Week of June 9th. Interest from Tatjana Faulkenberry (Waldorf) and Angelina Malik (Holiday Inn Express)

Familiarization Trips

- Final planning for Tui Netherlands mini FAM to the area. Agenda set and rooms secured.
- Final planning for Brand USA Megafam May 16-17, 2014.
- Initial planning for UK fam in December 2014.



Claudia Leisure Sales Cont.

Trade Shows

- Attended IPW April 5 – 10, 2014 with UK and German Reps as well as partners from the Waldorf Astoria, Marriott Marco Island and the Holiday Inn on 5th.

Established Contacts

- Met with 44 Tour Operators from International and Domestic locations along with UK and German reps.
- Attended Orbitz Reception in Chicago.



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

PR - Top Events, Projects

Tom Schlichter familiarization trip – saltwater and freshwater fishing, Lake Trafford fisheries biology/restoration, bird watching
Naples Daily News presentation at Naples Press Club with publisher and editor
Marco Island TripAdvisor #1 Island USA logo customization
Florida SEE board meeting
Attend annual United Arts Council Stars in the Arts awards
Naples Backyard History Calusa Canal press conference
Collier Automotive Museum preview
China tourism webinar – connecting via social media
GAIN Leadership presentation
PRSA Gulf Coast Chapter meeting
Preparations for IPW 14
VISIT FLORIDA event at Sebring Raceway
Press event at Alto Live Jazz Kitchen
Preview event at Pinchers Marina at Edison Ford
Collier tourism columns for The News-Press

DIGITAL – Top Events, Projects- Buzzy Ford

Paradise Coast Website

Constant updating of outdated website content
Provided admin access to Paradisecoast.com for SMT (fix broken links) / SEO

Paradise Coast Facebook

Likes are continuously increasing (**13,040**)
Athletes in Paradise increased to **3,500** likes

Google+

Over **99** followers / **9,076** views

Instagram

Launched / 22 Followers

General

- Updated Online Media Center Content
- Redesigned “Reserve Now” Template at Paradisecoast.com
- Updated Cleanpix website logo and contact information
- Addressed Data Engine issues
- Updated Trip Advisor logos and links to reflect Marco Island Travelers Choice Award



- Created an Eventbrite Webpage for the 2014 Tourism Awards Luncheon / Rally
- Conducted 1 on 1 Facebook Training with Collier County Partners (Baconfest / Mike Matthews Photography)
- Converted Visitors Guides to PDF format for IPW website listing
- Uploaded videos and photos to IPW Website
- Updated Paradise Coast in the News section
- Updated Web Browser "Tab Icon" to reflect new website design
- Updated Visitor Research files at ParadiseCoast.com



FILM OFFICE – Maggie McCarty

PRODUCTIONS

- **Paradise Advertising/CVB – spring/summer campaign**
The CVB's advertising agency shot its upcoming campaign both still and video in Naples and Marco Island. Locations included the Naples Botanical Gardens.
- **Departure Films/HGTV – tv series**
Series returned for pick-up establishing shots of Marco Island

WORKING LEADS

- **Renegade 83 – tv series**
Discovery Channel reality/survival show has been scouting eastern Collier for several months for its' extremely popular series, "Naked & Afraid". They will shoot this summer on private property adjacent to the Fakahatchee Preserve.
- **Megalomedia Inc – reality tv (A&E)**
- **Genre Films - feature**
- **PoileyWood Entertainment – film-Working with FDOC on possible locations for tv movie**
- **SON – indie film**
- **Let It Play Prods – indie film**
Nov. 2014 start date possible
- **25 – working title indie film**
- **KCS Prods. – indie film**

OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
 - Followed-up with activity worksheets to clients
 - Recorded data
- Client Management
- -Opened a production file for each inquiry

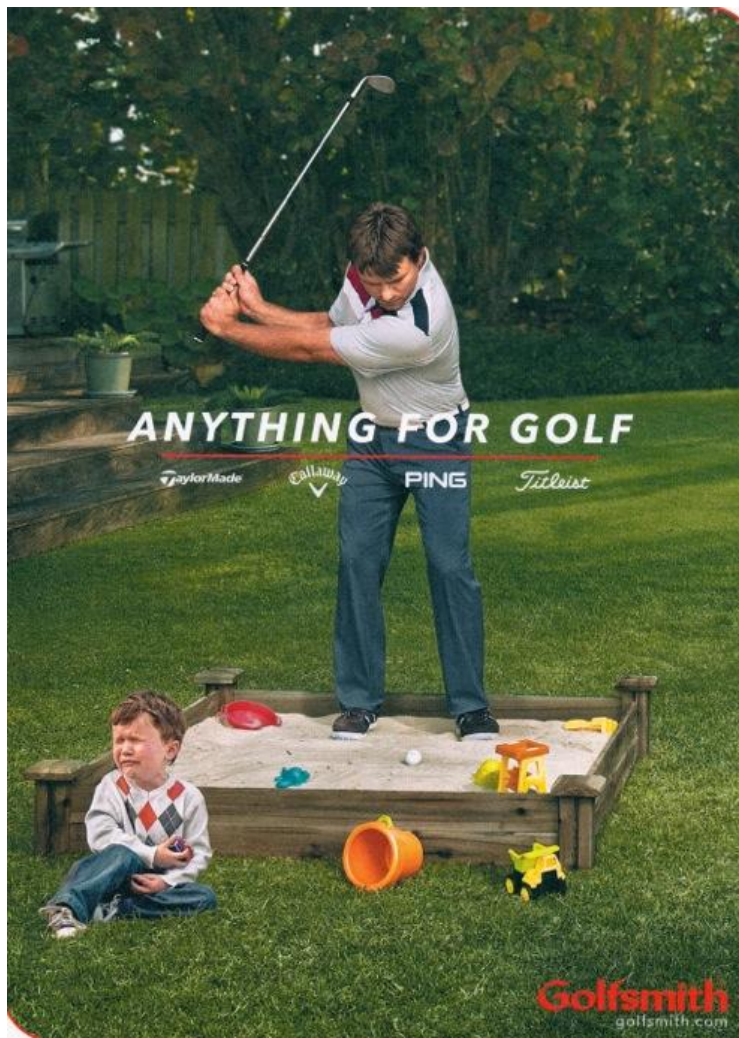


- Create content for social media (Twitter, FaceBook, LinkedIn)
- Obtained permits for Tourism Rally 2014
- Planning reception to coincide with Film Florida/Produced By Event in Los Angeles
- Continued advocacy work on FL Film Incentive
Both the FL House and Senate have filed bills on

behalf of the entertainment production industry and the incentive program Film FL Legislative Committee has weekly conference calls

MEETINGS / CONFERENCES

- ITZ Studios meeting
Local producer has several reality programs in development And delivery
- Hertz Equipment rep
Establishing relationship with local vendor for industry Related referrals





SPORTS COUNCIL – Chris O'Brien & Rob Wells

Development Activity

Met with Marco Marriott regarding future events such as EVP Volleyball taking place on their property.

Held conference call with Junior Silva regarding concessions and how they impact events at North Collier Regional Park.

Met with Riptide Volleyball Coach Shaliece Hall regarding upcoming and future volleyball beach events.

Held meeting and site visit with National Softball Association youth director regarding baseball/softball tournaments in Collier County.

Attended Parks and Recreation monthly Supervisor's meeting and met with new assistant director Jeanine McPhearson regarding sports events and parks and recreation facilities.

Met with Naples City Parks and Recreation regarding FBU National Championship use of Flesichmann Park.

Traveled to Tourism Day in Tallahassee to meet with Florida Sports Foundation and government representatives.

Conducted site visit with All American Operation Director Steve Quinn and President Doug Berman regarding FBU National Championship. Event could bring 3000 rooms to Naples in December.

Met with Jason's Deli regarding future involvement in sports events.

Reached out to Reef.org to find information on hosting a Lionfish Derby event.

Submitted letter of intent to host FBU National Championship and proposal to host FBU National Championship.

Distributed grant application to contacts and organizations that have held events in Collier County.



Inquired with International Boxing Association (AIBA) regarding boxing events in Collier County.

Researched submitting proposal for Florida High School Athletic Association 2014 Officials Leadership Conference.

Attended meeting with Octagon to recap past golf events and discuss ideas for upcoming events for 2015.

Helped arrange hospitality and did site visited at USAPA Pickleball Tournament at East Naples Community Park.

Met with Athletic/ Activities Director Ernie Modugno from Naples High School to discuss Football National Championship site logistics.

Hosted FYSA State Soccer Cup Opening Round for 15U Boys. State quarterfinals 65 top teams from as far away as Jacksonville and Panhandle.

March Hosted Events

Event	Date	Visitors	Room Nights	Est. EI
Florida Youth Soccer Round 16 State	3/29/14	1600	755	\$360,000
ASA/ WSL Winter Nationals Softball	3/1/14	480	300	\$216,000
East Naples Pickleball	3/21/14	500	200	\$225,000
		2,580	1,255	\$801,000



Leads Sent

Event	Date	Date	Visitors	Room Nights	Type
<u>EVP Volleyball Pro Am Island Tour</u>	5/24/2014	5/24/2014	100	50	repeat
<u>EVP Riptide Beach Volleyball</u>	4/25/2014	4/27/2014	80	40	repeat
<u>FSSA Adult Soccer 7V7 Championships</u>	8/8/2014	8/10/2014	600	400	repeat
<u>USSSA Fall Youth Baseball Classic</u>	10/24/2014	10/26/2014	1250	600	repeat
<u>Freedom Softball Tournament</u>	9/20/2014	9/21/2014	250	75	new
<u>Naples Cup Soccer</u>	9/19/2014	9/21/2014	1200	1050	repeat
<u>Winter Nationals SSUSA Softball</u>	11/7/2014	11/9/2014	600	600	repeat
<u>ASA State Softball Tournament</u>	6/27/2014	6/29/2014	480	260	new
<u>ASA/WSL Softball Tournament</u>	10/17/2014	10/19/2014	480	260	new
<u>ASA Early Bird NIT for 2015</u>	12/20/2014	12/21/2014	480	260	new
<u>Lake Avalon Reverse Duathlon and Triathlon</u>	5/18/2014	5/18/2014	20	60	new
<u>Sugden Stride 5K</u>	6/28/2014	6/28/2014	20	60	new
<u>Naples American Sprint Duathlon and Triathlon</u>	7/6/2014	7/6/2014	20	60	repeat
<u>Eagle Lakes 5K</u>	7/26/2014	7/26/2014	20	60	repeat
<u>North Collier Regional Rampage 5K</u>	8/23/2014	8/23/2014	20	60	repeat
<u>Paradise Coast International Triathlon-Duathlon-10K</u>	9/14/2014	9/14/2014	25	75	new
<u>Rocktoberfest 10 Miler</u>	10/19/2014	10/19/2014	35	60	repeat
<u>Christmas Sprint Triathlon and Duathlon</u>	12/21/2014	12/21/2014	16	60	repeat
<u>Santa Showdown Lacrosse</u>	12/6/2014	12/7/2014	600	300	new
<u>Turtle Shirts Softball Tournament</u>	11/1/2014	11/2/2014	250	75	new
<u>ISPS State Softball Tournament</u>	8/9/2014	8/10/2014	480	260	new
<u>ISPS Softball Tournament</u>	11/22/2014	11/23/2014	480	260	new
<u>Adult Lacrosse Tournament</u>	11/14/2014	11/16/2014	150	350	new
			7,656	5,335	



Booked Events

<u>Lake Avalon Reverse Duathlon and Triathlon</u>	5/18/2014	5/18/2014	20	60	new
<u>Sugden Stride 5K</u>	6/28/2014	6/28/2014	20	60	new
<u>Naples American Sprint Duathlon and Triathlon</u>	7/6/2014	7/6/2014	20	60	repeat
<u>Eagle Lakes 5K</u>	7/26/2014	7/26/2014	20	60	repeat
<u>North Collier Regional Rampage 5K</u>	8/23/2014	8/23/2014	20	60	repeat
<u>Paradise Coast International Triathlon-Duathlon-10K</u>	9/14/2014	9/14/2014	25	75	new
<u>Rocktoberfest 10 Miler</u>	10/19/2014	10/19/2014	35	60	repeat
<u>Santa Showdown Lacrosse</u>	12/6/2014	12/7/2014	600	300	new



OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

HIGHLIGHT OF THE MONTH:

VISIT FLORIDA European Media Mission, Paris, March 25th

OMMAC were delighted to attend the recent Visit Florida European Media Mission in Paris, attended by **15 key journalists**. This was a great opportunity for networking and discussing future media opportunities. We supplied video footage to be played on a large-screen TV throughout the meeting. We also introduced the Paradise Coast region to all the journalists, and had more in-depth discussions with the following publications: Golf Magazine, Golf European, Easyvoyage.com, Hotel & Lodge, Guides Gallimard and Journal des Femmes. We were delighted by the level of interest shown by all journalists for our region and as a result of the meeting hope to put in place some individual press trips for a select few of the journalists.

MARKET UPDATE:

Brand USA adds agent forum for idea swapping. Brand USA has added a new forum to its online training website allowing agents to swap information. The new 'knowledge sharing facility' will be added to the USA Discovery Program allowing users to ask a question which other members answer. The agent whose answer is found most useful will be rewarded with a 'star member' status. Users on the site can also vote the answer up and down on a live leader board. Chris Thompson, president and CEO Brand USA, said: "By creating the new Knowledge Forum element to the USA Discovery Program, we hope that agents will utilise the site even further and ask their peers and colleagues for advice. "This gives them the opportunity to learn more about the intricacies of the destination to develop their knowledge even further and, ultimately, to enhance their sales of the USA as a holiday destination." Brand USA has added a new module - the USA Family Holidays Specialist badge - to the USA Discovery Program.

Sunnier news for Thomas Cook with summer rush. We're all going on a summer holiday – but it's likely to be just a week long and costing 2% less than last year. That's according to Thomas Cook, which said it has already sold half of its summer season holidays and overall bookings are up. But the squeeze on holiday-makers' budgets means it has sold "a higher proportion of shorter duration holidays." A discretionary spending index shows the UK is performing slightly brighter than its European rivals, with summer holiday booking in continental Europe up 1% compared to the UK's 3% increase. Chief Executive, Harriet Green said "Bookings for the summer 2014 season have shown an improving trend, with around 50% of holidays already sold, slightly higher than at this stage last year.

Business travel buyers have bigger budgets for 2014. Business travel buyers will have more money to spend in 2014 according to research by the Business Travel Show. The survey found that three quarters of business travel buyers said they will have more money to spend in 2014 despite just 49% of buyers being asked to book more trips. It reveals a third consecutive annual rise in the number of buyers enjoying bigger budgets. In 2013, 72% of budgets were higher or the same than in 2012. And in 2012, 67% of budgets were subject to an annual rise. The research also found that 76% of airline budgets and 74% of accommodation budgets will be the same or greater in 2014 and 83 per cent of buyers will be expected to book the same or more trips.



TUI Travel moves up the global brand value list. TUI Travel has been named one of the 500 most valuable global brands while British Airways becomes the UK's top brand. The travel company is ranked 360 in the Brand Finance top 500 brand value companies, with a brand value of \$3.9 billion. The list is compiled by determining the value a company would be willing to pay to license its brand if it did not own it. TUI is the only traditional travel company that makes the top 500 list and moves up 22 places from its number 388 position last year. Priceline.com is ranked 178 (up from 260 last year), with a brand value of \$6.9 billion.

Staycations fall out of fashion. The number of holidaymakers planning a break in the UK has fallen this year, with the prolonged wet weather to blame. Only 45% of UK holiday market is planning a domestic break in 2014, compared to 56% in 2013 and 58% in 2012, according to BDRC Continental's Holiday Trends 2014 report - the lowest level since 2010. While 78% of respondents are setting their sights on holidaying abroad this year - the highest figure to-date - up from 73% in 2013 and 66% in 2012.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
5-9 April	International Pow Wow - U.S. Travel Association.	Chicago, USA
16 April	Virgin Holidays Florida Training Event	UK
7 May	VISIT FLORIDA Irish Travel Trade Luncheon	Dublin
8 May	Visit USA Ireland members meeting	Dublin
9 May	VISIT FLORIDA UK Travel Trade Advisory Luncheon	London
11-13 June	Visit USA 2014 Roadshow	UK

MARKETING/SALES/PROJECTS & ACTIVITIES:

BA/BA Holidays Coop marketing campaign

Following on from our participation in this year's BA/BA Holidays / V. Florida & Brand USA co-op Campaign, OMMAC continue to work with head office to assist with providing creative for the campaign to be launched from 22 April – 06 May 2014. BA will be sharing creative concepts for our feedback in which we will be liaising with CVB to ensure all is correct before finalized.

We are also are keen to ensure our destination is covered to the highest level possible and have requested for our award for Golf Destination of the Year – North America to be included within the copy for print and the-e-blast to Secret Escapes, an exclusive members only travel club and also Executive Club & BA regular customers, plus we've also requested within the ba.com site – to have a link to our region via the gateway airport listings.



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

OMMAC are continuing to work with Virgin Holidays and Visit Florida, following on from our participation in the Virgin Holiday's Florida Marketing Campaign. Virgin Holidays are in the process of working on a new landing page and have recently included Marco Island Trip Advisor award – which is now live and available to view on the link below:
<http://www.virginholidays.co.uk/visitflorida>

Naples

Highly commended for its spectacular beaches, Naples offers something for everyone. Chill on the pier watching pelicans and anglers competing for fish, or take a dip in the safe Gulf of Mexico waters. The city also provides the perfect gateway to the nearby Everglades National Park, where you can go alligator-spotting, **or why not visit Marco Island - voted by Trip Advisor as #1 Island in USA & #4 in the WORLD.**

Brand USA Megafam

OMMAC continue to work with Brand USA's UK office to have a segment within the Florida itinerary. In addition, we are also required to submit a valuation of our support to Brand USA in Washington, D.C. by submitting a figure for our destination's in kind contribution, this allows Brand USA to continue inspiring international travellers by unlocking further funds to support marketing initiatives in key and emerging markets. We are actively working on pulling together as much information as possible prior to the FAM trip.

Consumer request

OMMAC have received a request via VISIT FLORIDA, from a consumer who is planning a trip to Naples in December this year. We've assisted with sending over an information pack to include a copy of Florida's Paradise Coast Visitor's Guide.

TOUR OPERATOR ACTIVITY

Kenwood Travel – UK Tour Operator

We have received a request from Kenwood Travel, who are currently updating the images on their Florida site. OMMAC have assisted with providing a selection of images to highlight key interests in our region.

heliades.fr – French Tour Operator

OMMAC have received a request from travel agency (Tour Operator) in France, heliades.fr, who has recently started marketing Florida as destination in their brochure, as well highlighting the Everglades Tours. We have assisted in providing collateral to include our Visitor's guide and maps.



TRADE EVENTS

Virgin Holidays Florida Training Event, UK, 16 April 2014

OMMAC has secured their attendance on behalf of Paradise Coast for the upcoming Virgin Holidays Florida training event. There will be over 50 agents attending on the day in which we aim to successfully promote Paradise Coast as a holiday destination as well as highlighting the diversity of products in our region.

TRADE MARKETING/PROMOTIONS

Destination Golf, UK tour operator

OMMAC are currently working with Paradise Advertising to revise our ad for the Florida e-brochure, to include our award for Golf Destination of the Year – North America. This is a huge achievement for us and we keen to highlight our award win, using the best possible creative, which will help maximize on our increased visitation and additional bookings to our region.

Florida's Paradise Coast news for website and newsletter

OMMAC has sent out key news highlights from Florida's Paradise Coast, which has been sent to all partners for the inclusion in their upcoming newsletters and website updates. We've received a positive response and coverage from Visit USA's Irish Committee Newsletter – **highlighted below**. This is great opportunity to increase people's awareness about our region and generate more bookings to the area.

Naples Newsletter

OMMAC are in the final stages of pulling together the Florida's Paradise Coast quarterly newsletter which will be distributed to the UK trade, media, IAGTO golf members and partners. This will feature 3 keys news highlights, with imagery and web links for further information. This will help build our relationship with existing industry contacts and keep them up to date about what's going on and generate new interest to our region to increase bookings.

Trade email – Facebook

OMMAC have re-launched the UK/Ireland/Europe Facebook page. To encourage interaction and 'likes' amongst the trade we sent a note to our UK trade database, to include tour operators, Brand USA and Visit USA. We received a very positive response, which has been highlighted below in our social media activities.



PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:

CONTACT	ACTIVITY	RESULT
<p>Golf Magazine</p>	<p>Possible press trip with Guy Barbie, Editor-in-chief</p>	<p>We may have an opportunity for CVB to host a trip as result of OMMAC meeting with the Editor-in-chief, Guy Barbier from Golf Magazine at the recent Media Mission in Paris. Guy is really interested in visiting and reviewing some of the golf courses in our region, which would fit very well with our recent IAGTO award win for Golf Destination of the Year – North America. OMMAC will follow-up with this opportunity and present to CVB.</p>
<p>www.grand-sud-mag.com</p>	<p>We've received a journalist request to support an individual French press trip in May.</p> <p>Danielle and Gérard are the owners of the website, who will spend one month in Florida and stay 4/5 nights in Paradise Coast.</p> <p>They have requested assistance for accommodation and activities. They've also expressed interest in meeting with someone from Naples, Marco Island and the Everglades CVB for an interview that will be featured in their article on this area.</p>	<p>OMMAC have been liaising with head office who are currently in process of requesting accommodation support from hotels and now awaiting a response from Naples Bay Resort and Marco Beach Ocean Resort.</p>



<p>Social Media: Facebook and Twitter</p>	<p>Florida's Paradise Coast re-launch UK, Ireland and European Facebook page</p>	<p>This month we initiated our Facebook advertising campaign in order to re-launch the UK/Ireland/Europe Facebook page, with the aim of increasing the number of European Facebook fans as well as interactivity amongst those fans. During the first two weeks of the campaigns we increased the number of fans from 41 likes to 244 – an increase of 203 new likes. The interactivity is also up with 832 people engaged with our page in the first week. As we attract more fans, we anticipate more people will get involved; therefore interactivity and engagement will increase. We will continue to monitor and update stats to include in our monthly reports. Some screen grabs of interactivity are shown below.</p>
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Guest list for the, VISIT FLORIDA European Media mission PARIS, March 25th 2014

Name	Publication	Circulation
Jean-Michel de Alberti	Désirs de voyages	70,000 copies
Christelle Erbetta	Easyvoyage.com	900,000 UV/month
Guy Barbier	Golf Magazine / /Golf Européen	33,283 copies /11,020 copies
Sophie Lenormand	Les Guides Gallimard	10,000 copies
Alexandra Laugier	Hôtel & Lodge	30,000 copies
Grégory Rohart	I-voyages.net / I-trekkings.net	110,000 / 30,000 UV/month
Jean-Paul Calvet	Le Journal des Femmes / Wevomag.com	6 million UV/month 20,000 UV/month
Katya Pellegrino	Luxe-magazine.com	300,000 UV/month
Gwenaëlle Fliti	Tour Hebdo	22,000 subscribers
Béatrix De l'Aulnoit	Marie-Claire	428,367 copies
Jean-Pascal Billaud	Marie-Claire Maison	118,565 copies
Michel Foraud	Meet & Travel mag	7,733 copies
Bruno Lenormand	Mode d'Emploi – Gallimard	10,000 copies
François-Jean Daehn	Monsieur	25,150 copies
Myriam Abergel	Quotidien du Tourisme	22,000 subscribers

Partners

The Beaches of Fort Myers & Sanibel
 Greater Miami CVB
 VISIT FLORIDA



PARADISE COAST ATTENDING THE VISIT FLORIDA EUROPEAN MEDIA MISSION PARIS, MARCH 25TH 2014





DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Natasa Manic

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

Tour Operator	Achievement	Cost
America Unlimited	<p>Secured another visit to Naples for one of their Sales Managers. Meike will be staying September 20-21, 2014 and the Inn on Fifth agreed to host her for one night.</p> <p>Sent out the America Unlimited newsletter to 140,000 subscribers including the 10 days offering in Marco Island that was created for that campaign. We have secured the second spot in the newsletter which was sent out on April 2.</p>	

✧ **Swiss Accounts**

Tour Operator	Achievement	Cost
TUI Flextravel	Secured opportunity to be included in the "destination of the month" promotion on their facebook site (22,415 likes), in cooperation with Visit Florida. Florida will be featured destination in May 2014.	
Skytours	Published a travel blog story featuring a multiple days kayaking in the Everglades. The blog is featured on their website. Additionally they have sent out a newsletter to 65,000 consumers on April 4 th , giving NAP the first position teaser and a link to our Skytours program.	



TRAVEL AGENTS

- ✧ Sales calls: Total of 18 personal visits to travel agents in Darmstadt & Mannheim

EVENTS

- ✧ **DiaMonde Dinner Event**
 - Date: April 1, 2014
 - City: Stuttgart
 - Profile /Number of attendees: We have presented to 20 travel agent seniors and managers. As our office is based in Stuttgart, we do have a special relationship with the travel agents, many of them becoming our friends and best supporters over the years. They have all been very experienced with the Florida products as well as travel in general.
 - Feedback: Almost none of the agents have known about the restaurant and thus they were pleasantly surprised. Although the main booking months are over, they still have quite some work and the evening was a nice way for them network and come together outside of the office. It was indeed a dinner among friends and as we also had a spring theme, the atmosphere was light throughout the evening. As April 1st is always known for making jokes on that day, we incorporated 7 jokes / lies into the presentation and the agents had to find them in order to win a little present at the end of the evening.

- ✧ **IPW**
 - Dates: April 05-09, 2014
 - City: Chicago
 - Feedback: Attended IPW in Chicago and held meetings with a total of 20 accounts from the DACH and BeNeLux market but also assisted with meetings with accounts from other markets. Please find attached an additional trip report for more detailed information on each meeting held.

To summarize the trade show: It had a very good outcome resulting from productive meetings. The feedback on the booking situation to NAP was excellent throughout the markets and the majority of the TOs can report a two digit increase in booking numbers for 2013. Very positive was the feedback that we received from the Dutch market: After 3 years of struggling,



the economy finally recovers and the Dutch TOs can report an increase in booking numbers again. Even though the numbers for booking numbers for Florida do not pick up as strong as for the West Coast of USA, the Product Managers are very optimistic for 2014.

✧ **Registrations / Preparations**

- Registration for Visit USA roadshow (Jun 2014)
- Secured and registered for the Florida Luncheon with the travel agency Lufthansa City Center in Frankfurt (Jun 2014)

MARKETING

Type of Activity	Details	Cost
Sunshine State Network	Published a blog entry to their website featuring Marco Island's recent ranking on tripadvisor	
Youtube	Secured the inclusion of the German destination video onto the existing Paradisecoast youtube channel.	
Facebook	# posts: 9 #fans: 6,371	

MEDIA / PR

✧ Press release

- Dedicated Naples press release featuring the recent tripadvisor award for Marco Island was published on April 15, 2014.

PROJECTS

✧ Website

- Holidaycheck: Researched possibilities of cooperation with our German website. Forwarded information to JW and Miles Media.

✧ Attraction Operators

- Shared opportunity of being included into the German tour operator travel brochures Marco Island Watersports, Everglades Adventure Tours, Everglades Area Tours, Double R's, Segway Tours of Naples and Dolphin Explorer, as those were requested.



HIGHLIGHTS IN MAY

- ✧ TA Sales Calls in the greater Stuttgart area on May 27-28, 2014
- ✧ TA Sales Calls in Bavaria on May 12-15, 2014
- ✧ DiaMonde Dinner Event in Konstanz on May 14, 2014
- ✧ Dedicated NAP Newsletter on May 16, 2014
- ✧ E-blast featuring our self-written travel report about the area, to be sent out to over 7,000 travel agents in DACH.
- ✧ Thomas Cook Belgium Call Center training on May 19, 2014
- ✧ Jet Air Belgium Call Center training on May 21, 2014
- ✧ Knecht Reisen Newsletter and Webpromo



VISITOR CENTER REPORTS- Lori Lou Waddell

March 24, 2014 thru April 28, 2014

1. Hosted Visitor Information Center Specialist from the Everglades at Naples VIC. Exchanged information.
2. Supplied Paradise Coast Visitor Guides to Marco Island Visitor Center.
3. Electronic introduction to Peter Linares, Group Sales, Visitor Information Center for Miccosukee Tribe of Indians.
4. Attend TDC Meeting.
5. Supplied Red Roof Inns with 60 Paradise Coast Visitor Guides and miscellaneous Naples information for their upcoming General Managers Meeting.
6. Visited Marco Island Visitor Information Center and delivered Paradise Coast Guides and Maps.
7. Added USA Today on line voting for Naples to weekly Chamber Connect.
8. Visitor count tallied for month of March for Naples VIC.
9. Supplied Third Street South Concierge stand with information.
10. Visit to Everglades City with JoNell Modys.
11. Attend CVB Round Table Meeting at Rose History Auditorium on Marco Island.
12. Shipped 5 Boxes Visitor Maps for Florida Welcome Center in Jennings, FL.
13. Shipped Visitor Guides and Maps for Everglades Visitor Information Center.
14. Ordered Paradise Coast Visitor Guides and Maps for Naples Visitor Information Center.
15. Distributed Tourism Lunch & Rally Posters to Marco Island, Everglades, Big Cypress & Oasis Visitor Information Centers.
16. Discussed marketing materials distribution with Jill Wilson, Park Ranger at Big Cypress Visitor Information Center.
17. Attended Sports Council Mtg. at Bellasera Hotel.
18. Attended Greater Naples Chamber of Commerce Annual Meeting and presentation of 2013/2014 Visitor Information Volunteer Awards.
19. Coordinated efforts for Tourism Rally CVB interactive booth with Michelle Pirre.
20. Visit to Immokalee Visitor Information Center to deliver Tourism Rally posters and Paradise Coast Visitor Guides and Maps.
21. Supplied Greater Naples Chamber of Commerce with on-line poster for Tourism Rally to be added to on-line Chamber Connect.

	Big Cypress	Oasis	Everglades	Immokalee	Marco	Naples	YR Total
Jan-11	5034	12055	2220	125	1007	2736	23177
Jan-12	6401	13,601	11,000	198	1033	5285	37,518
Jan-13	5736	13,941	9225	N/A	1163	4777	34,842
Jan-14	7,014	13,499	11,185	91	1275	4,018	37,082

