

MARKETING PARTNER REPORTS April 28, 2014



Research Report

Klages Research &

Research Data Services, Inc.

Collier County Tourism Research

March 2014

Presented to:

The Collier County Tourist Development Council

Presented by:

Research Data Services, Inc.

April 28, 2014



NAPLES · MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST

Economic Indicators

GDP Update

Lowered Expectations

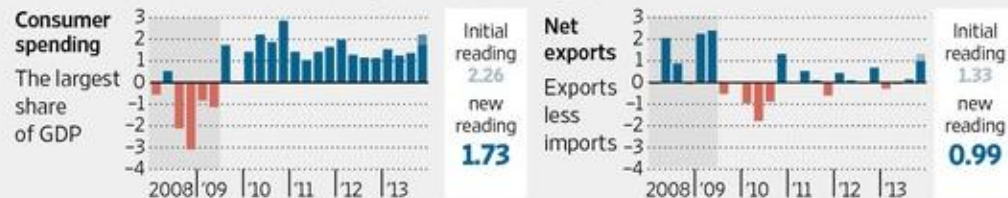
A surge in second-half gross domestic product had raised hopes that the recovery would rev up in 2014. But fourth-quarter GDP growth was revised lower and economic data so far this year have been mixed. Quarterly change at a seasonally adjusted annual rate in inflation-adjusted GDP



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



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



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

Economic Policy Uncertainty

Less Guesswork

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



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

Calendar Year 2013

(January – December)

Collier Visitor Profile

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FLORIDA'S PARADISE COAST

Number of Visitors/

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Economic Impacts of Tourism

Collier Annual 2013 (Jan. – Dec.)

	<u>2013</u>	<u>Δ %</u>
Number of Visitors	1,668,200	+6.1
Room Nights	2,370,800	+4.7
Economic Impact	\$1,611,514,101	+12.3

Commercial Lodging Visitor Origins

Collier Annual 2013 (Jan. – Dec.)

	# of <u>Visitors '12</u>	# of <u>Visitors '13</u>	Δ from <u>Prev. Yr.</u>	% Δ from <u>Prev. Yr.</u>
Florida	580,158	615,494	+35,336	+6.1%
Southeast	103,896	105,358	+1,462	+1.4%
Northeast	284,720	305,996	+21,276	+7.5%
Midwest	250,079	264,495	+14,416	+5.8%
Canada	41,913	46,921	+5,008	+11.9%
Europe	240,590	254,268	+13,678	+5.7%
<u>Opp. Mkt.</u>	<u>71,644</u>	<u>75,668</u>	<u>+4,024</u>	+5.6%
TOTAL	1,573,000	1,668,200	+95,200	

Value of Add'l 2013 Collier Visitation

(+95,200 Additional Commercial Lodging Visitors)

**Direct Spending of
Additional 2013
Commercial Lodging
Visitors**

• **\$61,680,100**

**Total Economic
Impact of Additional
Commercial Lodging
Visitors**

• **\$91,965,000**

**Additional Jobs
Supported**

• **930**

**Visitor Sales Tax
Revenue (6%)**

• **\$3,330,700**

Year-to-Date 2014

(January – March)

Collier Visitor Profile

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EVERGLADES

FLORIDA'S PARADISE COAST

Number of Visitors/

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Economic Impacts of Tourism

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

	<u>2014</u>	<u>Δ %</u>
Number of Visitors	592,400	+4.0
Room Nights	780,000	+2.9
Economic Impact	\$654,078,590	+10.2

Research Data Services Occupancy/ADR

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

	Occupancy			ADR		
	<u>2013</u>	<u>2014</u>	<u>% Δ</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
January	75.8%	79.0%	+4.2%	\$178.3	\$193.3	+8.4%
February	89.6%	91.8%	+2.5%	\$275.5	\$304.9	+10.7%
March	93.4%	94.3%	+1.0%	\$288.3	\$305.0	+5.8%

Occupancy/ADR/RevPAR

Year-to-Date 2014 (Jan. – Mar.)

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	83.9%	+3.3%	\$260.97	+7.6%	\$218.99	+11.3%
Naples Upscale	89.0%	+1.8%	\$333.20	+5.0%	\$296.60	+6.9%
Miami-Hialeah	84.6%	-1.6%	\$234.34	+5.0%	\$198.24	+3.3%
Florida Keys	88.1%	+4.2%	\$297.79	+11.3%	\$262.49	+15.9%
Ft. Myers	82.4%	+5.5%	\$171.44	+8.5%	\$141.31	+14.5%
Sarasota-Bradenton	81.4%	+6.8%	\$146.33	+6.3%	\$119.17	+13.5%
Clearwater	79.0%	+6.9%	\$135.20	-0.6%	\$106.86	+6.2%
St. Petersburg	75.7%	+1.3%	\$139.61	+4.2%	\$105.73	+5.6%
Palm Beach County	86.0%	+3.5%	\$208.31	+8.3%	\$179.25	+12.1%
Ft. Lauderdale	87.0%	+2.3%	\$158.46	+6.4%	\$137.78	+8.9%

SOURCE: SMITH TRAVEL RESEARCH, INC.

© *Research Data Services, Inc. 2014*

Visitor Origins

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

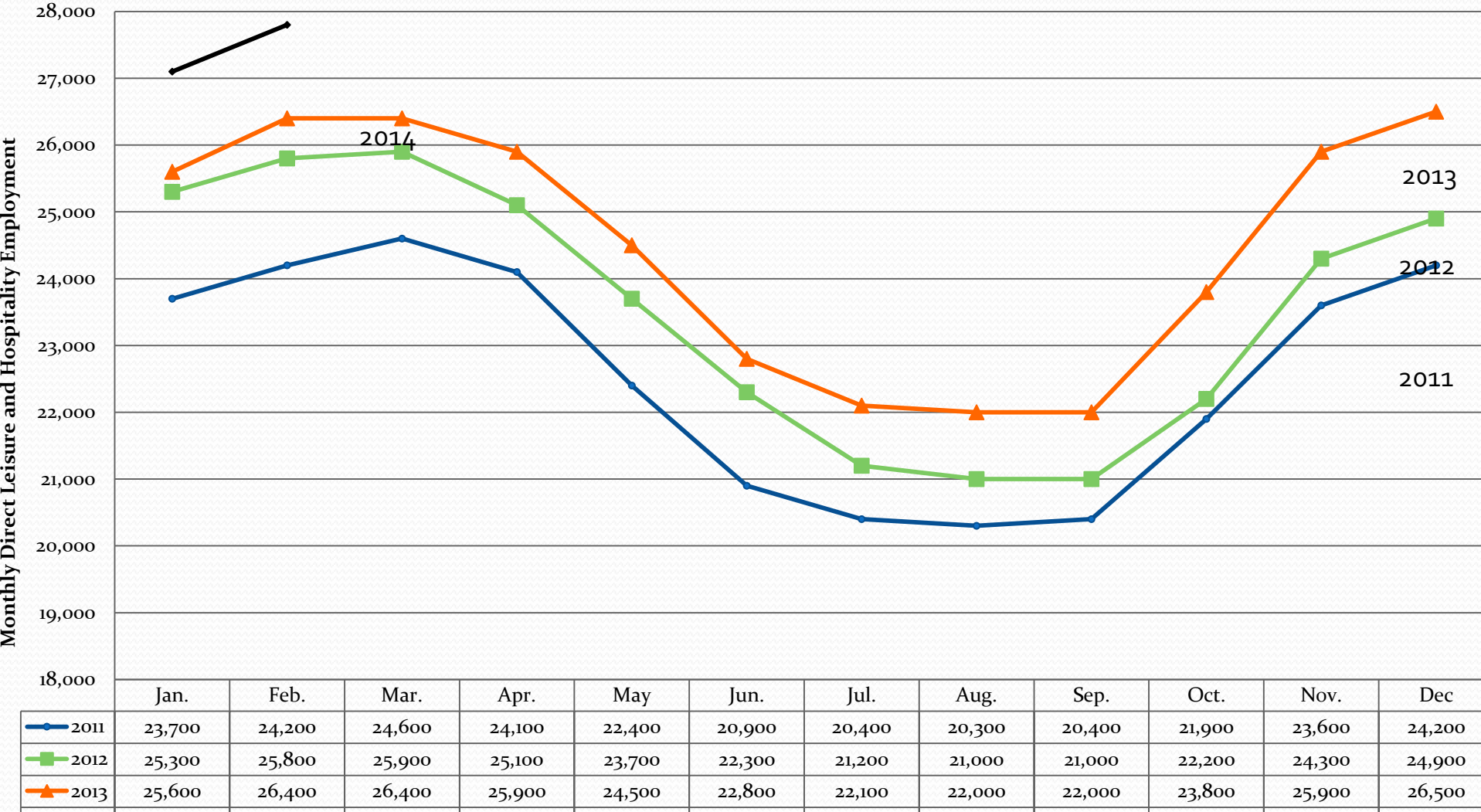
	# of Visitors 2014	Δ %
Florida	137,739	-0.1
Southeast	34,326	-1.0
Northeast	172,159	+5.6
Midwest	128,507	+7.0
Canada	18,635	-0.4
Europe	74,541	+10.8
US Opp Mkts	26,493	-5.4
YTD 2014	592,400	+4.0

Collier Employment Statistics

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—  —
FLORIDA'S PARADISE COAST

Collier Direct Leisure and Hospitality Employment (Calendar Year)*



* Source: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector (03-28-14). (In first quarter of 2014, 2012 and 2013 data were revised.)

March 2014

Collier Visitor Profile

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FLORIDA'S PARADISE COAST

Visitation/Economic Impacts of Tourism

Collier March 2014

	<u>Mar</u> <u>2013</u>	<u>Mar</u> <u>2014</u>	<u>'13-'14</u> <u>Δ %</u>
Visitors	219,500	219,900	+0.2
Room Nights	285,200	290,300	+1.8
Economic Impact	\$261,963,631	\$279,126,383	+6.6

RDS Occupancy/Room Rates

Collier March 2014

2013

2014

%Δ

Occ.

93.4%

94.3%

+1.0%

ADR

\$288.3

\$305.0

+5.8%

RevPAR

\$269.3

\$287.6

+6.8%

Smith Travel Occupancy/ADR

April 28, 2014
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Collier March 2014

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	88.3%	+0.9%	\$288.79	+5.2%	\$254.87	+6.2%
Naples Upscale	92.7%	+0.4%	\$373.00	+0.8%	\$345.93	+1.2%
Miami-Hialeah	85.8%	-3.5%	\$243.07	+2.0%	\$208.66	-1.5%
Florida Keys	89.5%	+0.4%	\$329.17	+9.1%	\$294.70	+9.6%
Ft. Myers	88.3%	+2.6%	\$203.95	+8.5%	\$180.11	+11.3%
Sarasota-Bradenton	89.8%	+3.1%	\$168.33	+6.4%	\$151.17	+9.7%
Clearwater	91.0%	+5.3%	\$162.50	-1.9%	\$147.87	+3.3%
St. Petersburg	85.4%	-1.6%	\$164.02	+4.3%	\$140.11	+2.6%
Palm Beach County	86.9%	+0.8%	\$221.57	+5.6%	\$192.47	+6.4%
Ft. Lauderdale	87.9%	-0.1%	\$160.69	+4.5%	\$141.22	+4.4%

Smith Travel Occupancy

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Collier March 2014

Occupancy (%)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
Naples MSA	60.2%	+5.2%	26.2%	-12.0%	88.3%
Miami-Hialeah	61.9%	+1.7%	20.2%	-15.6%	85.8%
Florida Keys	81.1%	-0.5%	7.8%	+6.9%	89.5%
Ft. Myers	71.3%	+3.1%	14.6%	+7.3%	88.3%
Sarasota-Bradenton	69.7%	+8.1%	20.1%	-10.4%	89.8%
Clearwater	72.3%	+12.8%	18.7%	-16.2%	91.0%
St. Petersburg	62.7%	+0.8%	20.9%	-10.4%	85.4%
Palm Beach County	61.7%	+1.7%	22.4%	-2.6%	86.9%
Ft. Lauderdale	64.6%	+6.6%	17.6%	-16.9%	87.9%

Smith Travel ADR

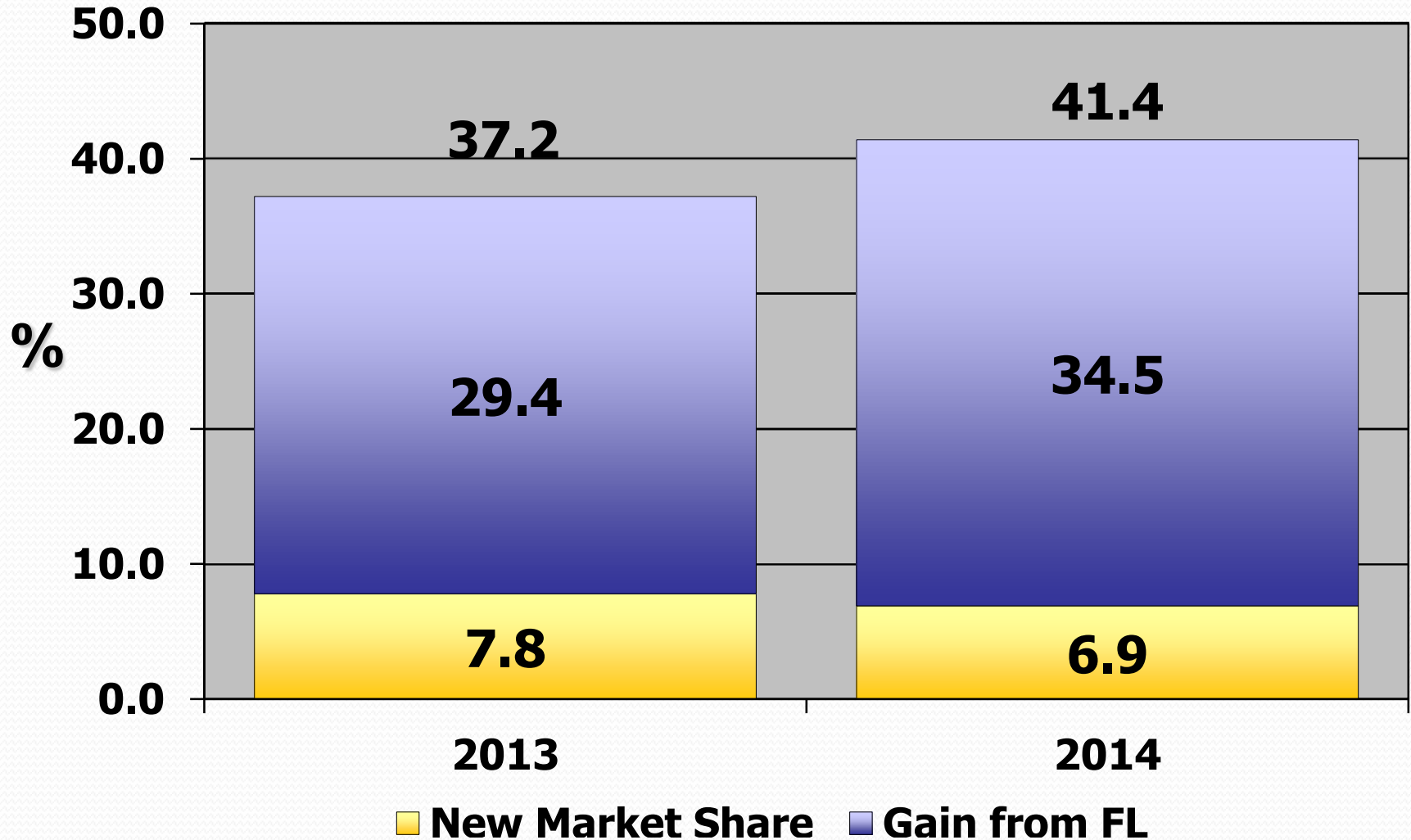
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Collier March 2014

	ADR (\$)				Total
	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	
Naples MSA	\$311.51	+3.6%	\$249.64	+10.3%	\$288.79
Miami-Hialeah	\$261.67	+1.2%	\$214.11	+0.4%	\$243.07
Florida Keys	\$334.56	+9.2%	\$282.67	+10.8%	\$329.17
Ft. Myers	\$215.47	+6.2%	\$162.87	+15.5%	\$203.95
Sarasota-Bradenton	\$178.43	+1.7%	\$133.42	+21.9%	\$168.33
Clearwater	\$169.20	-5.1%	\$136.68	+5.4%	\$162.50
St. Petersburg	\$169.91	+4.0%	\$152.24	+5.5%	\$164.02
Palm Beach County	\$236.47	+3.9%	\$199.05	+11.2%	\$221.57
Ft. Lauderdale	\$164.94	+3.0%	\$173.79	+6.4%	\$160.69

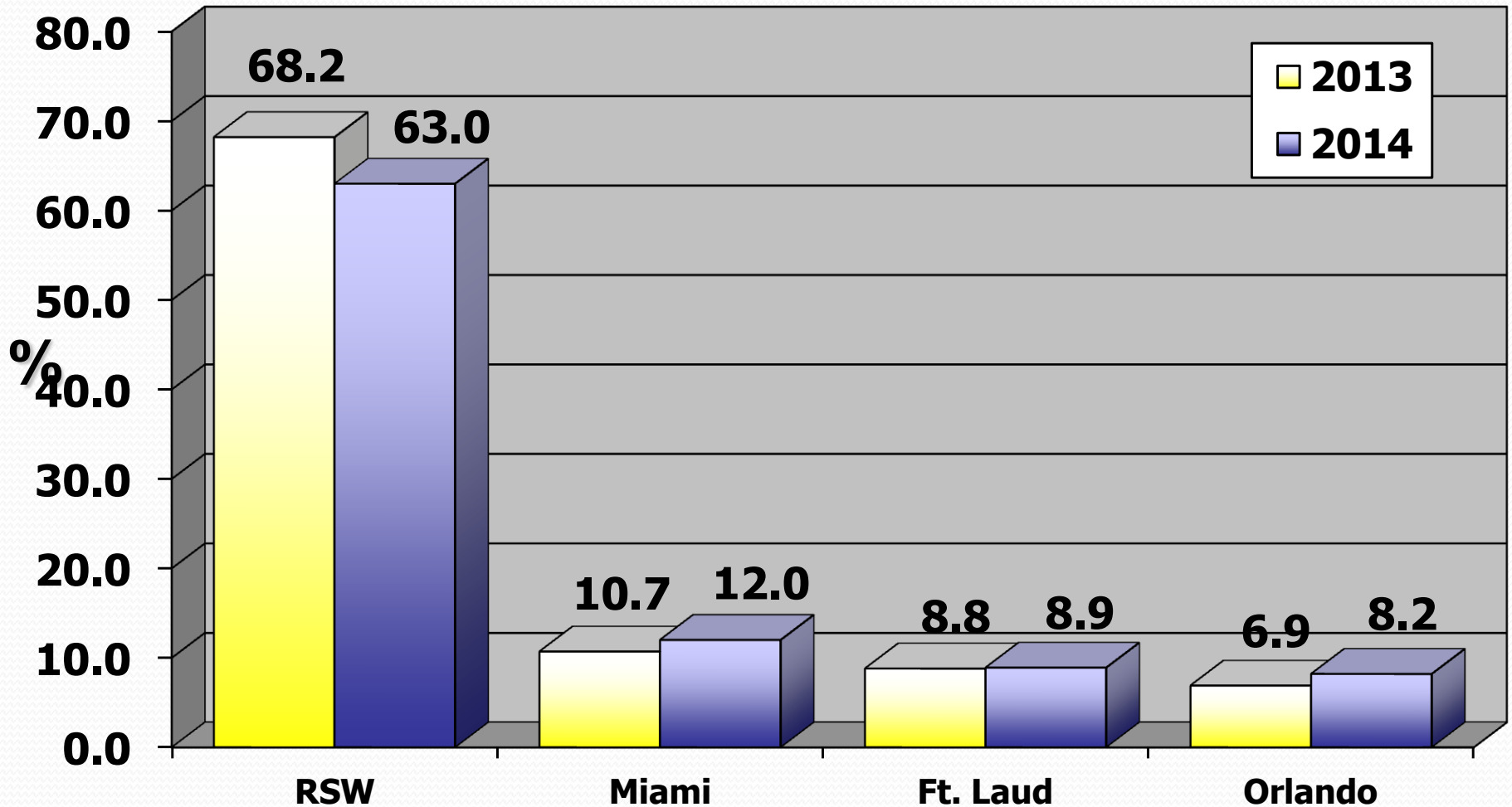
First Time Visitors (% Yes)

Collier March 2014



Airports of Deplanement (*Top Four*)

Collier March 2014



Visitor Perceptions

Collier March 2014

	<u>Mar</u> <u>2013</u>	<u>Mar</u> <u>2014</u>
Satisfaction <i>(combined)</i>	96.1%	95.8%
Would Recommend	93.1	93.0
More Expensive	13.7	16.6
Plan to Return	91.7	92.9

Average Age/Median Income

Collier March 2014

	<u>Mar</u> <u>2013</u>	<u>Mar</u> <u>2014</u>
Average Age (yrs)	50.7	49.5
Median HH Income	\$152,100	\$159,372

Executive Summary

Collier March 2014

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FLORIDA'S PARADISE COAST

Visitor Metrics

Collier March 2014

- ❖ This March, some **219,900** visitors stayed in Collier's commercial lodgings. Their total economic impact injected **\$279,126,383** into the County's economy **(+6.6%)**. Tourism's key performance metrics are as follows:

<u>March:</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
Occupancy	93.4%	94.3%	+1.0%
ADR	\$288.3	\$305.0	+5.8%
RevPAR	\$269.3	\$287.6	+6.8%

Collier March 2014

- ❖ The majority of hotel managers (**58.8%**) report their property's three month forward reservations as "better" when compared to March 2013.

% of Properties (March)

Reporting Reservations:

	<u>2013</u>	<u>2014</u>
Up	45.2%	58.8%
The Same	36.5	38.0
Down	13.2	0.7

Visitor Metrics

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Collier March 2014

❖ March's primary visitor origins are as follows:

<u>March Visitation</u>	<u>2013</u> <u>Visitor #</u>	<u>2014</u> <u>Visitor #</u>	<u>% Δ</u>
Florida	52,241	47,279	-9.5
Southeast	13,170	12,314	-6.5
Northeast	61,021	62,012	+1.6
Midwest	50,485	52,336	+3.7
Canada	5,707	6,377	+11.7
Europe	25,023	28,587	+14.2
Mkts. of Opp.	11,853	10,995	-7.2
Total	219,500	219,900	+0.2

Transportation

Collier March 2014

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- ❖ The majority of March patrons (**68.1%**) flew to reach the area.
- ❖ Fully **63.0%** deplaned at RSW, while Miami captured some **12.0%** of deplanements.

Collier March 2014

- ❖ Some **41.4%** of Collier's March visitors are in the area for the first time **(2013: 37.2%)**.
- ❖ The typical visitor party includes an average of **2.5** travelers who stay for **3.6** nights in the Naples, Marco Island, Everglades area.

Collier March 2014

- ❖ Most March visitors (**94.9%**) consult the web for trip information, with **73.4%** making bookings for their trip online.

Satisfaction/Demographics

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Collier March 2014

- ❖ Fully **95.8%** are satisfied with their Collier stay and **92.9%** plan a future trip to the area.
- ❖ March 2014 visitors are younger ***(2013: 50.7 years of age; 2014: 49.5 years of age)***, and report a median household income of ***\$159,372 (2013: \$152,100)***.

Thank you!

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Advertising Report

Paradise Advertising &
Marketing, Inc.

SPRING / SUMMER CAMPAIGN

NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST

Objectives

- **Marketing Objective**
 - **Increase Visitation throughout Spring and Summer**
- **Creative Objective**
 - **Convince our target customer this is the perfect time to visit Florida's Paradise Coast**

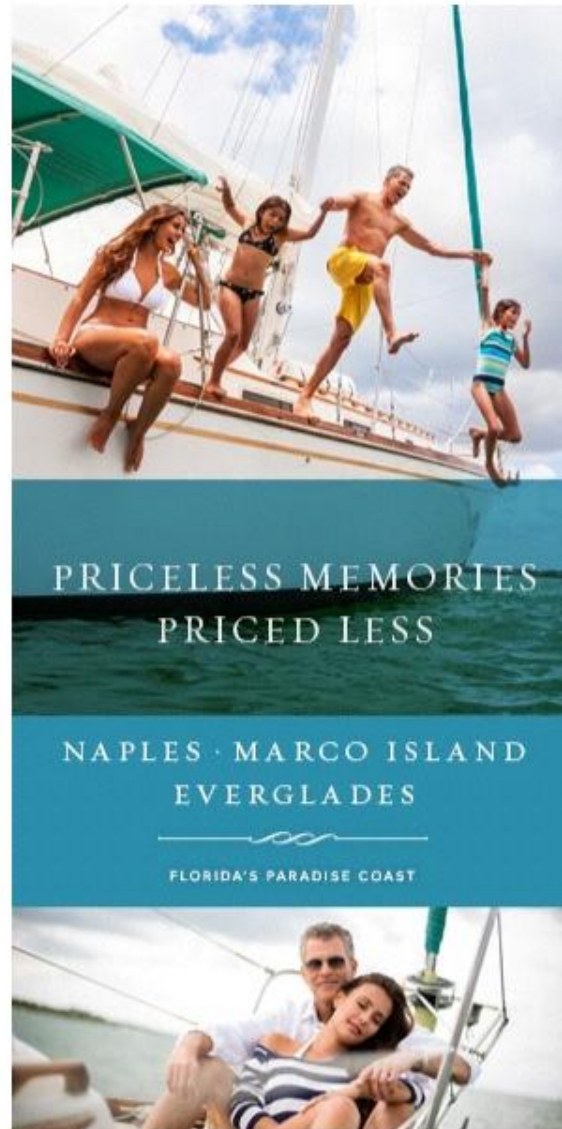
Target Audience

- **Affluent Leisure Travelers**
- **Skewed toward Women & Families**

Key Messages

- **A luxury beach vacation on Florida's Paradise Coast is now very affordable**
- **Priceless Memories- Priced Less**

Digital Ads



DIGITAL BANNER

NAPLES · MARCO ISLAND
EVERGLADES

VIDEOS WHAT TO DO WHERE TO STAY

BELLASERA
A boutique hotel offering fully appointed 1-3 bedroom suites,
Zizi Restaurant & Lounge, Esterra Spa, poolside cabanas,
and fitness room. Located in the heart of Olde Naples.
Bellaseranaples.com

EXPANDABLE BANNER WITH VIDEOS



LIVE LARGE
FOR LESS



NAPLES
MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST





PRICELESS MEMORIES



PRICED LESS



NAPLES · MARCO ISLAND
EVERGLADES

—  —
FLORIDA'S PARADISE COAST





PRICELESS MEMORIES
PRICED LESS

NAPLES MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST

PARADISECOAST.COM

Orlando Sentinel “Explore Florida”



PRICELESS MEMORIES
PRICED LESS

NAPLES MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST

PARADISECOAST.COM

“Priceless Memories :30 TV

“Sonset”

:30 TV

Spring Summer Website

- **Campaign web address:**
 - **ParadisePricedLess.com**
- **Responsive Design Landing Page**

PRICELESS MEMORIES PRICED LESS

NAPLES
MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST



WHERE TO STAY ▶



WHAT TO DO ▶



WHEN YOU VISIT ▶



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FLORIDA'S PARADISE COAST

WHERE TO STAY ▶

WHAT TO DO ▶

WHEN YOU VISIT ▶

FLORIDA'S PARADISE COAST E-SCAPES

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SPRING / SUMMER CAMPAIGN

NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST

Public Relations Report

Lou Hammond & Associates &
CVB PR Team



National Public Relations Update

TDC Meeting

Services conducted from March 13 –
April 9, 2014

April 28, 2014



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Media Highlights

- **USA TODAY**

UMV: 21,911,400; Media Value: \$379,797.60

Nat'l stress relief awareness pitch – NBR's Tax Day Relief package

- **VISIT FLORIDA**

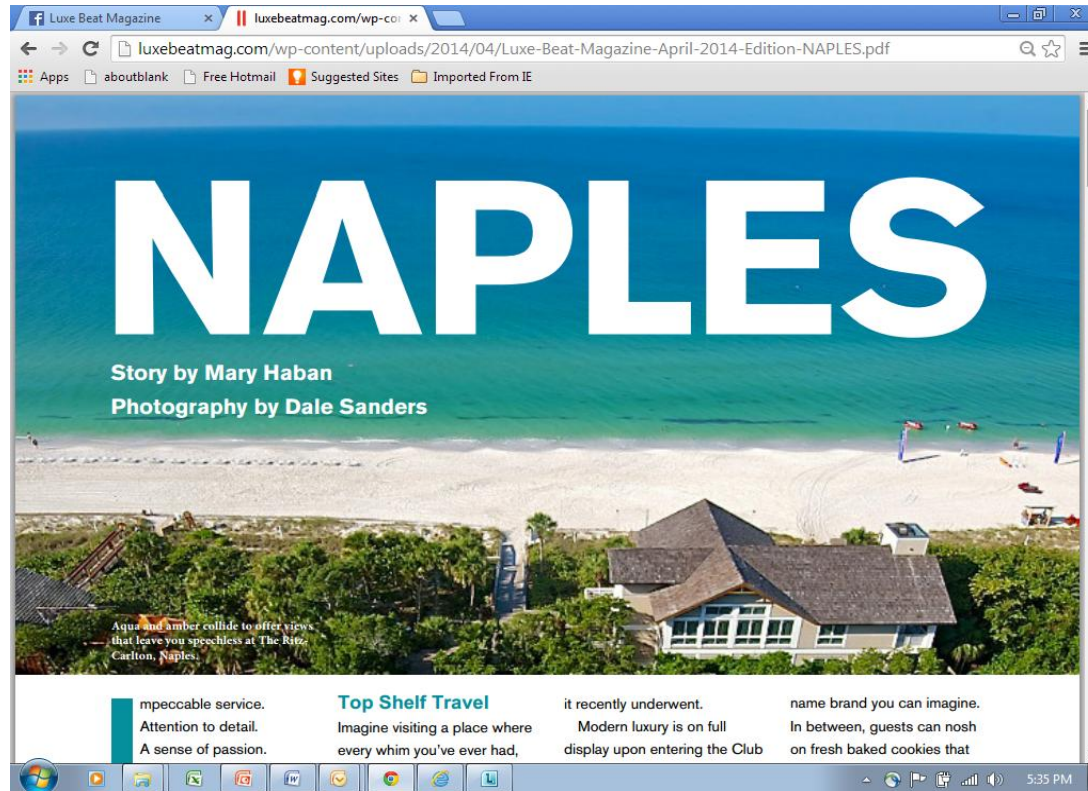
UMV: 1,244,426; Media Value: \$414.81

Paradise Coast Perfect for Pets story on VF Blog



Media Highlights

- **LuxeBeat magazine – April digital issue**
Feature story on luxury hotels, dining in Naples, result of December FAM with SATW/VISIT FLORIDA



Activities

- Weekly LH&A “Value Blast” – inclusion in **4** editions
 - March 19 – National Goof Off Day at Naples Bay Resort
 - March 26 – Golf Fore You at Waldorf Astoria Naples
 - April 2 – The Easter Bunny Visits the Inn on Fifth at Inn on Fifth
 - April 9 – Wii Are Family Spring Break Package at Hilton Naples

237th Edition
February 26, 2014

Contact: lha@lhammond.com



LH&A Blast

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

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

★ **Beauty and the Beach Package**

Inn on Fifth – Naples, FL

February 26 through December 31, 2014

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

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

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

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

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

Activities

Agency social media efforts

- **5** LH&A Facebook posts
 - April 6 – Gizmo is content mid-boat ride on his trip in Naples, Marco Island, Everglades - Paradise Coast, one of our favorite dog-friendly destinations!
 - LH&A Value Blast (x4)

 Lou Hammond & Associates
April 6

Gizmo is content mid-boat ride on his trip in Naples, Marco Island, Everglades - Paradise Coast, one of our favorite dog-friendly destinations!



Activities

Agency social media efforts

- **16** LH&A Tweets
 - Specific Packages and links (x4)
 - Client features (USA Today, etc.)
 - Partner and client RTs
 - Value Blast Press Release Inclusion (x4)



 **Lou Hammond PR** @LouHammondPR · Apr 8
RT @ParadiseCoast: Jump right into #spring along 36-miles of coastline!
#travel #florida #ttot pic.twitter.com/8M3tVQkGNH

 **Lou Hammond PR** @LouHammondPR · Apr 2
RT @ParadiseCoast: A #meme of the #BlackBear at the @NaplesZoo goes viral! #Naplesfl via @ndn pic.twitter.com/jk8xC0Hwvj

 **Lou Hammond PR** @LouHammondPR · Mar 27
RT @ParadiseCoast: .@usatodaytravel & @10Best nominate Naplesfl as a Best Golf Destination! Click to vote bit.ly/1o0UDz5



Activities

Completed Individual Visits:

- TOM SCHLICHTER, The Fisherman magazine; NEWSDAY
 - Visit: March 22 – 28
 - Client/Agency worked with Schlichter regarding destination itinerary
 - Accommodations were confirmed at GreenLinks Golf Villas
 - Tour of Lake Trafford with FWC fisheries biologist
 - Saltwater fishing Ten K Islands
 - Birdwatching



Activities

Completed Individual Visits:

- ERIN GIFFORD, KIDVENTUROUS
 - Visit: April 13 - 14
 - Agency worked with Gifford following client's initial correspondence
 - Agency secured accommodations at the Waldorf Astoria Naples
 - Activities secured include: The Dolphin Explorer, Naples Zoo and Naples Botanical Garden.



Activities

Individual Visits:

- BLAKE MILLER, CAROLINA BRIDE
 - Visit: April 2014
 - Agency has confirmed a multi-page honeymoon feature story
 - Miller has requested assistance with round trip airfare from Charlotte, rental car and accommodations
 - Agency secured accommodations at the Inn on Fifth for the Naples portion of her trip. Agency is awaiting Marco Island hotel confirmation



Activities

Individual Visits:

- JESSICA SANDERSON, MODERN DAY MOMS
 - Visit: July 2014
 - Agency confirmed accommodations for Sanderson at the Marco Island Marriott
 - Agency will create family-friendly itinerary for Sanderson



MOMS

Activities

Individual Visits:

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



Activities

Individual Visits:

- LAURA MANSKE, FREELANCE (PARADE)
 - Dates pending – Manske is looking to travel in summer 2014
 - Manske would like to showcase Marco Island in Parade
 - JoNell met with her in NYC



Parade

Activities

Individual Visits:

- JOHN THOMASON, BOCA RATON MAGAZINE
 - Dates pending
 - Agency is working with Thomason, who expressed interest in covering Naples as part of a story for the publication.



boca

Activities

Individual Visits:

- JANICE NIEDER, FREELANCE
 - Dates pending
 - Agency is working with Nieder following her SATW trip to the destination last December
 - Agency to secure Marco Island accommodations
 - CVB staff working on activity ideas for Girl's Getaway story



Activities

Individual Visits:

- LENA KATZ, JUSTLUXE
 - Dates pending
 - Agency is working with Katz, who has expressed interest in visiting the destination and staying at the Naples Bay Resort and the Inn on Fifth.
 - Agency continues to brainstorm potential story angles to maximize resulting coverage.



Activities

Media Outreach Sampling

- The Huffington Post
- ABC News
- AFAR
- NY Daily News
- USA Today
- McClatchy Tribune
- Rhapsody Magazine
- Worth
- The New York Times
- NBCNews.com
- Epicurious



Results Sampling



April 9, 2014
UMV: 21,911,400
Media Value: \$379,797.60

Hotels offer Tax Day relief

Nancy Trejos, USA TODAY



(Photo: Scott Olson/Getty Images)

April can be a stressful month. So much so that it has been designated National Stress Awareness month.

Is it any coincidence that it's also the month when income taxes are due?

With the deadline to file taxes less than a week away, hotels are doing what they can to alleviate people's stress with deals, discounts and drinks.

"While these tax-themed offers may seem gimmicky, these programs provide another point of differentiation for hotels in the increasingly competitive marketplace," says Maryam Wehe, senior vice president at Applied Predictive

Technologies, a hotel software and consulting firm. "Even small gestures that provide a personal touch may lead guests to appreciate hotels' recognition of their personal lives."

Chekitan Dev, an associate professor at Cornell University's School of Hotel Administration and author of *Hospitality Branding*, says hotels are being savvy by offering the promotions.





VISITFLORIDA

March 24, 2014
UMV: 1,244,426
Media Value: \$414.81

Beaches, Baseball and Bollywood (a review of Florida according to travel media)

Posted by Kenneth Morgan on Mar 21, 2014 in Official Media Blog | 0 comments

As spring begins, Florida travel stories in the media focus on TripAdvisor's Travelers' Choice Awards for best beaches, spring training, and the International Indian Film Awards:



Florida's Paradise Coast perfect for pets by Myscha Theriault for Chicago Tribune

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. [Read more.](#)

NEWS FROM ... LOU HAMMOND & ASSOCIATES





VISITFLORIDA

March 24, 2014
UMV: 1,244,426
Media Value: \$414.81

Beaches, Baseball and Bollywood (a review of Florida according to travel media)

Posted by Kenneth Morgan on Mar 21, 2014 in Official Media Blog | 0 comments

As spring begins, Florida travel stories in the media focus on TripAdvisor's Travelers' Choice Awards for best beaches, spring training, and the International Indian Film Awards:



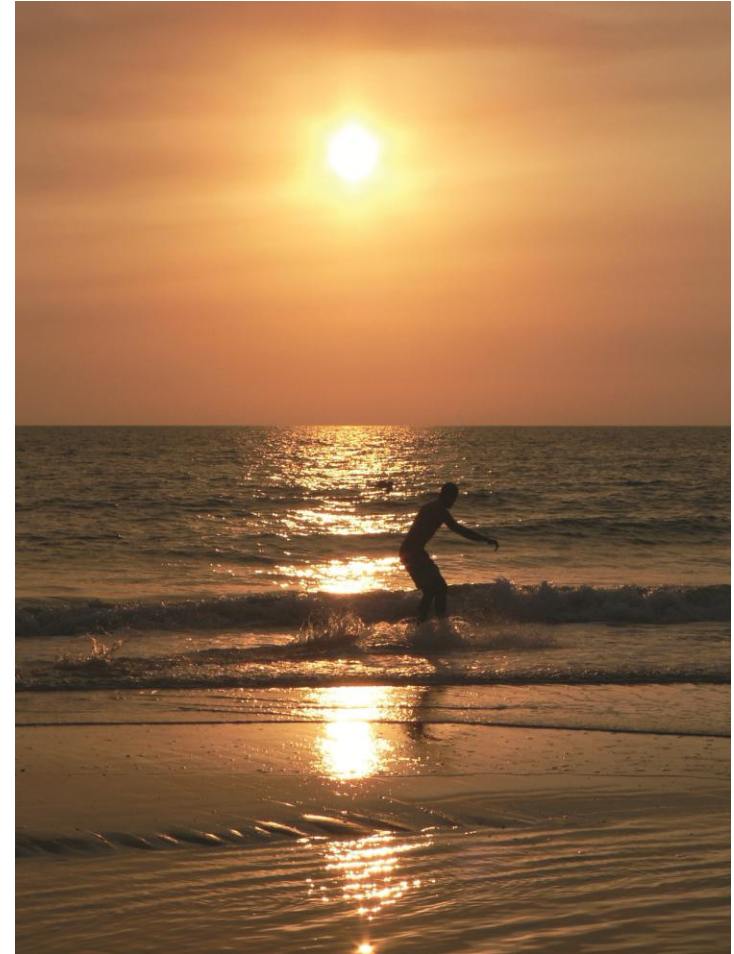
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Looking Forward

- Upcoming written materials
 - New culinary offerings in Paradise
 - Summer Events in Paradise
- Upcoming media outreach
 - Florida Panther Festival long lead
 - Broadcast opportunities with minimal investment
 - Rock the Park – Everglades
 - Ocean Mysteries with Jeff Corwin
 - Jack Hanna's Wild Countdown
 - The Getaway, Esquire Network
 - Summer value pitching
 - Theme pitching – “honeysteering,” etc.



CVB PR/Comm. Dept.

- The Fisherman mag FAM
 - Lake Trafford
 - 10 K fishing
- GAIN Leadership Presentation
- Tourism columns for The News-Press
- Naples Backyard History press conference, Indian Canal
- Other partner visits
 - Alto Live Jazz Kitchen
 - Barbatella
- UAC Stars in the Arts event
- Naples Press Club w/ NDN



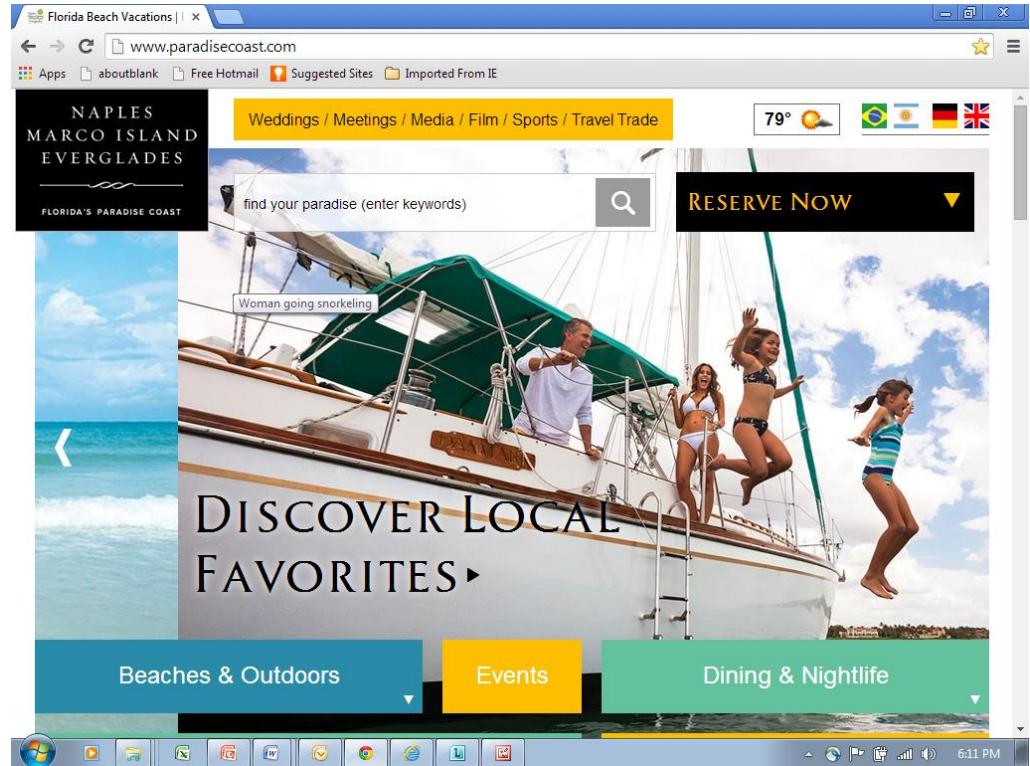
CVB PR/Comm. Dept.

- Marco Island TripAdvisor Custom Logo Implemented



CVB PR/Comm. Dept. - Digital

- ParadiseCoast.com
 - Constant updates
 - Work with SMT for SEO
- Facebook
 - Likes to over 13,000
 - Athletes in Paradise FB to 3,500
- Google +
 - Over 9,000 view
- Instagram
 - Launched





Thank you!

Proud to be your Partner in Paradise!



LOU HAMMOND & ASSOCIATES

NEW YORK • PALM BEACH • CHARLESTON

Tourist Tax Collections

Collier County Tax Collector

BRD330RD	COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE											
04/01/2014												84 of 124
PAGE 1												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** APARTMENT **												
1152	646	2975	6856	5244	8564							25437

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** CONDOMINIUM **												
39031	23686	46078	113195	153547	279950							655487

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** CAMPGROUND/RV/PARK **												
1993	3212	5155	14761	36764	35967							97852

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** HOTEL/MOTEL **												
421418	763375	861981	987059	1521759	1892765							6448357

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** INTERVAL **												
7725	9110	10946	16611	16706	24095							85193

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** MOBILE HOME PARK **												
64	80	112	842	1238	1737							4073

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** SINGLE FAMILY **												
52554	16301	22264	69743	46047	59529							266438

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** REALTOR **												
50964	59677	106994	311172	770205	480025							1779037

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** OTHER **												

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** TOTALS **												
574901	876087	1056505	1520239	2551510	2782632							9361874

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS
MARCH 2014
(MONTH OF FEBRUARY 2014 VENDOR TAX COLLECTION)

BREAKDOWN	FISCAL 2012-2013	FISCAL 2013-2014	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	2,396,642	2,782,632	+ 385,990	+ 16.11%
YEAR TO DATE	8,052,113	9,361,874	+ 1,309,761	+ 16.27%
HOTEL / MOTEL				
MONTH TO MONTH	1,528,434	1,892,865	+ 364,431	+ 23.84%
YEAR TO DATE	5,603,018	6,448,457	+ 845,439	+ 15.09%
REALTORS				
MONTH TO MONTH	525,072	480,025	- 45,047	- 8.58%
YEAR TO DATE	1,485,415	1,779,037	+ 293,622	+ 19.77%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	284,474	348,043	+ 63,569	+ 22.35%
YEAR TO DATE	795,675	943,934	+ 148,259	+ 18.63%

FY 14 TDC Revenue Report 31-Mar-2014

Description	Fund	FY 14 Adopted Budget	FY 14 Forecast	FY 14 YTD Forecast	FY 14 YTD Actual	Var to FY 14 YTD Forecast
Research Facilities	183	688,700	724,938	366,978	419,037	52,059
TDC Promotion	184	5,440,300	5,885,008	2,877,886	3,286,111	408,225
Non-County Museums	185	388,300	385,752	196,256	223,000	27,705
TDC Admin	184	1,800,800	1,881,668	962,536	1,087,663	125,127
Research Renovation	185	5,706,000	5,952,771	3,018,454	3,446,668	428,214
Disaster Recovery	185	0	-	0	-	0
County Museums	188	1,488,000	1,866,963	787,867	886,356	111,733
Gross Budget		\$16,488,700	\$18,188,142	\$8,188,728	\$9,881,874	\$1,188,081
Less Sp. Res. Rev		<u>(774,900)</u>	104.5%	104.5%	119%	
Net Budget		14,723,800				

Collection %						
Month	Actual FY 14	Cum YTD	% Budget Collected to Date	% over FY 13 collection %	% over FY 12 collection %	% over FY 11 collection %
Oct	574,901	574,901	3.7%	-8.43%	9.44%	20.08%
Nov	276,087	1,490,988	9.4%	19.29%	26.88%	40.19%
Dec	1,096,506	2,607,494	16.2%	10.14%	14.25%	40.89%
Jan	1,520,238	4,127,732	26.0%	19.10%	25.79%	50.58%
Feb	2,551,510	6,679,242	42.5%	24.01%	33.79%	59.34%
Mar	2,782,632	8,881,874	60.4%	16.11%	19.85%	37.34%
Apr		9,361,874	60.4%	n/a	n/a	n/a
May		9,361,874	60.4%	n/a	n/a	n/a
June		8,881,874	60.4%	n/a	n/a	n/a
July		9,361,874	60.4%	n/a	n/a	n/a
Aug		9,361,874	60.4%	n/a	n/a	n/a
Sept		8,881,874	60.4%	n/a	n/a	n/a
Total	8,881,874	8,881,874	YTD	16.27%	23.46%	44.22%
Projected		18,188,142	4.5%			
Bel to Colled		6,834,268	42.20%			

Web Site

Miles Partners, Inc.

Naples, Marco Island, Everglades CVB

Executive Summary

March 2014

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ParadiseCoast.com

- Total visits declined as expected from February, with campaign traffic making up only 30% of all site traffic – a big decline from last month’s 46%. (Total visits = 50,580.)
- While visits and pageviews were down from February, compared with last year visits were up 7% and pageviews were up an impressive 20%.
- Time on site was 1:47 (1:55 when we take out campaign traffic). And bounce rate was down slightly from last month.
- Despite a decline of 39% in total visits, conversions did very well as a percentage and in terms of total conversions, with hotel listing views, deals page views and download a guide link all increasing substantially.

Traffic from Mobile Devices

- With March analytics, the mobile site is gone. We are now reporting mobile traffic overall and have added a device category comparison table to compare desktop, tablet and smartphone traffic across key metrics.
- With the new site, mobile time on site is up by almost half a minute over last month.

Notes

- March is the first full month with the new site data.

Naples, Marco Island, Everglades CVB ParadiseCoast.com Dashboard March 2014

April 28, 2014
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LM = vs. last month | LY = vs. last year |
IB = vs. industry benchmarks | B = vs. 2012 baseline

Good Not Significant Needs Attention
0 – 12% change 13% or higher change

ENGAGEMENT		without Campaigns	LY	IB	B ('13)
Time on Site: <i>Minutes</i>	1:47	1:55	1:39	3:43	2:01
Bounce Rate: <i>of Home Page</i>	48%	48%	39%	39%	39%
Bounce Rate: <i>Overall</i>	64%	61%	52%	45%	59%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions:
16.56%
of total page views

22,929
Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
50,580 Total Visits	-39%	7%
44,505 Unique Visitors	-41%	7%
138,462 Page Views	-32%	20%
207,738 Visits Year-to-Date (vs. 153,548 visits in 2013)		
533,855 Page Views Year-to-Date (vs. 371,377 in 2013)		

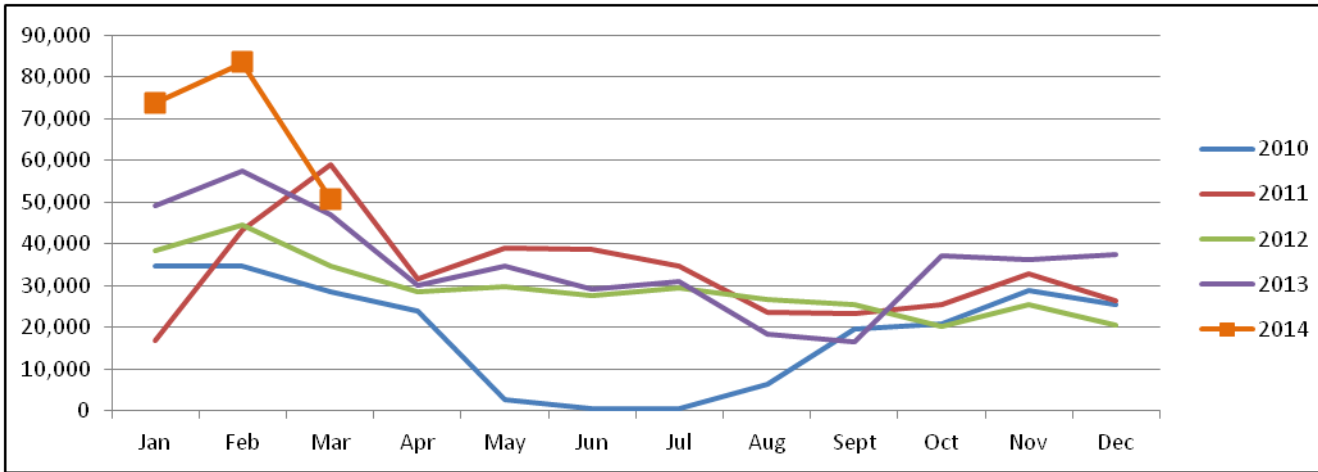
SIT BREAKDOWN

	LM	LY
Guide Orders:	396 -44%	+9%
Newsletter Signup:	182 -47%	-22%
Deals Page Views:	3,516 +202%	+173%
Stay in Paradise Listings Views:	9,211 +14%	+89%
Download Guide Link:	189 +85%	+3%
BookDirect™ Widget Searches:	5,381 -19%	+89%
BookDirect™ Click-Thrus:	4,054 +4%	+104%

March 2014



Visits – 2010-2014



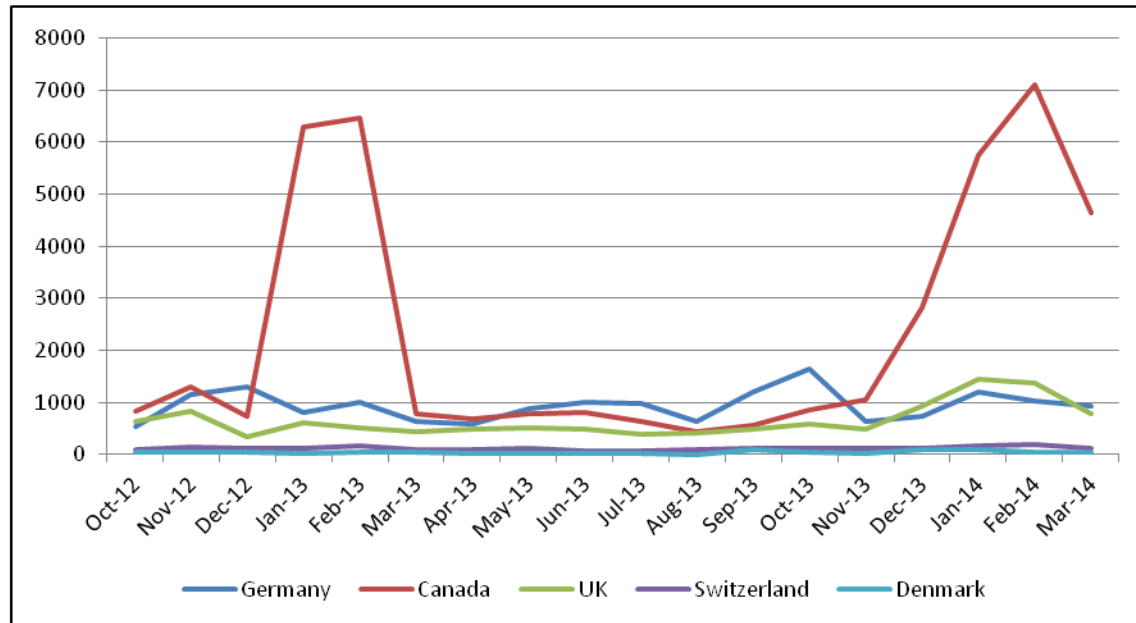
MOST REQUESTED PAGES

1. Homepage
2. Paradise Refined
3. Events
4. Hotels and Rentals
5. Beaches

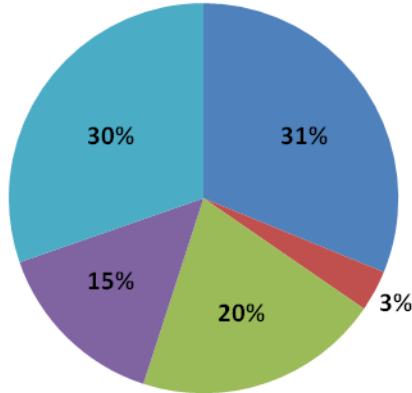
Top 10 Cities

City	Visits for Month	Visitors Year to Date
Naples	3,036	9,607
New York	1,923	10,847
North Naples	1,388	4,449
Toronto	1,338	4,791
Hialeah	1,258	3,767
Chicago	850	4,241
Marco Island	780	2,194
Davie	530	1,187
Bonita Springs	441	1,568
Fort Myers	382	1,331

International Traffic Over Time



SOURCES OF TRAFFIC



Percentages for the month:

Organic Search Traffic: 31%

Paid Search Traffic: 3%

Typed / Bookmarked: 20%

Referral Traffic: 15%

Campaign Traffic: 30%

Baseline average percentages for 2013:

Organic Search Traffic: 43.4%

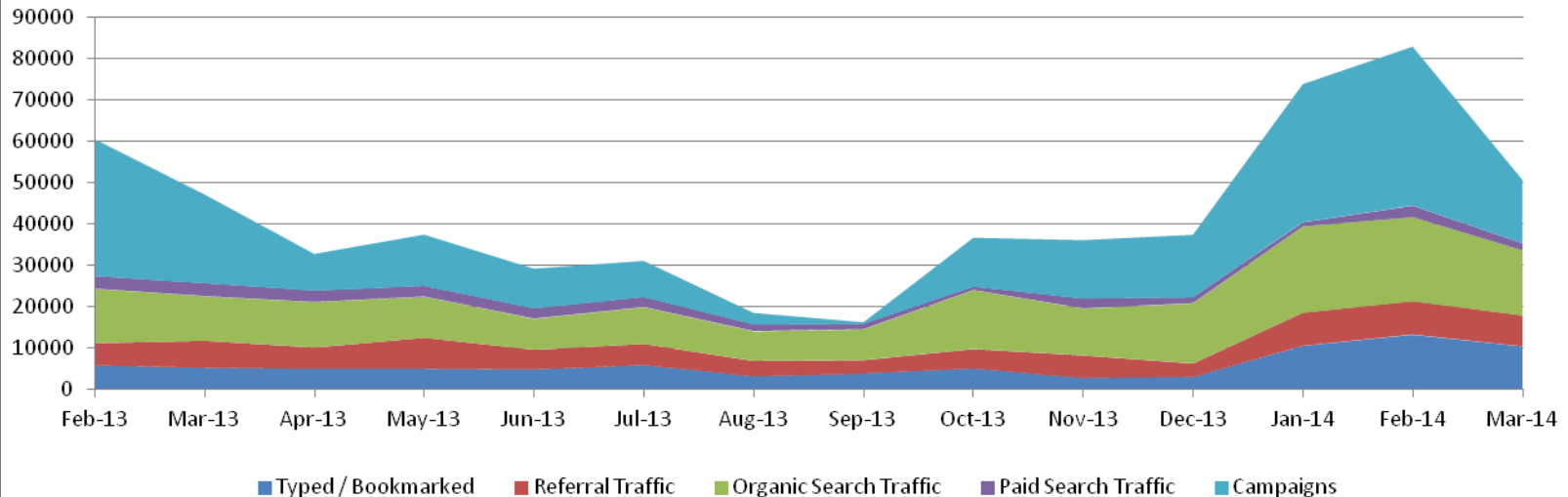
Paid Search Traffic: 8.4%

Typed / Bookmarked: 13.4%

Referral Traffic: 19.1%

Campaign Traffic: 15.8%

Traffic By Source over Time



March 2014

CAMPAIGN RESPONSE

15,334
Total responses

30%
of total visits

TOP CAMPAIGNS

	Visits	Page Views/Visit	Time on Site	Bounce Rate
1. Spring Campaign	9,024	1.46	0:51	80%
2. Paradise Refined	5,752	1.65	0:54	74%
3. Escapes	476	2.50	2:24	60%

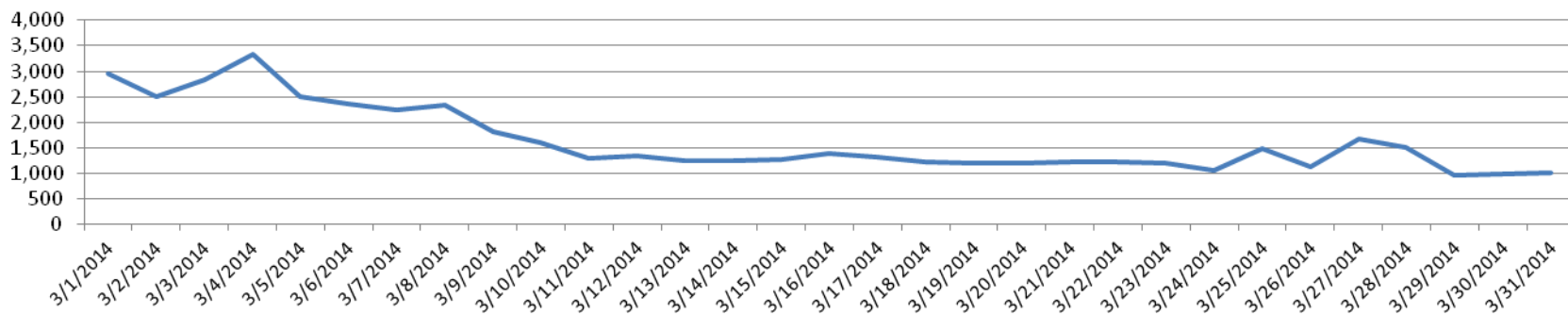


VISITORS BY STATE			LM	LY
1.	Florida	13,873	-27%	+40%
2.	Ontario	3,396	-36%	+621%
3.	New York	3,351	-60%	-65%
4.	Illinois	2,545	-50%	-54%
5.	Massachusetts	1,800	-49%	+76%

	UK Site		German Site	
	LM		LM	
Visits	54	219	819	654
Page Views	154	568	2,720	2,611
Time on Site	1:42	1:23	2:54	3:12
Bounce Rate	72%	59%	48%	40%

INTERNATIONAL				Visits	LM	LY	
	Visits	LM	LY				
Domestic	40,473	-39%	-6%	Canada	4,640	-42%	+490%
International	10,065	-29%	+177%	Germany	938	-10%	+46%
				UK	776	-43%	+74%
				Switzerland	120	-38%	+12%
				Denmark	42	-24%	+2%

Visits by Day



March 2014

DMO Competition – Quantcast



Site	Reach by U.S. People March 2014	Reach by U.S. People March 2013
ParadiseCoast.com	28,394	43,153
Fla-Keys.com	n/a	27,917
DaytonaBeach.com	n/a	24,653
FortMyers-Sanibel.com	n/a	23,886
VisitStPeteClearwater.com	207,696	127,786

Traffic from Mobile Devices (including Tablets)

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	20,911	-44%	+20%
Time on Site	1:42	1:16	0:47
Bounce Rate	64%	70%	81%

CITY

		LM
1. Naples	1,305	-5%
2. Hialeah	1,171	-1%
3. New York	926	-69%
4. Toronto	684	-33%
5. Marco Island	480	+12%

BROWSER

		LM
1. Safari	12,897	-48%
2. Android Browser	2,763	-27%
3. Chrome	2,442	-32%
4. Safari (in-app)	2,105	-3%
5. Amazon Silk	272	-48%

DEVICES

		LM
1. Apple iPad	10,423	-52%
2. Apple iPhone	4,955	-38%
3. Samsung Galaxy SIII	392	-27%
4. Samsung Galaxy SIV	312	-26%
5. Samsung Galaxy Tab 3	162	-30%

March 2014

Traffic/Engagement by Device



DEVICE CATEGORY

Device Category	Visits	% New Visits	New Visits	Bounce Rate	Pages/Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions
DESKTOP	29,995	88.03%	26,406	62.36%	2.88	1:54	5.37%	1,610
TABLET	11,960	75.33%	9,010	59.65%	2.79	2:05	3.29%	394
MOBILE	9,065	80.71%	7,316	67.34%	2.06	1:21	1.85%	168

Metric Definitions

Visit – This metric tracks the total number of visits to the website, both unique and repeat.

Unique Visitor – The metric counts each visitor’s first visit to the site during a specified time period.

Page View – A request to load a single page of a website.

Baseline – The average of a metric for the previous year. The baseline represents the standard level at which we wish to keep metrics at or better than.

Bounce Rate - Percentage of visitors who view only one page on the site and exit immediately. Sometimes called the Single Access Rate (Bounce rate = Single Accesses/Entries). A “good” bounce rate is considered anything below 30%. Not all bounces are bad, however, as a visitor who links off to a partner website could also be registered as a bounce.

Signals of Intent to Travel (SITs) – A measurement that captures conversion events that indicate a strong desire that the site visitor will travel to the destination. The SIT conversions are unique to each website. Some conversion examples include ordering a visitor guide, signing up for email newsletter, visiting a deals page, clicking through to a booking vendor, visiting the detailed listing of a hotel, activity or event.

Typed / Bookmarked – This is traffic that comes from a user either typing the website address directly into their web browser, or they have bookmarked/favorited the site and enter the site by opening the bookmark on their computer.

Digital Social Media Marketing

Paradise Advertising & Marketing, Inc.

Naples, Marco Island, Everglades CVB

Social Marketing Dashboard

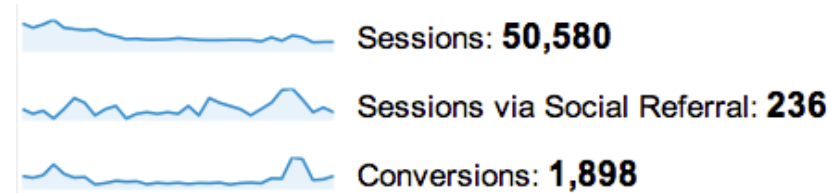
March, 2014

Campaigns

- Campaign traffic to Paradise Refined accrued 14,059 visitors this month, a decrease over last month as we wind down the Winter Campaign with a 16.75% increase in new visits
- The average time on page was 2:54, an increase of 5.29% over February indicating that users are watching the videos and 2,679 (19.06%) visitors are returning visitors yielding a successful retargeting campaign
- This month's heat mapping of Paradise Refined landing page indicates that majority of clicks are to videos and 'Where to Stay' which redirects visitors to BookDirect and explains the increased bounce rate

Social Traffic & Analytics

- 511 thousand page impressions across 313.8 thousand users on Facebook, a slight decrease as we wind down Facebook Ads, yet 57% of impressions can be attributed to Facebook ads and promoted posts
- Increase of 355 fans and Facebook referral traffic to the website increased 34.72% over February with 97 visits and Twitter increased 100% with 74 visits this month
- 297.7 thousand impressions on Twitter, just below that of last month and 178 interactions as we continue to grow user engagement
- Increase of 162 followers on Twitter with 854 link clicks, 93 mentions and 85 retweets
- Over the last three months, TripAdvisor has referred 170 visitors to the website likely due to Marco Island's most recent Traveler's Choice Award

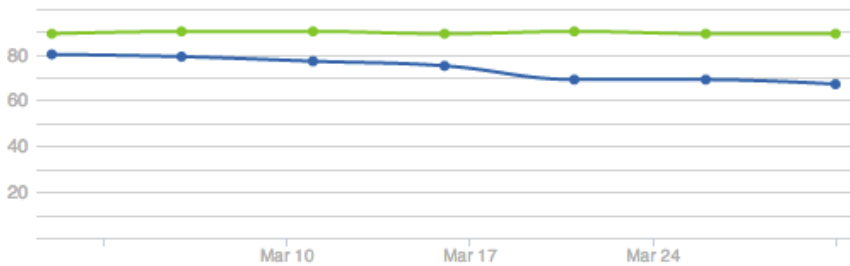


Social Traffic & Analytics

Twitter

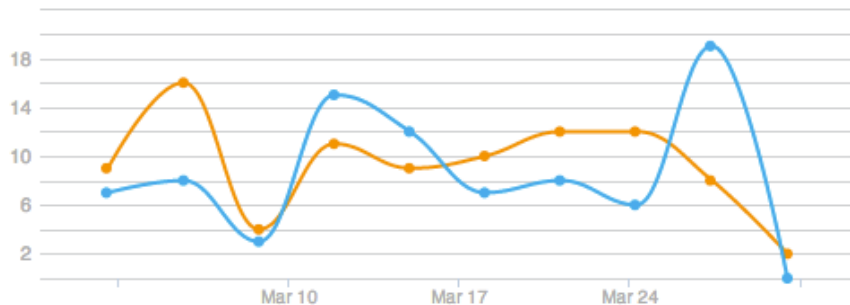
MY SOCIAL SCORES

ENGAGEMENT 67% INFLUENCE 89%



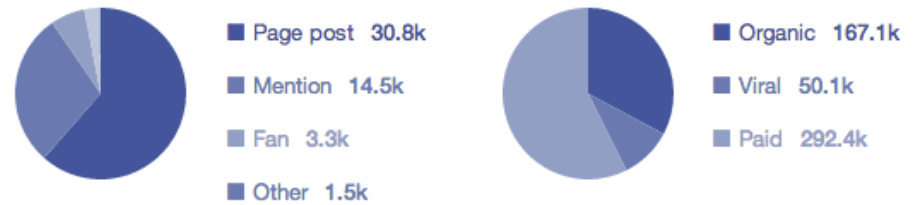
DAILY ENGAGEMENT

@MENTIONS 93 RETWEETS 85



Facebook

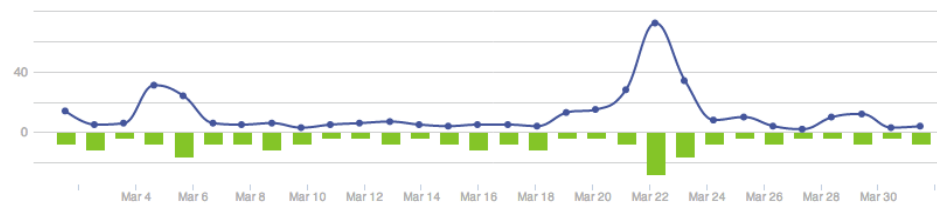
IMPRESSIONS BREAKDOWN



Naples, Marco Island, Everglades - Paradise Coast

13,062 Total Likes and 633 people talking about this

New Fans 355 'Unliked' Your Page 33

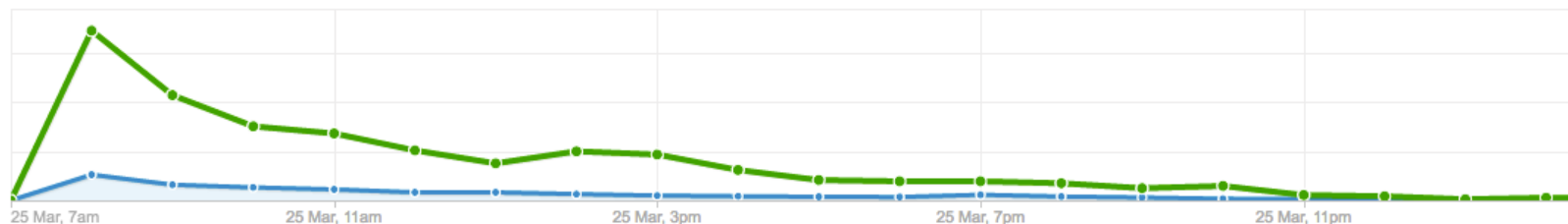


Email Campaigns

- March eScapes received 2,399 unique opens, a 12.15% open rate and was just below that of last month – a total of 55 unsubscribed; in addition, the paid list received 8,674 opens, a 8.67% increase over February
- March eScapes also earned an 18.3% click through rate (CTR), consistent with February's CTR, and the animated gif earning 15.16% of all clicks to the website; In addition, the paid list received a 1.7% CTR and is consistent with last month
- March Meeting eScapes received 566 unique opens, a 14.97% open rate and was just below that of January – a total of 6 unsubscribed; in addition, the paid list received 4,785 opens, a 15.2% open rate with a 14.28% increase over January
- March Meeting eScapes also earned a 7.07% CTR, a 64.42% increase over January with the Meeting Deals link and eNewsletter Sign Up link receiving the majority of clicks with 19.05% each; in addition, the paid list received a 4.3% CTR with an increase of 220% over January indicating a high level of engaging content

March Escapes

Sent on 25 Mar 2014 to 20,540 unique subscribers in Consumer Escapes



Search Engine Services

Sales & Marketing Technologies, Inc.



ParadiseCoast.com

March 2014

Executive Summary

- Overall website traffic over March 2014 and March 2013
 - Visits was up by 7.41% (+3,489) visits.
 - Unique Visits was up 6.65% (+2,775)
 - Bounce Rate was down 2.54%
- Organic traffic:
 - yielded 15,765 visits, representing 31.17% of overall traffic and converted 2.91% (459) to “Deals.”
 - Decreased compared to February 2014 by 22.7% (-4,630) visits.
- Paid search traffic (CPC):
 - Yielded 1,727 Visits, which is a decrease of 44.82% (-1,403) over March 2013 and 37.36% (-1,030) down over February 2014.
 - PPC Spend was \$1,368.07, which is \$135.58 more than February 2014.
 - PPC had 270,186 Impressions with 51 converted clicks for a 2.31% conversion rate.
- Referral traffic:
 - Yielded 7,426 Visits which is 15.17% (+978) higher than 2013 but down by 14.39% (-1,248) over February 2014.
- Direct traffic:
 - Yielded 10,329 Visits which is an improvement of 98% (+5,113) over March 2013 but down by 21.63% (-2,850) over February 2014 .

Paid Search (PPC)

April 28, 2014
Marketing Partner Reports 9 a-g
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Month	Spending	Clicks	Cost Per Click	PPC Conversions	Website Leads *
Jan	\$398.74	979	\$0.41	176	43
Feb	\$1,232.49	2,802	\$0.44	384	281
Mar	\$1,368.07	2,207	\$0.62	255	45
April					
May					
Jun					
July					
Aug					
Sept					
Oct					
Nov					
Dec					

- Cost per PPC Conversion was \$5.35, which decreased over February by \$1.91. The reason is still an expensive time of year to advertise.
- PPC drove 1,727 tracked visits for 255 Goals: 188 “Deals”; 41 “Guide” ; 22 “Book Directs”; 0 eBooks; 4 Newsletter Orders
- We continue to keep bids low on terms that might compete with partners: Hotel, Resort, Restaurants and Golf Course.
- We will bid more for terms such as “florida beach vacations” and “florida beach vacation”

Tasks Performed

April 28, 2014
Marketing Partner Reports 9 a-g
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- Website / SEO
 - Articles “Green Flash From Paradise Coast” and “April Earth Day Celebration”
 - Reviewed articles from Angela for possible article topics
 - Ran new report for website for SEO changes:
 - Prepared list of Duplicate Description Tags (mostly pagination issues and canonical issues)
 - 159 Pages have duplicate Title; 459 have missing description tags; 110 pages have duplicate description tags
 - 105 pages have broken external links
 - 3 images are broken
- PPC Management
 - Monitored Campaigns for low bids, bounce rates and competitors.
 - Increased bids on “naples” and “naples, fl” and “things to do Naples” terms.
 - Updated bidding for the top keyword terms. Reduced terms that competed against partners and that drove high CPC (Hotels, Resorts, Beach Resorts, Golf Course Resorts, Golf Course Hotels)
- Account Service
 - Report for SEO / PPC Analytics
 - Met with JoNell and Buzzy on March 31 in Naples to go over the articles, summer promotion and CMS issues for past articles.
 - Follow-up correspondence

Glossary of Terms

April 28, 2014
Marketing Partner Reports 9 a-g
109 of 124

- **Average Position** – the position where a page of your website is ranked on Google.
- **Bounce** – When a visitor visits only one page on your website and leaves.
- **Bounce Rate** – The percentage of visitors over visits where visitors only see one page before bouncing.
- **CPC** (Cost-per-click) – The money you pay when someone clicks on one of your ads.
- **CTR** (Click-through-rate) –The number of clicks over impressions (as it relates to SEO Queries and PPC).
- **Impressions** – The number of times your ad was seen (PPC); the number of times your website was displayed in a search result when a keyword term was searched (SEO Query).
- **Interest Over Time** - Numbers represent search volume relative to the highest point on the chart, which is always 100. Hover over any point to see the search volume at that time.
- **Query** – The search action performed (SEO Query).

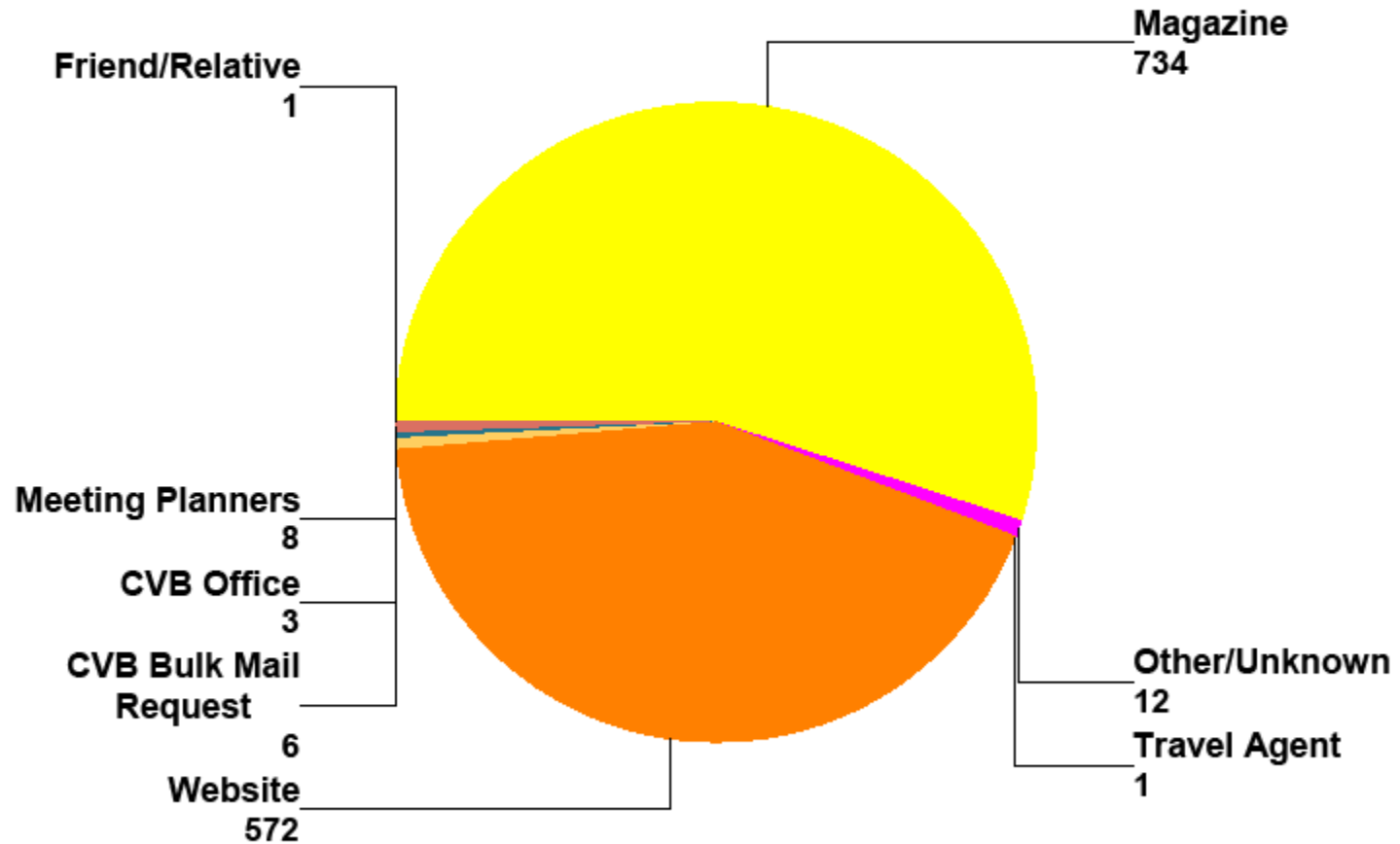
Fulfillment Services

Phase V

Naples, Marco Island, Everglades CVB

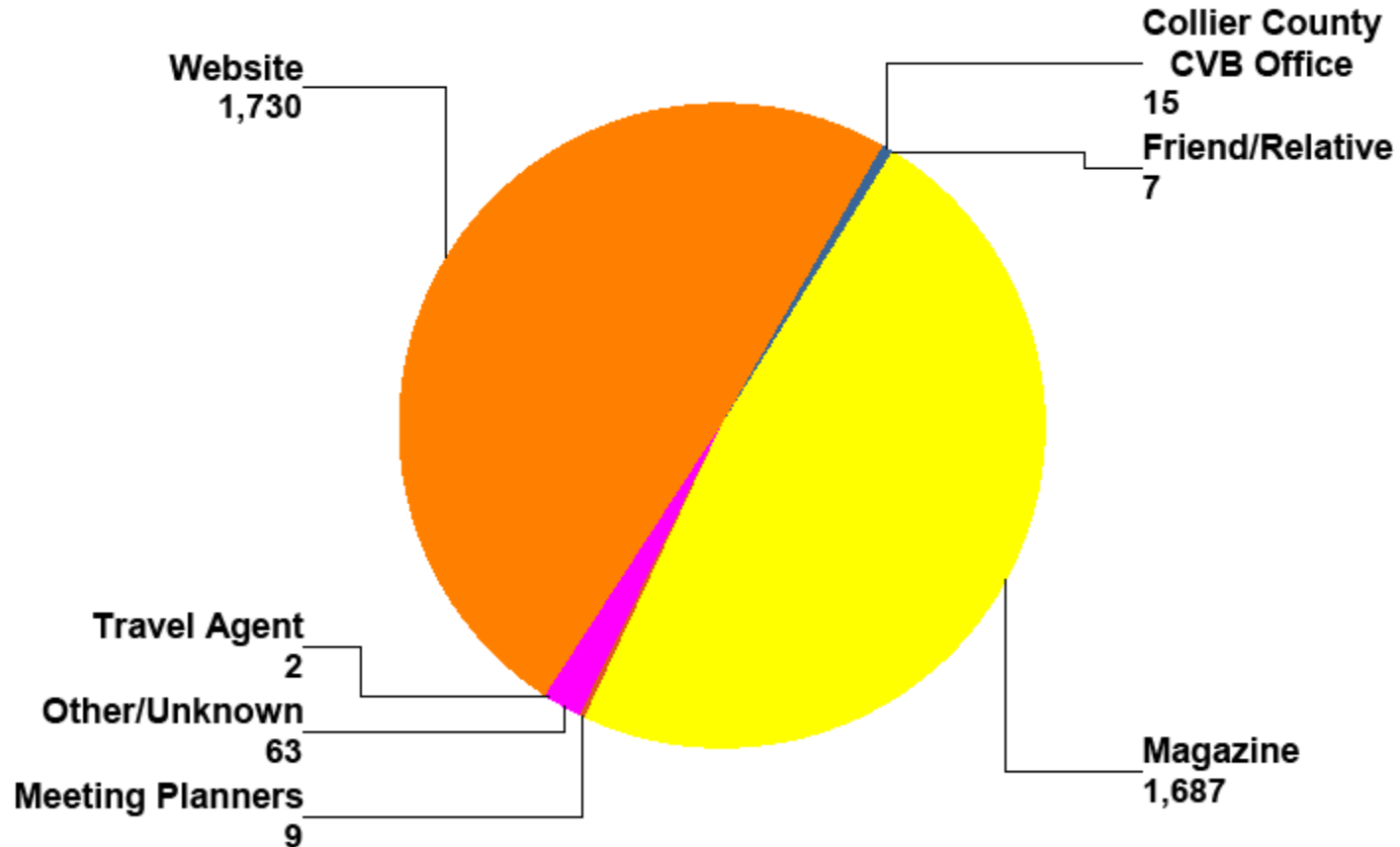
Request Summary by Source

For the month of March 2014



Total Inquiries: 1,337

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

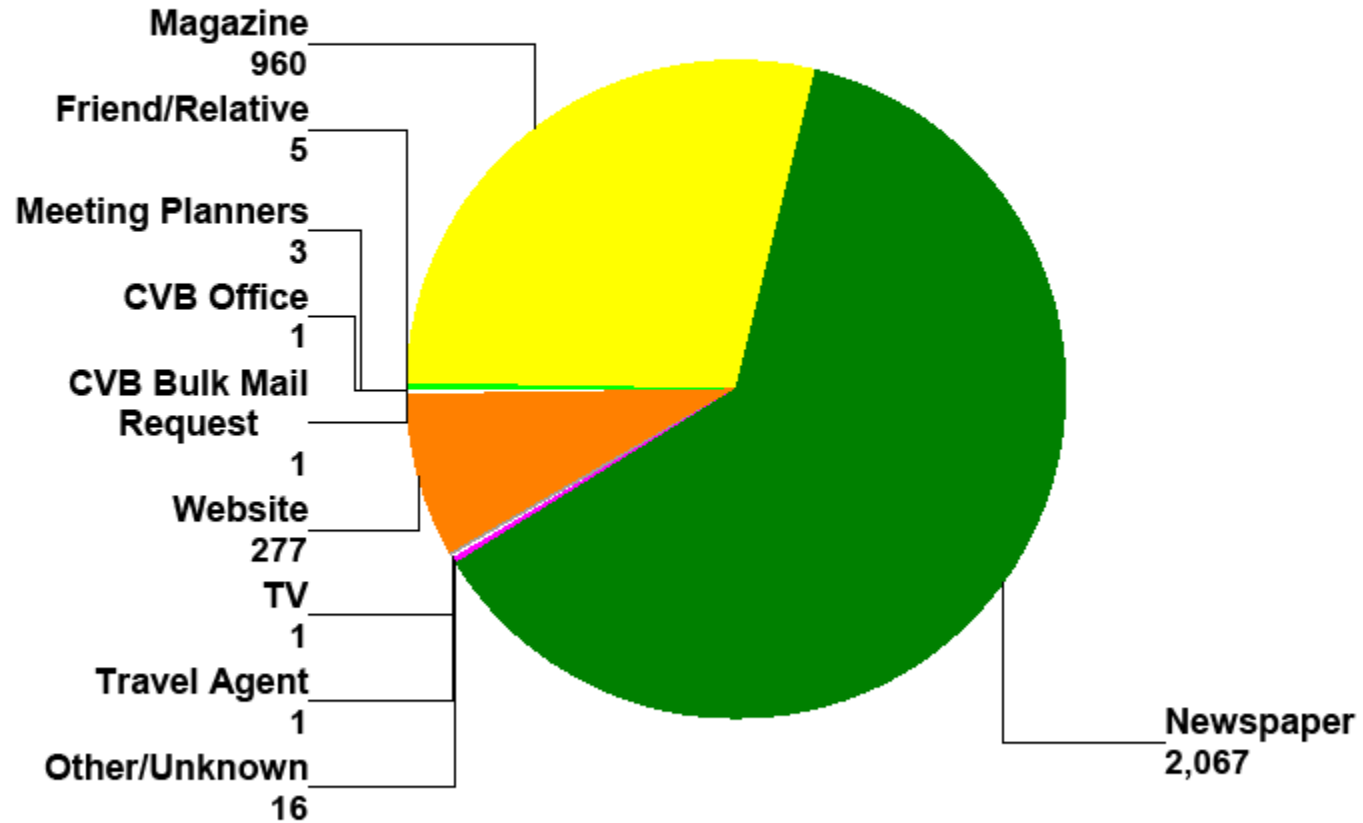


Total Inquiries: 3,513

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of March 2013



Total Inquiries: 3,332

Results Analysis

March 2014

April 28, 2014
Marketing Partner Reports 9 a-g
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Request Summary by Source Slide

E-Marketing Newspaper Summary

March 2013 = 2,067

March 2014 = 0

Website Summary

March 2013 = 268

March 2014 = 569

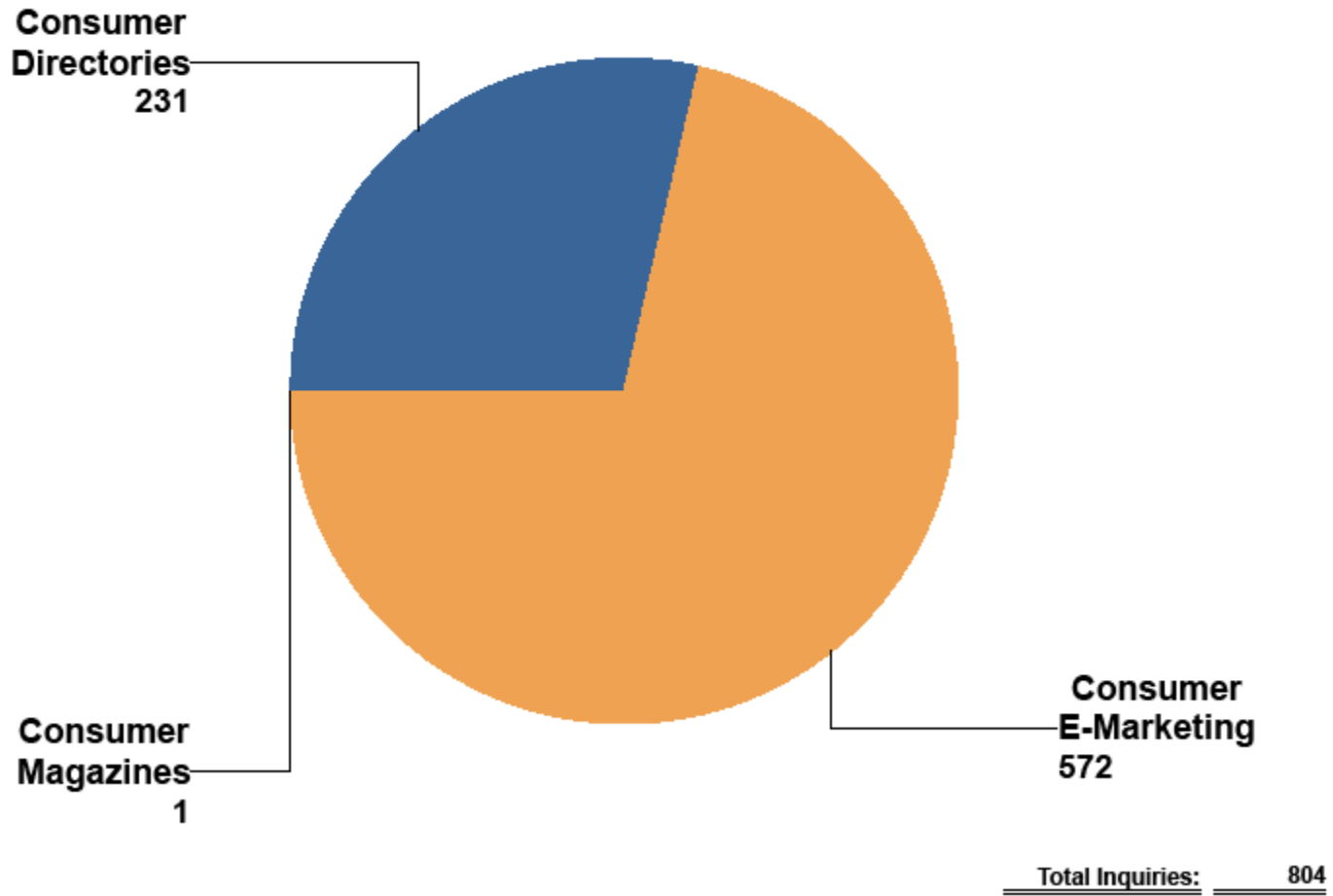
2,067 leads were generated from the Visit Florida Out-of-State Insert February 2013 E-Marketing Consumer Newspaper. In March 2014 adv was not purchased in this pub.

268 leads were generated from ParadiseCoast.com in March 2013. In March 2014 there were 569 leads generated from ParadiseCoast.com.

Naples, Marco Island, Everglades CVB

Request Summary by Leisure Markets

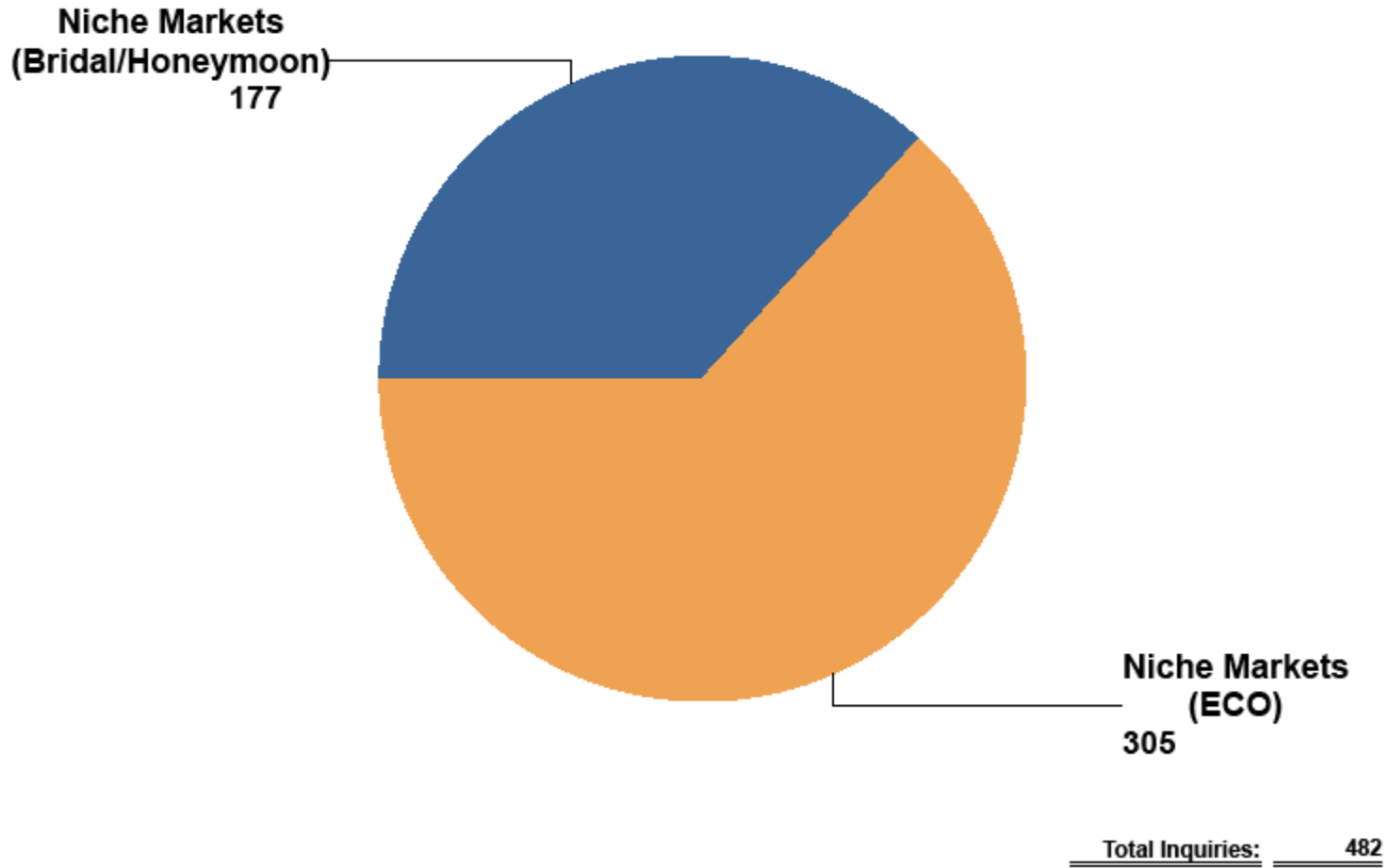
For the month of March 2014



Naples, Marco Island, Everglades CVB

Request Summary by Niche Markets

For the month of March 2014



Inquiries – Leading 4 Countries

March 2014

2013

USA

Canada

France

Brazil

2014

USA

Canada

UK

Belgium

Inquiries - Leading 6 States

March 2014

2013

New York

Pennsylvania

Illinois

Georgia

Tennessee

Alabama

2014

Florida

New York

Pennsylvania

Ohio

Illinois

New Jersey

Collier County CVB Inquiries by Type Calendar Year

April 28, 2014
Marketing Partner Reports 9 a-g
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	March	2014	Y-T-D
Phone		51	251
Publications		7600	10,130
Web site		572	1725
Info@ParadiseCoast		0	0

Misc. CVB Services Calendar Year

March 2014

Y-T-D

Info Ctr Shipments	2,970	8,250
Editorial Gen Calls	35	179
Mtg Planner Calls	0	1
Storm Info Calls	0	0
Storm Accommodations	0	0
Sports Council	0	0
Film Commission	0	0
Travel Agent	0	0

Live Chat by Topic

March 2014

By Topic				
Topic	# of chats	Minutes	Min/Chat	Year to Date Cumulative
Accommodations	12	80.4	6.7	33
Airport	4	17.2	4.3	6
Attractions	1	5.4	5.4	4
Contact	2	7.1	3.5	2
CVB Department	1	8.5	8.5	1
Directions	3	12.6	4.2	5
Events & Festivals	4	17.4	4.4	5
Family	1	1.3	1.3	1
Golf	1	3.2	3.2	1
Media	1	2.5	2.5	1
Misc.	5	19.0	3.8	8
Shopping	2	6.4	3.2	3
Transportation	1	2.1	2.1	2
Visitor's Guide	3	10.1	3.4	5
Totals	41	193.3	4.7	77

Live Chat by Page

March 2014

BY PAGE			
Page	# of chats	Minutes	Min/Chat
About the Area	0	0.0	0.0
Attractions	0	0.0	0.0
Beachs & Parks	0	0.0	0.0
Golf	1	3.2	3.2
Home Page	40	190.0	4.8
Order a Guide	0	0.0	0.0
Stay in Paradise	0	0.0	0.0
Totals	41	193.3	4.7

Misc. Services

March 2014

Media	Month	Fiscal YTD	
Golf Guide			
Niche Markets			
Play Florida Golf 2013	0	429	
Play Florida Golf 2014	6,261	6,261	
Golf Guide	6,261	6,690	
Meeting Planners			
Meeting Planner Kit Fulfillment	1	5	
Meeting Planner Non-Kit Fulfillment	1	2	
NY RSVP February 2014	0	23	
PA RSVP February 2014	0	3	
Sales Mission	0	320	
Meeting Planners	2	353	
Travel Agents			
Other/Unknown	0	1	
Travel Agents	0	1	
Grand Total:	6,263	7,044	

Thank you

Questions?

