### Naples Marco Island Everglades CVB Task Report Created - Between 3/14/2014 - 4/18/2014

Task Assig Create Date	ned User: Debi DeBenedetto Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
3/31/2014	Air Safety Equiptment Inc.	RFP sent to partner	Closed	3/31/2014	3/31/2014	Debi DeBenedetto
	John Meyers 732-591-9412 airsafety747@optonline.net					
	assist planner and send rfp					
4/10/2014	BCC	Assisted Travel Agent	Closed	4/10/2014	4/10/2014	Debi DeBenedetto
	Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net	-				
	From: DeBenedettoDebi		<u></u>			
4/1/2014	BPG Management Company, L.P. Ken Alan 267-693-8185 kalan@bpgltd.com	Assisted Mtg Planner	Closed	4/1/2014	4/1/2014	Michelle Pirre
	Mid-Atlantic Events Magazine-gave Ke	n's info to PR for iournalistic pu	rdoses			
4/8/2014	BuilderMT Alicia Perri 303-785-0100 Alicia.Perri@buildermt.com <i>Call to see where host hotel is</i>	Followup Call	Open	8/25/2014		
3/24/2014	convention south	Respond to press inquiry	Closed	3/24/2014	3/24/2014	Debi DeBenedetto
	From: Selena Chavis					
3/28/2014	Creative Event Planning	Assisted Mtg Planner	Closed	3/28/2014	3/24/2014	Debi DeBenedetto
	Lynn Silverman 212-421-9080 lynn@creativeplanning.com	J. J				
	letter of recommendation					
3/28/2014	Debi's Activity Tracking Account	Meeting - general -staff - any	Closed	3/28/2014	3/13/2014	Debi DeBenedetto
	Debi DeBenedetto					
	Staff meeting all morning and follow up					
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Closed	3/28/2014	3/19/2014	Debi DeBenedetto
	started 2015 budget process. meeting	with sales team. Budaet revised	d will meet next we	eek with sales :	staff to confirm and tu	rn on April 10 to Jack
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto	Communicate-Other CVB	Closed	3/25/2014	3/25/2014	Debi DeBenedetto
	I spent entire day proofing ads and wor	<u>kina on Tourism Awards event.</u>	correct and comm	nunicate errors	and fires.	
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto	Communicate-Partner	Closed	3/27/2014	3/27/2014	Debi DeBenedetto
	Site inspect at new Red Roof Inn plus r	enovations				
3/28/2014	Debi's Activity Tracking Account	Attend Meeting / Show / Conference	Closed	3/28/2014	3/28/2014	Debi DeBenedetto
	Debi DeBenedetto					
	final plans for two upcoming shows R&	R and IPEC - done/ readv to ac				
8/28/2014	Debi's Activity Tracking Account	Sales Project	Closed	3/28/2014	3/28/2014	Debi DeBenedetto
	Debi DeBenedetto					
	sales calls and follow up with planners					
3/28/2014	Debi's Activity Tracking Account	TDC Meeting / reports	Closed	3/28/2014	3/28/2014	Debi DeBenedetto
	igned to multiple people 2004 - 2014 iDSS. All Rights Reserved.					Printed: 4/18/201 Page: 1 of 4

Task Assig Create	Account Name	Task Type	Status	Due Date	April 28, 2014 Detailed Staff Re <b>Closed4Date</b>	ports 11 Closed by User
Date	Contact Name Debi DeBenedetto					
	review annual report. revise and resubn	nit				
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Closed	3/28/2014	3/31/2014	Debi DeBenedetto
	6 month review of aoals requested by Ja	ack completed for me and revie	ewed for Michelle a	and Claudia an	d turned in to Jack.	
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	3/28/2014	3/31/2014	Debi DeBenedetto
8/18/2014	tdc meetina Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Closed	3/18/2014	3/31/2014	Debi DeBenedetto
	Meeting on and follow up Tourism lunch	n 2 hours - aot areen screen. re	a linen sponsor. m	neetina to confi	rm theme. popcorn ma	achine etc.
3/31/2014	Debi's Activity Tracking Account	Ad Agency communication	Closed	3/31/2014	3/31/2014	Debi DeBenedetto
	Debi DeBenedetto					
	Meeting with team and agency regarding	o in market post card				
4/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Advisory Meeting	Closed	4/3/2014	4/2/2014	Debi DeBenedetto
	attended advisorv roundtable					
1/3/2014	Debi's Activity Tracking Account	Assist Meeting planner -sales kit email photos or video	Closed	4/3/2014	4/3/2014	Debi DeBenedetto
	From: Bethanv Satter					
4/10/2014	Debi's Activity Tracking Account	Attend Meeting / Show / Conference	Closed	4/10/2014	4/10/2014	Debi DeBenedetto
	From: DeBenedettoDebi					
4/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Closed	4/15/2014	4/18/2014	Debi DeBenedetto
	several hours and meetina on budaets.	2015 budaet reauest turned in	1			
4/18/2014	Debi's Activity Tracking Account	Attend Meeting / Show / Conference	Closed	4/16/2014	4/18/2014	Debi DeBenedetto
	Debi DeBenedetto					
	Attended IPEC San Antonio 4 davs. Go					
4/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	4/18/2014	4/18/2014	Debi DeBenedetto
	TDC report complete and turned in.					
4/3/2014	Dow Agro Sciences	RFP sent to partner	Closed	4/3/2014	4/3/2014	Debi DeBenedetto
	Audra Stewart 317-337-4210					
3/26/2014	Frosch	Assisted Mtg Planner	Closed	3/26/2014	3/26/2014	Debi DeBenedetto
	From: Patrizia Feierbera					
3/31/2014	Hospitality Performance Network Paul Miller pmiller@hpnglobal.com	RFP sent to partner	Open	3/31/2014		
3/28/2014	L & D Associates	Assist Meeting planner -sales kit email photos or video	Closed	3/28/2014	3/28/2014	Debi DeBenedetto
	Laura Jersey 850-321-8184	VILLEU				
• <b>T</b> • •						

\* Task is assigned to multiple people

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Task Assig Create Date	ned User: Debi DeBenedetto Account Name Contact Name	Task Type	Status	Due Date	April 28, 2014 Detailed Staff Re Closted4Date	ports 11 Closed by User
3/31/2014	LT Planning & Incentives	RFP sent to partner	Closed	3/31/2014	3/31/2014	Debi DeBenedetto
	Barbara Prokopik 908-304-4274 barbara.lt@comcast.net					
	sent rfp to hotels					
8/19/2014	Mactisell World Partners Ursula Mac Tisell 239-298-3244 ursula@mactisellworldpartners. com	Site with client	Closed	3/19/2014	3/19/2014	Debi DeBenedetto
	Met planner for lunch to discuss how to	brina aroups internationally to	NMIE - followed up	on lead discu	ssion and share info	
/3/2014	Master Pools Guild	Assisted Mtg Planner	Open	4/10/2014		
	Dick Covert 804-741-7081 dick@masterpoolsguild.com From: Dick Covert					
4/3/2014	Meeting Sites Resource / D. Jones	Assisted Mtg Planner	Closed	4/3/2014	4/3/2014	Debi DeBenedetto
	From: Robvn Mietkiewicz. CMP. CMM					
3/27/2014	Meetings Info MIM	Assist Meeting planner -sales kit email photos or video	Closed	3/27/2014	3/27/2014	Debi DeBenedetto
	Sandy Rim 412-421-0701 sandyrim@meetingsinfo.com					
	sent VG and other info for the conference	ce also helped with Kids aroup				
8/18/2014	Naples Marco Island Everglades CVB	Assisted Mtg Planner	Closed	3/18/2014	3/18/2014	Debi DeBenedetto
	Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net					
	From: Elisabeth Luke					
8/24/2014	Naples Marco Island Everglades CVB	Assist Meeting planner -sales kit email photos or video	Closed	3/24/2014	3/24/2014	Debi DeBenedetto
	Jack Wert 239-252-2402 jackwert@colliergov.net					
	From: WertJack					
/17/2014	Naples Marco Island Everglades CVB	Assisted Mtg Planner	Closed	4/17/2014	4/17/2014	Debi DeBenedetto
	Debi DeBenedetto 239-252-2379 or 239-734-0295 debide@colliergov.net					
	From: Hentaes. Kim			0/10/0014	0/10/0014	
8/19/2014	The American College Wendy Sutowski 610-526-1431 wendy.sutowski@	RFP sent to partner	Closed	3/19/2014	3/19/2014	Debi DeBenedetto
	theamericancollege.edu					
	sent out Rfp - contact with planner					
/1/2014	The Meeting Concierge	Assisted Mtg Planner	Closed	4/1/2014	4/1/2014	Michelle Pirre
	LeeAnn Philipsen 480-991-4125 leeann@meetingsconcierge.com					
	Naples Beach Hotel meetina 220 auest	s. need off site venue				
8/20/2014	The Ritz-Carlton Golf Resort, Naples	Rfp enhancement granted	Closed	3/20/2014	3/20/2014	Debi DeBenedetto
			et track. See if boo			

Task Assigned User: Debi DeBenedetto				April 28, 2014 Detailed Staff Reports 11			
Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closfed4Date	Closed by User	
				Т	otal Tasks:	38	

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DATE: April 10, 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 – March 13 – April 9, 2014

Following is a summary of services conducted by Lou Hammond & Associates on behalf of the Naples, Marco Island, Everglades CVB during March 13 – April 9, 2014.

#### 1) <u>MEDIA HIGHLIGHTS</u>

#### USA TODAY

As a result of following up from our National Stress Awareness Day pitch with Nancy Trejos, the outlet included Naples Bay Resort's "Four EZ Nights package" in their "Hotels offer Tax Day relief" article on April 9. UMV: 21,911,400; Media Value: \$379,797.60

#### VISIT FLORIDA

As a result of sending coverage to the Visit Florida team, the outlet included Myscha Theriault's "Florida's Paradise Coast perfect for pets" on their blog on March 24. **UMV: 1,244,426; Media Value: \$414.81** 

#### 2) <u>MEDIA VISITS</u>

Agency is promoting the destination with ongoing media visits including:

#### TOM SCHLICHTER, NEWSDAY, MARCH 22 – 28

Agency worked with Tom who traveled to the destination in March. Accommodations were secured at GreenLinks Golf Villas.

#### ERIN GIFFORD, KIDVENTUROUS, APRIL 13 – 14

Agency is working with Gifford on an upcoming visit. Agency secured accommodations at the Waldorf Astoria Naples. Activities have been secured including The Dolphin Explorer, Naples Zoo and Naples Botanical Garden.

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#### 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 secured accommodations at the Inn on Fifth for the Naples portion of her trip. Agency is awaiting Marco Island hotel confirmation and will compile a trip estimate and book flights once the dates are confirmed.

#### JESSICA SANDERSON, MODERN DAY MOMS

Agency worked with Sanderson who is based in Sarasota and is interested in visiting Marco Island to showcase the recent TripAdvisor accolade. Agency confirmed accommodations for Sanderson at the Marco Island Marriott. Agency continues to work with Sanderson for other itinerary activities.

#### ALISON LEWIS, HEALTHY TRAVEL, MID-MAY/SUMMER

Agency is working with Lewis to secure a feature story angle and activities. Client provided recommendations, including healthy eating spots to showcase in the area such as Sea Salt and The Cider Press Café. Agency is still seeking accommodations and will compile a trip estimate accordingly.

#### LAURA MANSKE, FREELANCE (PARADE)

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

#### JOHN THOMASON, BOCA RATON MAGAZINE

Agency is working with Thomason, who expressed interest in covering Naples as part of a story for the publication. Agency is finalizing dates and will send a press request accordingly.

#### JANICE NIEDER, FREELANCE

Client worked with Nieder during her previous visit to the destination with SATW – requested that agency help arrange a second trip for a Marco Island feature. Client suggested accommodations at Marco Island Marriott and informed the agency that Nieder has also experienced the Dolphin Explorer Cruise.

#### LENA KATZ, JUSTLUXE

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. Dates are pending, and the agency continues to brainstorm potential story angles to maximize resulting coverage.

#### 3) <u>SOCIAL MEDIA</u>

Agency social media efforts during the period of March 13 – April 9, 2014 include:

- LH&A Facebook
  - 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
  - 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
- LH&A Twitter
  - April 9 RT @ParadiseCoast: Jump right into #spring along 36-miles of coastline! #travel #florida #ttot pic.twitter.com/aoCJByfBxe
  - Apr 3 April at the @innonfifth: the longer you stay, the more treats the Easter Bunny brings! @ParadiseCoast http://bit.ly/liaK7hh #LHAValue
  - Mar 28 Enjoy the ideal getaway for any golfer on golf haven, Florida's @ParadiseCoast, with this package! http://bit.ly/1mt1G1H #LHAValue
  - Mar 27 RT @ParadiseCoast: .@usatodaytravel & @10Best nominate Naplesfl as a Best Golf Destination! Click to vote http://bit.ly/100UDz5
  - Mar 26 MT @ParadiseCoast: Planning your #spring getaway? Navigate through the #ParadiseCoast using our interactive map: http://bit.ly/1mITbAB
  - Mar 22 You too! RT @ParadiseCoast: @LouHammondPR Thanks for the RTs! Hope you have a wonderful weekend!
  - Mar 21 Escape the brutal winter and celebrate International Goof Off Day on Florida's @ParadiseCoast with this package http://bit.ly/lkGceYo ...
  - Mar 21 RT @ParadiseCoast: Discover adventure and ancient wonder while island-hopping 10,000 Islands: http://bit.ly/1nGpoci #travel #Florida
  - Mar 20 RT @ParadiseCoast: Soak in the warm, #Florida #sunshine along 36miles of white sand #beaches: http://bit.ly/1eSDQ7G #travel #springbreak
  - Mar 18 Yay, we're in! CC: @ParadiseCoast MT @NormanLoveCandy: Today is our #AmericanChocolateWeek sale! SAVE 10% TODAY ONLY http://bit.ly/1qPQ9u6
  - Mar 14 RT @ParadiseCoast: Discover the Top 5 #local favorites along #Florida's #ParadiseCoast: http://bit.ly/1ewqA8D Which is your fave? #travel
  - Mar 13 Relax and pamper yourself at the Marco Island Marriott on Florida's @ParadiseCoast with this package http://bit.ly/11TfYsk #LHAValue
  - LH&A Value Blast
    - 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

#### 4) WRITTEN MATERIALS & HOT TIPS

#### Agency drafted and distributed the following materials:

• **Experience Pure Paradise Alliance Launch Release** – Agency distributed release announcing new strategic alliance providing seamless service for planners seeking to book water-related events to relevant trade and consumer media.

- Sheldon Fine Art to Host Special Showcase Featuring Paintings from *The Face of Love* Agency distributed release announcing new exhibit at Sheldon Fine Art on Fifth Avenue South to relevant media.
- LH&A Value Blast Agency included Paradise Coast in weekly travel deal round-ups distributed to targeted media.

#### 5) <u>NEWS BUREAU</u>

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 press releases 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
- Fun Florida Mom
- Gadling
- Globe-trotting
- 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

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- Premier Traveler Magazine
- Real Travel Adventures
- Recommend
- Robb Report
- Travel Weekly
- Trekaroo
- Vacation Agent
- VISIT FLORIDA

#### Additional Outreach:

- Aly Walansky, The Huffington Post Agency pitched Naples/Marco Island for sexy cities to travel to this summer story.
- Nicole Sawyer, ABC News Agency pitched destination for inclusion in five most unique, affordable places to get hitched in Florida article.
- AFAR "One Great Block" pitch Agency pitched to highlight Fifth Avenue South.
- Joshua Estrin, Huffington Post Agency pitched destination for inclusion in a Luxury Destinations in the Floribbean article.
- Stan Sagner, NY Daily News Agency pitched new culinary openings to Sagner during a media meeting. Sagner expressed interest in covering new restaurant openings in Naples and also local, under-the-radar finds.
- National Stress Awareness Month pitching Agency pitched the destination as stress-free including shopping, healthy culinary options and the Everglades.
- National Goof Off Day Agency pitched information regarding special hotel promotion at Naples Bay Resort & Spa, included in weekly Value Blast as well.
- Myscha Theriault, McClatchy Tribune Agency pitched The Naples Chocolate Stroll for story to highlight tasting trails for travelers.
- Sean Manning, Rhapsody Magazine Agency met with Manning and pitched the destination for a possible media visit. Manning expressed interest in featuring a story based on a trip to the Everglades and Naples.
- Richard Bradley, Worth Agency has been in touch with Bradley ongoing about a destination feature story. Bradley advised that a member of the Worth team recently visited The Ritz-Carlton, Naples. Agency followed up to see if they need any further information for their story.
- Tanya Mohn, Freelancer Agency connected with Mohn to discuss the Paradise Coast. Mohn expressed interest in learning more about Marco Island and the Everglades for potential inclusion in upcoming stories for The New York Times and/or NBCNews.com.
- Danica Lo, Epicurious Agency met with Lo, the new executive editor at Epicurious, to discuss the destination. Lo expressed significant interest in the Everglades and requested a gator recipe from an area restaurant to include as a preliminary story.

#### 6) <u>GENERAL ACTIVITIES</u>

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.

Provided an update for broadcast opportunities with Litton Entertainment. Agency is awaiting additional decks and interest. Opportunities include: Rock the Park – Everglades, Ocean Mysteries with Jeff Corwin and Jack Hanna's Wild Countdown.

Outreached to garner votes for USA TODAY for Best Golf Destination.

Continued outreach and planning for 2014 Old Florida Festival at Collier County Museums.

Forwarded trending topics to client for possible pitching opportunities (i.e. Honeyteering, Earth Day, National Food Month).

Passed along information about Travel + Leisure "eat like a local" Twitter chat for client engagement.

Followed up with Kenneth Morgan for the Visit Florida weekly travel roundup to submit additional Paradise Coast coverage.

Connected with Deborah Read and The Bachelor producers regarding filming opportunity for summer 2014. Agency discussed opportunity and let producers know that destination cannot offer required hotel room nights and flights. Agency is connecting producers with Visit Florida team if appropriate.

Sent client HSMAI pet friendly submission entry to reference for a local tourism award submission on behalf of Naples Bay Resort.

Assisted in request from Today Show producer, Karen Trosset, who is seeking accommodations in the destination April 25 and April 26.

Attended CVB roundtable meeting and provided input on promotion strategies for TripAdvisor Top Island accolade.

#### 7) **PRESS RELEASES / CLIP HIGHLIGHTS**

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#### FOR IMMEDIATE RELEASE

Media Contacts: Doug Ruchefsky, 212-891-0244, <u>dougr@lhammond.com</u> JoNell Modys, 239-252-2425, <u>jonellmodys@colliergov.net</u>

### New Planning Resource for Group Recreation and Teambuilding in Florida's Paradise Coast

Strategic Alliance Brings Seamless Service for Booking Group, Corporate and Individual Water-Related Events in Naples, Marco Island and the Everglades

**NAPLES, Fla. – March 20, 2014** – Activity providers in Naples and Marco Island, Florida have formed a new strategic alliance providing seamless service for planners seeking to book water-related events. The <u>Experience Pure Paradise Alliance</u> includes Pure Naples, the Naples attraction center at Tin City, and Sea Excursions, Inc. taking lead rolls and also including multiple local attraction and transportation companies, creating a "go-to" resource for large groups, companies and individuals to conveniently book water-related entertainment and services. The alliance is made up of <u>Pure Naples</u>, <u>Sea Excursions</u>, Inc., <u>Dolphin Transportation</u>, <u>Marine Team International</u>, <u>Scoular Image</u>, A Pure Image Production, <u>Everglades Island Air Boat Tours & Totch's Island Tours</u> and <u>Air Expeditions</u>.

Through the alliance, individuals or businesses will experience seamless customer service, as one company will coordinate all aspects of bookings for offshore and backwater fishing, shelling, sightseeing and sunset boat trips, jet ski rental and tours, kayaking, jet boat and airboat tours, private boat rentals, float plane rides, eco-tours, private beach functions, and even photography or video to capture the experience. Sea Excursions, Inc. will organize the group and corporate bookings, while Pure Naples will be the lead company for individuals booking services. <u>Dolphin Transportation's</u> modern fleet of vehicles will serve as land transportation for all alliance bookings.

Individuals, companies and large groups can see the extensive, well-coordinated services available to them by visiting the <u>Pure Naples Private Events</u> website page and selecting the <u>Experience</u> <u>Pure Paradise</u> brochure. For more information on the alliance and all its services, call Pure Naples at (239) 263-4949 or visit <u>www.PureNaples.com</u> — or call Sea Excursions, Inc. at (239) 642-6400 or visit <u>www.SeaExcursions.com</u>.

#### ABOUT PURE NAPLES

Pure Naples is centrally located at the corner of 12th Street S. and 6th Avenue S. in the water adventure center of Naples, at TIN CITY, in the heart of Downtown Naples, directly off of US 41. For more information on booking your next cruise, fishing trip or water adventure, contact Pure Naples at (239) 263-4949 or visit www.purenaples.com.

#### ABOUT SEA EXCURSIONS, INC.

Sea Excursions has been in business for more than 25 years, providing comprehensive waterrelated functions and activities for meeting planners and groups of all sizes. For more information, please call (239) 642-6400 or visit www.seaexcursions.com.

#### ABOUT FLORIDA'S PARADISE COAST

The Naples, Marco Island, Everglades Convention and Visitors Bureau is the official tourism marketing and management agency for Florida's Paradise Coast. The CVB provides meeting planning assistance, guides and support materials online at <a href="http://www.paradisecoast.com/meetings">www.paradisecoast.com/meetings</a> or by calling the meeting planner hotline at 1-800-830-1760. Follow @ParadiseMeeting for news about meeting and conference facilities and events in the area. For destination news, follow @ParadiseCoast, and <a href="http://www.Facebook.com/TheParadiseCoast">www.Facebook.com/TheParadiseCoast</a>.

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#### Sheldon Fine Art to Host Special Showcase Featuring Paintings from *The Face of Love*

NAPLES, Fla. – Sheldon Fine Art is delighted to announce that it will showcase 30 paintings by Tracey Sylvester Harris, a California artist whose work was recently featured in the indie film, *The Face of Love*, which stars Annette Benning, Ed Harris, and Robin Williams. *The Face of Love* is a romantic drama by IFC Films that was featured at the Toronto International Film Festival in September 2013 and will open in limited release this Friday, March 7 in New York City and Los Angeles. Sheldon Fine Art's special showcase of Harris' paintings will be held during the month of March at Sheldon Fine Art, located at 460 Fifth Avenue South in Naples, Florida.

The movie's director, Arie Posin, uses the paintings to illustrate the transformative power of love after devastating loss. When divorced, formerly famous, and damaged artist turned art teacher Tom Young (Ed Harris) meets and falls for a widow (Annette Benning) while teaching a class, he again picks up his brushes and begins painting amazing, large format figure paintings, created in real life by California artist Tracey Sylvester Harris. In her paintings, T.S. Harris presents a dazzling vision of California that merges the past with the present. In an ironic twist, two recurring themes are her love of water and her love of Hollywood. Looking closely at the paintings however, reveals her true theme - how precious and fleeting our moments in the sun are.

Sheldon Fine Art opened its first location in 1983 in Newport, Rhode Island. It expanded its offerings by opening a second location in Naples in 2002, and the third location SPA Fine Art gallery in Saratoga Springs, New York in 2009. Sheldon Fine Art offers the finest in seascape, landscape, figurative, and abstract art by local, national, and international fine artists. Its staff of art professionals offers many services to make the selection of your new artwork as easy and seamless as possible. From a pleasant, relaxed gallery atmosphere to complimentary in-home consultations and professional installation, Sheldon Fine Art serves corporate and individual collectors, interior designers, architects, home developers, as well as Naples' many residents and visitors. For more information about Sheldon Fine Art or this special showcase, please call 239.649.6255, email <u>sheldonfinearts@aol.com</u>, or stop by the gallery located at 460 Fifth Avenue South in Naples, Florida.

Fifth Avenue South is one of the nation's premier shopping, dining, and entertainment destinations. Historic and modern architecture blend together in eclectic sophistication; tropical blooms and lush greenery grace its pedestrian-friendly promenades; and sparkling storefronts are filled with the most

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enchanting gifts and treasures. Fifth Avenue South is home to award-winning restaurants and cafés, world-class art galleries, chic boutiques, elegant inns, and a wealth of professional businesses and services. For more information about Fifth Avenue South, please visit <u>www.FifthAvenueSouth.com</u>.

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**USA TODAY** 

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.

**NEWS FROM ...** LOU HAMMOND & ASSOCIATES

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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.

"Tax time promotions can generate business from those that are feeling the 'wealth effect' from tax refunds," he says.

Whether you are owed money, owe money or have broken even, the following are some tax-themed offers you can take advantage of at hotels across the nation.

#### Discounts and packages

 Naples Bay Resort in Florida is offering the "Four EZ Nights package" in the onebedroom Marina View suite for \$1,040 with no resort fee. The package includes complimentary breakfast for two each day, free Wi-Fi, and shuttle service to the beach. Four nights in the Marina View suite typically costs \$1,636, including the resort fee and tax. Guests can also get a "Schedule A" 50-minute tax relief massage for \$109.90. For more information, go to www.naplesbayresort.com.

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#### 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 TripAdvisors' 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.

**NEWSFROM ...** LOU HAMMOND & ASSOCIATES

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# Naples, Marco Island, Everglades CVB<sup>17 of 34</sup>

## Request Summary by Type

#### For the month of March 2014

CALL TYPE	# OF CALLS	MINUTES
CALL-LIVE	51	178.23
DATA IMPORT	1,048	0.00
DATA IMPORT - NO FULFILLMENT	6,687	0.00
INTERACTIVE TEXT CHAT	5	10.68
RDR RESPONSE	252	24.23
RDR RESPONSE - FULFILLED	2	8.42
RDR RESPONSE - NO FULFILLMENT	102	0.00
Grand Total:	8,147	221.57

PHASE V OF SOUTHWEST FLORIDA, INC. Page 1 of 1 c:\program files\christiansteven\crd\Cache\naples, marco island, everglades cvb monthly request summary by type{449582855}.rpt

## Call Summary by Toll Free Number

<u>Toll Free Number</u> 800-2ESCAPE (800-237-2273)	<u># of Calls</u> 12	<u>Minutes</u> 24.08
PR-Editorial (800-688-3600)	35	140.98
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	4	13.17
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
Sports Council (800-342-3110)	0	0.00
Grand Total:	51	178.23

## **Inquiry Summary by Purpose**

Purpose	Calls/Request	<u>Minutes</u>
Live Information	28	113.40
Special Fulfillment	6,263	13.35
Guide Request	1,337	85.93
CVB Office Referral	3	8.88
Hang up	0	0.00
Wrong Number	0	0.00
eNewsletter Signup	516	0.00
Golf E-blast	0	0.00
Meeting Planner	0	0.00
Grand Total:	8,147	221.57

## **Guide Request Summary by Guide**

Guide	# of Requests	<u>Quantity</u>
Area Map	327	376
Golf Guide	1	1
Meeting Planner Kit	8	8
Rack Brochure (Portuguese)	4	4
Rack Brochure (Spanish)	4	4
Visitor's Guide (English)	1300	4421
Visitor's Guide (German)	8	8
Grand Total:	1652	4822
Unigue requests for guides:	1337	

## **Guide Request Summary by Source**

For the month of March 2014

		Current Year			Last Year	
<u>Source</u>	<u>Month</u>	YTD	<u>% YTD</u>	<u>Month</u>	YTD	<u>% YTD</u>
Group Markets	20	268	3.06%	10	0	0.00%
Leisure Markets	804	7,089	80.93%	2,982	0	0.00%
Meeting Planners	8	11	0.13%	3	0	0.00%
Miscellaneous	23	147	1.68%	24	0	0.00%
Niche Markets	482	1,244	14.20%	312	0	0.00%
Spring/Summer In-State Campaign	0	0	0.00%	1	0	0.00%
Grand Total:	1,337	8,759		3,332	0	:

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## Naples, Marco Island, Everglades CVB

## **Request Summary by Group Markets**

For the month of March 2014

Media Group Business - Association Meetings Professional	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Collaborate Meetings Magazine August/September 2013	0	9	100.00%
Group Business - Association Meetings Professional	0	9	3.36%
Group Business - Corporate Meetings Professional			
Collaborate Meetings Magazine August/September 2013	0	1	100.00%
Group Business - Corporate Meetings Professional	0	1	0.37%
Group Markets (Bridal/Honeymoon)			
Bridal Guide January/February 2014	20	107	41.47%
Bridal Guide November/December 2013	0	145	56.20%
Destination Weddings & Honeymoon December 2013	0	6	2.33%
Group Markets (Bridal/Honeymoon)	20	258	96.27%
Grand Total:	20	268	_
tVTD First Variate Data			-

## **Request Summary by Leisure Markets**

For the month of March 2014

Media Consumer Directories	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
2010 Visit Florida Magazine	1	2	0.16%
2011 Naples, Marco Island & the Everglades Visitors Guide	0	1	0.08%
2013 Florida Insider Guide - Quick Check	1	12	0.97%
2013 Visit Florida Magazine - Quick Check	116	660	53.31%
2013 Visit Florida Magazine - Specific Target	88	505	40.79%
2014 Visit Florida Magazine - Quick Check	13	35	2.83%
2014 Visit Florida Magazine - Specific Target	12	23	1.86%
Consumer Directories	231	1238	17.46%
Consumer E-Marketing			
DestinationBrochures.com	3	18	0.67%
Other/Unknown	0	1	0.04%
ParadiseCoast.com	569	2680	99.22%
Miles Media Imports Phone Interactive Text Chat	564 0 5	2630 29 21	97.37% 1.07% 0.78%
VisitFlorida.com	0	1	0.04%
WeatherBug.com	0	1	0.04%
Consumer E-Marketing	572	2701	38.10%
Consumer Magazines			
AAA Florida TourBook 2009 Edition	1	2	9.09%
Other/Unknown	0	15	68.18%
Southern Living January 2012	0	5	22.73%
Consumer Magazines	1	22	0.31%
Consumer Newspaper			
Visit Florida In-State Insert Fall 2013	0	3128	100.00%
Consumer Newspaper	0	3128	44.12%
Grand Total:	804	7089	:

## **Request Summary by Meeting Planners**

For the month of March 2014

Media # of		<u>YTD</u>	<u>% YTD</u>
ParadiseCoast.com/Meetings	8	11	100.00%
Grand Total:	8	11	

## **Request Summary by Miscellaneous**

For the month of March 2014

Media	# of Requests	<u>YTD</u>	<u>% YTD</u>
CVB Bulk Mail Request	6	13	9.56%
CVB Office	3	6	4.41%
Friend/Relative	1	13	9.56%
Other/Unknown	12	103	75.74%
VISIT FLORIDA.COM	0	1	0.74%
	22	136	92.52%
Consumer E-Marketing			
Other/Unknown	0	2	33.33%
VisitFlorida.com	0	4	66.67%
Consumer E-Marketing	0	6	4.08%
Consumer Magazines			
AAA Florida TourBook 2009 Edition	0	1	100.00%
Consumer Magazines	0	1	0.68%
Other/Unknown	0	1	25.00%
TCTIA FAM October 2011	1	3	75.00%
Travel Agent	1	4	2.72%
Grand Total:	23	147	

## **Request Summary by Niche Markets**

For the month of March 2014

# of Requests	<u>YTD</u>	<u>% YTD</u>
1	20	2.13%
3	19	2.02%
2	43	4.58%
163	383	40.79%
2	299	31.84%
6	175	18.64%
177	939	75.48%
305	305	100.00%
305	305	24.52%
482	1244	
	1 3 2 163 2 6 <b>177</b> 305 <b>305</b>	1       20         3       19         2       43         163       383         2       299         6       175         177       939         305       305         305       305

### **Guide Request Summary by State**

For the month of March 2014

		Current Year			Last Year	
<u>State</u>	<u>Month</u>	YTD	<u>% YTD</u>	<u>Month</u>	YTD	<u>% YTD</u>
Florida	140	3,672	44.68%	110	512	7.57%
New York	103	369	4.49%	481	734	10.86%
Ohio	81	309	3.76%	81	293	4.33%
Illinois	68	304	3.70%	340	581	8.59%
Pennsylvania	82	302	3.67%	410	630	9.32%
Michigan	51	238	2.90%	67	226	3.34%
New Jersey	57	203	2.47%	166	295	4.36%
Wisconsin	42	202	2.46%	29	133	1.97%
Minnesota	34	192	2.34%	33	138	2.04%
Indiana	47	180	2.19%	43	130	1.92%
California	36	154	1.87%	51	188	2.78%
Georgia	39	148	1.80%	319	400	5.92%
Massachusetts	29	145	1.76%	157	251	3.71%
Texas	22	142	1.73%	48	168	2.49%
North Carolina	38	137	1.67%	39	140	2.07%
Missouri	37	132	1.61%	42	139	2.06%
Maryland	32	123	1.50%	24	85	1.26%
Virginia	27	105	1.28%	21	130	1.92%
Tennessee	24	94	1.14%	197	265	3.92%
Alabama	16	85	1.03%	186	238	3.52%
Connecticut	26	83	1.01%	27	98	1.45%
South Carolina	19	80	0.97%	160	202	2.99%
Iowa	11	79	0.96%	26	73	1.08%
Kentucky	9	65	0.79%	19	83	1.23%
Colorado	12	56	0.68%	17	73	1.08%
Kansas	11	51	0.62%	8	41	0.61%
Washington	18	50	0.61%	13	42	0.62%
Louisiana	9	48	0.58%	20	48	0.71%
Arizona	10	43	0.52%	12	44	0.65%
Rhode Island	8	39	0.47%	4	16	0.24%

Phase V of Southwest Florida, Inc.

## **Guide Request Summary by State**

For the month of March 2014

		Current Year			Last Year	
<u>State</u>	Month	<u>YTD</u>	<u>% YTD</u>	Month	<u>YTD</u>	<u>% YTD</u>
Mississippi	10	38	0.46%	4	32	0.47%
Oklahoma	16	38	0.46%	10	32	0.47%
Arkansas	7	33	0.40%	11	34	0.50%
Nebraska	10	33	0.40%	4	19	0.28%
New Hampshire	2	33	0.40%	5	16	0.24%
Maine	9	28	0.34%	7	21	0.31%
West Virginia	9	26	0.32%	3	20	0.30%
Delaware	4	21	0.26%	4	18	0.27%
Oregon	3	21	0.26%	7	33	0.49%
New Mexico	4	16	0.19%	3	15	0.22%
North Dakota	0	16	0.19%	3	9	0.13%
Puerto Rico	3	14	0.17%	1	7	0.10%
South Dakota	1	14	0.17%	3	13	0.19%
Nevada	2	12	0.15%	7	19	0.28%
Utah	1	8	0.10%	3	5	0.07%
Vermont	4	8	0.10%	3	6	0.09%
District of Columbia	1	7	0.09%	18	20	0.30%
Idaho	2	7	0.09%	2	16	0.24%
Montana	1	5	0.06%	4	15	0.22%
Wyoming	0	4	0.05%	2	5	0.07%
Alaska	2	3	0.04%	0	4	0.06%
Hawaii	1	3	0.04%	1	4	0.06%
Armed Forces	0	1	0.01%	1	1	0.01%
Virgin Island	0	0	0.00%	0	0	0.00%
Grand Total:	1,230	8,219		3,256	6,760	

## **Guide Request Summary by Country**

<u>Country</u> USA	<u>Month</u> 1,230	<u>Current Year</u> <u>YTD</u> 8,219	<u>% YTD</u> 93.83%	<u>Month</u> 3,256	<u>Last Year</u> <u>YTD</u> 6,760	<u>% YTD</u> 94.96%
Canada	52	272	3.11%	30	144	2.02%
United Kingdom	13	90	1.03%	4	38	0.53%
Germany	4	30	0.34%	5	18	0.25%
Brazil	3	17	0.19%	5	38	0.53%
No Address Given	4	14	0.16%	7	50	0.70%
France	4	13	0.15%	6	14	0.20%
Sweden	1	12	0.14%	1	2	0.03%
Belgium	4	10	0.11%	2	5	0.07%
Denmark	2	7	0.08%	0	0	0.00%
Netherlands	0	5	0.06%	2	8	0.11%
Pakistan	2	5	0.06%	0	2	0.03%
Ireland	2	4	0.05%	0	2	0.03%
Italy	1	4	0.05%	2	4	0.06%
Spain	3	4	0.05%	1	1	0.01%
Algeria	0	3	0.03%	1	3	0.04%
Argentina	1	3	0.03%	2	4	0.06%
Australia	0	3	0.03%	0	0	0.00%
India	1	3	0.03%	0	3	0.04%
Indonesia	2	3	0.03%	0	1	0.01%
Norway	1	3	0.03%	0	0	0.00%
Poland	0	3	0.03%	0	1	0.01%
Russia	0	3	0.03%	0	4	0.06%
Switzerland	1	3	0.03%	0	0	0.00%
Taiwan	1	3	0.03%	0	0	0.00%
Mexico	0	2	0.02%	2	3	0.04%
New Zealand	1	2	0.02%	0	0	0.00%
Turkey	0	2	0.02%	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%

## **Guide Request Summary by Country**

For the month of March 2014

		Current Year			Last Year	
Country	<u>Month</u>	YTD	<u>% YTD</u>	Month	YTD	<u>% YTD</u>
Hungary	0	1	0.01%	0	1	0.01%
Iran	0	1	0.01%	0	0	0.00%
Japan	1	1	0.01%	0	1	0.01%
Luxembourg	1	1	0.01%	0	0	0.00%
Malaysia	0	1	0.01%	0	0	0.00%
Martinique	0	1	0.01%	0	0	0.00%
Philippines	1	1	0.01%	0	0	0.00%
Portugal	0	1	0.01%	3	4	0.06%
Slovenia	0	1	0.01%	0	0	0.00%
South Africa	1	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	3	0.04%
Uruguay	0	1	0.01%	0	0	0.00%
Bermuda	0	0	0.00%	1	1	0.01%
Chile	0	0	0.00%	0	1	0.01%
Greece	0	0	0.00%	0	1	0.01%
Iraq	0	0	0.00%	1	1	0.01%
Pitcairn Islands	0	0	0.00%	0	1	0.01%
Grand Total:	1,337	8,759		3,332	7,119	

03/31/2014

## Naples, Marco Island, Everglades CVB

## Special Fulfillment Requests by Category

For the month of March 2014

Media	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Golf Guide			
Niche Markets			
Play Florida Golf 2013	0	429	6%
Play Florida Golf 2014	6,261	6,261	89%
Golf Guide	6,261	6,690	95%
Meeting Planners			
Meeting Planner Kit Fulfillment	1	5	0%
Meeting Planner Non-Kit Fulfillment	1	2	0%
NY RSVP February 2014	0	23	0%
PA RSVP February 2014	0	3	0%
Sales Mission	0	320	5%
uide che Markets Play Florida Golf 2013 Play Florida Golf 2014 uide g Planners Meeting Planner Kit Fulfillment Meeting Planner Non-Kit Fulfillment Meeting Planner Non-Kit Fulfillment NY RSVP February 2014 PA RSVP February 2014 PA RSVP February 2014 Sales Mission g Planners Agents Dther/Unknown Agents	2	353	5%
Travel Agents			
f Guide Niche Markets Play Florida Golf 2013 Play Florida Golf 2014 f Guide f Guide eting Planners Meeting Planner Kit Fulfillment Meeting Planner Non-Kit Fulfillment NY RSVP February 2014 PA RSVP February 2014 Sales Mission eting Planners vel Agents Other/Unknown	0	1	0%
Travel Agents	0	1	0%
Grand Total:	6,263	7,044	
* VTD - Finant Van to Data			

## ParadiseCoast.com Guide Request Summary by Source

Source	<u># of Requests</u>
No Response	208
Banner Ad	13
Direct Mail	4
Friend	22
IACVB	1
Magazine	16
Newspaper	5
Other	58
Search Engine	241
TV	1
Grand Total:	569

#### Naples, Marco Island, Everglades CVB Monthly Year to Date Request Summary by Source March 2014

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	Octob	or October	Novemb	er Novemi	er Decemb	er December	January	January F	ebruary F	ebruary Ma	rch Marc	h April Ar	pril Ma	v May Jun	e June	lulv J	ulv August	ugust Septer	ber Sen	tember Tot	al Total
Publication	2012	2013	2012	2013	2012	2013	2013										014 2013				2013 2013/2014
Guide Request																					
Leisure Markets							_														
Consumer Magazines	0N	0 0		0	-				0	-	0	4	-	0 0			0 0	-	-		
AAA Florida TourBook 2009 Edition Conde Nast Traveler February 2013	Consumer Magazines		1	0	1	0 0	) 143		414	0	106 0	0 60	0 4	47 0		1 2	0 0	0	1	0	770 0
Conde Nast Traveler February 2013 Conde Nast Traveler May 2013	Consumer Madazines			0	0		14.3		414	0			0 4			0 61	0 23	0	1		798 0
Florida Travel & Life May/June 2012	Consumer Magazines	2 0	ś.	1	0	0 0			0	0	0			0 0			0 20	0	0	0	3 0
Other/Unknown		5 3	3	3	3	2	1 11	8	7	0	7	0 2	0	5 0	2 0	2 2	0 1	0	4	0	51 15
Southern Living January 2012	Consumer Magazines	7 2	2	9	3	17 (	) 9	0	11	0	11	0 3	0	3 0	3 (	0 0	0 5	0	0	0	88 5
Southern Living Travel Florida 2012-2013		0 0	)	0	0	0 (	0 0	0	0	0		0 1.197			n r	0 0	0 0	0	0		.197 0
Sub Total for Consumer Magazines		4 5	5	13	7	19 1	I 163	8	432	0	127	1 1.263	0 63	84 0 13	BļC	D 65	0 29	0	6	0 2	2.913 22
Consumer Directories	O Dissistation	4		0	-			-		-	0		0	0 0			0 1	-	-		
2010 Visit Florida Magazine 2011 Florida Insider Guide - Quick Check	Consumer Directories	1 0	2	0	1	0 0	1 1	0	1	0	0	1 1	0	0 0			0 1	0	0		6 2
2011 Florida Insider Guide - Guick Check 2011 Florida Insider Guide - Specific Target	Consumer Directories Consumer Directories		<u>,</u>	0	0		1	0	0	0	0			0 0			0 0	0	0		<u> </u>
2011 Naples, Marco Island & the Everglades Visitors Guide		0 0	śl.	0	0	0 0			0	1			~	0 0	1 0		0 0	0	0	0	2 1
2012 Florida Insider Guide - Quick Check	Consumer Directories	1 0	)	2	0	4 (		0	3	0	4 (	0 0	0	0 0		0 0	0 0	0	0	0	22 0
2012 Florida Insider Guide - Specific Target	Consumer Directories	6 0		1	0	1 (	) 1	0	4	0	2	0 1	0	0 0	0 0	0 0	0 0	0	0	0	16 0
2012 Visit Florida Magazine - Quick Check	Consumer Directories 7	2 0		77		14 (	104	0	79	0		0 12	0	8 0	3 (	0 0	0 0	0	0		496 0
2012 Visit Florida Magazine - Specific Target	Consumer Directories 3	8 0	)	51	0	56 (	) 41	0	29	0	12 1	0 13	0	5 0	0 0	0 0	0 0	0	0	0	245 0
2013 Florida Insider Guide - Quick Check	Consumer Directories	0 2	2	0	1	0 4	1 0	2	0	2	6	1 1	0	2 0	1 0	2 4	0 2	0	1	0	17 12
2013 Visit Florida Magazine - Quick Check		0 112		0	86	0 86	<u>s o</u>	100	0	160	272 11	6 187	0 17	72 0 13			0 120	0	52	0 1	.084 660
2013 Visit Florida Magazine - Specific Target	Consumer Directories	0 60	4	0	46	0 84	+ 0	115	0			8 114	0 10	07 0 10	3 0	95	0 81	0	42		730 505
2014 Visit Florida Magazine - Quick Check 2014 Visit Florida Magazine - Specific Target	Consumer Directories		4	0	0	<u>v</u> (	4 0		0	15	0 1:	3 0	0	0 0			0 0	0	0		0 35
2014 Visit Florida Madazine - Specific Tardet Sub Total for Consumer Directories	Consumer Directories			31 1		75 174	4 157		116	299			0 29			D 246	0 0 0	0	95	0 2	2.622 1.238
Consumer E-Marketing		1/4		31 <u>1</u> 1	J- 1		- 13/	220	110	299	23	329	0 29	74 0 24	-	240	204		33		
DestinationBrochures.com	Consumer E-Marketing	1 3	3	1	4	0 4	3 11	2	12	3	6	3 3	0	6 0	3 0	3	0 3	0	2	0	51 18
Other/Unknown	Consumer E-Marketing	0 0	)	1	0	1	1 4	0	2	0	2	0 4	õ	0 0	5 0	0 0	0 1	Ő	1	ő	21 1
ParadiseCoast.com	Consumer E-Marketing 24		1	78 3		25 280	329	500	278	647	268 56	9 188	0 22	21 0 14	2 0	232	0 179	0	273	0 2	2.659 2.680
ParadiseCoast.com/Getaway Summer TAF	Consumer E-Marketing	2 0	)	4		12 (	) 0	0	2	0	0	0 0	0	0 0	0 0	0 0	0 0	0	0	0	30 0
VisitFlorida.com		0 0	)	1	0	0 ·	1 0	0	1	0	1 (	0 0	0	2 0	0 0	0 0	0 1	0	0	0	6 1
WeatherBug.com		0 0		0	0	0 (		1	0	0		0 0			0 0		0 0	0	0	0	0 1
Sub Total for Consumer E-Marketing	25	9 352	2 1	85 3	40 1	38 28	5 344	503	295	650	277 57:	2 195	0 22	29 0 15	ן מ	0 235	0 184	0	276	0 2	2.767 2.701
Consumer Newspaper	0N	0 0							0	-	0		-	4					-		
Other/Unknown Visit Florida In-State Insert April 2013	Consumer Newspaper Consumer Newspaper		1	0	0	0 0	1 1		0	0	0 0		0 1.54	1 0			0 1	0	1	0 1	.542 0
Visit Florida In-State Insert Abili 2013 Visit Florida In-State Insert Fall 2013	Consumer Newspaper	0 3.128	2	0	0				0	0				0 0			0 0	0	0		0 3.128
Visit Florida In-State Insert June 2013	Consumer Newspaper	0 3.128	<u>,</u>	0	0	0 0			0	0				0 0		2.102	0 0	0	0	0 2	2.102 0
	Consumer Newspaper	0 0		0	0	0 0			0	0 2.		0 0		0 0			0 0	0	0	0 2	2.067 0
Sub Total for Consumer Newspaper		0 3.128	3	Ő	0	0 0	) 1	Ő	0	0 2.		0 0	0 1.54	13 0		0 2.103	0 1	Ő	1		.717 3.128
Leisure Markets	. 40	3.659	) 3	29 4	81 3	32 460	) 665	737	843	949 2.	982 80	4 1.787	0,2.70	0 0 53	4. C	0 2.649	0 418	0	378		.019 7.089
Spring/Summer In-State Campaign																					
Other/Unknown TV Campaign																					
Other/Unknown	Other/Unknown TV Campaign	0 0	)	0	0	0 (	0 0	0	0	0	1	0 1	0	0 0	n (	0 0	0 0	0	0	0	2 0
Sub Total for Other/Unknown TV Campaign		0 0	)	0	0	0 (	) ()	) 0	0	0	1 (	01	0	0 0	0 0	0 0	0 0	0	0	0	2 0
Spring/Summer In-State Campaign	L	0 0	)	0	0	0 (	) 0	0	0	0	1 (	0 1	0	0 0	0 0	0 0	0 0	0	0	0	2 0
Niche Markets																					
Niche Markets (Bridal/Honevmoon)																					
Bridal Guide (Added Value) July/August 2013	Niche Markets (Bridal/Honevmoon)	0 7	7	0	4	0 4	4 0	1	0	3	0	1 0		25 0 14	4 (	0 106	0 41	0	29	0	345 20
Bridal Guide (Added Value) Mav/June 2013		0 6	2	0	3			2	0	- 2		3 116	0 11	7 0 3 0 0		21	0 10	0	-2		300 19
Bridal Guide Julv/August 2011 Bridal Guide March/April 2013	Niche Markets (Bridal/Honeymoon) Niche Markets (Bridal/Honeymoon)	0 10		0	5	0 1	1 133		344	10		2 113		9 0 3		1 21	0 10	0	0	0 1	.025 43
Bridal Guide March/Abril 2013 Bridal Guide March/April 2014	Niche Markets (Bridal/Honeymoon)			0	0	0 0		29	.344	191	0 16						0 0	0	0		0 383
Bridal Guide March/Abil 2014 Bridal Guide November/December 2013	Niche Markets (Bridal/Honevmoon)	0 155		0	85	0 28		13	0	16	0 0	2 0	õ	0 0			0 0	ő	6	<u> </u>	6 299
Bridal Guide September/October 2013	Niche Markets (Bridal/Honevmoon)	0 84		0	49	0 23	3 0	) 8	0	5	0	6 0	0	0 0		0 115	0 287	0	235	0	637 175
Sub Total for Niche Markets (Bridal/Honevmoon)		2 262			46	0 69	133	58	344	227	264 17		0 24	1 0 21	1, 0	0 263	0 348	0	280		.315 939
Niche Markets (ECO)								ļļ.				+ $+$				+ $+$					
Audubon (Added Value) January/February 2013	Niche Markets (ECO)	0 0	2	0	0	0 (	211	0	62	0	35	0 13	0 2		7 (	0 3	0 0	0	0		357 0
Audubon (Added Value) November/December 2012	Niche Markets (ECO)	3 0		66	0	57 (	) 45		23	0	13	0 11		0 0			0 0	0	0		328 0
Audubon (Natural Wonders of Florida) March/April 2012		3 0	4	23	0	5 (	시 3		0	0	0 00			4 0			0 0	0	0		68 0
Audubon March/April 2014 National Geographic Travelor May/ June 2013	Niche Markets (ECO)		<u>.</u>	0	0				0	0	0 30		0 63	0 0 34 0 12	D ( B (	0 65	0 0	0	0	0 1	0 305
National Geographic Traveler Mav/June 2013 Sub Total for Niche Markets (ECO)		6 0	21	89	01	62 (	) 259	0	85	0	48 30		0 63					0	0		.775 305
Niche Markets (Senior)				0.5			209					213	0 00								.113 305
AAA Going Places South May/June 2010	Niche Markets (Senior)	0 0	)	0	0	0 (	0		1	0	0	0 0	0	0 0	0 0	0 0	0 0	0	0	0	1 0
	Niche Markets (Senior)	0 0	)	0	0	0 0		0	2	0	0	0 0	Ő	1 0	1 0	0 0	0 0	0	0	0	4 0
Sub Total for Niche Markets (Senior)		0 0	)	0	0	0 (	) 0	0	3	0	0	0 0	0	1 0	1 (		0 0	0	0	0	5 0
Niche Markets		8 262	2, 1	89 1	46	62 69	9 392	58	432	227	312 48	2 448	0 92	26 0 34	7 0	0 331	0 348	0	280	0 4.	.095 1.244
Group Markets																					
Group Business - Association Meetings Professional																					
Collaborate Meetings Magazine August/September 2013	Group Business - Association Meetings Professional	0 9		0	0	0 (	0 0	0	0	0	0	0 0	0	0 0	0 0		0 0	0	0	0	0 9
Collaborate Meetings Magazine June/July 2013	Group Business - Association Meetings Professional	0 0	)	0	0	0 (	0 0	0	0	0	0	0 0	0	0 0	0 0	0 0	0 0	0	9	0	9 0
Connect Meetings Magazine July/August 2013		0 0	2	0	0	0 0		0	0	0		0 0			0 0		0 0	0	10	0	10 0
Connect Meetings Magazine May/June 2013	Group Business - Association Meetings Professional	0 0	21	01	01	01 0	0 0	0	01	01	01			0 0 1		0	0 0	01	0	01	10 0
Sub Total for Group Business - Association Meetings Professional Group Business - Corporate Meetings Professional		U 9		0	0	U (	, 0	0	0	0	0		0	0 0 1	u C		0 0	0	19	0	29 9
Collaborate Meetings Magazine April/May 2013	Group Business - Corporate Meetings Professional	0 0		0	0	0 0			0		0		0	0 0			0 0	0	11		11 0
	COMU DUSINESS - CONOLIZIE MEETINGS ETUIESSIONAL	<u>u</u> U		VI.	VI.		<u> </u>	0	<u></u>	U I	11		<u>UI</u>	VI VI		<u>u u</u>		VI			

#### Naples, Marco Island, Everglades CVB Monthly Year to Date Request Summary by Source March 2014

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		October Octo								/ February	/ March	March	Anril A	Anril May	May .I	lune	.lune	.lulv .						
Publication Collaborate Meetings Magazine August/September 2013	Group Business - Corporate Meetings Professional	2012 2013	2012	2013	2012	2013	2013	2014	2013	2014	2013	2014	2013 2	014 201	2014 2	2013	2014	2013 2	014 201:	3 201	4 2013	2014	2012/201	13 2013/201
Collaborate Meetings Magazine February/March 2013	Group Business - Corporate Meetings Professional	0	0	0	0	0					) 10	0	0	0 0	0	0	0	0	0	0	0 0		1	10
Sub Total for Group Business - Corporate Meetings Professional		0	1	0	0	0	0 0				) 10	Ő	0	0 0		0	0	0	0	0	0 1	1 (		21
Group Markets (Bridal/Honeymoon)																								
Bridal Guide January/February 2014	Group Markets (Bridal/Honeymoon)	0	0	0	0	0	0 0	) 46		1 41	1 0	20	0	0 0	0	0	0	0	0	0	0 0		)	0 10
Bridal Guide November/December 2013	Group Markets (Bridal/Honevmoon)	0	0	0	4	0 9		) 45		) (	) 0	0	U U	0 (	0	0	0	0	0	0	0 (	) (		0 14
Destination Weddings & Honeymoon December 2013	Group Markets (Bridal/Honevmoon)	0	0	0	1		3 (	) 2		ם מ	0 0			0 0		0	0	0	0	0	0 0	n (		0
Sub Total for Group Markets (Bridal/Honevmoon)		0	0	0	5	0 9		) 93		D 41	1 0	20		0 (		0	0	0	0	0	0	0 (	)	0 25
Group Markets		0	10	0	5	0 9	9 (	) 93	3 <sub>1</sub> 0	D 41	1 10	20	0	0 (	0	10	0	0	0	0	0 3	ן מ	) 5	50 26
Miscellaneous																								
AAA Florida TourBook 2009 Edition	Consumer Magazines	0	0	0	0	0	0 0	) (	) (	) 1	1 0	0	0	0 0	0	0	0	0	0	0	0 0	) (	)	0
Other/Unknown	Consumer Magazines	0	0	0	0	0	0 (	) (			0 0	0	0	0 (	0	0	0	0	0	0	0 (	2 (	)	1
2010 Naples. Marco Island & the Everolades Visitors Guide	Consumer Directories Consumer E-Marketing	1	0	0	0	1	0 0					0	1	0 0	0	0	0	0	0	0				1
Other/Unknown VisitFlorida.com	Consumer E-Marketing	0	0	0	0						1 0	0		0 0	0	0	0	0	0	0				4
CVB Bulk Mail Request	Miscellaneous	0	1	0	0	0				2 4	- 0	6	0	0 0	0	0	0	0	0	0			,	0 1
CVB Office	Miscellaneous	1	1	0	1	5	1 4	5 (		2 0		3	0	0 0	0	1	0	0	0	0	0 .	1 (	1	16
Friend/Relative	Miscellaneous	4	3	1	1	2	2			3 5	5 5	1	2	0 .	Ő	1	0	1	0	1	0 3			25 1
Other/Unknown	Miscellaneous	16	13 1	18 1	0	6 1	9 2	23	3 17	7 26	5 16	12	13	0	0	7	0	9	0	7	0	9 0	14	
Travel Agent	Miscellaneous	0	0	0	0	0	0 (	) (	) (	0 0	) 0	0	0	0 (	0	1	0	0	0	0	0	) (	)	1
VISIT FLORIDA.COM	Miscellaneous	0	0	0	0	0	0 (	) (	) (	1	1 0	0	0	0 (	0	0	0	0	0	0	0 0		)	0
PREVIOUS VISITOR	PR	0	0	0	0	0	0 (	) (	) (	0 0	0 0	0	U	0 0	0	0	0	0	0	0	0	1 (	)	1
CVB Office	Travel Agent	0	0	0	0	0	0 (	) (	) (	0 0	) 1	0	0	0 (	0	0	0	0	0	0	0 (	<u>)</u>	)	1
Other/Unknown	Travel Agent	0	0	0	0	0	0 .	ц (		<u>ц 1</u>	1 0	0	0	0 (	0	0	0	0	0	0	0 (	<u>)</u> (	<u> </u>	1
TCTIA FAM October 2011	Travel Agent	0	0				1 :									0		0	0	1		) (		6
Miscellaneous		22	18 2	20 1	2 1	4 2	3 3	2 27	24	4 45	5 24	23	16	0 1	0	10	0	10	0	9	0 1:	3 (	20	01 14
Meeting Planners										_														
Meeting Planners					~																			
ParadiseCoast.com/Meetings Sub Total for Meeting Planners	Meeting Planners	0	0	0	2						J 3	8	4	0 4	0	0	0	4		0				15 1 15 1
Meeting Planners		0	v	0	2	0				s u	J 3	8	4	0 4		0	0	4	0	0	0			15 1
				•	-,		• , · · · ·			s, u	2 3 3 3 2				· · ·					'	<b>v</b> , ,	· · · · ·		
Total Guide Request Requests:		453 3.	949 53	38 64	40	8 65	1 1.089	916	5 1.302	2 1.262	2 3.332	1.337	2.253	0 3.64	0	901	<b>U</b> (	2.994	0 7	/5	0 70 <sup>,</sup>	<b>ر</b>	18.38	82 8.75
Special Fulfillment																								+
Niche Markets																								
Play Florida Golf 2013	Niche Markets (Golf)	0	0	0 42	29	0	0 0	) (	) (	0 0	) ()	0	0	0 0	0	0	0	0	0	0	0 0	) (	)	0 42
Plav Florida Golf 2014	Niche Markets (Golf)	0	0	0	0	0	0 (	) (	) (	0 0	0 0	6.261	0	0 (	0	0	0	0	0	0	0 (	) (	)	0 6.26
Niche Markets		0	0	0 42	29	0, 0	0, (	) (	) <u>(</u>	D, O	) 0	6.261	0	0, 0	0	0	0	0	0	0	0, 0	ן מ	)	0 6.69
Consumer Shows																								
NY Times Travel Show January 2013	Post Show Follow Up	0	0	0	0	0	0 (	) (	) 496	6 C	0 0	0	0	0 (	0	0	0	0	0	0	0 (	) (	49	16
Consumer Shows		0	0	0	0	0, 0	0, (	) (	) 496	6, 0	) 0	0	0	0, 0	0	0	0	0	0	0	0 0	ן מ	) 49	J6
Mailings to Partners		0	0	0	0	0	0 0	) (	) (	o a	0 0	0	1	0 0	0	0	0	0	0	0	0 0	<u>ה</u> נ	) i	1
Meeting Planners																								
Market Group Fulfillment	Market Group Fulfillment	0	0	0	0	0	0 0	) (	) (	6 0	) 2	0	1	0	0	2	0	0	0	0	0 0		) 1	12
Atlanta PYM Live March 2013	Meeting Planners	0	0	0	0	0	0 0	) (			88	, n	0	0 (	Ö	Ō	Ö	0	Ō	0	0		) 8	38
GAP	Meeting Planners	0	0	0	0	1	0	(		1 0	0 0	0	0	0 0	0	0	0	0	0	0	0 0		)	3
Meeting Planner Kit Fulfillment	Meeting Planners	6	0	5	0	0	0	7 1		5 3	3 15	1	5	0	0	2	0	0	0	0	0	1 0	) 4	47
Meeting Planner Non-Kit Fulfillment	Meeting Planners	1	0	1	0	0	0 0	) 1	ц <u>(</u>	0 0	0 0	1	0	0	0	0	0	0	0	1	0 0		)	4
NY RSVP February 2014	Meeting Planners	0	0	0	0	0	0 (	) (	) (	23	3 0	0	0	0 0	0	0	0	0	0	0	0 0	<u>)</u> (		0 2
PA RSVP February 2014	Meeting Planners	0	0	0	0	0	0 (	<u>)</u> (	<u>)</u> (	) 3	3 0	0	0	0 (	0	0	0	0	0	0	0 (	2 (	<u> </u>	0
PYM Florida leads Atlanta 2013	Meeting Planners	0	0	0	0	0	0 (	) (	) (		1 0	0	0	0 0	0	0	0	0	0	0	0 20		<u>  2</u>	26
Sales Mission	Meeting Planners	0	0	0	0			4 (	4 9	320		0	<u> </u>		0	0	0	0	0	0		<del>(  )</del>	4	0 32
Top 50 Planner List Chicago Holiday Showcase 2012	Meeting Planners Post Show Followup	0	0	0	0 4	8	0 44					0	N N	0 0	0	0	0	0	0	0	0 0			44 48
Meeting Planners		7	0	6		9	0 5		2 12		) 0  <b>) 105</b>	2	6	0 0	0	0	0	0	0	1	0 2		27	
		+ +		-	4						103									-		1		
Promotions PPD 2011	Promotions		0	1	0	0	0 1					0		0 0		~	_	0	0	0	0	1 /		6
PPG 2011 PPG 2011	Promotions	1	0	0	0	0			<u>, (</u>	1 0		0		0	0	0	0	U	0	0			í l	3
Promotions	11 10/16/06/05	4	0	1	0	0	0 4		) .	1 0	) 1	0		0 0		0	0	0	0	0	0		)	9
		1 1	<u> </u>	-	-			1				0					<b>J</b>				1	1	1	
Travel Agents Other/Unknown	Travel Agents	0	0	0	0	0	0 6	3 (		1 4	1 1	0	0	0 0	0	0	0	0	0	0	0 0			8
Travel Agents	Thave Adents	0	0	0			0 0	5 (		1 1		0				0	0	0	0	0	0			8
		44	0	7 10	• .	- I			2 510		407				0		0	0	0	4	0			
Total Special Fulfillment Requests:		11	0	7 42	29 4	9	0 60		510	0 350	J 107	6.263			0	4	0	U	0		0 2	( (	/ 78	86 7.04
Grand Total:		464 3.	949 54	45 1.07	<b>75 45</b>	65	1 1.149	918	3 1.812	1 612	2 3.439	7 600	2 260	0 3.64	0	905	0	2.994	0 7	76	0 72		19.16	68 15.80
		+U4 J.	<u>a-a</u> 34		40	63	1.143	. 310	1.012	1.012		1.000	2.200	0 3.04.		303		2.334			120	- ·	13.10	0 13.00
							1	1	1														1	
Interactive Text Chat		4	14	6 1	18	3 4	0 0	5 0		2 46	5	/1	_	0 4	<b>_</b>	2	•	2	0	5	0 1		-	51 12
						<u>.</u>		<i>.</i>		- 40				<b>U</b> 1										/