

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

April 28, 2014
Detailed Staff Reports 11
1 of 34

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
3/31/2014	Air Safety Equipment Inc. John Meyers 732-591-9412 airsafety747@optonline.net <i>assist planner and send rfb</i>	RFP sent to partner	Closed	3/31/2014	3/31/2014	Debi DeBenedetto
4/10/2014	BCC Debi DeBenedetto 239-252-2379 DebiDeBenedetto@colliergov.net <i>From: DeBenedettoDebi</i>	Assisted Travel Agent	Closed	4/10/2014	4/10/2014	Debi DeBenedetto
4/1/2014	BPG Management Company, L.P. Ken Alan 267-693-8185 kalan@bpgltd.com <i>Mid-Atlantic Events Magazine-gave Ken's info to PR for journalistic purposes</i>	Assisted Mtg Planner	Closed	4/1/2014	4/1/2014	Michelle Pirre
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 <i>From: Selena Chavis</i>	Respond to press inquiry	Closed	3/24/2014	3/24/2014	Debi DeBenedetto
3/28/2014	Creative Event Planning Lynn Silverman 212-421-9080 lynn@creativeplanning.com <i>letter of recommendation</i>	Assisted Mtg Planner	Closed	3/28/2014	3/24/2014	Debi DeBenedetto
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Staff meeting all morning and follow up to it all day</i>	Meeting - general -staff - any	Closed	3/28/2014	3/13/2014	Debi DeBenedetto
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>started 2015 budget process. meeting with sales team. Budget revised will meet next week with sales staff to confirm and turn on April 10 to Jack</i>	CVB Project	Closed	3/28/2014	3/19/2014	Debi DeBenedetto
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>I spent entire day proofing ads and working on Tourism Awards event. correct and communicate errors and fires.</i>	Communicate-Other CVB	Closed	3/25/2014	3/25/2014	Debi DeBenedetto
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>Site inspect at new Red Roof Inn plus renovations</i>	Communicate-Partner	Closed	3/27/2014	3/27/2014	Debi DeBenedetto
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>final plans for two upcoming shows R&R and IPEC - done/ ready to go</i>	Attend Meeting / Show / Conference	Closed	3/28/2014	3/28/2014	Debi DeBenedetto
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto <i>sales calls and follow up with planners</i>	Sales Project	Closed	3/28/2014	3/28/2014	Debi DeBenedetto
3/28/2014	Debi's Activity Tracking Account	TDC Meeting / reports	Closed	3/28/2014	3/28/2014	Debi DeBenedetto

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
	Debi DeBenedetto					
	<i>review annual report. revise and resubmit</i>					
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Closed	3/28/2014	3/31/2014	Debi DeBenedetto
	<i>6 month review of goals requested by Jack completed for me and reviewed for Michelle and Claudia and turned in to Jack.</i>					
3/28/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	3/28/2014	3/31/2014	Debi DeBenedetto
	<i>tdc meeting</i>					
3/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB event	Closed	3/18/2014	3/31/2014	Debi DeBenedetto
	<i>Meeting on and follow up Tourism lunch 2 hours - aot green screen. rea linen sponsor. meeting to confirm theme. popcorn machine etc.</i>					
3/31/2014	Debi's Activity Tracking Account Debi DeBenedetto	Ad Agency communication	Closed	3/31/2014	3/31/2014	Debi DeBenedetto
	<i>Meeting with team and agency regarding in market post card</i>					
4/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Advisory Meeting	Closed	4/3/2014	4/2/2014	Debi DeBenedetto
	<i>attended advisory roundtable</i>					
4/3/2014	Debi's Activity Tracking Account	Assist Meeting planner -sales kit email photos or video	Closed	4/3/2014	4/3/2014	Debi DeBenedetto
	<i>From: Bethany Satter</i>					
4/10/2014	Debi's Activity Tracking Account	Attend Meeting / Show / Conference	Closed	4/10/2014	4/10/2014	Debi DeBenedetto
	<i>From: DeBenedettoDebi</i>					
4/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Closed	4/15/2014	4/18/2014	Debi DeBenedetto
	<i>several hours and meeting on budgets. 2015 budget request turned in</i>					
4/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Closed	4/16/2014	4/18/2014	Debi DeBenedetto
	<i>Attended IPEC San Antonio 4 days. Got 5 Rfps out and great leads and meetings. Independent Planners Educational Conference. Follow up this week</i>					
4/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	4/18/2014	4/18/2014	Debi DeBenedetto
	<i>TDC report complete and turned in.</i>					
4/3/2014	Dow Agro Sciences Audra Stewart 317-337-4210	RFP sent to partner	Closed	4/3/2014	4/3/2014	Debi DeBenedetto
3/26/2014	Frosch	Assisted Mtg Planner	Closed	3/26/2014	3/26/2014	Debi DeBenedetto
	<i>From: Patrizia Feierberg</i>					
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 Laura Jersey 850-321-8184	Assist Meeting planner -sales kit email photos or video	Closed	3/28/2014	3/28/2014	Debi DeBenedetto

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

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

* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

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Total Tasks: 38



LOU HAMMOND & ASSOCIATES

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) **MEDIA HIGHLIGHTS**

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) **MEDIA VISITS**

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.

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) SOCIAL MEDIA

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/1iaK7hh> #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/1o0UDz5>
 - 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/1kGceYo> ...
 - 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 36-miles 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/1ITfYsk> #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) NEWS BUREAU

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

Agency distributed 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

- 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) **GENERAL ACTIVITIES**

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

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

Agency uploaded images to LH&A Pinterest page.

Agency uploaded images to LH&A Instagram.

Agency provided client with relevant media clips.

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 HSMIAI 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**

FOR IMMEDIATE RELEASE

Media Contacts:

Doug Ruchefsky, 212-891-0244, dougr@lhammond.com

JoNell Modys, 239-252-2425, jonellmodys@colliergov.net

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 [Experience Pure Paradise Alliance](#) 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 [Pure Naples](#), [Sea Excursions, Inc.](#), [Dolphin Transportation](#), [Marine Team International](#), [Scouler Image](#), A Pure Image Production, [Everglades Island Air Boat Tours & Totch's Island Tours](#) and [Air Expeditions](#).

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. [Dolphin Transportation's](#) 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 [Pure Naples Private Events](#) website page and selecting the [Experience Pure Paradise](#) brochure. For more information on the alliance and all its services, call Pure Naples at [\(239\) 263-4949](tel:(239)263-4949) or visit www.PureNaples.com — or call Sea Excursions, Inc. at [\(239\) 642-6400](tel:(239)642-6400) or visit www.SeaExcursions.com.

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](tel:(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 water-related functions and activities for meeting planners and groups of all sizes. For more information, please call [\(239\) 642-6400](tel:(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 www.paradisecoast.com/meetings 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 www.Facebook.com/TheParadiseCoast.

###



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 sheldonfinearts@aol.com, 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

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 www.FifthAvenueSouth.com.

###



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

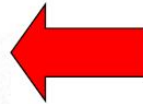
Chekitan Dev, an associate professor at Cornell University's School of Hotel Administration and author of *Hospitality Branding*, says hotels are being savvy by offering the promotions.

"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 one-bedroom 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.





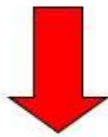
VISITFLORIDA[®]

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

Naples, Marco Island, Everglades CVB

Request Summary by Type

For the month of March 2014

<u>CALL TYPE</u>	<u># OF CALLS</u>	<u>MINUTES</u>
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
<u>Grand Total:</u>	<u>8,147</u>	<u>221.57</u>

Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of March 2014

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	12	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
<u>Grand Total:</u>	<u>51</u>	<u>178.23</u>

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of March 2014

<u>Purpose</u>	<u>Calls/Request</u>	<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
<u>Grand Total:</u>	<u>8,147</u>	<u>221.57</u>

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of March 2014

<u>Guide</u>	<u># of Requests</u>	<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
<u>Grand Total:</u>	<u>1652</u>	<u>4822</u>
Unigue requests for guides:	1337	

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

For the month of March 2014

Source	Current Year			Last Year		
	Month	YTD	% YTD	Month	YTD	% YTD
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	

* YTD = Fiscal Year to Date

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

For the month of March 2014

Media	# of Requests	YTD	% YTD
Group Business - Association Meetings Professional			
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	

*YTD = Fiscal Year to Date

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

For the month of March 2014

Media	# of Requests	YTD	% YTD	
Consumer Directories				
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	564	2630	97.37%
	Phone	0	29	1.07%
	Interactive Text Chat	5	21	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		

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Meeting Planners

For the month of March 2014

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

*YTD = Fiscal Year to Date

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

For the month of March 2014

<u>Media</u>	<u># of Requests</u>	<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	

*YTD = Fiscal Year to Date

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

For the month of March 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Niche Markets (Bridal/Honeymoon)			
Bridal Guide (Added Value) July/August 2013	1	20	2.13%
Bridal Guide (Added Value) May/June 2013	3	19	2.02%
Bridal Guide March/April 2013	2	43	4.58%
Bridal Guide March/April 2014	163	383	40.79%
Bridal Guide November/December 2013	2	299	31.84%
Bridal Guide September/October 2013	6	175	18.64%
Niche Markets (Bridal/Honeymoon)	177	939	75.48%
Niche Markets (ECO)			
Audubon March/April 2014	305	305	100.00%
Niche Markets (ECO)	305	305	24.52%
<u>Grand Total:</u>	<u>482</u>	<u>1244</u>	

*YTD = Fiscal Year to Date

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

For the month of March 2014

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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%

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

For the month of March 2014

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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	

* YTD = Fiscal Year to Date

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

For the month of March 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	1,230	8,219	93.83%	3,256	6,760	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%

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

For the month of March 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
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	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Special Fulfillment Requests by Category

For the month of March 2014

<u>Media</u>	<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%
Meeting Planners	2	353	5%
Travel Agents			
Other/Unknown	0	1	0%
Travel Agents	0	1	0%
Grand Total:	6,263	7,044	

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

ParadiseCoast.com Guide Request Summary by Source

For the month of March 2014

<u>Source</u>	<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
<u>Grand Total:</u>	<u>569</u>

