

Debi DeBenedetto, CHA



Tourism Sales & Marketing Manager

Trade Shows Attended

- Destinations Showcase Chicago
 - 47 Planners with 7 RFP
- Plan Your Meetings Expo
 - 40 Planners
- Follow- up complete

Reservations Presentations

- Tourico Holidays – 20 agents
- Certified Vacations – 60 agents
- SITE Florida Seminars

Committee Meetings

- Florida Encounter 2005 & 2006
 - Luncheon Host Plans
 - Post '05 Encounter Fam
 - 2006 Naples Hosts Encounter Plans & Highlights “Best Beach”
- Motor Coach tour operators
 - Sept. 19-21 FAM
 - Top Fam Plans

Website leads

- 5 leads from “Info In Paradise” from Travel Agents, Tour Operators & Meeting Planners
- E-blasted Cool Dates Cool Rates to 237 Meeting Planners in data base

Request for Proposal

- MTD = 15 RFP's sent to hotels representing
 - 5,635 Room nights
- YTD = 55 RFP's sent to hotels representing
 - 14,939 Room nights

Projects



- “Discover Your Own Paradise” – July 20, 2005
Radisson Suite Beach Resort Marco Island
- Dialog Program with Visit Florida Sweepstakes
winner selected
 - Obtained data base for 1,434 names & addresses
- Preparing for future shows

Booked Business



900 Room nights from recent RFP



June 15, 2005

Marketing To Travel Agents – Facts report
Debi DeBenedetto, Tourism Sales & Marketing Manager

“Guests who want luxury hotels and vacations will use a travel agent – they want a guarantee on their vacation and don’t have time to waste.” Sua Davenport, Director of Leisure Sales Registry Resort

70 % of the business booked in Collier County Hotels is Leisure business fact from Kalegas Research Firm

21% of travelers book through travel agents. Source net.ratings.com

In our destination it was reported that the two to three star hotels get about 5% average bookings from travel agents while the luxury resorts and four & five star properties get on average 17% Of their booking through travel agents. The Ritz Carlton Naples gets 17 % average booking from travel agents equaling over \$10 Million per year in just room revenue. The Registry Resort reported similar numbers. The Hilton Naples reports nearly 10,000 room nights per year are booked through travel agents with 1.2 Million in revenue.

Large hotel chains have training programs specifically designed for travel agents and use them as an extension of their sales staff. Examples: Marriott Hotels, Ritz Carlton Hotels, and Hilton Hotels.

Visit Florida has a Florida Specialized Travel Agent program-training agents to be experts on selling Florida and our product knowledge.

Hawaii VCB has launched a new website designed to help travel agents sell trips to Hawaii. The fact that Hawaii has made this investment in agents is an indication of the importance travel agents still carries in the industry.

Travel agents beat Internet in speed and price. Example: Using the Internet a couple spent up to 60 hours on different aspects of trying to book a vacation and arrived at a price of \$4,263. Their travel agent spent one hour on the same vacation package and arrived at a price of \$3,499. Source from TravelMole.com

New study suggests Internet losing ground to travel agents – 32% of business travelers used agent services in 2005 up 25% from the previous year. Source TravelMole.com May 12, 2005

Convention & Visitors Bureau
3050 N. Horseshoe Drive #218, Naples, FL 34104
T (239) 403-2384 • F (239) 403-2404
Web site www.paradisecoast.com

Other reasons to use travel agents noted from travel magazines... Airfare prices sometimes change daily or even hourly; that great deal you found on the internet today may not be there tomorrow; Certified travel agencies will often work for you for free; travel agencies have first hand experience with the places they recommend; Certified travel agencies have a lot more leverage than individuals when settling disputes with airlines and travel suppliers. Source bookbelize.com and see attached ten good reasons to use a travel professional.

In marketing to travel agents the CVB focuses on wholesale agencies that our local hotels have contracts with such as Mark Travel, Certified Vacations, MLT Vacations and European wholesalers at shows like Florida Huddle, Pow Wow, World Travel Market and ITB. Many of these agents sell complete packages that include air, car and hotel. The majority of foreign travel into the US and Florida is booked through professional travel agencies that contract with local hotel suppliers. We assist our partners by marketing the destination to these agencies to educate them on what the destination has to offer and where it is. We attend sales presentations at these companies with our hotel partners to educate the sales agents on the destination so they are more informed sellers. Usually after these presentations sales goes up from these companies to our local hotels. The CVB also only attends Luxury Travel Agent shows marketing to Virtuoso agents. Virtuoso agents earn this status because they are high volume bookers and work with hotels that are Virtuoso hotels which offer added amenities that other agents can't offer this high upscale client base. The CVB also only markets to travel agents through Visit Florida programs therefore making it more cost effective and reaching a targeted market such as Chicago AAA agencies, etc. We will continue to keep a small amount of this type of marketing in our budget as long as the area hotels request and participate in these programs. I can do sales calls for the entire destination that one smaller hotel sales staff cannot accomplish and I can be more effective.

Ten Good Reasons to use a Travel Professional

1. Distilling the product information: Through an ongoing process of familiarization and customer feedback, the agent becomes a travel expert.
2. Investigating and supplying competitive information: No single supplier is going to advise a consumer that a better route or fare is available on a competing carrier.
3. Staying abreast of promotions: Via daily faxes, agent-only e-mail transmissions and relationships with their district sales managers, agents have the most current promotional information.
4. Analyzing the current promotions: The cheapest is not always the best.
5. Clarifying the fine print, such as cancellation penalties and restrictions: Again, the benefits of a professional's experience can save traveler money and headaches.
6. Making recommendations for travel-related options: Travel agents accumulate knowledge about a variety of travel topics such as where to eat, where to shop, what to pack, etc.
7. Simplifying the research: Agents can provide one-stop shopping for travelers who require air arrangements, rental cars, cruise accommodations and hotel stays – with suggestions that are in the best interest of the client, not the supplier.
8. Enhancing the trip with value-added benefits and amenities: Agents can add to the clients' experience by arranging for a bottle of wine, a special land package, a specific escort or other custom amenities.
9. Using their clout to obtain the best possible in seemingly impossible situations: Whether it's airline seats, hotel rooms or cruise space, the travel agent has more buying power than the consumer.
10. Getting problems resolved: The agent serves as the consumers' advocate in the event something inadvertently goes wrong.

**2004 ACTIVITY AND ECONOMIC IMPACT REPORT
PREPARED FOR
NAPLES-MARCO ISLAND CVB**

ITINERARY ACTIVITY REPORT			
Itinerary Sponsor: Greater Naples Marco Island Everglades CVB			
Itinerary Title: <i>Naples, Marco Island and Everglades</i>			
Period: March 1, 2004-February 29, 2005			
ITINERARY DOWNLOADS:	2004	2003	% Change
Unique Tour Operators that downloaded this itinerary	347	297	16.84
ECONOMIC IMPACT ON REGION: (FLORIDA) 2/28/04-2/28/05			
	International	Domestic	Total
Breakdown by operator segment:	110	237	347
Total # passengers brought to region by operators who downloaded this itinerary:	69250	62550	131800
<small>Above numbers are based on downloads from TheTourOperator.com and do not reflect the times the itineraries are accessed through our affiliate partner programs such as ntaonline, seeamerica.org, coachquote.com and tourico.com</small>			

Statistics Used to Compile Economic Impact Reports		
	International Operators*	Domestic Operators **
Ave number of travelers served per operator:	4,312	3,105
Breakdown of operators using www.thetouropoperator.com	31.7%	68.3%
Market Share by Region of the U.S.		
East	25.5%	19.8%
Midwest	7.3	18.6
South (excluding Florida)	24.5	32.8
West	13.9	12.7
Florida	14.6	8.5
Other (Hawaii/Alaska)	14.8	8.8
Average Spending (Per passenger/per trip)		
	\$1,412	\$438
<small>SOURCES REFERENCED: *(includes inbound receptive operators) **Comprised of motorcoach student and senior tour operators. Sources: U.S. Tour and Travel Industry, Department of Commerce reports (Tourism Works for America, 2003: Package Travel Survey, National Tourism Association conducted by Longwood Associates 2001</small>		



Destination Showcase Chicago Report

Debi DeBenedetto

June 13, 2005

I attended Destination Showcase on June 9, 2005 in Chicago at Navy Pier. Prior to the show I had phase V do a pre-mailer postcard to 500 planners that were invited to the showcase and it asked them to visit our booth 407 to win a prize 2 night stay at a Naples Resort. Margie McGlynn with Sunstream attended with the CVB.

- We had 16 postcards returned to us at the show.
- We had 47 Meeting Planners talk to us and take information
- We scanned 47 badges for follow up
- I received 7 Request for Proposals

I have determined that the expense of the show dictates that I take less collateral, do not ship the big booth but use the screens instead. I will continue to attend and evaluate these shows as the Destination show is quality of planner not quantity. I will not attend the shows if I have no hotel partner to share expense.

**Convention & Visitors Bureau
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	Booked business	2005		
Date today	Conference Name	Planner name	# of room nights	conference dates
1/4/2005	Wells Dairy	Deb Lang	120	Jan 21-26,2005
1/12/2005	Prina Nestle	Ruth Wilms	40 cancelled	Feb. 28 05
2/2/2005	AAPPO	Denise Grozza	850	
2-Feb	AAPPO	Denise Grozza	850	
4/15/2005	Fox Hollow	Franklin Manchester	\$8,000 F&B	5-May
2-May	IACVB 2010 2007	Paul Griffin	lost	2010 2007
6/20/2005	ACMMSCO	Kelly Hughes	900	May-06
			2720	

Groups pending	RFP LEADS SENT TO HOTELS			2005					
Name	Date	Room nights	phone	Planner Name	conference dates	How did you hear	Status	Market Segment	Feeder Cities
Florida Cheer & Dance Assn	1/4/2005	120		Paul Smith	May 13-15, 2005	e-mail	Miami chosen	Arts	local Naples
Group USA	1/4/2005	125		Albert Brinson	none specific	website	pending	Planner	Miami
Florida Pawnbrokers Assn	1/4/2005			Debra Reed	none specific	website	pending	Planner	Tampa
Strata Marketing	1/4/2005	56		Mike McHugh	5-May	website	lost	Corp	Chicago
Medallion Instrumentation	1/4/2005			Joyce Hill	none specific	website	pending	Corp	Michigan
Triangle Medica Meetings	Jan-05			Beth Killmeyer	35 a year	website	pending	Medical	Pittsburgh
Nat Assn Board Pharmacy Fall	1/4/2005	257		Leslie Dreiske	Nov-05	Visit FLA	pending	Medical	Chicago area
Star Dust Dance	Jan-05	900		Len Moss	Jan-06	Chamber	pending	Smerf	NY / USA
Sagebrush Corp	Jan-05	285		Vicki Juntli	Jul-05	website	pending	Corp	MN
Royal Tours	12-Jan	38		Gay Riddick	Feb-05	Other CVB	no space avail	motorcoach	Virginia
College American Pathologists	21-Jan	28		Peggy Fritz	1/13/2006	repeat planner contact	pending	Conferon	TX
Aluminum Extruders Council	Feb-05	771		Rand Baldwin	Apr-06	website	pending	Corp	IN
McKesson Corp	Feb-05	100		Lisa Putnam	May-05	website	pending	corp	CA
Don Anderson Corp	2/18/2005	41		Don anderson	May 13-15, 2005	website	pending	Corp	CA
NASFM	2/18/2005	370		Richard Misyko	Nov-06	repeat planner contact	pending	Corp	FL
Christian Church of God	2/22/2005	134		Jim Cullumber	Jan-06	Visit FLA	pending	Smerf	IN
Extraordinary Eventz	3/1/2005	35		Lisa Reece	Feb-06	repeat planner contact	pending	Smerf	FL
Access Medical	3/3/2005	5		Susan Paderski	Apr-05	website	pending		
Discovery film crew	3/3/2005	44		Rodney	Mar-05	referral	pending		
CFA Institute	3/6/2005	120		Dana Henshaw	June 06-07-08	mailed	pending	Corp	VA
Ace of Florida	3/6/2005	1105		Richard Misyko	Sep-06	repeat planner contact	pending	Association	FL
U of Michigan	Mar-05	140		Jenny Freels	Feb-06	website	pending	Smerf	MI
FL National Assn. Social Worker	Mar-05	400		Chuck Cook	1-Jun-06	referral	pending	Association	FL
BCC Tennis	24-Mar	100		Frank Hatten	Mar-06	?	pending	Sports	MD
Knights of Pythis	Mar-05	100		Lou Sadowsky	Nov. 2005	website	pending	motorcoach	FL
MPI SEC June Retreat	26-Mar	25		Pat Dobaz	Jun-05	repeat planner contact	pending	Meetings	FL
Qiagen National Sales Meet	Apr-05	595		Erin Flynn	Jan-06	website	pending	Corp	MD
Fabricators & Manufactureers Assn	Apr-05	410		Mary Ann Browning	May-06	Visit FLA	pending	Corp	IL
Inn at Fox Hollow	4/8/2005	8,000 catering		Franklin Manchester	May-05	website	pending	Corp	NY / USA
Dolphin imaging	Apr-05	900		Linda Homel	Mar-07	website	pending	Corp	CA
P Thompson	4/12/2005	280		p Thompson	Oct. 05	NAJ	pending	motorcoach	
Church of Christ Retreat	4/18/2005	150		Richard Runge	Sep/Oct 05	website	pending	Smerf	FI
Signage & Graphics Summit	4/25/2005	650		Michelle Beniak	Jan-06	website	lost booked cheaper	Corp	Ks
Collier County Coalition	4/27/2005	40		Len Price	Jul-05	local referral	pending	Gov	FI
National Interstate Insurance	4/28/2005			Michelle Silvestro		website	pending	Corp	OH
DI Foodservice 2006 dealers	5/3/2005	180		Connie riffin	Jan-06	repeat planner contact	pending	Corp	GA
The Spring Air Company	5/4/2005	90		Carolyn Yoemans	Nov-05	uses CVB's	pending	Corp	II
Florida Literacy Coalition FLC	5/25/2005	530	727-822-4414	Richard Misyko	Spring 2006	repeat planner contact	pending	Assn.	FL
ASMH ACMMSO annual	5/25/2005	900	414-347-1103	Kelly Hughes	April May 2007 -8	friend	booked		Registry Resort
Corus Aluminium Rolled product	5/25/2005	66	847-585-2514	Tess Ladrangan	Feb. 2006	website	pending	corp	IL
University of Rochester	5/31/2005	137	585-275-2094	Julie Blowers	Mar-06	repeat planner contact	pending	Assn.	NY / USA
American Benefits Council	6/3/2005	92	fax703-519-8486	Myrlin Young	Jan-07	website	pending	Assn.	VA
Florida Fish and Wildlife	6/3/2005	180	850-488-9386	Scott Ball	Jul-06	Visit FLA	pending	Gov	FL
GMAC	6/3/2005	2000	952-631-7309	Jodi Montgomery	Feb-07	website	pending		
Church of Lord Railey	6/7/2005	135	770-500-8595	Vickie Thomas	Apr-06	repeat planner contact	pending	Smerf	GA
Arm Partners 2007 Conference	6/9/2005	300	630-285-3590	Arthur Gallagher	Apr-07	Destination Showcase	pending	Assn.	IL
USS Wainwright Veterans Assn	6/9/2005	110	513-829-7280	Dan Bowman	2008 - 2010 July	Destination Showcase	pending	Assn.	II
Franklin Electric	6/9/2005	390	260-827-5498	Stacy Need	Feb-06	Destination Showcase	pending	corp	II
Funeral Directors Services	6/9/2005	280	773-622-1488	John Baran	Oct-06	Destination Showcase	pending	Assn.	II
American Academy of Dermatology	6/9/2005	80	847-330-0230	Debra Barrett	1-Nov	Destination Showcase	pending	Pharm	II
Mitsubishi IA National Sales	6/9/2005	225	847-478-2417	Lori Bacharz	April 06	Destination Showcase	pending	Corp	II
National Bar Assn	6/9/2005	200	973-491-3504	Kathleen Thompson	Feb-06	Destination Showcase	pending	Corp	II
Pro Club Incentive	6/9/2005	720	614-985-1682	Dianne Killian	Feb-06	Visit FLA	pending	Corp	Helms

Data leads generated

Trade show leads

Business cards, labels data bases shared from shows attended

Fams etc.

Show Name

Type of show

of leads

Fam Planned for Bahama Tourist		15	1/21/2005
Leads sent Holiday Showcase	Travel Agents	60	1/4/2005
Meeting south leads	Planners and Agents	10	1/5/2005
AAA Midwest agents mailing /share	Travel Agents	500	1/20/2005
3 leads to JoNell PR from Chicago Adventures in Travel	Media		1/9/2005
3 leads to JoNell PR from NY Adventures in Travel	Media		1/19/2005
Travel & Adventure Chicago	Trade and consumer	500VG	1/9/2005
Travel & Adventure New York	Trade and consumer	500vg	1/19/2005
Florida Huddle	wholesale tour ops		1/27/2005
Travel South Memphis group tour	group tour ops		2/13/2005
Lousiana Golf leads	golf	100	1/28/2005
Cincinatti golf leads	golf	185	1/28/2005
Fishing Trip	fish /golf	5	2/2/2005
received special interest from AAA mailing huge response	sent out several cases VG	Midwest AAA	
Site IVA W and Capt. Wright kayak tours	great first hand experience		
Sent Florida 2005 specialized TA list to partners			
Sent Huddle leads to partners			
Sent Grand Rapids golf leads out	Consumer	Midwest	2/18/2005
Don Sinclair Site	Students trip Everglades	FGCU	2/18/2005
Cathlic Alumni Site	future meeting site	3	2/18/2005 for 3/28
Meeting south leads	Meeting planner	7leads	2/18/2005
Philidelphia Play Fla Golf leads sent to participating par	golf	340	2/23/2005
Play FLA Golf leads Cleveland Syracuse	golf	328	3/1/2005
Toronto Golf leads	golf	1000	3/23/2005
Conferon Information	Meeting Planners		3/24/2005
Chicago Golf leads	golf	211	4/4/2005
Plan your meetings leads	Meeting Planners	60	4/8/2005
Affordable Meetings Chicago show	Meeting Planners	137	4/18/2005
Nashville Golf leads	golf	1017	4/15/2005
Florida Live	Travel Agents	210	4/27/2005
United Airlines	Reservation Agents	250	4/26/2005
South West Airlines	Reservation Agents	100	4/28/2005
GoGo	Reservation Agents	9	4/28/2005

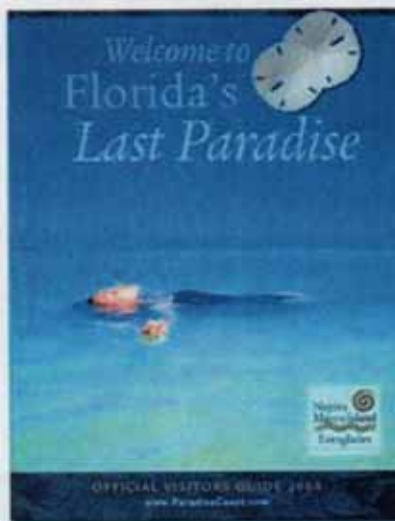
From: Plan Your Meetings Magazine [info@planyourmeetings.com]
Sent: Tuesday, May 31, 2005 11:43 AM
To: DeBenedettoDebi
Subject: From PYM- Naples Marco Island- Collier County CVB



Naples, Marco Island & the Everglades Summer Group Specials

Now is the season to save big on planning meetings in Paradise! If you still have meetings to book this summer your best bet is Naples, Marco Island & the Everglades. Many of our finest hotels are offering special rates, upgrades, no attrition fees and other rewards to incentive you to book Paradise now.

Contact Debi DeBenedetto, Tourism Sales & Marketing Manager at 1-239-403-2379 and see our website at www.ParadiseCoast.com.



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