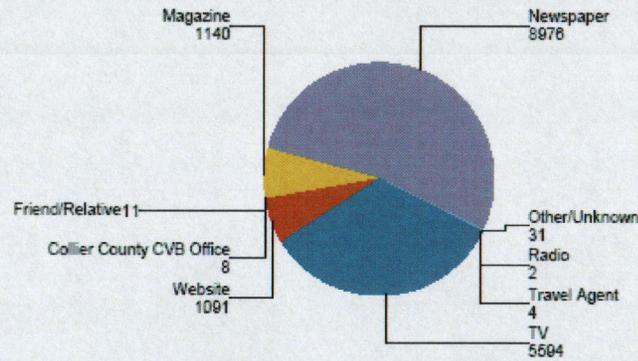


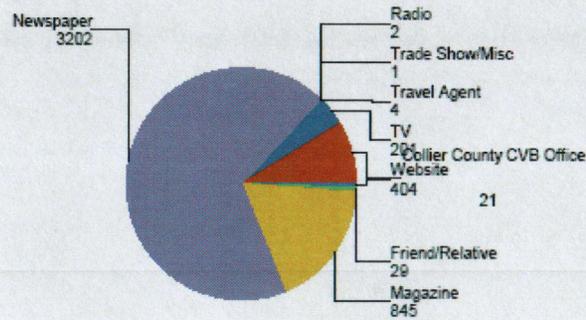
### Collier County CVB Requests by Source

For the Month of May 2004 & 2005

#### Requests by Source for Current Year



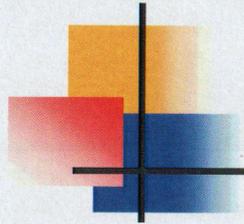
#### Requests by Source for Previous Year



**Total Calls:**

**16857**

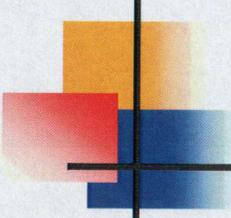
**4709**



# Inquiries - Leading 6 States

---

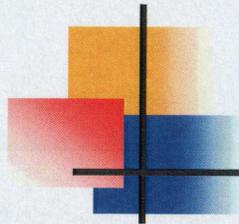
- New York
- Florida
- New Jersey
- Pennsylvania
- Texas
- California



# Inquiries - Leading 4 Countries

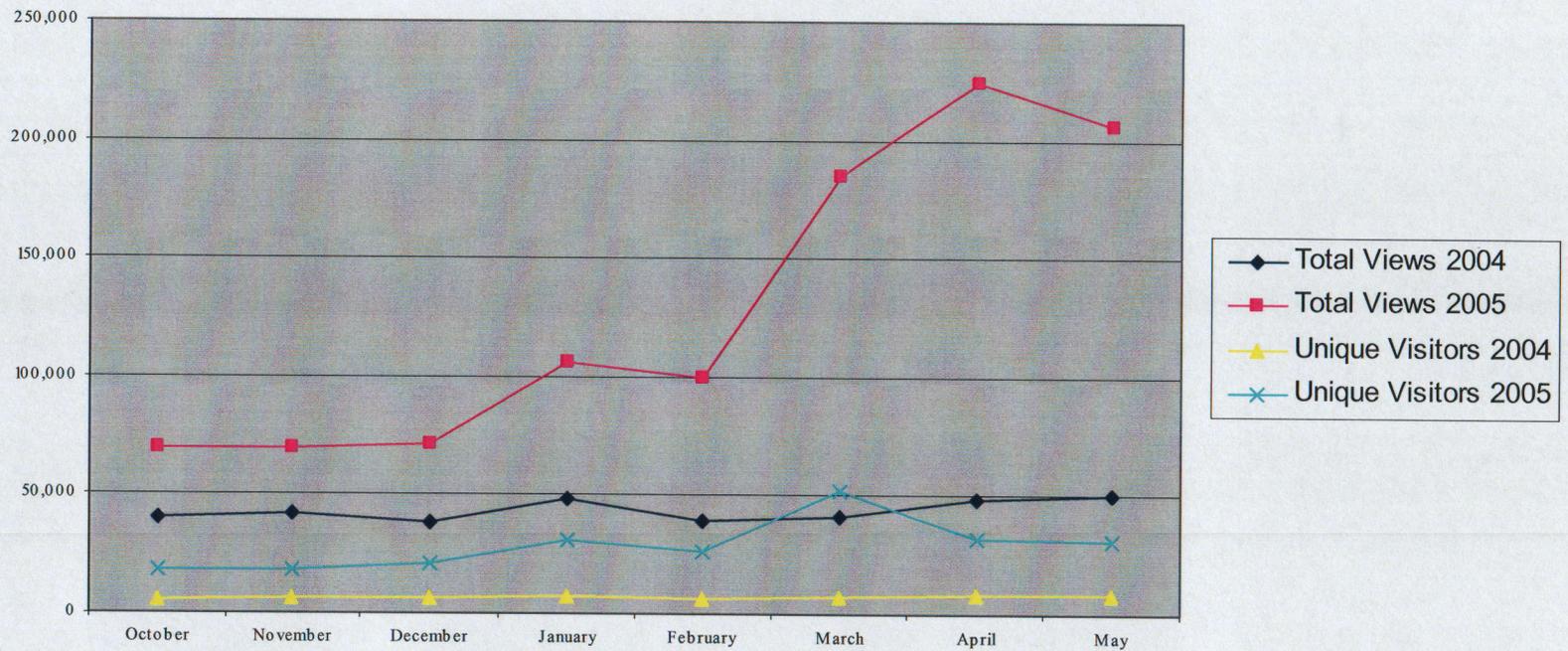
---

- USA
- Canada
- England
- Germany

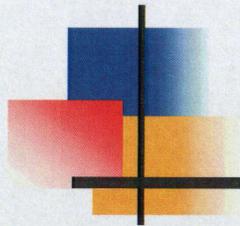


# Website Activity

Website Activity



# May 2005 CVB Statistics

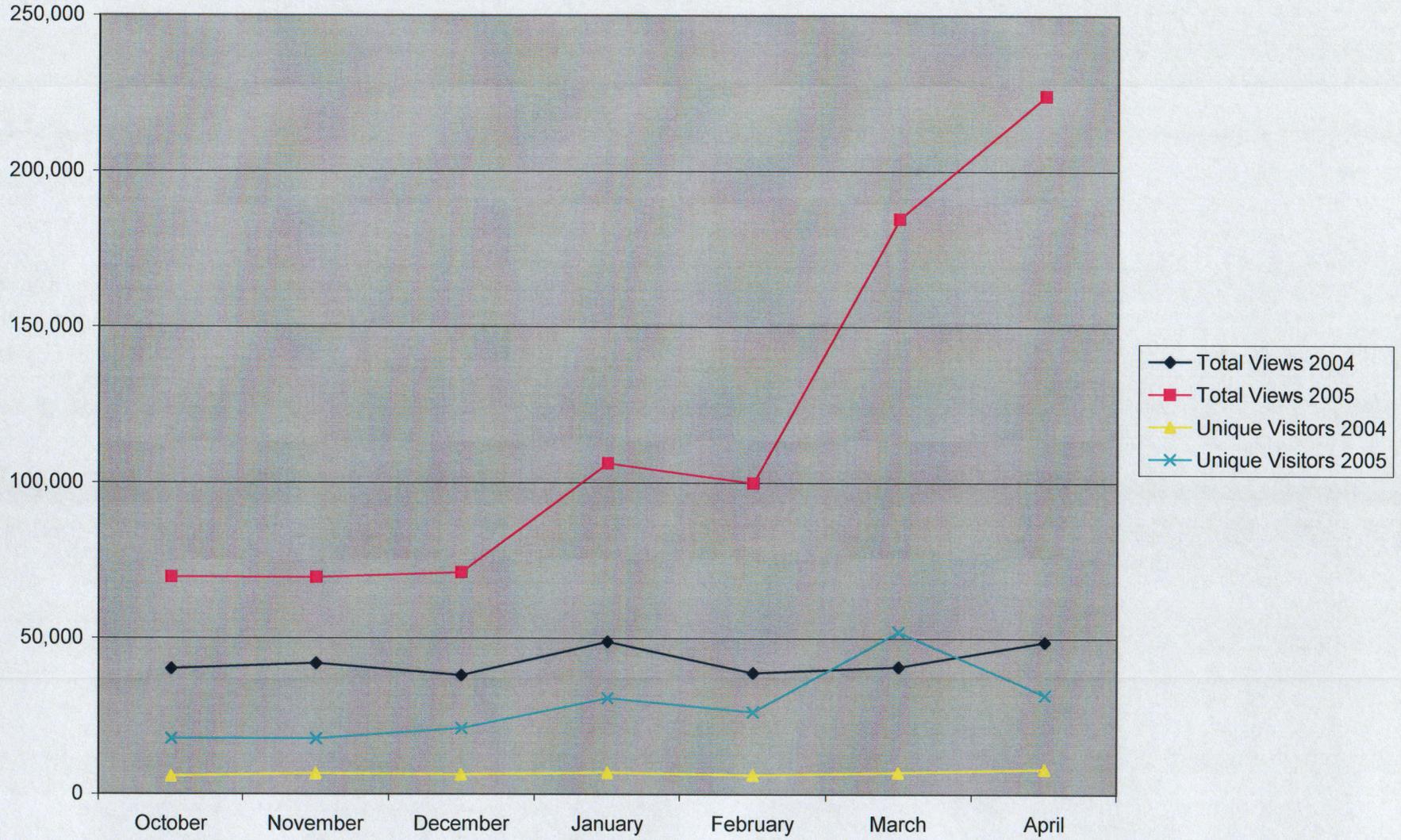


E-Blast = 7513

Special Marketing Mailings = 3165

Hotel Reservation Calls = 38

### Website Activity



	October	November	December	January	February	March	April
Total Views 2004	40,341	42,045	38,225	48,991	39,016	40,949	48,929
Total Views 2005	69,622	69,603	71,203	106,332	99,914	184,750	224,139
Unique Visitors 2004	5,861	6,650	6,294	7,005	6,260	7,079	8,104
Unique Visitors 2005	17,932	17,880	21,238	30,949	26,536	52,224	31,922

**Collier County - Call Summary by Type**  
**For the Month of May, 2005 and 2004**

	<u>Current Year</u>	<u>Previous Year</u>
Call-Live	691	637
Data Entry	<u>16519</u>	<u>4,307</u>
Data Import	15647	3,952
Data Entry- Manual	<u>872</u>	<u>355</u>
Collier County	16	8
RDR Response	843	306
RR-Fulfilled	7	18
Website	6	23
Total Calls	<u><u>17,210</u></u>	<u><u>4,944</u></u>

# Collier County CVB

## Call Summary by Purpose

For the month of May 2005

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>
Guest Click - Reservations	38	283.32
Help Desk	135	392.42
Partner Pack CD	1	1.83
VISITORS GUIDE	16,857	1,708.83
<b>Grand Total:</b>	<b>17,031</b>	<b>2,386.40</b>

## Collier County CVB Requests by Source

For the Month of May 2004 & 2005

<u>Source</u>	<u>Current Year</u>		<u>Previous Year</u>	
Collier County CVB Office	8	0.05%	21	0.45%
Friend/Relative	11	0.07%	29	0.62%
Magazine	1140	6.76%	845	17.94%
Newspaper	8976	53.25%	3202	68.00%
Other/Unknown	31	0.18%	0	0.00%
Radio	2	0.01%	2	0.04%
Trade Show/Misc	0	0.00%	1	0.02%
Travel Agent	4	0.02%	4	0.08%
TV	5594	33.19%	201	4.27%
Website	1091	6.47%	391	8.30%
Website-24-7Vacations.com	0	0.00%	3	0.06%
Website-ClassicFlorida.com	0	0.00%	6	0.13%
Website-FLAUSA.com	0	0.00%	3	0.06%
Website-ParadiseCoast.com	0	0.00%	1	0.02%
<b><u>Total Calls:</u></b>	<b><u>16857</u></b>		<b><u>4709</u></b>	

# Collier County CVB Requests by Magazine

For the month of May 2005

<u>CALL TYPE</u>	<u>MAGAZINE</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	2005 Official FL Vac Guide	4
	FLAUSA Intl Trvl Planner 05	2
	Florida Sun	2
	Frommers Budget Tvl June 05	3
	National Geographic Traveler	2
	Other/Unknown	37
	Southern Living TVL FL June 05	14
	Southern Living TVL FL May 05	11
	Unknown	7
		82
<u>CALL-LIVE</u>		
<u>Collier Coun</u>		
	Florida Sun	6
		6
<u>Collier Coun</u>		
		6
<u>DATA IMPORT</u>		
	2005 Official FL Vac Guide	144
	Conde Nast Traveler May 05	381
	National Geographic Traveler	127
	Southern Living May 05	84
		736
<u>DATA IMPORT</u>		
<u>RDR RESPONSE</u>		
	2005 Official FL Vac Guide	83
	Audubon/Corkscrew Mar 05	38

# Collier County CVB Requests by Magazine

For the month of May 2005

<u>CALL TYPE</u>	<u>MAGAZINE</u>	<u>REQUESTS</u>
	Conde Nast Traveler May 05	28
	National Geographic Traveler	127
	Southern Living May 04	5
	Southern Living May 05	35
RDR RESPONSE		<hr/> 316
<u>Grand Total:</u>	<hr/>	<hr/> 1,140

# Collier County CVB

## Requests by Newspaper

For the month of May 2005

<u>CALL TYPE</u>	<u>NEWSPAPER</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	Miami Herald	4
	Other/Unknown	15
	Palm Beach Post	2
	Sun Sentinel	9
	Unknown	4
	USA Weekend Insert May 05	11
		45
<u>DATA IMPORT</u>		
	PrePrint In State Spring 05	1,758
	PrePrint Out State Spring 05	6,901
	Valassis	217
		8,876
<u>RDR RESPONSE</u>		
	Preprint In State Apr 05	3
	Preprint Out State Apr 05	52
		55
<u>RDR RESPONSE</u>		
		55
<u>Grand Total:</u>		<u>8,976</u>

# Collier County CVB

## Requests by Radio

For the month of May 2005

<u>CALL TYPE</u>	<u>RADIO</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	Unknown	2
CALL-LIVE		<u>2</u>
<u>Grand Total:</u>		<u>2</u>

# Collier County CVB

## Requests by TV

For the month of May 2005

<u>CALL TYPE</u>	<u>TV</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	ADELPHIA CABLE	8
	Miami/Ft Laud W	73
	Miami/Palm Beac	4
	Other/Unknown	49
	West Palm Beach	8
CALL-LIVE		<hr/> 142
<u>DATA IMPORT</u>		
	PITV	5,452
DATA IMPORT		<hr/> 5,452
<u>Grand Total:</u>		<hr/> <b>5,594</b>

# Collier County CVB

## Requests by Website

For the month of May 2005

<u>CALL TYPE</u>	<u>WEBSITE</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	FLAUSA.com	5
	Other/Unknown	9
	ParadiseCoast.com	7
	Visit FL Dialogue Program	1
		<hr/>
CALL-LIVE		22
<u>Collier Coun</u>		
	ParadiseCoast.com	1
		<hr/>
Collier Coun		1
<u>DATA IMPORT</u>		
	Visit FL Dialogue Program	583
		<hr/>
DATA IMPORT		583
<u>RDR RESPONSE</u>		
	DestinationBrochures.com	3
	ParadiseCoast.com	405
	Visit FL Dialogue Program	64
		<hr/>
RDR RESPONSE		472
<u>RR-FULFILLED</u>		
	ParadiseCoast.com	7
		<hr/>
RR-FULFILLED		7
<u>WEBSITE</u>		
	ParadiseCoast.com	6
		<hr/>
WEBSITE		6
<u>Grand Total:</u>		<hr/> <b>1,091</b> <hr/>

# Collier County CVB

## Requests by State

For the Month of May 2004 & 2005

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
NY	2917	17.47%	250	5.38%
FL	2425	14.53%	1738	37.38%
NJ	1248	7.48%	182	3.91%
PA	945	5.66%	203	4.37%
TX	755	4.52%	311	6.69%
CA	634	3.80%	39	0.84%
IL	626	3.75%	202	4.35%
OH	552	3.31%	164	3.53%
GA	459	2.75%	212	4.56%
MI	429	2.57%	48	1.03%
TN	408	2.44%	134	2.88%
NC	372	2.23%	173	3.72%
LA	343	2.05%	94	2.02%
AL	303	1.82%	133	2.86%
AR	280	1.68%	27	0.58%
IN	242	1.45%	39	0.84%
WI	242	1.45%	25	0.54%
MA	240	1.44%	45	0.97%
VA	238	1.43%	83	1.79%
MO	215	1.29%	53	1.14%
CT	213	1.28%	19	0.41%
AZ	193	1.16%	65	1.40%
WA	192	1.15%	6	0.13%
KY	187	1.12%	70	1.51%
MD	185	1.11%	73	1.57%
SC	176	1.05%	81	1.74%
OK	158	0.95%	17	0.37%
OR	155	0.93%	7	0.15%
MS	141	0.84%	33	0.71%
MN	139	0.83%	16	0.34%
CO	136	0.81%	11	0.24%
KS	122	0.73%	14	0.30%
IA	99	0.59%	18	0.39%
WV	79	0.47%	10	0.22%
NE	64	0.38%	6	0.13%
NH	61	0.37%	4	0.09%
UT	58	0.35%	2	0.04%
NV	54	0.32%	2	0.04%
ME	51	0.31%	7	0.15%
NM	48	0.29%	3	0.06%
ID	45	0.27%	3	0.06%
DE	43	0.26%	6	0.13%

PHASE V OF SOUTHWEST FLORIDA, INC.

Page 1 of 2

# Collier County CVB

## Requests by State

For the Month of May 2004 & 2005

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
RI	38	0.23%	4	0.09%
HI	30	0.18%	0	0.00%
AK	24	0.14%	3	0.06%
MT	24	0.14%	2	0.04%
ND	23	0.14%	2	0.04%
VT	21	0.13%	1	0.02%
SD	19	0.11%	3	0.06%
WY	18	0.11%	1	0.02%
DC	12	0.07%	3	0.06%
PR	12	0.07%	2	0.04%
<b><u>Grand Total:</u></b>	<b><u>16693</u></b>		<b><u>4649</u></b>	

# Collier County CVB

## Requests by Country

For the Month of May 2004 & 2005

<u>COUNTRY</u>	<u>Current Year</u>		<u>Previous Year</u>	
USA	16,693	99.03%	4,649	98.73%
Canada	95	0.56%	33	0.70%
England (Great Britian)	27	0.16%	13	0.28%
Germany	9	0.05%	1	0.02%
Belgium	4	0.02%	0	0.00%
India	4	0.02%	0	0.00%
France	3	0.02%	6	0.13%
Argentina	2	0.01%	0	0.00%
Austria	2	0.01%	0	0.00%
Italy	2	0.01%	0	0.00%
Philippines	2	0.01%	0	0.00%
Sweden	2	0.01%	0	0.00%
China	1	0.01%	0	0.00%
Finland	1	0.01%	0	0.00%
Iran	1	0.01%	0	0.00%
Japan	1	0.01%	0	0.00%
Malaysia	1	0.01%	0	0.00%
Mexico	1	0.01%	1	0.02%
Netherlands	1	0.01%	1	0.02%
Peru	1	0.01%	0	0.00%
Poland	1	0.01%	0	0.00%
Spain	1	0.01%	0	0.00%
Switzerland	1	0.01%	0	0.00%
Ukraine	1	0.01%	0	0.00%
Australia	0	0.00%	1	0.02%
Ireland	0	0.00%	1	0.02%
Nigeria	0	0.00%	1	0.02%
Other	0	0.00%	2	0.04%
<b>Grand Total:</b>	<b>16,857</b>		<b>4,709</b>	

Collier County Monthly Phase V Responses: 2005 Fiscal Year

Current Fiscal Year Publications - 2005																										
	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2003	2004	2003	2004	2003	2004	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	YTD 2004	YTD 2005
<b>Magazine</b>																										
2004 Official FL Vac Guide	0	116	0	96	0	122	0	112	234	147	286	130	170	0	182	0	209	0	193	0	128	0	122	0	1,524	723
2005 Official FL Vac Guide	0	0	0	0	0	0	0	6	0	30	0	118	0	168	0	231	0	0	0	0	0	0	0	0	0	553
AAA Going Places	0	0	9	0	4	0	10	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	27	0
America Journal 04/04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
Amex Card Member Program	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1
Audubon	62	1	12	2	128	0	235	2	49	0	49	246	15	176	22	38	1	0	3	0	0	0	0	0	576	465
Better Homes & Gardens	0	0	0	0	0	0	0	0	2	0	27	0	13	0	5	0	3	0	3	0	3	0	0	0	56	0
Bon Appetit Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0
Bon Appetit Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	2	0
Bridal Misc.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Business Week Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Business Week Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0
Color of Florida	0	0	0	0	0	0	0	0	0	0	12	0	432	0	17	0	0	0	1	0	0	0	0	0	462	0
Conde Nast Traveler	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	409	0	0	0	0	0	0	0	0	0	409
Country Home Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Country Home Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Endless Vacations- Nov./Dec. 2003	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Fast Company Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fast Company Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FL Meeting Planners Guide Apr 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FL Official Meeting Planner Guide	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0
FL Official Travel Guide 04	0	0	0	2	0	0	0	3	2	0	0	0	0	0	6	0	5	0	7	0	2	0	1	0	23	5
FL Official Travel Industry Guide	0	0	0	1	0	0	0	0	6	2	2	0	2	0	0	0	0	0	0	0	0	0	0	0	2	11
FLAUSA Calendar 05	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2
FLAUSA International Travel Planner 04	0	0	0	1	0	2	0	6	0	5	0	12	3	8	0	6	0	4	0	7	0	3	0	0	51	6
FLAUSA International Travel Planner 05	0	0	0	1	0	0	0	1	0	4	0	6	0	0	0	2	0	0	0	0	0	0	0	0	0	14
Florida Sun	0	0	0	0	0	0	0	0	0	0	0	0	0	28	0	8	0	0	0	0	0	0	0	0	0	36
Food & Wine Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Food & Wine Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
Forbes Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Forbes Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Fortune Jul 04	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Fortune Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Frommers Budget Travel Feb 04	0	1	0	0	0	0	0	0	7	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	10	1
Frommers Budget Travel June 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3
FSB Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
FSB Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Garden Design Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Garden Design Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Golf Magazine	2	0	1	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0
Golf Pac	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	2	2
Great Florida Getaways May 04	0	340	0	433	0	103	0	60	1	0	0	0	1	0	1	0	226	0	670	0	310	0	620	0	1,829	936
Great Florida Getaways Dec 04	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4
Gulf Shore Business	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
House & Garden Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3	0	0	0	0	0	5	0
House & Garden Jun 04	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	1
Inc Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Inc Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Midwest Living	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	2	0
Money Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Money Jun 04	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	0	0	0	0	0	0	0	3	1
National Geographic Traveler	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	256	0	0	0	0	0	0	0	0	0	256

Collier County Monthly Phase V Responses: 2005 Fiscal Year

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2003	2004	2003	2004	2003	2004	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	YTD 2004	YTD 2005	
Other	38	0	23	3	3	6	25	50	34	14	18	11	14	26	20	37	9	0	12	0	3	0	4	0	203	147	
Play Florida Golf Jan 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	1	0	0	0	3	0	
Play Florida Golf Jul 04	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	
South Florida Business Journal	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
South Florida CEO	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Southeastern Assoc Exe Guide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	
Southeastern Assoc Exe Mag	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Southern Living TVL FL Feb 05	0	0	0	0	0	0	0	6	0	14	0	5	0	6	0	0	0	0	0	0	0	0	0	0	0	31	
Southern Living TVL FL May 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	130	0	0	0	0	0	0	0	0	0	130	
Southern Living TVL FL June 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0	0	0	0	0	0	0	0	0	14	
Successful Meetings	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
This Old House Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
This Old House Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
Town & Country Mar 04	0	0	0	0	0	0	0	0	0	0	6	0	4	0	2	0	1	0	1	0	1	0	0	0	15	0	
Traditional Home Jul 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Traditional Home Jun 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Travel & Leisure	2	0	0	0	0	0	1	0	5	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	
Travel FL (Southern Living)	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	3	0	
Undiscovered Florida 04	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	0	0	3	0	
Unknown	3	1	12	0	4	3	11	10	7	1	6	3	3	2	7	7	6	0	2	0	1	0	1	0	63	27	
Vacations (Southern Living)	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Visitor Guide Reader Service Cards Advertiser Leads	0	0	0	0	0	0	0	0	708	0	2,767	0	1,518	0	5,491	0	8,142	0	10,312	0	0	0	0	0	28,938	0	
Women's World	0	0	0	0	0	0	0	5	0	5	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	12	
<b>Subtotal Magazines:</b>	<b>108</b>	<b>461</b>	<b>58</b>	<b>540</b>	<b>140</b>	<b>239</b>	<b>282</b>	<b>260</b>	<b>1,058</b>	<b>221</b>	<b>3,187</b>	<b>523</b>	<b>2,186</b>	<b>414</b>	<b>5,769</b>	<b>1,135</b>	<b>8,617</b>	<b>0</b>	<b>11,212</b>	<b>0</b>	<b>459</b>	<b>0</b>	<b>752</b>	<b>0</b>	<b>33,828</b>	<b>3,793</b>	
<b>Newspaper</b>																											
Atlanta Journal-Constitution	0	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0
Bergen City Record	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
Birmingham News	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	0	1	1
Boston Globe Feb 04 - Editorial	0	2	0	0	0	0	0	0	197	0	8	0	5	0	1	0	0	0	1	0	2	0	1	0	215	2	
Boston Globe Nov 04	0	0	0	79	0	12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	91	
Boston Globe 05	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	3	
Charlotte Observer	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0	
Cleveland Plain Dealer	0	0	0	0	0	0	0	0	0	0	0	0	3	2	0	0	0	0	0	0	0	0	0	0	3	2	
Dallas Morning News	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
Daytona Beach News	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
Discover FL - Palm Beach Post	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Ft. Lauderdale Sun Sentinel	0	0	0	0	0	0	0	0	0	0	0	0	0	5	1	0	0	0	1	0	0	0	0	0	2	5	
Ft. Myers News Press	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	1	0	0	0	2	2	
Ft. Pierce Tribune	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	
Jaxville Times Union	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	2	0	
Lakeland Ledger	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	
Macon Telegraph	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0	
Memphis Commercial	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1	
Miami Herald Sun Travel	0	0	0	0	0	0	0	0	1	0	0	1	4	2	6	4	7	0	4	0	1	0	0	0	23	7	
Naples Daily News - Editorial	0	0	1	0	0	0	0	2	540	0	9	0	1	0	0	0	0	0	0	0	0	0	0	0	551	2	
New York Newsday	0	0	0	0	0	0	0	0	0	0	0	0	2	7	1	1	0	0	0	0	1	0	1	0	10	3	
Orlando Sentinel Sun Travel	0	0	0	1	0	1	0	0	28	0	6	0	4	1	5	0	8	0	0	0	0	0	0	0	51	3	
Other	0	2	0	9	0	2	0	1	0	4	5	7	20	21	33	15	14	0	5	0	0	0	0	0	77	61	
Palm Beach Post	0	0	0	0	0	1	0	0	0	1	0	0	0	2	0	2	0	0	0	0	0	0	0	0	0	6	
Pittsburgh Post Gazette	0	0	0	0	0	0	0	0	0	0	0	0	6	1	0	0	0	0	0	0	0	0	0	0	6	1	
Preprint In-State Apr 04	0	0	0	0	0	0	0	0	0	0	27	0	0	0	1,705	0	1,116	0	299	0	35	0	59	0	3,241	0	
Preprint In-State Apr 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,761	0	0	0	0	0	0	0	0	0	1,761	
Preprint Out-State Apr 04	0	0	0	0	0	0	0	0	4	0	0	0	2	0	995	0	2,284	0	562	0	187	0	129	0	4,163	0	
Preprint Out-State Apr 05	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	6,953	0	0	0	0	0	0	0	0	0	6,956	

Collier County Monthly Phase V Responses: 2005 Fiscal Year

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2003	2004	2003	2004	2003	2004	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	YTD 2004	YTD 2005	
Sarasota Herald	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	2	0	
Savannah News	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
Stuart/St. Lucie Times	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	1	1	
St. Petersburg Times	0	0	0	0	0	0	0	0	0	0	0	0	3	1	2	0	0	0	0	0	0	0	0	0	5	1	
Sun Sentinel Sun Travel	0	0	1	0	0	0	0	0	0	0	1	0	0	17	0	9	0	0	0	0	0	0	0	0	2	26	
Tampa Tribune	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	5	0	0	0	0	0	0	0	8	0	
Unknown	4	0	14	0	7	2	11	1	27	1	2	1	2	3	9	4	1	0	0	0	0	0	0	0	77	12	
USA Weekend Insert May 04	0	2	0	0	0	0	0	0	0	0	0	0	1	0	18	0	417	0	262	0	17	0	0	0	715	2	
USA Weekend Insert May 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	0	0	0	0	0	0	0	0	11	
Valassis (Color of Florida)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	421	217	1,967	0	0	0	0	0	0	0	2,388	217	
<b>Subtotal Newspapers:</b>	<b>4</b>	<b>6</b>	<b>19</b>	<b>91</b>	<b>8</b>	<b>18</b>	<b>11</b>	<b>5</b>	<b>797</b>	<b>7</b>	<b>58</b>	<b>12</b>	<b>67</b>	<b>63</b>	<b>3,204</b>	<b>8,976</b>	<b>5,822</b>	<b>0</b>	<b>1,134</b>	<b>0</b>	<b>244</b>	<b>0</b>	<b>190</b>	<b>0</b>	<b>11,558</b>	<b>8,950</b>	
<b>TV</b>																											
Other/Unknown	0	0	0	1	1	1	2	0	3	0	3	18	53	92	34	49	22	0	34	0	38	0	2	0	192	161	
Adephia Cable	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	8	0	0	0	0	0	0	0	0	0	9	0
Everglades Angler	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
German TV/Swamp	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0
Miami - WBZL WB	0	0	0	0	0	0	0	0	0	0	0	0	25	68	37	4	34	0	19	0	7	0	0	0	122	72	
Miami - WSVN FOX	0	0	0	0	0	0	0	0	0	0	0	0	63	11	56	73	55	0	23	0	11	0	0	0	208	84	
Miami - WTVJ NBC	0	0	0	0	0	0	0	0	0	0	0	1	80	0	55	0	39	0	23	0	5	0	4	0	206	1	
West Palm Beach - WPTV NBC	0	0	0	0	0	0	0	0	0	0	5	25	16	19	8	22	0	12	0	0	0	0	0	0	78	29	
West Palm Beach - WPBF	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
West Palm Beach - WPEC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
PITV	0	0	0	0	0	0	0	0	0	0	0	0	0	3,630	0	5,452	0	0	0	1	0	0	0	0	1	9,082	
Travel Channel	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	1	0
UA Air/Continental	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Subtotal TV:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>3</b>	<b>0</b>	<b>3</b>	<b>24</b>	<b>246</b>	<b>3,822</b>	<b>201</b>	<b>5,594</b>	<b>172</b>	<b>0</b>	<b>111</b>	<b>0</b>	<b>62</b>	<b>0</b>	<b>6</b>	<b>0</b>	<b>807</b>	<b>9,442</b>	
<b>Radio</b>																											
Radio - Atlanta, GA & Birmingham, AL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Radio - Miami/Ft. Lauderdale/Palm Beach	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2	0	
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	2	1	
Unknown	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	4	0
<b>Subtotal Radio:</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>4</b>	<b>5</b>	
<b>Websites</b>																											
24-7Vacations.com	130	0	47	0	132	0	53	4	5	180	2	0	926	671	4	0	651	0	1	0	2	0	633	0	2,586	855	
ClassicFlorida.com	31	0	37	0	23	0	57	0	38	0	14	0	23	0	22	0	18	0	5	0	6	0	1	0	275	0	
Color of Florida	0	125	0	0	0	0	0	0	0	0	0	0	0	0	354	0	207	0	272	0	45	0	2	0	880	125	
DestinationBrochures.com	0	14	0	67	0	91	0	181	0	2	0	9	0	2	0	3	0	0	55	0	13	0	70	0	138	369	
FLAUSA.com	2	1	1	1	2	3	1	2	1	3	3	2	4	4	4	5	1	0	1	0	7	0	0	0	27	21	
Florida Dept. of Tourism	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	
Golf.paradisecoast.com	0	0	0	0	0	0	0	0	0	1	0	5	0	8	0	0	0	0	0	0	0	0	0	0	0	14	0
Other/Unknown	0	0	0	0	0	0	0	0	0	11	0	13	0	11	0	9	0	0	0	0	0	0	0	0	0	44	0
ParadiseCoast.com	0	165	0	208	0	228	0	494	58	316	22	412	14	439	18	426	140	0	276	0	246	0	187	0	961	2,688	
Classicfla.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	
USA.de	0	0	0	1	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0	1	3	
Vacationfun.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	
Visit FL Internet Dialogue	0	271	0	101	0	31	0	24	0	94	0	42	0	450	0	648	0	0	0	0	0	0	0	0	0	1,661	
Visitnaples.com	0	5	0	3	4	4	0	0	58	0	22	0	14	0	2	0	0	0	1	0	3	0	2	0	106	12	
Weather Bug	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Subtotal Websites:</b>	<b>163</b>	<b>581</b>	<b>85</b>	<b>381</b>	<b>161</b>	<b>358</b>	<b>111</b>	<b>705</b>	<b>160</b>	<b>607</b>	<b>63</b>	<b>484</b>	<b>981</b>	<b>1,585</b>	<b>404</b>	<b>1,091</b>	<b>1,019</b>	<b>0</b>	<b>611</b>	<b>0</b>	<b>323</b>	<b>0</b>	<b>896</b>	<b>0</b>	<b>4,977</b>	<b>5,792</b>	
<b>Trade Shows</b>																											
Trade Show - Miscellaneous	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
World Trade Show	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	0	
<b>Subtotal Trade Shows:</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>1</b>	

Collier County Monthly Phase V Responses: 2005 Fiscal Year

	October		November		December		January		February		March		April		May		June		July		August		September		Total	
	2003	2004	2003	2004	2003	2004	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	YTD 2004	YTD 2005
<b>Misc. Source</b>																										
Collier County CVB Office	0	26	0	42	14	7	0	37	14	7	18	8	29	5	21	8	7	0	4	0	6	0	3	0	116	140
Friend/Relative	0	12	0	18	17	9	0	28	54	14	23	9	27	13	29	11	28	0	23	0	11	0	11	0	223	114
Storm Information	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17	0	17	0	
Trade Show/Misc.	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	3	0	
Travel Agent	2	3	1	6	2	0	1	8	18	12	3	4	4	2	4	4	2	0	2	0	4	0	1	0	44	39
Unknown	0	0	3	0	0	0	0	0	0	22	0	25	0	28	0	31	0	0	0	0	0	0	0	3	106	
US Airways/Continental Video	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Subtotal Misc. Source:</b>	<b>2</b>	<b>41</b>	<b>4</b>	<b>66</b>	<b>33</b>	<b>16</b>	<b>1</b>	<b>73</b>	<b>86</b>	<b>55</b>	<b>44</b>	<b>46</b>	<b>63</b>	<b>48</b>	<b>54</b>	<b>54</b>	<b>37</b>	<b>0</b>	<b>29</b>	<b>0</b>	<b>21</b>	<b>0</b>	<b>32</b>	<b>0</b>	<b>406</b>	<b>399</b>
<b>Sub Total:</b>	<b>277</b>	<b>1,090</b>	<b>166</b>	<b>1,080</b>	<b>343</b>	<b>633</b>	<b>407</b>	<b>1,043</b>	<b>2,104</b>	<b>890</b>	<b>3,355</b>	<b>1,089</b>	<b>3,545</b>	<b>5,933</b>	<b>9,635</b>	<b>16,852</b>	<b>15,667</b>	<b>0</b>	<b>13,097</b>	<b>0</b>	<b>1,109</b>	<b>0</b>	<b>1,876</b>	<b>0</b>	<b>51,581</b>	<b>28,382</b>
<b>Previous Fiscal Year Publications - 2004</b>																										
<b>Magazine</b>																										
2003 Official FL Vac Guide	567	0	202	0	1,015	0	184	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1,970	0
2004 Official FL Vac Guide (FLA USA)	1	0	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Bon Appetit	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	
Coastal Living	5	0	2	0	0	0	6	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0	
Fall Value Guide - FLAUSA	0	0	5	0	6	0	10	0	7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	28	0	
Florida Magazine	0	0	5	0	2	0	7	0	5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	19	0	
Great Getaways	2	0	2	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	
Midwest Living	0	0	0	0	1	0	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	
Southern Living	50	0	6	0	61	0	50	0	27	0	24	0	22	0	18	0	6	0	0	0	0	0	0	264	0	
Southern Living May 04	0	37	0	24	0	19	0	16	1	42	0	11	4	17	550	5	609	0	162	0	90	0	73	1,489	171	
Southeastern Association Executive Magazine & Guide	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
The New Yorker (Opportunity Budget)	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	
The New York Times Magazine	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Travel Holiday	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Travel Agent Magazine	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Undiscovered Florida	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Subtotal Previous Magazines:</b>	<b>625</b>	<b>37</b>	<b>224</b>	<b>24</b>	<b>1,086</b>	<b>19</b>	<b>264</b>	<b>16</b>	<b>44</b>	<b>42</b>	<b>25</b>	<b>11</b>	<b>26</b>	<b>17</b>	<b>568</b>	<b>5</b>	<b>615</b>	<b>0</b>	<b>162</b>	<b>0</b>	<b>90</b>	<b>0</b>	<b>73</b>	<b>0</b>	<b>3,802</b>	<b>171</b>
<b>Previous Fiscal Year Newspapers - 2004</b>																										
<b>Newspaper</b>																										
Boston Globe	0	0	0	0	0	0	0	0	3	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	0	
Boston Globe Jan 04	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Miami Herald	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Miami Herald (Discover the Gulf)	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Newspaper Insert - PrePrint	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
NY Times	0	0	1	0	0	0	3	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	
Orlando Sentinel	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	
Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Palm Beach Post	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Palm Beach Post (Discover Florida)	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	
Preprint In-State	532	0	154	0	445	0	55	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,188	0	
Preprint - Newspaper In-State	0	0	0	0	0	0	0	0	33	0	0	0	0	0	0	0	0	0	0	0	0	0	0	33	0	
Preprint-Newspaper Insert	2	0	5	0	0	0	9	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17	0	
Sun Sentinel (City & Shore / Destination Magazine)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Sun Sentinel (Florida Gulf Coast)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Sun Sentinel (Florida Vacations)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Subtotal Previous Newspapers:</b>	<b>538</b>	<b>0</b>	<b>162</b>	<b>0</b>	<b>445</b>	<b>0</b>	<b>68</b>	<b>0</b>	<b>42</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1,255</b>	<b>0</b>	
<b>GRAND TOTAL:</b>	<b>1,440</b>	<b>1,127</b>	<b>552</b>	<b>1,104</b>	<b>1,874</b>	<b>652</b>	<b>739</b>	<b>1,059</b>	<b>2,190</b>	<b>932</b>	<b>3,380</b>	<b>1,100</b>	<b>3,571</b>	<b>5,950</b>	<b>10,203</b>	<b>16,857</b>	<b>16,282</b>	<b>0</b>	<b>13,259</b>	<b>0</b>	<b>1,199</b>	<b>0</b>	<b>1,949</b>	<b>0</b>	<b>56,638</b>	<b>28,553</b>

Collier County Monthly Phase V Responses: 2005 Fiscal Year

	October		November		December		January		February		March		April		May		June		July		August		September		Total		
	2003	2004	2003	2004	2003	2004	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	2004	2005	YTD 2004	YTD 2005	
<b>Web Site Access</b>																											
Total Views	40,341	69,622	42,045	69,603	38,225	71,203	48,991	106,332	39,016	99,914	40,949	184,750	48,929	224,139	50,271	206,407	26,745	0	77,701	0	83,164	0	60,426	0	596,803	1,031,970	
Unique Monthly Visitors	5,861	17,932	6,650	17,880	6,294	21,238	7,005	30,949	6,260	26,536	7,079	52,224	8,104	28,222	7,919	31,017	4,094	0	31,784	0	32,189	0	18,985	0	142,224	225,998	
Audobon - au	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	0
FLAUSA Official Vacation Guide (2005) - fv	0	0	0	0	0	0	0	0	0	0	0	17	0	0	0	0	0	0	0	0	0	0	0	0	0	0	17
Great Florida Getaways - gg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	184,750
Group Tour - gt	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
In-State Newspaper Inserts - is	0	0	0	0	0	0	0	0	0	0	0	0	0	0	49	0	0	0	0	0	0	7	0	0	0	56	0
Miami Herald - mh	0	0	0	0	0	0	0	0	0	0	0	0	0	0	25	0	1	0	0	0	0	0	0	0	0	26	0
MNI Group - mg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2	0
MNI Leisure - ml	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	42	0	0	0	46	0
Out of State Newspaper Inserts - os	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	9	0
Palm Beach Post - pb	0	0	0	0	0	0	0	0	0	0	0	20	0	0	19	0	0	0	0	0	0	0	0	0	0	19	20
Paradise Coast - aaa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paradise Coast - df	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paradise Coast - ip	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paradise Coast - mss	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paradise Coast - pym	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paradise Coast - sa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paradise Coast - ta	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Paradise Coast - usea	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Play FL Golf - fg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	0	0	33	0	0	0	38	0
Play Florida Golf - go	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Southern Living - sl	0	0	0	0	0	0	0	0	0	0	0	0	0	0	34	0	0	0	0	48	0	0	0	0	0	82	0
Successful Meetings - sm	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Summer Family Getaway - fg	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Sun Sentinel - ss	0	0	0	0	0	0	0	0	0	0	0	0	0	0	22	0	0	0	0	0	0	0	0	0	0	22	0
The Meeting Planner Guide - mp	0	0	0	27	0	0	0	0	0	0	0	0	0	0	2	0	0	0	0	0	0	0	0	0	0	2	27
The Resource - tr	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
The Source - ts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Undiscovered Florida - uf	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
USA Weekends - uw	0	0	0	0	0	0	0	0	0	0	0	0	0	0	62	0	0	0	44	0	0	0	0	0	0	106	0
Valassis Vacation Guide - v v	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	0	0	0	21	0	0	0	0	0	0	33	0