

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

	<u>Current Year</u>	<u>Previous Year</u>	
Call-Live	347	3,808	
Accomodation Updates	101	799	
Data Entry	<u>5926</u>	<u>1,901</u>	
Data Import	5037	1,349	
Data Entry- Manual	<u>889</u>	<u>552</u>	
Collier County		6	6
RDR Response		878	535
RR-Fulfilled		0	1
Website		5	10
Total Calls	<u><u>6,374</u></u>	<u><u>6,508</u></u>	

Collier County CVB Call Summary by Purpose

For the month of September 2005

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>
ACCOMODATIONS INFORMATION	117	272.23
Collier County CVB Office	1	4.33
Guest Click - Reservations	2	111.02
Help Desk	73	170.23
VISITORS GUIDE	5,996	598.75
Grand Total:	6,189	1,156.57

Collier County CVB Requests by Source

For the Month of September 2004 & 2005

<u>Source</u>	<u>Current Year</u>		<u>Previous Year</u>	
Collier County CVB Office	8	0.13%	3	0.15%
Friend/Relative	4	0.07%	11	0.56%
Magazine	4159	69.36%	825	42.33%
Newspaper	294	4.90%	190	9.75%
Other/Unknown	10	0.17%	0	0.00%
Storm Information	0	0.00%	17	0.87%
Travel Agent	1	0.02%	1	0.05%
TV	8	0.13%	6	0.31%
Website	1512	25.22%	896	45.97%
<u>Total Calls:</u>	<u>5996</u>		<u>1949</u>	

Collier County CVB

Requests by Magazine

For the month of September 2005

<u>CALL TYPE</u>	<u>MAGAZINE</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	2005 Official FL Vac Guide	4
	Country Living Aug 05	1
	FI Official Trvl Ind Guide 05	1
	FLAUSA Intl Trvl Planner 05	2
	Other/Unknown	11
	Southern Living TVL FL June 05	2
	Unknown	2
		23
<u>DATA IMPORT</u>		
	AARP September 05	3,141
	Family Summer Getaways	528
		3,669
<u>RDR RESPONSE</u>		
	2005 Official FL Vac Guide	109
	AAA Going Places Jul/Aug 05	27
	Audubon/Corkscrew Mar 05	6
	Audubon/Corkscrew May 05	33
	Country Living Aug 05	39
	Country Living Jul 05	20
	Country Living Jun 05	3
	Country Living Oct 05	13
	Country Living Sep 05	45

Collier County CVB Requests by Magazine

For the month of September 2005

<u>CALL TYPE</u>	<u>MAGAZINE</u>	<u>REQUESTS</u>
	Florida Sun	11
	Frommers Budget Tvl June 05	2
	Southern Living July 05	73
	Southern Living June 05	34
	Southern Living May 05	49
	Visit FL SIP - BOATING	3
		<hr/>
RDR RESPONSE		467
		<hr/>
<u>Grand Total:</u>		<u>4,159</u>

Collier County CVB

Requests by Newspaper

For the month of September 2005

<u>CALL TYPE</u>	<u>NEWSPAPER</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	Other/Unknown	6
	Sun Sentinel	1
	Unknown	2
	Washington Post	1
		10
<u>DATA IMPORT</u>		
	PrePrint Out State Spring 05	246
		246
<u>RDR RESPONSE</u>		
	PrePrint In State Spring 05	38
		38
	<u>Grand Total:</u>	294

Collier County CVB Requests by E-Newsletter

For the month of September 2005

CALL TYPE

E-Newsletter

REQUESTS

Grand Total: _____

Collier County CVB

Requests by TV

For the month of September 2005

<u>CALL TYPE</u>	<u>TV</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	Other/Unknown	8
<u>CALL-LIVE</u>		<u>8</u>
<u>Grand Total:</u>		<u>8</u>

Collier County CVB

Requests by Website

For the month of September 2005

<u>CALL TYPE</u>	<u>WEBSITE</u>	<u>REQUESTS</u>
CALL-LIVE		
	Other/Unknown	1
	Visit FL Dialogue Program	1
	www.ParadiseCoast.com	11
		<hr/>
CALL-LIVE		13
Collier County CVB Off Input		
	www.ParadiseCoast.com	1
		<hr/>
Collier County CVB Off Input		1
DATA IMPORT		
	Visit FL Dialogue Program	1,122
		<hr/>
DATA IMPORT		1,122
RDR RESPONSE		
	24-7Vacations.com	141
	Visit FL Dialogue Program	47
	www.24-7Vacations.com	1
	www.DestinationBrochures.com	7
	www.ParadiseCoast.com	175
		<hr/>
RDR RESPONSE		371
WEBSITE		
	www.ParadiseCoast.com	5
		<hr/>
WEBSITE		5
Grand Total:		<hr/> 1,512

Collier County CVB

Requests by State

For the Month of September 2004 & 2005

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
NY	522	8.83%	147	7.89%
FL	434	7.34%	141	7.57%
PA	370	6.26%	112	6.02%
IL	313	5.30%	113	6.07%
TX	276	4.67%	83	4.46%
OH	249	4.21%	69	3.71%
MI	248	4.20%	71	3.81%
NJ	245	4.14%	76	4.08%
CA	212	3.59%	73	3.92%
MA	186	3.15%	53	2.85%
GA	182	3.08%	64	3.44%
WI	172	2.91%	64	3.44%
IN	167	2.83%	69	3.71%
NC	162	2.74%	46	2.47%
MO	148	2.50%	45	2.42%
VA	136	2.30%	36	1.93%
TN	132	2.23%	58	3.11%
MD	116	1.96%	35	1.88%
MN	114	1.93%	46	2.47%
AZ	99	1.67%	24	1.29%
SC	99	1.67%	22	1.18%
AL	96	1.62%	27	1.45%
CT	96	1.62%	33	1.77%
KY	94	1.59%	41	2.20%
WA	83	1.40%	17	0.91%
LA	77	1.30%	25	1.34%
AR	73	1.23%	22	1.18%
OK	65	1.10%	22	1.18%
CO	64	1.08%	21	1.13%
KS	61	1.03%	11	0.59%
MS	58	0.98%	26	1.40%
IA	52	0.88%	28	1.50%
NV	52	0.88%	7	0.38%
RI	50	0.85%	12	0.64%
NH	49	0.83%	7	0.38%
OR	47	0.80%	13	0.70%
WV	43	0.73%	19	1.02%
ME	42	0.71%	11	0.59%
NM	37	0.63%	7	0.38%
NE	36	0.61%	12	0.64%
UT	22	0.37%	16	0.86%
DE	21	0.36%	8	0.43%

PHASE V OF SOUTHWEST FLORIDA, INC.

Collier County CVB

Requests by State

For the Month of September 2004 & 2005

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
HI	16	0.27%	3	0.16%
ID	16	0.27%	5	0.27%
MT	16	0.27%	4	0.21%
VT	15	0.25%	2	0.11%
ND	14	0.24%	1	0.05%
SD	12	0.20%	4	0.21%
AK	9	0.15%	5	0.27%
DC	5	0.08%	4	0.21%
WY	5	0.08%	1	0.05%
PR	2	0.03%	1	0.05%
VI	1	0.02%	0	0.00%
<u>Grand Total:</u>	<u>5911</u>		<u>1862</u>	

Collier County CVB Requests by Country

For the Month of September 2004 & 2005

<u>COUNTRY</u>	<u>Current Year</u>		<u>Previous Year</u>	
USA	5,911	98.58%	1,862	96.48%
Canada	24	0.40%	49	2.54%
England (Great Britian)	23	0.38%	5	0.26%
Germany	13	0.22%	1	0.05%
Netherlands	3	0.05%	0	0.00%
Pakistan	3	0.05%	0	0.00%
Austria	2	0.03%	0	0.00%
Bangladesh	2	0.03%	0	0.00%
Indonesia	2	0.03%	0	0.00%
Albania	1	0.02%	0	0.00%
Australia	1	0.02%	0	0.00%
Belgium	1	0.02%	2	0.10%
Brazil	1	0.02%	0	0.00%
Bulgaria	1	0.02%	0	0.00%
France	1	0.02%	1	0.05%
Ghana	1	0.02%	0	0.00%
Greece	1	0.02%	1	0.05%
India	1	0.02%	1	0.05%
Philippines	1	0.02%	0	0.00%
Poland	1	0.02%	0	0.00%
Scotland	1	0.02%	0	0.00%
Switzerland	1	0.02%	0	0.00%
Finland	0	0.00%	1	0.05%
Other	0	0.00%	7	0.36%
Grand Total:	5,996		1,930	

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	
Magazine																											
2005 Official FL Vac Guide	0	0	0	0	0	0	0	6	0	30	0	118	0	168	0	231	0	115	0	140	0	95	0	113	0	0	1,016
AAA Going Places Jul/Aug 05	0	0	9	0	4	0	10	0	3	0	1	0	0	0	0	0	0	6,496	0	6,507	0	249	0	27	27	13,279	
AARP Sep 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3,141	0	3,141	
Amerca Journal 04/04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	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	55	3	17	0	91	0	39	576	667	
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	279	0	93	0	26	0	0	0	807	
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	
Country Home MNI Jul 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	2	
Country Living	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	88	0	208	0	173	0	121	0	590	
Endless Vacations- Nov./Dec. 2003	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	
Family Summer Getaways Jun/Jul 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	528	0	528	
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 05	0	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	
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	0	1	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 05	0	0	0	1	0	0	0	0	0	6	2	2	0	2	0	0	0	1	0	1	0	0	0	1	2	14	
FLAUSA Calendar 05	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0	1	0	1	0	0	0	5	
FLAUSA International Travel Planner 04	0	0	0	1	0	2	0	0	6	0	5	0	12	3	8	0	6	0	4	0	7	0	3	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	2	0	0	0	0	0	2	0	18	
Florida Sun	0	0	0	0	0	0	0	0	0	0	0	0	0	28	0	8	0	7	0	11	0	12	0	11	0	77	
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	0	1	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	0	3	0	301	0	70	0	64	0	2	0	440	
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 05	1	0	0	0	0	0	0	1	0	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	2	3	
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	

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
Great Florida Getaways Jun 05	0	575	0	0	0	0	0	0	0	0	0	0	0	0	0	0	575	0	125	0	0	0	0	0	0	1,275
Great Florida Getaways Jul 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	378	0	268	0	0	0	0	646
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
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	0	1	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
Meetings South 05	0	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
Midwest Living	0	0	0	0	0	0	0	0	0	0	1	0	1	0	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	299	0	0	0	0	0	0	0	555
National Geographic Traveler May/June 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	84	0	22	0	0	0	0	0
Other	38	0	23	3	3	6	25	50	34	14	18	11	14	26	20	37	9	31	12	18	3	1	4	11	203	208
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	8	0	0	3	8
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	1	0	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 Apr 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	51	0	0	0	0	0	0	0	51
Southern Living TVL FL Feb 05	0	0	0	0	0	0	0	6	0	14	0	5	0	6	0	0	0	5	0	0	0	0	0	0	0	36
Southern Living TVL FL June 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	3	0	0	0	5
Southern Living TVL FL June 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	14	0	197	0	14	0	550	0	2	0	0	777
Southern Living TVL FL May 04	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	0	0	0	0	0	0	4
Southern Living TVL FL May 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	130	0	824	0	0	0	347	0	0	0	0	1,301
Southern Living July 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	174	0	433	0	73	0	680
Southern Living June 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	163	0	0	0	34	0	197	
Southern Living May 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	226	0	49	0	49	0	324	
Successful Meetings	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	3	0	0	0	1	0	0	1	4
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	6	0	4	0	2	0	1	0	1	0	1	0	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
Traditional Home Jun 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1
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	1	0	0	0	1	0	0	0	0	3	0
Undiscovered Florida May 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1
Unknown	3	1	12	0	4	3	11	10	7	1	6	3	3	2	7	7	6	3	2	0	1	2	1	2	63	34
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
Visit FL SIP - Beach	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	24	0	0	0	0	0	24
Visit FL SIP - Boating	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	81	0	21	0	3	0	105
Visit FL SIP - Luxury	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	123	0	1	0	0	0	124
Visit FL SIP - Outdoors	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10	0	0	0	0	0	10

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
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	1	0	1	0	1	0	0	0	0	15
Subtotal Magazines:	108	920	58	444	140	117	282	148	824	74	2,901	393	2,016	414	5,587	1,135	8,408	9,343	11,019	8,469	331	2,422	630	4,159	32,304	27,932

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	
Newspaper																											
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 05	0	0	0	0	0	0	0	1	0	1	0	1	0	0	0	0	0	0	0	1	0	1	0	0	0	5	
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	
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	1	0	0	1	1	
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	1	0	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	1	4	1	1	0	0	0	23	9	
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	2	7	1	1	0	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	3	0	1	0	0	51	7	
Other	0	2	0	9	0	2	0	1	0	4	5	7	20	21	33	15	14	6	5	3	0	3	0	6	77	79	
Palm Beach Post	0	0	0	0	0	1	0	0	0	1	0	0	0	2	0	2	0	1	0	3	0	1	0	0	0	11	
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	1,761	0	1	0	0	0	0	1	0	0	0	1,763	
Preprint In-State Spring 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	392	0	278	0	144	0	38	0	852		
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	16	0	62	0	18	0	0	0	7,052	
Preprint Out-State Spring 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,414	0	1,890	0	2,154	0	246	0	5,704		
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	
St. Petersburg Times	0	0	0	0	0	0	0	0	0	0	0	0	3	1	2	0	0	1	0	3	0	0	0	0	5	5	
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	
Sun Sentinel Sun Travel	0	0	1	0	0	0	0	0	0	0	1	0	0	17	0	9	0	4	0	5	0	1	0	1	2	37	
Tampa Tribune	0	0	0	0	0	0	0	0	0	0	0	0	2	0	1	0	5	0	0	1	0	1	0	0	8	2	
Unknown	4	0	14	0	7	2	11	1	27	1	2	1	2	3	9	4	1	0	0	0	0	0	2	77	14		
USA Weekend Insert Jun 05	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	568	0	386	0	3	0	0	0	957	
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	
Washington Post	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6	0	1	0	0	0	1	0	0	8	
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	
Subtotal Newspapers:	4	4	19	91	8	18	11	5	797	7	58	12	66	63	3,204	8,976	5,822	2,410	872	2,637	227	2,329	190	294	11,558	16,610	

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		
E-Newsletter (No Fulfillment)																												
Visit Florida Lead Generation - Luxury	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	10,533	
Visit Florida Lead Generation - Romance	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	10,624	
Subtotal E-Newsletters:	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	21,157		
TV																												
Adelphia Cable	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	8	0	0	0	1	0	0	0	0	0	0	10	
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	0	1	
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	0	2	
Miami - WBZL WB	0	0	0	0	0	0	0	0	0	0	0	0	25	68	37	4	34	30	19	0	7	0	0	0	0	122	102	
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	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	0	206	1	
Other/Unknown	0	0	0	1	1	1	2	0	3	0	3	18	53	92	34	49	22	24	34	63	38	11	2	8	8	192	267	
PITV	0	0	0	0	0	0	0	0	0	0	0	0	0	3,630	0	5,452	0	512	0	0	1	0	0	0	0	1	9,594	
Travel Channel	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	2	
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	
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	
West Palm Beach - WPTV NBC	0	0	0	0	0	0	0	0	0	0	0	5	25	16	19	8	22	6	12	0	0	0	0	0	0	0	78	35
Subtotal TV:	0	0	0	1	1	1	2	0	3	0	3	24	246	3,822	201	5,594	172	573	111	64	62	11	6	8	807	10,098		
Radio																												
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	2	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	1	2	0	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	0	4	
Subtotal Radio:	0	1	0	1	0	0	0	0	0	0	0	0	2	1	2	2	0	0	0	0	0	0	0	0	4	5		
Websites																												
24-7Vacations.com	130	0	47	0	132	0	53	4	5	180	2	0	926	671	4	0	651	242	1	325	2	216	633	142	2,586	1,780		
aaa.ParadiseCoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	2	
AXIUM E-Blasts	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	
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	0	1	0	
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	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	1	2	0	0	880	126	
DestinationBrochures.com	0	14	0	67	0	91	0	181	0	2	0	9	0	2	0	3	0	7	55	3	13	7	70	7	138	393		
FLAUSA.com	2	1	1	1	2	3	1	2	1	3	3	2	4	4	4	5	1	2	1	0	7	0	0	0	0	27	23	
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	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	0	14	
ip.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	
NaplesNews.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	1	
Other/Unknown	0	0	0	0	0	0	0	0	0	11	0	13	0	11	0	9	0	8	0	3	0	4	0	1	0	0	60	
ParadiseCoast.com	0	165	0	208	0	228	0	494	58	316	22	412	14	439	18	426	140	345	276	300	246	287	187	192	961	3,812		
Small Towns & Downtowns - Sweepstakes	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	10,934	0	0	0	0	0	0	10,934	
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	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	0	1	0	
Visit FL Internet Dialogue	0	271	0	101	0	31	0	24	0	94	0	42	0	450	0	648	0	602	0	741	0	478	0	1,170	0	4,652		
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	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	

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
Subtotal Websites:	163	581	85	381	161	358	111	705	160	607	63	484	981	1,585	404	1,091	1,019	1,208	611	12,309	323	993	896	1,512	4,977	21,814

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	
Trade Shows																											
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	0	1	0
Subtotal Trade Shows:	0	0	0	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	1	1	
Misc. Source																											
Collier County CVB Office	0	26	0	42	14	7	0	37	14	7	18	8	29	5	21	8	7	33	4	0	6	3	3	8	116	184	
Friend/Relative	0	12	0	18	17	9	0	28	54	14	23	9	27	13	29	11	28	12	23	0	11	7	11	4	223	137	
Storm Information	0	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	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	29	2	0	4	2	1	1	44	71	
Unknown	0	0	3	0	0	0	0	0	0	22	0	25	0	28	0	31	0	23	0	0	0	17	0	10	3	156	
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	0	
Subtotal Misc. Source:	2	41	4	66	33	16	1	73	86	55	44	46	63	48	54	54	37	97	29	0	21	29	32	23	406	548	
Sub Total:	277	1,547	166	984	343	511	407	931	1,870	743	3,069	959	3,374	5,933	9,453	16,852	15,458	13,631	12,642	23,479	964	5,784	1,754	5,996	50,057	77,008	

Previous Fiscal Year Publications - 2004

Magazine																										
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	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
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	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	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	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	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	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	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	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	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	0	1,489	171
Southern 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	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	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	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	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	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	0
Subtotal Previous Magazines:	625	153	224	120	1,086	141	264	128	278	189	311	141	196	17	750	5	824	0	355	0	218	0	195	0	5,326	894

Previous Fiscal Year Newspapers - 2004

Newspaper																										
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	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	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	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	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	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	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	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	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	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	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	0	1,188	0

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
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	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	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	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	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	0
Subtotal Previous Newspapers:	538	0	162	0	445	0	68	0	42	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1,255	0
GRAND TOTAL:	1,440	1,700	552	1,104	1,874	652	739	1,059	2,190	932	3,380	1,100	3,570	5,950	10,203	16,857	16,282	13,631	12,997	23,479	1,182	26,941	1,949	5,996	56,638	99,059

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
www.paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	60	0	10	0	1	0	3	0	74	
Total Web URLs:	0	104	0	40	0	15	0	98	0	60	0	159	0	430	246	1,324	1	1,206	113	1,250	82	381	0	62	442	5,129