

Debi DeBenedetto

- Attended 20 Out of town conferences to include
- New York Travel Adventure show, Huddle, Travel South, Glammer, Cleveland outdoor show, MPI GA Expo, Affordable Meetings Chicago, Chicago Live, Visit Florida Atlanta, Visit Florida NY, Orlando Plan Your Meetings, Destination Showcase Chicago, MPI Turn berry, MPI WEC Miami, FSAE Orlando, Governors Conference, Affordable Meetings DC, Successful meetings Orlando, IT&ME Chicago, Museums Conference Naples.
- Participation in programs with Visit Florida = Dialog and See For Yourself
- Reservations presentations 7 completed = Tourico, Mark Travel, Certified Vacations, Expedia, Hotels.com, S/W Airlines, United Airlines
- Ongoing site visits with meeting planners
- FAMS = Bahamas Delegation, TOP Motor Coach, Encounter
- Planned and coordinated First Annual Destination Expo
- Tourism week awards and luncheon
- Secured many unique Promotional items and uniforms for staff
- E Blast coordination, thousands to golf, Meeting planners, Travel agents, romance, special interest
- Promotion Stay 3 get 4th night free 1,059 room nights booked reported \$90,000 +
- 24,536 room nights in RFP leads sent to hotels 3212 room nights booked

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
6/23/2005	ACMMSCO	Kelly Hughes	900	May-07
25-Jun	Florida Historical Society	Tom Muir	150	May-06
6/27/05	new TDC	Michele Silverstone	90	
	National Interstate Insurance Co	Cathy Donahue	112	Mar-05
7/19/2005	Scout Tours	Shelly Bunt	Wholesale contract	
Sep-05	Go Visit UK	Len Price	40	Jun-06
9/13/2005	Collier County Collition	Vicki	100	Jan. 06
Oct-05	Wingate med. Unc. Edu			

3212

Business cards, labels data bases shared from shows attended

Fams etc.	Type of show	# of leads	
Show Name			
Fam Planned for Bahama Tourist	Travel Agents	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 JoNeil PR from Chicago Adventures in Travel	Media		1/9/2005
3 leads to JoNeil 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
Louisiana Golf leads	golf	100	1/28/2005
Cincinnati 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
Catholic Alumni Site	future meeting site	3	2/18/2005 for 3/28
Meeting south leads	Meeting planner	7leads	2/18/2005
Philadelphia 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	4/28/2005
South West Airlines	Reservation Agents	100	4/28/2005
GoGo	Reservation Agents	9	4/28/2005
Tourico Sales Presentation and lunch	Reservation Agents	20	6/2/2005
Certified Vacations Sales Presentation Cookies & oranges	Reservation Agents	75	5/28/2005
SITE Meeting chapter seminar	Planner/supplier	50	6/17/2005
MPI World Congress	Planner/supplier	thousands	7/12/2005
FSAE Annual Conference	Planner/supplier	350	7/15/2005
Expedia Presentation	Reservation Agents	200	
Successful Meetings	Planner mailings	12	8/2/2005
Explore Your own Paradise Event	local coordinated entire event	250	7/20/2005
Group Travel Mart On line sign up	groups online travel show		8/3/2005
Expedia Presentation	Reservation Agents	250	8/10/2005
FSAE Leads sent out	Meeting Planners Assn	139	8/17/2005
Meeting Source leads sent out	Meeting planners	6 leads	8/22/2005 Personal contact with Debi sent VG
Site inspect set Gerber Products	Feb 6 events	150 pp	8/22/2005 Sites for Marriott NGALA 5th Ave Princess
Site Inspect set Events plus	Easter 2006 Meeting	300	8/22/2005 Sites for Marriott Hilton Radisson NBH
Collier County Collition	Oct-06	40	Oct-06 Booked Marriott Fairfield Inn
MPI Installation Dinner attended	Meeting Planner Membership	networking only	July Debi Attended
ASTA Leads sent to hotels	Travel Agents		show data base sent out to partners
Play Florida Golf	Golf and consumer	ad	coop 2006 successful meeting and coop
Affordable Meetings DC	Meeting Planners	60	9/7/2005 good show attended leads out
Museums Conference booth	local conference hosted by CVB	300	9/12/2005 hosted welcome and VG
Florida Governors Conference on Tourism	Conference attended	network & educa	5-Aug seminars attended
Top Fam	4 Motorcoach operators tour	4	Sept 19-21 day fam and tour destination contact with many operators
Brambles Tea Room	Site inspect	site	does group business high tea
LaPlaya	Lunch with Travel Writer	met Scott	
Wellesley Inn	Met new GM/Sales		wants to be more CVB active partner
Botanical Gardens	Brainstorm marketing		lunch with partners on marketing together
Alan Maltz book meeting	purchase special gifts		color of Florida books purchased
Audrey Byrd Meeting planner	Brainstorm marketing		Meeting planner advice valuable
Go Visit UK tour op sites set	Site inspect	future business	Wholesale planner out of UK seeks hotels
Strand Country Club	Site inspect	future business	site to discuss off site venues available
Holiday Showcase cChicago	send brochures		
Atlanta Camping & RV show	sent brochures		
Adventures in Travel Expo DC Chicago NY	sent brochures		
MLT University	sent brochures		
AAA Annual conference	sent brochures		
Philadelphia Roundtables new show	sent brochures		
Legatus Company	need off site attractions	Conference Registry	needs attractions for conference
West Jet Canada new airline to Ft. Myers	sent VG and green bags	future business	kick off new flight schedule res agent info
SouthWest Airlines Mark Travel	res presentations Oct. 19	future business	Ft. Myers airport expanded flights info
SGMP Society Government Meeting planners	attend conference	future business Assn	one day conference Gainesville MP
MPI SEC winter retreat	sponsorship	future business Assn	Destination project sponsorship
MPI Tamps Orlando	sponsorship	future business As'	Destination project sponsorship
CIC Golf cup completed	sponsorship	future business Assn	Destination project sponsorship
Traval Co - Wholesale agent with many hotels contracted	Fam	future business	Wholesale Cancelled due to lack of availability
UK Go Visit Shelly Burt site all day 8 hotels	Site inspect	future business	Leisure UK Will contract with 3 area hotels 25,000 pax
IT&ME Trade show attended Chicago	Trade and consumer	future business	MP Meeting planners contacts leads sent 128
Getaways for Gulf aid project with Visit FL	charity	exposure	Leisure Assisted with packages for auction
Local assistance in communication w/ Gulf Aid Hurricane	charity	exposure	leisure Assisted with packages for auction