

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

	<u>Current Year</u>	<u>Previous Year</u>	
Call-Live	413	231	
Accommodation Updates	169	0	
Data Entry	<u>1402</u>	<u>956</u>	
Data Import	798	477	
Data Entry- Manual	<u>604</u>	<u>479</u>	
Collier County	5		1
RDR Response	588		429
RR-Fulfilled	11		38
Website	0		11
Total Calls	<u><u>1,984</u></u>	<u><u>1,187</u></u>	

# Collier County CVB

## Call Summary by Purpose

For the month of November 2005

<u>PURPOSE</u>	<u>REQUESTS</u>	<u>MINUTES</u>
ACCOMMODATIONS INFORMATION	196	438.72
Guest Click - Reservations	5	34.08
Help Desk	57	169.47
VISITORS GUIDE	1,508	768.13
<b>Grand Total:</b>	<b>1,766</b>	<b>1,410.40</b>

## Collier County CVB Requests by Source

For the Month of November 2004 & 2005

<u>Source</u>	<u>Current Year</u>		<u>Previous Year</u>	
Collier County CVB Office	6	0.40%	42	3.80%
Friend/Relative	5	0.33%	18	1.63%
Magazine	1153	76.46%	564	51.09%
Newspaper	7	0.46%	91	8.24%
Other/Unknown	25	1.66%	0	0.00%
Radio	1	0.07%	1	0.09%
Travel Agent	3	0.20%	6	0.54%
TV	39	2.59%	1	0.09%
Website	269	17.84%	381	34.51%
<b><u>Total Calls:</u></b>	<b><u>1508</u></b>		<b><u>1104</u></b>	

# Collier County CVB

## Requests by Magazine

For the month of November 2005

<u>CALL TYPE</u>	<u>MAGAZINE</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	2005 Official FL Vac Guide	8
	Audubon/Corkscrew Jun 05	1
	Audubon/Corkscrew Nov/Dec 05	3
	FLAUSA Intl Trvl Planner 05	1
	Other/Unknown	3
	S.W. Airlines Spirit Nov 05	1
	S.W. Airlines Spirit Oct 05	1
	Southern Living TVL FL June 05	2
	Southern Living TVL FL May 05	1
		<hr/>
CALL-LIVE		21
<u>DATA IMPORT</u>		
	AARP September 05	118
	Audubon/Corkscrew Nov 05	152
	Country Living Sep 05	72
	Family Summer Getaways	378
	FL Wedding&Honeymoon Jan/Feb06	78
		<hr/>
DATA IMPORT		798
<u>RDR RESPONSE</u>		
	2005 Official FL Vac Guide	50
	AARP September 05	73
	Audubon/Corkscrew May 05	11
	Audubon/Corkscrew Nov 05	1

# Collier County CVB Requests by Magazine

For the month of November 2005

<u>CALL TYPE</u>	<u>MAGAZINE</u>	<u>REQUESTS</u>
	Audubon/Corkscrew Nov/Dec 05	1
	Country Living Sep 05	22
	FL Wedding&Honeymoon Jan/Feb06	1
	Frommers Budget Tvl June 05	1
	S.W. Airlines Spirit Nov 05	27
	S.W. Airlines Spirit Oct 05	61
	See America	14
	Southern Living July 05	16
	Southern Living June 05	15
	Southern Living May 05	26
	SummerFamilyGetaway Jun/Jul05	4
<b>RDR RESPONSE</b>		<b>323</b>
<b>RR-FULFILLED</b>		
	Florida Sun	11
<b>RR-FULFILLED</b>		<b>11</b>
<b>Grand Total:</b>		<b>1,153</b>

# Collier County CVB

## Requests by Newspaper

For the month of November 2005

<u>CALL TYPE</u>	<u>NEWSPAPER</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	Chicago Sun Times Nov 05	4
	Other/Unknown	2
	Unknown	1
		<hr/>
CALL-LIVE		7
<u>Grand Total:</u>		<hr/>
		7

# Collier County CVB

## Requests by TV

For the month of November 2005

<u>CALL TYPE</u>	<u>TV</u>	<u>REQUESTS</u>
<u>CALL-LIVE</u>		
	Miami/Ft Laud W	19
	Other/Unknown	18
	Travel Channel	1
	West Palm Beach	1
<u>Grand Total:</u>		<u>39</u>

# Collier County CVB

## Requests by Website

For the month of November 2005

<u>CALL TYPE</u>	<u>WEBSITE</u>	<u>REQUESTS</u>
<b>CALL-LIVE</b>		
	www.ParadiseCoast.com	1
	FLAUSA.com	1
	Other/Unknown	3
	www.ParadiseCoast.com	1
		6
<b>CALL-LIVE</b>		
<b>RDR RESPONSE</b>		
	www.ParadiseCoast.com	208
	24-7Vacations.com	35
	Other/Unknown	2
	www.24-7Vacations.com	2
	www.DestinationBrochures.com	3
	www.ParadiseCoast.com	13
		263
<b>RDR RESPONSE</b>		
<b>Grand Total:</b>		<b>269</b>



# Collier County CVB

## Requests by State

For the Month of November 2004 & 2005

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
FL	197	13.85%	113	10.93%
NY	112	7.88%	86	8.32%
PA	82	5.77%	62	6.00%
IL	69	4.85%	35	3.38%
OH	67	4.71%	45	4.35%
CA	66	4.64%	33	3.19%
TX	61	4.29%	35	3.38%
NJ	60	4.22%	49	4.74%
MI	58	4.08%	34	3.29%
IN	37	2.60%	25	2.42%
TN	35	2.46%	25	2.42%
VA	34	2.39%	10	0.97%
WI	34	2.39%	27	2.61%
MA	33	2.32%	131	12.67%
MD	33	2.32%	25	2.42%
NC	33	2.32%	24	2.32%
MO	31	2.18%	18	1.74%
GA	29	2.04%	38	3.68%
WA	29	2.04%	10	0.97%
AL	24	1.69%	14	1.35%
MN	24	1.69%	28	2.71%
KY	20	1.41%	14	1.35%
OK	20	1.41%	5	0.48%
LA	15	1.05%	6	0.58%
NE	15	1.05%	4	0.39%
SC	15	1.05%	12	1.16%
AZ	14	0.98%	6	0.58%
CT	14	0.98%	13	1.26%
MS	13	0.91%	7	0.68%
AR	12	0.84%	8	0.77%
WV	12	0.84%	8	0.77%
CO	11	0.77%	12	1.16%
IA	11	0.77%	13	1.26%
KS	9	0.63%	8	0.77%
PR	9	0.63%	0	0.00%
DE	8	0.56%	6	0.58%
ME	8	0.56%	4	0.39%
ID	7	0.49%	5	0.48%
NM	7	0.49%	2	0.19%
NV	7	0.49%	4	0.39%
OR	7	0.49%	5	0.48%

# Collier County CVB

## Requests by State

For the Month of November 2004 & 2005

<u>STATE</u>	<u>CurrentYear</u>		<u>PreviousYear</u>	
NH	6	0.42%	11	1.06%
UT	6	0.42%	2	0.19%
MT	5	0.35%	0	0.00%
WY	5	0.35%	0	0.00%
RI	4	0.28%	6	0.58%
VT	4	0.28%	1	0.10%
SD	3	0.21%	1	0.10%
AK	2	0.14%	1	0.10%
DC	2	0.14%	0	0.00%
HI	2	0.14%	0	0.00%
ND	1	0.07%	3	0.29%
<b><u>Grand Total:</u></b>	<b><u>1422</u></b>		<b><u>1034</u></b>	

## Collier County CVB Requests by Country

For the Month of November 2004 & 2005

<u>COUNTRY</u>	<u>Current Year</u>		<u>Previous Year</u>	
USA	1,422	94.30%	1,034	93.74%
Canada	24	1.59%	21	1.90%
England (Great Britian)	24	1.59%	17	1.54%
Germany	17	1.13%	8	0.73%
France	7	0.46%	4	0.36%
Belgium	2	0.13%	1	0.09%
Pakistan	2	0.13%	0	0.00%
Sweden	2	0.13%	1	0.09%
Brazil	1	0.07%	0	0.00%
Iran	1	0.07%	0	0.00%
Italy	1	0.07%	1	0.09%
Libya	1	0.07%	0	0.00%
Nigeria	1	0.07%	2	0.18%
Scotland	1	0.07%	0	0.00%
Switzerland	1	0.07%	0	0.00%
Thailand	1	0.07%	0	0.00%
Argentina	0	0.00%	2	0.18%
Australia	0	0.00%	1	0.09%
Austria	0	0.00%	1	0.09%
India	0	0.00%	2	0.18%
Netherlands	0	0.00%	3	0.27%
Other	0	0.00%	5	0.45%
<b>Grand Total:</b>	<b>1,508</b>		<b>1,103</b>	

<b>Report:</b> Summary - paradisecoast.com	
<b>Date Range:</b> 10/01/2005 - 10/31/2005	
Total Sessions	31,211.00
Total Pageviews	160,554.00
Total Hits	935,193.00
Total Bytes Transferred	6.26 GB
Average Sessions Per Day	1,006.81
Average Pageviews Per Day	5,179.16
Average Hits Per Day	30,167.52
Average Bytes Transferred Per Day	206.63 MB
Average Pageviews Per Session	5.14
Average Hits Per Session	29.96
Average Bytes Per Session	210.16 KB
Average Length of Session	00:04:29

**Summary**

The Summary shows totals and averages for Sessions, Pageviews, Hits, and Bytes for the currently selected Date Range.

**Calculation Methodology**

Session: A series of Hits to your site over a specific period of time by one visitor.

Pageview: A request to the web server by a visitor's browser for any web page; this excludes images, javascript, and other

Hit: Any successful request to a webserver from a visitor's browser.

Bytes: The quantity of network bandwidth used by the files requested during the selected Date Range.

**Note**

Because Bytes numbers can be very large, abbreviations are used as appropriate, such as MB for megabytes (~millions of

# Miles Media Group

Printed 11/1/2005

## Reader Response Leads

### Greater Naples, Marco Island, Everglades

List ID	Advertiser Name	Specific Targeted Leads		Quick Check Leads		Total Leads
		October2005	Total YTD	October 2005	Total YTD	
24798	Baleen Restaurant	30	313	32	265	578
24972	Bice	24	208	0	0	208
1545	Cedar Bay Marina Boat Rentals	18	234	60	430	664
23017	Century 21/First Southern Trust	30	230	50	374	604
13699	Charter Club Resort of Naples Bay	37	315	47	412	727
1697	Collier County Museum	29	267	42	252	519
1890	Conservancy's Nature Centers	41	304	0	0	304
6201	Courtyard by Marriott - Naples	22	216	30	267	483
6437	Cove Inn on Naples Bay	38	302	30	329	631
2383	Delta Airlines	31	224	0	0	224
6216	DoubleTree Guest Suites - Naples	26	275	52	415	690
6435	Edgewater Beach Hotel & Club	41	343	29	308	651
24790	Everglades National Park	14	132	54	338	470
1498	Fifth Avenue South	18	237	0	30	267
8277	Fifth Avenue South - Naples Downtown	18	195	48	334	529
23030	Flagship Vacation Rentals	30	230	35	289	519
25621	Fresh Produce Sportswear	18	237	32	254	491
25620	Guess-Fisher Gallery, ETC.	17	203	38	338	541
6341	Gulfcoast Inn - Naples	25	213	21	212	425
4815	Hawthorn Suites of Naples	31	277	52	450	727
6060	Hilton Marco Island Beach Resort	39	344	41	358	702
6243	Hilton Naples	32	249	51	371	620
20687	Holiday Inn of Naples	31	244	51	365	609
6249	Inn at Pelican Bay	27	255	0	33	288
6430	La Playa Beach & Golf Resort	44	355	32	332	687
27522	La Playa Beach and Golf Resort	44	303	0	0	303
6405	Lemon Tree Inn	25	275	48	413	688
7942	Marco Island Lakeside Inn	31	230	54	403	633
6436	Marco Island Marriott Resort, Golf Club and Spa	40	361	41	345	706
1733	Marriott's The Rookery at Marco	22	214	28	219	433
6433	Naples Beach Hotel & Golf Club	36	258	40	343	601
24041	Naples Botanical Garden	33	307	1	9	316
1416	Naples City Dock at Crayton Cove	38	309	0	0	309
6340	Quality Inn & Suites Golf Resort	24	188	0	0	188

# Miles Media Group

Printed 11/1/2005

## Reader Response Leads

### Greater Naples, Marco Island, Everglades

List ID	Advertiser Name	Specific Targeted Leads		Quick Check Leads		Total Leads
		October2005	Total YTD	October 2005	Total YTD	
1881	Quality Inn & Suites Parkshore	27	275	54	432	707
6029	Radisson Suite Beach Resort on Marco Island	42	332	41	398	730
6411	Registry Resort & Club	41	343	41	372	715
4868	Residence Inn by Marriott	37	331	46	375	706
23664	ResortQuest - Southwest Florida	36	350	34	303	653
26271	Ritz-Carlton Naples	37	275	41	309	584
1780	Riverwalk at Tin City	43	325	0	0	325
7337	Seminole Casino - Immokalee	41	301	0	0	301
24794	Southwest Florida International Airport	34	303	0	0	303
7667	SunStream Hotels & Resorts	36	295	49	438	733
3775	Swim Mart	24	212	25	208	420
29514	The Inn at Pettyjohn by Travelodge	15	123	0	0	123
6390	Vanderbilt Inn Naples	37	352	42	333	685
25788	Wine Gallery & Cafe	18	234	53	361	595
<b>Report Total:</b>		1,472	12,898	1,465	12,017	24,915

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>Magazine</b>																												
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	0	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	0	3,141	0	3,141	
Amerex 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	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	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	0	576	667	
Better Homes & Gardens	0	0	0	0	0	0	0	0	0	2	0	27	0	13	0	5	0	3	0	3	0	3	0	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	0	1	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	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	0	1	0	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	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	0	
Golf Pac 05	1	0	0	0	0	0	0	1	0	0	0	0	0	1	1	0	0	0	0	0	0	1	0	0	2	3	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	0	4	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	51	0	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	5	0	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	2	0	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	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
<b>Subtotal Magazines:</b>	<b>108</b>	<b>920</b>	<b>58</b>	<b>444</b>	<b>140</b>	<b>117</b>	<b>282</b>	<b>148</b>	<b>824</b>	<b>74</b>	<b>2,901</b>	<b>393</b>	<b>2,016</b>	<b>414</b>	<b>5,587</b>	<b>1,135</b>	<b>8,408</b>	<b>9,343</b>	<b>11,019</b>	<b>8,469</b>	<b>331</b>	<b>2,422</b>	<b>630</b>	<b>4,159</b>	<b>32,304</b>	<b>27,932</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>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 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	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	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	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	0	1,761	0	1	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	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	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	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	0	6	0	1	0	0	0	1	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	
<b>Subtotal Newspapers:</b>	<b>4</b>	<b>4</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>66</b>	<b>63</b>	<b>3,204</b>	<b>8,976</b>	<b>5,822</b>	<b>2,410</b>	<b>872</b>	<b>2,637</b>	<b>227</b>	<b>2,329</b>	<b>190</b>	<b>294</b>	<b>11,558</b>	<b>16,610</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>E-Newsletter (No Fulfillment)</b>																											
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
<b>Subtotal E-Newsletters:</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>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>21,157</b>	
<b>TV</b>																											
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	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	78	35
<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>573</b>	<b>111</b>	<b>64</b>	<b>62</b>	<b>11</b>	<b>6</b>	<b>8</b>	<b>807</b>	<b>10,098</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	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
<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	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	0	1	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	
<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	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>	
<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	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	3	0	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	
<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>97</b>	<b>29</b>	<b>0</b>	<b>21</b>	<b>29</b>	<b>32</b>	<b>23</b>	<b>406</b>	<b>548</b>	
<b>Sub Total:</b>	<b>277</b>	<b>1,547</b>	<b>166</b>	<b>984</b>	<b>343</b>	<b>511</b>	<b>407</b>	<b>931</b>	<b>1,870</b>	<b>743</b>	<b>3,069</b>	<b>959</b>	<b>3,374</b>	<b>5,933</b>	<b>9,453</b>	<b>16,852</b>	<b>15,458</b>	<b>13,631</b>	<b>12,642</b>	<b>23,479</b>	<b>964</b>	<b>5,784</b>	<b>1,754</b>	<b>5,996</b>	<b>50,057</b>	<b>77,008</b>	

Previous Fiscal Year Publications - 2004

<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	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
<b>Subtotal Previous Magazines:</b>	<b>625</b>	<b>153</b>	<b>224</b>	<b>120</b>	<b>1,086</b>	<b>141</b>	<b>264</b>	<b>128</b>	<b>278</b>	<b>189</b>	<b>311</b>	<b>141</b>	<b>196</b>	<b>17</b>	<b>750</b>	<b>5</b>	<b>824</b>	<b>0</b>	<b>355</b>	<b>0</b>	<b>218</b>	<b>0</b>	<b>195</b>	<b>0</b>	<b>5,326</b>	<b>894</b>

Previous Fiscal Year Newspapers - 2004

<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	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
<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>0</b>	<b>1,255</b>	<b>0</b>
<b>GRAND TOTAL:</b>	<b>1,440</b>	<b>1,700</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>3,570</b>	<b>5,950</b>	<b>10,203</b>	<b>16,857</b>	<b>16,282</b>	<b>13,631</b>	<b>12,997</b>	<b>23,479</b>	<b>1,182</b>	<b>26,941</b>	<b>1,949</b>	<b>5,996</b>	<b>56,638</b>	<b>99,059</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	105,285	42,045	106,973	38,225	111,100	48,991	186,100	39,016	168,568	40,949	182,876	48,929	224,139	50,271	215,068	26,745	199,374	77,701	177,293	83,164	147,262	93,723	131,077	630,100	1,955,115	
Unique Monthly Visitors	5,861	15,232	6,650	15,664	6,294	18,194	7,005	27,013	6,260	22,443	7,079	26,344	8,104	28,222	7,919	32,172	4,094	28,876	31,784	28,226	32,189	22,877	16,220	18,376	139,459	283,639	
<b>Web URLs (www.xx.paradisecoast.com)</b>																											
aaa - AAA Going Places	0	0	0	0	0	0	0	0	0	0	0	0	0	0	301	0	360	0	206	0	12	0	89	0	1	0	969
af - Arthur Frommers	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	53	0	93	0	65	0	34	0	2	0	247
ar - AARP	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
au - Audobon	0	0	0	0	0	0	0	3	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	3
cl - Country Living	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
cs - Convention South	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	0	1
ct - Chicago Tribune	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
df - paradisecoast.com	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	3	0	32	0	0	0	40
fg - Summer Family Getaway	0	2	0	0	0	0	0	17	0	0	0	0	0	3	0	22	0	78	0	5	0	0	0	0	0	0	127
fly - Southwest Airlines Inflight magazine Spirit	0	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
free - 4th Night Free ads	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	489	0	268	0	122	0	34	0	0	913
fv - FLAUSA Official Vacation Guide (2005)	0	0	0	1	0	0	0	0	0	4	0	27	0	2	0	30	0	2	0	42	0	75	0	4	0	0	187
gg - Great Florida Getaways	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
golf - Play FL Golf	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	0	0	0	0	2	33	0	0	0	38	2	
golf - Play Florida Golf 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	0
gt - Group Tour	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
ip - Florida International Travel Planner	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	0	3	0	2	0	0	0	1	0	8	
is - Preprint In-State	0	71	0	1	0	6	0	74	0	44	0	109	0	26	49	68	0	8	0	20	7	5	0	8	56	440	
mg - MNI Group	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
mh - Miami Herald	0	0	0	0	0	0	0	1	0	0	0	0	0	10	25	312	1	134	0	55	0	0	2	2	26	514	
ml - MNI Home Network	0	0	0	0	0	0	0	1	0	1	0	0	0	3	4	14	0	1	0	0	42	2	0	1	46	23	
mn - MNI Executive	0	0	0	0	0	0	0	0	0	0	0	0	0	23	0	0	0	1	0	0	0	0	0	0	0	0	24
mp - The Meeting Planner Guide	0	0	0	36	0	6	0	0	0	3	0	0	0	0	2	0	0	0	0	0	0	0	0	0	2	45	
mss - Meetings South	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	2	
mx - American Express Direct Mail	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	3	0	0	0	6	
nature - Audobon	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	2	0	1	0	4	
nta - NTA Courier	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	
os - Orlando Sentinel	0	1	0	0	0	0	0	0	0	0	0	0	0	0	9	0	0	0	0	0	0	0	0	0	0	9	1
pb - Palm Beach Post	0	29	0	0	0	0	0	0	0	1	0	19	0	26	19	0	0	0	0	0	0	0	0	0	0	19	75
pym - Plan Your Meetings	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
sa - Skylights	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	0	1	0	3	0	0	0	0	0	0	8
sl - Southern Living	0	1	0	1	0	2	0	1	0	2	0	2	0	10	34	108	0	67	48	53	0	3	0	4	82	254	
sm - Successful Meetings	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	4	0	0	0	0	0	0	5	
sn -	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	682	0	9	0	1	0	692	
ss - Sun Sentinel	0	0	0	0	0	0	0	0	0	0	0	0	0	1	22	0	0	0	0	0	0	0	0	0	22	1	
ta - FL Official Industry Guide	0	0	0	0	0	1	0	0	0	2	0	0	0	0	0	0	0	0	0	0	0	2	0	0	0	5	
tr - The Resource	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
ts - The Source	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
uf - Undiscovered Florida	0	0	0	0	0	0	0	0	0	1	0	2	0	25	0	0	0	0	0	0	0	0	0	0	0	0	28
uw - USA Weekends	0	0	0	0	0	0	0	0	0	1	0	0	0	0	62	350	0	55	44	20	0	1	0	0	106	427	
v v - Valassis Vacation Guide	0	0	0	0	0	0	0	1	0	0	0	0	0	0	12	0	0	0	21	0	0	0	0	0	33	1	
wl - Waterline 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	0
wed - Bridal 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	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
<a href="http://www.paradisecoast.com">www.paradisecoast.com</a>	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	
<b>Total Web URLs:</b>	<b>0</b>	<b>104</b>	<b>0</b>	<b>40</b>	<b>0</b>	<b>15</b>	<b>0</b>	<b>98</b>	<b>0</b>	<b>60</b>	<b>0</b>	<b>159</b>	<b>0</b>	<b>430</b>	<b>246</b>	<b>1,324</b>	<b>1</b>	<b>1,206</b>	<b>113</b>	<b>1,250</b>	<b>82</b>	<b>381</b>	<b>0</b>	<b>62</b>	<b>442</b>	<b>5,129</b>