



## **DIRECTOR ACTIVITY REPORT- Jack Wert**

### **July- September 2014**

#### **DIRECT ADVOCACY ACTIVITIES**

Participated in Opportunity Naples project representing the tourism and hospitality industry

BCC Agenda review meetings

Presentation to Charlotte TDC on SS 125.0104

Leadership Marco Tourism Presentation

#### **TOURISM INDUSTRY ACTIVITIES**

Visit Florida International Committee Conference Call

Visit Florida Medical Tourism Committee meetings

ESTO Conference in Louisville

Meetings with Waterside Shops on future marketing efforts

Stone Crab Festival Committee meetings

Collier Lodging & Tourism Alliance Monthly Meeting

Marco Island Marriott expansion victory celebration

Franklin Templeton Shootout and Octagon Sports meetings on fall and winter golf events

Met in Sao Paulo Brazil with AVIAREPS representation to start Brazil marketing plan

DMAI Annual Convention for Accreditation Board Meeting and facilitate three education sessions on destination marketing.

Escorted Brazilian fam in Naples

Presented Marketing plan for FY 15 to Hotel & Lodging Association

Attended ABAV trade show in Brazil

Served on selection committee for new Air Service consultants

DMAP Board Conference call and annual convention of DMAI



## **PRODUCT DEVELOPMENT**

Met with development team from Hyatt on new Hyatt House hotel in Naples

## **TRADE SHOW ACTIVITIES**

World Routes Airline Conference- Chicago

## **PROMOTIONAL ACTIVITIES**

NBC TV Interview on summer visitation results

Regional promotion conference call on Fall Jet Blue promotion

Focus Group research in Ft. Lauderdale

Met with Octagon & Greg Norman teams to develop golf promotions to support three professional events in Fall and Winter

## **ADMINISTRATIVE**

Meetings and follow up with contractors for office move

Website enhancement meetings with staff and Miles Media



## SALES DEPARTMENT - Debi DeBenedetto – Claudia Jonsson

### GROUP SALES

#### Industry Relations

- Successful Meetings University show attended Orlando met with 40 Meeting planners and appointment show Aug. 6-8
- MPISEC – Meeting Planners International Southeast Conference – Weston, Fl annual meeting and education with trade show expo attended with hotel partner Bayfront Inn Aug. 13-15
- Connect Association trade show Orlando attended with hosted lunch by NMIE CVB and group appointments and 30 one on one appointments with hotel partner Naples Beach hotel Aug. 21-23
- Caribbean Meetings Incentive Travel Exchange attended with one on one meetings with planners who book tropical destinations Sept. 13-17
- Meetings Focus group planner appointment show with planners who book southeast destinations attended. Sept. 22-24

#### New Product Development

- Preparation for September and October shows
- Strategic Partner Forum August 1
- Strategic Sales Partner Meeting Sept. 4
- Completed Meetings Video segment
- Completed 2015 Sales Plan/Trade shows and budgets
- Completed 2015 Rfp enhancement program/changes and budget
- WNOCC –Women's Network of Collier County monthly attendance – Networking locally

#### Awards

- CVB Meetings has won the North Star Media Successful Meetings **Pinnacle** Award for the third year for 2014 – this award is a write in award voted by the planners for CVB service
- M&C Meetings & Conventions Gold Key Award is that publications **Gold Service** award to our CVB with testimonials and feedback direct from the planners to the publication about our excellent CVB service to meeting planners. With that award we also get free advertorial and digital values of over \$4,000.



## **Fams/Site Visits**

- Continued preparation for our October 2-5 Priceless Memories Fam 8 attendees
- Continued preparation for our December Encounters in Paradise Fam 17 attendees registered
- Working on Partner support for destination hosting of Successful Meetings University in 2016 for this Rfp opportunity I'm bringing to the destination
- Many planners were assisted this month with questions and site support and other CVB services per my task report
- We have full destination partner support Fams and sites.

## **Requests for Proposal (RFP's) and Booked Business**

- Current report dates –July 11, - Sept. 18, 2014
- We sent out –a record 56 RFP's and hundreds of leads to hotel and destination partners potential of \$50.3 million in EEI and 21,823 room nights
- 4 groups booked definite for 1,654 room nights and \$1.1 Million in estimated Economic Impact.
- 28 groups turned to lost business –mostly other cities and rate issues and 53 groups are still pending

## **Staff Support Recognition**

Michelle Pirre, our Sales Coordinator has worked double duty over the past two months to support the sales effort while both the Group Sales and Leisure Sales managers were on an extensive travel schedule. Michelle has also assisted the department by taking on a number of the fiscal duties of the retired PR Assistant upon her retirement.

## **Sponsorships & RFP Enhancements**

- We had one request for RFP Enhancements this period
  - We have opened RFP Enhancement availability to hotels for 2015 RFP's now since the 2015 budget is approved.



## LEISURE SALES

### Industry Relations – Sales – Memberships

- Video Photo Shoot – great idea for RFP response with Debi and Michelle.
- Attended and contributed to the Strategic Planning Forum and Leisure Sales Meeting.
- Site at Bayfront Inn & Suites with Joyce Bennett.
- Wrote and finalized Leisure Marketing Plan and submitted to Jack and Agency.
- Participated in AVIAREP's monthly conference calls
- Attended many workshops on destination marketing along with industry colleagues.
- Lunch with Jennifer Westley from Marriott Marco Island and Debi re SMERF market.
- Met with Eric re: Pocket Guide for an update on his progress.
- Ongoing work with agency on leisure e-scapes and ads.

### New Product Development

- Preparation for Buck Shows TX – October 20 - 24, 2014.
- Preparation for Governor's Conference September 22 – 25, 2014.
- Preparation for Florida Huddle Tour Operator Show – Jan 2015.
- Preparation for LTX Vegas Travel Trade Show – December 2014.
- Preparation for IPW – April 2015.
- Chose new Leisure screens for larger shows. 2 new screens are on order.

### Sales Missions

- Tallahassee Sales Mission in October – Tally Tailgate October 30, 2014 planned. 3 partners attending along with Palm Beach CVB, Fort Lauderdale CVB, Miami CVB and Fort Myers CVB, Tampa Bay & Co and their partners.

### Familiarization Trips

- Planned pop-up Brazil FAM for September 13 – 15, 2014 for AVIAREP's.
- Assisted German Office in planning Kuoni FAM October 4 – 5, 2014.
- Finalized Willy Scharnow FAM for October 11 – 14, 2014.
- Discussed possible UK FAM with Oonagh in the UK office – post Huddle.

### Trade Shows

- Attended the Florida Meeting Showcase and participated in breakout session as part of panel.
- Attended the ESTO Conference for new and innovative destination marketing ideas.
- Attended MLT University where more than 1500 Delta Vacation Travel Agents were in attendance.

### Established Contacts/Leads

- Received 7 RFP's during the Florida Meeting Showcase. Sent to partners and all follow up done from show.
- Received 5 RFRP's from Site Search for FSAE programs. All distributed to partners and let them know that we will contribute \$2500 for one program.
- Florida Renal Administrators Association booked at the Naples Beach Hotel. 155 RN, with an Economic Impact of \$97,503.61.



## PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys & Angela Aline

### **PR/Communications Top Department Initiatives**

PR/Communications/Digital Marketing plan development  
Develop visiting press itineraries  
Florida Outdoor Writers Association annual conference, media marketplace  
Florida Governor's Conference  
U.S. Travel Association ESTO destination education conference  
PRSA Sunshine District Conference  
VISIT FLORIDA Partner Road Show  
Write twice monthly Collier Tourism column for Fort Myers News-Press  
Presentation to Leadership Bonita on tourism  
Shoot footage for upcoming Adventures In Paradise video on sea turtles  
Shoot footage for upcoming Adventures in Paradise video on native wildlife  
HSMAI Adrian Awards submissions by local team and LHA  
Direct and delegate activities for PR agency  
PR Assistant job search

### **News Releases**

- Updates to all background and recent theme releases
- July tourist tax collection totals, percentages, info released to newspapers
- Translations of releases for ABAV Brazil trade show
- Stone Crab Festival & Season
- FL Panther Festival distributed to area environmental media
- What's New for Fall & 2015
- Florida SEE news

### **Partner/Event meetings, activities**

- Stone Crab Festival meeting, marketing planning
- Florida Panther Festival, marketing planning
- July CVB Advisory Meeting with partners
- August Strategic Planning Meeting with partners
- PR Partner planning/review meeting Sept. 4
- Florida Society for Ethical Ecotourism marketing planning meeting
- Naples Zoo/Conservancy of SW Florida Press Conference – Panther Partnership



## Media in Destination

- Joann Biondi – photo shoot at Naples Zoo with African serval kittens for Lorenzo The Cat social media
- Tom Mangold – multigenerational family getaway for special celebration for Mail on Sunday (U.K.) travel feature
- Klaus Schumacher – Naples and Everglades feature for top German women's publications
- Michael Juhran – Naples top beaches; Everglades; dining; culture for top national German news agency
- Viagem e Turismo – Naples, Marco, Everglades for top Brazilian travel magazine cover story on Florida beyond Orlando and Miami.
- Jessica Sanderson – Marco Island for Modern Day Moms
- Paul Rubio – Everglades Area Tours experience for Departure magazine – KEY INITIATIVE!
- Bill Purpura – Home & Away AAA
- Planning underway for Brazil Press FAM Oct. 23-28
- Planning underway for possible USA press same dates as Brazil, for Stone Crab Fest
- Planning underway for possible November Int'l Examiner visit by Jill Borski, FL Panther Festival and field trips



## Digital Marketing/Communication

### Paradise Coast Website

- Updated Deals section
- Fixed Tagging issue in the “Fishing Guides & Charters” section
- Updated Restaurant Listings
- Refreshed “Meetings FAM Page” with new photos
- Updated various images including visitors guide
- Developed and launched Contest / Registration Page
- Launched LPGA Golf to Paradise Promotion
- Configured an “article sort” work around with website articles
- Replaced Flickr Social Media Module with Instagram
- Launched “Play with a Pro in Paradise” Golf Contest
- Added social network block into /emergency page
- Uploaded new Meetings Flyer to Meetings section
- Reformatted “Major Annual Events” section

### Paradise Coast Facebook

- Likes are continuously increasing (13,606)
- Athletes in Paradise increased to 3,565 likes

### Google+

- 146 followers / **38,359** views

### Instagram

- 126 Followers

### Twitter

- Likes and engagement are up

### Other Initiatives

- Designed and launched Paradise Coast LinkedIn Page
- Updated Culinary Concepts Listing Pages
- Purchased URL for new Brazilian Website
- Began development of Brazilian Website
- Designed Emergency Slides for Emergency Module
- Conducted successful “Flip Flop” Facebook Promotion with Sales Team.
- Attended Everglades Wonder Gardens VIP event
- Extended Facebook permission for Destination Arena project





- Began design of new outdoor office building sign
- Refreshed Twitter Layout
- Received permission to purchase an iMac (for video production)
- Began "Operation New Conference Room" (design of video conferencing system for new conference room)
- Helped Florida Sports Park with website listing and general questions
- Attended PRSA Sunshine District Conference
- Attended and participated in the "Strategic roundtable forum"
- Assisted Partners with website advertising info
- Participated in Cision media database trial
- Assisted with development of "2015 PR & Communications Marketing Plan"
- Helped Marriott Residence Inn with website listing issues
- Uploaded several "Paradise Coast in the News" articles
- Began work on Website Emergency Module, oversaw launch
- Updated "meeting deals" section of website
- Attended "All Things Facebook" in Austin TX
- Assisted Seminole Casino of Immokalee with website listing updates
- Update / Create partner website listing pages
- Download and processing of various video files
- Started the design of new website blog



## FILM OFFICE – Maggie McCarty

### PRODUCTIONS

- Tom Reid LLC – commercial Four day photo shoot on Pelican Bay beach
- Renegade 83 – tv series- Discovery Channel reality/survival show “Naked & Afraid” filmed on private property in eastern Collier County for their upcoming season. “Each week, a new pair of complete and total strangers – one man and one woman-will find themselves stranded in and, quite literally exposed to some of the world’s most extreme weather environments.” Each duo will be left high and dry with no food, no water...and no clothes. They must survive on their own for a full 21 days, with nothing but one personal item each and the knowledge that the only prize is their pride and sense of accomplishment.”
- Buqua Productions – documentary- Small budget documentary interviewed several locals in Naples
- HGTV – reality tv segment  
Marco Island homeowners were chosen to have their vacation property remodeled
- McGraw-Hill – educational video  
Director Cyrus Bharucka shot an educational film in several Collier locations with local talent



Producer Tim Bourne, Art Director, François Audouy and Location Manager Maria Biermiak walk through the former Hendry Correctional Institute while scouting for their upcoming project



## WORKING LEADS

- Twentieth Century Fox - feature  
Scouted with producer and art director all over Collier County  
  
This is a major feature with a start date in January 2015. The lack of a tax incentive will influence the possibility of the project being brought to the state
- HG Productions – photo shoot  
Lily Pulitzer is looking to shoot winter campaign. Will scout next month and possibly partner with local hotel
- Discovery Channel – series  
For a new series, Lone Target - looking at Pepper Ranch, Big Cypress Preserve and the Fakahatchee Strand
- SyFy Channel – reality tv series/Fox TV  
Not shooting until 2015, series looking for resorts that could potentially look remote and abandoned
- Yowza Fitness – video/commercial
- Foremost Communications – still shoot Midwest company looking for private home location for outdoor shoot this spring
- Cisco Systems – tv commercial
- Genre Films - feature
- SON – indie film (see following article)
- Let It Play Prods – indie film  
November 2014 tentative start date
- 25 – working title indie film  
December 2014 tentative start date
- KCS Prods. – indie film

## OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response



- Monthly Revenue Tracking
  - 📄 Followed-up with activity worksheets to clients
  - 📄 Recorded data
- Client Management
- -Opened a production file for each inquiry
- Provided content to social media

## **EVENTS**

Paradise Coast Film Series-In collaboration with Silverspot Cinema developed a showcase for local filmmakers to screen their projects and participate in a Q&A with the public (Flyer for the event and press follows). The original screening Sold Out and an additional screening Sold Out within minutes. The next film will be shown in January.

## **MEETINGS**

Film Florida Marketing Committee selected new website provider and have begun pre-production on new site, creating series of marketing and advocacy videos including industry testimonials.

## **SCOUTS**

- Arhaus
- Twentieth Century-Fox



## SPORTS COUNCIL – Chris O'Brien & Rob Wells

### **July/ August Activity Report**

Co-Hosted with Lee County Sports the USSSA State B Softball at North Collier, Max Hasse and Veterans Park. Fifty girls teams in Collier County and over 500 room nights. First ever 4th July tournament for Softball.

Hosted the Big Shots Basketball tournament at North Collier Gym - 24 top level basketball teams.

Travelled to Dublin Ohio for Football University Top Gun camp. Where we promoted Naples Marco Island and Everglades to over 3500 players, coaches and parents.

Completed the rowing site interest form for Naples to be a possible training site for Benderson Rowing events.

Updated Facebook to support National Championship and Football University Top Gun. Total likes for Sports page is 3,500+

Met with Executive Director Chris Dupree of the Swamp Buggy- Florida Sports Park to discuss how we can help events.

Met with Clif Marshall of Ignition Training and hosted media day with Luke Keuchly and NFL players.

Hosted adult FSSA Soccer event at North Collier Regional Park.

Met with Florida Fire concerning soccer tournaments in 2015.

Held site visit with Manuel Ferraro of International Softball Association and hosted State Tournament.

Conducted conference call with FBU Football staff sent photos website update.

Met with Naples Grande sales staff to discuss renovations.

Attend Connect Marketplace in Orlando. Met with national governing bodies such as Executive Womens Golf, International Junior Golf, USA Cycling, Hogan Lacrosse, Elite Events, Spartan Race, Tough Mudder, USA Pickleball, World Sports League Softball, & National Association of Intercollegiate Athletics.

Met with Parks and Recreation stay over ideas for Corkscrew Regional Park amenities.



Held several meeting with Football Local Organizing committee and city and high school venues to discuss game day management, hospitality, sponsors, PR / Marketing and operations.

### Hosted Events

USSSA Girls "B" Fastpitch State Championship economic impact, 500 room nights	July 4-6, 2014	2,250 visitors	\$1,265,625 in
Big Shots Basketball Tournament economic impact, 100 room nights	July 5-6, 2014	375 visitors	\$135,000 in
American Sprint Triathlon and Duathlon economic impact, 10 room nights	July 6, 2014	19 visitors	\$4,275 in
Ignition NFL Pre-Season Training economic impact, 50 room nights	July 7-18, 2014	7 visitors	\$12,600 in
Eagle Lakes 5K economic impact, 13 room nights	July 26, 2014	32 visitors	\$6,525 in
FSSA Adult Soccer 7V7 Championships economic impact, 150 room nights	August 8-10, 2014	390 visitors	\$219,375 in
ISPS Softball STATES economic impact, 60 room nights	August 9, 2014	160 visitors	\$63,000 in
Totals		3,233 Visitors,	\$1,706,400 Economic Impact, 883 Room Nights

### Event Photo Highlights





BigShots Basketball July 4-5, 2014	USSSA States Girls Fastpitch
	
FBU TopGun Dublin Ohio - Naples Table	FSSSA Adult State Championship
	



## OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

### **HIGHLIGHT OF THE MONTH:**

#### **Rolls-Royce marketing campaign – due December 2014**

OMMAC has secured Florida's Paradise Coast's participation as a sponsor and profile partner for the Rolls-Royce Enthusiasts' Club - Book 2015 – next year **Celebrating 90 years of The Phantom and Bentley cars**. The Rolls-Royce Enthusiasts' Club is one of the largest single-marque car clubs in the world and a leading authority on the iconic brands of Rolls Royce & Bentley – it is one of the most successful and respected car clubs worldwide.

The 400 page book/publication 'Rolls-Royce Enthusiasts 'Club' will be distributed to its **10,000** members as privately produced gift. Copies will also be sent to all Bentley and Rolls-Royce showrooms around the world. **North America Travel Service is the call-to-action partner and to have Brand USA's logo & site included on the index page, which is separate to our listing and the feature – an additional benefit the publication do not offer any other partners – having three companies listed.**

### **MARKET UPDATE:**

**Holiday searches rise as UK temperatures drop.** A drop in temperatures in the UK has prompted a last minute rush for overseas holidays, according to Thomson and First Choice. The brands, both part of TUI, say online searches have jumped as UK temperatures plummet to below 20 degrees for the first time since June and the forecast in many parts of the country is bleak and wet for the bank holiday weekend. Thomson is reporting a 78% rise in searches on its website in the last week compared with the same period last year. "This time of year is always popular for holidays, however with the predicted bad weather and the end of the summer of sport we're seeing more customers rush to squeeze in a last minute break before the start of the new school year," said Andrew Flintham, commercial director for Thomson and First Choice. Meanwhile, ABTA has predicted that more than **two million Brits will go on holiday over the August Bank Holiday, up more than 200,000 on last year.** It said the Balearic and Canary Islands would again be the most-popular overseas destinations, along with Greece, Turkey and Tunisia. But it also reported a rise in long-haul travel this year, particularly **to Florida** and Cancun.

**Latest figures from the Office for National Statistics, showed a 4% increase in overseas holiday departures year on year in the three months to May - this followed a 4% rise in annual departures last year over 2012.** A decline in June figures has been attributed to a combination of the Soccer World Cup, good weather at home, lower footfall on the high street and lower availability due to better demand management by the airlines. Strong sales early in the season almost certainly account for some of the bookings decline since, and certain airlines and operators have cut capacity, while all-inclusive bookings continue to show growth – up 4% year on year. Early bookings for summer 2015 also appear strong, with sales and revenue up almost 20% on a year ago. Thomas Cook reported a 1% reduction in UK capacity this summer, in line with a 1% fall in bookings to early May - Tui Travel reported a 3%





decline in summer bookings to May 4 but a 5% increase in average sales price reflecting a growth in demand for transatlantic and long-haul flying.

**Reassuringly for the U.S. market, industry analyst GfK report the largest growth in holidays priced between £1,399 & £1,599gbp while transatlantic carriers are shaping capacity increase through fleet and aircraft upgrading.** The most prominent of these is likely to be driven by **Virgin Atlantic's rumoured forthcoming strategic move to update its network and make significant investment into its customer experience and transatlantic schedule as it looks to maximise the benefits of the JV partnership with Delta.** The proposed network changes will deliver up to five new daily transatlantic flights and see over 500 more Virgin Atlantic flights operate in summer 2015 compared to summer 2014. These are likely to include: a new daily service from London Heathrow to Detroit, an additional daily service from London Heathrow to New York and JFK, additional daily service from London Heathrow to Los Angeles, additional daily service during the summer season from London Heathrow to Atlanta, and an additional summer seasonal service from London Heathrow to San Francisco flying five times a week.

Other changes mooted are a daily winter season LHR-MIA, a transfer of operations with that will see Virgin fly a daily service between Manchester and Atlanta and Delta fly one of Virgin's existing London Heathrow to Newark services, and Delta Air Lines will launch a new daily service between Manchester and New York JFK in Summer 2015. To support the initiative, proposed changes will include a withdrawal of operations to Tokyo, Mumbai & Cape Town - Summer seasonal services from London Heathrow to Vancouver will also be removed. The intended changes will enable Virgin Atlantic to better utilise its fleet by flying routes which deliver maximum profit or strategic importance, whilst matching customer desire to travel to other global destination

The new route from London Heathrow to Detroit, and the new services from Heathrow to LA, New York JFK, Miami and San Francisco and the service from Manchester to Atlanta will all form part of Virgin Atlantic's joint venture with Delta and the increased transatlantic flying will enable the Virgin Atlantic and Delta partnership to grow and provide an even stronger competitor to other transatlantic alliances - Virgin have reiterated that transatlantic flying has been at the heart of their network and will play to their strengths while focusing on routes between the UK and US.

Among the plans the airline has set out is a commitment to investing in customer experience. A major programme of work is already underway that will see £300m invested by the end of 2018, on the ground and in the air. The imminent arrival of Virgin Atlantic's first Boeing 787-9 will continue a fleet modernisation programme of over £2bn that will give it one of the youngest fleets in the world, the transatlantic being the biggest benefactor.

**BA launches new booking initiative.** British Airways is now allowing customers to hold a fare for up to 72 hours for £5 for short-haul flights and £10 for long-haul flights. The new scheme is only available through its own website and is designed to give travellers the time to make sure they're happy with their flight choices before **paying. If within 72 hours customers want to pay for their flights, the hold deposit is refunded and the ticket can be bought. If they decide not to go ahead with the booking, they lose the deposit.** "There's nothing more frustrating than seeing a great flight price but not being



able to book it straight away, either because you may need to get the time off work or check it's ok with family or friends - then coming back and finding there are no seats left or the price has changed," said Drew Crawley, BA's chief commercial officer. "Now customers can see the price, hold their seats and be sure that's all they'll pay, up to three days later."

### Thomas Cook and US marketing body extend partnership

Brand USA has extended its multimillion dollar marketing partnership deal with Thomas Cook to promote the US as well as the operator's US holidays and new flights to New York, Miami and Las Vegas. The partnership is the largest marketing partnership Brand USA currently has with a travel retailer in Europe. At the center of the agreement is an online competition highlighting the USA's outdoor attractions, which Thomas Cook is promoting in-store and via direct mail, social media and in-flight channels throughout the UK plus Austria, Belgium, France, Germany, the Netherlands, Sweden & Switzerland. The campaign will be further supported via Brand USA's consumer website DiscoverAmerica.com and Brand USA's travel agent training platform, the USA Discovery Program

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
26– 30 October	International Golf Travel Market IGTM - IAGTO	Italy
2 – 6 November	World Travel Market	London
1-5 December	VIP fam Virgin Atlantic Champion of Champions	Florida's Paradise Coast

### MARKETING/SALES/PROJECTS & ACTIVITIES:

#### Ireland Updates

- **US Commercial Service and US Embassy Office of Public Affairs** indicate continued growth & development of outbound travel to US is measured at +10.6% year on year.
- **Virgin Atlantic** - USA is strongest market from Ireland. Joint venture with Delta is going from strength to strength. New 787 to start to Boston next year & seasonal Belfast – Orlando service commences 24 June 2015.
- **Tour America** - Strong year, with highest summer bookings on record of pax numbers. 2015 looks strong YOY compared to last year. Pax are booking for summer 2015 even without flights being available to book.
- **Aer Lingus** – pax growth of **22.4% increase added 21% capacity**. Over all YTD company-wide tracking at 2.3 Plans for 2015 for DUB LGW service, increasing new service to SFO from 5 days a week to weekly next end of March beginning of April.



### **Southwest Florida International Airport project - RSW**

OMMAC is assisting Inter *VISTAS* t with their travel trade marketing research in relation to the RSW. Many discussions & assistance has been provided to InterVistas as they plan the assessment & research for the project. We have provided direction, background information & supplied key contacts within in the travel industry for UK & Scandinavian market.

### **Vibro Vulnificus in Florida**

Following the Vibro Vulnificus Virus in Florida, OMMAC is tracking and communicating to trade or consumers, should we have any calls regarding this matter. To date we have not received any calls.

### **Visit Florida - Pre Florida Huddle Fams**

We are assisting Visit Florida to support the pre Florida Huddle fam trips in early January 2015. We have requested additional information regarding the exact dates, numbers and what is the expectation for the fam trip which will help us reach out to the appropriate industry partners.

### **Norwegian Fam Trip - November 2014**

Visit Florida has requested assistance for accommodation & activity support for a travel agents fam from Norway – highlighting the new Norwegian air service into Ft Lauderdale. The dates are currently being confirmed & if the target mix of travel agents are able to sell our destination – currently checking if this is of interest.

### **Marketing Plan & Budgeting**

Working on 2014/2015 planning objectives, strategy and budgets to ensure we deliver maximum return on investment for all our activities. Detailed research is carried out on past events & activity, future opportunities resulting in fully integrated activity, cooperative marketing, PR and social media to promote Florida's Paradise Coast.

### **Visit USA French Travel Planner 2015**

As a member of the Visit USA France, we're entitled to be listed complimentary in this publication, OMMAC has assisted with providing all information and ensuring all is current.

### **UK - Visit USA Travel Planner 2015**

We have reviewed Florida's Paradise Coast listing, ensuring all information is correct and up to date.

### **NEW Florida's Paradise Coast Branding**

We have requested the most recent & revised brighter and bolder logo from Paradise Advertising. OMMAC will ensure correct logos are now used for all future activity, features & opportunities plus ensuring correct logo guidelines are adhere to for both print and online.

### **VIP FAM - Virgin Atlantic 'Champion of Champions' Qualifier- Ireland**

Prior to the Champion of Champions Qualifier for Virgin Atlantic next month, OMMAC supplied goodie bags for two prizes at the event. Ongoing activity is on place with planning for the final in December in the destination.



## **TOUR OPERATOR ACTIVITY**

### **Audley Travel – High-end UK Tour Operator**

After many years encouraging this high-end operator to include Florida & our region they are now in the process of setting up Florida as a new Audley destination on its website. Audley Travel, offers tailor-made holidays to over 70 countries worldwide, specialists in luxury and adventure tours. We are currently working with them assisting with images, copy & general information highlighting the key selling points for our destination.

### **Ocean Holidays**

After further negotiations Florida's Paradise Coast will be included within Ocean Holidays Florida's Destination Guide. We provided copy and strong destination images. In addition, we highlighted list of Top 10 Things to do and the press releases for the IAGTO and TripAdvisor Award, key selling point for our destination. We are currently awaiting the final version for approval.

### **Funway**

Provided copy and images for the upcoming Funway 2015 brochure, where Paradise Coast will receive a double page spread. Copy included a general destination overview; don't miss in 2015, as well as a Top 10 Must Do's section & provided a selection of the strongest destination images.

### **North America Travel Service (NATS) & Brand USA**

As our call-to-action partner within the Rolls-Royce Enthusiasts' Club 2015 & Brand USA's listing we are actively working with both partners to ensure all necessary creative and copy is obtained, correct & approved. We are also liaising with CVB to ensure our destination feature is highlighted in the best possible way. Additionally we have providing amended copy for the feature including interviews etc. checked on appropriate creative to fit in with the Rolls Royce brand identity. We are currently in the final stages of signing off our destination piece, which has been sent to the editorial team and now awaiting last version for approval.



**PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:**

CONTACT	ACTIVITY	RESULT
<p><b>The Scottish Sun</b>                      Cir: 240,978                      Readership:                      674,738</p>	<p>Following from last month - working on opportunity regarding a media visit to Florida for Journalist Heather Lowrie, who also plans to visit Naples, scheduled for next year April 2015 in which we've been approached to support for 3-5 nights' accommodation.</p>	<p>OMMAC have received the completed media request form from the journalist, which has been submitted to head office and now awaiting feedback.</p>
<p><b>Martin Mason</b>   <b>Daily Mail</b>                      Cir:1,709,082  <b>Irish Independent</b>                      Cir:117,361  <b>IPC TV Consumer Mag</b></p>	<p>Following from last month - OMMAC working on this request media visit to Florida from 5 – 18 July, visiting Naples from 11 July.</p>	<p>OMMAC have recently followed up with Martin regarding his recent trip to Florida's Paradise Coast to request some feedback and also see whether he needs any more info/images for us and now awaiting feedback.</p>
<p><b>Mail on Sunday</b>                       Britain's leading Sunday tabloid.                      1.7 million (5 million readers estimated readers)                      190 million unique monthly readers.</p>	<p>Following from Last month - We've received a journalist request to support a media visit to Marco Island in 17-23<sup>rd</sup> August 2014.                       Writer, Tom Mangold will be taking a family trip to Marco Island and will be staying in villa on the island.                       Tom has requested assistance for arranging some fun activities around the island, especially for his young boys and is keen to experience the air boat rides in the Everglades.</p>	<p>CVB set up trip &amp; excursions for his family on an Everglades Airboat and the Dolphin Explorer. A completed schedule was sent to Tom prior to his trip with useful information about options for self-exploration.                       OMMAC have recently followed up with Tom regarding his recent family trip to Florida's Paradise Coast to request some feedback also see whether he needs any more info/images for us and now awaiting feedback.</p>



<p><b>Social Media:</b> Facebook and Twitter</p>	<p>Weekly channel updates</p>	<p>Facebook posts and twitter updates this month have focused on: wildlife, summer jazz festival, well-being and beaches</p>
--	-------------------------------	--

**Estimated Value Summary of Leads/Activity**

Lead /Activity	Media – Value	Potential Room Nights	Economic Impact \$
<p>TBC</p>	<p>Paradise Coast UK shared Rhett Butler's photo. Posted by Stephanie Buck [?] · August 19 · Edited</p> <p>Great photo taken this week at the Big Cypress National Park - the #ParadiseCoast is always full of surprises! Find out more about our awesome parks and reserves here <a href="http://bit.ly/1tj6Nlr">http://bit.ly/1tj6Nlr</a></p>		

Big Cypress NP



Facebook and updates

Twitter

Like · Comment · Share

Paradise Coast, JoNell Modys and 2 others like this.

**Rhett Butler** Took this at Wooton's on Tamiami Trail.  
August 19 at 11:16am · Unlike · 1

**Paradise Coast UK** Great photo Rhett Butler - got any more? 😊  
Commented on by Stephanie Buck [?] · August 20 at 5:49pm · Like

Write a comment...

74 people reached

Boost Post



Paradise Coast UK shared a link.  
Posted by Stephanie Buck [?] - August 15

Who's ready to get jazzy tomorrow night at the Naples Beach & Golf club's Summer Jazz on the Gulf - on every Saturday until the end of September!  
#ParadiseCoast #Jazz #Concert #Golf



August's Summer Jazz On The Gulf at Naples Beach Hotel & Golf Club - Naples, Marco Island &...  
[www.paradisecoast.com](http://www.paradisecoast.com)

Like · Comment · Share

35 people reached

Boost Post



**Paradise Coast UK** shared a link.  
Posted by Stephanie Buck [?] · August 13

Relax and take it easy at the Naples Beach Hotel & Golf Club. It gives you the peace you need after a long day of sight seeing on the #ParadiseCoast



**Luxury Florida Hotels and the Perfect Getaway to Naples - Naples, Marco Island & Everglades**

[www.paradisecoast.com](http://www.paradisecoast.com)

When it comes to vacation, you deserve the best. So why not treat yourself to one of the top-rated places to stay in the world? Explore our luxury hotels in Naples.

Like · Comment · Share

47 people reached

**Boost Post**





Tweets   Tweets & replies

 Paradise Coast UK @paradisecoastuk · 7h  
If you're on the #ParadiseCoast treat yourself to a sunset sail and dinner at Chez Boet from \$56 per person [bit.ly/1AZZ4gt](http://bit.ly/1AZZ4gt)

 Paradise Coast UK @paradisecoastuk · Aug 21  
We have so many beautiful #beaches here on the #ParadiseCoast - which is your favourite? [bit.ly/1oViyQK](http://bit.ly/1oViyQK)



   1      [View more photos and videos](#)

 Paradise Coast UK @paradisecoastuk · Aug 15  
Relax & take it easy at the Naples Beach Hotel & Golf Club. Peace & quiet is the order of the day #ParadiseCoast  
[bit.ly/1oOIS92](http://bit.ly/1oOIS92)

 Paradise Coast UK @paradisecoastuk · Aug 1  
Take a piece of #Naples home with you - head to Island Trends for island inspired shoes, hats, clothes and more... [bit.ly/1tJ5zR7](http://bit.ly/1tJ5zR7)



**DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Natasa Manic**

**TOUR OPERATOR ACCOUNTS**

✧ **Key Accounts**

Tour Operator	Achievement	Cost
DERTOUR	Secured the display and mention of a NAP beach image and Naples Pier on the introduction of the Florida section of Dertour's upcoming USA summer brochure.	
CANUSA	<p>Received final reporting of the Moodpage campaign. The results show an increase of 73% in new visitors of that site (Which is an all time record for CANUSA) and the average duration of repeating visitors has increased to over 5 minutes. The campaign showed 1.348 booking requests (337 including NAP), which is an increase for Florida by 13% Actual bookings have increased by 7%.</p> <p>Until the end of the campaign, they could increase bookings for NAP by 15%, meaning 6,363 room nights. Please find the detailed report attached.</p>	
TUI	Secured sales training with TUI and airtours competence center for November 5, 2014.	

✧ **Swiss Accounts**

Tour Operator	Achievement	Cost
Kuoni Switzerland	Secured inclusion of an airboat ride into Kuoni's fam trip of 12 agents on October 4, 2014. Everglades Private Airboat Tours	



	has offered a comp tour.	
Knecht Reisen	Supported Knecht Reisen with texts and images for both, the brochure editorial and the Golf Dreams campaign. Both have been finalized and approved.	
TUI Flextravel	Secured participation for TUI Flextravel B2B and B2C event. The best agents in Zurich, based on sales, will have the chance to invite their customers to an information evening in Zurich, presentation included.	800 CHF

✧ **Seconday Accounts**

Tour Operator	Achievement	Cost
Fairflight	Secured personal stay of Assistant Manager Beatrice Erbert in Naples October 11-13, 2014 . Accommodation tbd	
Faszination Fernweh	Secured destination training for September 16, 2014	
Tour Consult	Secured destination training for September 16, 2014	

TRAVEL AGENTS

- ✧ Sales calls: Total of **67** personal visits to travel agents in Switzerland, Munich, Karlsruhe, Mannheim, Bremen and Stuttgart
- ✧ Booking Assistance: Assisted 4 agency requests on tours and accommodations
- ✧ Support: Supported 2 travel agencies with visitor guides, maps and destination video.
- ✧ Famtrips: Finalized the list of participants and worked closely with CJ in creating the itinerary for the trip. The agents will be in the destination October 11-14 and be accompanied by Claudia and Ramona.



## EVENTS

### ✧ **Registrations / Preparations**

- Preparations for Visit USA roadshow (Sep 14)
- Preparations for Visit USA Switzerland roadshow (Sep 14)
- Preparations for Visit USA Halloween Event (Nov 14)
- Registration for Visit Florida Media Event (Sep 14)
- Registration for JetAir Summer Classes TA Event (Oct 14)
- Registered for TUI Flextravel Switzerland B2C Event (Sep 14)
- Registered for personal attendance at the Visit USA booth at the following consumer shows:
  - CMT Stuttgart (Jan 14)
  - Reisen Hamburg (Feb 14)
- Registered for brochure distribution via Visit USA at the following consumer shows:
  - TC Leipzig (Nov 14)
  - Free Munich (Feb 14)

- ✧ **Visit Florida Meeting:** Participated in the Visit Florida meeting in Frankfurt on August 28, 2014.

## MARKETING

Type of Activity	Details	Cost
Facebook	# posts: 6 #fans: 6,377	
Naples Newsletter	Sent out dedicated newsletter highlighting activities on the water to 3157 agencies in DACH on August 26, 2014	
Facebook	Created a facebook raffle of a beachbag and towel. Followers had to state their main reason why the destination is their personal paradise.	

## PROJECTS

- ✧ Website: Worked in close partnership with Miles to create a new structure and new content for the German website. Advised Miles on a



structure that will appeal to German-speaking visitors most. Closely analyzed the current website and identified fields for improvement. Created many new texts for various subject tags in order to increase the information given on our website. Translated some of the English articles to speed up the project and save in translation cost.

- ✧ FY 2014/15 budget: Prepared the proposed FY 14/15 budget, based on given input and budget guideline of JW. This included intense correspondence and negotiation with Key Accounts, new TO partners and travel industry partners in order to evaluate the most suitable marketing activities correlating with our marketing strategy. In addition we provided an updated market overview for DACH and BeNeLux as well as a detailed marketing plan highlighting our targets and marketing strategy for the next fiscal year.

## CONSUMER

- ✧ Brochure fulfillment: 32 in total

## PR

Supported Klaus Schumacher of DELTApark Publishing House (Neue Freizeit: circulation 225,000 copies and Woche Exklusiv: circulation 138,000 copies) with a 2 nights stay at Edgewater Beach Hotel August 12-14, 2014

- ✧ Supported Michael Juhran of German press agency dpa with a 2 nights stay at Doubletree Inn. His focus will be nature highlighting Barefoot Beach.
- ✧ Supported Antje Gerstenecker, online travel and family blogger with a 3 nights stay at Marriott Marco Island, Dolphin Explorer Tour and 2 kayak tours August 23-26, 2014.

## HIGHLIGHTS IN AUGUST

- **Visit USA roadshow** Germany in Nurnberg and Dusseldorf, September 8+11, 2014
- **Explorer destination training** in Nurnberg September 9, 2014
- **Faszination Fernweh destination training** September 16, 2014
- **Tour Consult destination training** September 16, 2014
- **Visit USA Switzerland roadshow** in Zurich, Basel, St Gallen, Bern, September 22-26, 2014



- **TUI Flextravel B2C Event** in Zurich, September 23, 2014
- **Visit USA Media Event** in Hamburg, September 30, 2014
- **TA Sales Calls** in Düsseldorf, September 12, 2014
- **TA Sales Calls** in Switzerland, September 23-25, 2014
- **TA Sales Calls** in Cologne, September 09-11, 2014



## AREPS- Brazil

Adriana faria <a href="mailto:adriana@newit.com.br">adriana@newit.com.br</a> Diana Vieira <a href="mailto:diana@newit.com.br">diana@newit.com.br</a>	BR	New IT – TO	Tour operator from Rio de Janeiro, we met during the Sales Calls for Paradise Coast in Rio. We presented Paradise Coast, as a new opportunity for a complete destination in Florida	Ongoing
Heloisia Macedo <a href="mailto:heloisia@hallmarktur.com.br">heloisia@hallmarktur.com.br</a>	BR	Hallmark – TA	Tour operator from Rio de Janeiro, we met during the Sales Calls for Paradise Coast in Rio. We presented Paradise Coast, as a new opportunity for a complete destination in Florida	Ongoing
Aline Freitas <a href="mailto:alinefreitas@mktravel.com.br">alinefreitas@mktravel.com.br</a> Olga Vianna <a href="mailto:Olga.vianna@mktravel.com.br">Olga.vianna@mktravel.com.br</a> Vanessa Maia <a href="mailto:vanessa@mktravel.com.br">vanessa@mktravel.com.br</a>	BR	MK Travel - TO	Tour operator from Rio de Janeiro, we met during the Sales Calls for Paradise Coast in Rio. We presented Paradise Coast, as a new opportunity for a complete destination in Florida	Ongoing
Helena Adnet <a href="mailto:Helena@adnet.tur.br">Helena@adnet.tur.br</a> Luiz Paulo Sampaio <a href="mailto:ipsampaio@adnet.tur.br">ipsampaio@adnet.tur.br</a>	BR	Adnet Slow Travel – TA	Tour operator from Rio de Janeiro, we met during the Sales Calls for Paradise Coast in Rio. We presented Paradise Coast, as a new opportunity for a complete destination in Florida	Ongoing
Greg Tavares <a href="mailto:Greg.tavares@aitoperadora.com.br">Greg.tavares@aitoperadora.com.br</a>	BR	AIT Operadora – TO	Tour operator from Rio de Janeiro, we met during the Sales Calls for Paradise Coast in Rio. We presented Paradise Coast, as a new opportunity for a complete destination in Florida	Ongoing
Cassia Mello <a href="mailto:cassia@gaptour.com.br">cassia@gaptour.com.br</a> Adriele <a href="mailto:adriele@gaptour.com.br">adriele@gaptour.com.br</a> Gabriela <a href="mailto:gabriela@gaptour.com.br">gabriela@gaptour.com.br</a>	BR	Gap Tour – TA	Travel agency from Rio de Janeiro, we met during the Sales Calls for Paradise Coast in Rio. We presented Paradise Coast, as a new opportunity for a complete destination in Florida	Ongoing
Marcelo Neugedachter <a href="mailto:marcelo@personaltouch.com.br">marcelo@personaltouch.com.br</a>	BR	Personal Touch – TA	Travel agency from Rio de Janeiro, we met during the Sales Calls for Paradise Coast in Rio. We presented Paradise Coast, as a new opportunity for a complete destination in Florida	Ongoing
Elaine Oliveira	BR	ABC Fly –TA	We presented Paradise Coast as a complete destination and new	Ongoing

<a href="mailto:elaine@abcfly.com.br">elaine@abcfly.com.br</a>			opportunity in Florida.	
Teresa M. Cariani <a href="mailto:Teresa@tourway.com.br">Teresa@tourway.com.br</a> J. Cariani <a href="mailto:cariani@tourway.com.br">cariani@tourway.com.br</a>	BR	Tour Way – TA	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing
Fabrizio Bacco <a href="mailto:fabrizio@giramondoviagens.com.br">fabrizio@giramondoviagens.com.br</a>	BR	Gira Mondo Viagens – TA	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing
Silvia Benatti <a href="mailto:Silvia@caerusturismo.com.br">Silvia@caerusturismo.com.br</a>	BR	Caerus Turismo – TA	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing
Paula Schilbach <a href="mailto:paula@lotustravel.com.br">paula@lotustravel.com.br</a>	BR	Lótus Travel – TA	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing
Marcelo Ribeiro <a href="mailto:marcelo@gctravel.com.br">marcelo@gctravel.com.br</a>	BR	GC Travel – TA	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing
Valéria Garcia <a href="mailto:Valeria.garcia@newline.tur.br">Valeria.garcia@newline.tur.br</a>	BR	New Line – TO	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing
Ricardo Figueiredo <a href="mailto:ricardo.brooklin@flyworld.com.br">ricardo.brooklin@flyworld.com.br</a>	BR	Flyworld – TA	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing
Fernanda Murici <a href="mailto:contato@fermandamurici.com">contato@fermandamurici.com</a>	BR	Fernanda Murici – TA	We presented Paradise Coast as a complete destination and new opportunity in Florida.	Ongoing



Name of Company	Market	Number of Staff Trained	Focus of Training	Follow Up
Portfolio Travel	BR	6	Presentation of Paradise Coast as a new destination for the Brazilian market. We trained staff from different areas of the tour operator, such as sales, marketing and operations. They are based in Rio de Janeiro and the training was part of our first Sales Calls to Rio on behalf of Paradise Coast.	Done

Promotions (Joint Marketing Activities – JMA's)

Tour Operator Name	Market	Description	Launch/Start	Status

Shows / Sales Missions / Fam Trips / Other

Name	Market	Description	Launch/Start	Status
Ancoradouro & Gol	BR	Fam Trip to Palm Beaches and Paradise Coast	13-18 September	Ongoing
Ancoradouro	BR	Breakfast and training pre ABAV	TBC	Ongoing

**MEDIA**

Media Activities

- We sent the Action Plan
- We created and sent proposal for Social Media
  
- We sent list of publications/freelancers for Media FAM Oct.
- We sent Press Release "Marco Island #1 US island by Trip Advisor"
- We translated press release "Stone Crab Festival" delivered to media in Aug/Sep.
- We are preparing guidelines for interviews at ABAV trade Fair Sep. 2014
- We are translating press releases "Panther Festival" and "Film Festival" to be sent on Sep/Oct.

Media Meetings

Name	Publication/Media	Market	Objective & Meeting Notes	Follow Up
Guto Motta <a href="mailto:guto@gutomotta.com.br">guto@gutomotta.com.br</a>	Mix de Viagens	BR	Sent Stone Crab festival	Will follow up with in sep.
Paulo Miranda & Angela Karan <a href="mailto:prm@brasiltravelnews.com.br">prm@brasiltravelnews.com.br</a>	Brasil Travel News	BR	Paulo is the owner of trade Brasil Travel News mag/website and Angela producer; they want to record a TV program in Florida. We presented Florida's Paradise Coast. They will wait on more information about the destination to start planning a comprehensive story for the region.	Will follow up with the Editor in Chief during ABAV
Cristiane Sinatura <a href="mailto:Cristiane@emporiumdeideias.com">Cristiane@emporiumdeideias.com</a> Kate Azevedo <a href="mailto:kate@emporiumdeideias.com">kate@emporiumdeideias.com</a>	Emporium de Ideias	BR	Sent information about Stone Crab Festival	Will follow up with in sep.
Laura Capanema <a href="mailto:Laura.capanema@abril.com.br">Laura.capanema@abril.com.br</a>	Viagem e Turismo Travel Magazine	BR	Laura is interested about doing a comprehensive Florida guide soon for Brazil's largest final consumer travel magazine. In May, during The Palm Beaches luncheon, we introduced the concept of our new client, Florida's Paradise Coast. We will update her with news as soon as we receive first press releases, in order to start planning an individual trip.	Sent press form. Waiting on final PC itinerary
Jan Theophilo <a href="mailto:Jan.theophilo@topdestinos.com.br">Jan.theophilo@topdestinos.com.br</a>	Top Destinos	BR	Sent Stone Crab festival press release and photos to editor in chief of travel/luxury mag.	Will follow up with magazine





Mauro Alves <a href="mailto:maurai@uol.com.br">maurai@uol.com.br</a>	Editor in Chief for GULA	BR	Editor in chief of Brazil's most important gastronomy magazine request photos and press release about Stone Crab Festival	To be released on Sep/Oct
Claudia Saleh <a href="mailto:adeviajante@gmail.com">adeviajante@gmail.com</a>	Aprendiz de Viajante	BR	Sent press release and pics of Stone Crab Festival. Brazilian blogger based on US is famous for posting reliable information about Florida Travel for Brazilians	Will follow up in Sep.
Nana Caetano <a href="mailto:nana@globocondenast.com">nana@globocondenast.com</a>	Elle	BR	Met the lifestyle Editor in Chief of Brazilian top luxury and fashion magazine. Introduced the concept of the destination.	Journalist sent information for Fashion Editorial Editor. They are interested on shooting at PC.
Carla Zomignani <a href="mailto:turismo@atribuna.com.br">turismo@atribuna.com.br</a>	A Tribuna de Santos	BR	Editor in Chief of São paulo costline largest daily newspaper received press release and photos about #1 US island by Trip Advisor and Stone Crab Festival	See clippings below with enhanced screenshot of articles on Tourism frontpage
Claudia Tonaco <a href="mailto:Tonaco@travel3.com.br">Tonaco@travel3.com.br</a>	Travel 3	BR	Sent information about Marco Island as #1 US island by Trip Advisor	See clippings below
Gracita Kerr <a href="mailto:gracita@guiatimeout.com.br">gracita@guiatimeout.com.br</a>	Guia Time Out	BR	One of the largest tour guides in Brazil, Guia Time out has more than 10 thousand active members on blog and fanpage. Introduced PC to content editor.	Will follow up in Sep.
Cecilia Gomes <a href="mailto:cecilia@segs.com.br">cecilia@segs.com.br</a>	Portal Segs/ Nossa Gente	BR	Sent press release and photos about #1 US island by Trip Advisor and Stone Crab Festival	See clippings below
Viajar é Simples <a href="mailto:Sylvia@viajaresimples.com.br">Sylvia@viajaresimples.com.br</a>	Viajar é Simples	BR	Sent Stone Crab Festival	See clippings below
Rayane Arouca <a href="mailto:redacao@jornaldeturismo.com.br">redacao@jornaldeturismo.com.br</a>	Jornal de Turismo	BR	Sent #1 US island by Trip Advisor	See clippings below
Patrícia Penna <a href="mailto:jtrredacao@gmail.com">jtrredacao@gmail.com</a>	Jornal Turismo e Eventos	BR	Sent #1 US island by Trip Advisor	See clippings below
Fernando Porto <a href="mailto:Fernando.porto@brasilturis.com.br">Fernando.porto@brasilturis.com.br</a>	Brasilturis	BR	Sent #1 US island by Trip Advisor	See clippings below

Paulo Artizingen <a href="mailto:Redacao1@diariodoturismo.com.br">Redacao1@diariodoturismo.com.br</a>	Diário do Turismo	BR	Sent #1 US island by Trip Advisor	See clippings below
--	-------------------	----	-----------------------------------	---------------------

Exposure Media

Media	Subject	Publ. Date	Aev Usd	Circulation	Website
JORNAL TURISMO E EVENTOS	Marco Island #1 US Island	8/21	1.200	15.000	<a href="http://jornalturismoeeventos.com.br/2014/08/21/marco-island-e-eleita-melhor-ilha-dos-eua-pelo-tripadvisor/">http://jornalturismoeeventos.com.br/2014/08/21/marco-island-e-eleita-melhor-ilha-dos-eua-pelo-tripadvisor/</a>
JORNAL DE TURISMO	Marco Island #1 US Island	8/21	3.800	350.000	<a href="http://www.jornaldeturismo.tur.br/noticias/destinos/60040-marco-island-e-eleita-melhor-ilha-dos-eua-pelo-tripadvisor">http://www.jornaldeturismo.tur.br/noticias/destinos/60040-marco-island-e-eleita-melhor-ilha-dos-eua-pelo-tripadvisor</a>
BRASILTURIS	Marco Island #1 US Island	8/21	4.490	60.000	<a href="http://www.brasilturis.com.br/noticias.php?id=18452&amp;noticia=ilha-da-florida-e-considerada-a-melhor-dos-estados">http://www.brasilturis.com.br/noticias.php?id=18452&amp;noticia=ilha-da-florida-e-considerada-a-melhor-dos-estados</a>
VIAJAR É SIMPLES	Stone Crab Festival	9/4	1.500	30.000	<a href="http://www.viajaresimples.com.br/noticia.php?id=5746">http://www.viajaresimples.com.br/noticia.php?id=5746</a>
TRAVEL 3	Marco Island #1 US Island	8/21	4.200	200.000	<a href="http://www.travel3.com.br/noticia.php?marcos-island-escolhida-como-top4-do-mundo-2574">http://www.travel3.com.br/noticia.php?marcos-island-escolhida-como-top4-do-mundo-2574</a>
DIARIO DO TURISMO	Marco Island #1 US Island	8/21	6.600	500.000	<a href="http://www.diariodoturismo.com.br/Marco-Island-e-eleita-melhor-ilha-dos-EUA_35448">http://www.diariodoturismo.com.br/Marco-Island-e-eleita-melhor-ilha-dos-EUA_35448</a>
NOSSA GENTE	Marco Island #1 US Island	8/22	550	13.000	<a href="http://www.nossagente.net/2014/08/ilha-da-florida-e-considerada-a-melhor-dos-estados-unidos/22744">http://www.nossagente.net/2014/08/ilha-da-florida-e-considerada-a-melhor-dos-estados-unidos/22744</a>
PORTAL SEGS	Stone Crab Festival	9/2	1.500	25.600	<a href="http://www.segs.com.br/demais/7269-stone-crab-festival-celebrar-iguaria-encontrada-somente-na-florida.html">http://www.segs.com.br/demais/7269-stone-crab-festival-celebrar-iguaria-encontrada-somente-na-florida.html</a>



**A TRIBUNA.com.br** Tempo **ELEIÇÕES 2014** Assine **A TRIBUNA**

Santos, 03 de setembro de 2014

Últimas | Atualidades | Cidades | Polícia | Esportes | Santos FC | Porto & Mar | Economia | Cultura | Veículos | Turismo | Blogs | Eleições **todos os sites**

Busca de notícias   3,00:Dolar: Paralelo SP DOL.COM:2.24005:0 **Classi@t** Veículos Empregos Imóveis Diversos

**SUA VIAGEM** Envie fotos da sua viagem

## Turismo



**Avanço**  
**Hostels crescem 159% somente na Capital e serão representados na Equipotel**

Cálculo é referente ao primeiro semestre, em relação a 2013, segundo a Ahostelsp

**Reconhecimento**  
**Experimento ganha título de melhor agência da AL**

A premiação Star Award 2014 é concedida pela The Study Travel Magazine, em Londres



**Gastronomia**  
**Stone Crab Festival celebra iguaria só encontrada na Flórida, nos EUA**



**Chile**  
**Valle Nevado tem descontos para últimos dias da temporada**



**Luxo**  
**Hotel da Rede Meliá de Cancun recebe prêmio AAA Four Diamond**



## VISITOR CENTER REPORTS- Lori Lou Waddell

### August 21<sup>st</sup> – September 19<sup>th</sup>, 2014

- Attended CVB Staff Meeting August 27, 2014.
- Attended Concierge Meeting at McCormick & Schmick's August 27, 2014.
- Sent Mike Brown Paradise Coast Map order for Collier County Visitor Information Centers including: Naples, the Everglades, Punta Gorda, Big Cypress, Oasis, Visitor Information Centers at I-95 and I-75, and RSW.
- Attended meeting for Stone Crab Festival at CVB office.
- Contacted Joan Hogan of Holocaust Museum for FAM Tour date in February, 2015.
- Contacted Kathy Goodchild at Concierge Image Magazine for copies/distribution at Visitor Information Center.
- First contact with Nan Mooney, Immokalee Casino Hotel, regarding Paradise Coast Magazines and Map placement in hotel lobby.
- Attended meeting to assist to promotion of Stone Crab Festival 2014.
- Attended meeting to assist CVB Sports Marketing with upcoming FBU event.
- Interviewed prospective VIC volunteer on September 3<sup>rd</sup>, 2014.
- Emailed schedule of upcoming FAM site visits for Naples Visitor Information Center volunteers.
- Re-stock supply of Citizens' Guide, Naples Florida.
- Conclude training for two newly acquired volunteers.
- FAM site visit scheduled at Artis-Naples, theater and Baker Museum, at 10AM on February 19<sup>th</sup>, 2015.
- FAM date discussion with Everglades Day Safari – Half day tour for February.
- Attend CVB staff meeting.
- Attend Concierge Association meeting at Bayside Seafood & Grill at Venetian Village.
- Order Paradise Coast Visitor Guides for Miccosukee Information Center.
- Attend meeting for FBU update.
- Met with Roger Jacobsen regarding visitor materials for convention group of 700 Code Enforcement Officers and families to visit in Naples in June 2015.
- Training date set for September 22<sup>nd</sup> for additional new volunteer.
- VIC flu shot drive to begin on October 3<sup>rd</sup> for community and industry employees.
- Manage daily operation of VIC and staffing.
- Updated Calendar of Events and Distributed.



## Points of Origin

