

NAPLES  
MARCO ISLAND  
EVERGLADES



FLORIDA'S PARADISE COAST



# MARKETING PARTNER REPORTS

## January 27, 2014



NAPLES · MARCO ISLAND  
EVERGLADES

—  
FLORIDA'S PARADISE COAST

# Klages Research & Research Data Services, Inc.

## **RESEARCH REPORT**

# Collier Research Methodology

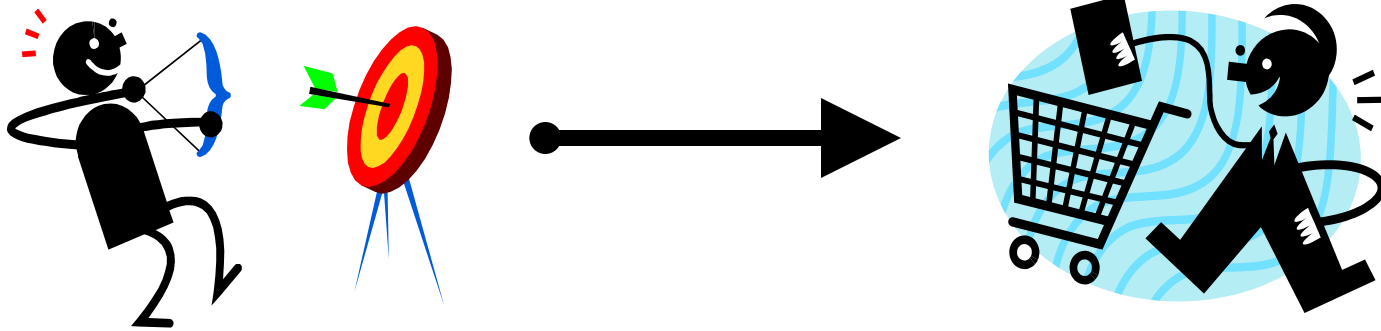
Research Data Services, Inc.  
September 29, 2014





# Objective

The overarching goal is to isolate the **cause and effect** relationship between marketing activities and consumer reactions.



# What Does Research Really Do?

- ▶ Provides Tracking Information
- ▶ Documents Accountability Loop
- ▶ Uncovers New Markets
- ▶ Permits Insight into Branding Perceptions
- ▶ Determines “What Makes Loyal Customers Loyal?”
- ▶ Gives a Handle on the Potential Try-out Market

# Commercial Lodging Visitor Profile

## RESEARCH PROCEDURE:

- ▶ In-person intercept surveys
- ▶ Post-visitation Internet surveys
- ▶ Secondary statistics -- normative standards

## REPORTING:

- ▶ Monthly Dashboards
- ▶ Quarterly Visitor Profiles
- ▶ Annual Summaries

# Visitor Profile Research

## Reporting Topics:

- ▶ Collier Attractors
- ▶ Sources of Travel Information
- ▶ Internet Usage for Travel
- ▶ Incidence of First Time Visits
- ▶ Transportation Modes
- ▶ Purpose of Trip
- ▶ Attractions and Collier Amenities Enjoyed
- ▶ Party Size, Composition, Length of Stay
- ▶ Travel Budget
- ▶ Visitor Demographics



# In-Home and Day-Tripper Research

## RESEARCH PROCEDURE:

- ▶ Internet based surveys with Collier residents and residents of the surrounding areas
- ▶ Day-trippers and in-home visitors are also profiled by the intercept random walks
- ▶ Secondary statistics -- normative standards

## REPORTING:

- ▶ In tandem with the Annual Economic Impact/Value of Tourism Research

# Occupancy Survey

## RESEARCH PROCEDURE:

- ▶ Monthly random sample of lodging inventory

## EXECUTION:

- ▶ Combination Telephone; Email/Internet; Fax Survey Mode

## REPORTING:

- ▶ Monthly
- ▶ Quarterly
- ▶ Annual

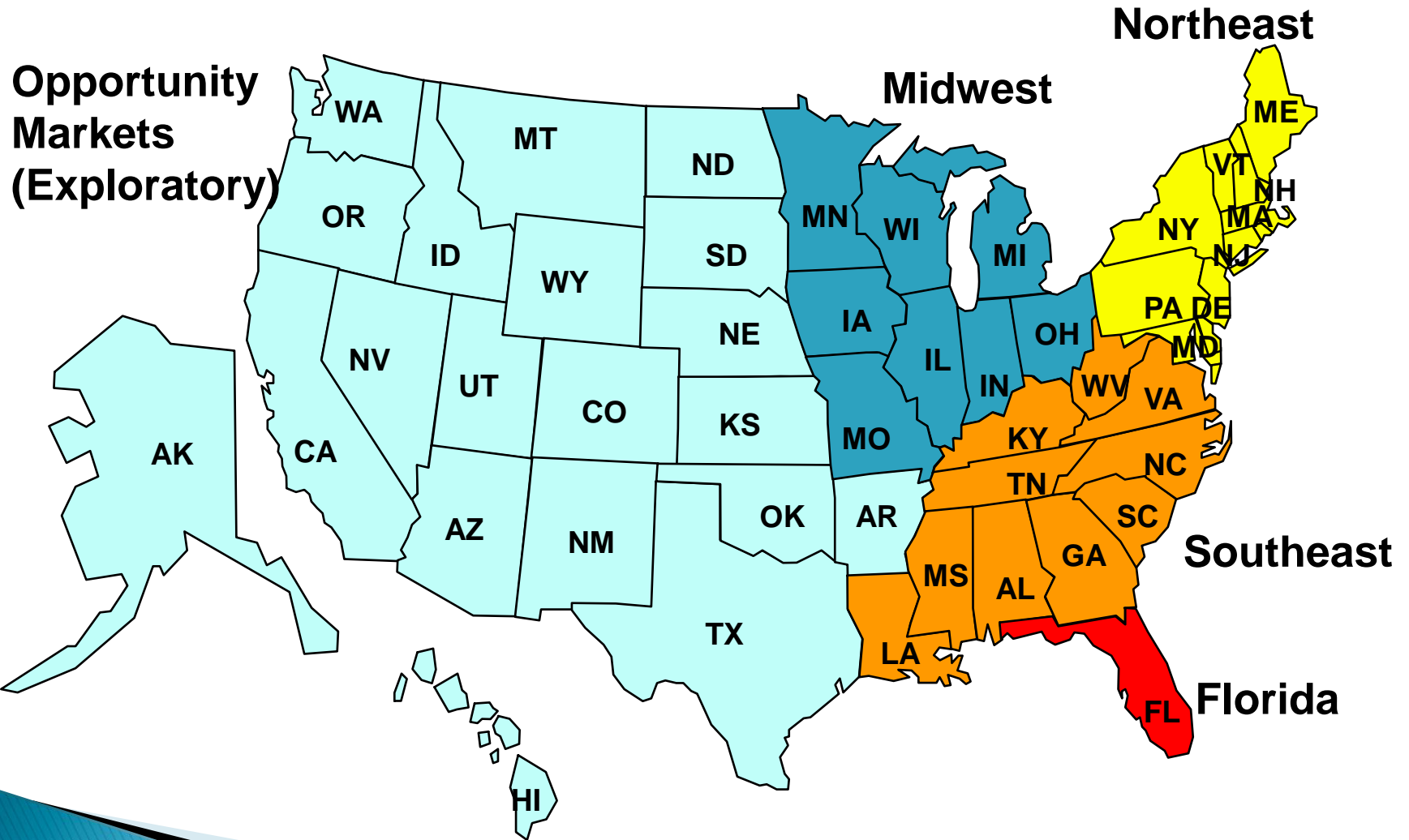
# Visitation Trend Research

## DATA DRAWN FROM:

- ▶ Visitor Profile Research
- ▶ Occupancy
- ▶ Inquiry Records
- ▶ Zip Codes
- ▶ Inquiry Conversion
- ▶ Focus Groups

# United States Regions

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# Inquiry Conversion Study

To delineate success of attracting desired visitor segments.

## METHODOLOGY:

- ▶ Post-inquiry internet surveying

## SAMPLE:

- ▶ Simple random sample

## REPORTING:

- ▶ Annual

# Economic Impact/ Value of Tourism

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## RESEARCH PROCEDURE AND INPUTS:

- ▶ Quarterly, and annual volume estimates of overnight visitors, V F/R's, and day-trippers
- ▶ Tourism's taxable retail sales contributions
- ▶ Sales, gasoline, and local option tax contribution
- ▶ Tourism supported employment
- ▶ Visitor expenditures and their related economic impact

## REPORTING:

- ▶ Monthly Briefing of Key Metrics
- ▶ Detailed Annual Reporting

# Collier County Tourism Research

## August 2014

**Presented to:**

**The Collier County Tourist Development Council**

**Presented by:**

**Research Data Services, Inc.**

*September 2014*



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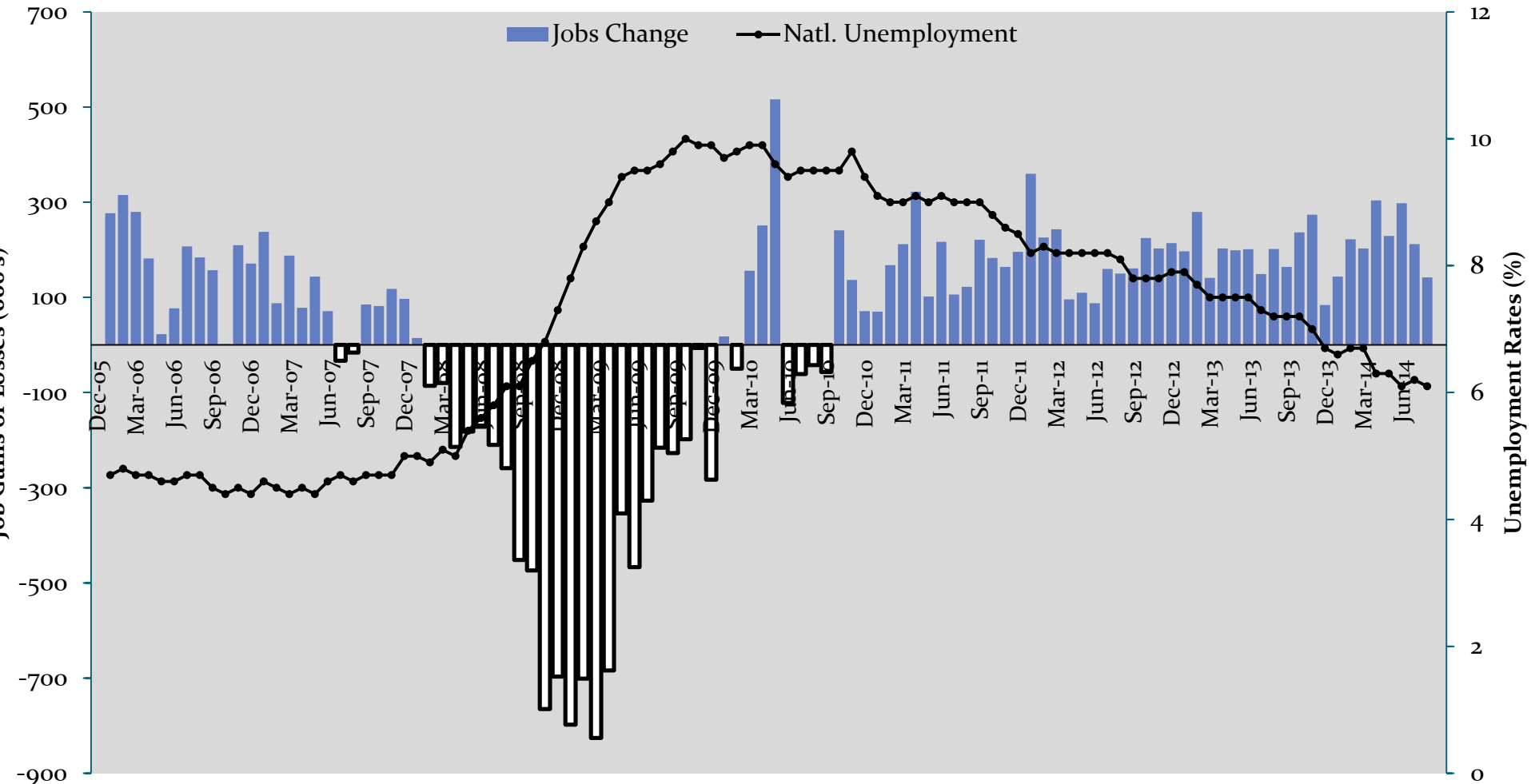
FLORIDA'S PARADISE COAST

# Economic Indicators



# Labor Market

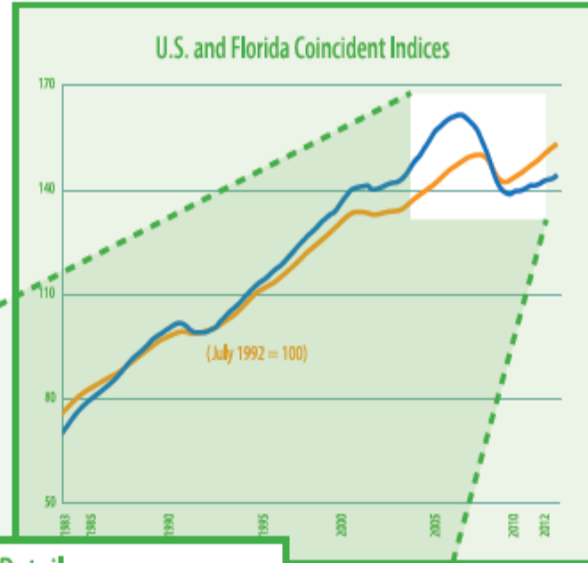
*Net gain of 9.46 million jobs since January 2010.*



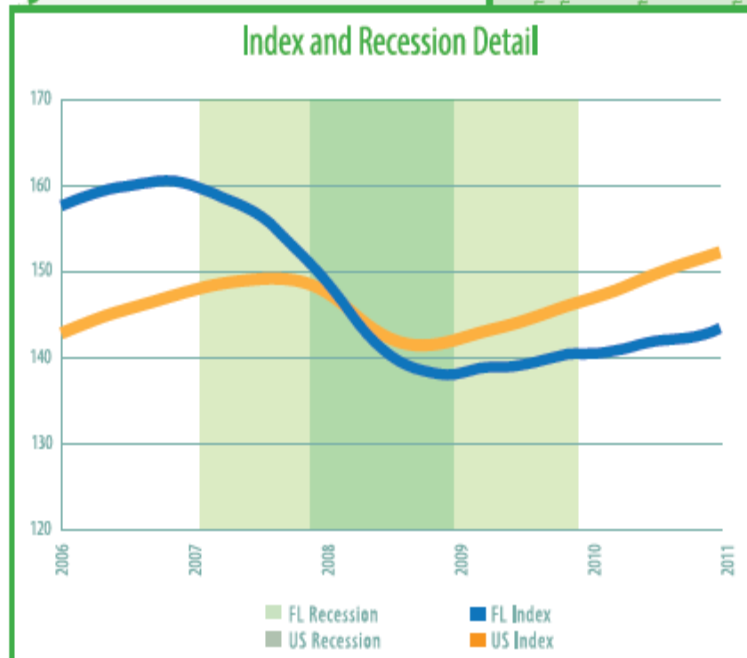
# Florida vs. U.S. Recession Index

Figure 1

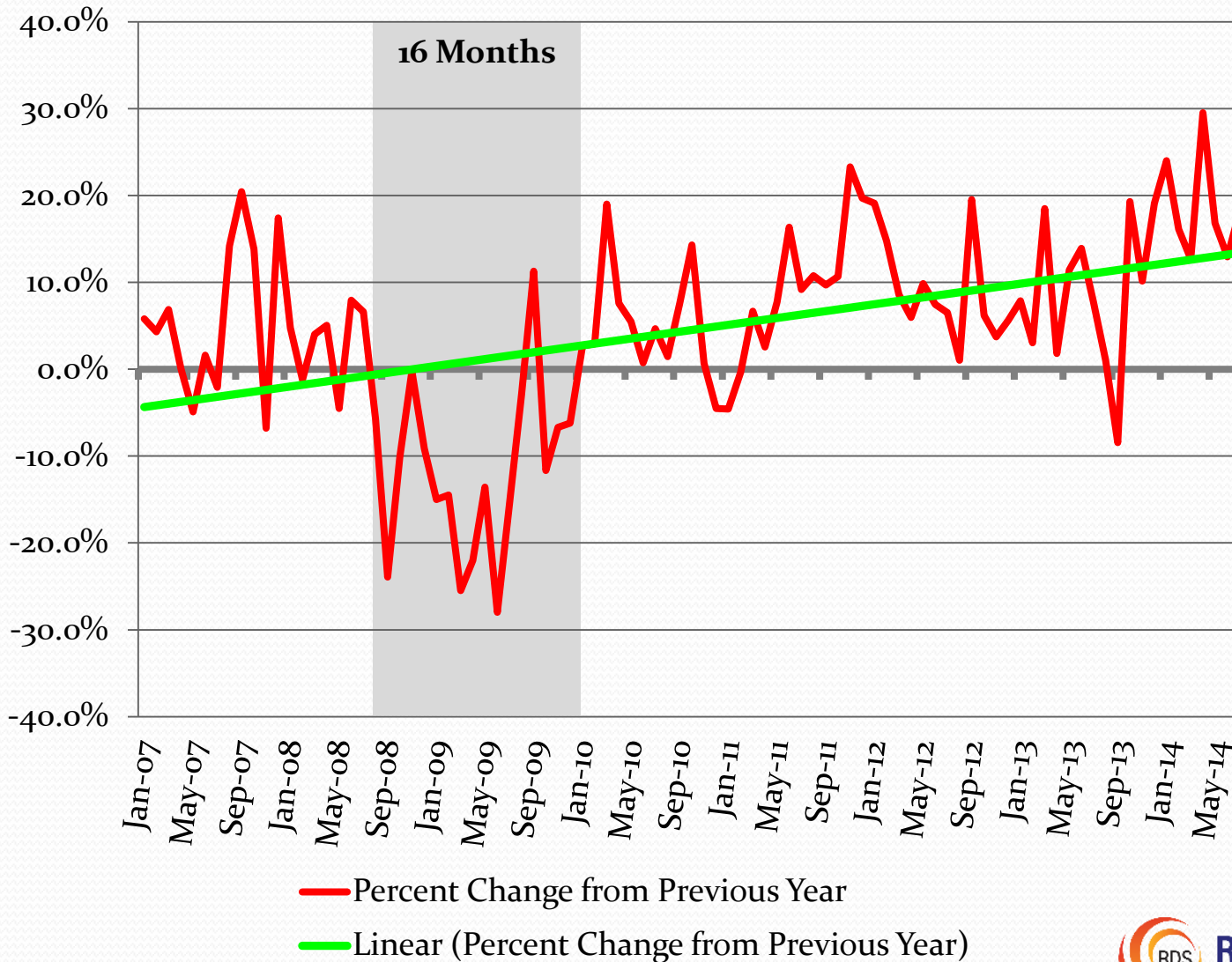
A



B



# Collier County Resort Tax Collections

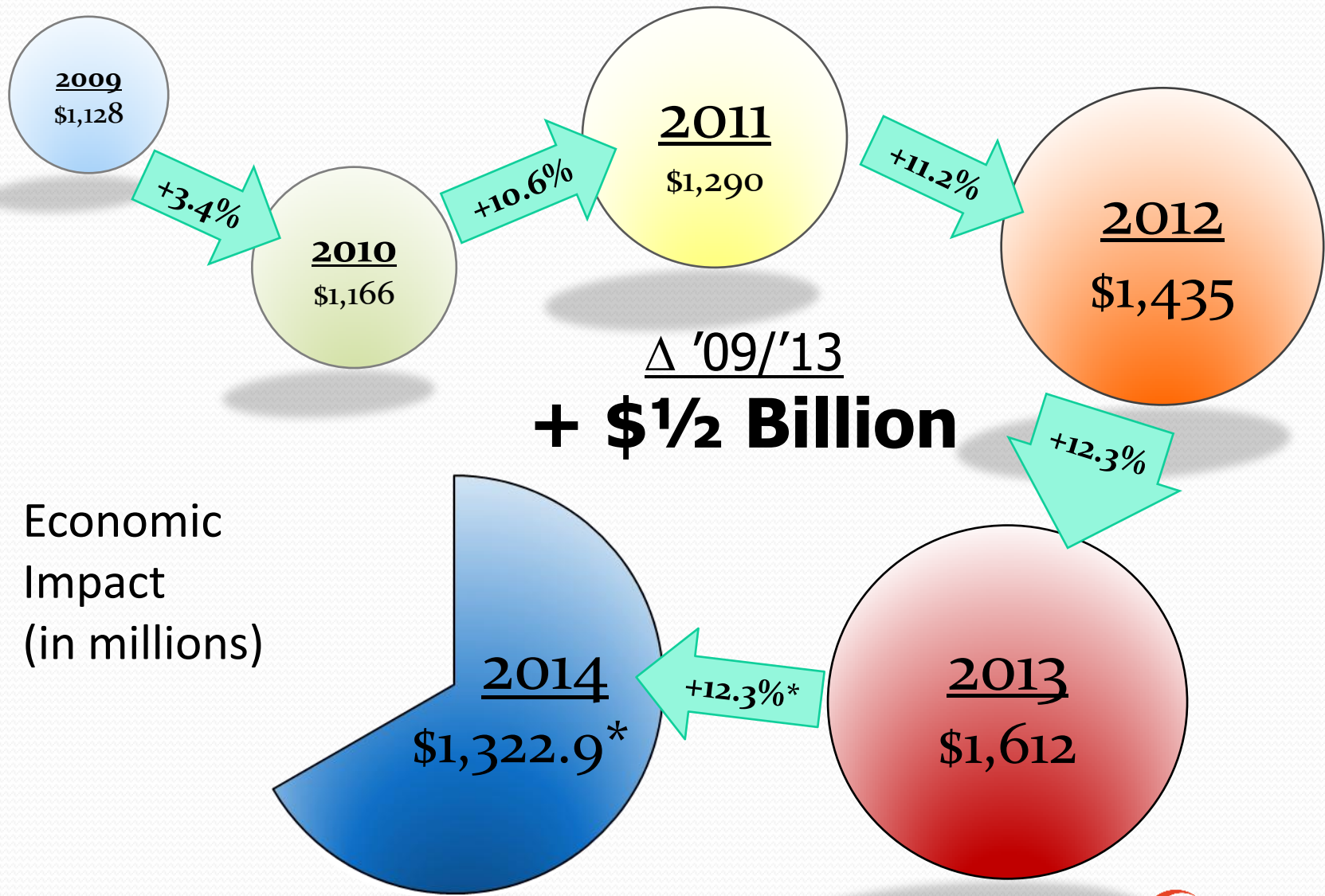


# Year-to-Date 2014

*(January – August)*

## Collier Visitor Profile


# Tourism's Market Impact



\*Year to Date

# Collier Tourism Metrics

## *Collier Year-to-Date 2014 (Jan. – Aug.)*



Number of Visitors	• 1,244,600
	• +5.5 %Δ
Room Nights	• 1,731,600
	• +4.1 %Δ
Economic Impact	• \$1,322,885,622
	• +12.3 %Δ



# RDS Occupancy/ADR

## Collier Year-to-Date 2014 (Jan. – Aug.)

	Occupancy			ADR		
	<u>2013</u>	<u>2014</u>	<u>% Δ</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
<b>Q1 2014</b>	86.3%	88.4%	+2.4%	\$247.4	\$267.7	+8.2%
<b>Q2 2014</b>	72.4%	75.0%	+3.6%	\$180.8	\$202.7	+12.1%
<b>July</b>	68.6%	73.2%	+6.7%	\$123.5	\$132.6	+7.4%
<b>August</b>	57.0%	62.0%	+8.8%	\$117.7	\$130.4	+10.8%

# Collier Comp. Set

## Year-to-Date 2014 (Jan. – Aug.)

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
<b>Naples MSA</b>	71.4%	+3.0	\$215.72	+10.2	\$153.96	+13.5
<b>Naples Upscale</b>	80.0%	+2.7	\$269.72	+7.4	\$215.81	+10.3
<b>Miami-Hialeah</b>	80.3%	+1.4	\$188.86	+5.2	\$151.57	+6.6
<b>Florida Keys</b>	83.7%	+2.4	\$264.09	+10.4	\$220.96	+13.1
<b>Ft. Myers</b>	69.7%	+7.0	\$149.87	+7.4	\$104.40	+14.9
<b>Sarasota-Bradenton</b>	72.6%	+7.1	\$130.64	+6.7	\$94.87	+14.3
<b>Clearwater</b>	77.0%	+10.2	\$128.60	+1.4	\$99.01	+11.7
<b>St. Petersburg</b>	71.7%	+1.4	\$135.81	+7.7	\$97.31	+9.2
<b>Palm Beach County</b>	75.3%	+2.1	\$163.83	+7.2	\$123.34	+9.4
<b>Ft. Lauderdale</b>	79.9%	+4.0	\$131.25	+6.5	\$104.91	+10.7

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp. Set

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## Year-to-Date 2014 (Jan. – Aug.)

### Occupancy (%)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
<b>Naples MSA</b>	43.8%	+3.5	25.7%	-0.1	71.4%
<b>Miami-Hialeah</b>	58.8%	+3.5	17.5%	-4.9	80.3%
<b>Florida Keys</b>	72.4%	+0.5	10.4%	+12.7	83.7%
<b>Ft. Myers</b>	52.4%	+11.9	15.3%	-3.2	69.7%
<b>Sarasota-Bradenton</b>	53.8%	+7.3	18.8%	+7.5	72.6%
<b>Clearwater</b>	57.6%	+13.7	19.4%	+1.1	77.0%
<b>St. Petersburg</b>	51.5%	+1.2	18.7%	+0.4	71.7%
<b>Palm Beach County</b>	52.1%	+2.1	21.6%	+2.7	75.3%
<b>Ft. Lauderdale</b>	56.3%	+4.0	19.0%	+6.7	79.9%

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp. Set

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## Year-to-Date 2014 (Jan. – Aug.)

### ADR (\$)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
<b>Naples MSA</b>	\$233.29	+12.8	\$196.23	+6.7	\$215.72
<b>Miami-Hialeah</b>	\$197.52	+5.6	\$182.67	+2.6	\$188.86
<b>Florida Keys</b>	\$270.01	+11.2	\$230.75	+8.1	\$264.09
<b>Ft. Myers</b>	\$159.16	+5.5	\$125.48	+6.2	\$149.87
<b>Sarasota-Bradenton</b>	\$137.04	+6.5	\$112.43	+7.0	\$130.64
<b>Clearwater</b>	\$134.44	+0.7	\$111.22	+1.8	\$128.60
<b>St. Petersburg</b>	\$140.06	+8.6	\$128.81	+5.9	\$135.81
<b>Palm Beach County</b>	\$169.14	+8.2	\$158.89	+4.3	\$163.83
<b>Ft. Lauderdale</b>	\$133.16	+7.8	\$141.42	+0.2	\$131.25

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Visitor Origins

## Collier Year-to-Date 2014 (Jan. – Aug.)

	# of Visitors 2014	Δ %
<b>Florida</b>	<b>421,462</b>	<b>+0.6%</b>
<b>Southeast</b>	<b>78,797</b>	<b>+6.2%</b>
<b>Northeast</b>	<b>267,256</b>	<b>+8.0%</b>
<b>Midwest</b>	<b>207,874</b>	<b>+7.5%</b>
<b>Canada</b>	<b>34,979</b>	<b>+7.0%</b>
<b>Europe</b>	<b>177,286</b>	<b>+12.7%</b>
<b>US Opp Mkts</b>	<b>56,946</b>	<b>+3.0%</b>
<b>YTD 2014</b>	<b>1,244,600</b>	<b>+5.5%</b>

# August 2014

# Collier Visitor Profile



# Visitation/Economic Impacts of Tourism

*Collier August 2014*

## Visitors

2013  
96,900

%Δ: +12.8

2014  
109,300

## Room Nights

2013  
146,700

%Δ:  
+10.4

2014  
162,000

## Economic Impact

2013  
\$67,767,292

%Δ: +22.4

2014  
\$82,923,800

# RDS Occupancy/Room Rates

*Collier August 2014*

<u>2013</u>		<u>2014</u>	<u>%Δ</u>
57.0%	Occupancy	62.0%	+8.8%
\$117.7	ADR	\$130.4	+10.8%
\$67.1	RevPAR	\$80.8	+20.4%

# Collier Comp. Set

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## August 2014

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
<b>Naples MSA</b>	57.5%	+2.6	\$149.18	+18.3	\$85.78	+21.3
<b>Naples Upscale</b>	67.8%	+5.3	\$182.13	+18.2	\$123.51	+24.5
<b>Miami-Hialeah</b>	79.1%	+5.4	\$146.25	+6.7	\$115.62	+12.4
<b>Florida Keys</b>	78.8%	+2.8	\$216.94	+5.9	\$170.96	+8.8
<b>Ft. Myers</b>	53.6%	+11.1	\$117.84	+5.9	\$63.20	+17.7
<b>Sarasota-Bradenton</b>	61.5%	+7.7	\$108.29	+5.4	\$66.63	+13.5
<b>Clearwater</b>	69.2%	+9.4	\$113.98	+3.1	\$78.84	+12.8
<b>St. Petersburg</b>	61.2%	+0.2	\$125.30	+12.5	\$76.72	+12.7
<b>Palm Beach County</b>	66.0%	+3.1	\$111.56	+4.8	\$73.58	+8.0
<b>Ft. Lauderdale</b>	75.3%	+8.2	\$99.24	+5.5	\$74.72	+14.1

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp. Set

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## August 2014 Occupancy

### Occupancy (%)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
<b>Naples MSA</b>	44.7%	-3.4	11.0%	+31.7	57.5%
<b>Miami-Hialeah</b>	66.0%	+4.6	8.7%	+7.0	79.1%
<b>Florida Keys</b>	72.8%	+2.2	5.1%	+4.7	78.8%
<b>Ft. Myers</b>	46.5%	+13.9	5.8%	-4.5	53.6%
<b>Sarasota-Bradenton</b>	49.5%	+6.1	12.0%	+17.1	61.5%
<b>Clearwater</b>	55.5%	+3.2	13.7%	+44.5	69.2%
<b>St. Petersburg</b>	50.8%	+1.1	8.9%	-7.4	61.2%
<b>Palm Beach County</b>	51.8%	+4.5	12.7%	-1.4	66.0%
<b>Ft. Lauderdale</b>	57.8%	+4.4	13.5%	+31.6	75.3%

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp. Set

## August 2014 ADR

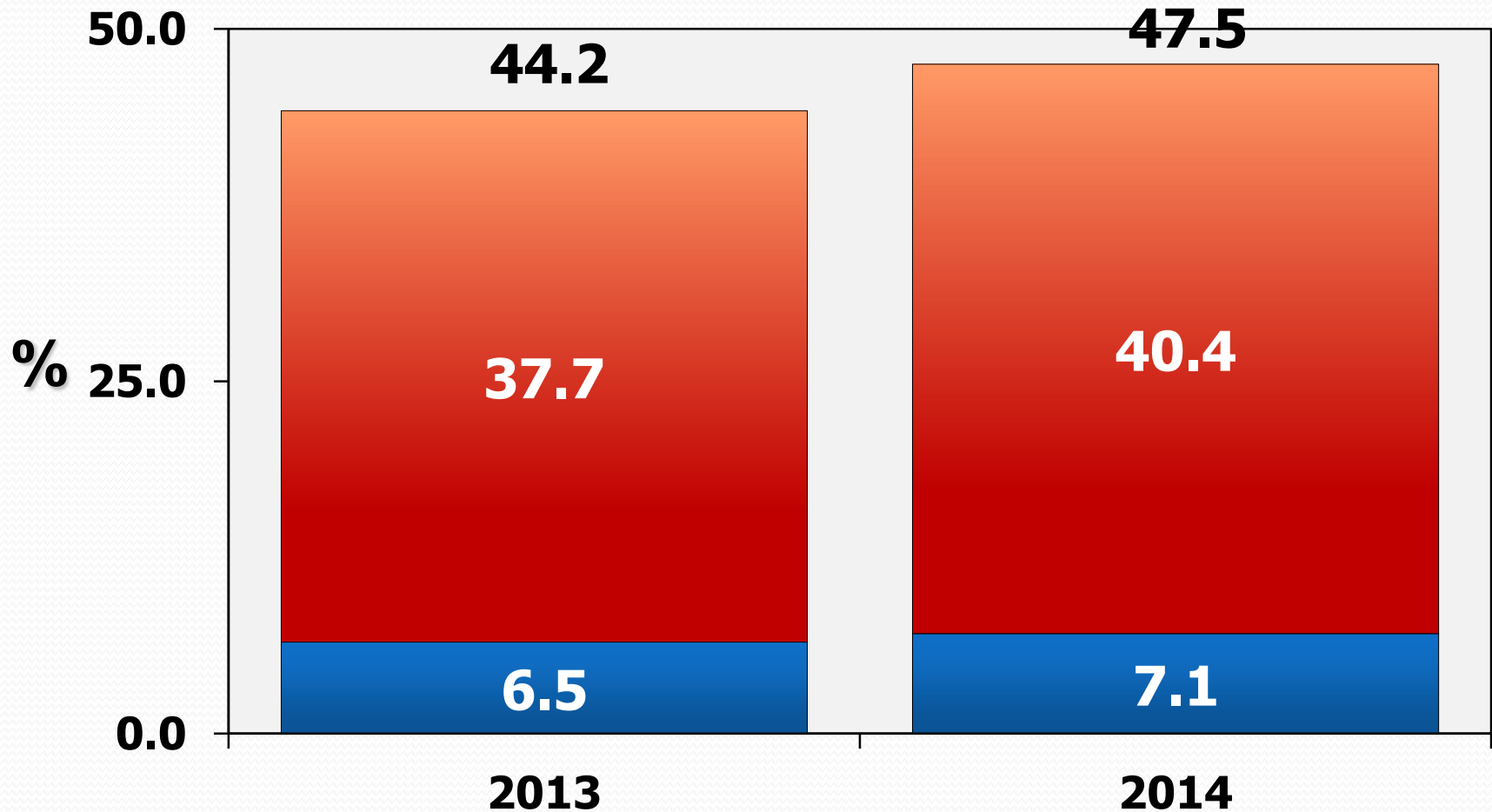
### ADR (\$)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
<b>Naples MSA</b>	\$159.40	+20.2	\$122.16	+21.4	\$149.18
<b>Miami-Hialeah</b>	\$152.01	+5.9	\$132.85	+15.7	\$146.25
<b>Florida Keys</b>	\$220.27	+6.1	\$182.45	+5.8	\$216.94
<b>Ft. Myers</b>	\$120.98	+3.3	\$100.81	+23.3	\$117.84
<b>Sarasota-Bradenton</b>	\$114.73	+6.5	\$81.88	+0.6	\$108.29
<b>Clearwater</b>	\$119.70	+3.6	\$90.76	+10.2	\$113.98
<b>St. Petersburg</b>	\$127.92	+12.2	\$119.88	+16.0	\$125.30
<b>Palm Beach County</b>	\$113.95	+2.3	\$108.78	+15.3	\$111.56
<b>Ft. Lauderdale</b>	\$102.52	+6.0	\$97.76	+0.7	\$99.24

SOURCE: SMITH TRAVEL RESEARCH, INC.

# First Time Visitors (% Yes)

*Collier August 2014*

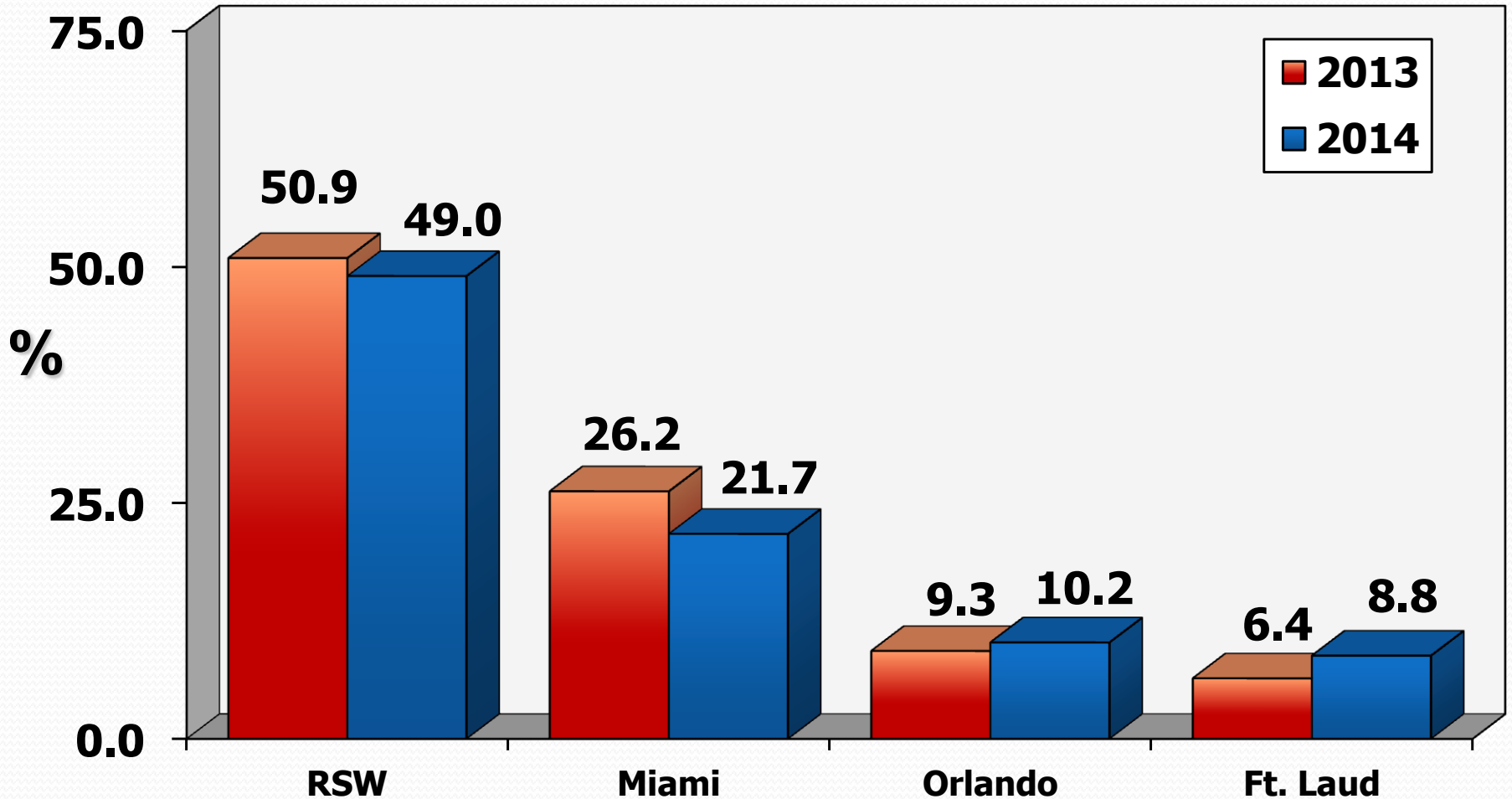


■ New Market Share ■ Gain from FL



# Airports of Deplanement (*Top Four*)

*Collier August 2014*

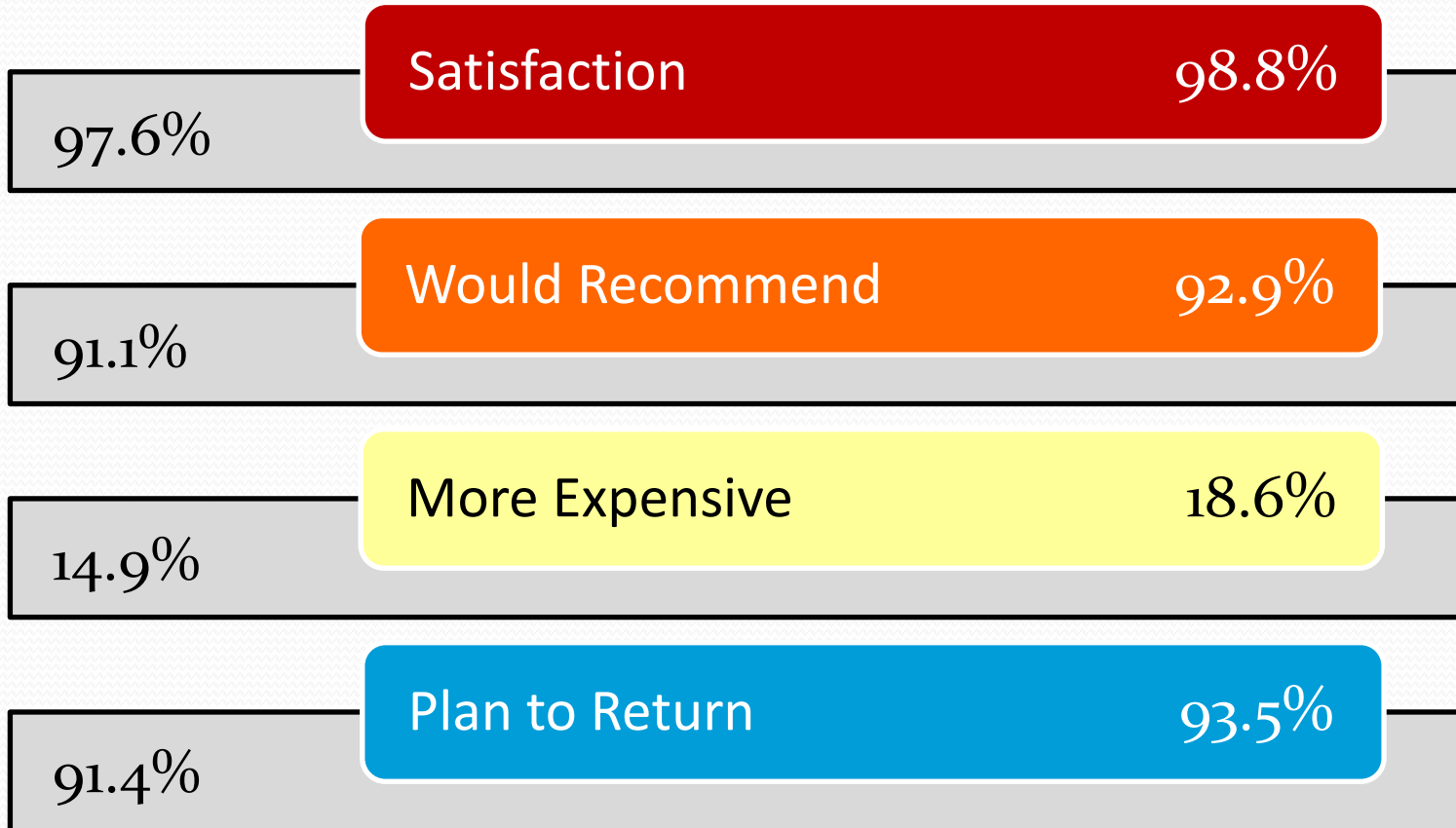


# Visitor Perceptions

## Collier August 2014

**2013**

**2014**



# Average Age/Median Income

*Collier August 2014*

**2013**

**2014**

43.9

Average Age (yrs)

44.4

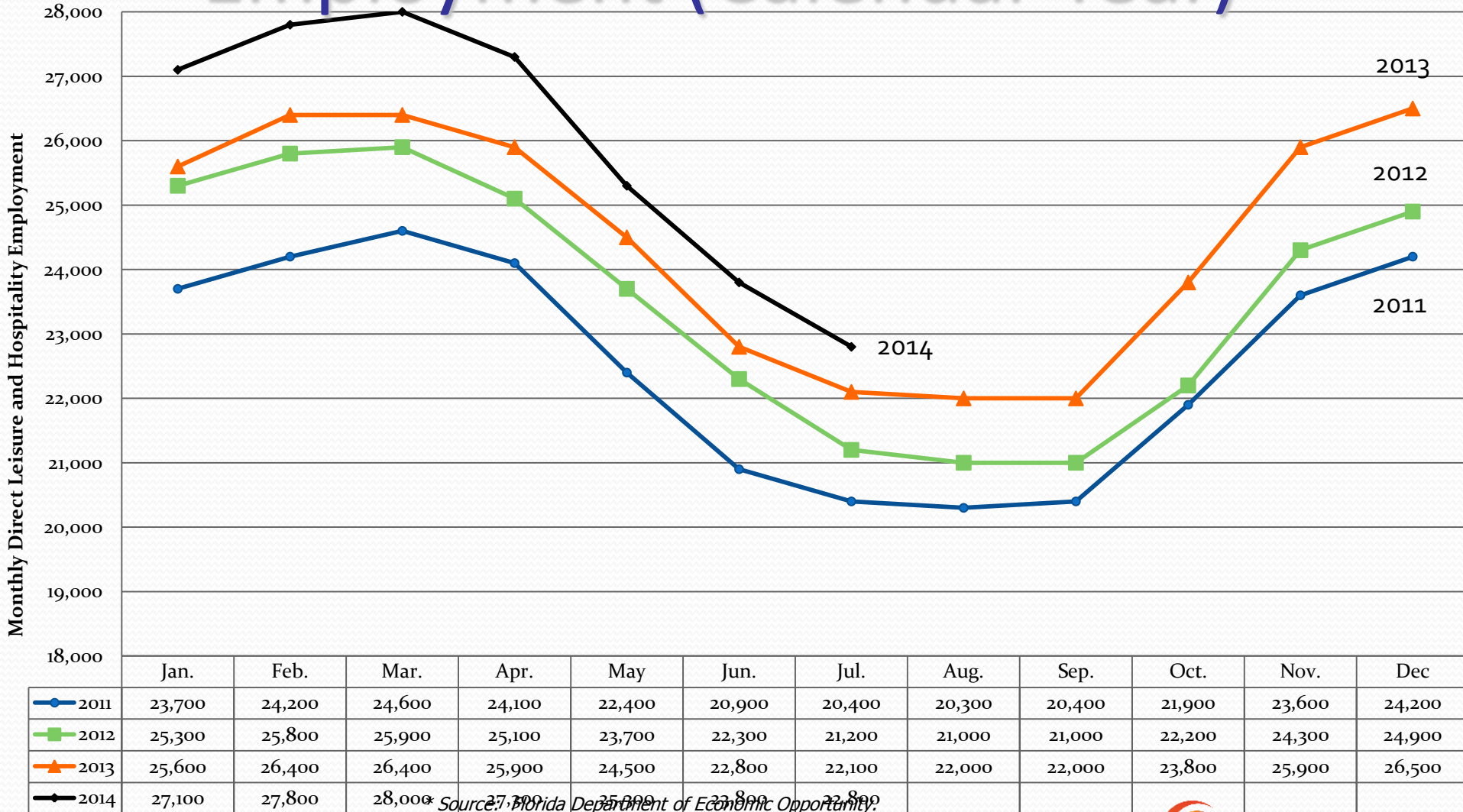
\$138,726

Median HH Income

\$141,003

# Collier Employment Statistics

# Collier Direct Leisure and Hospitality Employment (Calendar Year)\*



Source: Florida Department of Economic Opportunity





# Executive Summary

## Collier August 2014

# Visitor Metrics

## Collier August 2014

- ❖ This August, some **109,300** visitors stayed in Collier's commercial lodgings (**+12.8%**). Their visits added an estimated **\$82,923,800** of total economic impact to the County (**+22.4%**). Key performance metrics are as follows:

<u>August:</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
Occupancy	57.0%	62.0%	+8.8%
ADR	\$117.7	\$130.4	+10.8%
RevPAR	\$67.1	\$80.8	+20.4%

# Visitor Metrics

## Collier August 2014

- ❖ A majority (**53.8%**) of Collier lodging managers report a higher level of “three month forward reservations” when compared to August 2013.

### % of Properties (August)

#### Reporting Reservations:

	<u>2013</u>	<u>2014</u>
Up	50.0%	53.8%
The Same	35.7	34.6
Down	7.1	7.7

# Visitor Metrics

## Collier August 2014

- ❖ Visitation from August's primary market segments is as follows:

<u>August Visitation</u>	<u>2013</u> <u>Visitor #</u>	<u>2014</u> <u>Visitor #</u>	<u>% Δ</u>
Florida	48,547	53,229	+9.6
Southeast	5,620	6,449	+14.8
Northeast	8,237	10,055	+22.1
Midwest	8,333	9,728	+16.7
Canada	1,066	1,093	+2.5
Europe	21,221	24,483	+15.4
Mkts. of Opp.	3,876	4,263	+10.0
<b>Total</b>	<b>96,900</b>	<b>109,300</b>	<b>+12.8</b>

- ❖ Note should be taken that the European segment has become the second largest market of visitors to the County.

# Transportation

## *Collier August 2014*

- ❖ Fully **55.4%** of August patrons fly to reach the destination **(2013: 51.9%)**. A plurality of these **(49.0%)** deplane at RSW, while Miami captures some **21.7%** of deplanements.

# Party Size/LOS

## *Collier August 2014*

- ❖ The typical visitor party includes an average of **2.7** travelers who stay for **3.9** nights in the Naples, Marco Island, Everglades area.
- ❖ Some **47.5%** of Collier's August 2014 visitors are in the destination for the first time (**2013: 44.2%**).

# Information

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## *Collier August 2014*

- ❖ The vast majority of August visitors (**96.9%**) consult the web for trip information, while fully **76.7%** make bookings for their trip online.



# Satisfaction/Demographics

## *Collier August 2014*

- ❖ Fully **98.8%** are satisfied with their Collier stay and **93.5%** plan a future trip to the area.
- ❖ This August, the typical visitor is slightly older (**2013: 43.9 years of age; 2014: 44.4 years of age**) and reports a higher median household income (**2013: \$138,726; 2014: \$141,003**).

*Thank you!*

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# Paradise Advertising & Marketing, Inc.

## **ADVERTISING REPORT**

# Spring/Summer Campaign Results

September 29<sup>th</sup>, 2014

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## Broadcast in Florida Drive Markets

- Delivered over 19,136 :30 spots
- 3,003 (15%) were delivered as Added Value



# Digital and Online Results

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- Delivered over 31,138,489 total impressions across all media platforms
- 4,029,147 (13%) were delivered as Added Value
- Generated over 108,954 clicks to our website
- Cost Per Inquiry - \$3.43
- Click thru Rate .35%

## Top Performing Sites and Units

- Weather.com
- Food & Wine/ Travel & Leisure
- OrlandoSentinel.com
- Mobile Geo-fencing units



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- Strongest delivery was the adaptor ad with over 2,942,000 impressions
- Featured real time sunsets





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CLOSE X

VIDEOS WHAT TO DO WHERE TO STAY

DINING

BEACHES

SPA

GOLF

FLORIDA'S  
PARADISE COAST E-SCAPES

Sign up for future updates on where to stay, play and save.

Sign Up

**BELLASERA**  
A boutique hotel offering fully appointed 1-3 bedroom suites,  
Zizi Restaurant & Lounge, Esterra Spa, poolside cabanas,  
and fitness room. Located in the heart of Olde Naples.  
[Bellaseranaples.com](http://Bellaseranaples.com)

A photograph showing the interior of a hotel room. In the foreground, there is a swimming pool with several lounge chairs around it. The room beyond the pool is brightly lit with warm lights, featuring a bed and other furniture.

- Quattro Unit provided over 600,000 impressions
- 100% "Daily Transport" and 100% "SOV" units yielded a strong 3.12% "click-thru" rate



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Strongest delivery was the :30 video pre-roll with corresponding 300 x 250 banner ad

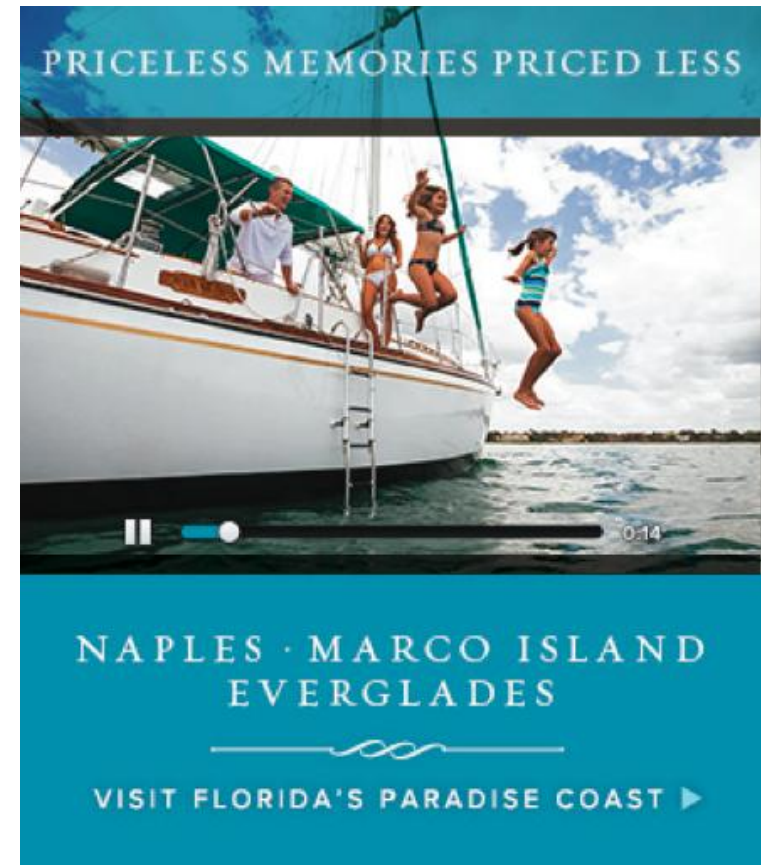
- Delivered over 400,000 impressions
- Achieved 1.15% click-thru rate
- Cost per inquiry was \$3.06



FLORIDA'S  
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COAST

## Mobile ads targeting major Florida airports

- Delivered 2,487,100 total impressions – 40% more than purchased
- Achieved over 8,379 clicks to our website
- Strong Click Thru Rate at .34%
- Cost per inquiry was \$3.56



Lou Hammond & Associates

&

CVB PR Team

# **PUBLIC RELATIONS REPORT**

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FLORIDA'S PARADISE COAST

# National Public Relations Update

## TDC Meeting

Services conducted from

July 16 – September 4, 2014

Plus Local PR/Communication Highlights

September 24, 2014



**Lou Hammond & Associates**

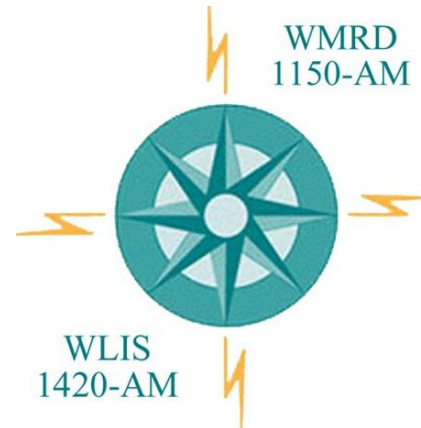
# Media Highlights

- **TRAVEL WITH KAL on WLIS/WMRD**

Audience: 30,000

- **MODERN DAY MOMS**

Instagram Followers: 63,249





# Media Highlights – LOCAL TEAM

---

- **Montreal Gazette, Vancouver Sun, Edmonton Sun, Calgary Sun**

From April FAM with Naples Grande, Inn on 5th

**The Gazette**  
[montrealgazette.com](http://montrealgazette.com)

- **Local Coverage on Tourism**

Tax collections up in June, July

Beach sand updates

Medical marijuana discussions

Multiple issues covered in News-Press column



# Activities

- Weekly LH&A “Value Blast” – inclusion in **4** editions
  - July 16 – Ultimate Tennis Package at Waldorf Astoria Naples
  - August 6 – 3rd Night Free offer at The Naples Beach Hotel & Golf Club
  - August 13 – \$100 Resort Credit Offer at Edgewater Beach Hotel
  - August 20 – Stone Crab Festival Weekend Package at Holiday Inn Express & Suites Naples Downtown 5th Avenue

237th Edition  
February 26, 2014

Contact: [lha@lhammond.com](mailto:lha@lhammond.com)



**LH&A Blast**

- Very Timely
- Affordable Options
- Luxurious Properties & Destinations
- Updated Weekly
- Easy Savings!

Look for our **VALUE BLAST** every week – a great opportunity for savings!

★ **Beauty and the Beach Package**

**Inn on Fifth – Naples, FL**

**February 26 through December 31, 2014**

Invite the ladies for a luxurious makeover with plenty of fun girl time on Florida's Paradise Coast, with this package starting at \$498 for two nights, based on double occupancy and including:

- Two-night accommodations
- Two, one-hour spa treatments at the Spa on Fifth
- Makeover, including hair (shampoo and blow dry), make-up, and manicure/pedicure
- One-hour fashion consultation
- Dinner at the new Avenue5
- Snacks and refreshments for the beach

Note, package is designed for groups of six or more.

Reservations, 239-403-8777; [www.innonfifth.com/](http://www.innonfifth.com/)

**Tweet It!** – Invite the ladies for a luxurious makeover + fun girl time at the @innonfifth on #Florida's @ParadiseCoast: <http://bit.ly/1jxGos> #LHAValue







# Activities

## Agency social media efforts

- **7** LH&A Facebook posts
  - LH&A Value Blast (x4)
  - Labor Day post
  - #NationalDogDay post
  - ODIN post

**LH** Lou Hammond & Associates  
September 1

We're enjoying some of our favorite beaches this #LaborDay. What beach tops your list? Pictured below: Visit Panama City Beach, Naples, Marco Island, Everglades - Paradise Coast, It's Better in The Bahamas NassauParadiselsland.com and Charleston Area Convention & Visitors Bureau. (4 photos)



**LH** Lou Hammond & Associates  
August 5

One of our favorite boats just got better! The Pure Naples' jet boat, known as "ODIN", just received a complete new engine install making it more powerful and extremely efficient. That means more 360s -- buckle up!

Pictured: LH&A staffers enjoying a ride on "ODIN" in Naples, Marco Island, Everglades - Paradise Coast. #paradisecoast



**LH** Lou Hammond & Associates shared a link.  
August 26 - Edited

The holidays are times we want to travel with our pets most. See how easy it is to bring fido along this Labor Day in this episode of Adventures in Paradise! Naples, Marco Island, Everglades - Paradise Coast #LaborDayTravel #NationalDogDay



**Adventures in Paradise Pooches in Paradise**

The Paradise Coast is Paradise for people and pooches.

facebook







# Activities

## Agency social media efforts

- **20** LH&A Tweets
  - Specific packages and links (x4)
  - Client inclusion (Yahoo! Travel)
  - Partner and client RTs
  - Value Blast Press Release Inclusion (x4)



**LH** Lou Hammond PR  
@LouHammondPR

TWEETS	FOLLOWING	FOLLOWERS
8,514	4,574	4,400

**LH** Lou Hammond PR @LouHammondPR · Aug 27  
The 10 Most Popular U.S. Beaches by @YahooTravel touts Naples Beach on #Florida's @ParadiseCoast [yhoo.it/1vk2Xwp](http://yhoo.it/1vk2Xwp)

**LH** Lou Hammond PR @LouHammondPR · Aug 22  
Celebrate #Naples 5th Anniversary Stonecrab Festival including overnight accommodations @ParadiseCoast [bit.ly/1pIMwq5](http://bit.ly/1pIMwq5) #TravelDeal

**LH** Lou Hammond PR @LouHammondPR · Jul 23  
Did you know? August is National Romance Month. #Florida's @ParadiseCoast has the tips to experience true romance [bit.ly/1sA3k5F](http://bit.ly/1sA3k5F)



# Activities

## Completed Individual Visits:

- JESSICA SANDERSON, MODERN DAY MOMS
  - Visit: July 25 – 27
  - Agency confirmed accommodations for Sanderson at the Marco Island Marriott
  - Provided live Instagram coverage during trip
  - Follow up is ongoing



MOMS



# Activities

## Completed Individual Visits:

- PAUL RUBIO, DEPARTURES
  - Visit: July 31
  - Agency secured tour with Capt. Charles Wright for an Everglades feature showcasing the Gulf Coast entrance to the park



# Activities

## Completed Individual Visits:

- BILL PURPURA, AAA HOME & AWAY
  - Visit: August 24 – 29
  - Agency secured hotel accommodations at Edgewater Beach Hotel in Naples and Marco Beach Ocean Resort for the Marco Island portion of Bill's trip
  - Itinerary highlighted culinary offerings, Everglades tour, Naples Botanical Garden tour and the Dolphin Explorer Cruise

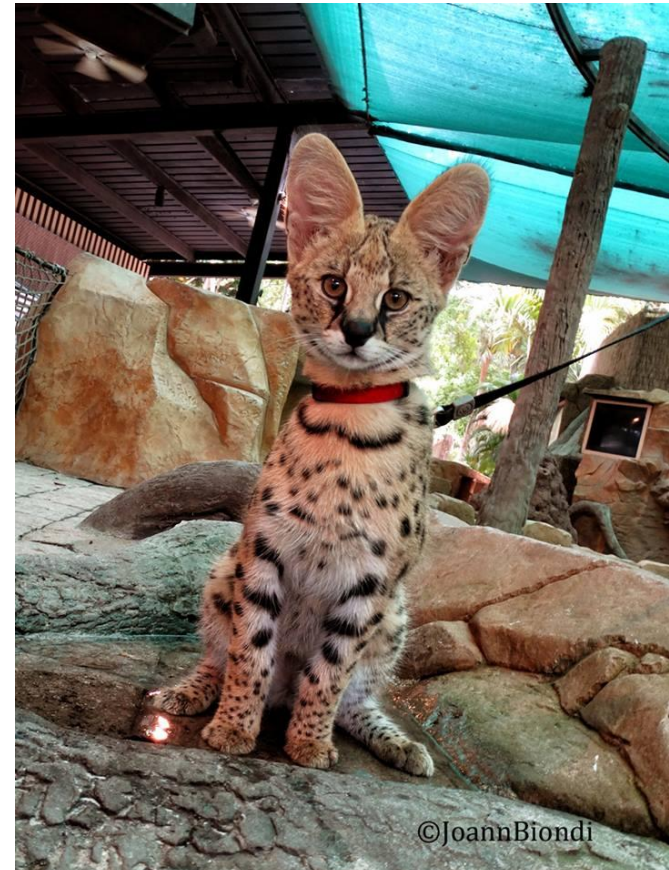




# Activities

## Completed Individual Visits Locally Arranged:

- Tom Mangold
  - Mail on Sunday U.K. multi-generational family escape to Marco
- Klaus Schumacher
  - German women's mags, Naples beach & culture, Everglades excursion
- Michael Juhran – Germany's top news syndicate, top beaches
- Viagem e Turismo
  - Brazil travel mag cover feature
- Lorenzo The Cat
  - African serval kittens at Naples Zoo (Huge social exposure for Zoo – 6,000 Likes; 551 Shares)

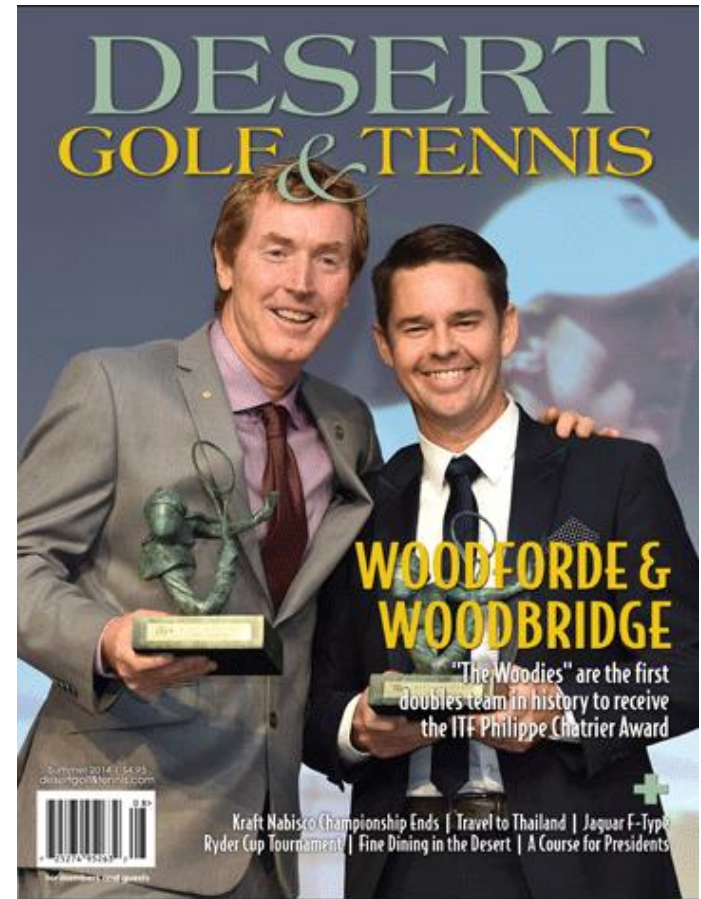


# Activities

## Individual Visits:

- TIM PADE, DESERT GOLF & TENNIS/COLORADO GOLF MAGAZINE
  - Visit: November/December
  - Agency pitched Pade for an individual golf visit.

Planning/securing dates is ongoing.



# Activities

## Individual Visits:

- GISELLE CORREIA, MINDFUL WANDERLUST
  - Visit: December
  - Agency is working with Correia for a visit to Everglades National Park in December. Correia is seeking accommodations and transportation from Miami.





# Activities

## Individual Visits:

- SEAN MANNING, RHAPSODY
  - Visit: Dates TBD
  - Manning is interested in pursuing an angle featuring an Everglades experience, possibly contrasting it with a visit to Naples
  - “First Person, Far Flung” feature to highlight luxury outdoor angle





# Activities

## Individual Visits:

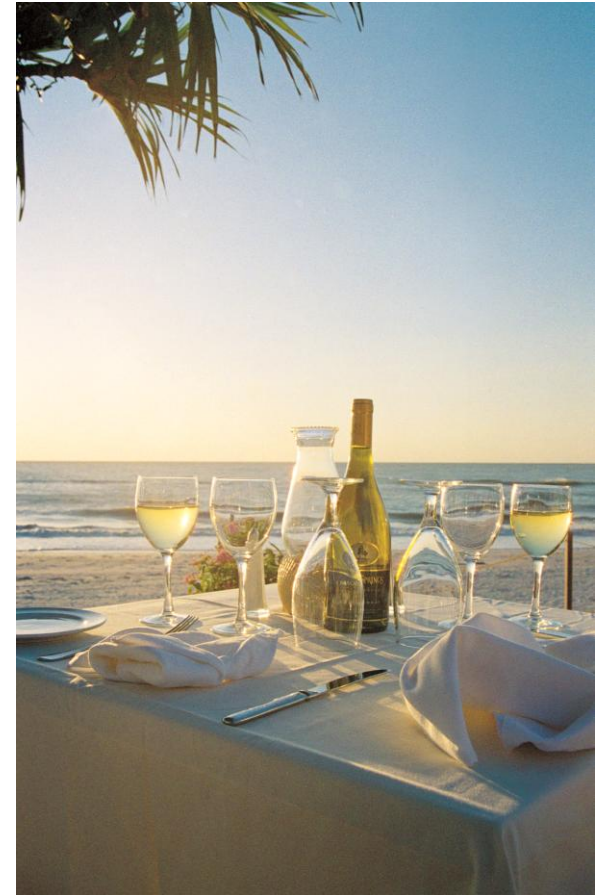
- LENA KATZ, JUSTLUXE
  - Post-summer dates pending
  - Agency is working with Katz, who has expressed interest in visiting the destination and staying at the Naples Bay Resort and the Inn on Fifth
  - Katz plans to showcase Naples vs. Marco Island for a potential story angle; also, local entrepreneurs story



# Activities

## Group Visits:

- Group FAM to target social influencers
  - Agency/client are discussing potential travel dates and itinerary for a group FAM
  - Possible dates include early November and/or January
  - Itinerary to incorporate culinary offerings



# Activities

## Group Visits – Focus of Local/Brazil Teams:

- Group FAM to target Brazil top consumer and trade media
  - Destination experience
  - Stone Crab Festival during visit Oct. 23-27



# Activities

---

## Media Outreach Sampling

- Ocean Mysteries with Jeff Corwin
- Rock the Park
- Modern Day Moms
- Coastal Living
- Daily Express
- VISIT FLORIDA
- Weather Channel
- New York Times
- Epicurious
- Daily Meal





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# Results Sampling







**August 11, 2014**  
**Audience: 30,000**



### **About Travel with Kal**

The Travel with Kal show is a segment of The Bob Muscatell show. It covers all travel-related topics and features live shows from a variety of travel destinations. Guests include top executives and leaders in the travel industry. The show offers travel hints and tips, interviews with top people in the travel business, and advice on how to select the best places and methods of travel, both in the United States and abroad.





# Instagram

LOL I CLOSE MY EYES™

**July 25/26, 2014**  
**Followers: 63,249**



**MOMS**

**Following**

**moderndaymoms** ▾

Modern Day Moms life, diy, tips & ideas, food, travel and family. [] email: inquiries@moderndaymoms.com [] social media: moderndaymoms http://www.moderndaymoms.com



♥ Likes: 18



# Looking Forward

- Upcoming written materials
  - Fall Events release
- Upcoming media outreach
  - Florida Panther Festival pitching
  - Stone Crab Season pitching, and visits pitching
  - Media FAM planning and outreach
  - Rock the Park broadcast opportunity





NAPLES · MARCO ISLAND  
EVERGLADES



FLORIDA'S PARADISE COAST

**Thank you!**

Proud to be your Partner in Paradise!



**Lou Hammond & Associates**

# Collier County Tax Collector

## **TOURIST TAX COLLECTIONS**

COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE,												PAGE 1
** APARTMENT **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
1152	646	2975	6856	5244	8564	9155	3800	1300	1372	527		41591
** CONDOMINIUM **												
38983	23686	46013	113055	152407	278202	669832	111727	47175	55723	31761		1568564
** CAMPGROUND/RV/PARK **												
1993	3212	5155	14761	36764	35967	28369	11973	5362	3463	3354		150373
** HOTEL/MOTEL **												
421418	763375	861981	987059	1521759	1892765	2217126	1509105	1053566	739111	836888		12804153
** INTERVAL **												
7725	9110	10946	16611	16706	24095	25334	25782	11816	10651	18300		177076
** MOBILE HOME PARK **												
64	80	112	842	1238	1737	4279	505	128	19	106		9110
** SINGLE FAMILY **												
52554	16301	22264	69743	46047	59529	246183	58476	28202	57917	23435		680651
** REALTOR **												
51012	59677	107059	311312	771345	481773	521311	174440	68490	71114	76292		2693825
** OTHER **												
** TOTALS **												
574901	876087	1056505	1520239	2551510	2782632	3721589	1895808	1216039	939370	990663		18125343

BED320RD , 09/02/2014 , COLLIER COUNTY TOURIST TAX - YTD REPORT BY CITY , PAGE 1 ,												
** NAPLES **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
176811	227247	269078	397145	591687	620019	863967	443087	296589	180835	212986		4279451
** MARCO ISLAND **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
159125	229028	247875	361032	490359	597726	909200	554875	338299	299001	317687		4504207
** IMMOKALEE **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
603	722	960	903	1060	1039	2284	1501	1121	718	982		11893
** EVERGLADES CITY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
4747	5151	6995	12217	14712	21076	21820	15074	6163	7558	5348		120861
** COLLIER COUNTY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
233615	413939	531597	748942	1453692	1542772	1924318	881271	573867	451258	453660		9208931
** OTHER **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** TOTALS **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
574901	876087	1056505	1520239	2551510	2782632	3721589	1895808	1216039	939370	990663		18125343

**AUGUST 2014  
(MONTH OF JULY 2014 VENDOR TAX COLLECTION)**

<b>BREAKDOWN</b>	<b>FISCAL 2012-2013</b>	<b>FISCAL 2013-2014</b>	<b>DIFFERENCE</b>	<b>%</b>
<b>OVERALL COLLECTIONS</b>				
<b>MONTH TO MONTH</b>	<b>838,300</b>	<b>990,663</b>	<b>+ 152,363</b>	<b>+ 18.18%</b>
<b>YEAR TO DATE</b>	<b>15,530,066</b>	<b>18,125,343</b>	<b>+ 2,595,277</b>	<b>+ 16.71%</b>
<b>HOTEL / MOTEL</b>				
<b>MONTH TO MONTH</b>	<b>713,107</b>	<b>836,888</b>	<b>+ 123,781</b>	<b>+ 17.36%</b>
<b>YEAR TO DATE</b>	<b>11,091,980</b>	<b>12,804,253</b>	<b>+ 1,712,273</b>	<b>+ 15.44%</b>
<b>REALTORS</b>				
<b>MONTH TO MONTH</b>	<b>72,661</b>	<b>76,292</b>	<b>+ 3,631</b>	<b>+ 5.00%</b>
<b>YEAR TO DATE</b>	<b>2,234,235</b>	<b>2,687,628</b>	<b>+ 453,393</b>	<b>+ 20.29%</b>
<b>INDIVIDUALS (APTS/CONDOS S F HOMES)</b>				
<b>MONTH TO MONTH</b>	<b>33,886</b>	<b>55,723</b>	<b>+ 21,837</b>	<b>+ 64.44%</b>
<b>YEAR TO DATE</b>	<b>1,883,890</b>	<b>2,293,575</b>	<b>+ 409,685</b>	<b>+ 21.75%</b>

FY 14 TDC Revenue Report  
31-Aug-2014

Description	Fund	FY 14 Adopted Budget	FY 14 Annual Forecast	FY 14 YTD Forecast	FY 14 YTD Actual	Var to FY 14 YTD Forecast
Beach Facilities	183	693,700	840,267	802,803	811,290	8,487
TDC Promotion	184	5,440,200	6,589,411	6,295,618	6,362,177	66,558
Non-County Museums	193	369,200	447,166	427,229	431,746	4,517
TDC Admin	194	1,800,600	2,181,014	2,083,772	2,105,802	22,030
Beach Renourishment	195	5,706,000	6,911,364	6,603,216	6,673,026	69,810
Disaster Recovery	196	0	-	0	-	0
County Museums	198	1,489,000	1,803,495	1,723,085	1,741,302	18,217
	Gross Budget	\$15,498,700	\$18,772,717	\$17,935,723	\$18,125,343	\$189,620
	Less 5% Rev Res	(774,900)				
	Net Budget	14,723,800				
<b>Collections</b>						
Month	Actual FY 14	Cum YTD	% Budget Collected to Date	% over FY 13 collections	% over FY 12 collections	% over FY 11 collections
Oct	574,901	574,901	3.7%	-8.43%	9.44%	20.06%
Nov	876,087	1,450,988	9.4%	19.29%	26.66%	40.15%
Dec	1,056,505	2,507,493	16.2%	10.14%	14.25%	40.85%
Jan	1,520,239	4,027,732	26.0%	19.10%	25.79%	50.56%
Feb	2,551,510	6,579,242	42.5%	24.01%	33.79%	59.34%
Mar	2,782,632	9,361,874	60.4%	16.11%	19.65%	37.34%
Apr	3,721,589	13,083,463	84.4%	12.67%	33.50%	44.98%
May	1,895,808	14,979,271	96.6%	29.53%	31.87%	39.73%
June	1,216,039	16,195,310	104.5%	16.79%	30.12%	42.95%
July	939,370	17,134,680	110.6%	12.93%	28.62%	38.19%
Aug	990,663	18,125,343	116.9%	18.18%	27.29%	35.57%
Sept		18,125,343	116.9%	n/a	n/a	n/a
Total	18,125,343	18,125,343	YTD	16.71%	27.18%	42.99%
	Current Estimate	18,772,717		18,772,717		
	Budget Estimate	17,048,600				



# Miles Partners, Inc.

## **WEB SITE ANALYTICS**

# Naples, Marco Island, Everglades CVB

## Executive Summary

### August 2014

September 29, 2014  
Marketing Partner Reports 9 a-g  
87 of 108



#### Highlights

- Mid-month, we experienced a rare analytics outage that affected three-plus days (Aug. 15-18). The suspected cause is a Google verification tag that interfered with the tracking, a factor beyond our control. This report contains only collected data (no estimates), so we can confidently say that traffic was actually higher than is reported here.
- The conversion rate rose to 21%. Stay in Paradise listings views remain the strongest SITs, although guide orders saw an 11% rise. BookDirect click-thrus are up 311% over last year.
- Visits and page views are down 16% and 23%, respectively, which is expected for this time of year. Compared to last year, activity is significantly higher (visits up 70%, page views up 54%).
- For non-campaign traffic, time on site was 2 minutes, just a few seconds below the previous month but 25 seconds below this time last year. Both bounce rates have increased slightly over last year; the home page bounce rate is up 3%; the overall bounce rate is up 5%.
- Campaign traffic rose from 21% to 31%. Traffic from all other sources generally held steady.
- Paradise Priced Less was the most requested page, followed by the home page and events.
- California is back on the 'Top 5' list of visitors by state (in the #4 spot).
- Mobile device traffic fell 25% from the previous month but is up 185% year-over-year.

# Naples, Marco Island, Everglades CVB ParadiseCoast.com Dashboard August 2014

September 29, 2014  
Marketing Partner Reports 9 a-g  
88 of 108



LM = vs. last month | LY = vs. last year |  
IB = vs. industry benchmarks | B = vs. 2012 baseline

Good    Not Significant    Needs Attention  
0 – 12% change                      13% or higher change

## ENGAGEMENT

		without Campaigns	LY	IB	B ('13)
Time on Site: <i>Minutes</i>	<b>1:50</b>	<b>2:00</b>	<b>2:25</b>	3:43	2:01
Bounce Rate: <i>of Home Page</i>	<b>40%</b>	<b>41%</b>	<b>38%</b>	39%	39%
Bounce Rate: <i>Overall</i>	<b>59%</b>	<b>57%</b>	<b>52%</b>	45%	59%

## SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions:

**21.0%**

of total page views

**17,183**

Signals of Intent to Travel

*See breakdown below*

## ACTIVITY

	LM	LY
<b>31,150</b> Total Visits	-16%	70%
<b>26,058</b> Unique Visitors	-16%	63%
<b>81,913</b> Page Views	-23%	54%
<b>386,824</b> Visits Year-to-Date (vs. 296,748 visits in 2013)		
<b>1,042,657</b> Page Views Year-to-Date (vs. 766,512 in 2013)		

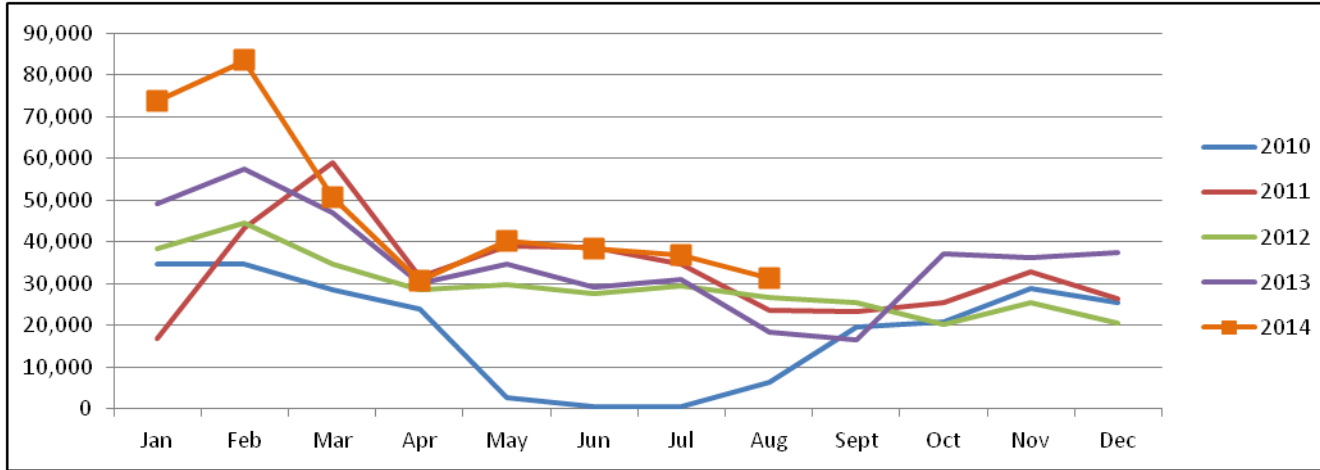
## SIT BREAKDOWN

		LM	LY
Guide Orders:	<b>755</b>	+11%	+204%
Newsletter Signup:	<b>287</b>	-1%	+84%
Deals Page Views:	<b>2,983</b>	-23%	+184%
Stay in Paradise Listings Views:	<b>5,112</b>	-17%	+45%
Download Guide Link:	<b>41</b>	-56%	-54%
BookDirect™ Widget Searches:	<b>3,497</b>	-1%	+166%
BookDirect™ Click-Thrus:	<b>4,508</b>	+2%	+311%

# August 2014



## Visits – 2010-2014



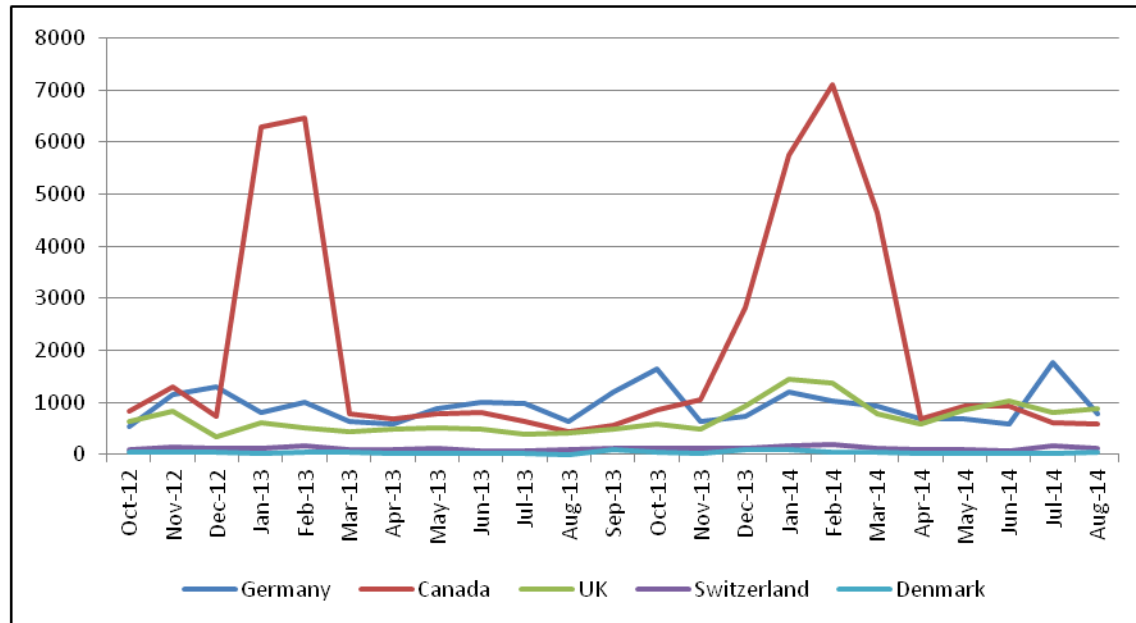
## MOST REQUESTED PAGES

1. Paradise Priced Less
2. Homepage
3. Events
4. Hotels and Rentals
5. Meetings

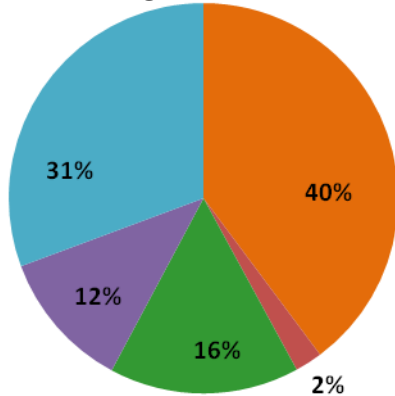
## Top 10 Cities

City	Visits for Month	Visits Year to Date
Naples	957	18,406
North Naples	867	9,812
New York	802	14,636
Bay Lake	468	885
Fort Lauderdale	465	1,885
Orlando	434	2,941
Cape Coral	398	3,568
Fort Myers	394	3,673
Miami	393	2,613
Marco Island	338	4,315

## International Traffic Over Time



## SOURCES OF TRAFFIC



Percentages for the month:

**Organic Search Traffic:** 40%

**Paid Search Traffic:** 2%

**Typed / Bookmarked:** 16%

**Referral Traffic:** 12%

**Campaign Traffic:** 31%

Baseline average percentages for 2013:

**Organic Search Traffic:** 43.4%

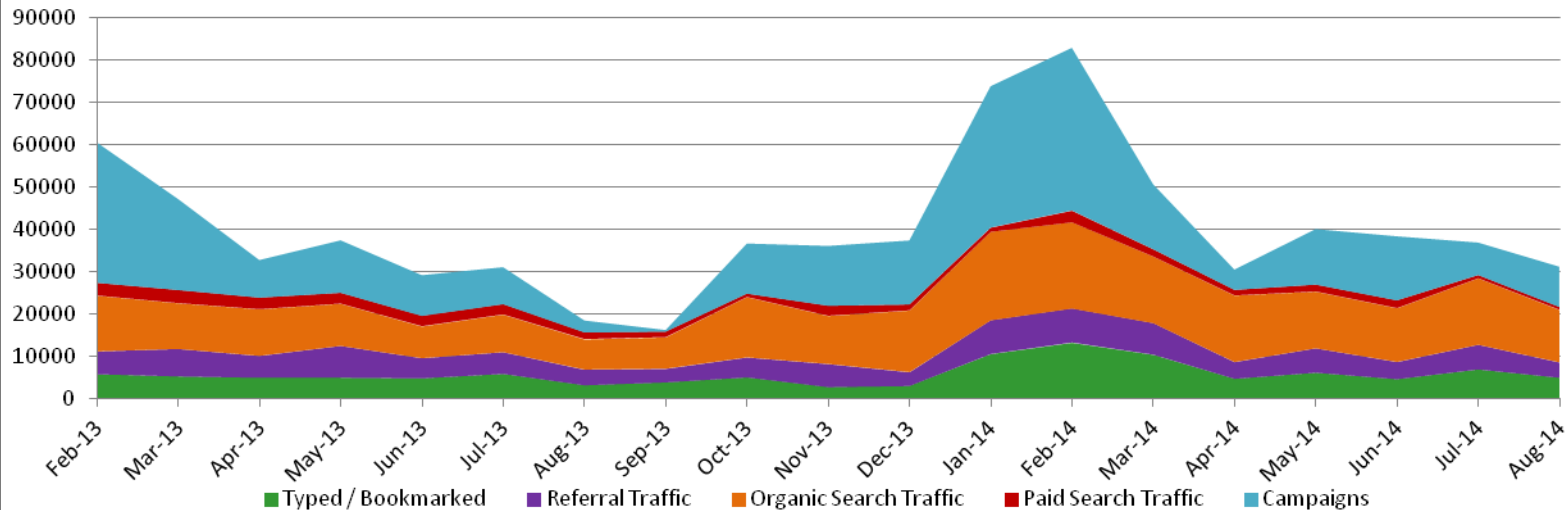
**Paid Search Traffic:** 8.4%

**Typed / Bookmarked:** 13.4%

**Referral Traffic:** 19.1%

**Campaign Traffic:** 15.8%

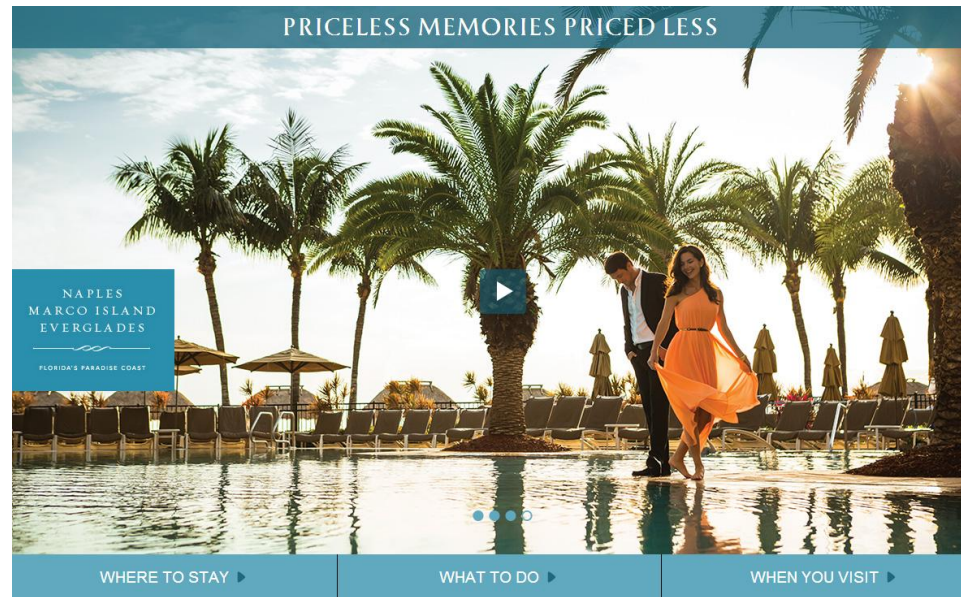
## Traffic By Source over Time



## CAMPAIGN RESPONSE

9,536  
Total responses

31%  
of total visits



## TOP CAMPAIGNS

	Visits	Page Views/Visit	Time on Site	Bounce Rate
1. Paradise Priced Less	6,986	1.50	0:46	75%
2. Spring Campaign	2,149	1.72	0:36	74%
3. Paradise Refined	245	2.92	1:29	56%



## VISITORS BY STATE

			LM	LY
1.	Florida	14,220	-25%	+57%
2.	New York	1,445	+5%	+110%
3.	Texas	971	-5%	+252%
4.	California	798	+16%	+212%
5.	Illinois	759	-12%	+50%

## UK Site

	LM	LY
Visits	661	621
Page Views	2,206	2,153
Time on Site	2:26	2:25
Bounce Rate	51%	47%

## German Site

	LM	LY
Visits	629	1,604
Page Views	1,904	4,342
Time on Site	2:44	1:59
Bounce Rate	48%	49%

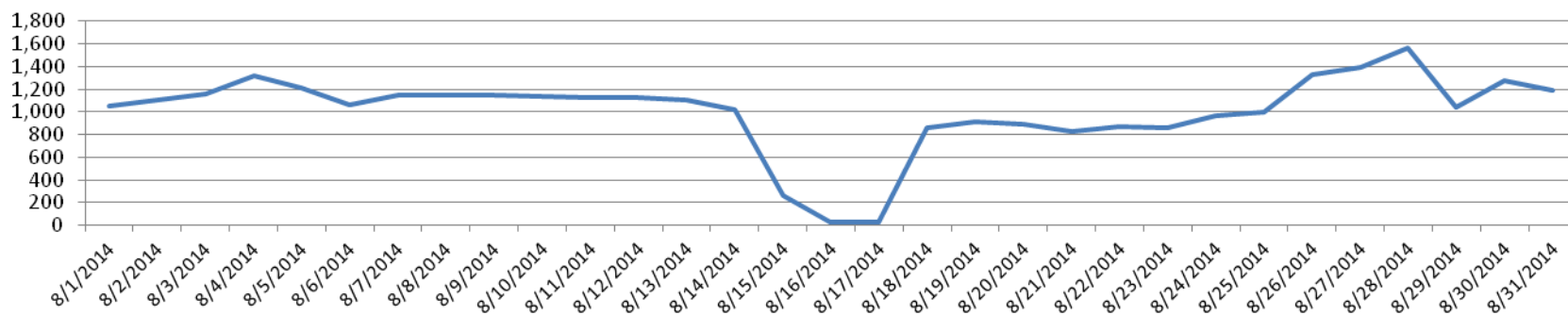
## Visits

## INTERNATIONAL

	Visits	LM	LY
Domestic	27,388	-14%	+70%
International	3,762	-23%	+63%

		LM	LY
UK	876	+9%	+108%
Germany	777	-56%	+23%
Canada	595	-3%	+41%
Switzerland	110	-39%	+29%
Denmark	37	+185%	+311%

## Visits by Day



## Traffic from Mobile Devices (including Tablets)

### ACTIVITY & ENGAGEMENT

		LM	LY
Visits	13,659	-25%	+185%
Time on Site	1:34	1:33	2:17
Bounce Rate	64%	62%	50%

### CITY

		LM
1. Naples	469	-50%
2. Bay Lake	453	+146%
3. North Naples	420	-38%
4. Fort Lauderdale	342	+143%
5. Marco Island	237	-45%

### BROWSER

		LM
1. Safari	8,208	-27%
2. Chrome	2,669	-18%
3. Android Browser	1,524	-33%
4. Safari (in-app)	930	-1%
5. Amazon Silk	127	-27%

### DEVICES

		LM
1. Apple iPad	5,903	-24%
2. Apple iPhone	3,541	-27%
3. Samsung Galaxy S5	149	+10%
4. Samsung Galaxy S3	134	-35%
5. Samsung Galaxy S4	116	-36%

## Traffic/Engagement by Device

### DEVICE CATEGORY

Device Category	Visits	% New Visits	New Visits	Bounce Rate	Pages/Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions
DESKTOP	17,491	79.05%	13,827	56.29%	2.89	0:02:03	5.06%	885
MOBILE	6,931	78.10%	5,413	66.80%	1.95	0:01:14	3.03%	210
TABLET	6,728	69.74%	4,692	60.20%	2.65	0:01:54	4.98%	335

## Metric Definitions

**Visit** – This metric tracks the total number of visits to the website, both unique and repeat.

**Unique Visitor** – The metric counts each visitor's first visit to the site during a specified time period.

**Page View** – A request to load a single page of a website.

**Baseline** – The average of a metric for the previous year. The baseline represents the standard level at which we wish to keep metrics at or better than.

**Bounce Rate** - Percentage of visitors who view only one page on the site and exit immediately. Sometimes called the Single Access Rate (Bounce rate = Single Accesses/Entries). A “good” bounce rate is considered anything below 30%. Not all bounces are bad, however, as a visitor who links off to a partner website could also be registered as a bounce.

**Signals of Intent to Travel (SITs)** – A measurement that captures conversion events that indicate a strong desire that the site visitor will travel to the destination. The SIT conversions are unique to each website. Some conversion examples include ordering a visitor guide, signing up for email newsletter, visiting a deals page, clicking through to a booking vendor, visiting the detailed listing of a hotel, activity or event.

**Typed / Bookmarked** – This is traffic that comes from a user either typing the website address directly into their web browser, or they have bookmarked/favorited the site and enter the site by opening the bookmark on their computer.

# Paradise Advertising & Marketing, Inc.

## **DIGITAL/SOCIAL MEDIA MARKETING**

# Campaigns


- Traffic to ParadisePricedLess.com accrued 10,260 views this month, a 25.2% increase from last month. August also saw 8,378 unique users, which is a 14.6% increase from July.
- The average time on page increased from 2:09 in July to 2:33 in August, indicating that users are watching the video and looking at the content. The bounce rate is high at 91.0% but is likely attributed to users clicking “where to stay,” which registers as a positive bounce since it redirects to BookDirect’s lodging listings.
- The August heat-mapping suggests users are most interested in playing the video and clicking “where to stay.”



# Social Traffic & Analytics

- 143,400 page impressions across 71,700 users on Facebook, a 19.8% increase from last month.
- 213 new Facebook fans, for a total of 13,597 total likes.
- Facebook referral traffic to ParadisePricedLess.com increased 33.3% and referral traffic to ParadiseCoast.com increased 67.5% over July.
- 1,500,000 impressions on Twitter, a 50% decrease from last month, but on par with the average number of monthly impressions for this summer; there were 404 interactions, a 11.0% decrease from July.
- Increase of 304 followers on Twitter in August; 445 link clicks. Twitter referrals to ParadisePricedLess.com increased 33.3% from July's numbers and referral traffic to ParadiseCoast.com decreased 11.9% in August.
- 198 mentions on Twitter in July, a 8.2% increase from July; and there were 206 retweets in August, a 23.9% decrease from July.



Incoming Messages	<b>6.0k</b>	
Sent Messages	<b>785</b>	
New Twitter Followers	<b>304</b>	
New Facebook Fans	<b>213</b>	

# Social Traffic & Analytics

## Twitter

### TWITTER STATS

+ **304**

New followers in this time period.

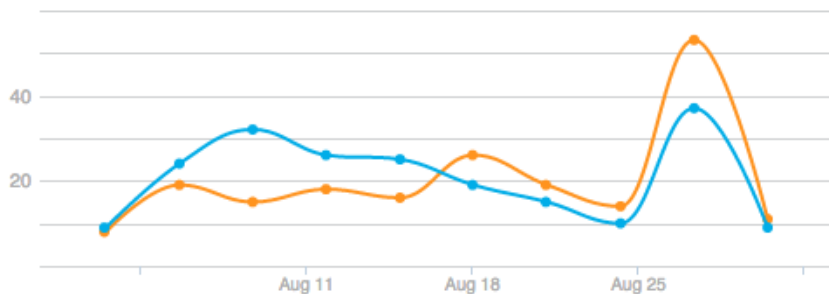
**445**  
Link Clicks

**198**  
Mentions

**206**  
Retweets

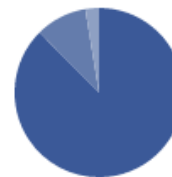
### DAILY ENGAGEMENT

— @MENTIONS 198 — RETWEETS 206

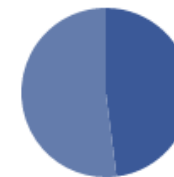


## Facebook

### IMPRESSIONS BREAKDOWN



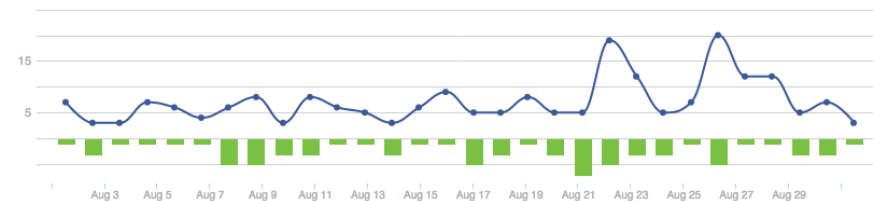
- Page post 64.9k
- Mention 7.3k
- Fan 1.9k
- Other 2
- Checkin 0
- Question 0
- Coupon 0
- User post 0



- Organic 68.4k
- Viral 74.1k
- Paid 0

**Naples, Marco Island, Everglades - Paradise Coast**  
13,606 Total Likes and 801 people talking about this

New Fans **213** 'Unliked' Your Page **23**



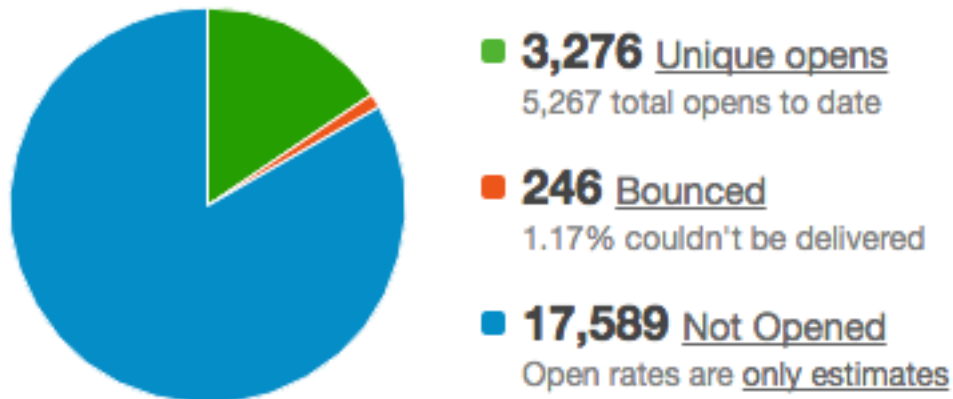
# Email Campaigns

## Opt-In

- August Consumer eScapes received 3,258 unique opens, a 15.61% open rate and was 1.48% higher than that of last month—a total of 72 unsubscribed.
- August Consumer eScapes earned a 17.28% click through rate (CTR), an increase of 4.11%; the most clicked link was the STAY button at 9.89% of user clicks, which directed users to the hotels and rentals page.

## Paid Lists

- The August Consumer Paid List received 8,912 opens, with an 17.8% open rate and a 2.2% CTR.



# Sales & Marketing Technologies, Inc.

## **SEARCH ENGINE SERVICES**

# Executive Summary

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- **Overall website traffic over August 2014 and August 2013**
  - Despite 2.5 days of no traffic reporting due to a Google Bot change, Visits/Sessions were up nearly 68% (+12,598) visits and Unique Visits / “Users” were up 62.06% (+9,979).
  - Pageviews were up dramatically by 52.2% (+28,093).
  - Bounce Rate was up however by 14.56% (59.47% of traffic bounced versus 51.91%). Paid Media tends to generate higher bounces: Banners, Vanity URL, Video and Direct Traffic generated the highest bounces.
- **Organic traffic:**
  - Yielded 12,377 visits, representing 39.73% of overall traffic and converted 5.06% for 626 total Conversions: 446 to “Deals”, 107 to Guide Requests, 27 to Newsletter Sign-ups, and 46 to eBooks requests.
  - Increased over August 2013 by 71.81% (+5,173) but down over July 2014 by 21.23% (-3,336) Visits. Overall Traffic was down in August over July which is a typical trend year over year.
- **Paid search traffic (CPC):**
  - Yielded 704 tracked Visits, a decrease of 57.26% (-943) visits over August 2013 and a slight decrease over July 2014 by 7.61% (-58). PPC converted 82 goals, which was 6.49% higher than July 2014 (+5). Tracking wasn’t available for August 2013.
  - PPC Spend was \$1,210.32, which is \$240.49 higher than July 2014.
  - PPC had 152,634 Impressions with 82 total converted clicks for a 3.82% conversion rate.
- **Referral traffic:**
  - Yielded 3,585 Visits, a decrease of 2.29% (-84) over August 2013 and a 38.21% (-2,217) decrease over July. The biggest referring site drops were from local government websites: CityOfMarcolislando.com, CollierGov.net, and other sites – FloridaTravelLife.com and Honeymoons.com, Twitter.
- **Direct traffic:**
  - Yielded 4,902 Visits for a 55.37% (+1,747) increase over August 2013, but a decrease of 28.38% (-1,942) over July.

# Top Search Queries by Impressions

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Query	Impressions <sup>?</sup> ↓	Clicks <sup>?</sup>	Average Position <sup>?</sup>	CTR <sup>?</sup>
	<b>193,291</b> % of Total: 64.43% (300,000)	<b>6,434</b> % of Total: 98.98% (6,500)	<b>13</b> Site Avg: 24 (-47.01%)	<b>3.33%</b> Site Avg: 2.17% (53.63%)
1. naples florida	<b>50,000</b> (25.87%)	700 (10.88%)	9.9	1.40%
2. naples	<b>18,000</b> (9.31%)	70 (1.09%)	9.6	0.39%
3. marco island florida	<b>8,000</b> (4.14%)	70 (1.09%)	13	0.88%
4. naples fl	<b>8,000</b> (4.14%)	60 (0.93%)	9.6	0.75%
5. marco island	<b>4,500</b> (2.33%)	35 (0.54%)	9.6	0.78%
6. marco island fl	<b>3,500</b> (1.81%)	30 (0.47%)	13	0.86%
7. naples, fl	<b>3,500</b> (1.81%)	30 (0.47%)	8.3	0.86%
8. things to do in marco island	<b>1,300</b> (0.67%)	30 (0.47%)	6.0	2.31%
9. things to do in naples	<b>1,300</b> (0.67%)	22 (0.34%)	10	1.69%
10. naples, florida	<b>1,000</b> (0.52%)	30 (0.47%)	8.7	3.00%

- Impressions decreased by 17,262 (-8.2%) over July 2014 which is typical for August.
- Marco Island had 4 top 10 search queries by impressions.
- ParadiseCoast.com showed up in search engines for these terms 64.43% of the time.
- Overall Average Position by Impressions remained at 13.
- CTR for Impressions is 3.33% (-4.74%) for organic making organic the top converting traffic source at 56.63%.



# Top Search Queries by Clicks

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Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
	<b>193,291</b> % of Total: 64.43% (300,000)	<b>6,434</b> % of Total: 98.98% (6,500)	<b>13</b> Site Avg: 24 (-47.01%)	<b>3.33%</b> Site Avg: 2.17% (53.63%)
1. naples florida	50,000 (25.87%)	<b>700</b> (10.88%)	9.9	1.40%
2. naples events	400 (0.21%)	<b>110</b> (1.71%)	2.1	27.50%
3. marco island florida	8,000 (4.14%)	<b>70</b> (1.09%)	13	0.88%
4. naples	18,000 (9.31%)	<b>70</b> (1.09%)	9.6	0.39%
5. paradise coast	400 (0.21%)	<b>70</b> (1.09%)	1.3	17.50%
6. naples fl	8,000 (4.14%)	<b>60</b> (0.93%)	9.6	0.75%
7. events in naples fl	170 (0.09%)	<b>35</b> (0.54%)	1.1	20.59%
8. marco island	4,500 (2.33%)	<b>35</b> (0.54%)	9.6	0.78%
9. naples cvb	50 (0.03%)	<b>35</b> (0.54%)	1.0	70.00%
10. naples florida events	70 (0.04%)	<b>35</b> (0.54%)	1.1	50.00%

- Clicks decreased by 923 (-12.55%) over July 2014 (no stats available for August 2013).
- There are 279 various keyword terms that Naples averages in the 1<sup>st</sup> position for.

# Paid Search (PPC)

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Month	Spending	Clicks	Cost Per Click	PPC Conversions	Website Leads *
Jan	\$398.74	979	\$0.41	176	43
Feb	\$1,232.49	2,802	\$0.44	384	281
Mar	\$1,368.07	2,207	\$0.62	255	45
April	\$1,367.63	1,672	\$0.82	122	54
May	\$2,113.82	2,132	\$0.99	147	80
Jun	\$2,401.13	2,294	\$1.05	185	53
July	\$969.83	984	\$0.99	77	37
<b>Aug</b>	<b>\$1,210.32</b>	<b>994</b>	<b>\$1.22</b>	<b>82</b>	<b>29</b>
Sept					
Oct					
Nov					
Dec					

- Total PPC Impressions = 152,634 which gave Naples nearly a 72% Share of Voice (SOV) for one targeted Ad Group, but only a 19% SOV for another Ad Group due to budget.
- Cost per Click increased by \$0.23 over July due to increases bids in an effort to drive more traffic and conversions.
- PPC drove 704 tracked visits for 82 Goals: 53 “Deals”; 19 “Guide” ; 2 eBooks; 8 Newsletter Orders

\* Website Leads = Guide Orders + eBooks + Newsletter Orders Only (no Deals views)

# Tasks Performed

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- **Website / SEO**
  - Articles – Wrote 2 articles; posted 1 article
  - Add missing Meta Descriptions to 8 articles
  - Provided 404 “missing page” errors to Miles Media to fix
  - Requested removal of 404 errors via Google Webmaster Tools
  - Fixed 14 broken internal link errors
- **PPC Management**
  - Monitored Campaigns for low bids, bounce rates and competitors
  - We increased bids to try to take more SOV for events, things to do and Florida beach vacations
- **Account Service**
  - Report for SEO / PPC Analytics
  - Team Communication for articles, SEO Content and Naples Editorial Calendar
  - Monthly Call

# Glossary of Terms

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- **Average Position** – the position where a page of your website is ranked on Google.
- **Bots** – Search Engines and other websites send automatic programs to access the website. For Google statistics and search engines information, Google has its own “bot” that we call Google Bot.
- **Bounce** – When a visitor visits only one page on your website and leaves.
- **Bounce Rate** – The percentage of visitors over visits where visitors only see one page before bouncing.
- **CPC** (Cost-per-click) – The money you pay when someone clicks on one of your ads.
- **CTR** (Click-through-rate) –The number of clicks over impressions (as it relates to SEO Queries and PPC).
- **Impressions** – The number of times your ad was seen (PPC); the number of times your website was displayed in a search result when a keyword term was searched (SEO Query).
- **Interest Over Time** - Numbers represent search volume relative to the highest point on the chart, which is always 100. Hover over any point to see the search volume at that time.
- **Query** – The search action performed (SEO Query).
- **SOV** – Share of Voice is the percentage of all online content and conversations about your company compared to competitors; this can be measured for PPC, Organic, Referrals, Social, etc.

# THANK YOU

Questions?



NAPLES · MARCO ISLAND  
EVERGLADES

FLORIDA'S PARADISE COAST