

Naples Marco Island Everglades CVB
Task Report
Created Between 7/11/2014 - 9/18/2014

Created By: Debi DeBenedetto

| Create | Account Name | Contact Name | Task Type | Due Date | Assigned To | Status | Closed |
|---|----------------------------------|--------------------|---|-----------------|------------------|--------|-----------|
| 7/11/2014 | Wine & Dine Events | | Followup Call | 9/30/2014 | Michelle Pirre | Open | |
| <i>follow up with planner</i> | | | | | | | |
| 7/21/2014 | HelmsBriscoe / B. Hopkins | Beth Hopkins | Followup Call | 11/21/2015 5 | Debi DeBenedetto | Open | |
| <i>Client not ready with RFP just yet...believe her to be a better fit for Fam same time next year. Please call to discuss or simply trace me for 1st</i> | | | | | | | |
| 7/23/2014 | Florida Farm Bureau Federation | Michael Rogalsky | RFP sent to partner | 9/30/2014 | Michelle Pirre | Open | |
| <i>sent rfp follow up for status</i> | | | | | | | |
| 8/5/2014 | Premier Realty | Bill Arndt | Followup Call | 10/30/2015 4 | Michelle Pirre | Open | |
| <i>see if booked</i> | | | | | | | |
| 8/26/2014 | Naples Grande Beach Resort | Jennifer Dumouchel | Rfp enhancement granted | 5/26/2015 | Debi DeBenedetto | Open | |
| 9/3/2014 | Site Search, Incorporated | Richard Miseyko | Followup Call | 10/3/2014 | Debi DeBenedetto | Open | |
| <i>check to see if booked</i> | | | | | | | |
| 7/11/2014 | Avaya | Wolfgang Jilka | RFP follow up | 7/25/2014 | Debi DeBenedetto | Closed | 7/30/2014 |
| <i>sent Rfp - responded to planner, sent collateral loaded idss - follow up</i> | | | | | | | |
| 7/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Fam Arrangements -planned - itinerary | 7/11/2014 | Debi DeBenedetto | Closed | 7/10/2014 |
| <i>Working on Fam for Encounter December event</i> | | | | | | | |
| 7/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Attend Meeting / Show / Conference | 7/11/2014 | Debi DeBenedetto | Closed | 7/9/2014 |
| <i>Attend FEA 7/7-7-8-7/9 work trade show booth and luncheon - reception Waldorf</i> | | | | | | | |
| 7/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB event | 7/11/2014 | Debi DeBenedetto | Closed | 7/9/2014 |
| <i>Attend CVB Advisory roundtable - great attendance! good meeting and brainstorming</i> | | | | | | | |
| 7/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | TDC Meeting / reports | 7/11/2014 | Debi DeBenedetto | Closed | 7/11/2014 |
| <i>complete TDC report</i> | | | | | | | |
| 7/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Partners - communication notice, email, other | 7/11/2014 | Debi DeBenedetto | Closed | 7/10/2014 |
| <i>ConferenceDirect planning for top 25 event November - invites to hotels and attractions to join and CVB memo of assistance - hours</i> | | | | | | | |
| 7/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Trade show preparations | 7/11/2014 | Debi DeBenedetto | Closed | 7/7/2014 |
| <i>Booked two flights for Sept shows coming</i> | | | | | | | |
| 7/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Attend Meeting / Show / Conference | 7/11/2014 | Debi DeBenedetto | Closed | 6/24/2014 |
| <i>Attended HSMIAI</i> | | | | | | | |
| 7/11/2014 | HelmsBriscoe / C. Marmino | | Assisted Mtg Planner | 7/22/2014 | Debi DeBenedetto | Closed | 7/30/2014 |
| <i>Planner asked for CVB funds - Rfp not sent to CVB originally - working with hotel and planner to assist. Include Rfp</i> | | | | | | | |
| 7/11/2014 | Wine & Dine Events | | RFP sent to partner | 7/11/2014 | Debi DeBenedetto | Closed | 7/11/2014 |
| <i>sent Rfp - contacted planner - sent info and called twice</i> | | | | | | | |
| 7/21/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Communicate-Other CVB | 7/21/2014 | Debi DeBenedetto | Closed | 7/30/2014 |

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| Create | Account Name | Contact Name | Task Type | Due Date | Assigned To | Status | Closed |
|--|--|------------------|---|-----------|------------------|--------|-----------|
| <i>responded to 62 emails and follow up on Fams, shows and other</i> | | | | | | | |
| 7/21/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Assist Meeting planner -sales kit email photos or video | 7/21/2014 | Debi DeBenedetto | Closed | 7/30/2014 |
| <i>Follow up on Collinson webinar sponsorship sent 150 planners info about destination and video link. Also invited to Fam.</i> | | | | | | | |
| 7/28/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Trade show preparations | 7/28/2014 | Debi DeBenedetto | Closed | 7/28/2014 |
| <i>set appointment priority for SMU show - preparation for show next week.</i> | | | | | | | |
| 7/28/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 7/28/2014 | Debi DeBenedetto | Closed | 7/25/2014 |
| <i>created and worked on videos for sales presentations 1/2 day</i> | | | | | | | |
| 7/28/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Fam Arrangements -planned - itinerary | 7/28/2014 | Debi DeBenedetto | Closed | 7/30/2014 |
| <i>working on the 3 upcoming Fams 3 hours</i> | | | | | | | |
| 7/28/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Trade show preparations | 7/28/2014 | Debi DeBenedetto | Closed | 7/24/2014 |
| <i>Prepare for Connect show</i> | | | | | | | |
| 7/28/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 7/28/2014 | Debi DeBenedetto | Closed | 9/11/2014 |
| <i>Working on Conference Direct offers for top 25 event 2 hours</i> | | | | | | | |
| 7/28/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 7/28/2014 | Debi DeBenedetto | Closed | 7/28/2014 |
| <i>completed information and communication to revise 2 page meeting flyer. Turned over to agency for remake and reprint. 2 hours</i> | | | | | | | |
| 7/28/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 7/28/2014 | Debi DeBenedetto | Closed | 7/30/2014 |
| <i>preparations for Strategic forum event and communications for RSVP</i> | | | | | | | |
| 7/30/2014 | American Federation of School Administrators | Paul Wolotsky | Assist Meeting planner -sales kit email photos or video | 9/30/2014 | Debi DeBenedetto | Closed | 7/30/2014 |
| <i>Assist planner and sent Rfp to hotels Follow up end of Sept.</i> | | | | | | | |
| 7/30/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 7/30/2014 | Debi DeBenedetto | Closed | 8/11/2014 |
| <i>Updating of the 2 page flyer. Collect all changes and turn over to agency for reprint and revise digital versions. hours - 30 changes. Revise n</i> | | | | | | | |
| 7/30/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 7/30/2014 | Debi DeBenedetto | Closed | 8/11/2014 |
| <i>Updating of the 2 page flyer. Collect all changes and turn over to agency for reprint and revise digital versions. hours - 30 changes. Revise n</i> | | | | | | | |
| 7/30/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB event | 8/23/2014 | Buzzy Ford | Closed | 8/26/2014 |
| <i>Attending Connect - lunch sponsor - interactive presentation created for social media test to planners using FaceBook. Flip flop creative phot</i> | | | | | | | |
| 8/5/2014 | Premier Realty | Bill Arndt | RFP sent to partner | 8/5/2014 | Debi DeBenedetto | Closed | 8/5/2014 |
| <i>Debi assist realtor for local event send RFP.</i> | | | | | | | |
| 8/11/2014 | Debi's Activity Tracking Account | | Assist Meeting planner -sales kit email photos or video | 8/11/2014 | Debi DeBenedetto | Closed | 8/11/2014 |
| <i>From: Mary Jo Kouch via SpendManagement</i> | | | | | | | |
| 8/11/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Assist Meeting planner -sales kit email photos or video | 8/11/2014 | Debi DeBenedetto | Closed | 8/11/2014 |
| <i>From: Kim Ennis</i> | | | | | | | |

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| Create | Account Name | Contact Name | Task Type | Due Date | Assigned To | Status | Closed |
|--|-------------------------------------|------------------|--|-----------|------------------|--------|-----------|
| 8/18/2014 | John Hopkins Medicine | Kaitlin Oconnor | Assisted Mtg Planner | 8/26/2014 | Debi DeBenedetto | Closed | 9/3/2014 |
| <i>follow up with site if hotels have interest Site Oct 10</i> | | | | | | | |
| 8/18/2014 | John Hopkins Medicine | | RFP sent to partner | 8/18/2014 | Debi DeBenedetto | Closed | 8/18/2014 |
| 8/25/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Assisted Mtg Planner | 8/25/2014 | Debi DeBenedetto | Closed | 8/25/2014 |
| <i>From: Rachael Hand</i> | | | | | | | |
| 8/25/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Communicate-Other CVB | 8/25/2014 | Debi DeBenedetto | Closed | 9/3/2014 |
| <i>From: Samantha.Robinson@MilesPartnership.com</i> | | | | | | | |
| 8/26/2014 | Naples Grande Beach Resort | | Rfp enhancement granted | 8/26/2014 | Debi DeBenedetto | Closed | 8/26/2014 |
| <i>Granted Rfp enhancement, sent letter, idss added, spreadsheet and requested Rfp.</i> | | | | | | | |
| 8/26/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Assist Meeting planner -sales kit email photos or video | 8/26/2014 | Debi DeBenedetto | Closed | 8/26/2014 |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 9/3/2014 | Debi DeBenedetto | Closed | 8/26/2014 |
| <i>Complete writing sales plan. Turn in Budget, trade shows 2015 and sales plan to Jack.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Meeting - general -staff - any | 9/3/2014 | Debi DeBenedetto | Closed | 8/27/2014 |
| <i>staff meeting</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB Project | 9/3/2014 | Debi DeBenedetto | Closed | 8/25/2014 |
| <i>Finish move in to office. unpack boxes and get settled and catch up on emails and holding mails.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB event | 9/3/2014 | Debi DeBenedetto | Closed | 9/11/2014 |
| <i>Meeting with hotel DOS for group and leisure sales brainstorming. Will add notes to final Sales plan 2015 - 3 hours.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Assisted Mtg Planner | 9/3/2014 | Debi DeBenedetto | Closed | 9/2/2014 |
| <i>All 75 leads from sponsorship of Collinson webinar were responded to and sent an email with collateral and contact info to request business a</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Event Sales Task | 9/3/2014 | Debi DeBenedetto | Closed | 8/13/2014 |
| <i>prepare for Connect show and make appointment requests</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Event Sales Task | 9/3/2014 | Debi DeBenedetto | Closed | 8/13/2014 |
| <i>prepare for Connect show and make appointment requests</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | | Event Sales Task | 9/3/2014 | Debi DeBenedetto | Closed | 8/11/2014 |
| <i>Prepare for MPISEC travel and trade show, communicate partner, rental etc.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Attend Meeting / Show / Conference | 9/3/2014 | Debi DeBenedetto | Closed | 8/15/2014 |
| <i>Attend MPISEC for networking and educations planner contacts - 2 Rfps.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Sales Event | 9/3/2014 | Debi DeBenedetto | Closed | 8/19/2014 |
| <i>Prepare for connect - prepare for Sales conference group sales plan meeting 9/4</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Attend Meeting / Show / Conference | 9/3/2014 | Debi DeBenedetto | Closed | 8/23/2014 |
| <i>Attend 3 day conference Connect Orlando - great conference 15 Rfp potential - so fare 9 and coming in.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking | Debi DeBenedetto | Followup Call | 9/3/2014 | Debi DeBenedetto | Closed | 9/3/2014 |

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| Create | Account Name | Contact Name | Task Type | Due Date | Assigned To | Status | Closed |
|---|----------------------------------|------------------|---|-----------|------------------|--------|-----------|
| <i>Account</i> | | | | | | | |
| <i>Follow up on all leads from Connect show - sent emails and collateral. Getting in Rfps.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | CVB event | 9/3/2014 | Debi DeBenedetto | Closed | 9/3/2014 |
| <i>Attended CVB Strategic forum Conservancy all day - defining 2015 sales plans with roundtable events</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Attend Meeting / Show / Conference | 9/3/2014 | Debi DeBenedetto | Closed | 8/8/2014 |
| <i>attended SMU Orlando - great show and appointments 3 days Orlando</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Followup Call | 9/3/2014 | Debi DeBenedetto | Closed | 8/12/2014 |
| <i>Follow up on all SMU leads and Rfps. getting response from planners and Rfp.</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Attend Meeting / Show / Conference | 9/3/2014 | Debi DeBenedetto | Closed | 8/12/2014 |
| <i>Attend WNOCC networking group luncheon. great seminar and education with networking</i> | | | | | | | |
| 9/3/2014 | Debi's Activity Tracking Account | Debi DeBenedetto | Meeting - general -staff - any | 9/3/2014 | Debi DeBenedetto | Closed | 8/12/2014 |
| <i>Attend staff meeting</i> | | | | | | | |
| 9/3/2014 | Debi's Itineraries | Debi DeBenedetto | Fam Arrangements -planned - itinerary | 9/3/2014 | Debi DeBenedetto | Closed | 9/3/2014 |
| <i>sent all 9 fam confirmation to attendees, gathering info to book flights etc. working on spreadsheet and communication with planners</i> | | | | | | | |
| 9/3/2014 | Debi's Itineraries | Debi DeBenedetto | Fam Arrangements -planned - itinerary | 9/3/2014 | Debi DeBenedetto | Closed | 9/3/2014 |
| <i>sent all 9 fam confirmation to attendees, gathering info to book flights etc. working on spreadsheet and communication with planners</i> | | | | | | | |
| 9/3/2014 | Debi's Itineraries | Debi DeBenedetto | Fam Arrangements -planned - itinerary | 9/3/2014 | Debi DeBenedetto | Closed | 9/3/2014 |
| <i>Sent communication on Fam to hotels and adjusted itinerary to meet needs of group. all confirmed</i> | | | | | | | |
| 9/3/2014 | Site Search, Incorporated | Richard Miseyko | RFP sent to partner | 9/3/2014 | Michelle Pirre | Closed | 9/3/2014 |
| <i>sent Rfp to hotels</i> | | | | | | | |
| 9/10/2014 | HPM Associates, Inc. | Judy Meyers | Assist Meeting planner -sales kit email photos or video | 9/10/2014 | Debi DeBenedetto | Closed | 9/10/2014 |
| <i>Hi Judy,</i> | | | | | | | |

Total Tasks: 60

Multiple ways to enjoy Naples Grande

REBRANDED GULF OF MEXICO RESORT is unveiling an \$18M update



ROCHELLE LASH
CHECKING IN

Florida flash! The luxurious Naples Grande Beach Resort on the Gulf of Mexico in Naples, Fla., is launching this month with a new name and an \$18-million renovation.

As of Tuesday, the hotel has been rebranded from a Waldorf Astoria affiliate to the independently operated Naples Grande — a change that goes along with updated resort facilities and fresh interior décor.

The resort is blessed with a splendid natural setting along a protected mangrove estuary on the Gulf Coast. It's a contemporary, airy hotel of carefree, laid-back luxury — decidedly upscale, but not at all stuffy.

Top-to-bottom overhaul

The buzz for the 2014-2015 winter season is that all of the Naples Grande's 474 deluxe rooms and suites are being redone. The resort is also adding major features such as cabanas at the adult and family swimming pools and Pelican's Catch, a swish seafood and steak house. A new clubhouse at the Naples Grande Golf Club is planned for 2016.

The new accommodations (about 50 per cent updated at the time of this writing) are light and bright, using a coastal-inspired palette of the sea and sky — soft seafoam, cloud white and vivid Gulf blue. The bathrooms are being redone with double vanities and soaking tubs, and some with whirlpools. The Naples Grande is a top-drawer place, so all the rooms are spacious and equipped with bathrobes, flat-screen TVs and coffee-makers.

The striking architecture allows all the guest rooms to have private balconies, which means that all patrons have mesmerizing, Instagram-worthy views of the sun setting over the sparkling Gulf of Mexico. And the upgrade includes plush new patio furniture that creates elegant outdoor living rooms.

Three lifestyle options



All deluxe rooms and suites at the Naples Grande Beach Resort have new décor in the colours of the sea, sky and sand.

Here are three dramatically different ways to enjoy the Naples Grande: A) a tranquil, sophisticated spa-golf getaway with Champagne and romantic suites; B) an energetic and sociable visit with sports, market-inspired dining and tropical drinks at the Pool Bar; and C) a terrific family vacation featuring an entertaining Kids' Club and a thrilling water slide, all in a safe, self-contained resort.

Option A: Serenity

If you're going for Option A, I'd snuggle into one of the fancy new cabanas at the adults-only pool. They are perfect sanctuaries, with pretty screens for privacy. Or beachcombers can laze at oceanfront lounges and watch the passing parade of nature — flocks of pelicans flying by and schools of dolphins frolicking in the Gulf.

For some easygoing exercise, a beach kiosk rents kayaks and standup paddle boards for gentle cruises through the calm waters by the mangroves. Other than the company of a majestic white egret or two, you'll be on your own, at peace in a



The Naples Grande Beach Resort in Florida is a full-service resort on the shore of the Gulf of Mexico.

wild nature preserve.

The Naples Grande Spa, a posh retreat surrounded by gardens and waterfalls, has treatments such as the Sea-Salt Scrub and the Sun-Kissed Restorative Mask. It's easy to spend the day. You can nibble at the spa café, beautify at the hair and nail salon or chill at the Spa Villa's sundeck, steam room and meditation lounge and labyrinth. A spa special, running until Nov. 30, offers massages, mani-pedis and some treatments at \$99 U.S. each.

Option B: Sporty and sociable

Option B boosts the pace with golf, tennis or cycling and three new or improved dining options.

Pelican's Catch will open in January with indoor and outdoor dining and the folksy look of a harbourfront fish market. Grilled steaks and Florida seafood, especially grouper, snapper and pompano, will be the highlights. The new beach bar, Rhode's End, will have a Riviera-style barefoot-chic ambience, with

crisp blue and white deck furniture and a new menu of Mediterranean cuisine. The Pool Bar and Grill is also being rebuilt and will offer Gulf shrimp, Asian wraps and sirloin burgers, as well as a happy hour featuring two-for-one mojitos, margaritas and mocktails.

Did someone mention drinks? On Fridays, the Naples Grande presents V2+U, an evening of Veuve Clicquot Yellow Label Champagne at \$5 a glass, with appetizers at \$5 and live music.

Option C: Kids are kings

Families can choose Option C. Youngsters have their own swimming pool — a biggie — which will have new surf-inspired cabanas with hi-def flat-screen TVs and video-game play stations. Tech fun aside, the pool's exciting water slide and inflatable sharks are the fave attractions.

If parents want personal time, children aged 4 to 12 can join the Kids' Club, which organizes sports, arts and crafts, dress-up and educational games. On Saturday mornings, there's the Little

IF YOU GO

Naples is a 50-kilometre/35-minute drive south of Fort Myers and a 177-kilometre/90-minute drive west of Fort Lauderdale. Air Canada (aircanada.com) flies Montreal to Fort Myers once a week through October, once daily in November and three times daily in December and January. Air Canada also flies Montreal to Fort Lauderdale daily (non-stop), expanding to five flights as of Dec. 12.

Naples Grande Beach Resort: 239-597-3232, naplesgrande.com; 475 Seagate Drive, Naples, Fla.

Price: Watch for resort credits and a fifth night free. Rooms, Oct. 1 to Dec. 21: \$179-\$229 U.S. per day; suites and bungalows cost more. Children stay for free in certain rooms. Rates include three pools, a whirlpool, a fitness centre and large beachfront. A \$30-a-day resort fee (per room) covers Wi-Fi, two welcome cocktails, beach shuttle, beach loungers, bicycles, driving-range golf balls, 800 and local calls, and a 10 per cent discount on beach sports and tennis (15 courts). Extras: parking, \$10 (self), \$22 (valet); pool cabanas; beach umbrellas. Packages available with Kids' Club, Naples Grande Spa, Naples Grande Golf Club, Waterside Shop discounts.

Paradise Coast (Naples, Marco Island, Everglades): 1 800-688-3600/800-2ESCAPE, ParadiseCoast.com

Chef class, a pizza-making session for youngsters.

The 50 bungalows at the Naples Grande are ideal for large families. These one-bedroom spaces don't have views of the Gulf, but they do have handy kitchenettes and sleeper-sofas in the living rooms, and they connect to create two and three bedrooms.

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Collier CVB picks tourism representation in Brazil

The Naples, Marco Island, Everglades Convention and Visitors Bureau (CVB), which markets its appeal as a Southwest Florida Gulf Coast vacation destination under the Florida's Paradise Coast brand identity, has selected AVIAREPS to represent the area's tourism marketing efforts in Brazil.

Sao Paulo-based AVIAREPS was selected from a group of nine companies that responded to the CVB's request for proposal for Brazilian tourism market representation.

"AVIAREPS was the unanimous choice to represent our area," said Jack Wert, CVB executive director. "Our goal is to attract some of the millions of Brazilians that visit Florida each year. We felt their experience would help us a great deal in educating Brazilian consumers about the many opportunities for shopping, eco adventures, dining, beach and water-based activities, family attractions, golf and more in our destination."

Founded in Germany in 1994 with an extensive office network spanning all continents and in 43 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 90 airlines and more than 90 tourism clients in its portfolio. In addition to its core businesses of passenger General Sales Agent (GSA) services and tourism marketing, clients are also offered expertise and services in public relations, advertising, IT solutions, consulting, financial services, airport marketing, and trade & retail promotion.

AVIAREPS has experience in the Brazilian airline industry as well as experience in representing Florida destinations in South America, Europe and the U.K. The company will represent Florida's Paradise Coast at consumer and travel trade shows, educate travel agents about the destination, and identify travel journalists and encourage them to write stories to educate their readers on the many vacation opportu-

“
Our goal is to attract some of the millions of Brazilians that visit Florida each year. We felt their experience would help us a great deal in educating Brazilian consumers about the many opportunities for shopping, eco adventures, dining, beach and water-based activities, family attractions, golf and more in our destination.”

— Jack Wert, CVB executive director

“
nities in Florida's Paradise Coast.

The Florida's Paradise Coast account team in Sao Paulo is headed by Marcelo Kaiser, general manager of the Sao Paulo office of AVIAREPS. Assisting him are Marcos Teodoro,

tourism coordinator; Ana Lucia, PR Executive & Social Media; and Isadora Morgana, marketing assistant.

"For AVIAREPS Brasil it is such an honor to represent Florida's Paradise Coast," Kaiser said. "It is a destination full of great new possibilities in terms of leisure, luxury, ecotourism and more within Florida, Brazil's dearest state in the U.S."

"We are very excited to introduce Florida's Paradise Coast in the Brazilian Market," Teodoro added. "Brazil is one of the largest global markets for Florida and it gives us an enormous satisfaction to introduce a huge potential market. With a big array of new business possibilities for trade professionals, new story ideas for media and education for the final consumer, AVIAREPS will bring Florida to a whole new level."

The CVB staff will meet with the AVIAREPS team in Sao Paulo in mid July to begin developing the marketing plan for the future.

Why attorney review is important in commercial leases

As our local economy continues to improve, more and more new businesses are leasing commercial space and, increasingly, existing businesses are expanding or upgrading to new leased locations. It is increasingly important for commercial lessees to obtain cost-effective representation when negotiating these

leases (with lessors who usually have attorneys drafting their leases), rather than waiting until a dispute arises to contact an attorney.

Lease obligations are a huge business expense. Unrepresented lessees often make costly lease mistakes which can jeopardize the viability of their businesses. These lease obligations, in total dollars over the term of the lease, can often equal or exceed the business owner's own home mortgage obligation.

With this in mind, here are the top five commercial lease issues that I typically consider and address when advising commercial lessees:

Is lessees' proposed use permitted?

This is the threshold question. It may be answered by checking with the local zoning authority. Additionally, it may require a review of the rules and regulations of a particular shopping center. It is important to make sure that the proposed use will not unknowingly require payment of additional impact fees.

Is the lessor in "good standing?"

It is important to know who you are



BY MICHAEL S. HAGEN

Guest Columnist

Does the lessor have a track record of litigation? Much can be learned by checking with the Clerk of Courts website, the Florida Division of Corporations website, etc. Make sure that you are dealing with the authorized person when the lessor is a corporation or LLC

What is the fair market value of this space?

It is essential for lessees not to overpay. The lessees' negotiating power varies depending on the property type. For example, offices generally have high vacancies, whereas it is a lessors' market in retail shopping centers.

renting from. Is there a pending foreclosure on the property (much more common place than one might expect)? A foreclosure can have severe impact on a tenant.

Is a personal guarantee required?

For most leases, lessors will require corporate lessees to have their principals sign personal guarantees. This should be avoided if at all possible, unfortunately, it rarely is avoidable.

Who is responsible for various expenses?

Is this a gross lease? A net lease? Who pays for maintenance and repairs? Does the lease require the lessee to pay CAM? If so, does the lessor have the unfettered ability to increase these CAM charges annually? The answers to these questions have a huge financial impact on the lessees.

As one can discern, it is now essential for commercial lessees to have solid advice as to any proposed lease.

— Michael S. Hagen is a Fort Myers-based real estate and business attorney with Hagen Law Firm, and formerly the attorney to the Lee County Property Appraiser. His focus is representing parties to real estate transactions since 1985. Contact him at (239) 275-0808 or email Info@MikeHagen.com.

Naples-based bank expands to Tampa

First Florida Integrity Bank, a Naples-based, full-service community bank serving the local banking needs of individuals and business owners, has expanded its Florida footprint with a new location in Tampa.

The new location will be led by current West Central Florida Regional President

Brian Keenan. He will guide an experienced staff in the new location.

The branch manager for the new location will be Sheri Scherdin, who has more than 30 years of experience in the banking industry. Also joining the team as personal bankers are Patty Ellsworth and Jessica Sherrill.

"We are thrilled to open our first location in the Tampa Bay market," Keenan said. "Through our loan processing ser-

vices here, we have seen the need for a strong, community based bank in this area. We will offer the latest banking products, services and technology, as well as providing the Superior Customer Service our customers deserve."

Headquartered in Naples, First Florida Integrity Bank currently has seven full-service offices and approximately \$900 million in assets. For more information, visit www.FirstFloridaIntegrityBank.com.

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OUR MISSION

Southwest Florida Business Today is to provide the best business-to-business marketplace where business executives operating in Southwest Florida buy and sell goods and services via the exchange of news, advertising and information.



HIRING?

We Should Talk...



careersourcesouthwestflorida.com

| CVB - LOCAL TOURISM INDUSTRY COVERAGE | | | |
|---|--|-------------------------|---|
| Media Outlet | Story Title & Link to Online Version | Publication Date | Details |
| Collier County Bi-Monthly Tourism Column | | | |
| The News-Press | Collier Tourism: Hot summer celebrations | 6/26/14 | Summer festivals, events |
| The News-Press | Ethical ecotourism group takes its message statewide | 7/24/14 | Report on Florida Society for Ethical Ecotourism; SWFL accredited operators |
| The News-Press | Collier Tourism: Enjoy family time this summer | 8/7/14 | Last week before school - enjoy deals at hotels; also, plan for upcoming fall events |
| The News-Press | Collier Tourism: Paradise redefined as happy, safe | 8/21/14 | Rankings - Naples 4th happiest in U.S., Marco Island 4th safest in Florida |
| The News-Press | Getting the word out, all the way to South America | 9/4/14 | Upcoming travel agent and press visits, cultural tie with Brazil at Naples Botanical Garden |
| The News-Press | Renovations and new building key to driving new business | 8/18/14 | News on what's new with hotels, attractions, restaurants |
| Business of Tourism, CVB Coverage | | | |
| FLGov.com | What they are saying: leaders throughout Florida | | JW quote on how VISIT FLORIDA budget increase benefits CVB |
| Business Currents magazine | Hot winter season melts unemployment, boost Collier economy in record fashion | 7/1/14 | YTD report on record tourism |
| The News-Press | Collier County bed taxes top \$1.2 million in May | 7/2/14 | CVB shared info |
| NaplesChamber.org | Naples Marco Island Everglades CVB chooses AVIAREPS for Brazilian representation | 7/2/14 | CVB press release |

| | | | |
|----------------------|---|---------|--|
| The News-Press | Tourist tax tally in May leaps | 7/11/14 | Lee and Collier tax collection data reported. CVB provided info. |
| Naples Daily News | Fourth of July tourist business booming for area hotels, resorts | 7/10/14 | High holiday occupancy; JW quote |
| Marco Eagle | Keeping the Beach: Hideaway sets millage rate for renourishment, reserves | 7/22/14 | |
| TTW_eZine Twitter | Naples Marco Island Everglades CVB chooses AVIAREPS for Brazilian marketing | 7/22/14 | CVB press release |
| Naples Daily News | Collier sees tourism rise 4.4% so far this year, spending by 11.4% | 7/29/14 | Story summarizes 7/28 TDC research report on visitation, spending, trends |
| The News-Press | Lurking red tide generates gloomy outlook - large bloom in northern Gulf may move south | 7/30/14 | Possible impacts to tourism if red tide reaches SW FL |
| The News-Press | Slow release of oil spill funds frustrates Florida | 7/30/14 | Politicians, public, tourism and other interests await Restore Act funds. |
| | | | |
| SW FL Business Today | Collier CVB picks tourism representation in Brazil | 8/1/14 | CVB press release |
| The News-Press | Naples area tourist spent more in June | 8/2/14 | CVB shared info on bed tax report; Klages quote |
| | | | |
| The News-Press | Collier tourism isn't sweating out the summer | 8/5/14 | Summer strong for Collier tourism, promotion highlights |
| The News-Press | Florida has most visitors ever | 8/5/14 | Visit Florida YTD stats, positive Florida TaxWatch report, Collier input on employment, visitors. JW submitted quote |

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|--|---|----------|---|
| Naples Daily News | New Vanderbilt beach bathrooms come with gold-plated price tag | 8/5/14 | Online version. New beach bathrooms paid with tourist tax |
| Naples Daily News | Million-dollar house on beach | 8/6/14 | Print edition of above story, with different headline |
| Naples Daily News | Group rallies to oppose medical marijuana plan | 9/5/14 | Claims it will negatively impact tourism |
| Naples Daily News | Collier's tourist tax revenue jumps 16 percent | 9/6/14 | CVB report to media |
| The News-Press | Lee, Collier score record bed tax collections for July | 9/13/14 | CVB report to media |
| Naples Daily News | Naples City Council considers a pre-emptive pot ban ahead of Amendment 2 vote | 9/16/14 | Cover story - quote from Lee, Collier tourism |
| The News-Press | Will medical marijuana draw more snowbirds? | 9/16/14 | Cover story - quote from Lee, Collier tourism |
| Naples Daily News | Bids reviewed fo Collier sand haul, trucks to go through south Lee again | 9/16/14 | |
| WTSP 10 News Tampa | Naples council to consider banning medical marijuana | 9/16/14 | |
| SPORTS: NFL Players Train in Naples with Ignition | | | |
| NaplesNews.com | NFL players in Naples - VIDEO | 7/3/14 | CVB press release |
| NaplesNews.com | Top athletes take advantage of SW FL to prep for upcoming season | 7/3/14 | CVB press release |
| NaplesNews.com | NFL players train in Naples - SLIDESHOW | 7/3/14 | CVB press release |
| Naples Daily News | SPORTS COVER PAGE - Ready, set...Ignition! | 7/4/14 | CVB press release |
| The News-Press | NFL players in Naples to prepare for training camps | 7/3/14 | CVB press release |
| News-Press.com | NFL players train in Naples and prepare for NFL training camps - VIDEO | 7/3/14 | CVB press release |
| News-Press.com | NFL players at Ignition training program in Naples - SLIDESHOW | 7/3/2014 | CVB press release |
| The News-Press | SPORTS COVER PAGE - Naples no vacation for NFL standouts | 7/4/2014 | CVB press release |
| WINK TV | NFL players train and condition in Naples - Feature Story Package | 7/3/14 | CVB press release |
| WIN News This Morning | NFL players train and condition in Naples - Morning Live Spots plus feature | 7/3/14 | CVB press release |
| WINK Sports | NFL players train and condition in Naples - Sports | 7/3/14 | CVB press release |

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|--|--|--------|-------------------|
| MarcolandFlorida.com (Marco Island Sun Times website) | NFL star linebacker trains in Naples | 7/3/14 | CVB press release |
| Ignition APG Facebook | Thanks to Naples, Ft. Myers media for coverage, 8 photos of press event | 7/3/14 | CVB press release |
| Ignition APG Facebook | "There are quite a few NFL stars in Naples right now, but they're not here on vacation." @NaplesDailyNews http://t.co/umfCp7Oadb | 7/3/14 | CVB press release |
| Ignition APG Facebook | Great article in the Fort Myers Newspaper today on Ignition's NFL training program. Read about what NFL athletes are in the camp, how Ignition launched in Naples, and why Florida Gulf Coast University's Strength Coaches are taking part in the training. Photos & videos are included. | 7/3/14 | CVB press release |
| Ignition APG Facebook | Ignition was featured on the WINK News Morning Show live today from 5 AM to 9 AM to discuss the NFL Performance Camp in Southwest Florida. Here are some of the photos from the show. {1 Chronicles 4:10} (12 photos) | 7/3/14 | CVB press release |
| Ignition APG Twitter | "Ready Set... Ignition" The cover page of today's @ndn. | 7/3/14 | CVB press release |
| Coach Clif Marshall Twitter | "Ready Set... Ignition" The cover page of today's @ndn. | 7/3/14 | CVB press release |
| Coach Clif Marshall Twitter | "Naples no vacation for NFL standouts..." The cover page of today's @TheNewsPress in Fort Myers. | 7/4/14 | CVB press release |
| Winston Guy Twitter | Had a great week of training in Naples, Florida w/ @LukeKuechly @JCONNER38 @IgnitionAPG w/ my guy @ClifMarshall | 7/4/14 | CVB press release |
| Coach Clif Marshall Twitter | Thx to multiple media outlets from Fort Myers & Naples for covering @IgnitionAPG's training today at @athletparadise | 7/3/14 | CVB press release |
| John T WINK Twitter | Thanks to @LukeKuechly @DcJefferson10 @JCONNER38 @winstonguyjr27 & @ClifMarshall for joining us on @winkmornings! | 7/3/14 | CVB press release |
| Coach Clif Marshall Twitter | "@JohnT_WINK: @ClifMarshall is perfecting my dumbbell lunge as I train @IgnitionAPG style pic.twitter.com/xg3VjcJfZc" Great job today John! | 7/3/14 | CVB press release |

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|-------------------------------------|---|-------------|---|
| Winston Guy Twitter | In Naples, Florida early morning session #DefensivePlayerOfTheYear w/ @LukeKuechly @ignitionapg @ClifMarshall | 7/2/14 | |
| Luke Kuechly beach photos | Posted to Facebook in advance of ESPY Awards | 7/16/14 | CVB photo |
| SPORTS: Golf Events | | | |
| Naples Daily News | Tickets on sale for CME Group Championship in Naples | 7/30/14 | LPGA release |
| IAGTO News | CME Group Tour Championship Tickets on Sale | 7/29/14 | Release mentions CME Group Titleholders event in Naples |
| SPORTS: Roller Hockey | | | |
| The News-Press | Roller Hockey Championships: Playing, staying, paying | 7/13/14 | NARCh impacts to Lee, Collier |
| | | | |
| DESTINATION FEATURE COVERAGE | | | |
| Media Outlet | Story Title | Date | Details |
| Local, Regional | | | |
| Naples Daily News | Summertime and the livin' isn't easy for SWFL restaurants | 7/1/14 | SCORE offers tips for summer strategies for restaurants |
| The News-Press | Naples Zoo's new kittens staging for a show | 7/3/14 | Details on the new Animal Training shows daily at Naples Zoo |
| Naples Daily News | Immokalee Casino adds new slot games | 7/4/14 | Avatar, Sphinx3-D games added |
| The News-Press | Artis-Naples announces its 2014-2015 season | 7/7/14 | Stellar entertainment lineup in store |
| The News-Press | The Local in Naples prides itself on fresh food, beer | 7/10/14 | Review of fresh food and local craft beer at The Local restaurant |
| Naples Daily News | Naples native new UAC director | 7/10/14 | |
| Naples Florida Weekly | United Arts Council welcomes new director | 7/14/14 | |

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|-------------------|--|---------|--|
| The News-Press | Burmese pythons hatching across SW Florida | 7/15/14 | Conservancy urges public to report sightings to hotline |
| Collier Citizen | Fishincast Naples July 19-25 | 7/19/14 | |
| Naples Daily News | Area Restaurants Closing for the Summer | 7/22/14 | SWFL restaurant update |
| Naples Daily News | Smokehouse Bay bridge replacement hits another snag | 7/22/14 | Marco Island bridge issue |
| Naples Daily News | Nose know-how: custom scents store wafts into Bayfront | 7/22/14 | Custom perfume store created by former resort worker. *Unique local service/product |
| The News-Press | Naples' luxury homes driving Collier real estate market | 7/22/14 | |
| Naples Daily News | Naples Outlet Center looking to attract more shops, visitors | 7/23/14 | Will look for local retailers, not just outlets |
| Naples Daily News | In the Garden: News from Naples Botanical Garden | 7/24/14 | Closed for visit center construction, additions |
| The News-Press | Family-owned restaurant seeks non-profit partners | 7/24/14 | Brooks Gourmet Burgers, after being named to Top Ten Burger Joints in USA by TripAdvisor, offers local non-profits cut of proceeds |
| WINK-TV | Naples 14-year old is 3 time national tennis champ | 7/28/14 | Victoria Emma wins USTA title |
| The News-Press | Bachelorette picks Naples man's grandson | 7/29/14 | Josh Murray's grandfather lives in Naples |
| WINK-TV | Naples 14-year old is 3 time national tennis champ | 7/28/14 | Victoria Emma wins USTA title |
| The News-Press | Bachelorette picks Naples man's grandson | 7/29/14 | Josh Murray's grandfather lives in Naples |
| The News-Press | Princess Cruises and Norman Love pair up | 7/30/14 | Norman Love chocolates onboard Princess with "Chocolate Journeys" |
| Naples Daily News | Porky's Last Stand closes long-time Naples location - Cracklin' Jack's buys building | 7/30/14 | Latest restaurant news |

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|-----------------------|--|---------|---|
| Naples Daily News | Josh Murray wins the heart of the Bachelorette to the delight of his Naples-area grandfather | 7/30/14 | Bachelorette "fiance" winner's grandfather lives in Naples. |
| Naples Daily News | It's Your Business: Tommy Bahama comes to Mercato | 7/30/14 | New Tommy Bahama boutique to open in Mercato late 2014 |
| The News-Press | Live music and tasty treats in Naples | 7/30/14 | Sharon Kenny Taste column features great music options at Fred's and Alto |
| The News-Press | Ask JLB: When in Naples, eat pizza | 7/30/14 | Ask Jean Le Boeuf column (dining critic) - JLB recommends where to get great pizza in Naples |
| Naples Florida Weekly | It's growing season at the garden | 7/31/14 | Latest improvements at Naples Botanical Garden |
| The News-Press | Study blames panthers for lost calves | 8/1/14 | AP story |
| Naples Daily News | Going Green: Gov. Scott announced \$20 million for CREW preservation | 8/6/14 | Funds to be spent on conservation land to protect CREW, Corkscrew Swamp Sanctuary |
| Naples Daily News | Rare bonefish make appearance in local water | 8/6/14 | Angler catches two bonefish - prized gamefish not normally seen in Naples area |
| Marco Eagle | What do you see when you see Marco? | 8/6/14 | Marco Island Center for the Arts challenged local artists to produce work with their image of Marco Island - on Display |
| The News-Press | Everglades paddling route open to the public | 8/8/14 | Big Cypress re-opens Turner River for paddling |
| The News-Press | Get to know the new Everglades Wonder Gardens | 8/8/14 | Update at 1-year anniversary of re-opening |

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|------------------------------|---|---------|---|
| | | | |
| Marco Eagle | Which Marco beach is right for you? | 8/11/14 | CVB contributed info |
| Naples Daily News | East Collier habitat plan in the works, so are plans for new town of Big Cypress | 8/11/14 | |
| Naples Daily News | Man sailing FL's Gulf Coast in homemade boat | 8/11/14 | A real character seeks the spirit of Tom Sawyer in the Ten Thousand Islands |
| The News-Press | Soliday named 2014 Florida Aviation Professional of the Year | 8/13/14 | |
| The News-Press | Iconic restaurants in Naples getting demolished | 8/14/14 | Joe's Crab Shack, St. George & the Dragon to be torn down |
| Marco Island Sun Times | Man and beast co-exist well on the islands of SWFL | 8/14/14 | Sea turtle nesting |
| The News-Press | Shark tourism an iffy proposition | 8/12/14 | |
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| | | | |
| Marco Eagle | Marco Island Fish Co. replaces Capt. Brien's | 8/18/14 | New identity for popular Marco Island restaurant |
| | | | |
| North Port magazine | Traveling With a Purpose - Conserving, Maintaining and Understanding Eco-Friendly Travels (Pages 26-30) | 9/1/14 | Article on FL SEE annual meeting, ecotrail in general-quotes J. Modys |
| | | | |
| National | | | |
| Fort Lauderdale Sun-Sentinel | Hot Vacations Travel Guide | 6/12/14 | CVB provided extensive information, assistance; CVB quote summertime tip |
| Mini Time | Insider guide: Florida's West Coast: Things to do with kids | 6/27/14 | CVB Contact, LHA-arranged FAM, 4th story posted |
| CNN | Fifty states natural wonders | 7/1/14 | LHA Pitch, assistance |
| New York Times | A Century-Old Landmark of the Everglades Confronts the Possible End of the Road | 7/6/14 | Smallwood Store legal battle over road |
| | | | |

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|-------------------------------------|--|---------|--|
| CNN Travel | 10 secret beaches worth discovering | 7/11/14 | CVB assisted CNN writer with facts, info |
| VisitFlorida.com | Five top spots for birding in Florida | 7/17/14 | Everglades N.P. included |
| VisitFlorida.com | Sunset celebration on Marco Island | 7/18/14 | Kara Franker, VF Insider FAM visit |
| USA Today 10Best | Naples Zoo near downtown: Historic attraction with modern day mission | 7/20/14 | Zoo feature by 10Best SWFL writer |
| Facebook - LorenzoTheCat | I don't like this---the mom lady's been flirting with a serval cat at Naples Zoo at Caribbean Gardens. I'm going to go pee on her shoes right now. | 7/26/14 | CVB-arranged behind-the-scenes FAM visit to photograph serval kittens |
| Facebook - Joann Biondi | Somebody was p****ed when he saw these photos - Serval kittens at Naples Zoo with JoNell | 7/26/14 | LorenzoTheCat's photographer visits serval kittens at Naples Zoo |
| IAGTO News | CME Group Tour Championship Tickets on Sale | 7/29/14 | Release mentions CME Group Titleholders event in Naples |
| Wall Street Journal | Princess Cruises debuts Chocolate Journeys in conjunction with world-renowned chocolatier Norman Love | 7/30/14 | WSJ! |
| Wall Street Journal | 150,000 Burmese pythons in the Everglades. Nothing to be afraid of | 7/30/14 | Update and correction to a previous 7/16 story on rock pythons. Oh, boy. |
| Facebook - Riney Ranch | Coastal Everglades only place in world to find dolphins, manatees, sea turtles, sharks, alligators and crocodiles in same waters | 7/30/14 | Post from Justin Riney's Everglades Expedition |
| Associated Press | AP Exclusive: Study blames lost calves on panthers | 7/31/14 | AP exclusive |
| Tallahassee Democrat | Study blames lost calves on panthers | 8/2/14 | AP story |
| | | | |
| Ft. Lauderdale Local Reviews (Blog) | Red Rooster Restaurant - Best breakfast on Marco Island | 8/3/14 | Great review for Marco Island restaurant |

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|-----------------------------|--|---------|--|
| Facebook - LorenzoTheCat | Her name is Cleo and she's a serval kitten who lives at the Naples Zoo. I'd like to go lick her ears | 8/3/14 | CVB arranged behind-the-scenes photo op. Photo/post has 5,814 Likes and 540 Shares. Naples Zoo tagged in post. |
| Yahoo! News | Massive red tide bloom washing off Gulf of Mexico coast | 8/7/14 | Monitoring coverage - bloom is in northern Gulf down to about Tampa area |
| VisitFlorida.org | Red Tide Information Q&A | 8/7/14 | Answers to questions about red tide |
| Naples Daily News | Stats on Sports & Stripes: A look at the numbers behind the Naples Zoo | 8/8/14 | Friday cover feature for In The 239 section |
| The News-Press | A day in the (wild) life: Inside the Big Cypress | 8/10/14 | Feature follow Big Cypress panther biologist |
| FamilyVacationCritic.com | 10 museums for special needs kids | 8/14/14 | |
| Safe Choice Security News | Marco Island #4 safest city in FL | 8/16/14 | |
| WINK TV | East Naples firefighter competing in national cooking contest | 8/20/14 | |
| Naples Daily News | Marco Island vacation home remodeled for HGTV show | 8/22/14 | |
| Tourist Destinations (Blog) | Marco Island, Florida - Travel Guide | 9/3/14 | Very positive blog post with photos |
| Naples Daily News | Novelist Randy Wayne White rivets audience with fact/fiction tales | 9/3/14 | Marco Island booksigning |
| Naples Florida Weekly | Reefs will boost diving fishing ecotourism | 9/4/14 | |
| Montreal Gazette | Rochelle Lash's Checking In: Many ways to enjoy Naples Grande | 9/13/14 | April FAM coordinated by CVB |

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|------------------------|---|---------|------------------------------|
| Vancouver Sun (Canada) | Rochelle Lash's Checking In: Many ways to enjoy Naples Grande | 9/16/14 | April FAM coordinated by CVB |
| Edmonton Sun (Canada) | Rochelle Lash's Checking In: Many ways to enjoy Naples Grande | 9/16/14 | April FAM coordinated by CVB |
| Calgary Sun (Canada) | Rochelle Lash's Checking In: Many ways to enjoy Naples Grande | 9/16/14 | April FAM coordinated by CVB |
| Meetings South | Major changes for Naples meetings resort | 9/17/14 | Naples Grande press release |
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Naples, Marco Island, Everglades CVB

Call Summary by Toll Free Number

For the month of August 2014

| <u>Toll Free Number</u> | <u># of Calls</u> | <u>Minutes</u> |
|----------------------------------|-------------------|----------------------|
| 800-2ESCAPE (800-237-2273) | 3 | 10.87 |
| PR-Editorial (800-688-3600) | 28 | 98.32 |
| Film Commission (800-349-5770) | 0 | 0.00 |
| International (239-225-1013) | 3 | 7.73 |
| Storm Information (800-785-8252) | 0 | 0.00 |
| Meeting Planner (800-830-1760) | 0 | 0.00 |
| Naples #1 (800-455-2604) | 0 | 0.00 |
| Travel Agent (888-409-1403) | 0 | 0.00 |
| Sports Council (800-342-3110) | 0 | 0.00 |
| <u>Grand Total:</u> | <u>34</u> | <u>116.92</u> |

Naples, Marco Island, Everglades CVB

Inquiry Summary by Purpose

For the month of August 2014

| <u>Purpose</u> | <u>Calls/Request</u> | <u>Minutes</u> |
|----------------------------|----------------------|----------------------|
| Live Information | 15 | 45.88 |
| Special Fulfillment | 3 | 15.13 |
| Guide Request | 566 | 85.53 |
| CVB Office Referral | 2 | 4.37 |
| Hang up | 0 | 0.00 |
| Wrong Number | 0 | 0.00 |
| eNewsletter Signup | 270 | 0.63 |
| Golf E-blast | 0 | 0.00 |
| Meeting Planner | 0 | 0.00 |
| <u>Grand Total:</u> | <u>856</u> | <u>151.55</u> |

Naples, Marco Island, Everglades CVB

Guide Request Summary by Guide

For the month of August 2014

| <u>Guide</u> | <u># of Requests</u> | <u>Quantity</u> |
|-----------------------------|----------------------|--------------------|
| Rack Brochure (Portuguese) | 3 | 3 |
| Rack Brochure (Spanish) | 2 | 2 |
| Visitor's Guide (English) | 562 | 2988 |
| Visitor's Guide (German) | 4 | 4 |
| <u>Grand Total:</u> | <u>571</u> | <u>2997</u> |
| Unigue requests for guides: | 566 | |

Naples, Marco Island, Everglades CVB**Guide Request Summary by Source**

For the month of August 2014

| <u>Source</u> | <u>Current Year</u> | | | <u>Last Year</u> | | |
|---------------------------------|---------------------|----------------------|--------------|-------------------|-----------------|--------------|
| | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> |
| Group Markets | 11 | 888 | 6.17% | 0 | 0 | 0.00% |
| Leisure Markets | 480 | 11,643 | 80.90% | 418 | 0 | 0.00% |
| Meeting Planners | 0 | 102 | 0.71% | 0 | 0 | 0.00% |
| Miscellaneous | 11 | 232 | 1.61% | 9 | 0 | 0.00% |
| Niche Markets | 64 | 1,527 | 10.61% | 348 | 0 | 0.00% |
| Spring/Summer In-State Campaign | 0 | 0 | 0.00% | 0 | 0 | 0.00% |
| <u>Grand Total:</u> | <u>566</u> | <u>14,392</u> | | <u>775</u> | <u>0</u> | |

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Group Markets

For the month of August 2014

| <u>Media</u> | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u> |
|---|----------------------|------------|---------------|
| Group Business - Association Meetings Professional | | | |
| Connect Meetings Magazine January/February 2014 | 0 | 10 | 33.33% |
| Connect Meetings Magazine March/April 2014 | 0 | 10 | 33.33% |
| Connect Meetings Magazine May/June 2014 | 0 | 10 | 33.33% |
| Group Business - Association Meetings Professional | 0 | 30 | 3.38% |
| Group Business - Corporate Meetings Professional | | | |
| Collaborate Meetings Magazine August/September 2013 | 0 | 10 | 34.48% |
| Collaborate Meetings Magazine February/March 2014 | 0 | 10 | 34.48% |
| Collaborate Meetings Magazine June/July 2014 | 0 | 9 | 31.03% |
| Group Business - Corporate Meetings Professional | 0 | 29 | 3.27% |
| Group Markets (Bridal/Honeymoon) | | | |
| Bridal Guide January/February 2014 | 1 | 134 | 16.16% |
| Bridal Guide March/April 2014 | 10 | 543 | 65.50% |
| Bridal Guide November/December 2013 | 0 | 145 | 17.49% |
| Destination Weddings & Honeymoon December 2013 | 0 | 7 | 0.84% |
| Group Markets (Bridal/Honeymoon) | 11 | 829 | 93.36% |
| Grand Total: | 11 | 888 | |

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Leisure Markets

For the month of August 2014

| <u>Media</u> | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u> | |
|---|-----------------------|-------------|---------------|--------|
| Consumer Directories | | | | |
| 2010 Naples, Marco Island & the Everglades Visitors Guide | 1 | 1 | 0.05% | |
| 2010 Visit Florida Magazine | 0 | 2 | 0.09% | |
| 2011 Naples, Marco Island & the Everglades Visitors Guide | 0 | 1 | 0.05% | |
| 2013 Florida Insider Guide - Quick Check | 0 | 14 | 0.64% | |
| 2013 Visit Florida Magazine - Quick Check | 1 | 1000 | 45.81% | |
| 2013 Visit Florida Magazine - Specific Target | 2 | 735 | 33.67% | |
| 2014 Visit Florida Magazine - Quick Check | 119 | 304 | 13.93% | |
| 2014 Visit Florida Magazine - Specific Target | 47 | 126 | 5.77% | |
| Consumer Directories | 170 | 2183 | 18.75% | |
| Consumer E-Marketing | | | | |
| DestinationBrochures.com | 4 | 26 | 0.57% | |
| Other/Unknown | 1 | 5 | 0.11% | |
| ParadiseCoast.com | 303 | 4560 | 99.28% | |
| | Miles Media Imports | 298 | 4496 | 97.89% |
| | Phone | 4 | 36 | 0.78% |
| | Interactive Text Chat | 1 | 28 | 0.61% |
| VisitFlorida.com | 0 | 1 | 0.02% | |
| WeatherBug.com | 0 | 1 | 0.02% | |
| Consumer E-Marketing | 308 | 4593 | 39.45% | |
| Consumer Magazines | | | | |
| AAA Florida TourBook 2009 Edition | 0 | 3 | 7.50% | |
| Conde Nast Traveler April 2014 | 0 | 9 | 22.50% | |
| Florida Travel & Life May/June 2011 | 0 | 1 | 2.50% | |
| Other/Unknown | 2 | 22 | 55.00% | |
| Southern Living January 2012 | 0 | 5 | 12.50% | |
| Consumer Magazines | 2 | 40 | 0.34% | |
| Consumer Newspaper | | | | |
| Other/Unknown | 0 | 3 | 0.06% | |
| Visit Florida In-State Insert Fall 2013 | 0 | 3128 | 64.80% | |
| Visit Florida In-State Insert June 2014 | 0 | 641 | 13.28% | |
| Visit Florida In-State Insert March 2014 | 0 | 1055 | 21.86% | |

Naples, Marco Island, Everglades CVB

Request Summary by Leisure Markets

For the month of August 2014

| <u>Media</u> | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u> |
|---------------------|----------------------|--------------|--------------|
| Consumer Newspaper | 0 | 4827 | 41.46% |
| Grand Total: | 480 | 11643 | |

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Meeting Planners

For the month of August 2014

| <u>Media</u> | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u> |
|---------------------------------------|----------------------|------------|--------------|
| Collinson's Meeting Webinar July 2014 | 0 | 88 | 86.27% |
| ParadiseCoast.com/Meetings | 0 | 14 | 13.73% |
| Grand Total: | 0 | 102 | |

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Request Summary by Miscellaneous**

For the month of August 2014

| <u>Media</u> | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u> |
|-----------------------------------|-----------------------------|-------------------|---------------------|
| CVB Bulk Mail Request | 2 | 42 | 19.27% |
| CVB Office | 0 | 19 | 8.72% |
| Friend/Relative | 2 | 21 | 9.63% |
| Other/Unknown | 7 | 135 | 61.93% |
| VisitFlorida.com | 0 | 1 | 0.46% |
| | 11 | 218 | 93.97% |
| Consumer E-Marketing | | | |
| Other/Unknown | 0 | 2 | 33.33% |
| VisitFlorida.com | 0 | 4 | 66.67% |
| Consumer E-Marketing | 0 | 6 | 2.59% |
| Consumer Magazines | | | |
| AAA Florida TourBook 2009 Edition | 0 | 1 | 100.00% |
| Consumer Magazines | 0 | 1 | 0.43% |
| Other/Unknown | 0 | 1 | 14.29% |
| TCTIA FAM October 2011 | 0 | 6 | 85.71% |
| Travel Agent | 0 | 7 | 3.02% |
| Grand Total: | 11 | 232 | |

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

Request Summary by Niche Markets

For the month of August 2014

| <u>Media</u> | <u># of Requests</u> | <u>YTD</u> | <u>% YTD</u> |
|---|----------------------|-------------|---------------|
| Niche Markets (Bridal/Honeymoon) | | | |
| Bridal Guide (Added Value) July/August 2013 | 0 | 23 | 3.96% |
| Bridal Guide (Added Value) May/June 2013 | 0 | 19 | 3.27% |
| Bridal Guide March/April 2013 | 0 | 46 | 7.92% |
| Bridal Guide November/December 2013 | 0 | 308 | 53.01% |
| Bridal Guide September/October 2013 | 1 | 185 | 31.84% |
| Niche Markets (Bridal/Honeymoon) | 1 | 581 | 38.05% |
| Niche Markets (ECO) | | | |
| Audubon (Added Value) May/June 2014 | 19 | 288 | 30.54% |
| Audubon July/August 2014 | 36 | 191 | 20.25% |
| Audubon March/April 2014 | 8 | 464 | 49.20% |
| Niche Markets (ECO) | 63 | 943 | 61.76% |
| Niche Markets (Senior) | | | |
| AAA Going Places South May/June 2011 | 0 | 3 | 100.00% |
| Niche Markets (Senior) | 0 | 3 | 0.20% |
| Grand Total: | 64 | 1527 | |

*YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Guide Request Summary by State**

For the month of August 2014

| <u>State</u> | <u>Current Year</u> | | | <u>Last Year</u> | | |
|----------------|---------------------|------------|--------------|------------------|------------|--------------|
| | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> |
| Florida | 99 | 6,034 | 44.73% | 82 | 4,921 | 28.78% |
| New York | 28 | 622 | 4.61% | 41 | 1,135 | 6.64% |
| Ohio | 31 | 506 | 3.75% | 50 | 615 | 3.60% |
| Illinois | 35 | 505 | 3.74% | 41 | 945 | 5.53% |
| Pennsylvania | 28 | 501 | 3.71% | 34 | 961 | 5.62% |
| Michigan | 17 | 346 | 2.56% | 31 | 431 | 2.52% |
| New Jersey | 21 | 340 | 2.52% | 24 | 553 | 3.23% |
| Wisconsin | 15 | 309 | 2.29% | 19 | 280 | 1.64% |
| Indiana | 11 | 280 | 2.08% | 24 | 313 | 1.83% |
| California | 14 | 270 | 2.00% | 32 | 508 | 2.97% |
| Minnesota | 15 | 270 | 2.00% | 10 | 255 | 1.49% |
| Texas | 16 | 253 | 1.88% | 42 | 510 | 2.98% |
| Georgia | 12 | 242 | 1.79% | 28 | 684 | 4.00% |
| Massachusetts | 15 | 232 | 1.72% | 10 | 386 | 2.26% |
| North Carolina | 18 | 224 | 1.66% | 28 | 361 | 2.11% |
| Missouri | 10 | 213 | 1.58% | 21 | 288 | 1.68% |
| Maryland | 11 | 200 | 1.48% | 16 | 228 | 1.33% |
| Virginia | 8 | 192 | 1.42% | 20 | 311 | 1.82% |
| Tennessee | 8 | 164 | 1.22% | 13 | 451 | 2.64% |
| Connecticut | 8 | 143 | 1.06% | 9 | 203 | 1.19% |
| Kentucky | 12 | 134 | 0.99% | 10 | 219 | 1.28% |
| Alabama | 6 | 129 | 0.96% | 17 | 385 | 2.25% |
| South Carolina | 10 | 126 | 0.93% | 24 | 353 | 2.06% |
| Iowa | 5 | 121 | 0.90% | 10 | 139 | 0.81% |
| Colorado | 7 | 99 | 0.73% | 4 | 150 | 0.88% |
| Washington | 5 | 96 | 0.71% | 11 | 111 | 0.65% |
| Louisiana | 5 | 77 | 0.57% | 8 | 153 | 0.89% |
| Arizona | 2 | 71 | 0.53% | 4 | 126 | 0.74% |
| Kansas | 4 | 71 | 0.53% | 7 | 97 | 0.57% |

Naples, Marco Island, Everglades CVB**Guide Request Summary by State**

For the month of August 2014

| State | Current Year | | | Last Year | | |
|----------------------|---------------------|---------------|--------------|------------------|---------------|--------------|
| | Month | YTD | % YTD | Month | YTD | % YTD |
| Mississippi | 3 | 65 | 0.48% | 7 | 106 | 0.62% |
| Arkansas | 5 | 60 | 0.44% | 5 | 93 | 0.54% |
| Oklahoma | 1 | 59 | 0.44% | 2 | 97 | 0.57% |
| Nebraska | 3 | 56 | 0.42% | 5 | 45 | 0.26% |
| New Hampshire | 3 | 56 | 0.42% | 4 | 47 | 0.27% |
| Oregon | 3 | 53 | 0.39% | 5 | 91 | 0.53% |
| Rhode Island | 0 | 49 | 0.36% | 3 | 39 | 0.23% |
| Maine | 1 | 47 | 0.35% | 5 | 50 | 0.29% |
| West Virginia | 3 | 42 | 0.31% | 7 | 72 | 0.42% |
| Delaware | 1 | 34 | 0.25% | 2 | 42 | 0.25% |
| Nevada | 4 | 26 | 0.19% | 6 | 61 | 0.36% |
| New Mexico | 1 | 22 | 0.16% | 2 | 36 | 0.21% |
| South Dakota | 4 | 21 | 0.16% | 1 | 24 | 0.14% |
| North Dakota | 0 | 19 | 0.14% | 3 | 21 | 0.12% |
| Puerto Rico | 1 | 19 | 0.14% | 2 | 24 | 0.14% |
| District of Columbia | 0 | 16 | 0.12% | 1 | 32 | 0.19% |
| Utah | 1 | 16 | 0.12% | 2 | 23 | 0.13% |
| Idaho | 0 | 13 | 0.10% | 4 | 32 | 0.19% |
| Vermont | 0 | 13 | 0.10% | 6 | 24 | 0.14% |
| Hawaii | 0 | 12 | 0.09% | 0 | 18 | 0.11% |
| Montana | 0 | 9 | 0.07% | 0 | 22 | 0.13% |
| Alaska | 0 | 6 | 0.04% | 0 | 10 | 0.06% |
| Wyoming | 0 | 5 | 0.04% | 0 | 15 | 0.09% |
| Armed Forces | 1 | 3 | 0.02% | 0 | 1 | 0.01% |
| Virgin Island | 0 | 0 | 0.00% | 0 | 2 | 0.01% |
| Grand Total: | 511 | 13,491 | | 742 | 17,099 | |

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Guide Request Summary by Country**

For the month of August 2014

| <u>Country</u> | <u>Current Year</u> | | | <u>Last Year</u> | | |
|-----------------------|---------------------|------------|--------------|------------------|------------|--------------|
| | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> |
| USA | 511 | 13,491 | 93.74% | 742 | 17,099 | 96.71% |
| Canada | 20 | 389 | 2.70% | 12 | 238 | 1.35% |
| United Kingdom | 13 | 175 | 1.22% | 3 | 65 | 0.37% |
| Germany | 3 | 59 | 0.41% | 2 | 31 | 0.18% |
| Brazil | 2 | 37 | 0.26% | 2 | 55 | 0.31% |
| No Address Given | 4 | 32 | 0.22% | 1 | 57 | 0.32% |
| France | 0 | 21 | 0.15% | 1 | 21 | 0.12% |
| Netherlands | 4 | 17 | 0.12% | 0 | 13 | 0.07% |
| Belgium | 0 | 14 | 0.10% | 0 | 7 | 0.04% |
| Denmark | 2 | 14 | 0.10% | 1 | 1 | 0.01% |
| Sweden | 1 | 14 | 0.10% | 2 | 4 | 0.02% |
| Italy | 2 | 10 | 0.07% | 3 | 9 | 0.05% |
| Spain | 1 | 10 | 0.07% | 0 | 3 | 0.02% |
| Ireland | 1 | 9 | 0.06% | 1 | 7 | 0.04% |
| Pakistan | 0 | 8 | 0.06% | 1 | 4 | 0.02% |
| Argentina | 0 | 7 | 0.05% | 0 | 7 | 0.04% |
| Switzerland | 1 | 7 | 0.05% | 0 | 0 | 0.00% |
| Indonesia | 0 | 6 | 0.04% | 1 | 2 | 0.01% |
| Australia | 0 | 5 | 0.03% | 0 | 0 | 0.00% |
| India | 0 | 5 | 0.03% | 0 | 3 | 0.02% |
| Morocco | 0 | 5 | 0.03% | 0 | 0 | 0.00% |
| Turkey | 0 | 5 | 0.03% | 0 | 0 | 0.00% |
| Algeria | 0 | 4 | 0.03% | 0 | 5 | 0.03% |
| Norway | 0 | 4 | 0.03% | 1 | 2 | 0.01% |
| Poland | 0 | 3 | 0.02% | 0 | 3 | 0.02% |
| Russia | 0 | 3 | 0.02% | 1 | 8 | 0.05% |
| Serbia And Montenegro | 1 | 3 | 0.02% | 0 | 0 | 0.00% |
| Taiwan | 0 | 3 | 0.02% | 0 | 0 | 0.00% |
| Israel | 0 | 2 | 0.01% | 0 | 0 | 0.00% |
| Mexico | 0 | 2 | 0.01% | 0 | 10 | 0.06% |
| New Zealand | 0 | 2 | 0.01% | 0 | 1 | 0.01% |

Naples, Marco Island, Everglades CVB

Guide Request Summary by Country

For the month of August 2014

| <u>Country</u> | <u>Current Year</u> | | | <u>Last Year</u> | | |
|--------------------|---------------------|------------|--------------|------------------|------------|--------------|
| | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> |
| Uruguay | 0 | 2 | 0.01% | 0 | 0 | 0.00% |
| Austria | 0 | 1 | 0.01% | 0 | 2 | 0.01% |
| Bulgaria | 0 | 1 | 0.01% | 1 | 1 | 0.01% |
| Cayman Islands | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Czech Republic | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Estonia | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| French Polynesia | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Hungary | 0 | 1 | 0.01% | 0 | 1 | 0.01% |
| Iran | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Japan | 0 | 1 | 0.01% | 0 | 2 | 0.01% |
| Lithuania | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Luxembourg | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Malaysia | 0 | 1 | 0.01% | 0 | 1 | 0.01% |
| Martinique | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Philippines | 0 | 1 | 0.01% | 0 | 1 | 0.01% |
| Portugal | 0 | 1 | 0.01% | 0 | 6 | 0.03% |
| Romania | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Russian Federation | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Saudi Arabia | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Serbia | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Slovenia | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| South Africa | 0 | 1 | 0.01% | 0 | 2 | 0.01% |
| Sri Lanka | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Thailand | 0 | 1 | 0.01% | 0 | 0 | 0.00% |
| Ukraine | 0 | 1 | 0.01% | 0 | 3 | 0.02% |
| Bermuda | 0 | 0 | 0.00% | 0 | 1 | 0.01% |
| Chile | 0 | 0 | 0.00% | 0 | 1 | 0.01% |
| Greece | 0 | 0 | 0.00% | 0 | 1 | 0.01% |
| Iraq | 0 | 0 | 0.00% | 0 | 1 | 0.01% |
| Nigeria | 0 | 0 | 0.00% | 0 | 1 | 0.01% |
| Pitcairn Islands | 0 | 0 | 0.00% | 0 | 1 | 0.01% |

Naples, Marco Island, Everglades CVB**Guide Request Summary by Country**

For the month of August 2014

| <u>Country</u> | <u>Month</u> | <u>Current Year</u> | | <u>% YTD</u> | <u>Month</u> | <u>Last Year</u> | | <u>% YTD</u> |
|---------------------|--------------|---------------------|--|--------------|--------------|------------------|--|--------------|
| | | <u>YTD</u> | | | | <u>YTD</u> | | |
| Slovakia | 0 | 0 | | 0.00% | 0 | 1 | | 0.01% |
| Grand Total: | 566 | 14,392 | | | 775 | 17,681 | | |

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB**Special Fulfillment Requests by Category**

For the month of August 2014

| <u>Media</u> | <u>Month</u> | <u>YTD</u> | <u>% YTD</u> |
|-------------------------------------|--------------|--------------|--------------|
| Golf Guide | | | |
| Niche Markets | | | |
| Play Florida Golf 2013 | 0 | 429 | 5% |
| Play Florida Golf 2014 | 0 | 6,733 | 84% |
| Golf Guide | 0 | 7,162 | 89% |
| Meeting Planners | | | |
| Eventeract Tradeshow May 2014 | 0 | 519 | 6% |
| GAP | 3 | 7 | 0% |
| Meeting Planner Kit Fulfillment | 0 | 8 | 0% |
| Meeting Planner Non-Kit Fulfillment | 0 | 2 | 0% |
| NY RSVP February 2014 | 0 | 23 | 0% |
| PA RSVP February 2014 | 0 | 3 | 0% |
| Sales Mission | 0 | 320 | 4% |
| Meeting Planners | 3 | 882 | 11% |
| Travel Agents | | | |
| Other/Unknown | 0 | 1 | 0% |
| Travel Agents | 0 | 1 | 0% |
| Grand Total: | 3 | 8,045 | |

* YTD = Fiscal Year to Date

Naples, Marco Island, Everglades CVB

ParadiseCoast.com Guide Request Summary by Source

For the month of August 2014

| <u>Source</u> | <u># of Requests</u> |
|----------------------------|----------------------|
| No Response | 115 |
| Banner Ad | 8 |
| Direct Mail | 1 |
| Friend | 7 |
| Magazine | 7 |
| Newspaper | 1 |
| Other | 26 |
| Search Engine | 137 |
| TV | 1 |
| <u>Grand Total:</u> | <u>303</u> |

| Publication | October 2012 | October 2013 | November 2012 | November 2013 | December 2012 | December 2013 | January 2013 | January 2014 | February 2013 | February 2014 | March 2013 | March 2014 | April 2013 | April 2014 | May 2013 | May 2014 | June 2013 | June 2014 | July 2013 | July 2014 | August 2013 | August 2014 | September 2013 | September 2014 | Total 2012/2013 | Total 2013/2014 |
|---|--------------|--------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|--------------|------------|--------------|--------------|--------------|------------|------------|------------|--------------|--------------|-------------|-------------|----------------|----------------|-----------------|-----------------|
| Guide Request | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Leisure Markets | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Consumer Magazines | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AAA Florida TourBook 2009 Edition | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 0 | 6 | 3 |
| Conde Nast Traveler April 2014 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 0 | 3 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 |
| Conde Nast Traveler February 2013 | 0 | 0 | 0 | 0 | 0 | 0 | 143 | 0 | 414 | 0 | 106 | 0 | 60 | 0 | 47 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 770 | 0 |
| Conde Nast Traveler May 2013 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 579 | 0 | 133 | 0 | 61 | 0 | 23 | 0 | 1 | 0 | 798 | 0 |
| Florida Travel & Life May/June 2011 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Florida Travel & Life May/June 2012 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 |
| Other/Unknown | 5 | 3 | 3 | 3 | 2 | 1 | 11 | 8 | 7 | 0 | 7 | 0 | 2 | 1 | 5 | 1 | 2 | 3 | 2 | 0 | 1 | 2 | 4 | 0 | 51 | 22 |
| Southern Living January 2012 | 17 | 2 | 9 | 3 | 17 | 0 | 9 | 0 | 11 | 0 | 11 | 0 | 3 | 0 | 3 | 0 | 3 | 0 | 0 | 0 | 5 | 0 | 0 | 0 | 88 | 5 |
| Southern Living Travel Florida 2012-2013 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,197 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,197 | 0 |
| Sub Total for Consumer Magazines | 24 | 5 | 13 | 7 | 19 | 1 | 163 | 8 | 432 | 0 | 127 | 1 | 1,263 | 7 | 634 | 5 | 138 | 4 | 65 | 0 | 29 | 2 | 6 | 0 | 2,913 | 40 |
| Consumer Directories | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2010 Naples, Marco Island & the Everglades Visitors Guide | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 |
| 2010 Visit Florida Magazine | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 6 | 2 |
| 2011 Florida Insider Guide - Quick Check | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 |
| 2011 Florida Insider Guide - Specific Target | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| 2011 Naples, Marco Island & the Everglades Visitors Guide | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 1 |
| 2012 Florida Insider Guide - Quick Check | 1 | 0 | 2 | 0 | 4 | 0 | 8 | 0 | 3 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 22 | 0 |
| 2012 Florida Insider Guide - Specific Target | 6 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 4 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | 0 |
| 2012 Visit Florida Magazine - Quick Check | 72 | 0 | 77 | 0 | 114 | 0 | 104 | 0 | 79 | 0 | 27 | 0 | 12 | 0 | 8 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 496 | 0 |
| 2012 Visit Florida Magazine - Specific Target | 38 | 0 | 51 | 0 | 56 | 0 | 41 | 0 | 29 | 0 | 12 | 0 | 13 | 0 | 5 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 245 | 0 |
| 2013 Florida Insider Guide - Quick Check | 0 | 2 | 0 | 1 | 0 | 4 | 0 | 2 | 0 | 2 | 6 | 1 | 1 | 2 | 2 | 0 | 1 | 0 | 4 | 0 | 2 | 0 | 1 | 0 | 17 | 14 |
| 2013 Visit Florida Magazine - Quick Check | 0 | 112 | 0 | 86 | 0 | 86 | 0 | 100 | 0 | 160 | 272 | 116 | 187 | 116 | 172 | 54 | 136 | 168 | 145 | 1 | 120 | 1 | 52 | 0 | 1,084 | 1,000 |
| 2013 Visit Florida Magazine - Specific Target | 0 | 60 | 0 | 46 | 0 | 84 | 0 | 115 | 0 | 112 | 188 | 88 | 114 | 80 | 107 | 43 | 103 | 105 | 95 | 0 | 81 | 2 | 42 | 0 | 730 | 735 |
| 2014 Visit Florida Magazine - Quick Check | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 15 | 0 | 13 | 0 | 8 | 0 | 16 | 0 | 34 | 0 | 92 | 0 | 119 | 0 | 0 | 0 | 304 |
| 2014 Visit Florida Magazine - Specific Target | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 9 | 0 | 12 | 0 | 11 | 0 | 5 | 0 | 15 | 0 | 25 | 0 | 47 | 0 | 0 | 0 | 126 |
| Sub Total for Consumer Directories | 120 | 174 | 131 | 134 | 175 | 174 | 157 | 226 | 116 | 299 | 511 | 231 | 329 | 217 | 294 | 118 | 244 | 322 | 246 | 118 | 204 | 170 | 95 | 0 | 2,622 | 2,183 |
| Consumer E-Marketing | | | | | | | | | | | | | | | | | | | | | | | | | | |
| DestinationBrochures.com | 1 | 3 | 1 | 4 | 0 | 3 | 11 | 2 | 12 | 3 | 6 | 3 | 3 | 1 | 6 | 1 | 3 | 1 | 3 | 1 | 3 | 4 | 2 | 0 | 51 | 26 |
| Other/Unknown | 0 | 0 | 1 | 0 | 1 | 1 | 4 | 0 | 2 | 0 | 2 | 0 | 4 | 1 | 0 | 2 | 5 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 21 | 5 |
| ParadiseCoast.com | 246 | 349 | 178 | 336 | 125 | 280 | 329 | 500 | 278 | 647 | 268 | 569 | 188 | 464 | 221 | 386 | 142 | 374 | 232 | 353 | 179 | 303 | 273 | 0 | 2,659 | 4,560 |
| ParadiseCoast.com/Getaway Summer TAF | 12 | 0 | 4 | 0 | 12 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 30 | 0 |
| VisitFlorida.com | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 6 | 1 |
| WeatherBug.com | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 |
| Sub Total for Consumer E-Marketing | 259 | 352 | 185 | 340 | 138 | 285 | 344 | 503 | 295 | 650 | 277 | 572 | 195 | 466 | 229 | 389 | 150 | 375 | 235 | 354 | 184 | 308 | 276 | 0 | 2,767 | 4,593 |
| Consumer Newspaper | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other/Unknown | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 2 | 0 | 1 | 1 | 1 | 0 | 1 | 0 | 6 | 3 |
| Visit Florida In-State Insert April 2013 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,542 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,542 | 0 |
| Visit Florida In-State Insert Fall 2013 | 0 | 3,128 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3,128 |
| Visit Florida In-State Insert June 2013 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2,102 | 0 | 0 | 0 | 0 | 0 | 0 | 2,102 |
| Visit Florida In-State Insert June 2014 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 641 | 0 | 0 | 0 | 0 | 0 | 641 |
| Visit Florida In-State Insert March 2014 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,055 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1,055 |
| Visit Florida Out-of-State Insert February 2013 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2,067 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2,067 |
| Sub Total for Consumer Newspaper | 0 | 3,128 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 2,067 | 0 | 0 | 1,057 | 1,543 | 0 | 2 | 0 | 2,103 | 642 | 1 | 0 | 1 | 0 | 5,717 | 4,827 |
| Leisure Markets | 403 | 3,659 | 329 | 481 | 332 | 460 | 665 | 737 | 843 | 949 | 2,982 | 804 | 1,787 | 1,747 | 2,700 | 512 | 534 | 701 | 2,649 | 1,114 | 418 | 480 | 378 | 0 | 14,019 | 11,643 |
| Spring/Summer In-State Campaign | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other/Unknown TV Campaign | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other/Unknown | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| Sub Total for Other/Unknown TV Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| Spring/Summer In-State Campaign | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| Niche Markets | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Niche Markets (Bridal/Honeymoon) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bridal Guide (Added Value) July/August 2013 | 0 | 7 | 0 | 4 | 0 | 4 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 1 | 25 | 1 | 144 | 0 | 106 | 1 | 41 | 0 | 29 | 0 | 345 | 23 |
| Bridal Guide (Added Value) May/June 2013 | 0 | 6 | 0 | 3 | 0 | 3 | 0 | 2 | 0 | 2 | 0 | 3 | 116 | 0 | 117 | 0 | 34 | 0 | 21 | 0 | 10 | 0 | 2 | 0 | 300 | 19 |
| Bridal Guide July/August 2011 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 |
| Bridal Guide March/April 2013 | 0 | 10 | 0 | 5 | 0 | 11 | 133 | 5 | 344 | 10 | 264 | 2 | 113 | 2 | 99 | 1 | 33 | 0 | 21 | 0 | 10 | 0 | 8 | 0 | 1,025 | 46 |
| Bridal Guide November/December 2013 | 0 | 155 | 0 | 85 | 0 | 28 | 0 | 13 | 0 | 16 | 0 | 2 | 0 | 1 | 0 | 3 | 0 | 1 | 0 | 4 | 0 | 0 | 6 | 0 | 6 | 308 |
| Bridal Guide September/October 2013 | 0 | 84 | 0 | 49 | 0 | 23 | 0 | 8 | 0 | 5 | 0 | 6 | 0 | 2 | 0 | 2 | 0 | 1 | 115 | 4 | 287 | 1 | 235 | 0 | 637 | 185 |
| Sub Total for Niche Markets (Bridal/Honeymoon) | 2 | 262 | 0 | 146 | 0 | 69 | 133 | 29 | 344 | 36 | 264 | 14 | 229 | 6 | 241 | 7 | 211 | 2 | 263 | 9 | 348 | 1 | 280 | 0 | 2,315 | 581 |
| Niche Markets (ECO) | </ | | | | | | | | | | | | | | | | | | | | | | | | | |

| Publication | | October 2012 | October 2013 | November 2012 | November 2013 | December 2012 | December 2013 | January 2013 | January 2014 | February 2013 | February 2014 | March 2013 | March 2014 | April 2013 | April 2014 | May 2013 | May 2014 | June 2013 | June 2014 | July 2013 | July 2014 | August 2013 | August 2014 | September 2013 | September 2014 | Total 2012/2013 | Total 2013/2014 | | |
|---|--|--------------|--------------|---------------|---------------|---------------|---------------|--------------|--------------|---------------|---------------|------------|------------|------------|------------|------------|------------|------------|-----------|------------|------------|-------------|-------------|----------------|----------------|-----------------|-----------------|-----------|----|
| National Geographic Traveler May/June 2013 | Niche Markets (ECO) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 195 | 0 | 634 | 0 | 128 | 0 | 65 | 0 | 0 | 0 | 0 | 0 | 0 | 1,022 | 0 | |
| Sub Total for Niche Markets (ECO) | | 26 | 0 | 189 | 0 | 62 | 0 | 259 | 0 | 85 | 0 | 48 | 305 | 219 | 95 | 684 | 221 | 135 | 59 | 68 | 200 | 0 | 63 | 0 | 0 | 1,775 | 943 | | |
| Niche Markets (Senior) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AAA Going Places South May/June 2010 | Niche Markets (Senior) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | |
| AAA Going Places South May/June 2011 | Niche Markets (Senior) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 4 | 3 | |
| Sub Total for Niche Markets (Senior) | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 5 | 3 | | |
| Niche Markets | | 28 | 262 | 189 | 146 | 62 | 69 | 392 | 29 | 432 | 36 | 312 | 319 | 448 | 101 | 926 | 229 | 347 | 62 | 331 | 210 | 348 | 64 | 280 | 0 | 4,095 | 1,527 | | |
| Group Markets | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Group Business - Association Meetings Professional | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Connect Meetings Magazine January/February 2014 | Group Business - Association Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| Connect Meetings Magazine July/August 2013 | Group Business - Association Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 10 | 0 | |
| Connect Meetings Magazine March/April 2014 | Group Business - Association Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| Connect Meetings Magazine May/June 2013 | Group Business - Association Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| Connect Meetings Magazine May/June 2014 | Group Business - Association Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| Sub Total for Group Business - Association Meetings Professional | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 20 | 0 | 10 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 20 | 30 | |
| Group Business - Corporate Meetings Professional | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Collaborate Meetings Magazine April/May 2013 | Group Business - Corporate Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 11 | 0 | 0 | 11 | 0 | |
| Collaborate Meetings Magazine August/September 2013 | Group Business - Corporate Meetings Professional | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| Collaborate Meetings Magazine February/March 2013 | Group Business - Corporate Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| Collaborate Meetings Magazine February/March 2014 | Group Business - Corporate Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | |
| Collaborate Meetings Magazine June/July 2013 | Group Business - Corporate Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 9 | 0 | |
| Collaborate Meetings Magazine June/July 2014 | Group Business - Corporate Meetings Professional | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 0 | 0 | 0 | 9 | |
| Sub Total for Group Business - Corporate Meetings Professional | | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 0 | 0 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | 0 | 20 | 0 | 30 | 29 | |
| Group Markets (Bridal/Honeymoon) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bridal Guide January/February 2014 | Group Markets (Bridal/Honeymoon) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 46 | 0 | 41 | 0 | 20 | 0 | 13 | 0 | 6 | 0 | 3 | 0 | 4 | 0 | 1 | 0 | 0 | 0 | 0 | 134 | |
| Bridal Guide March/April 2014 | Group Markets (Bridal/Honeymoon) | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 29 | 0 | 191 | 0 | 163 | 0 | 95 | 0 | 33 | 0 | 13 | 0 | 9 | 0 | 10 | 0 | 0 | 0 | 0 | 543 | |
| Bridal Guide November/December 2013 | Group Markets (Bridal/Honeymoon) | 0 | 0 | 0 | 4 | 0 | 96 | 0 | 45 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 145 | |
| Destination Weddings & Honeymoon December 2013 | Group Markets (Bridal/Honeymoon) | 0 | 0 | 0 | 1 | 0 | 3 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 7 | |
| Sub Total for Group Markets (Bridal/Honeymoon) | | 0 | 0 | 0 | 5 | 0 | 99 | 0 | 122 | 0 | 232 | 0 | 183 | 0 | 108 | 0 | 40 | 0 | 16 | 0 | 13 | 0 | 11 | 0 | 0 | 0 | 829 | | |
| Group Markets | | 0 | 10 | 0 | 5 | 0 | 99 | 0 | 122 | 0 | 232 | 10 | 183 | 0 | 138 | 0 | 50 | 10 | 16 | 0 | 22 | 0 | 11 | 30 | 0 | 50 | 888 | | |
| Miscellaneous | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| AAA Florida TourBook 2009 Edition | Consumer Magazines | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| Other/Unknown | Consumer Magazines | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | |
| 2010 Naples, Marco Island & the Everglades Visitors Guide | Consumer Directories | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | |
| Other/Unknown | Consumer E-Marketing | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 2 | |
| VisitFlorida.com | Consumer E-Marketing | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 | |
| CVB Bulk Mail Request | Miscellaneous | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 5 | 0 | 6 | 0 | 8 | 0 | 6 | 0 | 8 | 0 | 5 | 0 | 2 | 0 | 0 | 0 | 0 | 42 | |
| CVB Office | Miscellaneous | 1 | 1 | 0 | 1 | 5 | 1 | 5 | 0 | 2 | 0 | 0 | 3 | 0 | 2 | 1 | 7 | 1 | 1 | 0 | 3 | 0 | 0 | 1 | 0 | 0 | 16 | 19 | |
| Friend/Relative | Miscellaneous | 4 | 3 | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 5 | 5 | 1 | 2 | 1 | 2 | 1 | 3 | 1 | 0 | 1 | 2 | 2 | 0 | 0 | 0 | 25 | 21 | |
| Other/Unknown | Miscellaneous | 16 | 13 | 18 | 10 | 6 | 19 | 21 | 23 | 17 | 26 | 16 | 12 | 13 | 8 | 7 | 7 | 7 | 3 | 9 | 7 | 7 | 7 | 2 | 9 | 0 | 144 | 135 | |
| Travel Agent | Miscellaneous | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | |
| VisitFlorida.com | Miscellaneous | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| PREVIOUS VISITOR | PR | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | |
| CVB Office | Travel Agent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| Other/Unknown | Travel Agent | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | |
| TCTIA FAM October 2011 | Travel Agent | 0 | 0 | 1 | 0 | 0 | 1 | 2 | 1 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 6 | 6 | |
| Miscellaneous | | 22 | 18 | 20 | 12 | 14 | 23 | 32 | 27 | 24 | 45 | 24 | 23 | 16 | 21 | 10 | 23 | 10 | 15 | 10 | 15 | 9 | 11 | 13 | 0 | 201 | 232 | | |
| Meeting Planners | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Meeting Planners | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Collinson's Meeting Webinar July 2014 | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88 | 0 | 0 | 0 | 0 | 0 | 0 | 88 | |
| ParadiseCoast.com/Meetings | Meeting Planners | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 1 | 3 | 0 | 3 | 8 | 1 | 2 | 4 | 0 | 0 | 0 | 4 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 15 | 14 |
| Sub Total for Meeting Planners | | 0 | 0 | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Publication | | October 2012 | October 2013 | November 2012 | November 2013 | December 2012 | December 2013 | January 2013 | January 2014 | February 2013 | February 2014 | March 2013 | March 2014 | April 2013 | April 2014 | May 2013 | May 2014 | June 2013 | June 2014 | July 2013 | July 2014 | August 2013 | August 2014 | September 2013 | September 2014 | Total 2012/2013 | Total 2013/2014 | |
|--|--------------------------|-----------------|-----------------|------------------|------------------|------------------|------------------|-----------------|-----------------|------------------|------------------|---------------|---------------|---------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|----------------|----------------|-------------------|-------------------|--------------------|--------------------|---|
| Meeting Planners | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Market Group Fulfillment | Market Group Fulfillment | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 12 | 0 | |
| Atlanta PYM Live March 2013 | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 88 | 0 | |
| Eventeract Tradeshow May 2014 | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 519 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 519 | |
| GAP | Meeting Planners | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 2 | 0 | 3 | 0 | 0 | 3 | 7 | |
| Meeting Planner Kit Fulfillment | Meeting Planners | 6 | 0 | 5 | 0 | 0 | 0 | 7 | 1 | 5 | 3 | 15 | 1 | 5 | 3 | 1 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 47 | 8 | |
| Meeting Planner Non-Kit Fulfillment | Meeting Planners | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 4 | 2 | |
| NY RSVP February 2014 | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 23 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 23 | |
| PA RSVP February 2014 | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | |
| PYM Florida leads Atlanta 2013 | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 26 | 0 | 26 | 0 |
| Sales Mission | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 320 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 320 | |
| Top 50 Planner List | Meeting Planners | 0 | 0 | 0 | 0 | 0 | 0 | 44 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 44 | 0 | |
| Chicago Holiday Showcase 2012 | Post Show Followup | 0 | 0 | 0 | 0 | 48 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 48 | 0 | |
| Meeting Planners | | 7 | 0 | 6 | 0 | 49 | 0 | 52 | 2 | 12 | 349 | 105 | 2 | 6 | 3 | 3 | 519 | 4 | 2 | 0 | 2 | 1 | 3 | 27 | 0 | 272 | 882 | |
| Promotions | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PPD 2011 | Promotions | 3 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | |
| PPG 2011 | Promotions | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | 0 | |
| Promotions | | 4 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 9 | 0 | |
| Travel Agents | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Other/Unknown | Travel Agents | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 1 | |
| Travel Agents | | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 8 | 1 | |
| Total Special Fulfillment Requests: | | 11 | 0 | 7 | 429 | 49 | 0 | 60 | 2 | 510 | 350 | 107 | 6,263 | 7 | 475 | 3 | 519 | 4 | 2 | 0 | 2 | 1 | 3 | 27 | 0 | 786 | 8,045 | |
| Grand Total: | | 464 | 3,949 | 545 | 1,075 | 457 | 651 | 1,149 | 918 | 1,812 | 1,612 | 3,439 | 7,600 | 2,260 | 2,484 | 3,643 | 1,333 | 905 | 796 | 2,994 | 1,452 | 776 | 569 | 728 | 0 | 19,168 | 22,437 | |
| Interactive Text Chat | | 4 | 14 | 6 | 18 | 3 | 10 | 5 | 0 | 2 | 46 | 5 | 41 | 0 | 34 | 6 | 23 | 3 | 19 | 2 | 0 | 5 | 0 | 10 | 0 | 51 | 205 | |