



DIRECTOR'S REPORT- Jack Wert

ADVOCACY ACTIVITIES

Participated in Opportunity Naples project representing the tourism and hospitality industry

BCC Agenda review meetings

TOURISM INDUSTRY ACTIVITIES

Visit Florida medical Tourism's Committee meetings

Collier Lodging & Tourism Alliance Monthly Meeting – Strategic Plan

FADMO Annual Convention to participate in Panel Discussion on destination marketing organizations

Received approval of Strategic Marketing plan for FY 15 from County Commission

Attended DMAP Summit for CDME Graduates in Pittsburgh

Attended Research Focus Groups in Northern New Jersey to test new and existing creative and brand promises.

DMAP Board Conference call and annual convention of DMAI

Presentations in Miami to CFO Conference on Accreditation and IT interaction

PRODUCT DEVELOPMENT

NBC TV Interview on summer visitation results

Media Day for Franklin Templeton Shootout

Met with NBA All Star Golf Tournament group to plan Naples event.

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

ADMINISTRATIVE

Meetings and follow up with contractors for office move

Website enhancement meetings with staff and Miles Media to tweak new German website



SALES DEPARTMENT - Debi DeBenedetto – Claudia Johnson

Industry Relations – Sales

- IMEX – Las Vegas – largest North American Meeting Planner show – 13 appointments and met with 28 planners plus collateral and presentations with Visit Florida to over 100 planners. 4 Rfp's plus 13 more potential and 2 site assist.
- Meetings Focus – New Orleans – 24 meetings with potential Rfp's of 18 with follow up

New Product Development

- Preparation for October and November shows
- Sales Mission Committee appointed and scheduled
- Completed 2015 Rfp enhancement program/changes and budget
- Meeting with Key West Express for Summer Shuttle promotion

Fams/Site Visits

- Completed October 2-5 Priceless Memories Fam 7 attendees
- Continued preparation for our December Encounters in Paradise Fam 17 attendees registered
- Working on Partner support for destination hosting of Successful Meetings University in 2016 for this Rfp opportunity I'm bringing to the destination – Lost due to limited availability in host hotels.
- Several planners were assisted this month with questions and site support and other CVB services per my task report

Requests for Proposal (RFP's) and Booked Business

- Current report dates –Sept. 18 – Oct. 18, 2014
 1. We sent out –15 RFP's and 35 leads to hotel and destination partners – Rfp's total 9202 room nights with potential of \$7.1 million in economic impact.
 2. 1 groups booked definite for 130 room nights and \$ in estimated Economic Impact. \$65,918.00
 3. 4 groups turned to lost business –



- **Staff Support Recognition**

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

Sponsorships & RFP Enhancements

- We had two request for RFP Enhancements this period
- New policies and budget for this program was sent out to all hotels.
- We have 106 open Rfp's pending that hotels need to follow up and report status



PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys

PR/Communications Top Department Initiatives

Pre-production planning, scouting with team from Emeril's Florida – Cooking Channel
Leadership Collier Alumni Association presentation on tourism economic impact's
ripple/multiplier effect on Collier County community – JoNell
Visitor Guide copy, listings edits
eTourism Summit, meetings at Google – Buzzy
Brazilian website development with Miles – Buzzy
Fall For Fun campaign web page – Buzzy
Web updates – Buzzy and JoNell
Social media – Buzzy and Paradise
PR/Communications/Digital Marketing plan development
Develop visiting press itineraries
Florida Outdoor Writers Association annual conference, media marketplace
Florida Governor's Conference, Flagler Awards – JoNell, Buzzy
Write twice monthly Collier Tourism column for Fort Myers News-Press – JoNell
Presentation to Leadership Bonita on tourism - JoNell
Shoot footage for upcoming Adventures In Paradise video on sea turtles
Shoot footage for upcoming Adventures in Paradise video on native wildlife
HSMIA Adrian Awards submissions by local team and LHA
LPGA Golf Contest - Buzzy
Direct and delegate activities for PR agency
PR Assistant job search

News Releases

- CVB Wins Henry for Internet Advertising and 3 silver Flagler Awards
- Updates to all background and recent theme releases
- July tourist tax collection totals, percentages, info released to newspapers
- Translations of releases for ABAV Brazil trade show
- Stone Crab Festival & Season
- FL Panther Festival distributed to area environmental media
- What's New for Fall & 2015 – drafted in hour, release by LHA
- Florida SEE news



Partner/Event meetings, activities

LCF Alumni Association presentation – JoNell
Key West Express team meeting, marketing planning
Marco Murder & Mayhem meeting, marketing planning
Stone Crab Festival meeting, marketing planning
Florida Panther Festival, marketing planning
PR Partner planning/review meeting Sept. 4
Florida Society for Ethical Ecotourism marketing planning meeting
Naples Zoo/Conservancy of SW Florida Press Conference – Panther Partnership

Media in Destination

- Viagem e Turismo – Naples, Marco, Everglades for top Brazilian travel magazine cover story on Florida beyond Orlando and Miami.
- Jessica Sanderson – Marco Island for Modern Day Moms
- Paul Rubio – Everglades Area Tours experience for Departure magazine – KEY INITIATIVE!
- Planning underway for Brazil Press FAM Oct. 23-28
- Planning underway for possible USA press same dates as Brazil, for Stone Crab Fest
- Planning underway for possible November Int'l Examiner visit by Jill Borski, FL Panther Festival and field trips



Digital Marketing- Buzzy Ford

Paradise Coast Website

- Paradise Coast Responsive Design Website, has won Travel Standard of Excellence for the 2014 WebAwards
- Updated Deals section
- Updated Restaurant Listings

Paradise Coast Facebook

- Likes are continuously increasing (13,758)
- Athletes in Paradise increased to 3,578 likes

Google+

- 150 followers / **45,821** views

Instagram

- 137 Followers

Twitter

- Likes and engagement are up

General Digital Activities

- Promoted Local Film Series at Silverspot Theater
- Attended Florida Governors Conference on Tourism
- Ongoing Project: development of Brazilian Website
- Designed "Fall for Fun" Page, featuring the Naples Stone Crab Festival
- LPGA golf contest
- Began construction of Co-op Administration" section of the industry site
- Assisted with constructing of CME Group Tour Championship - Media Day Kits
- Met with Key West Express to explore promotional opportunity
- Ongoing project: redesign of German website
- Assisted Miles Media with collection of Visitor Guide Artwork



- Extended Facebook permission for Destination Arena project
- Designed outdoor office building sign
- Continued "Operation New Conference Room" (design of video conferencing system for new conference room)
- Assisted Partners with website advertising info
- Completed Website Emergency Module
- Updated "meeting deals" section of website
- Update / Create partner website listing pages
- Download and processing of various video files



FILM OFFICE – Maggie McCarty

PRODUCTIONS

- Arhaus – print

National company that sells handcrafted home furnishings shot interiors and exteriors in a private home in Naples. The upscale furniture chain offers its products online, as well as through stores in the United States. Crew of 35, 140 room nights, \$50K spend

Private residence on Gulfshore Boulevard in Naples was chosen as the location for the ARHAUS still shoot



WORKING LEADS

- Twentieth Century Fox - feature

Scouted with producer and art director all over Collier County

This is a major feature with a start date in January 2015. The lack of a tax incentive will influence the possibility of the project being brought to the state but still in consideration with a possible push back for starting date.

- HG Productions – photo shoot

Lily Pulitzer is looking to shoot winter campaign Will scout later this month and possibly partner with local hotel

- Taste of Life Travel – tv segment

Working with production company to arrange a scout/shoot in 2015

- Once Upon a Dream Productions – indie film

Executive producer was scouting area for 2015 project

- NBC/Universal – tv auditions

“America’s Got Talent” is hosting auditions for Southwest Florida in Tampa. Assisted with promoting the event through the film office to local media, etc.



- Discovery Channel – series
For a new series, Lone Target - looking at Pepper Ranch, Big Cypress

Preserve and the Fakahatchee Strand
- SyFy Channel – reality tv series/Fox TV
Not shooting until 2015, series looking for resorts that could potentially look remote and abandoned
- Yowza Fitness – video/commercial
- Foremost Communications – still shoot
Midwest company looking for private home location for outdoor shoot this spring
- SON – indie film *(see following article)*
- Let It Play Prods – indie film
November 2014 tentative start date
- 25 – working title indie film
December 2014 tentative start date
- KCS Prods. – indie film

OPERATIONS

- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
 - 📄 Followed-up with activity worksheets to clients
 - 📄 Recorded data
- Client Management
- -Opened a production file for each inquiry
- Provided content to social media



EVENTS

Attended AFCI Cineposium 2014 in New York City and received official certification.

The Association of Film Commissioners International (AFCI), is the official professional organization for film commissioners who assist film, television, and video production across the globe. The AFCI is a non-profit association whose members serve as city, county, state, regional, provincial, or national film commissioners in their respective governmental jurisdictions. The designation of Certified Film Commissioner is awarded to members who have completed the AFCI training program, signifying achievement of the highest level of accomplishment in the profession. The certification program, designed to be comprehensive and challenging, requires the successful completion of the two fundamental classes and four Master Classes, as well as options including participation in events, mentoring colleagues, and other enriching educational opportunities.



AFCI Graduation, 2014. Certificates presented by AFCI President George David, Royal Film

MEETINGS

Film Florida Marketing Committee

The committee reviewed and recommended a new web design company for the organization. The committee is also working on a new tradeshow booth design and sizzle reels especially geared to the upcoming legislative session



SPORTS COUNCIL – Chris O'Brien & Rob Wells

Development

Continued planning logistics for Football National Championship Week. Twelve youth teams and four Eastbay All Star teams will be playing December 19-21.

Met with Football Committee to discuss hospitality, tv logistics, marketing and game day volunteers. Met with City, County Parks and Recreation and Naples High School.

Discussed team, player and coaches bag designs for FBU Championship and potential sponsors for FBU bag items.

Conducted conference call with Perfect Game baseball and Lee County Sports Development to discuss baseball tournaments for 2015.

Attended Market Segment Meetings and Sports Executive Training in Chicago. Conference hosted by National Associations of Sports Commissions.

Met with U.S. Olympic organizations as part of the USOC Sports Link. Meetings included discussions with USTA, USA Water Ski, USA Boxing, USA/ASA Softball and USA Synchronized swimming.

Attended S.P.O.R.T.S tradeshow in Annapolis. Symposium and meetings sponsored by Sports Event Magazine. Held meetings with Big Shots Basketball, Senior Softball, YBOA, USA Pickleball, Tough Mudder, EVP Tour, Hogan Lax, Little Mo Tennis Tournament and AAU.

Met with Scott Spencer of the Naples Cup, event brought 113 teams in second year of tournament.

Processed applications for five grants for upcoming sporting events, brought items to TDC and BOCC for approval.

Held conference call with Colin Burrows of Gulf Coast Clays to discuss new 2015 Sporting Clay events that will potential bring 250 international participants for multi day event.

Continued logistics planning for 2014 Connect Sports Executive Forum, met with Naples Grande.

Discussed possibility of Lion Fish Derby event with meeting at Coastal Zone Management.

Consulted with Barron Collier AD to discuss USA Lacrosse event for 2015. Event could bring USA teams and top college programs for practice and exhibitions.

Attended CME Group Media day to promote LPGA Championship event for November.



Hosted Events	Date	Visitors	Room Nights	Direct Spending
Paradise Coast Triathlon, Duathlon	9-14-14	25	15	\$3,750.00
Naples Cup Scott Spencer	9-19-14	2,500	990	\$900,000.00
Freedom Softball	9-20-14	125	87	\$50,625.00
EVP Pro Am Marco	9-20-14	42	14	\$8,100.00
TOTALS		2,692	1,106	\$962,475.00

September Event Photo Highlights

	
<p>Naples Cup Soccer -113 teams</p>	<p>Elite Events 10K, Tri and Duathlon</p>
 <p>EVP Volleyball event</p>	 <p>CME Media Day-Mo Martin/Lexi Martin</p>



OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

Preparation for major trade events over next three months:

- **IGTM – IAGTO, 27 – 30 October 2014, Italy**
The International Golf Travel Market taking place in Italy, with over **600** golf tourism suppliers joined by **350** pre-qualified buyers and **100** international press for four days of pre-scheduled appointments - see below.
- **World Travel Market, 3-6 November, London**
OMMAC is processing and securing appointments ahead of the World Travel Market (WTM) – the largest international Travel Market - a four day UK event for the global travel industry, taking place in London – see below.
- **Virgin Atlantic 'Champion of Champions' VIP event, 1-5 December, Florida's Paradise Coast**
OMMAC is currently in the process of working with Virgin Atlantic to host their annual VIP tour event for their top producing tour operators & agents in December

MARKET UPDATE:

New ABTA research reveals insights into sources of holiday ideas & inspiration.

Despite the digital revolution allowing holidaymakers constant access to online advice and booking information, consumers are choosing a multi-channel approach to inspire and inform their holiday choices, according to new research by ABTA. The findings revealed that rather than replacing face-to-face and print sources, internet search engines and websites sit alongside more traditional offline sources. Consumers were asked what sources they used to both inspire them in their holiday choices, and also for practical information.

General internet search engines top the list of sources with 41% of people using them to look for holiday ideas and inspiration and 43% using them for practical information. This is followed by holiday/destination brochures with 36% using them for ideas and inspiration and 35% for practical information. Recommendations from friends, family and colleagues and travel review websites are also popular sources of inspiration and practical information. Travel professionals, used by one in five (20%) people, are the fifth most used source of practical information and newspaper or magazine articles make up the top five sources of ideas and inspiration with one in five (22%) using them. Some 15% of people used travel company websites for ideas and inspiration and 18% used these sites for practical information.

Thomas Cook launches premium long haul service. Thomas Cook is launching a premium long haul service from May 2015 after the refurbishment of its A330 aircraft. The revamped planes will serve its long haul programme from Manchester, Gatwick, Stansted, Glasgow and Belfast to destinations including New York, Miami, Las Vegas, Orlando, Cuba and



the Caribbean. The travel firm will then launch brand new economy and premium offerings in May 2015. Thomas Cook Airlines UK CEO, Christoph Debus, said: "As more and more customers book flight-only seats, it's also important that we compete with scheduled airlines on these routes, combining great value and great service to provide outstanding value for money for the savvy long haul traveller."

TUI raises profit forecast. TUI bookings for summer 2015 are up 11% in the UK with average selling prices up 2%. The travel giant said sales of unique holidays are up 12% compared with this time last year and account for 84% of holidays sold to date, broadly in line with last year. To date 16% of the summer 2015 programme has been sold. Meanwhile, winter 2014/15 bookings are up 5% and average selling prices are up 2%. "We continue to see strong demand for our unique holidays, which have increased by 7% and account for 84% of bookings, up three percentage points," it said in a pre-close trading update today. "In particular, we are seeing high demand for long-haul destinations such as Jamaica and Mexico, driven by the expansion of our 787 Dreamliner fleet. "Online bookings for winter 2014/15 are up 11%, accounting for 47% of bookings, up three percentage points on prior year." To date, around 34% of the winter programme has been sold.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
17 October	Virgin Atlantic Trade Partners Day	UK
27 – 30 October	International Golf Travel Market IGTM - IAGTO	Italy
3 – 6 November	World Travel Market	London, UK
1-5 December	Virgin Atlantic 'Champion of Champions' VIP event	Paradise Coast

MARKETING/SALES/PROJECTS & ACTIVITIES:

Researching possibility of PGA fam with Destination Golf

OMMAC is currently working with Destination Golf – they are keen to host 12 PGA professionals with a VIP fam. They have successfully held this even in the past & we are interested to host & support the fam in 2015 – currently working on detail for the event.

InterVistas Consulting Inc.

OMMAC is currently working the Paul Clark from InterVistas Consulting, who is working on behalf of Southwest Florida International Airport project. We have assisted with providing tour operator contacts for UK & Scandinavia for support for their travel trade marketing research. Attended on conference calls & updates on various US bodies & assisted with input on the survey.



NEW Paradise Coast Branding

Following the new branding for our logos, OMMAC has ensured that our industry partners have also received our new updated logos and guidelines, which has now been sent to Visit Florida.

Family Traveller Magazine

We have received a request via Visit Florida to assist a journalist with images to accompany their Florida special in Family Traveller magazine. Family Traveller is a UK magazine and is devoted entirely to helping parents find the right holidays for their family to maximize the precious time they have together. It's a bi-monthly publication with a circulation of **45,829**. Visit Florida are currently working with Family Traveller, who are looking for some specific images of Food & Nature, in which they've reached out to all industry partners to request assistance. OMMAC has supplied images relating to Florida's Panther National Wildlife Refuge, as well as providing details to our online image gallery.

TOUR OPERATOR ACTIVITY

Bryan Somers Travel

Bryan Somers Travel, Northern Ireland, an Irish tour operator providing golfing holidays and luxury holidays around the world. We assisted their request by providing appropriate contacts for VIP clients wishing to stay in Naples for one month in February/March 2015. We have reached out to our industry partners with the specific request.

Vacations to America

OMMAC is currently working with Vacations To America, with the aim to grow their business into our region. We assisted their senior team visiting Naples & Marco Island with their forthcoming fam trip 28 – 29 September. Set up accommodations & sit visit during their stay.

Ocean Holidays copy for Destination brochure

Following our proactive marketing with Ocean Holidays to be included in their Florida's Destination Guide, we continue to approve copy and creative to ensure our destination is highlighted correctly in order to generate additional business.

North America Travel Service

North America Travel Service is in the process of finalising the landing page for Florida's Paradise Coast in conjunction with Rolls-Royce Enthusiasts 'Club 2015: *Celebrating 90 years of The Phantom* publication. They have assisted with high quality images of our area and the additional focus points for the high-end publication.



TRADE EVENTS

IGTM – IAGTO, 27 – 30 October 2014, Italy

OMMAC are currently arranging & planning participation /co-shared booth space on the Brand USA stand and appointments. The main focus for this event is highlighting our award win for Golf Destination of the Year for North America. We have been reaching out to all attending buyers & tour operators, with a key focus on UK, Ireland and Europe markets, as well as supplying images / logo & assisting with creative for the design of our booth at IGTM to ensure our destination is represented in the best way to engage with potential new buyers.

Coordinating essential tasks prior to the event to ensure maximum productivity include:

- Acting as a single point of contact for IGTM/IAGTO
- Registration for our participation with Brand USA
- Enhanced listing for our destination on the IGTM online directory and brochure
- Providing creative for the free pavilion photo display, in which exhibitors are invited to display their strongest images to represent their destination
- Liaising with the organisers of the Brand USA pavilion to discuss requirements for our stand design, ensuring correct specifications are obtained to submit our artwork
- Managing the booking process for appointments through the IGTM online appointment scheduling system
- Organising all our literature to be shipped to the event, to include our brochures, maps

World Travel Market, 3-6 November, London

The event aims to increase tourism trade deals, international networking with travel professionals, buyers and providing travel business intelligence. OMMAC will secure a number of appointments with key UK & Ireland tour operators. We are highlighting our activity with the various networking events throughout WTM, such as a co-sponsor of the Visit Florida Networking Dinner. We are also including in our meeting requests our three industry partners from Naples Bay Resort, Naples Beach Hotel and Naples Grande Beach Resort.

Although this is not an appointment show – we are proactively creating a list of key tour operators to approach to request appointments ahead of WTM & checking with our industry partners on any special requests. We are keen to secure a number of appointments with tour ops/ Airlines & associations to discuss working together collaboratively, with the main focus on generating continued & additional bookings to our area.

Virgin Atlantic 'Champion of Champions' VIP event, 1-5 December, Florida's Paradise Coast

Activity is underway to plan for the hosting of this prestigious event for the airlines prominent guests. The co-sponsor properties housing the group are Marco Island Marriott & Naples Grande – additional industry partners will have the opportunity to participate at various segments of the itineraries over the four days.



PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:

CONTACT	ACTIVITY	RESULT
<p>Lydia Gard, Condé Nast Traveller</p>	<p>Individual Press Trip, September 2013</p> <p>Prior to print, Lydia has requested rates for BA's Flights + Car - fly-drive rate from January 2015 for their fact box details, in which we've requested these directly from BA to provide to Lydia, as well as rates for accommodation at Inn on Fifth and the Edgewater beach hotel – her host properties.</p>	<p>Following Lydia's trip last year, she has advised that the feature will appear in the March 2015 issue – on the newsstand in February 2015.</p>
<p>Social Media: Facebook and Twitter</p>	<p>Weekly channel updates</p>	<p>Facebook posts and twitter updates this month have focused on: well-being, natural beauty of Naples and Marco Island Beaches and key events for the month of October.</p>

Estimated Value Summary of Leads/Activity			
Lead /Activity	Media – Value	Potential Room Nights	Economic Impact \$
<p>Conde Nast Traveller Circ: 78,028</p>	<p>estimated \$15,920 (TBC)</p>		



Facebook and Twitter updates



Paradise Coast UK shared a link.
Posted by Marissa Kowlessar (?) · 5 September

Love seafood? We do - already counting down the days till the Stone Crab Festival with the Old Naples Waterfront Association! Running from 24-26 October 2014.



Stone Crab Festival - Naples, Marco Island & Everglades
www.paradisecoast.co.uk

Like · Comment · Share

23 people reached

Boost Post



Paradise Coast UK shared a link.
Posted by Marissa Kowlessar (?) · 22 September · Edited

In need of some "me" time? Why not check into one of Florida's Paradise Coast four luxury hotels to experience their world-class spas that take pampering to the next level.



Luxury Florida Hotels and the Perfect Getaway to Naples - Naples, Marco Island & Everglades
www.paradisecoast.com

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

Like · Comment · Share

2 people like this.



Write a comment...

Press Enter to post.

41 people reached

Boost Post



DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Natasa Manic

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

Tour Operator	Achievement	Cost
Meier's Weltreisen	Received reporting for the online marketing campaign including homepage placement, microsite and newsletter. The campaign was successful, reaching over 1,000 clicks on the homepage teaser and over 1,200 impressions on the landing page. The newsletter caused 133 more clicks. In total, the campaign lead to 52 roomnights.	
America Unlimited	Followed up with their Sales Manager Meike on her recent stay in Naples at the Inn on Fifth. The feedback to the region and property was great. As a result she already has made 2 bookings (10 roomnights) and we have gotten her in touch with Cathy Christopher.	

✧ **Swiss Accounts**

Tour Operator	Achievement	Cost
Kuoni	In addition to the support of an airboat ride for a 12 pax fam group we secured Dinner at Marriott Marco Island during their visit to Florida.	

✧ **Secondary Accounts**

Tour Operator	Achievement	Cost
Explorer Fernreisen	Conducted a destination training in their sales office in Nuremberg for 2 agents, September 09, 2014.	



<p>Tour Consult</p>	<p>Conducted a destination training in their office in Bruchsal for 2 agents, September 16, 2014. Further, we have supported them with brochures and small give aways for their B2C event on September 21, 2014.</p>	
<p>Faszination Fernweh</p>	<p>Conducted a destination training in their office in Weinheim for 4 agents, September 16, 2014.</p>	
<p>Fairflight</p>	<p>In addition to Assistant Manager Beatrice Erbert's stay in Naples (Bellasera), we could secure one more night for her in Everglades City (Ivey House). She will also be doing a site inspection at Edgewater Beach resort and Marriott Marco Island. Out of all regions, she is staying in our region the longest, which will be very beneficial especially during consumer shows. They are attending all 4 major German consumer shows and will educate the consumers about Florida, when no other partner is present.</p>	
<p>My travel tours</p>	<p>Secured the extension of NAP regional information and portfolio into their program. They have included 2 new fly drives, both featuring the Paradise Coast (adding up to 3 flydrives that include NAP out of 5 Florida flydrives in total). They also included 2 new coach tours, both featuring NAP. Also, they have tremendously increased their information on their website and made most of the hotels in the area available through their website.</p>	



TRAVEL AGENTS

- ✧ Sales calls: Total of **37** personal visits to travel agents in Duesseldorf, Cologne, Koblenz, St. Gallen, Zuerich, Bern and Basel.
- ✧ Booking Assistance: Assisted 2 of agencies requests on tours and accommodations
- ✧ Support: Supported 3 agency with give aways and brochures.

EVENTS

- ✧ **Visit Florida Huddle pre-fam**: Secured the inclusion of Naples into the Visit Florida tour operator pre-fam in January 2015. Details have yet to be discussed.
- ✧ **Visit USA Austria fam**: Secured the inclusion of NAP in the PR and TO famtrip to Florida, organized by the Visit USA committee. The trip is planned for September 2015. Details have yet to follow.
- ✧ **VUSA TA Roadshow**
 - Dates: 08. + 11. September 2014
 - Cities: Nuremberg and Dusseldorf
 - Visit USA booth members: Visit California, Colorado, Chicago, Fairbanks, Icelandair, Intrepid, Kansas & Oklahoma, NYC, Rocky Mountain International, Seaworld Parks & Entertainment, Ft. Myers & Sanibel, Florida Keys, Utah, Las Vegas, New Orleans
 - Profile /Number of attendees: On both evenings combined, we met with 110 travel agents, agency owners and tour operator specialists.
 - Feedback: The outcome of both days was very good. We had the opportunity to do a 15 minutes presentation in addition to a table at the travel mart which was set up during the entire evening. The agents have been very interested which lead to great conversations. The level of knowledge among the agents varied from beginner to US experts. The locations were chosen very well to create a laid back atmosphere and make the agents want to stay and talk, which was great. In the end, we once again invited Dirk Rohrback to speak to the agents. He has travelled the US on a bicycle and told very emotional about his experiences.



✧ **VUSA TA Roadshow Switzerland**

- Dates: September 23-26 2014
- Cities: St. Gallen, Zuerich, Bern and Basel
- Visit USA booth members: Discover Illinois, Edelweiss Air, Hotelplan, Para Tours, Pure Michigan, Seaworld Parks & Entertainment, The Beaches of Ft. Myers & Sanibel, Florida Keys & Key West, Thomas Cook, Visit St. Pete, Visit Tampa Bay
- Profile /Number of attendees: In the 4 cities combines, we have talked to 249 travel agents, agency owners and some media representatives
- Feedback: The event was in form of table top sessions in the mornings. Visit USA had organized breakfast for all agents which they could enjoy before and during the presentations. 2 partners were put together on one table and thus shared together 30 minutes of presentation time (6 tables in total). As we undertook this event shared with the Fontainebleau Miami Beach (5 minutes Fontainebleau, 10 minutes Naples CVB), we were happy to be partnered up with the Florida Keys. We prepared a creative interview-style presentation with the Florida Keys where we first started off in Miami with the FB, moved down to Key West and ended in Naples. Our style of presentation received great feedback. Agents liked the idea of presenting in a different way which kept their attention through the entire presentation. They have repeatedly told us that we had the best and most entertaining presentation of the day. The gulfcoast in general received great feedback, but especially Naples, Marco Island and the Everglades with their richness in nature impressed the Swiss agents. Even more than Germany, the Swiss are very interested in activities outdoors and exploring the nature, which is why they our presentation and attraction recommendations. The region has gained special attention also due to the fact that 2 properties (Bellasera and Napley Bay Resort) offered together a 5 night free stay voucher, which was raffled at the end of the roadshow.

✧ **Visit Florida / TUI Flextravel B2C Event**

- Dates: September 23, 2014
- City: Zuerich
- Visit Florida Partners: Florida Keys & Key West, Visit St. Pete, Visit Tampa Bay, Seaworld Parks & Entertainment, The Beaches of Ft. Myers & Sanibel
-



MEDIA / PR

✧ **VUSA PR and Media Event**

- Dates: September 30, 2014
- City: Hamburg
- Profile /Number of attendees: 26 media representatives
- Feedback: The attendance at the event had a moderate outcome. In total, 26 media representatives have visited the event. The Naples area, same as Florida in general was of moderate interest to the attendants. The majority of the journalists has already been to Florida and is looking for parts of the United States, which are "more unknown". However, we could engage in some very promising discussions with Journalists that are planning to write about unknown attractions in a very well known destination. Overall, we evaluate the quality over quantity and thus see the event as being a success. Please refer to the separate meeting report for further details.

- ✧ Media Blogger Antje Gerstenecker: Followed up with her after her return from the area. She was absolutely thrilled by the destination, the Marriott Marco Island and the numerous activities such as kayak tours and the Dolphin Explorer, which she has undertaken during her stay. After her roundtrip through Florida, they had 4 days left which they have used to come back to Naples, their favorite place throughout the journey! She is currently writing several articles about the area and publication will follow shortly.

October Activities

- ✧ Personal escort at Willy Scharnow TA famtrip, October 11-14, 2014
- ✧ Jetair Summer Classes, October 22-23, 2014
- ✧ TO Visits and Trainings in Belgium and Netherlands, October 22-23, 2014
- ✧ Visit Florida Media Event in Munich, October 16, 2014
- ✧ DiaMonde Dinner Event in Regensburg, October 16, 2014
- ✧ TA Sales Calls in Nuremberg, October 21-23, 2014
- ✧ TA Sales Calls in Munich and Regensburg, October 14-16, 2014
- ✧ Visit USA Member Meeting, October 31, 2014
- ✧ Consumer Show Travel Expo in Lucerne, October 31 – November 02, 2014



MARKET NEWS

Economic Overview Germany

The Economic Situation in Germany in September 2014

Despite the slowdown in the second quarter, the underlying cyclical trend continues to point upwards. Various factors contributed to the previous weakening in the second quarter. As a late consequence of the mild winter, shifts in production reduced the level of output, particularly in the construction sector. Also, the overall economic development was affected by the disappointing growth in the eurozone and the geopolitical events.

Since exports rose less strongly than imports, net foreign demand was slightly negative. The increase in inventories boosted domestic expenditure. German exports of goods and services have so far registered a moderate increase this year, stagnating in the first and rising by 0.9% in the second quarter. The late start to the school holidays contributed to this.

Consumer spending is proving to be a reliable pillar of the German economy. Following the clear rise in the first quarter, consumer spending recorded another increase, albeit only slight, in the second quarter as well. However, turnover in the retail and car trade fell in July. The business climate deteriorated somewhat. The global political tension also created uncertainty amongst consumers, who corrected their cyclical expectations downwards. Nevertheless, the main overall factors for consumer spending - a robust labour market, rising incomes and stable prices - remain favourable. The labour market remains robust and is ensuring a good domestic economic development.

Tourism Market Overview Germany

TUI: Redesign and restructuring

TUI is re-branding its German travel agencies and is gearing up for post-merger restructuring after improving profits in the second quarter of 2014. TUI AG CEO Fritz Jousen has confirmed that he plans to split off the specialist businesses following the planned merger of TUI AG and TUI Travel later this year, and is not excluding selling off some of these. This business area covers some 100 smaller business with combined turnover of about €4.8 billion. This comes after TUI presented good results for the third quarter of its 2013/14 business year and is optimistic about results for the full year.

The Mainstream business improved its operating profit by 70.6% in the quarter. TUI Germany revenues declined by 1% in the quarter due to lower market demand, but



demand has improved in recent weeks. In a few week TUI is going to open a new booking platform "Urlaubsmatcher 2.0" for travel agencies. This booking channel will open travel agencies more advantages and new technologies. (Source: FVW)

TUI: travel agents are going to be the new contact persons for online clients

Currently 250 travel agents from 80 agencies have the opportunity to link directly TUI B2C desktop application. So the direct clients can profit from the knowhow of the travel agencies. Advantage for travel agencies: They are going to have another source of income. (Source: Travel One)

TUI AG thrashes out details of TUI Travel takeover

Taking into consideration TUI AG's existing stake in TUI Travel, the merger is expected to result in existing TUI Travel Shareholders owning 46 per cent of the combined group and existing TUI AG Shareholders owning 54 per cent of the combined group, on a fully-diluted basis. Based on the Exchange Ratio and the closing share prices as at September 12th 2014 (being the last practicable date prior to the release of this announcement), the combined group would have a fully-diluted equity value of approximately €6.5 billion. The combined group will be German domiciled with a premium listing on the London Stock Exchange, in parallel with a secondary market quotation on a German stock exchange. The Merger will result in the creation of the world's number one integrated leisure tourism business, clearly positioned as a fully vertically-integrated tour operator with enhanced long-term growth prospects. (Source: breaking travel news)

Airtours: BIG aim to find new clients

Germany's leading provider of luxurious travel experiences will catch younger target group and the travel agencies will have the opportunity to get more clients. With the new airtours brochure finest (print 35 000 and a smaller layout as the normal brochure) which connect online and offline product presentations they want to reach new clients. The brochure features only a few lines of hotel description but an QR code with access to more information. This brochure should be distributed in cosmetic studios, private practices, sport clubs etc. The brochure will include the business card of the travel agency. A small game is going to motivate travel agencies to take part on this action. (Source: FVW)

Thomas Cook UK: Questor says SELL

THOMAS COOK shares fell 6 per cent after the travel company said in a trading update that it had cut prices to sell package holidays and disappointed the market with full-year profit forecasts at the lower end of expectations. The 173-year-old tour operator said it now expects full-year operating profits of about £325m, below market expectations of £335m. Sales of summer holidays at 92 per cent sold are at the same



level as last year but travel operators have been forced to cut prices because of overcapacity. Thomas Cook has also been hit by weak sales in Europe, particularly in Germany. Although the holiday group added that sales of winter holidays had started encouragingly. (Source: Telegraph UK)

Thomas Cook: More digital content and new designs

Thomas Cook plans to add more digital content, redesign its online portals and try out new technologies to boost online sales in Germany. The company has embarked on a complex long-term digital change strategy in response to how the online players have shaken up existing business models. Thomas Cook is currently developing a new one web platform that will be rolled out Europe-wide next year and which will offer more personalisation of offers. At the same time, the German portals have been updated with new designs. On the tour operator portals they can describe the added value and quality of our offering very exactly to customers and thus enhance differentiation. In addition, the company wants to be closer to customers in all phases of the customer journey by expanding digital offerings such as the Travelguide app and communicating via Whatsapp. It is also enhancing technology in travel agencies by testing out the new Oculus Rift virtual reality headgear. Overall, Thomas Cook aims to generate 7% of revenues in Central Europe through its own digital channels this year and double the figure to 15% in 2015. However, Germany will remain behind the UK and Northern Europe in terms of online sales.(Source: FVW)

FTI: Expansion plans as Sawiris buys 30% stake

The Munich-based tour operator, which is the fourth-largest tour operator in Germany behind TUI, DER Touristik and Thomas Cook, is already active in Austria, Switzerland and France as well as in the UK through bedbank Youtravel. Other potential markets are neighbouring countries and regions such as the Netherlands and Eastern Europe. In addition, the group, with revenues of €2.1 billion in 2012/13, wants to expand the portfolio of some 20 resorts that it operates. These are mostly in the Canary Islands, Italy and Turkey at present. Sawiris, owner of well-known resorts such as Egypt's El Gouna as well as properties in the UAE and Oman, has bought a 30.5% stake in FTI, as initially announced in March. CEO Dietmar Gunz remains majority owner. (Source: FVW)

DER Touristik: Single management for both divisions

DER Touristik, Germany's second-largest travel group, is taking the next step towards becoming a more integrated group by setting up a single management team for its two divisions.At present, the package holidays division in Cologne and the individual holidays division in Frankfurt have their own management organisations and operate



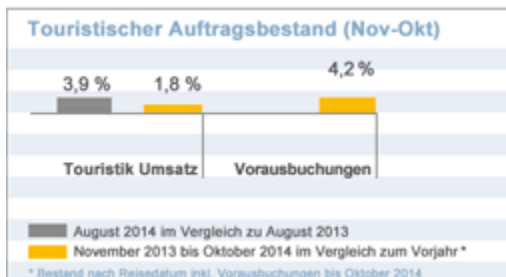
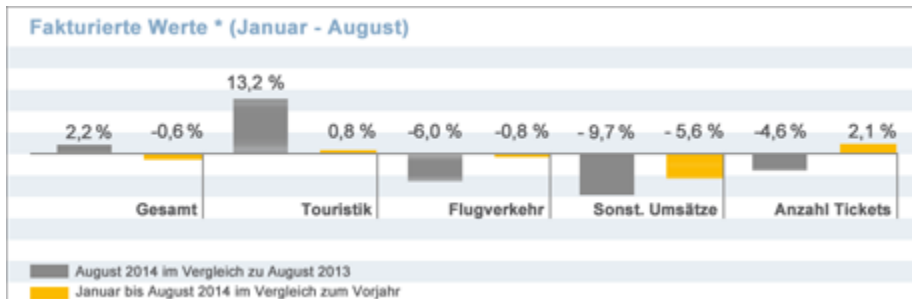
fairly autonomously from each other. However, the Rewe-owned group is gradually trying to move its tourism businesses, including 60 business units, closer together and last year introduced the single umbrella brand. In addition, the group has coordinated products to avoid overlapping and brought travel agency commissions into one single scheme. DER Touristik has annual revenues of €4.6 billion and more than six million customers.

In future, DER Touristik will be managed by a five-person executive board headed by group CEO Sören Hartmann. The tour operator activities will be run by two managers, Michael Frese, already head of DER Touristik Frankfurt, and René Herzog, the former business development manager who takes over from Hartmann as head of the package holidays business.

(Source: Travel One + FWV)

TAT's

The trend was shown by the monthly survey of 2,400 German travel agencies by IT services firm TATS. This showed a 13.2% rise in tourism sales while flight ticket sales slumped by 6%.



(Source: http://www.ta-ts.de/download/kirbspiegel_04_2014.pdf)



German market trends: Better bookings in August

Holiday bookings in Germany picked up in August thanks to last-minute sales and poor weather after a slump in recent months and the short-term outlook is now slightly better, according to several new surveys.

Bookings increased by 7.3% last month compared to August last year, according to the latest monthly survey of 1,500 travel agencies by market researchers GfK. This has pushed the cumulative growth for summer 2014 up to 1.7% from 0.3% as per end-July. Last-minute bookings for departures in August represented 15.9% of sales last month while September performed strongly and represented 23.5% of bookings, the survey showed.

Germans also booked early for winter 2014/15 holidays last month, with sales up by 4.5% on the same period last year. Demand is being driven by cruise bookings; however, while tour operator package sales are below previous year levels, according to GfK. Notably, there were strong advance bookings for summer 2015. A high 7.8% of sales revenues last month were for next summer compared to just 5.4% at the same time last year. This increase would indicate that the strategy of tour operators to make part of their programme bookable even though brochures are not yet on the market is paying off.

In response, the mood among German travel agents regarding sales prospects for the next few months has improved significantly, the latest monthly 'sales climate index' by consultants Dr Fried + Partner for fvw found. Some 40% of respondents said the current sales situation is good and nearly 40% found it satisfactory while only 22% described it as bad. Looking ahead, 29% believe that demand will rise in the coming months while more than 50% expect stable revenues.

(Source: FVW)

Brand USA extends partnership with Thomas Cook in Europe

Brand USA, the destination marketing organisation for the United States, has announced that it has extended its marketing partnership agreement with Thomas Cook to promote the USA as the world's leading destination for European visitors. The partnership is the largest marketing partnership Brand USA currently has with a travel retailer in Europe.

Thomas Cook is promoting the competition via a fully integrated omni-channel campaign through its online, in-store, direct mail, social media and in-flight channels throughout Austria, Belgium, France, Germany, the Netherlands, Sweden, Switzerland and the United Kingdom. The campaign will be further supported via Brand USA's



consumer website DiscoverAmerica.com and Brand USA's travel agent training platform, the USA Discovery Program, which includes a dedicated sign-up for Thomas Cook agents. Brand USA's 'Discover America' initiative aims to raise awareness of and inspire travel to the USA by highlighting the diversity of experiences available and by ensuring that the USA is top of mind during the holiday consideration process.

The partnership will take full advantage of the Thomas Cook Group and its brands – such as Neckermann in Germany - to build pan-European awareness of the individual destinations within the USA and drive visitors to the country. (Source: breaking travel news)



VISITOR CENTER REPORTS- Lori Lou Waddell

- Begin training new volunteer recruit.
- Hosted members of Clear Water, FL, Chamber of Commerce representatives and shared information.
- Attend TDC meeting September 29, 2014.
- Pick up CAT schedules at Government Center for Visitor Information Center.
- Finalized FAM trip details for February 25, 2015 to Everglades Day Safari/Lake Trafford.
- Health & Wellness initiative begun on October 3rd at Naples VIC-flu shots for the public given by Advance Medical. Sequence is once per week at the VIC thru the month of October.
- Assist Sports Marketing with FBU email promo with Chamber of Commerce.
- Sent FBU promo e-mail blast to all Greater Naples Chamber of Commerce members.
- Meeting with American Promotional Products on how to better get sponsors for FBU.
- Attend 5th Avenue Concierge Night event October 9th, 2014.
- Attend CVB Staff Meeting October 7th, 2014.
- Attend Concierge Night on Fifth Avenue South event “ Evening on Fifth” with 15 VIC volunteers.
- Train new VIC volunteer D. Martin
- Interview M. Jones for volunteer position-substitute.
- BID Marketing Meeting October 15, 2014.
- Create new master schedule for all volunteers returning in November.
- Health and Wellness initiative continued on October 17th, 2014-flu shots for visitors and residents.
- Send email reminder to volunteers regarding first FAM site visit on October 24th.
- Manage daily operation of VIC and staffing.
- Updated Calendar of Events and Distributed.



Points of Origin September 2014 Naples VIC

