

NAPLES
MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST



MARKETING PARTNER REPORTS

October 27, 2014



NAPLES · MARCO ISLAND
EVERGLADES

—
FLORIDA'S PARADISE COAST

Klages Research & Research Data Services, Inc.

RESEARCH REPORT

Collier County Tourism Research

September 2014

Presented to:

The Collier County Tourist Development Council

Presented by:

Research Data Services, Inc.

October 2014



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EVERGLADES

FLORIDA'S PARADISE COAST

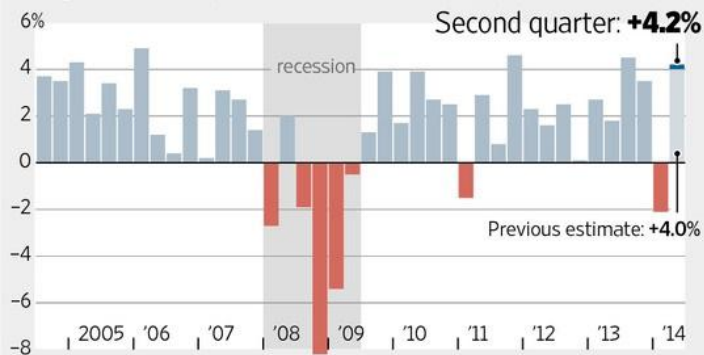
Economic Indicators

Growth in GDP

Economy growing faster than expected

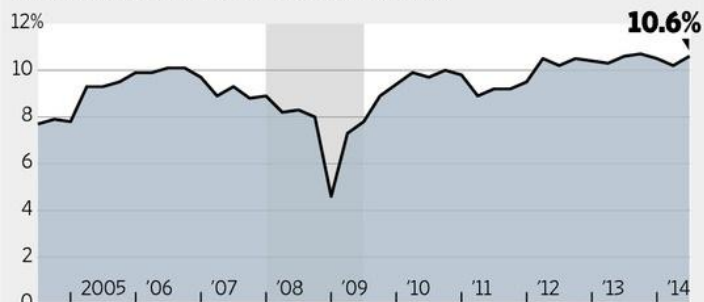
Growing a Little Faster

The latest revision shows a stronger spring rebound for the economy...
Change in inflation-adjusted GDP at a seasonally adjusted, annual rate



...and a sizable surge in profits for U.S. corporations.

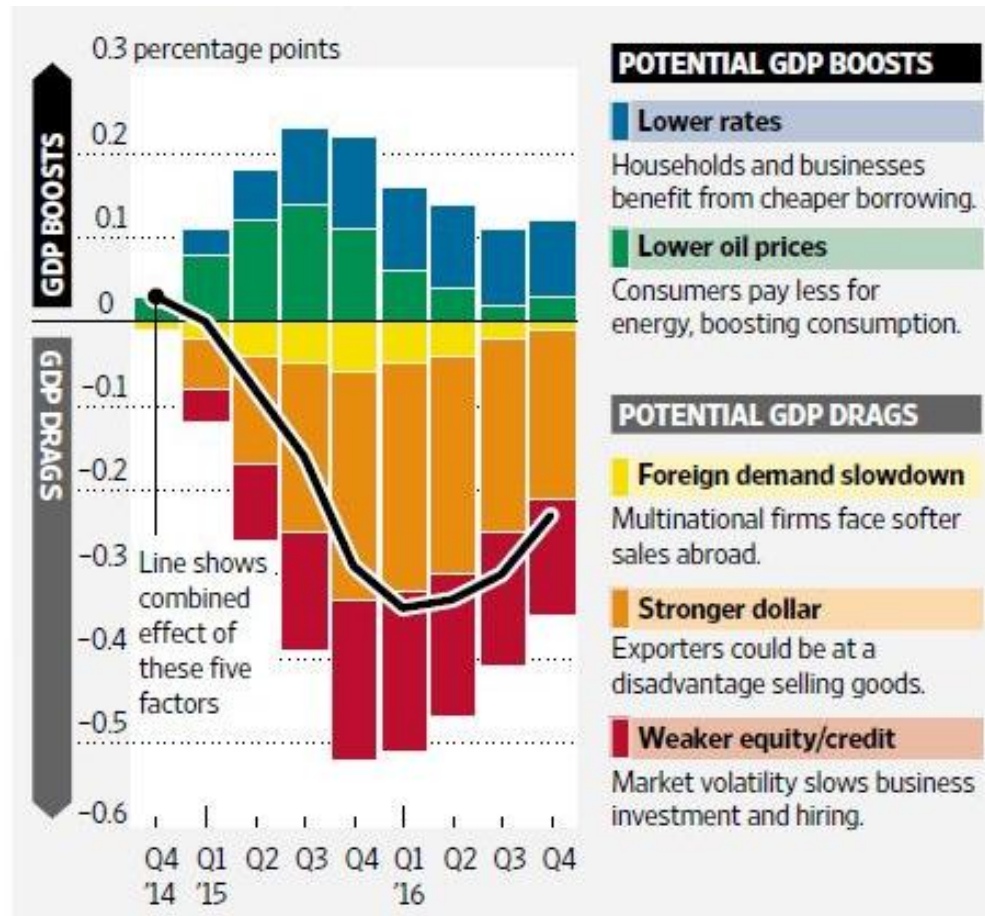
After-tax corporate profits* as a share of GDP.



*Without inventory valuation and capital consumption adjustments
Source: Commerce Department via Federal Reserve Bank of St. Louis

Economic Crosswinds

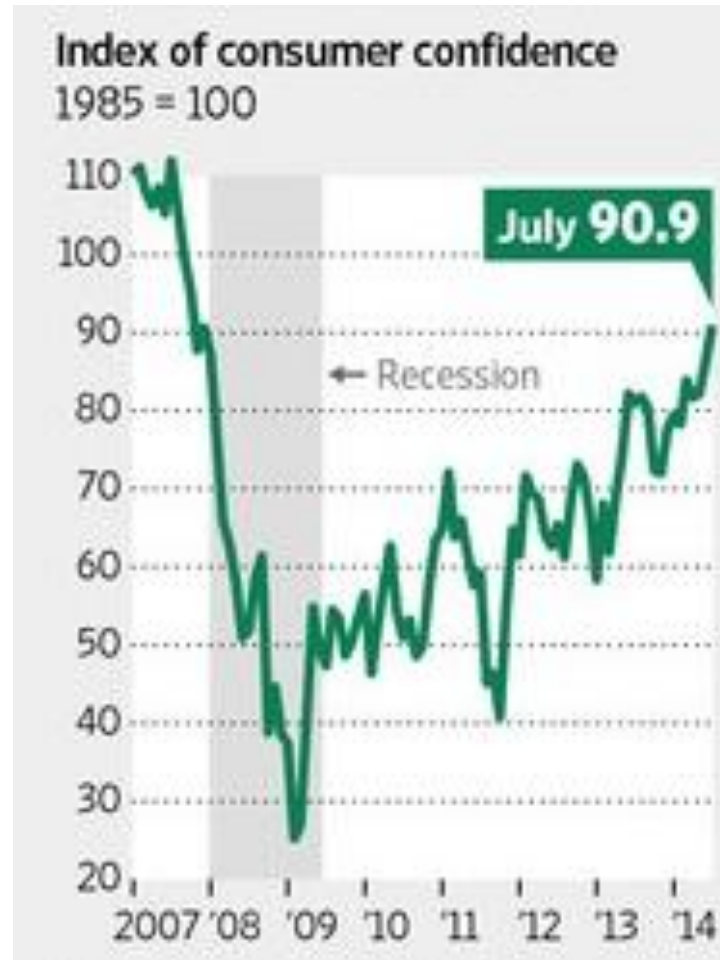
Factors that impact growth



Source: Goldman Sachs Global Investment Research

Confidence Boost

Sentiment soars despite slowing home-price gains

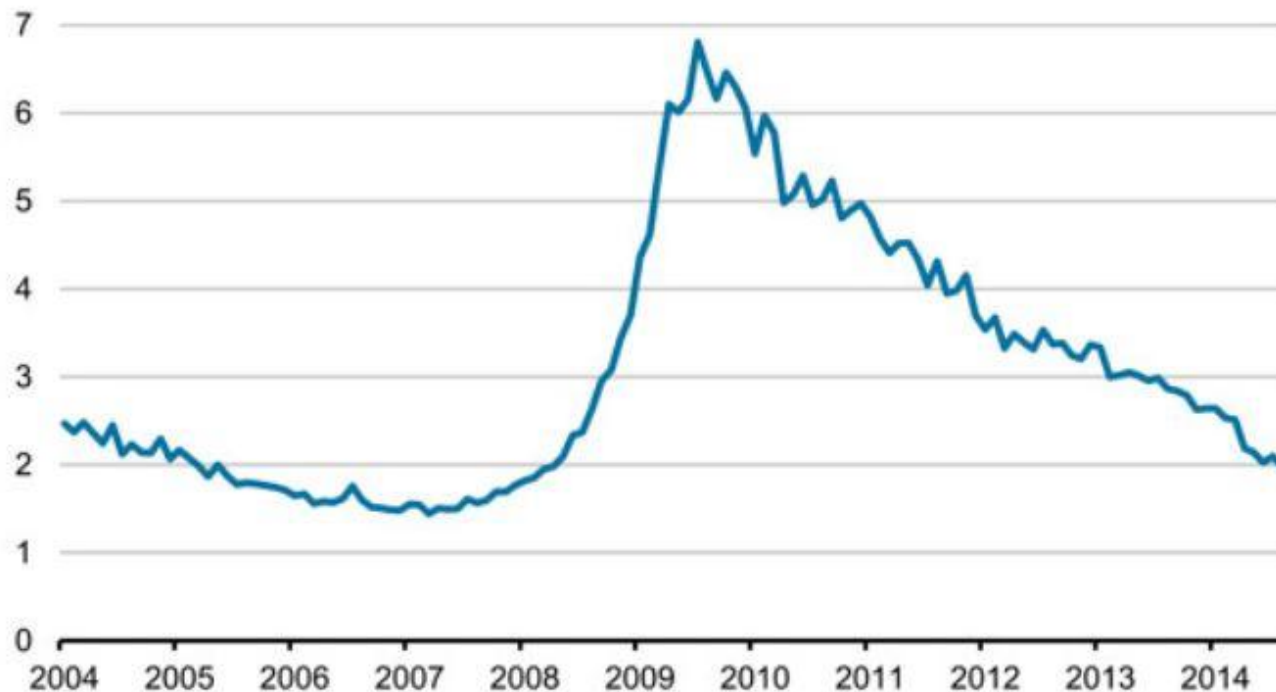


Unemployment Drops

Number of unemployed workers per job opening

Hiring Headcount

Unemployed workers per job opening, seasonally adjusted



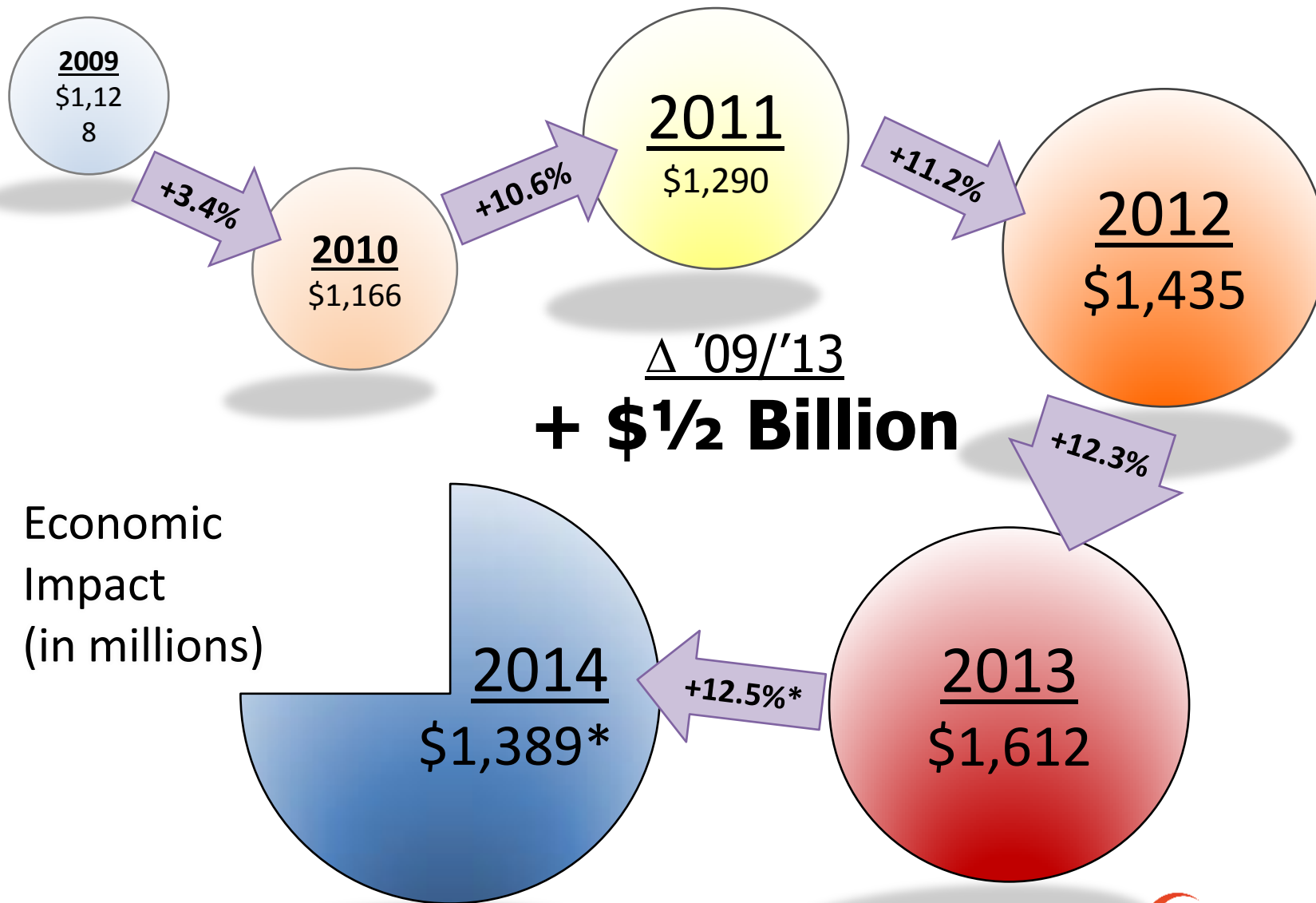
Source: Labor Department | WSJ.com

Year-to-Date 2014

(January – September)

Collier Visitor Profile

Tourism's Market Impact

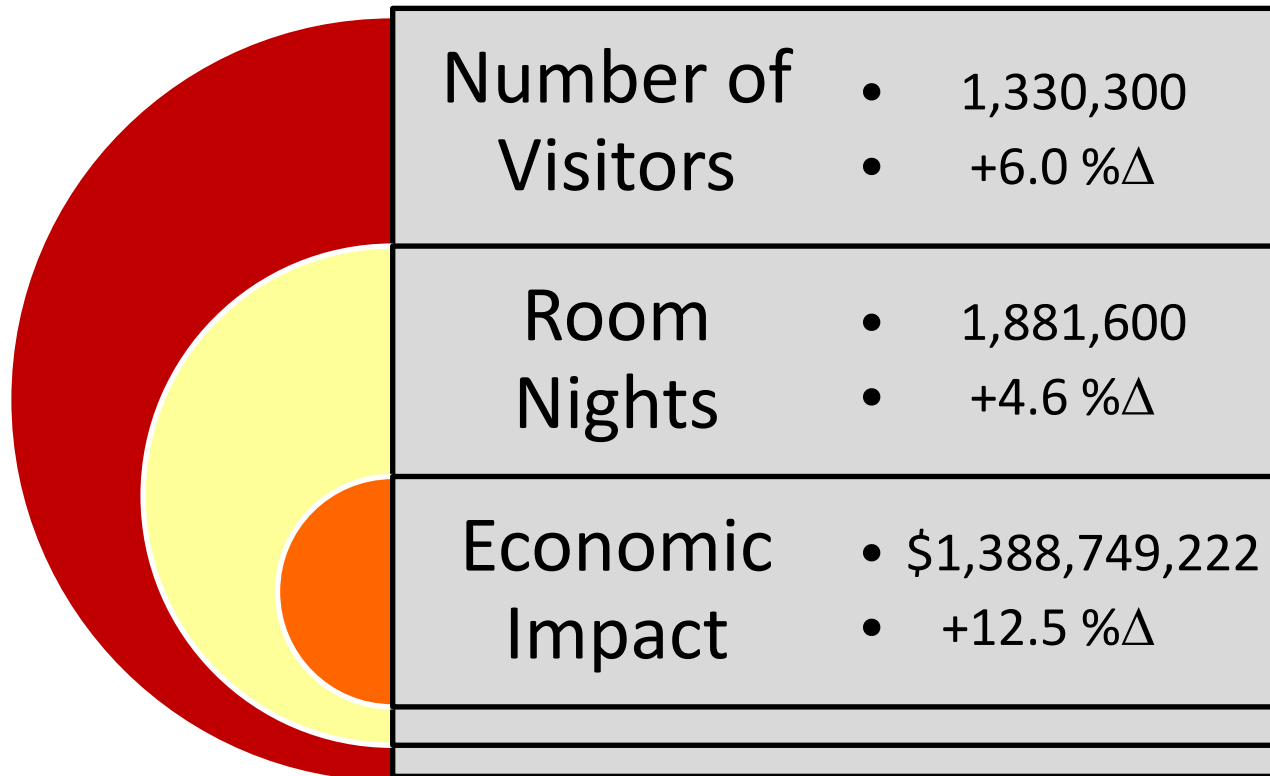


Economic Impact
(in millions)

*Year to Date

Collier Tourism Metrics

Collier Year-to-Date 2014 (Jan. – Sep.)



RDS Occupancy/ADR

Collier Year-to-Date 2014 (Jan. – Sep.)

	Occupancy			ADR		
	<u>2013</u>	<u>2014</u>	<u>% Δ</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
Q1 2014	86.3%	88.4%	+2.4%	\$247.4	\$267.7	+8.2%
Q2 2014	72.4%	75.0%	+3.6%	\$180.8	\$202.7	+12.1%
July	68.6%	73.2%	+6.7%	\$123.5	\$132.6	+7.4%
August	57.0%	62.0%	+8.8%	\$117.7	\$130.4	+10.8%
September	54.0%	56.3%	+4.3%	\$104.9	\$108.6	+3.5%
Q3 2014	59.9%	63.8%	+6.5%	\$115.4	\$123.9	+7.4%

Collier Comp. Set

Year-to-Date 2014 (Jan. – Sep.)

	Occupancy		ADR		RevPAR	
	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	68.4%	+2.3	\$209.46	+10.3	\$143.29	+12.8
Naples Upscale	77.6%	+2.7	\$262.19	+7.8	\$203.43	+10.8
Miami-Hialeah	79.0%	+1.6	\$183.73	+5.1	\$145.10	+6.8
Florida Keys	81.2%	+2.3	\$257.53	+9.9	\$209.22	+12.4
Ft. Myers	66.8%	+7.1	\$146.02	+7.1	\$97.58	+14.8
Sarasota-Bradenton	70.5%	+7.3	\$127.81	+6.4	\$90.05	+14.2
Clearwater	75.2%	+10.4	\$126.22	+1.4	\$94.94	+12.0
St. Petersburg	69.5%	+0.6	\$133.87	+7.8	\$92.97	+8.5
Palm Beach County	73.8%	+2.5	\$158.41	+6.8	\$116.88	+9.5
Ft. Lauderdale	78.2%	+4.4	\$128.10	+6.3	\$100.22	+10.9

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp. Set

Year-to-Date 2014 (Jan. – Sep.)

Occupancy (%)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
Naples MSA	41.9%	+2.9	24.7%	-0.7	68.4%
Miami-Hialeah	57.9%	+3.4	17.0%	-5.0	79.0%
Florida Keys	70.3%	+0.7	10.1%	+10.7	81.2%
Ft. Myers	50.2%	+11.6	14.8%	-1.8	66.8%
Sarasota-Bradenton	52.0%	+7.3	18.4%	+8.6	70.5%
Clearwater	56.0%	+12.9	19.2%	+3.8	75.2%
St. Petersburg	49.9%	+0.7	18.1%	-1.1	69.5%
Palm Beach County	51.2%	+2.7	21.0%	+2.6	73.8%
Ft. Lauderdale	55.4%	+4.6	18.4%	+6.4	78.2%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp. Set

Year-to-Date 2014 (Jan. – Sep.)

ADR (\$)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
Naples MSA	\$226.28	+12.7	\$191.04	+7.1	\$209.46
Miami-Hialeah	\$191.81	+5.6	\$179.85	+3.1	\$183.73
Florida Keys	\$263.18	+10.4	\$225.56	+8.6	\$257.53
Ft. Myers	\$154.86	+5.4	\$122.78	+6.0	\$146.02
Sarasota-Bradenton	\$134.13	+6.3	\$110.07	+6.0	\$127.81
Clearwater	\$131.82	+1.1	\$109.94	+1.1	\$126.22
St. Petersburg	\$137.71	+8.6	\$127.98	+6.6	\$133.87
Palm Beach County	\$162.61	+7.5	\$155.69	+4.8	\$158.41
Ft. Lauderdale	\$129.50	+7.3	\$139.15	+0.7	\$128.10

SOURCE: SMITH TRAVEL RESEARCH, INC.

Visitor Origins

Collier Year-to-Date 2014 (Jan. – Sep.)

	# of Visitors 2014	Δ %
Florida	460,713	+1.4%
Southeast	83,939	+6.1%
Northeast	276,683	+8.3%
Midwest	214,558	+7.3%
Canada	36,436	+6.7%
Europe	196,140	+13.1%
US Opp Mkts	61,831	+4.8%
YTD 2014	1,330,300	+6.0%

September 2014

Collier Visitor Profile

Visitation/Economic Impacts of Tourism

Collier September 2014

Visitors

2013
76,300

%Δ: +12.3

2014
85,700

Room Nights

2013
136,100

%Δ:

+10.
2

2014
150,000

Economic Impact

2013
\$56,536,931

%Δ: +16.5

2014
\$65,863,600

RDS Occupancy/Room Rates

Collier September 2014

<u>2013</u>		<u>2014</u>	<u>%Δ</u>
54.0%	Occupancy	56.3%	+4.3%
\$104.9	ADR	\$108.6	+3.5%
\$56.6	RevPAR	\$61.1	+8.0%

Collier Comp. Set

September 2014

October 27, 2014
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Occupancy

ADR

RevPAR

2014

% Δ

2014

% Δ

2014

% Δ

	2014	% Δ	2014	% Δ	2014	% Δ
Naples MSA	44.5%	-3.2	\$128.08	+11.9	\$56.95	+8.4
Naples Upscale	54.4%	+1.9	\$155.91	+15.6	\$84.75	+17.8
Miami-Hialeah	69.2%	+4.8	\$133.49	+5.0	\$92.38	+10.1
Florida Keys	61.4%	+1.3	\$183.26	+3.2	\$112.51	+4.5
Ft. Myers	43.9%	+9.5	\$96.71	+4.3	\$42.41	+14.2
Sarasota-Bradenton	53.0%	+10.1	\$96.29	+2.0	\$51.01	+12.3
Clearwater	60.2%	+11.4	\$101.93	+2.1	\$61.39	+13.8
St. Petersburg	51.8%	-7.4	\$112.22	+7.7	\$58.08	-0.3
Palm Beach County	61.4%	+6.1	\$105.44	+4.3	\$64.71	+10.7
Ft. Lauderdale	64.5%	+8.2	\$96.27	+4.2	\$62.05	+12.8

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp. Set

September 2014 Occupancy

Occupancy (%)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
Naples MSA	27.0%	-2.9	16.2%	-5.3	44.5%
Miami-Hialeah	51.5%	+4.8	13.5%	+1.8	69.2%
Florida Keys	53.4%	+2.4	7.4%	-8.3	61.4%
Ft. Myers	32.1%	+7.7	11.0%	+19.1	43.9%
Sarasota-Bradenton	37.5%	+6.7	15.4%	+21.6	53.0%
Clearwater	41.2%	+3.6	19.0%	+33.1	60.2%
St. Petersburg	37.0%	-5.1	13.5%	-15.4	51.8%
Palm Beach County	43.5%	+8.2	16.6%	+1.2	61.4%
Ft. Lauderdale	47.7%	+10.2	13.2%	+2.9	64.5%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp. Set

September 2014 ADR

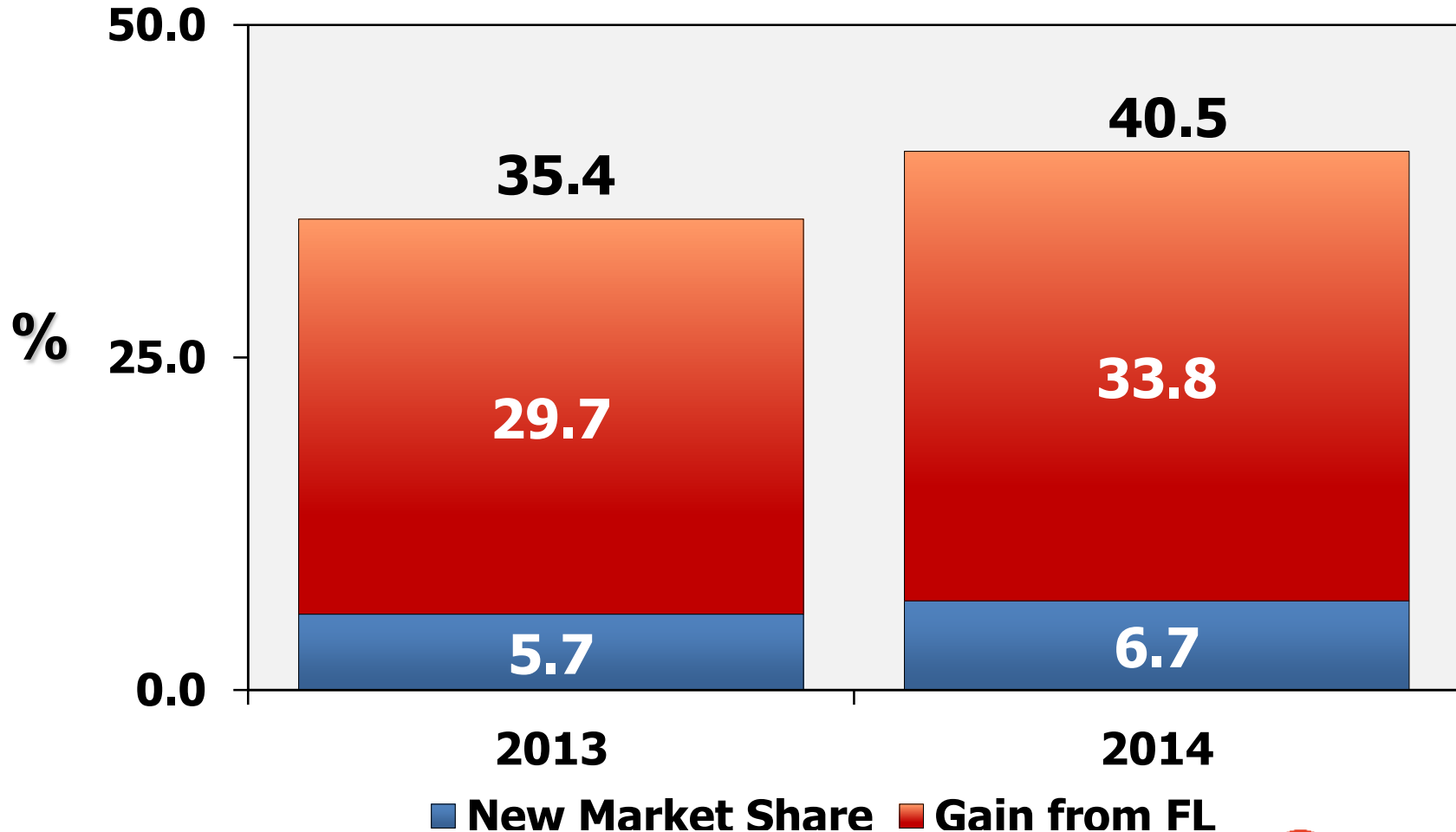
ADR (\$)

	<u>Trans</u>	<u>% Δ 13-14</u>	<u>Grp</u>	<u>% Δ 13-14</u>	<u>Total</u>
Naples MSA	\$134.05	+10.4	\$124.19	+16.7	\$128.08
Miami-Hialeah	\$136.02	+5.4	\$139.73	+4.2	\$133.49
Florida Keys	\$186.29	+2.3	\$164.80	+10.2	\$183.26
Ft. Myers	\$98.80	+2.4	\$91.74	+8.9	\$96.71
Sarasota-Bradenton	\$100.23	+3.7	\$86.72	-2.8	\$96.29
Clearwater	\$104.04	+4.6	\$97.35	-3.5	\$101.93
St. Petersburg	\$111.52	+6.4	\$118.77	+13.2	\$112.22
Palm Beach County	\$100.90	+1.1	\$121.17	+12.3	\$105.44
Ft. Lauderdale	\$94.25	+2.9	\$112.51	+5.9	\$96.27

SOURCE: SMITH TRAVEL RESEARCH, INC.

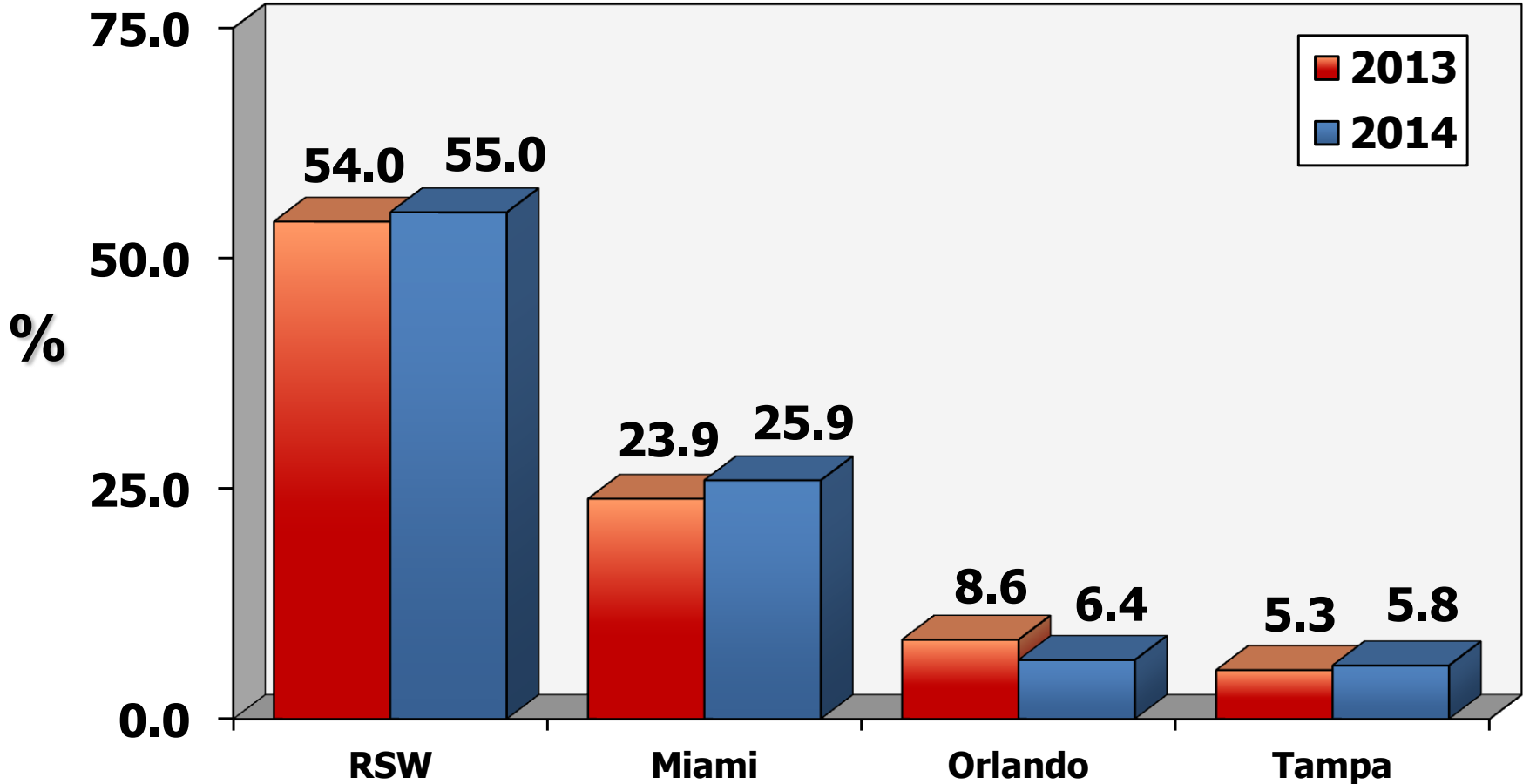
First Time Visitors (% Yes)

Collier September 2014



Airports of Deplanement (*Top Four*)

Collier September 2014

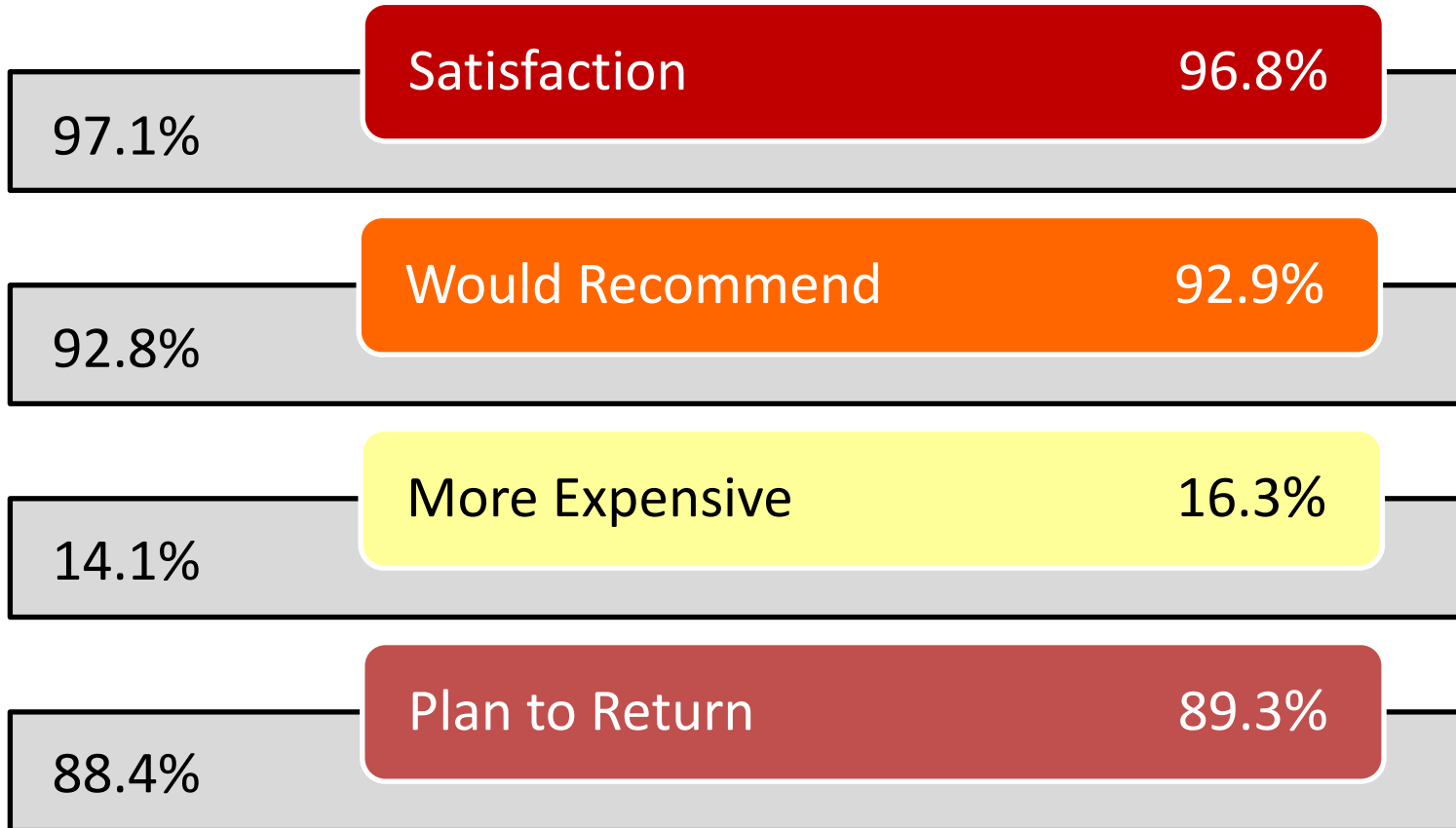


Visitor Perceptions

Collier September 2014

2013

2014



Average Age/Median Income

Collier September 2014

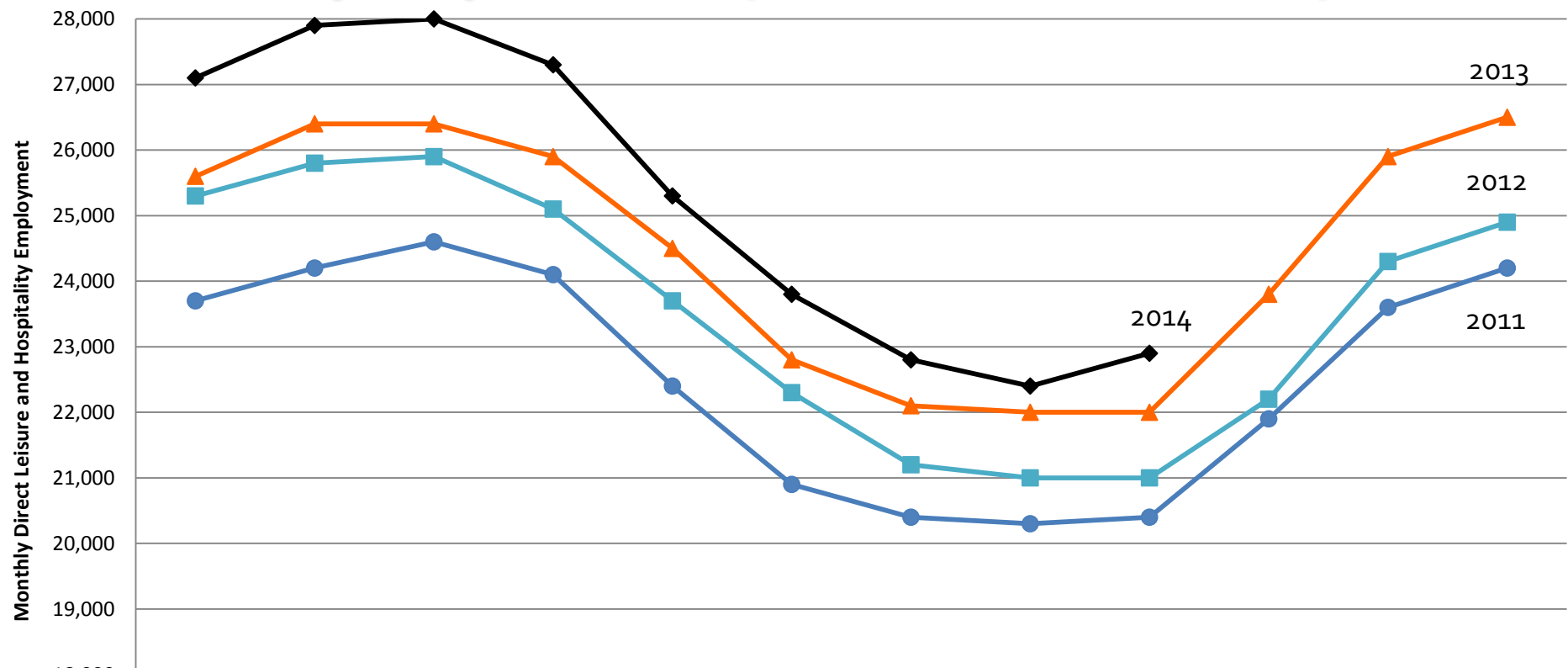
2013

2014



Collier Employment Statistics

Collier Direct Leisure and Hospitality Employment (Calendar Year)*



	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec
● 2011	23,700	24,200	24,600	24,100	22,400	20,900	20,400	20,300	20,400	21,900	23,600	24,200
■ 2012	25,300	25,800	25,900	25,100	23,700	22,300	21,200	21,000	21,000	22,200	24,300	24,900
▲ 2013	25,600	26,400	26,400	25,900	24,500	22,800	22,100	22,000	22,000	23,800	25,900	26,500
◆ 2014	27,100	27,900	28,000	27,300	25,300	23,800	22,800	22,400	22,900			

* Source: Florida Department of Economic Opportunity.

Executive Summary

Collier September 2014

Visitor Metrics

Collier September 2014

- ❖ This September, a record **85,700** visitors stayed in Collier's commercial lodgings **(+12.3%)**. Their visits contributed an estimated **\$65,863,600** of total economic impact to the County **(+16.5%)**. Key performance metrics are as follows:

<u>September:</u>	<u>2013</u>	<u>2014</u>	<u>% Δ</u>
Occupancy	54.0%	56.3%	+4.3%
ADR	\$104.9	\$108.6	+3.5%
RevPAR	\$56.6	\$61.1	+8.0%

Visitor Metrics

Collier September 2014

- ❖ Two-thirds (**66.7%**) of Collier lodging managers report a higher level of “three month forward reservations” when compared to September 2013.

% of Properties (September)

Reporting Reservations:

	<u>2013</u>	<u>2014</u>
Up	50.0%	66.7%
The Same	42.9	22.2
Down	3.6	7.4

Visitor Metrics

Collier September 2014

- ❖ Collier's September visitation comes from the following primary market segments:

<u>Sept. Visitation</u>	<u>2013 Visitor #</u>	<u>2014 Visitor #</u>	<u>% Δ</u>
Florida	35,556	39,251	+10.4
Southeast	4,883	5,142	+5.3
Northeast	8,011	9,427	+17.7
Midwest	6,562	6,684	+1.9
Canada	1,450	1,457	+0.5
Europe	16,099	18,854	+17.1
Mkts. of Opp.	3,739	4,885	+30.6
Total	76,300	85,700	+12.3

Transportation

Collier September 2014

- ❖ Fully **51.2%** of September patrons fly to reach the destination **(2013: 50.8%)**. A majority of these **(55.0%)** deplane at RSW, while Miami captures some **25.9%** of deplanements.

Party Size/LOS

Collier September 2014

- ❖ The typical visitor party includes an average of **2.4** travelers who stay for **3.4** nights in the Naples, Marco Island, Everglades area.
- ❖ Some **40.5%** of Collier's September visitors are in the destination for the first time, a significant increase over September 2013 (**2013: 35.4%**).

Information

Collier September 2014

- ❖ Fully **92.5%** consult the web for trip information, and some **78.4%** make bookings for their trip online.

Satisfaction/Demographics

Collier September 2014

- ❖ The vast majority (**96.8%**) are satisfied with their Collier stay, with **89.3%** planning a future trip to the area.
- ❖ This month, the typical visitor is slightly older (**2013: 46.2 years of age; 2014: 46.8 years of age**) and commands a higher median household income (**2013: \$142,055; 2014: \$144,186**).

Thank you!

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Paradise Advertising & Marketing, Inc.

ADVERTISING REPORT

NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST

TOURIST DEVELOPMENT COUNCIL
OCTOBER

STONE CRAB FESTIVAL PRINT-POSTER



5th Annual STONE CRAB FESTIVAL

FRIDAY-SUNDAY
OCTOBER 24-26
DOWNTOWN NAPLES

Free Admission • Live Music • Stone Crab & Drink Specials
Naples Princess, Pure Naples & Naples Extreme Discounted Cruises
Vendor Booths • Kids Activities & More!

TEXT
STONES
TO
71441
TO RECEIVE
LIVE EVENT UPDATES,
SPECIALS AND DISCOUNTS

NAPLES MARCO ISLAND EVERGLADES
FLORIDA'S PARADISE COAST

AMMOBILE CASINO IMMOKALEE
Escape To The Action

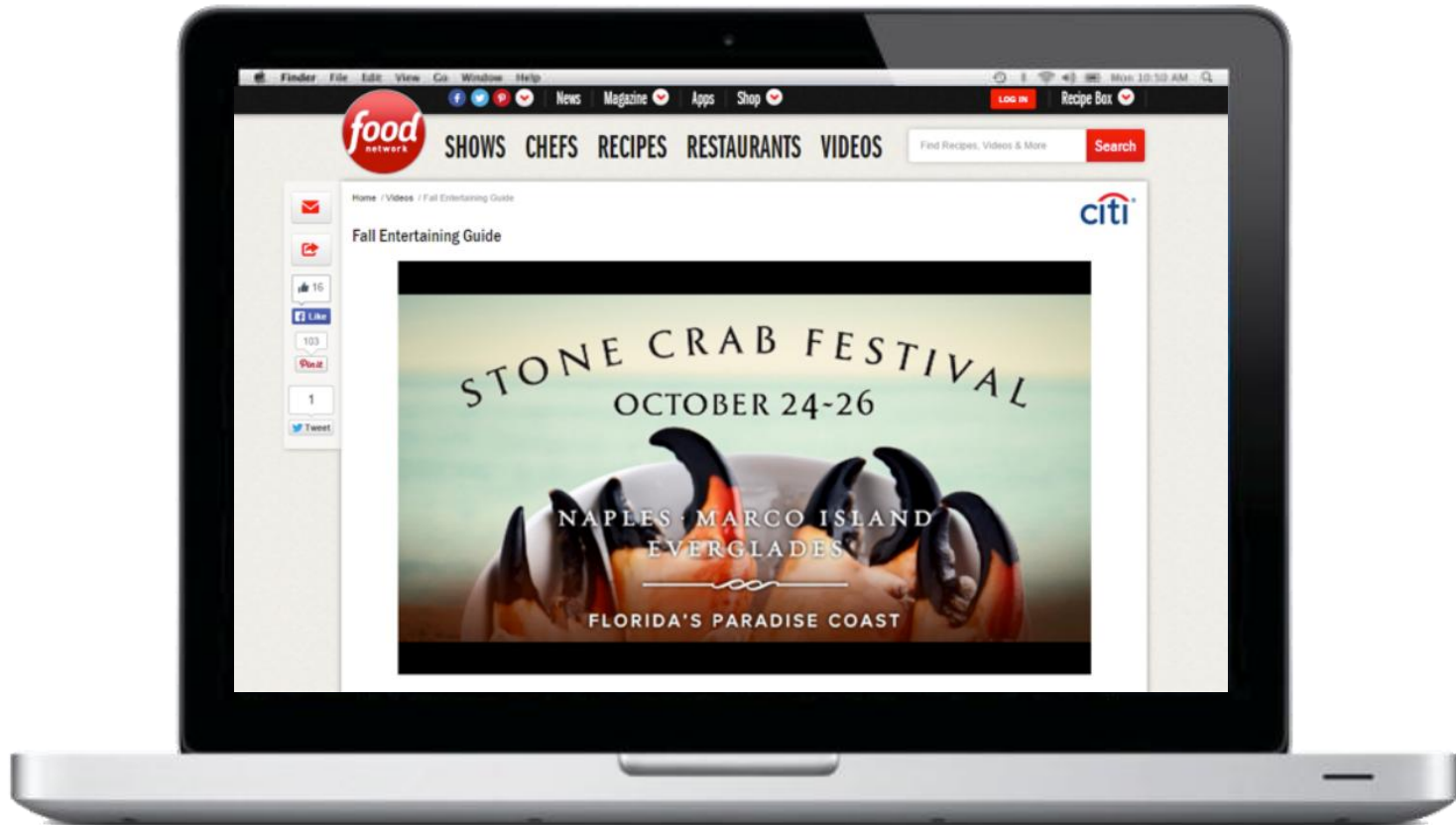
Fresh Florida

85.8 RIVER
107.1
TIN CITY

Naples Princess
PURE FLORIDA
Naples Daily News

StoneCrabFestival.org

STONE CRAB FESTIVAL VIDEO DISPLAY



STONE CRAB FESTIVAL VIDEO

A promotional graphic for the Stone Crab Festival. The background is a soft-focus image of a stone crab with its large, black and orange claws. The text is overlaid on this image. At the top, 'STONE CRAB FESTIVAL' is written in a large, black, serif font, arched across the top. Below it, 'OCTOBER 24-26' is written in a smaller, black, serif font. In the center, 'NAPLES · MARCO ISLAND' and 'EVERGLADES' are written in a white, serif font. Below this, there is a decorative flourish. At the bottom, 'FLORIDA'S PARADISE COAST' is written in a white, serif font. At the very bottom, a black bar contains the text 'CLICK FOR HOTEL SPECIALS' in a white, serif font.

STONE CRAB FESTIVAL
OCTOBER 24-26

NAPLES · MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST

CLICK FOR HOTEL SPECIALS

GOLF MAGAZINE & GUIDE AD

90 GOLF COURSES. 1620 HOLES. OVER A HALF-MILLION YARDS.
WELCOME TO GOLF PARADISE.

Welcome to Florida's Paradise Coast, named North America's #1 golf destination in 2014. Stay at some of the finest beach, spa and golf resorts in Florida and experience true world-class dining, shopping and sporting adventures. Come play where the pros play.




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FLORIDA'S PARADISE COAST

PARADISECOAST.COM

GOLF ONLINE BANNER ADS

PLAY WHERE THE PROS PLAY
IN FLORIDA'S PARADISE COAST



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VISIT FLORIDA'S PARADISE COAST ►

PLAY GOLF
WHERE THE PROS PLAY.



NAPLES · MARCO ISLAND
EVERGLADES

VISIT FLORIDA'S PARADISE COAST ►

WIN A GOLF GETAWAY
WHERE THE PROS PLAY.



NAPLES · MARCO ISLAND
EVERGLADES

VISIT FLORIDA'S PARADISE COAST ►

GOLF “SOAR WITH THE EAGLES” VIDEO

A photograph of a golfer in a light blue shirt and dark shorts in mid-swing on a green. The green is situated on a grassy bank overlooking a large, calm body of water. In the background, a large, multi-story resort building with a terracotta roof and several towers is visible under a blue sky with scattered white clouds. The scene is framed by the dark, leafy branches of a large tree on the left side.

I WILL START THE DAY

GOLF BRAND VIDEO



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FLORIDA'S PARADISE COAST

Lou Hammond & Associates

&

CVB PR Team

PUBLIC RELATIONS REPORT

NAPLES · MARCO ISLAND
EVERGLADES

FLORIDA'S PARADISE COAST

National Public Relations Update

TDC Meeting

Services conducted from
September 4 – October 9, 2014

Plus Local Team Highlights

October 27, 2014



Lou Hammond & Associates

Media Highlights

- **FOXNEWS.COM**

UMV: 26,438,018; Media Value: \$176,253.45

- **DEPARTURES**

Circ: 1,111,423; UMV: 187,403; Media Value: \$34,051.51

- **SOUTHBOUND MAGAZINE**

Circ: 80,000; UMV: 25,632; Media Value: \$6,625.88



Activities

Completed Individual Visits:

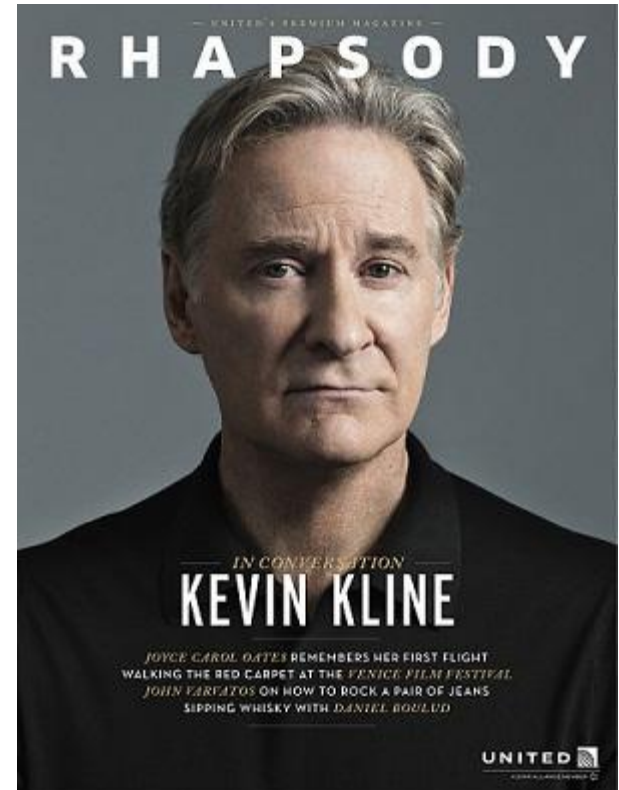
- MICHAEL JURHAN, DPA
 - Visit: SEPTEMBER 17 – 19
 - Agency assisted client with finalizing media visit for Jurhan including securing activities, meals and itinerary creation.



Activities

Individual Visits:

- JACOB BAYNHAM/MARK HARTMAN, RHAPSODY
- Visit: OCTOBER 24 – 27
- Agency secured visit to feature Naples and Everglades City in Rhapsody's "First Person, Far Flung" feature.
- Feature will showcase the luxury of Naples paired with a fishing experience in the Everglade in an eight-page spread.
- Rhapsody is United Airline's first- and business-class luxury publication.



Activities

Individual Visits:

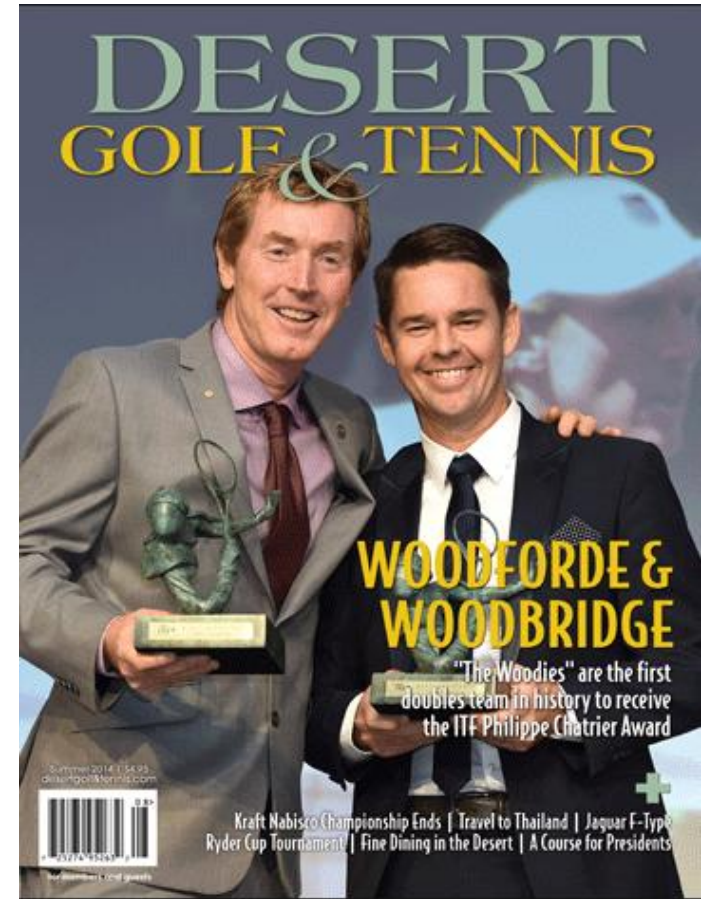
- ADAM BOLES, THE DAILY MEAL
- Visit: OCTOBER 24 – 26
- 3 pieces of coverage confirmed for influential food blog:
 - Naples Stone Crab Festival Overview
 - Profile of Naples as a growing city for food lovers
 - Hotel/dining feature



Activities

Individual Visits:

- TIM PADE, DESERT GOLF & TENNIS/COLORADO GOLF MAGAZINE
 - Visit: November/December
 - Agency pitched Pade for an individual golf visit. Awaiting confirmation of dates for upcoming season.
 - One feature in each publication showcasing Florida's Paradise Coast as a premier golf destination.



Activities

Individual Visits:

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



Activities

Individual Visits:

- JANICE NIEDER
 - Visit: End of 2014
 - Client worked with Nieder during her previous visit to the destination with SATW.
 - Agency to help arrange a second trip for a Marco Island feature – followed up to finalize trip dates.



Activities

Individual Visits - CVB:

- LAURA CAPANEMA
 - Visit: Sept. 26
 - Viagem e Turismo – top consumer publication in Brazil
 - Travel snags limited visit – saw Marco Island beach, lunch; Naples downtown shopping, hotel stay, area tour



Activities

Group Visits:

- STONE CRAB FESTIVAL VISITS
 - Agency targeted culinary outlets for a possible media FAM in conjunction with Stone Crab Festival.
 - Due to international FAM taking place simultaneously, agency followed up with select outlets for individual visits.



Activities

Group Visits:

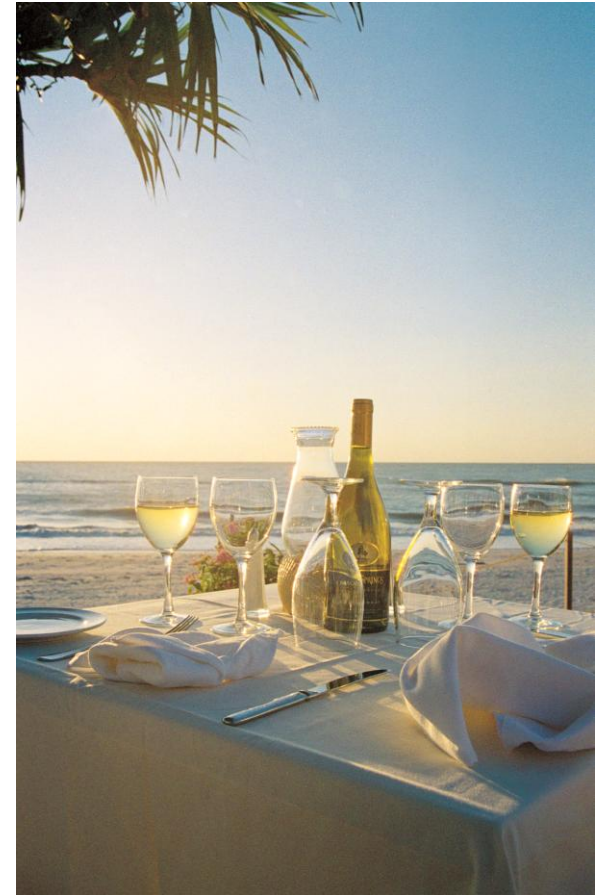
- Brazil Press Fam
 - Oct. 23-27
 - Brazil reps sourced media; CVB planned itinerary



Activities

Group Visits:

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



Activities

Group Visits:

- PRICELESS MEETINGS, PRICED LESS
 - Agency pitched trade media to be included on preplanned planner FAM.
 - Agency received interest for Lisa Grimaldi from Meetings & Conventions, although set dates did not work. Agency to follow up with Grimaldi for future FAM inclusion.



Activities

Media Outreach Sampling

- Rock the Park
- VISIT FLORIDA
- New York Times
- Epicurious
- The Daily Meal
- Travel + Leisure
- Associated Press
- Local Palate
- Foxnews.com
- Florida Weekly
- Saveur



Activities

- Weekly LH&A “Value Blast” – inclusion in **2** editions
 - September 10 – Gimme 5! At Park Shore Resort
 - September 24 – Naples Paradise Getaway Package at the Gulfcoast Inn

237th Edition
February 26, 2014

Contact: lha@lhammond.com



LH&A Blast

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

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

★ **Beauty and the Beach Package**

Inn on Fifth – Naples, FL

February 26 through December 31, 2014

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

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

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

Reservations, 239-403-8777; www.innonfifth.com/

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

Activities

Agency social media efforts

- 2 LH&A Facebook posts
 - LH&A Value Blast (x2)



Lou Hammond & Associates
September 17

Check out the amazing deals our clients are offering this fall!
<http://bit.ly/1o3YarA> pic.twitter.com/oxC6g55Vtr





Activities


CVB Top Performing Facebook Post



Post Details Reported data may be delayed up to 30 minutes. X

Naples, Marco Island, Everglades - Paradise Coast
October 6 at 8:10am · Edited [?] · 🌐

Caption this photo.....



5,594 people reached Boost Post

Like · Comment · Share · 🍷 212 🗨 51 ➦ 46

5,594 People Reached

484 Likes, Comments & Shares

322 Likes	212 On Post	110 On Shares
113 Comments	51 On Post	62 On Shares
49 Shares	46 On Post	3 On Shares

82 Post Clicks

82 Photo Views	0 Link Clicks	0 Other Clicks 📄
--------------------------	-------------------------	----------------------------

NEGATIVE FEEDBACK

3 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page





Activities


Agency social media efforts

- **13** LH&A Tweets
 - Specific packages and links (x2)
 - Client inclusion (Fox News Travel, Departures)
 - Partner and client RTs
 - Value Blast Press Release Inclusion (x2)



Lou Hammond PR
@LouHammondPR

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

 **Lou Hammond PR** @LouHammondPR · Sep 25
@FoxNewsTravel and @GotoTravelGal says take the kids to #Florida's @ParadiseCoast for family-friendly scuba diving fxn.ws/1xgNrCl

 **Lou Hammond PR** @LouHammondPR · Oct 1
Amazing #Everglades article by @PaulRubioTravel @DeparturesMag: bit.ly/1CERdpF @ParadiseCoast @Evergladeskayak #BigCypressGallery

 **Lou Hammond PR** @LouHammondPR · Sep 15
Say "Gimme 5!" for an extra night on @ParadiseCoast starting at \$99 per night bit.ly/1COMQZW #traveldeal





Results Sampling





FOX NEWS

September 24, 2014
UMV: 26,438,018
Media Value: \$176,253.45

13 family-friendly dive sites for your kids

By Lyn Mettler

If you've got young explorers at home who dream of swimming alongside Nemo or meeting a sea turtle up close, your next vacation may be the right time to introduce them to snorkeling and scuba diving. At coastal locations around the world, resorts and dive shops tailor programs for families and kids so they can begin charting their course as the next Jacques Cousteau.

10. Florida



Florida's Paradise Coast is regularly named a top destination for families, and it offers plentiful diving to boot. Explore wrecks and reefs, along with marine life like nurse sharks and sea turtles. Many area dive programs like **Scuba Marco** in Marco Island offer the Bubblemaker and other junior dive programs.

NEWS FROM ... LOU HAMMOND & ASSOCIATES

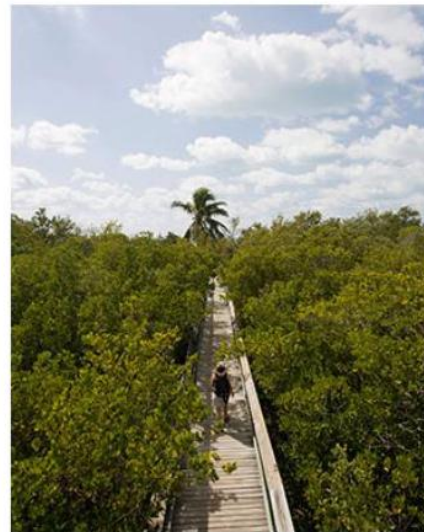




DEPARTURES

October 2014
Circ: 1,111,423
UMV: 187,403
Media Value: \$34,051.51

8 Ways to do Everglades National Park Right



© Tim Graham / Alamy

By Paul Rubio
Oct-2014

From wading waist-deep through the swamp to witnessing gators under a full moon to kayaking through islets, visiting the park can be a one-of-a-kind adventure.

[...See our slideshow >](#)

Despite the sorry state of environmental protection, the Everglades is a poignant, if sometimes forgotten, natural masterwork of Florida. The third-largest national park in the contiguous United States, it's a mind-boggling, 2,400-square-mile expanse of subtropical wilderness, where Florida panthers roam and alligators rule. The delicate blend of sawgrass-strewn freshwater habitat, elevated hardwood hammocks and mangrove-rich saltwater flats teem with flora and fauna—to the tune of



Southbound
THE HOLY UNVEILED
An Insider's Guide to Charleston

OFF THE CHAIN RATE...
LLE'S ENCE
TION IRIES...
RITS...
TRIP
E ON INCH...
WITH LYNN

5th Avenue South
bella marina cafe
dolce & slate
Sheldon Fine Art
little blue
Tracy's Fashion
the blue mussel
avenue 5
faded caton
NICOLE FARECC
CUSTOM PUBLICATION

Street Smart: Naples's Fifth Avenue South
Naples, Florida's Main Street for millionaires

COLLEGE TOWNS

Fall/Winter 2014
Circ: 80,000
UMV: 25,632
Media Value: \$6,625.88



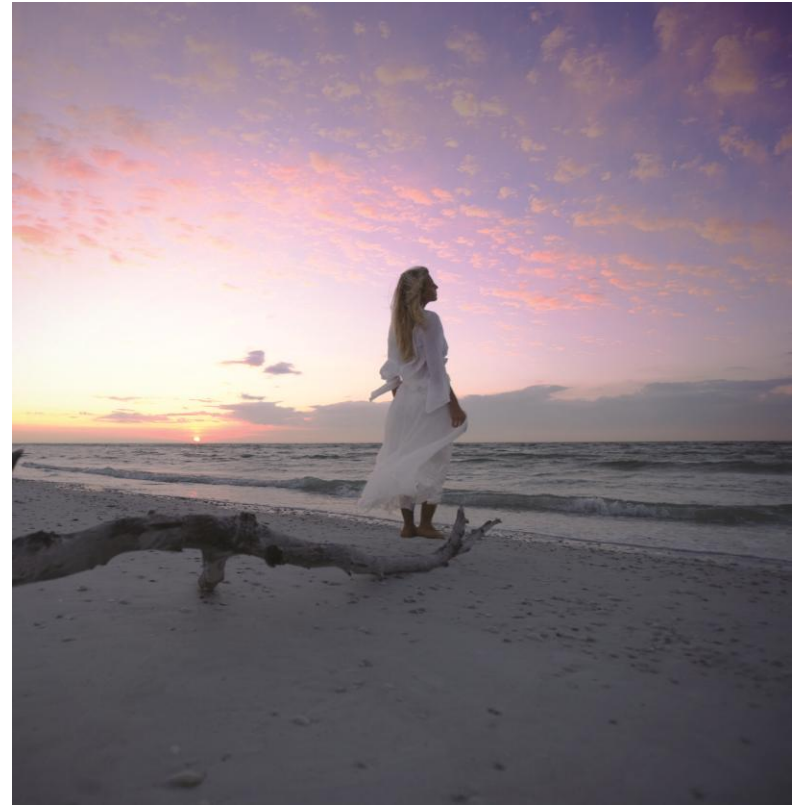
Top Local Team Activities

- Emeril's Florida – pre-production, scouting for greater Naples area episode
- Leadership Collier presentation – tourism economic impact
- Fall For Fun web page; general web updates
- Writing, launch for Blog
- Brazilian website
- Governor's Conference, Flagler Awards
- What's New news release
FL Outdoor Writer's Conference
- Two Brazil FAMs
- Visitor guide listing edits
- Video production
- Job search



Looking Forward

- Upcoming written materials
 - Winter Events release
- Upcoming media outreach
 - Florida Panther Festival pitching
 - Stone Crab Season pitching, and visits pitching
 - Rock the Park broadcast opportunity
 - Winter offerings
 - Golf outreach
- VISIT FLORIDA Nov. NYC media event



NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST

Thank you!

Proud to be your Partner in Paradise!



Lou Hammond & Associates

Collier County Tax Collector

TOURIST TAX COLLECTIONS

BED320RD		10/01/2014		COLLIER COUNTY TOURIST TAX - YTD REPORT BY CITY								PAGE	1
** NAPLES **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
176811	227247	269078	397145	591687	620019	863967	443087	296589	180835	212986	290959	4570410	
** MARCO ISLAND **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
159125	229028	247875	361032	490359	597726	909200	554875	338299	299001	317687	306767	4810974	
** IMMOKALEE **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
603	722	960	903	1060	1039	2284	1501	1121	718	982	794	12687	
** EVERGLADES CITY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
4747	5151	6995	12217	14712	21076	21820	15074	6163	7558	5348	5580	126441	
** COLLIER COUNTY **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
233615	413939	531597	748942	1453692	1542772	1924318	881271	573867	451258	453660	407724	9616655	
** OTHER **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
** TOTALS **													
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
574901	876087	1056505	1520239	2551510	2782632	3721589	1895808	1216039	939370	990663	1011824	19137167	

BED330RD		10/01/2014		COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE								PAGE 1	
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS	
** APARTMENT **													
1152	646	2975	6856	5244	8564	9155	3800	1300	1372	527	926	42517	
** CONDOMINIUM **													
38983	23686	46013	113055	152407	278202	669832	111727	47175	55723	31761	29195	1597759	
** CAMPGROUND/RV/PARK **													
1993	3212	5155	14761	36764	35967	28369	11973	5362	3463	3354	3157	153530	
** HOTEL/MOTEL **													
421418	763375	861981	987059	1521759	1892765	2217126	1509105	1053566	739111	836888	829790	13633943	
** INTERVAL **													
7725	9110	10946	16611	16706	24095	25334	25782	11816	10651	18300	9171	186247	
** MOBILE HOME PARK **													
64	80	112	842	1238	1737	4279	505	128	19	106	6	9116	
** SINGLE FAMILY **													
52554	16301	22264	69743	46047	59529	246183	58476	28202	57917	23435	24534	705185	
** REALTOR **													
51012	59677	107059	311312	771345	481773	521311	174440	68490	71114	76292	115045	2808870	
** OTHER **													
** TOTALS **													
574901	876087	1056505	1520239	2551510	2782632	3721589	1895808	1216039	939370	990663	1011824	19137167	

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS
SEPTEMBER 2014
(MONTH OF AUGUST 2014 VENDOR TAX COLLECTION)

BREAKDOWN	FISCAL 2012-2013	FISCAL 2013-2014	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	653,505	1,011,824	+ 358,319	+ 54.83%
YEAR TO DATE	16,183,571	19,137,167	+ 2,953,596	+ 18.25%
HOTEL / MOTEL				
MONTH TO MONTH	550,807	829,790	+ 278,983	+ 50.65%
YEAR TO DATE	11,642,787	13,633,943	+ 1,991,156	+ 17.10%
REALTORS				
MONTH TO MONTH	56,214	115,045	+ 58,831	+ 104.66%
YEAR TO DATE	2,290,449	2,808,870	+ 518,421	+ 22.63%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	30,603	54,655	+ 24,052	+ 78.59%
YEAR TO DATE	1,914,493	2,345,461	+ 430,968	+ 22.51%

FY 14 TDC Revenue Report						
30-Sep-2014						
Description	Fund	FY 14 Adopted Budget	FY 14 Current Forecast	FY 14 YTD Forecast	FY 14 YTD Actual	Var to FY 14 YTD Forecast
Beach Facilities	183	693,700	840,267	840,267	856,580	16,313
TDC Promotion	184	5,440,200	6,589,411	6,589,411	6,717,337	127,926
Non-County Museums	193	369,200	447,166	447,166	455,847	8,681
TDC Admin	194	1,800,600	2,181,014	2,181,014	2,223,356	42,342
Beach Renourishment	195	5,706,000	6,911,364	6,911,364	7,045,539	134,176
Disaster Recovery	196	0	-	0	-	0
County Museums	198	1,489,000	1,803,495	1,803,495	1,838,508	35,013
	Gross Budget	\$15,498,700	\$18,772,717	\$18,772,717	\$19,137,167	\$364,450
	Less 5% Rev Res	(774,900)				
	Net Budget	14,723,800				
Collections						
Month	Actual FY 14	Cum YTD	% Budget Collected to Date	% over FY 13 collections	% over FY 12 collections	% over FY 11 collections
Oct	574,901	574,901	3.7%	-8.43%	9.44%	20.06%
Nov	876,087	1,450,988	9.4%	19.29%	26.66%	40.15%
Dec	1,056,505	2,507,493	16.2%	10.14%	14.25%	40.85%
Jan	1,520,239	4,027,732	26.0%	19.10%	25.79%	50.56%
Feb	2,551,510	6,579,242	42.5%	24.01%	33.79%	59.34%
Mar	2,782,632	9,361,874	60.4%	16.11%	19.65%	37.34%
Apr	3,721,589	13,083,463	84.4%	12.67%	33.50%	44.98%
May	1,895,808	14,979,271	96.6%	29.53%	31.87%	39.73%
June	1,216,039	16,195,310	104.5%	16.79%	30.12%	42.95%
July	939,370	17,134,680	110.6%	12.93%	28.62%	38.19%
Aug	990,663	18,125,343	116.9%	18.18%	27.29%	35.57%
Sept	1,011,824	19,137,167	123.5%	54.83%	56.48%	58.10%
Total	19,137,167	19,137,167	YTD	18.25%	28.45%	43.71%
	Current Forecast	18,772,717		18,772,717		
	Budget Forecast	17,048,600				

Miles Partners, Inc.

WEB SITE ANALYTICS

Naples, Marco Island, Everglades CVB

Executive Summary

September 2014



Highlights

- Following the trend we've seen in previous years, visits continued to decrease in September. Visits were down 26% while page views were down 13%. Compared to last year, however, site activity was strong, with both of these indicators up significantly.
- Campaign traffic dropped significantly, from 31% to 13%. Organic traffic and referral traffic both increased.
- Engagement improved, with a time on site of 2:24 minutes vs. 2:00 minutes in the previous month (for non-campaign traffic). This beats the 2013 baseline as well. The overall bounce rate also dropped several percentage points in September.
- Total conversions dipped slightly to 19.2%. Guide orders and newsletter signups increased month-over-month (6% and 13% respectively), while almost all SITs were up significantly year-over-year. Stay in Paradise Listings Views remain the highest volume SIT.
- The home page and events were the most requested pages, followed by Paradise Priced Less.
- Florida and New York continue to be the top markets by state. Illinois, Pennsylvania and Massachusetts entered the Top 5 in September.
- Mobile device traffic fell 20% from the previous month but is up 143% year-over-year. In terms of mobile engagement, time on site and bounce rate both saw slight improvements.



Naples, Marco Island, Everglades CVB ParadiseCoast.com Dashboard September 2014

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

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

ENGAGEMENT	without Campaigns	LY	IB	B ('13)
Time on Site: 2:14 <i>Minutes</i>	2:24	2:53	3:43	2:01
Bounce Rate: 40% <i>of Home Page</i>	41%	37%	39%	39%
Bounce Rate: 53% <i>Overall</i>	50%	47%	45%	59%

SIGNALS OF INTENT TO TRAVEL (SIT)

Total conversions:
19.2%
 of total page views

13,714
 Signals of Intent to Travel

See breakdown below

ACTIVITY

	LM	LY
23,060 Total Visits	-26%	40%
19,957 Unique Visitors	-23%	44%
71,301 Page Views	-13%	22%
409,884 Visits Year-to-Date (vs. 313,192 visits in 2013)		
1,113,958 Page Views Year-to-Date (vs. 824,793 in 2013)		

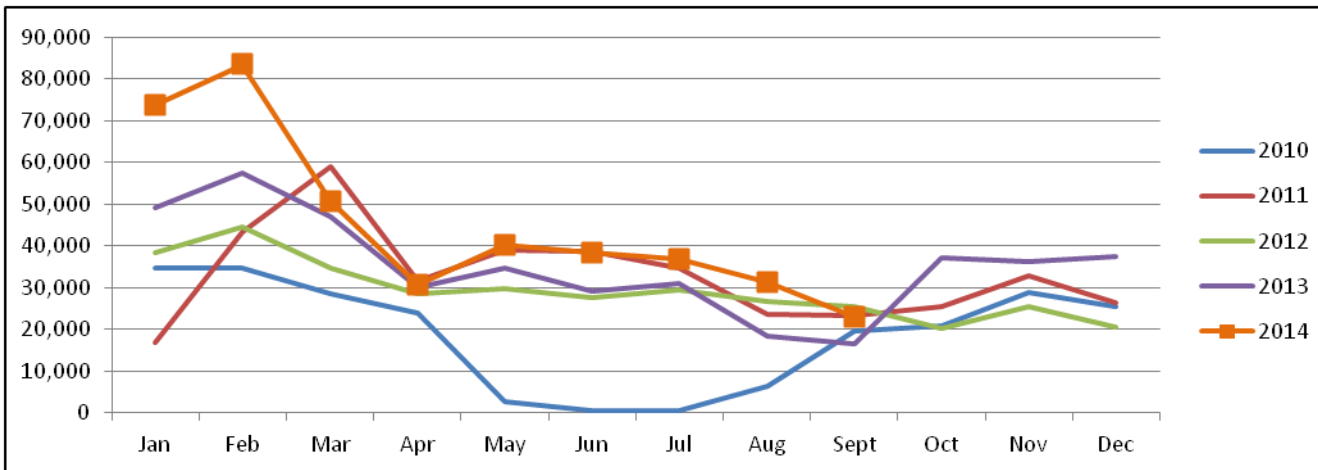
SIT BREAKDOWN

	LM	LY
Guide Orders:	803 +6%	+224%
Newsletter Signup:	324 +13%	+108%
Deals Page Views:	2,532 -15%	+141%
Stay in Paradise Listings Views:	4,894 -4%	+38%
Download Guide Link:	33 -20%	-63%
BookDirect™ Widget Searches:	2,428 -31%	+85%
BookDirect™ Click-Thrus:	2,700 -40%	+146%

September 2014



Visits – 2010-2014



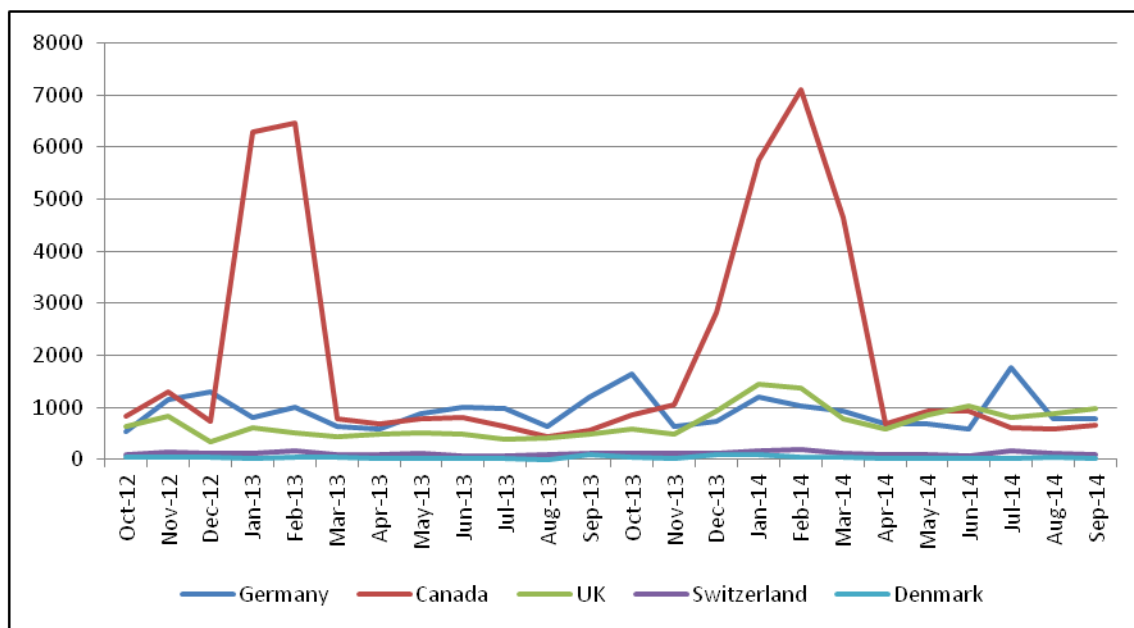
MOST REQUESTED PAGES

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

Top 10 Cities

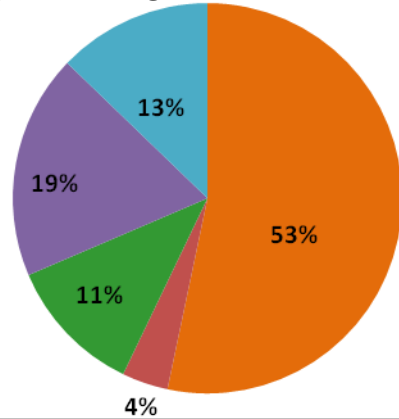
City	Visits for Month	Visits Year to Date
Naples	917	18,963
New York	914	15,550
North Naples	813	10,625
Fort Myers	457	4,130
Bay Lake	416	1,301
Cape Coral	309	3,884
Orlando	292	3,250
Golden Gate	292	1,870
Marco Island	261	4,576
Bonita Springs	251	3,328

International Traffic Over Time





SOURCES OF TRAFFIC



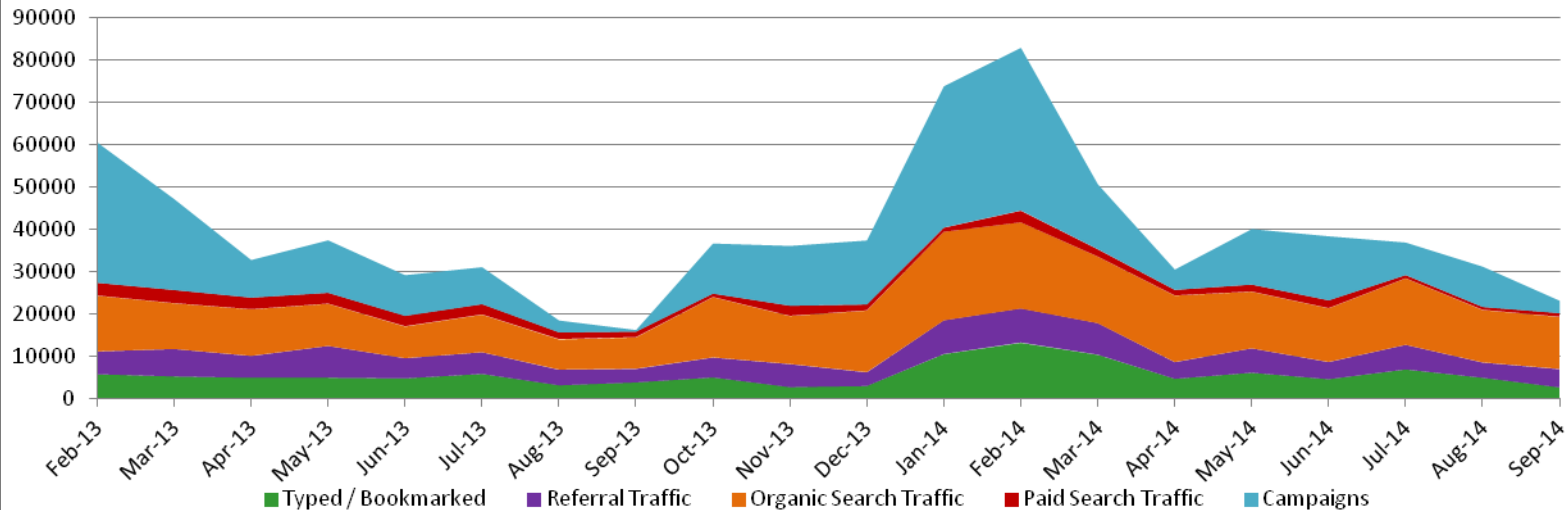
Percentages for the month:

- Organic Search Traffic:** 53%
- Paid Search Traffic:** 4%
- Typed / Bookmarked:** 11%
- Referral Traffic:** 19%
- Campaign Traffic:** 13%

Baseline average percentages for 2013:

- Organic Search Traffic:** 43.4%
- Paid Search Traffic:** 8.4%
- Typed / Bookmarked:** 13.4%
- Referral Traffic:** 19.1%
- Campaign Traffic:** 15.8%

Traffic By Source over Time

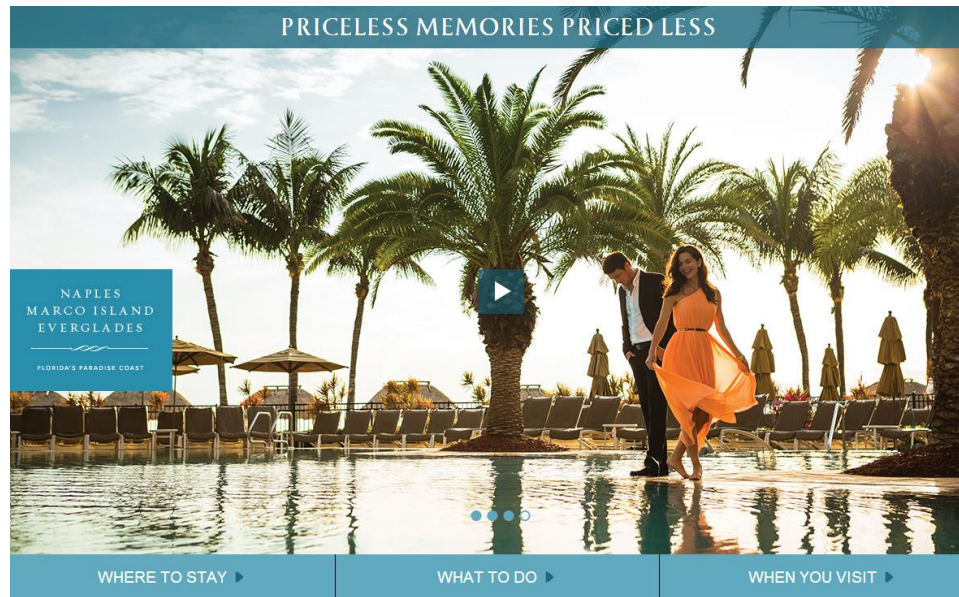




CAMPAIGN RESPONSE

2,953
Total responses

13%
of total visits



TOP CAMPAIGNS

	Visits	Page Views/Visit	Time on Site	Bounce Rate
1. Paradise Priced Less	2,548	1.24	0:21	82%
2. Paradise Refined	126	1.52	0:35	73%
3. Stone Crab Festival	114	1.72	1:04	74%



VISITORS BY STATE

			LM	LY
1.	Florida	8,934	-37%	+47%
2.	New York	1,482	+3%	+114%
3.	Illinois	737	-3%	+50%
4.	Pennsylvania	595	-13%	+46%
5.	Massachusetts	566	+29%	+45%

UK Site

	LM	
Visits	576	661
Page Views	1,820	2,206
Time on Site	2:01	2:26
Bounce Rate	55%	51%

German Site

	LM	
Visits	541	629
Page Views	1,571	1,904
Time on Site	1:59	2:44
Bounce Rate	48%	48%

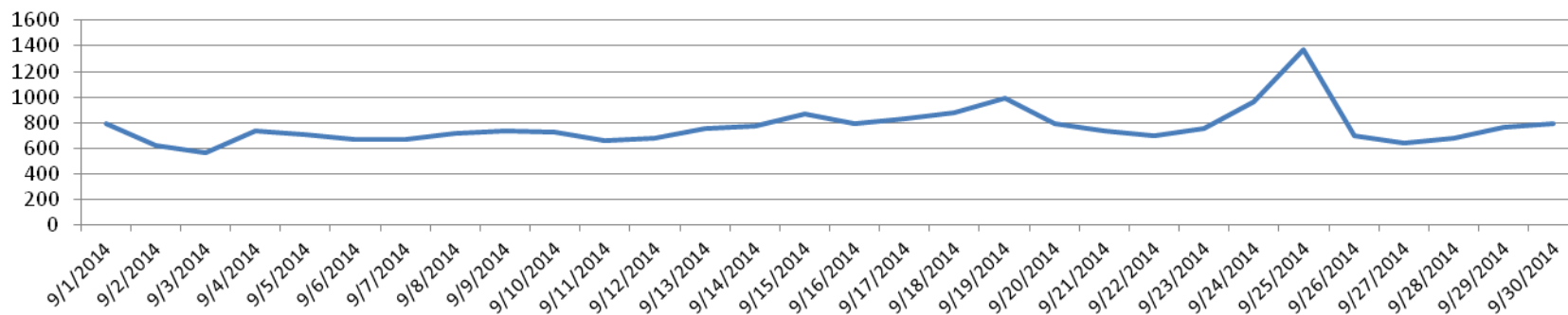
Visits

INTERNATIONAL

	Visits	LM	LY
Domestic	19,401	-29%	+47%
International	3,645	-2%	+13%

		LM	LY
UK	991	+13%	+99%
Germany	774	-0.4%	-35%
Canada	654	+10%	+16%
Switzerland	105	-5%	-4%
Denmark	30	-19%	-68%

Visits by Day





Traffic from Mobile Devices (including Tablets)

ACTIVITY & ENGAGEMENT

		LM	LY
Visits	10,984	-20%	+143%
Time on Site	1:40	1:34	2:30
Bounce Rate	60%	64%	46%

CITY

		LM
1. New York	478	+107%
2. Bay Lake	398	-12%
3. Naples	380	-19%
4. North Naples	349	-17%
5. Fort Myers	228	+45%

BROWSER

		LM
1. Safari	5,947	-28%
2. Chrome	2,830	+6%
3. Android Browser	1,161	-24%
4. Safari (in-app)	790	-15%
5. Amazon Silk	139	+9%

DEVICES

		LM
1. Apple iPad	4,237	-28%
2. Apple iPhone	2,699	-24%
3. Samsung Galaxy S5	160	+7%
4. Samsung Galaxy S3	126	-6%
5. Samsung Galaxy S4	117	+1%



DEVICE CATEGORY

Device Category	Visits	% New Visits	New Visits	Bounce Rate	Pages/Visit	Avg. Visit Duration	Goal Conversion Rate	Goal Completions
DESKTOP	12,076	81.47%	9,838	45.75%	3.65	0:02:44	7.88%	952
MOBILE	6,073	80.65%	4,898	66.15%	2.01	0:01:15	3.28%	199
TABLET	4,911	75.73%	3,719	53.25%	3.07	0:02:11	5.74%	282

Metric Definitions

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

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

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

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

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

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

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

Paradise Advertising & Marketing, Inc.

DIGITAL/SOCIAL MEDIA MARKETING

Naples, Marco Island, Everglades CVB

Social Marketing Dashboard

September 2014





Campaigns

- As our summer campaign winds down, traffic to ParadisePricedLess.com accrued 2,859 views this month, a 72.1% decrease from last month. September saw 2,613 unique users, which is a 68.8% decrease from August.
- The average time on page decreased from 2:33 in August to 1:44 in September. The bounce rate is high at 84.7% but has decreased from last month's 91.0%. High bounce rates are likely attributed to users clicking “where to stay,” which registers as a positive bounce since it redirects to BookDirect’s lodging listings.
- The September heat-mapping suggests users are most interested in playing the video and clicking “where to stay.”

Social Traffic & Analytics

- 100,400 page impressions on Facebook, a 30.1% decrease from last month. Unique users in September also decreased 40.4% to 2,800 users.
- 144 new Facebook fans in September, for a total of 13,717 total likes.
- Facebook referral traffic to ParadiseCoast.com decreased 17.5% over August.
- 1,300,000 impressions on Twitter, a 13% decrease from last month, but expected as summer travel winds down; there were 331 interactions, an 18.8% decrease from August.
- 152 mentions on Twitter in September, a 23.2% decrease from August; and there were 179 retweets in September, a 13.1% decrease from August.
- Increase of 280 followers on Twitter in September; 93 link clicks. Twitter referrals to ParadiseCoast.com decreased 27.6% in September.



Incoming Messages	3.6k	
Sent Messages	707	
New Twitter Followers	280	
New Facebook Fans	144	

Social Traffic & Analytics

Twitter

TWITTER STATS

+ **280**

New followers in this time period.

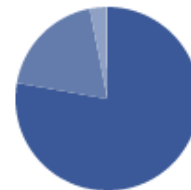
93
Link Clicks

152
Mentions

179
Retweet

Facebook

IMPRESSIONS BREAKDOWN



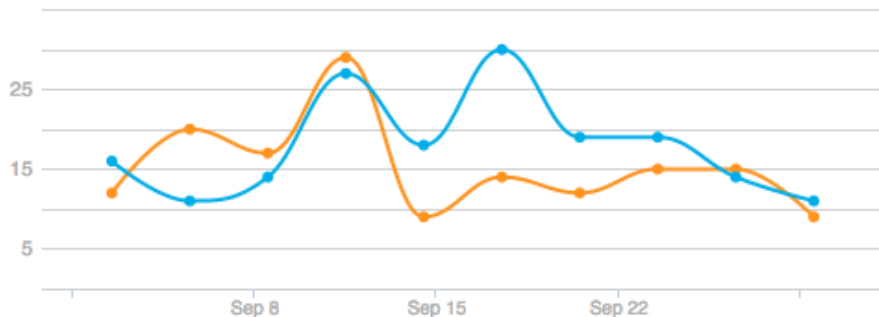
- Page post 30.4k
- Mention 7.5k
- Fan 1.2k
- User post 36
- Other 2
- Checkin 0
- Question 0
- Coupon 0



- Organic 60.6k
- Viral 39.1k
- Paid 0

DAILY ENGAGEMENT

— @MENTIONS 152 — RETWEETS 179



Naples, Marco Island, Everglades - Paradise Coast
 13,717 Total Likes and 267 people talking about this

New Fans 144 'Unliked' Your Page 14



Email Campaigns

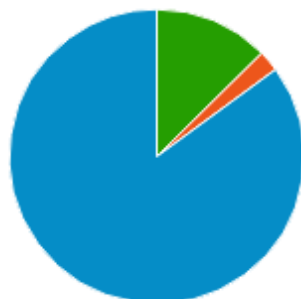
Opt-In

- September Consumer eScapes received 2676 unique opens, a 12.91% open rate—a total of 66 unsubscribed.
- September Consumer eScapes earned a 16.82% click through rate (CTR); the most clicked link was the STAY button at 9.89% of user clicks, which directed users to the hotels and rentals page.
- September Meetings eScapes received 639 unique opens, a 16.59% open rate—a total of 16 unsubscribed.
- September Meetings eScapes earned a 4.38% click through rate (CTR); the most clicked link was the GROUP HOTELS button at 16.67% of user clicks, which directed users to the hotels and rentals page.

Paid Lists

- The September Consumer Paid List received 7,965 opens, with an 17.8% open rate and a 2.2% CTR.
- The September Meetings Paid List received 3,277 opens, with an 15.1% open rate and a 1.8% CTR.

Consumer eScapes

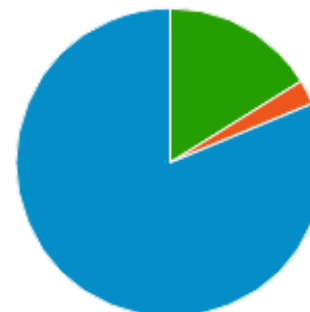


■ **2,676** Unique opens
4,036 total opens to date

■ **490** Bounced
2.31% couldn't be delivered

■ **18,060** Not Opened
Open rates are only estimates

Meetings eScapes



■ **639** Unique opens
935 total opens to date

■ **102** Bounced
2.58% couldn't be delivered

■ **3,213** Not Opened
Open rates are only estimates

Sales & Marketing Technologies, Inc.

SEARCH ENGINE SERVICES



ParadiseCoast.com

September 2014

Executive Summary

October 27, 2014

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- **Overall website traffic over September 2014 and September 2013**
 - Visits/Sessions were up nearly 40% (+6,562) visits and Unique Visits / “Users” were up 47.53% (+6,056).
 - Pageviews were up by 21.81% (+12,765).
 - Bounce Rate was up however by 11.84% (52.72% of traffic bounced versus 47.14%). However, Bounces were up only by 1.55% in September over August; Paid Media tends to generate higher bounces: Banners and Referrals generated the highest bounces.
- **Organic traffic:**
 - Yielded 12,293 visits, representing 53.31% of overall traffic and converted 4.76% for 585 total Conversions: 406 to “Deals”, 98 to Guide Requests, 23 to Newsletter Sign-ups, and 58 to eBooks requests.
 - Increased over September 2013 by 65.96% (+4,886) and up over August 2014 by 70.64% (+5,089) Visits. Overall Traffic was up this month over August which is a typical trend year over year.
- **Paid search traffic (CPC):**
 - Yielded 884 tracked Visits, a decrease of 34.95% (-475) visits over September 2013 and an increase over August 2014 by 25.57% (+180). PPC converted 12.22% for 108 total Conversions: 54 to “Deals”, 34 to Guide Requests, 13 to Newsletter Sign-ups, and 7 to eBooks requests.
 - PPC had 117,626 Impressions with 44 total converted clicks for a 4.12% conversion rate.
 - PPC Spend was \$1,367.63, which is \$157.319 higher than August 2014.
- **Referral traffic:**
 - Yielded 4,296 Visits, an increase of 22.88% (+800) over September 2013 and a 19.83% (+711) increase over August.
- **Direct traffic:**
 - Yielded 2,635 Visits for a 30.57% (-1,160) decrease over August 2013 as well as a decrease of 46.25% (-2,267) over August.

Top Search Queries by Impressions

Query	Impressions [?] ↓	Clicks [?]	Average Position [?]	CTR [?]
	183,616 % of Total: 73.45% (250,000)	6,205 % of Total: 112.82% (5,500)	13 Site Avg: 24 (-49.43%)	3.38% Site Avg: 2.20% (53.61%)
1. naples florida	50,000 (27.23%)	700 (11.28%)	9.9	1.40%
2. naples	10,000 (5.45%)	60 (0.97%)	11	0.60%
3. marco island florida	8,000 (4.36%)	70 (1.13%)	12	0.88%
4. naples fl	8,000 (4.36%)	60 (0.97%)	8.3	0.75%
5. marco island	4,500 (2.45%)	60 (0.97%)	9.6	1.33%
6. marco island fl	3,000 (1.63%)	16 (0.26%)	12	0.53%
7. naples, fl	3,000 (1.63%)	22 (0.35%)	7.4	0.73%
8. things to do in marco island	1,600 (0.87%)	22 (0.35%)	4.0	1.38%
9. naples, florida	1,000 (0.54%)	16 (0.26%)	9.5	1.60%
10. things to do in naples	1,000 (0.54%)	16 (0.26%)	11	1.60%

- Impressions decreased by 9,675 (-5.01%) over August 2014 which is typical for September.
- Marco Island had 4 top 10 search queries by impressions.
- ParadiseCoast.com showed up in search engines for these terms 73.45% of the time.
- Overall Average Position by Impressions remained at 13.
- CTR for Impressions is 3.38% (+1.52%) for organic making organic the top converting traffic source at 40.82%.

Top Search Queries by Clicks

Query	Impressions ?	Clicks ? ↓	Average Position ?	CTR ?
	183,616 % of Total: 73.45% (250,000)	6,205 % of Total: 112.82% (5,500)	13 Site Avg: 24 (-49.43%)	3.38% Site Avg: 2.20% (53.61%)
1. naples florida	50,000 (27.23%)	700 (11.28%)	9.9	1.40%
2. naples events	400 (0.22%)	90 (1.45%)	2.0	22.50%
3. marco island florida	8,000 (4.36%)	70 (1.13%)	12	0.88%
4. paradise coast	250 (0.14%)	70 (1.13%)	1.4	28.00%
5. marco island	4,500 (2.45%)	60 (0.97%)	9.6	1.33%
6. naples	10,000 (5.45%)	60 (0.97%)	11	0.60%
7. naples fl	8,000 (4.36%)	60 (0.97%)	8.3	0.75%
8. events in naples fl	150 (0.08%)	35 (0.56%)	1.2	23.33%
9. naples fl events	170 (0.09%)	35 (0.56%)	3.1	20.59%
10. naples florida events	110 (0.06%)	35 (0.56%)	1.1	31.82%

- Clicks decreased by 229 (-3.56%) over August 2014 (no stats available for September 2013).
- There are 269 various keyword terms that Naples averages in the 1st position for.

Paid Search (PPC)

Month	Spending	Clicks	Cost Per Click	PPC Conversions	Website Leads *
Jan	\$398.74	979	\$0.41	176	43
Feb	\$1,232.49	2,802	\$0.44	384	281
Mar	\$1,368.07	2,207	\$0.62	255	45
April	\$1,367.63	1,672	\$0.82	122	54
May	\$2,113.82	2,132	\$0.99	147	80
Jun	\$2,401.13	2,294	\$1.05	185	53
July	\$969.83	984	\$0.99	77	37
Aug	\$1,210.32	994	\$1.22	82	29
Sept	\$1,367.63	1,068	\$1.28	108	54
Oct					
Nov					
Dec					

- Total PPC Impressions = 152,634 which gave Naples nearly a 72% Share of Voice (SOV) for one targeted Ad Group, but only a 19% SOV for another Ad Group due to budget.
- Cost per Click increased by \$0.23 over July due to increases bids in an effort to drive more traffic and conversions.
- PPC drove 884 tracked visits for 108 Goals: 54 "Deals"; 34 "Guide" ; 7 eBooks; 13 Newsletter Orders

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

Tasks Performed

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- Website / SEO

- Articles – Provided 1 articles and 3 Briefs for Articles; Posted 2 articles approved from August
- Provided Instruction/request for Buzzy for Events to link to newly posted Articles
- Prepared list of Duplicate Title and Meta Tags that we cannot “touch” via CMS for Miles Media to update; most of these issues are associated with Listings, Events and canonical issues (example: www.paradisecoast.com/marco-island is the main link which you can get to via multiple paths: <http://www.paradisecoast.com/marco-island?page=2&tab=article> and <http://www.paradisecoast.com/marco-island?page=2&tab=photo>).

- PPC Management

- Monitored Campaigns for low bids, bounce rates and competitors
- We increased bids to try to take more SOV for events, things to do and Florida beach vacations

- Account Service

- Report for SEO / PPC Analytics
- Team Communication for articles, SEO Content and updating the ongoing Editorial Calendar
- Monthly Call

Glossary of Terms

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

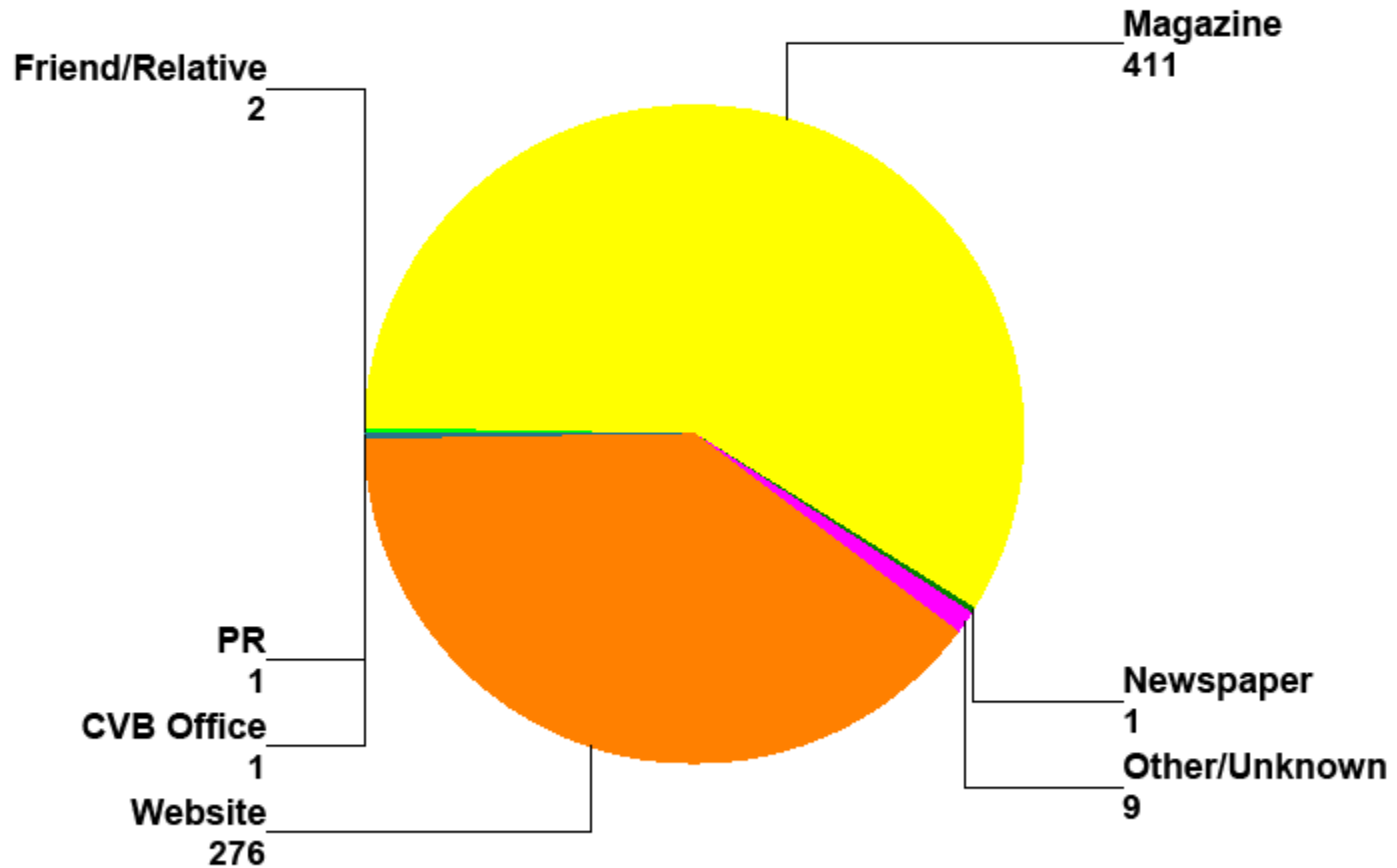
Phase V

FULFILLMENT SERVICES

Naples, Marco Island, Everglades CVB

Request Summary by Source

For the month of September 2013

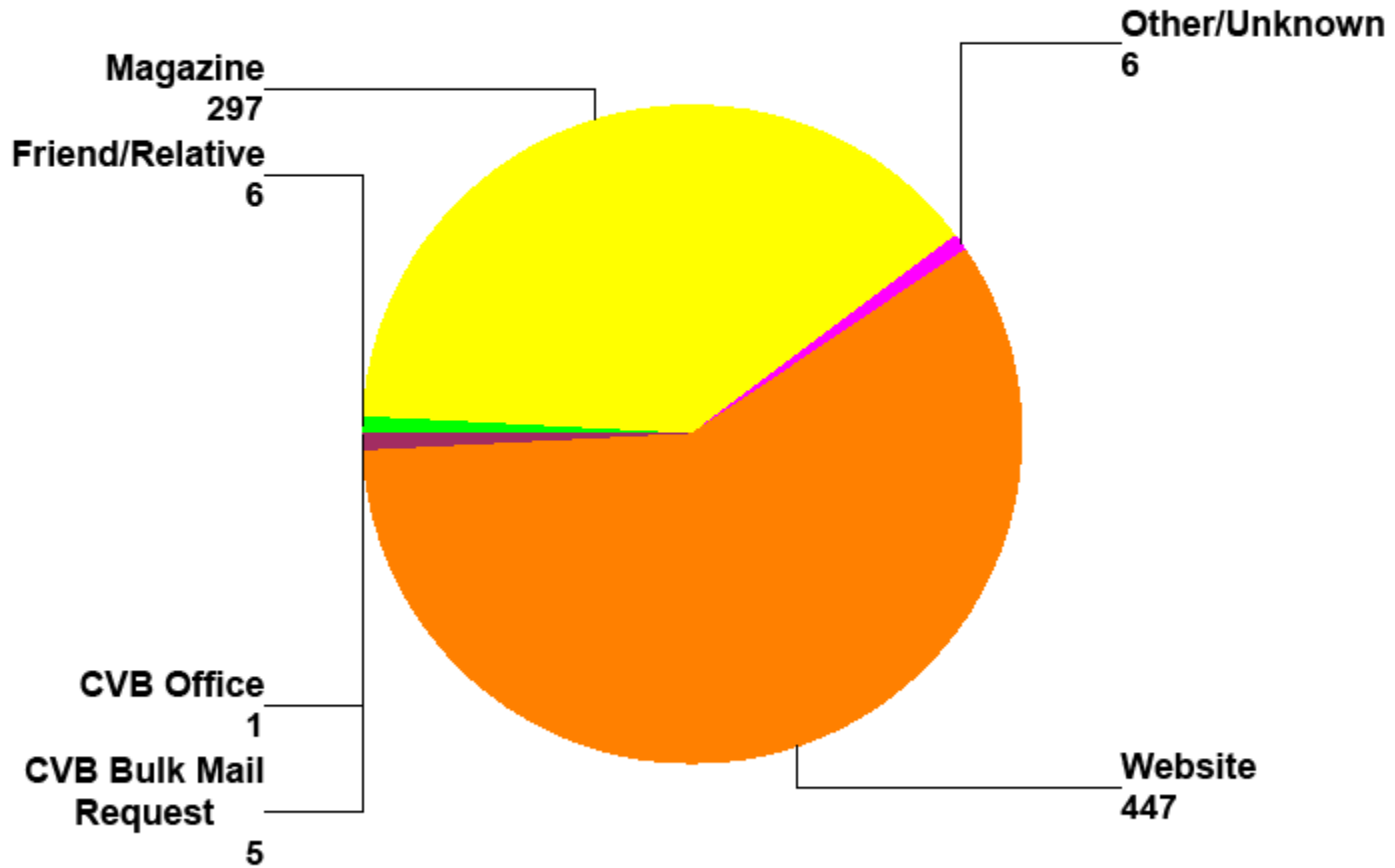


Total Inquiries: 701

Naples, Marco Island, Everglades CVB

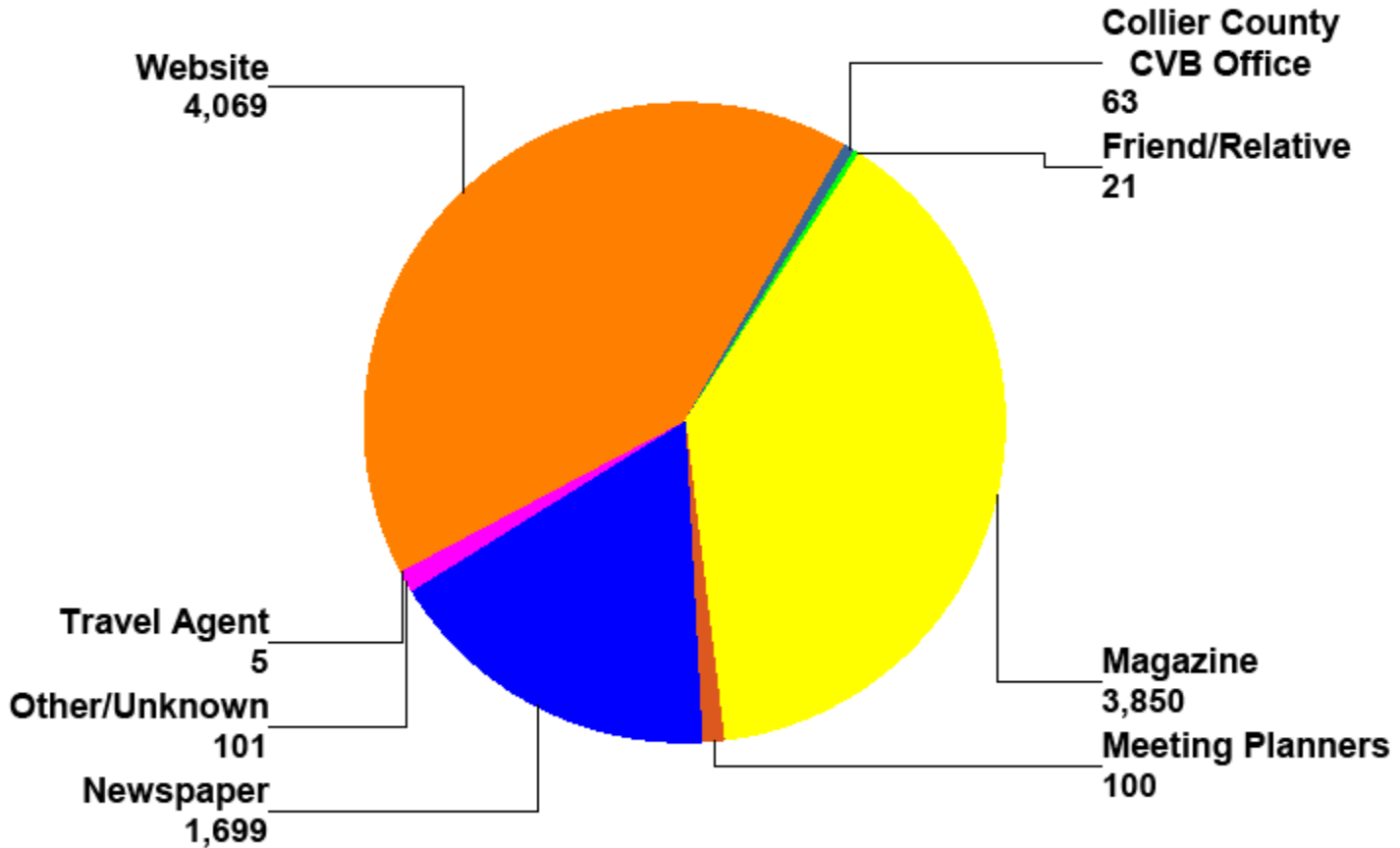
Request Summary by Source

For the month of September 2014



Total Inquiries: 762

**Naples, Marco Island, Everglades CVB
Request Summary by Source
Calendar Year to Date 2014**



Total Inquiries: 9,908

Results Analysis September 2014

October 27, 2014
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Request Summary by Source Slide

Consumer Directories Summary

September 2013 = 95

September 2014 = 232

Bridal/Honeymoon Niche Markets Summary

September 2013 = 280

September 2014 = 16

In **2013** there were 276 website leads generated (273 from ParadiseCoast.com) & in **2014** there were 447 website leads generated (446 from ParadiseCoast.com).

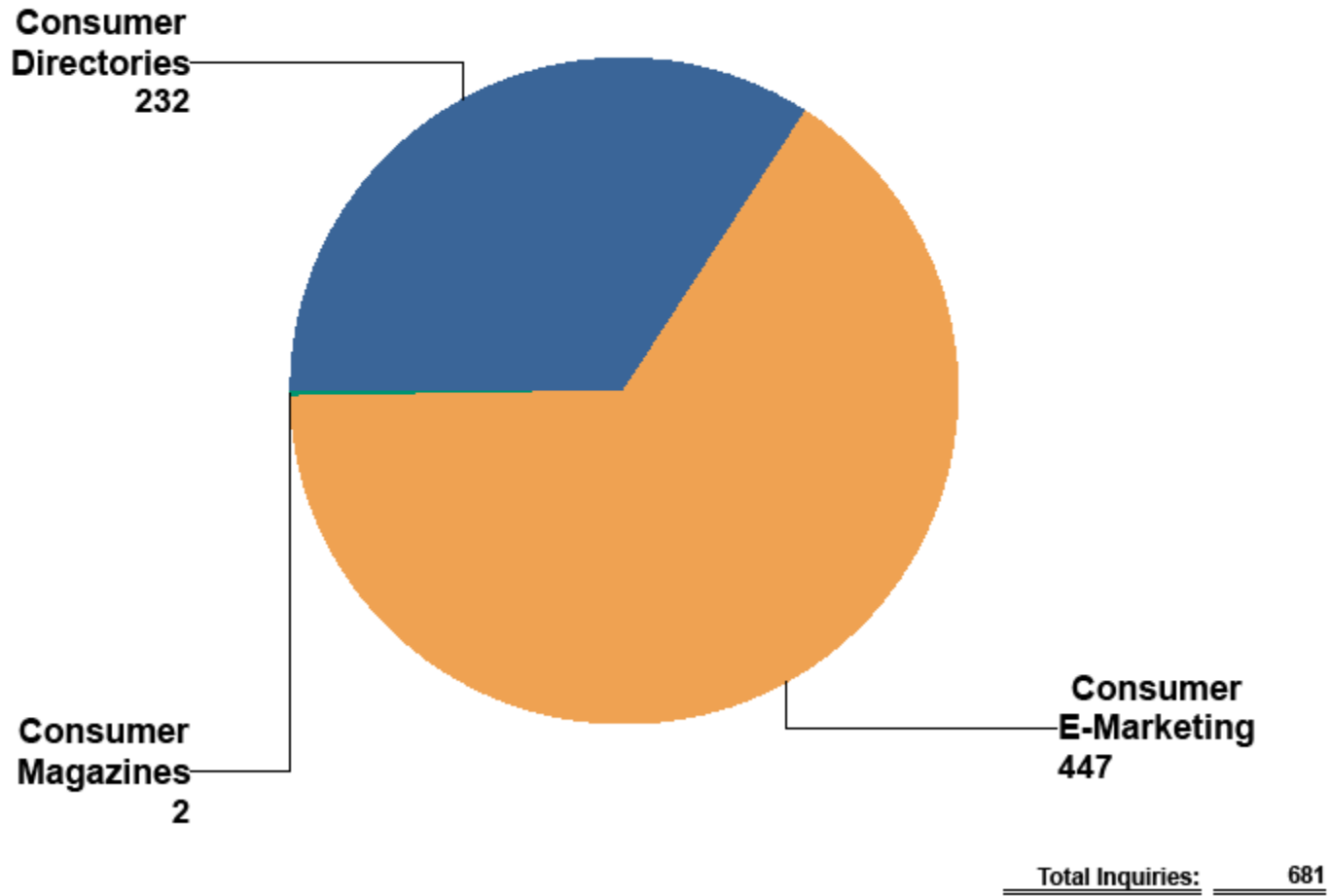
In **2013** there were 95 leads generated from the Visit Florida Magazine & in **2014** there were 232.

In **2013** there were 280 leads generated from Bridal Guide & in **2014** there were 16.

Naples, Marco Island, Everglades CVB

Request Summary by Leisure Markets

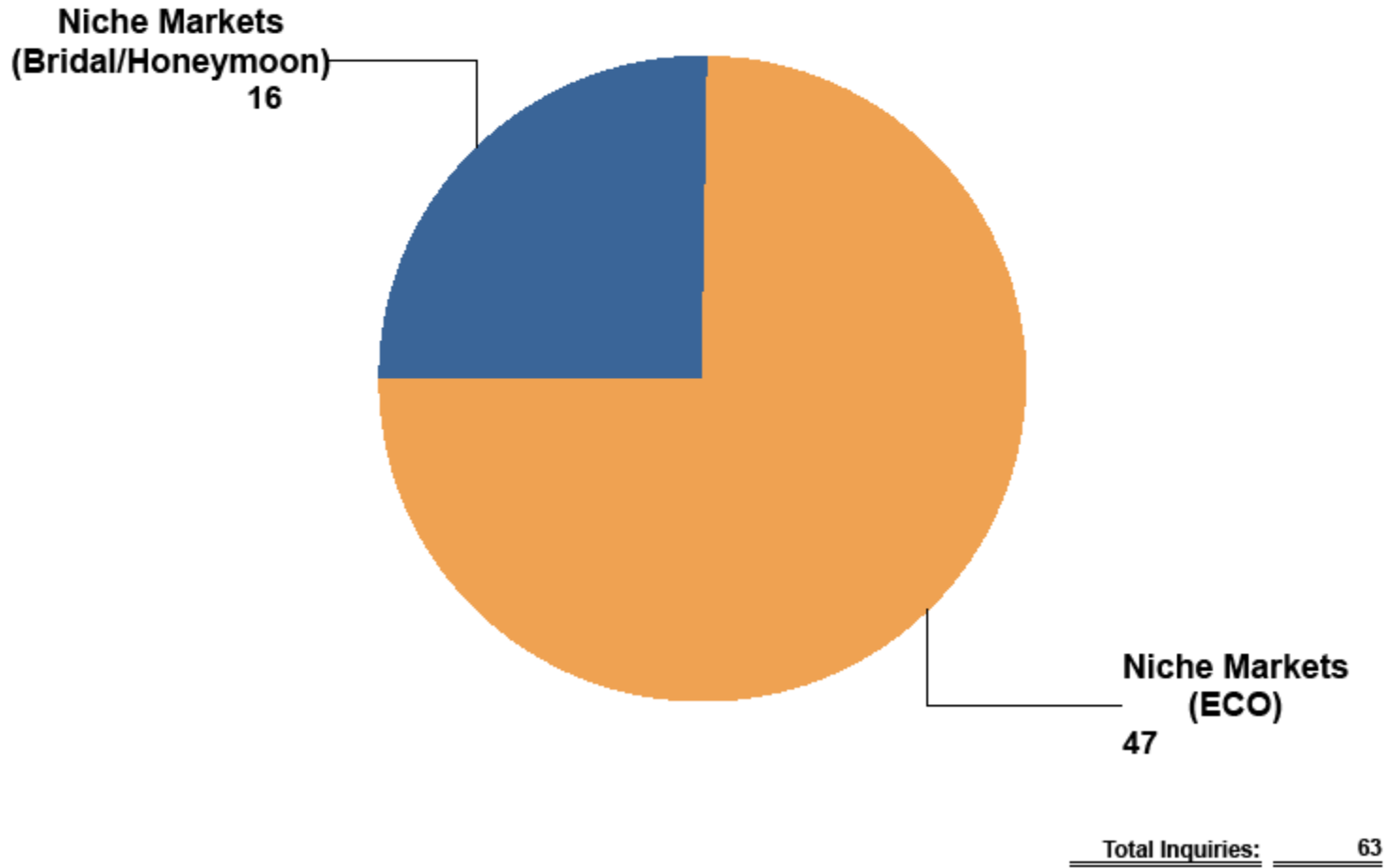
For the month of September 2014



Naples, Marco Island, Everglades CVB

Request Summary by Niche Markets

For the month of September 2014



Inquiries – Leading 4 Countries

September 2014

2013

USA

Canada

UK

Germany

2014

USA

UK

Canada

Germany

Inquiries - Leading 6 States September 2014

2013

Florida

New York

Illinois

Ohio

California

Michigan

2014

Florida

New York

Ohio

Illinois

Wisconsin

Michigan

Collier County CVB Inquiries by Type Calendar Year

September	2014	Y-T-D
Phone	21	395
Publications	768	14,718
Website	447	3405
Info@ParadiseCoast	0	0

Misc. CVB Services Calendar Year

	September 2014	Y-T-D
Info Ctr Shipments	360	15,870
Editorial Gen Calls	10	264
Mtg Planner Calls	0	1
Storm Info Calls	0	0
Storm Accommodations	0	0
Sports Council	0	0
Film Commission	0	0
Travel Agent	0	0

Live Chat by Topic September 2014

By Topic				
Topic	# of chats	Minutes	Min/Chat	Year to Date Cumulative
Accommodations	3	20.2	6.7	65
Airport	1	4.9	4.9	14
Arts & Culture	0	0.0	0.0	1
Attractions	1	5.2	5.2	18
Beaches	0	0.0	0.0	3
Charters and Tours	0	0.0	0.0	4
Contact	0	0.0	0.0	2
CVB Department	1	6.4	6.4	2
Dining & Nightlife	0	0.0	0.0	5
Directions	1	6.6	6.6	7
Events & Festivals	1	9.1	9.1	18
Family	0	0.0	0.0	5
Golf	0	0.0	0.0	1
Island Information	1	4.3	4.3	2
Media	0	0.0	0.0	2
Misc.	0	0.0	0.0	19
Outdoor Activities	0	0.0	0.0	1
Relocation	0	0.0	0.0	3
Salons & Spas	0	0.0	0.0	1
Shopping	1	6.5	6.5	6
Sports	0	0.0	0.0	1
Temperature	0	0.0	0.0	1
Transportation	0	0.0	0.0	6
Visitor's Guide	0	0.0	0.0	9
Wedding	0	0.0	0.0	4
Totals	10	63	6.3	200

Live Chat by Page September 2014

BY PAGE			
Page	# of chats	Minutes	Min/Chat
Fishing	0	0.0	0.0
Home Page	10	63.1	6.3
Media Planner	0	0.0	0.0
Stay in Paradise	0	0.0	0.0
Totals	10	63.1	6.3

Misc. Services September 2014

Media	Month	Fiscal YTD	
Golf Guide			
Niche Markets			
Play Florida Golf 2013	0	429	
Play Florida Golf 2014	0	6,733	
Golf Guide	0	7,162	
Meeting Planners			
Eventeract Tradeshow May 2014	0	519	
GAP	1	8	
Meeting Planner Kit Fulfillment	2	10	
Meeting Planner Non-Kit Fulfillment	0	2	
NY RSVP February 2014	0	23	
PA RSVP February 2014	0	3	
Sales Mission	0	320	
Meeting Planners Total	3	885	
Travel Agents			
MLT University Septemer 2014	3	3	
Other/Unknown	0	2	
Travel Agents Total	0	5	
Grand Total:	6	8,052	

THANK YOU

Questions?



NAPLES · MARCO ISLAND
EVERGLADES

—
FLORIDA'S PARADISE COAST