

## Naples Marco Island Everglades CVB

## Task Report

Created - Between 9/18/2014 - 10/20/2014

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
9/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Trade show preparations	Open	9/18/2014		
	<i>Book portland flight for Interact show</i>					
9/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Assist Meeting planner -sales kit email photos or video	Closed	9/18/2014	9/18/2014	Debi DeBenedetto
	<i>Fam and site assist planner HPN and Fam Derrick</i>					
9/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Trade show preparations	Closed	9/18/2014	9/18/2014	Debi DeBenedetto
	<i>Made travel arrangements with Go for IMEX and Meeting Focus airport transfers</i>					
9/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Trade show preparations	Closed	9/18/2014	9/18/2014	Debi DeBenedetto
	<i>Meeting focus print appointments, IMEX appointments too.</i>					
9/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Closed	9/18/2014	9/18/2014	Debi DeBenedetto
	<i>attended CMITE show with planner appointments and follow up 4 days 3 nights.</i>					
9/18/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	9/18/2014	9/18/2014	Debi DeBenedetto
	<i>TDC report complete today.</i>					
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Closed	10/1/2014	10/1/2014	Debi DeBenedetto
	<i>concepted design for CVB slaes post card of services and CVB giveaway idea. Share with agency to produce.</i>					
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Emergency	Closed	10/8/2014	10/5/2014	Debi DeBenedetto
	<i>Priceless Memories Fam Oct 2-5 escorted. We will book business from this Fam and got several Rfp's. Completed success!</i>					
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Communicate-Partner	Closed	10/8/2014	10/6/2014	Debi DeBenedetto
	<i>memo out to partners re address and logo change</i>					
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Communicate-Agency	Closed	10/8/2014	10/7/2014	Debi DeBenedetto
	<i>review agency recommendations for group media and wedding buy - review sales plan needs, write up notes, put sales plan book together and prepare for conference call Thursday.</i>					
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Communicate-Staff	Closed	10/8/2014	10/7/2014	Debi DeBenedetto
	<i>staff meeting and follow up</i>					
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Registration - Conference/Trade shows	Closed	10/8/2014	10/7/2014	Debi DeBenedetto
	<i>hours on prep for IMEX, Meetings Focus golf show, Atlanta InteractAMEX, Portland Eventeract shows all travel and prep, ship and reservations, appoinmtnes and etc complete to travel for the next 4 weeks.</i>					

\* Task is assigned to multiple people

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Printed: 10/20/2014

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Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	CVB Project	Closed	10/8/2014	10/8/2014	Debi DeBenedetto
<i>revised power point presentation and shared - new photos and outline for Meetings presentations</i>						
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Meeting - general -staff - any	Closed	10/8/2014	10/8/2014	Debi DeBenedetto
<i>Meeting with Key West Express - brainsotrm Tues Wed summer cruise cross promotions. type up notes and share contact info 3 hours</i>						
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Communicate-Partner	Closed	10/8/2014	10/8/2014	Debi DeBenedetto
<i>revised 2015 Rfp enhancement policy again. Finals and approved and sent to partners DOS and sales people for use.</i>						
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Closed	10/8/2014	10/9/2014	Debi DeBenedetto
<i>follow up emails sent to planners post show. Leads out to hotels</i>						
10/8/2014	Debi's Activity Tracking Account Debi DeBenedetto	Registration - Conference/Trade shows	Closed	10/17/2014	10/17/2014	Debi DeBenedetto
<i>Attend IMEX Oct. 13-17 show in las Vegas</i>						
10/20/2014	Debi's Activity Tracking Account Debi DeBenedetto	Attend Meeting / Show / Conference	Closed	10/20/2014	10/20/2014	Debi DeBenedetto
<i>Attended IMEX Mon - Friday Oct. 13-17 with 2 days of travel - Great show had 13 appointments and met with 28 people. 4 rfps plus requests and possible 13 more plus 2 sites assis requested. 2 partners and will do next year with 3 partner commitments.</i>						
10/20/2014	Debi's Activity Tracking Account Debi DeBenedetto	TDC Meeting / reports	Closed	10/20/2014	10/20/2014	Debi DeBenedetto
<i>Complete TDC report</i>						
10/8/2014	Florida Farm Bureau Federation	Event Note	Closed	10/8/2014	10/8/2014	Debi DeBenedetto
<i>An update note was created today.</i>						
10/8/2014	Florida Farm Bureau Federation	General Note	Closed	10/8/2014	10/8/2014	Debi DeBenedetto
<i>The status changed on this event today.</i>						
9/18/2014	Hospitality Performance Network	Event Note	Closed	9/18/2014	9/18/2014	Debi DeBenedetto
<i>An update note was created today.</i>						
10/6/2014	Meridian Enterprises Michael Farmer 314-592-3137 mike@meridinet.com	Assisted Mtg Planner	Open	11/6/2014		
<p><i>From: Farmer, Mike</i>  <i>Sent: 10/6/2014 10:02:31 AM</i>  <i>To: DeBenedettoDebi</i>  <i>CC:</i>  <i>Subject: RE: CMITE Naples Marco Island follow up</i></p> <p><i>Debi,</i></p> <p><i>Thanks for the follow up. It was a pleasure meeting you as well and I look forward to working with you on bringing a client to Naples. Unfortunately the 1st group I was referencing has decided to go west for 2015 to Ojai, CA. The second group is still considering destinations presented for their 2016 event, one of which is indeed Naples. I expect to receive some direction in the next week or so and will keep my fingers crossed for you.</i></p>						

\* Task is assigned to multiple people

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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*Please feel free to stay in touch and reminding me of the warm virtues of Naples!*

*Mike*

*From: DeBenedettoDebi [mailto:DebiDeBenedetto@colliergov.net]  
Sent: Tuesday, September 30, 2014 3:07 PM  
To: Farmer, Mike  
Subject: CMITE Naples Marco Island follow up*

*Hello Michael,*

*It was so nice to meet you at CMITE in the Bahamas at the Cove. CMITE did a super job and impressed us all with F&B and nice events and overall luxurious meetings. It was such a fun group of people too.*

*I appreciate your interest in Naples, Marco Island & the Everglades. I have attached some info for you on airport flights and an updated meetings guide flyer. I have also added you to the Fam and newsletter list.*

*Let me know if we can bid your groups that come to mind for Florida. You mentioned two groups for spring 2015 and a 2016 group for me to ask for the Rfp. We've got the great weather and perfect destination with great golf, beaches, boating, fishing, dolphin watching, spas and anything outdoors for teams and learning new experiences. We have unique offsites like private island excursions, NGALA Wildlife preserve, Zoo, Botanical Gardens, Auto museum and Nature Conservancy along with private yachts for large and small groups and 4 & 5 diamond rated Resorts and boutique hotels.*

*When you source your Rfp's I can assist so be sure to include me in the Cvent lead. I hope we see each other at future shows. I'm going to put you on the Florida Encounter invitation list.*

*Best Regards,*

*Debi*

*Debi DeBenedetto, CHA*

*Tourism & Group Sales Manager*

*Naples Marco Island Everglades CVB*

*2660 N. Horseshoe Dr. Suite 105*

*Naples, FL 34104*

*HYPERLINK "mailto:debide@colliergov.net"debide@colliergov.net*

*office 239-252-2379*

*Cell- 239-734-0295*

*Voted best Golf destination in North America 2014 IAGTO*

*HYPERLINK "http://www.paradisecoast.com/"www.ParadiseCoast.com/Meetings*

*TCH\_2014\_LOGO*

Task Assigned User: Debi DeBenedetto

Create Date	Account Name Contact Name	Task Type	Status	Due Date	Closed Date	Closed by User
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*Under Florida Law, e-mail addresses are public records. If you do not want your e-mail address released in response to a public records request, do not send electronic mail to this entity. Instead, contact this office by telephone or in writing.*

9/18/2014	Successful Meetings Magazine	Event Note	Closed	9/18/2014	9/18/2014	Debi DeBenedetto
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*An update note was created today.*

9/29/2014	Victoria Weaver Consulting	Assist Meeting planner -sales kit email photos or video	Closed	9/29/2014	9/29/2014	Debi DeBenedetto
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Victoria Weaver 386-585-4740  
victoria@victoriaweaver.com

*newsletter lead assisted Rfp advice and destination info sent. Naples Grande fit*

<b>Total Tasks:</b>	<b>25</b>
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**Naples Marco Island Everglades CVB**  
**Task Report**  
 Created Between 9/18/2014 - 10/15/2014

Assigned Sales Rep: Claudia Jonsson

Create	Account Name	Contact Name	Task Type	Due Date	Created By	Status	Closed
9/18/2014	Claudia Tasks		German Office - assist info or PR	9/18/2014	Claudia Jonsson	Closed	9/18/2014
			<i>From: JonssonClaudia</i>				
9/18/2014	Claudia Tasks		Admin - Process P-Card	9/18/2014	Claudia Jonsson	Closed	9/18/2014
			<i>From: JonssonClaudia</i>				
9/18/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/18/2014	Claudia Jonsson	Closed	9/18/2014
			<i>From: JonssonClaudia</i>				
9/18/2014	Claudia Tasks		Assisted Travel Agent	9/18/2014	Claudia Jonsson	Closed	9/18/2014
			<i>From: JonssonClaudia</i>				
9/18/2014	Claudia Tasks		Assisted Tour Operator	9/18/2014	Claudia Jonsson	Closed	9/18/2014
			<i>From: JonssonClaudia</i>				
9/18/2014	Claudia Tasks		Attend Meeting / Show / Conference	9/18/2014	Claudia Jonsson	Closed	9/18/2014
			<i>From: JonssonClaudia</i>				
9/25/2014	Claudia Tasks		Advertising Task	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: JonssonClaudia</i>				
9/25/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: JonssonClaudia</i>				
9/25/2014	Claudia Tasks		Communicate-Advertising	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: JonssonClaudia</i>				
9/25/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: Michelle Poyet</i>				
9/25/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: JonssonClaudia</i>				
9/25/2014	Claudia Tasks		Assisted Mtg Planner	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: Richard Miseyko</i>				
9/25/2014	Claudia Tasks		Followup Call	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: Michelle Kallas</i>				
9/25/2014	Claudia Tasks		Followup Call	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: JonssonClaudia</i>				
9/25/2014	Claudia Tasks		Followup Call	9/25/2014	Claudia Jonsson	Closed	9/25/2014
			<i>From: JonssonClaudia</i>				
9/26/2014	Claudia Tasks		Communicate-Partner	9/26/2014	Claudia Jonsson	Closed	9/26/2014
			<i>From: JonssonClaudia</i>				
9/29/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/29/2014	Claudia Jonsson	Closed	9/29/2014

Assigned Sales Rep: Claudia Jonsson

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Create	Account Name	Contact Name	Task Type	Due Date	Created By	Status	Closed
<i>From: JonssonClaudia</i>							
9/29/2014	Claudia Tasks		RFP follow up	9/29/2014	Claudia Jonsson	Closed	9/29/2014
<i>From: JonssonClaudia</i>							
9/30/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/30/2014	Claudia Jonsson	Closed	9/30/2014
<i>From: Clarisse Ballocco / Comptoir</i>							
9/30/2014	Claudia Tasks		Communicate- Partner	9/30/2014	Claudia Jonsson	Closed	9/30/2014
<i>From: JonssonClaudia</i>							
9/30/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/30/2014	Claudia Jonsson	Closed	9/30/2014
<i>From: JonssonClaudia</i>							
9/30/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	9/30/2014	Claudia Jonsson	Closed	9/30/2014
<i>From: JonssonClaudia</i>							
9/30/2014	Claudia Tasks		Communicate- Partner	9/30/2014	Claudia Jonsson	Closed	9/30/2014
<i>From: JonssonClaudia</i>							
10/1/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	10/1/2014	Claudia Jonsson	Closed	10/1/2014
<i>From: Clarisse Ballocco / Comptoir</i>							
10/1/2014	Claudia Tasks		Communicate- Partner	10/1/2014	Claudia Jonsson	Closed	10/1/2014
<i>From: Cathy Christopher</i>							
10/1/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	10/1/2014	Claudia Jonsson	Closed	10/1/2014
<i>From: JonssonClaudia</i>							
10/2/2014	Claudia Tasks		Communicate- Partner	10/2/2014	Claudia Jonsson	Closed	10/2/2014
<i>From: Shigley, Jada</i>							
10/2/2014	Claudia Tasks		Communicate- Partner	10/2/2014	Claudia Jonsson	Closed	10/2/2014
<i>From: JonssonClaudia</i>							
10/2/2014	Claudia Tasks		Communicate- Partner	10/2/2014	Claudia Jonsson	Closed	10/2/2014
<i>From: JonssonClaudia</i>							
10/2/2014	Claudia Tasks		Communicate- Agency	10/2/2014	Claudia Jonsson	Closed	10/2/2014
<i>From: Nicole Delaney</i>							
10/2/2014	Claudia Tasks		Registration - Conference/Trade shows	10/2/2014	Claudia Jonsson	Closed	10/2/2014
<i>From: PirreMichelle</i>							
10/2/2014	Claudia Tasks		Advertising Task	10/2/2014	Claudia Jonsson	Closed	10/2/2014
<i>From: Nicole Delaney</i>							
10/3/2014	Claudia Tasks		Communicate- Partner	10/3/2014	Claudia Jonsson	Closed	10/3/2014
<i>From: JonssonClaudia</i>							
10/6/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	10/6/2014	Claudia Jonsson	Closed	10/6/2014
<i>From: JonssonClaudia</i>							

Assigned Sales Rep: Claudia Jonsson

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Create	Account Name	Contact Name	Task Type	Due Date	Created By	Status	Closed
10/6/2014	Claudia Tasks		Registration - Conference/Trade shows	10/6/2014	Claudia Jonsson	Closed	10/6/2014
			<i>From: JonssonClaudia</i>				
10/6/2014	Claudia Tasks		Registration - Conference/Trade shows	10/6/2014	Claudia Jonsson	Closed	10/6/2014
			<i>From: Ashley Abney</i>				
10/7/2014	Claudia Tasks		Communicate-Partner	10/7/2014	Claudia Jonsson	Closed	10/7/2014
			<i>From: JonssonClaudia</i>				
10/7/2014	Claudia Tasks		Communicate-Agency	10/7/2014	Claudia Jonsson	Closed	10/7/2014
			<i>From: JonssonClaudia</i>				
10/7/2014	Claudia Tasks		Trade show preparations	10/7/2014	Claudia Jonsson	Closed	10/7/2014
			<i>From: JonssonClaudia</i>				
10/7/2014	Claudia Tasks		Sales - Sales Mission	10/7/2014	Claudia Jonsson	Closed	10/7/2014
			<i>From: JonssonClaudia</i>				
10/7/2014	Claudia Tasks		Trade show preparations	10/7/2014	Claudia Jonsson	Closed	10/7/2014
			<i>From: Charles Wright</i>				
10/8/2014	Claudia Tasks		Sales - Sales Mission	10/8/2014	Claudia Jonsson	Closed	10/8/2014
			<i>From: JonssonClaudia</i>				
10/8/2014	Claudia Tasks		Communicate-Partner	10/8/2014	Claudia Jonsson	Closed	10/8/2014
			<i>From: JonssonClaudia</i>				
10/8/2014	Claudia Tasks		Communicate-Partner	10/8/2014	Claudia Jonsson	Closed	10/8/2014
			<i>From: JonssonClaudia</i>				
10/8/2014	Claudia Tasks		Communicate-Agency	10/8/2014	Claudia Jonsson	Closed	10/8/2014
			<i>From: JonssonClaudia</i>				
10/8/2014	Claudia Tasks		Trade show preparations	10/8/2014	Claudia Jonsson	Closed	10/8/2014
			<i>From: JonssonClaudia</i>				
10/8/2014	Claudia Tasks		Communicate-Agency	10/8/2014	Claudia Jonsson	Closed	10/8/2014
			<i>From: JonssonClaudia</i>				
10/8/2014	Claudia Tasks		Communicate-Partner	10/8/2014	Claudia Jonsson	Closed	10/8/2014
			<i>From: JonssonClaudia</i>				
10/9/2014	Claudia Tasks		Communicate-Partner	10/9/2014	Claudia Jonsson	Closed	10/9/2014
			<i>From: JonssonClaudia</i>				
10/9/2014	Claudia Tasks		Fam Arrangements -planned - itinerary	10/9/2014	Claudia Jonsson	Closed	10/9/2014
			<i>From: JonssonClaudia</i>				
10/9/2014	Claudia Tasks		Trade show preparations	10/9/2014	Claudia Jonsson	Closed	10/9/2014

Assigned Sales Rep: Claudia Jonsson

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Create	Account Name	Contact Name	Task Type	Due Date	Created By	Status	Closed
<i>From: JonssonClaudia</i>							
10/15/2014	Claudia Tasks		Communicate-Advertising	10/15/2014	Claudia Jonsson	Closed	10/15/2014
<i>From: Patoka Cote</i>							
10/15/2014	Claudia Tasks		Trade show preparations	10/15/2014	Claudia Jonsson	Closed	10/15/2014
<i>From: The Boston Globe Travel Show</i>							
10/15/2014	Claudia Tasks		Communicate-Other CVB	10/15/2014	Claudia Jonsson	Closed	10/15/2014
<i>From: JonssonClaudia</i>							
10/15/2014	Claudia Tasks		Email	10/15/2014	Claudia Jonsson	Closed	10/15/2014
<i>From: JonssonClaudia</i>							
10/15/2014	Claudia Tasks		Trade show preparations	10/15/2014	Claudia Jonsson	Closed	10/15/2014
<i>From: JonssonClaudia</i>							
10/15/2014	Claudia Tasks		FAM hosted	10/15/2014	Claudia Jonsson	Closed	10/15/2014
<i>From: JonssonClaudia</i>							
10/15/2014	Claudia Tasks		Advertising Task	10/15/2014	Claudia Jonsson	Closed	10/15/2014
<i>From: JonssonClaudia</i>							
<b>Total Tasks:</b>							<b>58</b>



<b>MEDIA SUBMISSIONS</b>			
<b>Media Outlet</b>	<b>Info Submitted</b>	<b>Resulting Story Title &amp; Link to Online Version</b>	<b>Publication Date</b>
<b>Collier County Bi-Monthly Tourism Column</b>			
The News-Press	Column	<a href="#">Getting the word out, all the way to South America</a>	9/4/14
The News-Press	Column	<a href="#">Renovations and new building key to driving new business</a>	10/2/14
The News-Press	Column	Halloween events; Franklin Templeton Shootout news	10/16/2014
<b>Business of Tourism, CVB News</b>			
Naples Daily News	JW quote on how VISIT FLORIDA budget increase benefits CVB	<a href="#">Group rallies to oppose medical marijuana plan</a>	9/5/14
Naples Daily News	YTD report on record tourism	<a href="#">Collier's tourist tax revenue jumps 16 percent</a>	9/6/14
The News-Press	CVB shared info	<a href="#">Lee, Collier score record bed tax collections for July</a>	9/13/14
Naples Daily News		<a href="#">Naples City Council considers a pre-emptive pot ban ahead of Amendment 2 vote</a>	9/16/14
The News-Press		<a href="#">Will medical marijuana draw more snowbirds?</a>	9/16/14
Naples Daily News		<a href="#">Bids reviewed fo Collier sand haul, trucks to go through south Lee again</a>	9/16/14
WTSP 10 News Tampa		<a href="#">Naples council to consider banning medical marijuana</a>	9/16/14
Sunshine Matters	VisitFlorida	<a href="#">2014 FL Tourism Industry Awards Announced</a>	9/23/14
Gulfshore Business Daily	CVB press release	<a href="#">Collier Tourism Team Wins Flagler Awards</a>	9/25/14
The News-Press	CVB press release	<a href="#">Step Aside Oscar: It's SWFL tourism's Henry time</a>	9/23/14
Naples Daily News			
Naples Chamber	JoNell from CVB to present on tourism economic impact's effect in Collier	<a href="#">LCF Alumni Association hosts behind the scenes program at Naples Zoo</a>	

Naples Chamber	CVB press release	<a href="#">Collier tourism team honored at Flagler Awards</a>	9/24/14
Naples Daily News	JoNell from CVB presented on tourism economic impact's effect in Collier	<a href="#">Naples Zoo touted for growing economic impact</a>	10/10/14

**DESTINATION FEATURE**

Media Outlet	Info Submitted	Resulting Story Title & Link to Online Version	Publication Date
<b>Local, Regional</b>			
North Port magazine	Role and details of FL Society for Ethical Ecotourism	<a href="#">Traveling With a Purpose - Conserving, Maintaining and Understanding Eco-Friendly Travels (Pages 26-30)</a>	9/1/14
<b>National</b>			
Jay Clarke - NY newspaper, freelance	Story on 4 Florida islands including Marco Island for a NY newspaper		
Smart Meetings, Steve Winston	Story on cultural locations for meeting & conference activities		
Southern Lady	Marco Island girls getaway feature for Jan/Feb 15 issue		1/1/15
USA Today, Sarah Sekula	Gulf Coast Everglades information for USA Today		
VisitFlorida.com, Rochelle Lucas	Collier's artificial reef project-JNM interview on benefits for tourism		
Robin Draper, Authentic Florida	Authentic seafood restaurants		



Details
Upcoming travel agent and press visits, cultural tie with Brazil at Naples Botanical Garden
News on what's new with hotels, attractions, restaurants
CVB sponsors Family Golf Clinic
JW quote on how VISIT FLORIDA budget increase benefits CVB
YTD report on record tourism
CVB shared info
VisitFlorida
CVB press release
CVB press release
JoNell from CVB to present on tourism economic impact's effect in Collier

CVB press release
Info on how economic impact from tourism ripples through Collier
<b>Details</b>
FL SEE's importance to developing ecotourism products, choices
Customized response, extensive details on Marco Island hotels, restaurants, etc.
Customized response with size, capacity of cultural locations for meetings/events
Seeking editorial contact to provide updated info
Provided requested info; working with her on an upcoming visit
Provided recommendations for 'real Florida seafood' restaurants in Naples area



**Naples, Marco Island, Everglades CVB****Call Summary by Toll Free Number**

For the month of September 2014

<u>Toll Free Number</u>	<u># of Calls</u>	<u>Minutes</u>
800-2ESCAPE (800-237-2273)	4	17.78
PR-Editorial (800-688-3600)	10	35.58
Film Commission (800-349-5770)	0	0.00
International (239-225-1013)	7	15.95
Storm Information (800-785-8252)	0	0.00
Meeting Planner (800-830-1760)	0	0.00
Naples #1 (800-455-2604)	0	0.00
Travel Agent (888-409-1403)	0	0.00
Sports Council (800-342-3110)	0	0.00
<b><u>Grand Total:</u></b>	<b><u>21</u></b>	<b><u>69.32</u></b>

**Naples, Marco Island, Everglades CVB****Inquiry Summary by Purpose**

For the month of September 2014

<b><u>Purpose</u></b>	<b><u>Calls/Request</u></b>	<b><u>Minutes</u></b>
Live Information	7	18.47
Special Fulfillment	6	23.28
Guide Request	762	84.10
CVB Office Referral	1	2.48
Hang up	0	0.00
Wrong Number	0	0.00
eNewsletter Signup	446	0.00
Golf E-blast	0	0.00
Meeting Planner	0	0.00
<b><u>Grand Total:</u></b>	<b><u>1,222</u></b>	<b><u>128.33</u></b>



## Naples, Marco Island, Everglades CVB

### Guide Request Summary by Guide

For the month of September 2014

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Golf Guide	1	25
Meeting Planner Flyers	1	50
Post Card	1	50
Rack Brochure (Portuguese)	8	8
Rack Brochure (Spanish)	6	6
Visitor's Guide (English)	872	1602
Visitor's Guide (German)	15	346
<b><u>Grand Total:</u></b>	<b><u>904</u></b>	<b><u>2087</u></b>
Unigue requests for guides:	762	

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

For the month of September 2014

<b><u>Source</u></b>	<b><u>Current Year</u></b>			<b><u>Last Year</u></b>		
	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
Group Markets	0	59	0.39%	30	0	0.00%
Leisure Markets	681	12,324	81.33%	378	0	0.00%
Meeting Planners	0	102	0.67%	0	0	0.00%
Miscellaneous	18	250	1.65%	13	0	0.00%
Niche Markets	63	2,419	15.96%	280	0	0.00%
Spring/Summer In-State Campaign	0	0	0.00%	0	0	0.00%
<b><u>Grand Total:</u></b>	<b><u>762</u></b>	<b><u>15,154</u></b>		<b><u>701</u></b>	<b><u>0</u></b>	

\* YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Group Markets**

For the month of September 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Group Business - Association Meetings Professional</b>			
Connect Meetings Magazine January/February 2014	0	10	33.33%
Connect Meetings Magazine March/April 2014	0	10	33.33%
Connect Meetings Magazine May/June 2014	0	10	33.33%
<b>Group Business - Association Meetings Professional</b>	<b>0</b>	<b>30</b>	<b>50.85%</b>
<b>Group Business - Corporate Meetings Professional</b>			
Collaborate Meetings Magazine August/September 2013	0	10	34.48%
Collaborate Meetings Magazine February/March 2014	0	10	34.48%
Collaborate Meetings Magazine June/July 2014	0	9	31.03%
<b>Group Business - Corporate Meetings Professional</b>	<b>0</b>	<b>29</b>	<b>49.15%</b>
<b>Grand Total:</b>	<b>0</b>	<b>59</b>	

\*YTD = Fiscal Year to Date

# Naples, Marco Island, Everglades CVB

## Request Summary by Leisure Markets

For the month of September 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>	
<b>Consumer Directories</b>				
2010 Naples, Marco Island & the Everglades Visitors Guide	0	1	0.04%	
2010 Visit Florida Magazine	0	2	0.08%	
2011 Naples, Marco Island & the Everglades Visitors Guide	0	1	0.04%	
2013 Florida Insider Guide - Quick Check	0	14	0.58%	
2013 Visit Florida Magazine - Quick Check	23	1023	42.36%	
2013 Visit Florida Magazine - Specific Target	3	738	30.56%	
2014 Visit Florida Magazine - Quick Check	147	451	18.67%	
2014 Visit Florida Magazine - Specific Target	59	185	7.66%	
<b>Consumer Directories</b>	<b>232</b>	<b>2415</b>	<b>19.60%</b>	
<b>Consumer E-Marketing</b>				
DestinationBrochures.com	1	27	0.54%	
Other/Unknown	0	5	0.10%	
ParadiseCoast.com	446	5006	99.33%	
	Miles Media Imports	445	4941	98.04%
	Phone	0	36	0.71%
	Interactive Text Chat	1	29	0.58%
VisitFlorida.com	0	1	0.02%	
WeatherBug.com	0	1	0.02%	
<b>Consumer E-Marketing</b>	<b>447</b>	<b>5040</b>	<b>40.90%</b>	
<b>Consumer Magazines</b>				
AAA Florida TourBook 2009 Edition	0	3	7.14%	
Conde Nast Traveler April 2014	0	9	21.43%	
Florida Travel & Life May/June 2011	0	1	2.38%	
Other/Unknown	2	24	57.14%	
Southern Living January 2012	0	5	11.90%	
<b>Consumer Magazines</b>	<b>2</b>	<b>42</b>	<b>0.34%</b>	
<b>Consumer Newspaper</b>				
Other/Unknown	0	3	0.06%	
Visit Florida In-State Insert Fall 2013	0	3128	64.80%	
Visit Florida In-State Insert June 2014	0	641	13.28%	
Visit Florida In-State Insert March 2014	0	1055	21.86%	

**Naples, Marco Island, Everglades CVB****Request Summary by Leisure Markets**

For the month of September 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
Consumer Newspaper	0	4827	39.17%
<b>Grand Total:</b>	<b>681</b>	<b>12324</b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Meeting Planners**

For the month of September 2014

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

\*YTD = Fiscal Year to Date

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

For the month of September 2014

<b><u>Media</u></b>	<b><u># of Requests</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
CVB Bulk Mail Request	5	47	19.92%
CVB Office	1	20	8.47%
Friend/Relative	6	27	11.44%
Other/Unknown	6	141	59.75%
VisitFlorida.com	0	1	0.42%
	<b>18</b>	<b>236</b>	<b>94.40%</b>
<b>Consumer E-Marketing</b>			
Other/Unknown	0	2	33.33%
VisitFlorida.com	0	4	66.67%
<b>Consumer E-Marketing</b>	<b>0</b>	<b>6</b>	<b>2.40%</b>
<b>Consumer Magazines</b>			
AAA Florida TourBook 2009 Edition	0	1	100.00%
<b>Consumer Magazines</b>	<b>0</b>	<b>1</b>	<b>0.40%</b>
Other/Unknown	0	1	14.29%
TCTIA FAM October 2011	0	6	85.71%
<b>Travel Agent</b>	<b>0</b>	<b>7</b>	<b>2.80%</b>
<b>Grand Total:</b>	<b>18</b>	<b>250</b>	

\*YTD = Fiscal Year to Date

**Naples, Marco Island, Everglades CVB****Request Summary by Niche Markets**

For the month of September 2014

<u>Media</u>	<u># of Requests</u>	<u>YTD</u>	<u>% YTD</u>
<b>Niche Markets (Bridal/Honeymoon)</b>			
Bridal Guide (Added Value) July/August 2013	0	23	1.61%
Bridal Guide (Added Value) May/June 2013	0	19	1.33%
Bridal Guide January/February 2014	2	136	9.54%
Bridal Guide March/April 2013	0	46	3.23%
Bridal Guide March/April 2014	7	550	38.57%
Bridal Guide November/December 2013	1	454	31.84%
Bridal Guide September/October 2013	6	191	13.39%
Destination Weddings & Honeymoon December 2013	0	7	0.49%
<b>Niche Markets (Bridal/Honeymoon)</b>	<b>16</b>	<b>1426</b>	<b>58.95%</b>
<b>Niche Markets (ECO)</b>			
Audubon (Added Value) May/June 2014	8	296	29.90%
Audubon (Added Value) September/October 2014	3	3	0.30%
Audubon July/August 2014	32	223	22.53%
Audubon March/April 2014	4	468	47.27%
<b>Niche Markets (ECO)</b>	<b>47</b>	<b>990</b>	<b>40.93%</b>
<b>Niche Markets (Senior)</b>			
AAA Going Places South May/June 2011	0	3	100.00%
<b>Niche Markets (Senior)</b>	<b>0</b>	<b>3</b>	<b>0.12%</b>
<b>Grand Total:</b>	<b>63</b>	<b>2419</b>	

\*YTD = Fiscal Year to Date



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

For the month of September 2014

<b>State</b>	<b><u>Current Year</u></b>			<b><u>Last Year</u></b>		
	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>	<b><u>Month</u></b>	<b><u>YTD</u></b>	<b><u>% YTD</u></b>
Florida	127	6,161	43.50%	64	4,985	28.09%
New York	44	666	4.70%	56	1,191	6.71%
Ohio	41	547	3.86%	33	648	3.65%
Illinois	39	544	3.84%	42	987	5.56%
Pennsylvania	24	525	3.71%	26	987	5.56%
Michigan	28	374	2.64%	25	456	2.57%
New Jersey	23	363	2.56%	22	575	3.24%
Wisconsin	32	341	2.41%	21	301	1.70%
Indiana	14	294	2.08%	20	333	1.88%
Minnesota	20	290	2.05%	17	272	1.53%
California	12	282	1.99%	32	540	3.04%
Texas	23	276	1.95%	23	533	3.00%
Georgia	24	266	1.88%	14	698	3.93%
Massachusetts	21	253	1.79%	20	406	2.29%
North Carolina	19	243	1.72%	10	371	2.09%
Missouri	15	228	1.61%	20	308	1.74%
Maryland	11	211	1.49%	7	235	1.32%
Virginia	15	207	1.46%	14	325	1.83%
Tennessee	14	178	1.26%	14	465	2.62%
Connecticut	12	155	1.09%	18	221	1.25%
Kentucky	13	147	1.04%	12	231	1.30%
Alabama	8	137	0.97%	6	391	2.20%
South Carolina	9	135	0.95%	8	361	2.03%
Iowa	12	133	0.94%	11	150	0.85%
Colorado	9	108	0.76%	10	160	0.90%
Washington	3	99	0.70%	6	117	0.66%
Kansas	9	80	0.56%	6	103	0.58%
Louisiana	2	79	0.56%	7	160	0.90%
Arizona	3	74	0.52%	6	132	0.74%

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

For the month of September 2014

<u>State</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Mississippi	2	67	0.47%	6	112	0.63%
Arkansas	3	63	0.44%	5	98	0.55%
Oklahoma	4	63	0.44%	4	101	0.57%
New Hampshire	5	61	0.43%	1	48	0.27%
Nebraska	2	58	0.41%	4	49	0.28%
Oregon	4	57	0.40%	13	104	0.59%
Maine	5	52	0.37%	5	55	0.31%
Rhode Island	1	50	0.35%	1	40	0.23%
West Virginia	2	44	0.31%	3	75	0.42%
Delaware	2	36	0.25%	4	46	0.26%
Nevada	5	31	0.22%	1	62	0.35%
New Mexico	1	23	0.16%	3	39	0.22%
South Dakota	1	22	0.16%	0	24	0.14%
North Dakota	2	21	0.15%	3	24	0.14%
Puerto Rico	0	19	0.13%	5	29	0.16%
Vermont	4	17	0.12%	1	25	0.14%
District of Columbia	0	16	0.11%	6	38	0.21%
Utah	0	16	0.11%	2	25	0.14%
Idaho	1	14	0.10%	1	33	0.19%
Hawaii	0	12	0.08%	1	19	0.11%
Montana	1	10	0.07%	3	25	0.14%
Alaska	1	7	0.05%	2	12	0.07%
Wyoming	0	5	0.04%	2	17	0.10%
Armed Forces	0	3	0.02%	0	1	0.01%
Virgin Island	0	0	0.00%	0	2	0.01%
<b>Grand Total:</b>	<b>672</b>	<b>14,163</b>		<b>646</b>	<b>17,745</b>	

\* YTD = Fiscal Year to Date

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

For the month of September 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
USA	672	14,163	93.46%	646	17,745	96.53%
Canada	16	405	2.67%	14	252	1.37%
United Kingdom	29	204	1.35%	13	78	0.42%
Germany	9	68	0.45%	4	35	0.19%
Brazil	7	44	0.29%	3	58	0.32%
No Address Given	6	38	0.25%	2	59	0.32%
France	1	22	0.15%	2	23	0.13%
Netherlands	1	18	0.12%	0	13	0.07%
Belgium	0	14	0.09%	1	8	0.04%
Denmark	0	14	0.09%	1	2	0.01%
Sweden	0	14	0.09%	0	4	0.02%
Ireland	3	12	0.08%	0	7	0.04%
Spain	2	12	0.08%	1	4	0.02%
Italy	0	10	0.07%	0	9	0.05%
Argentina	2	9	0.06%	1	8	0.04%
Pakistan	0	8	0.05%	1	5	0.03%
Switzerland	1	8	0.05%	1	1	0.01%
India	2	7	0.05%	1	4	0.02%
Morocco	2	7	0.05%	0	0	0.00%
Indonesia	0	6	0.04%	0	2	0.01%
Australia	0	5	0.03%	0	0	0.00%
Norway	1	5	0.03%	0	2	0.01%
Turkey	0	5	0.03%	4	4	0.02%
Algeria	0	4	0.03%	0	5	0.03%
Austria	3	4	0.03%	2	4	0.02%
New Zealand	1	3	0.02%	0	1	0.01%
Poland	0	3	0.02%	1	4	0.02%
Russia	0	3	0.02%	1	9	0.05%
Serbia And Montenegro	0	3	0.02%	0	0	0.00%
Taiwan	0	3	0.02%	0	0	0.00%
Israel	0	2	0.01%	0	0	0.00%

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

For the month of September 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Mexico	0	2	0.01%	0	10	0.05%
Namibia	2	2	0.01%	0	0	0.00%
Ukraine	1	2	0.01%	0	3	0.02%
Uruguay	0	2	0.01%	0	0	0.00%
American Samoa	1	1	0.01%	0	0	0.00%
Bulgaria	0	1	0.01%	0	1	0.01%
Cayman Islands	0	1	0.01%	0	0	0.00%
Czech Republic	0	1	0.01%	0	0	0.00%
Estonia	0	1	0.01%	0	0	0.00%
French Polynesia	0	1	0.01%	0	0	0.00%
Hungary	0	1	0.01%	0	1	0.01%
Iran	0	1	0.01%	0	0	0.00%
Japan	0	1	0.01%	0	2	0.01%
Lithuania	0	1	0.01%	0	0	0.00%
Luxembourg	0	1	0.01%	0	0	0.00%
Malaysia	0	1	0.01%	0	1	0.01%
Martinique	0	1	0.01%	0	0	0.00%
Philippines	0	1	0.01%	0	1	0.01%
Portugal	0	1	0.01%	0	6	0.03%
Romania	0	1	0.01%	0	0	0.00%
Russian Federation	0	1	0.01%	0	0	0.00%
Saudi Arabia	0	1	0.01%	0	0	0.00%
Serbia	0	1	0.01%	0	0	0.00%
Slovenia	0	1	0.01%	0	0	0.00%
South Africa	0	1	0.01%	0	2	0.01%
Sri Lanka	0	1	0.01%	0	0	0.00%
Thailand	0	1	0.01%	0	0	0.00%
Bermuda	0	0	0.00%	0	1	0.01%
Chile	0	0	0.00%	0	1	0.01%
Croatia	0	0	0.00%	1	1	0.01%
Finland	0	0	0.00%	1	1	0.01%

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

For the month of September 2014

<u>Country</u>	<u>Current Year</u>			<u>Last Year</u>		
	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
Greece	0	0	0.00%	0	1	0.01%
Iraq	0	0	0.00%	0	1	0.01%
Nigeria	0	0	0.00%	0	1	0.01%
Pitcairn Islands	0	0	0.00%	0	1	0.01%
Slovakia	0	0	0.00%	0	1	0.01%
<b>Grand Total:</b>	<b>762</b>	<b>15,154</b>		<b>701</b>	<b>18,382</b>	

\* YTD = Fiscal Year to Date

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

For the month of September 2014

<u>Media</u>	<u>Month</u>	<u>YTD</u>	<u>% YTD</u>
<b>Golf Guide</b>			
<b>Niche Markets</b>			
Play Florida Golf 2013	0	429	5%
Play Florida Golf 2014	0	6,733	84%
<b>Golf Guide</b>	<b>0</b>	<b>7,162</b>	<b>89%</b>
<b>Meeting Planners</b>			
Eventeract Tradeshow May 2014	0	519	6%
GAP	1	8	0%
Meeting Planner Kit Fulfillment	2	10	0%
Meeting Planner Non-Kit Fulfillment	0	2	0%
NY RSVP February 2014	0	23	0%
PA RSVP February 2014	0	3	0%
Sales Mission	0	320	4%
<b>Meeting Planners</b>	<b>3</b>	<b>885</b>	<b>11%</b>
<b>Travel Agents</b>			
<b>Consumer Shows</b>			
MLT University Septemer 2014	3	3	0%
Other/Unknown	0	1	0%
<b>Travel Agents</b>	<b>3</b>	<b>4</b>	<b>0%</b>
<b>Grand Total:</b>	<b>6</b>	<b>8,051</b>	

\* YTD = Fiscal Year to Date