

DIRECTOR'S REPORT- Jack Wert- July-September 2015

ADVOCACY ACTIVITIES

Meetings with Comm. Taylor on TDC and BCC agendas

DMAI Advocacy Committee Meetings

Naples Chamber – Opportunity Naples Facilitation Committee meeting

TOURISM INDUSTRY ACTIVITIES

Meetings with Naples Chamber and Museum staff on new location for Downtown Visitor Center

FADMO Nominating Committee

Visit Florida International Marketing Committee meetings

Meeting with Miles Media on 2016 Visitor Guide

DMAI Accreditation Board Conference Calls

Compiled Strategic Marketing Plan and Budget for FY 16

New Collier County Employee Briefing

FGCU Resort & Hospitality Advisory Board Meeting

Tourism Star Awards Luncheon- Naples Beach Hotel

Leadership Marco Class of 2015 Tourism Presentation

Marco Island Marriott Progress Report on Reconstruction Project

Rookery Bay Estuary Day Presentation

TRADE SHOWS/TOURISM INDUSTRY CONFERENCES

Florida's Governor's Conference on Tourism- Tampa

Advocacy Management Conference- Houston TX

PUBLIC RELATIONS

Naples Daily News and Fort Myers News Press interviews on July statistics

Bob Harden Radio Interview on July statistics

GROUP SALES - Debi DeBenedetto - July 17, 2015 – September 18, 2015

Industry Relations – Sales

- Attended Florida Governors Conference on Tourism
- Attended 2015 Annual Marketing Summit CVB event July 1.
- Attended Annual Tourism Star Awards program Sept. 16
- SITE membership volunteer judge for Crystal Awards
- Hosted Successful Meetings webinar 8/5 “Rock Your Incentive Event” personal intro to attending planners as 3 minute destination commercial
- Hosted Collinson Media Group/planner webinar 7/23 “ Tips for Boosting Meeting attendance” personal intro to attending planners as 3 minute destination commercial
- Meeting Focus Lead Generation program completed – followed 17 leads with emails, phone calls, postcard mailing – booked one group, one site
- Approved new photography for meetings and new meetings video and ad concept – Its really good! Hopefully award winning – Kudos to Paradise Agency
- Sales Staff Evaluations completed
- 2016 Tracking sheets created for RFP enhancements, sponsorships, sites and Fams
- Attend monthly partner sales lunch

New Product Development

- Various meetings with publications to get ideas for advertising group market in several publications on line and print
- 2016 Sales plan complete and approved
- CVB services post card mailed to post show meeting planners as follow up to all events attended – also mailed to webinar attendees
- Monthly newsletters complete and fulfilled
- Continual proofing of Ad agency collateral and ads, newsletters and etc. includes advertorial
- Prepare for upcoming shows Smart Meetings, Meeting Focus and Incentive Travel Exchange at Sea
- Golf Fam Save the date out and applications being considered for Nov. 20-22 LPGA Golf Fam
- Assisted team in meetings with new Visitor Guide review and ideas

Trade shows attended

- Successful Meetings University (SMU) Trade show attended Aug. 10-12 with productive leads, appointments and RFP's
- Michelle Pirre, sales assistant attended her first trade show for XSITE Atlantic City meeting with NE area planners in an appointment and networking show
- Connect Trade show for Specialty and Association markets attended by CVB and two partners Naples Grande and Bayfront Inn with 65 set 6 minutes appointments attended in two days
- MEET National HSMAI DC show attended
- All Trade show follow up complete includes post card mailer and email follow up – planners added to newsletter

Fams/Site Visits

- Pre-planning & Conference call for Golf Meeting Planner Fam confirmed to host and have hospitality suites at the LPGA– still planning and looks to be a promising event with good local hotel support – Nov. 20-23
- Collaborate Fam – post show Fam hosted successfully 13 planners 2 ½ day destination Fam June 13-16
- Three site visits upcoming planned or escorted pending June/July/August
- Assisted several Meeting planners with information, IDSS data base updates

Requests for Proposal (RFP's) and Booked Business

- MPI SEC November Board of Directors presented and supported for bid
- SITE TX bid to host 2016 was lost; hotels declined to bid
- Ultra Luxury show bid to host 2016 lost; hotels declined to bid
- GTMC Event through UK rep was submitted to Marriott Marco Island Beach Resort and accepted to host 2016 event – Debi to be local lead assist and support
- Several bookings were reported by offsite venue space from NTT&EP, NGALA and Naples Princess with 12 leads booked and \$194,406.88 in business that we could track was booked.
- **I am proud to report a record setting third quarter summer for receipt of RFP's and booked business**
- Current report dates – July 17, 2015 – September 18, 2015
- We sent out 57 **RFP's** – potential of over 21\$ million EOC with 37,710 room nights

- Booking totals for report dates, 21 groups **booked** for 8,477 booked **Room nights**
- **Economic impact** estimate for bookings this report date **\$5,129,689.68**
- Open 87 RFP's pending with over \$34.5 million in potential economic impact
- Six sites were assisted – Burke, Thompson, Bello, Van Wagner, Duff, SISO

Sponsorships & RFP Enhancements

- We had 9 enhancement requests granted for RFP submittals this period. Three RFP with enhancements we reported booked by our partners. Two Lost. We had three sponsorship requests supported.

LEISURE & STATE ASSOCIATION SALES- Claudia Cianfero-July 15 – Sept. 18,

Industry Relations – Sales – Memberships

- Attended monthly partner sales lunch.
- Attended FSAE Annual Conference – July 15 – 17, 2015.
- Attended the American Bar Association Conference – July 30 – August 3, 2015.
- Attended ESTO – August 22 – 26, 2015.
- FSAE CEO Retreat took place at the Naples Grande – August 28 – 30, 2015. Sponsored Welcome Receptions, Jack Wert greeted CEO's and welcomed to Paradise Coast.
- Attended FADMO – September 9 – 11, 2015.
- Visited Alan Maltz gallery while attending FADMO.

New Product Development

- Tourism Awards Star Lunch preparations and Leisure Sales Star awarded.
- Registered for FADMO.
- Registered and finalized plans for MLT University – September 25 – 28, 2015.
- Ongoing proofing of Ad agency materials for consumer escapes newsletter, ads, etc.

Sales Missions/trade shows

- Sponsorship of FSAE Education Day & Trade Show beverage station set for October 14, 2015.
- Tallahassee Client Reception scheduled for October 15, 2015. Co-sponsored by South Florida and SW Florida CVB's.
- SunCountry training and reception. Scheduled for November 18, 2015. Co-hosted

Familiarization Trips

- We hosted Tenzing mini-FAM – Formerly Kuoni (Dutch group) Sept 8 – 10, 2015.
- Visit USA Austria FAM – September 10 – 12, 2015.
- Treasure Coast FAM (domestic travel agents) September 12 – 13, 2015.
- Avianca Brazil FAM – September 13 – 16, 2015

- Working on itinerary for Raidho Brazil mini-fam November 30 – December 2, 2015.
- Working on itinerary for Marco Island Marriott German Tour Operator Product Manager FAM for December 2 – 4, 2015.
- Working on itinerary for Willy Scharnow (German Travel Agent FAM) December 8 – 11, 2015.

Established Contacts/Leads

- 6 RFP's received and sent to partners.
- Follow up to 2000+ ABA attendees with meeting info. Received one lead at the show.

PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys, Erin Smith

May-June 2015

September 28, 2015 TDC Meeting

PR TOP ACTIVITIES

Four press releases distributed by in-house CVB PR
Six background releases updated, used for conference PR
Two press releases approved for LHA agency distribution
Tourism Awards pre- and post-PR
50 media submission requests handled in-house
35 photos distributions via Cleanpix system
Six individual or small group FAMs hosted
One international group FAM hosted - group from Visit Austria
Five group PR FAMs in planning stages
Emergency website module activation and numerous updated postings for Tropical Storm Erika
Contract negotiations and agenda item prep for new online, print, broadcast and social media monitoring system for PR evaluation and reporting
Branded content video project planning, vendor estimates, pre-production
115 website content updates including listings, events, deals, articles – JoNell
Social Media posting, conversations with followers - Buzzy
Write and submit Collier Tourism columns to The News-Press every 2 weeks - JoNell
Daily regional media monitoring and sharing of news to staff and strategic partners - Erin
Compilation of local and national top publicity for CVB and Destination News - Erin
Submission of media monitoring services vendors for purchasing approval – Erin
Updates to Naples Tourism and Getting Around pages on TripAdvisor - JoNell
PR/Comm. Team attended FL Governor's Conference on Tourism - All
Attend and exhibit at annual Florida Outdoor Writers Association conference - JoNell
Attend annual Florida Destination Marketing Organization conference - JoNell
Attend VISIT FLORIDA Taste of Emeril Event with Association of Food Journalists – JoNell
Planning for 5 upcoming group PR FAMs

TOP PUBLICITY

See spreadsheet attached.

SOCIAL MEDIA

See Social Media report attached

DIGITAL REPORT

See separate report

DIGITAL ACTIVITIES – Buzzy Ford-July-September, 2015

Updated/launched Paradise Coast Tourism Awards website page
Built EventBrite Tourism Awards Registration Page
Constructed new Youtube Account
Updated Tax Collection Chart
Worked with Miles to separate Spas & Salons and Health & Fitness into separate listing categories
Assisted Seminole Casino Hotel with Jackrabbit Listing
Updated Website Emergency Module Instructions for Crisis Communications Plan
Constructed LPGA Website Contest / Promotion
Trained Paradise Video on the basics of Facebook Video
Oversee the installation of Paradise Video Phoxbox
Created Facebook campaign for promoting the “USA TODAY 10 Best Readers' Choice contest” Where Naples was
Nominated for Best Al Fresco Dining Neighborhood
Updated Air Service Website Page
Updated Website Blog
Coordinated construction of Paradise Coast interactive map application
Completed Conference Room Video Project
Began process of converting Google Analytics to latest version
Began building new Paradise Coast Film Commission website
Created Facebook campaign for promoting Naples as the “Best Destination for Luxury Travelers”
Updated “Fall for Fun” Website Page
Update Paradise Coast Gift Basket Contest Rules
Updated Arena Facebook Permissions
Posted various Press Releases
Updated over 40 Partner Listings

FILM OFFICE – Maggie McCarty

PRODUCTIONS



■ HGTV-TV series

For the series, “Island Life’ crew shot for 12 days on Marco Island including Tigertail Beach and the Isles of Capri’s Paddlecraft Park. HGTV is distributed to more than 96 million U.S. households and HGTV.com draws an average of 4 million unique visitors per month

■ National Geographic – TV series

Producers shot at Barefoot Beach for a series that focused on “natural travel”

■ Brand USA-video

Spokeswoman Renata Araujo and videographer Anton Fresca take a break on set at the Edgewater Beach Hotel beachfront while working on the Brand USA project



Assisted with the production of a Brand USA video project highlighting some of the area’s top activities and attractions for the Brazilian market

■ Friends of Koreshan State Park – documentary

Regional filmmaker shot at the Collier County Museum for a project detailing one of Florida’s most unusual pioneer movements

■ USF Student Film

Students were shooting a project utilizing a location in the Fakahatchee State Preserve

■ Klinik TV/Australia- TV series

A fishing adventure show looking to find the best angler. This segment will feature the Everglades National Park and will air in Australia & on BBC2

WORKING LEADS

- Pelican Bay Community-video

Several agencies have been bidding on the job for video production requesting location and permit information

- “Battle of the Great Christmas Light Fight” – ABC TV series
Producer was interested in several local neighborhoods that go “all out” in the holiday spirit with trimmings and decorations.

- Working Title – reality series

Well-known L.A. production company has a set air date for their project which would need a trade-out in a large number of rooms during Jan.-March. Several hotel properties have been approached but the timing (which is inflexible) makes it very doubtful this project will end up here in 2016.

- 495 Productions – TV reality series

Producers scouted our area as a potential location for a 6-week reality series for CMT. Producer has said they are awaiting a “green light” from the network if the show will go forward in the near future.

- “Dream Beyond the Sun”- on-line game show

Production requested permit applications for both City of Naples and Collier County

- The Weather Channel – TV show

“Fat Guys in the Woods” is interested in several Collier locations for a future episode

- Alaska TV- TV series for U.K.

“Fishing Impossible” series is planning to shoot in 2015

- Twentieth Century Fox - feature

Due to principle actor’s recent injury this feature has been put on an indefinite hold by the studio.

- Once Upon a Dream Productions – indie film

Project is still in development and financing phase

- SON – indie film

No new developments aside from seeking recommendations from studios that would be interested in bringing projects to the facility

- 25 – working title indie film

No new start date set

- ALL CURRENT PRODUCTION

OPERATIONS

- Film assistant was hired from CC Job Bank/training has started
- Issued film permits
- Location library upload
- Lead/inquiry response
- Monthly Revenue Tracking
- Client Management and follow-up
- -Opened a production file for each inquiry
- Provided content to social media

MEETINGS

- Film Florida Marketing Committee

EVENTS / TRADESHOWS

- Film Florida will be exhibiting at the **Toronto International Film Festival** and promoting filmmakers that have shot in the state this past year and their FL films. We are also hosting a reception in partnership with Miami CVB as an overall promotion of the state as a filming destination.



Please join us for cocktails and light bites
at the **IT'S SO MIAMI®** Mixer during
the **TORONTO INTERNATIONAL FILM FESTIVAL**.

Friday, September 11, 2015 // 6-8 p.m.

SOHO HOUSE TORONTO
192 Adelaide Street West, Toronto, Ontario

// [CLICK HERE TO RSVP](#) //

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Sponsored by the Greater Miami Convention & Visitors Bureau,
Miami International Film Festival, Miami Dade College and Film Florida

Invitation is non-transferable and allows for one entrance to invitee only

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- The Toronto International Film Festival has become the launching pad for the best of international, Hollywood and Canadian cinema, and is recognized as the most important film festival after Cannes.

MEDIA

- *Naples Daily News* article on the Florida film exhibit at the Southwest Florida Museum of History [article follows]
- Working with Silverspot Cinema on the next Paradise Coast Film Series launch, featuring a group of local filmmakers and their innovative “work in progress.”

Southwest Florida museum exhibit highlights Florida's movie-making heyday

BY: Harriet Howard Heithaus

POSTED: 1:09 PM, Aug 16, 2015

TAG: [top stories \(/topic/top+stories\)](#) | [movies \(/topic/movies\)](#) | [top features \(/topic/top+features\)](#) | [neapolitan \(/topic/neapolitan\)](#) | [arts and culture \(/topic/arts+and+culture\)](#)

Fort Myers, Fla. - The Southwest Florida Museum of History in Fort Myers opened a show of posters from Florida-made movies Friday. If they're representative of the Sunshine State, no one who lives here is normal.

"We aren't," deadpanned Cathy Chestnut, marketing coordinator for the museum. But then she offered some hope: "Marley and Me" was made in Florida, and those characters are pretty normal."

Actually a good number of the characters in Florida films are average people. They're simply facing some above-average challenges — swamp creatures, alien eggs or zombies. Posters and lobby cards from the museum's new show, "Beaches, Creatures and Cowboys," gives the bad guys some face time, as well as the heroes.

Chestnut pointed out that the museum has brought in the exhibit on the eve of a 30th anniversary for the most famous film made in Fort Myers, "Day of the Dead." The tale of zombies infiltrating human hiding spots in an apocalyptic underworld used Sanibel Island and Fort Myers for abandoned city scenes; the annual Halloween festival of Zombicon in October sprang from that heritage.

The exhibit itself was curated by the Florida Museum of History in Tallahassee, which is closed for renovations until September. It's not a complete one — "Wind Over the Everglades," the Christopher Plummer-Burl Ives saga of feather poachers shot in Collier County, and "Adaptation," the Nicolas Cage-Meryl Streep story of writing about rare orchid thieves, aren't among its posters.

But there's theater lobby memorabilia from the state's most critically acclaimed offerings: "Operation Petticoat," "Rosewood," "The Yearling," "The Greatest Show on Earth," "Thirty Seconds over Tokyo" "Ruby in Paradise" and "Twelve O'Clock High." Some 50 films are represented here. Visitors may be surprised at some of the familiar names filmed in Florida.

Maggie McCarty, director of the Paradise Coast Film Commission, says Florida's days as a movie mecca are over because it has to compete with states offering tax incentives. But Collier County shared in what was its heyday.

The last major film she recalls being shot, in part, here was "Adaptation," in 2002, which won Chris Cooper an Oscar for best supporting actor. It starred Streep and Cage, who were nominated for Oscars, as were screenplay writers Charlie and Donald Kaufman.

"They did what they call a second unit here. The book it was based on was about the trial of the man who was poaching these orchids. It's really about the writing that came about because of it. This was the writer's story," McCarty said. "Spike Jones, the director, came down to do some location scouting."

Before that, "Just Cause," with stars Sean Connery and Laurence Fishburne, was filmed around Collier County in 1995. It told the tale of an attorney who agrees to prosecute a man whose innocence police are not interested in proving.

So was "Gone Fishing," which was filmed the same year. Joe Pesci and Danny Glover starred in the Disney-release comedy that McCarty said features "a lot of Collier County. U.S. 41, the Rod and Gun Club and Monroe Station."

A visit to the Collier County Museum of History, which carries information on the films made here, can supplement the information in the Fort Myers exhibit. And the curious will find most of these films on Netflix, Vudu or, free in the Collier County Public Library system.

IF YOU GO

'Beaches, Creatures and Cowboys'

What: Movie poster and lobby card exhibition of films made in Florida

Where: Southwest Florida Museum of History, 2031 Jackson St., downtown Fort Myers

Hours: 10 a.m.-5 p.m. Tuesdays through Saturdays through Nov. 12

SPORTS MARKETING – Parker Medley- July Activity

Development

- Attended Tourism Department Marketing Summit
- Met with Marco's Pizza regarding future sponsorships
- Hosted Ignition NFL Training including NFL All-Pro Luke Kuechly
- Hosted a meeting with potential fall intern Mark Doeherty
- Attended Lee County Sports Development Monthly Meeting
- Hosted Marlon and Kila Bussey of Sugar Bert Boxing Promotions on a site visit for potential boxing event
- Met with Don Rupprecht, President of Naples Velo to discuss potential USA Cycling National Championship Bid
- Met with Cari Hansen of the YMCA regarding the upcoming Gus Macker 3 vs 3 basketball tournament on September 19-20
- Attended monthly Sports Council of Collier County meeting
- Attended Monthly meeting between the Sports Marketing Department and the Parks and recreation department
- Attended FBU Top Gun All-Star Combine in Columbus, Ohio
- Submitted a bid for ISSA Senior Softball Regional Event
- Submitted a bid for Laxpalooza Lacrosse Regional Event
- Submitted a bid for US Lacrosse Southeast Regional Championship
- Submitted a bid for FHSAA Boys Volleyball State Championship
- Submitted a bid to host Sugar Bert Boxing Promotions Regional Event

Hosted Events - July

| Event | Date | Attendees | Room Nights | Est Direct Spending |
|--|-----------|------------|-------------|---------------------|
| Perfect Game – The Series Baseball Tournament | 7/8/2015 | 315 | 630 | \$189,000.00 |
| Little Mo Regional Tennis Tournament | 7/22/2015 | 165 | 200 | \$82,500.00 |
| | | 480 | 830 | \$271,500.00 |

August Activity Report- Parker Medley

Development

- Attended Avanti housing updates meeting
- Attended Lee County Sports Development Monthly Meeting
- Met with Greg Finn from Fleischmann Park to discuss upcoming football events (NYFA & FBU)
- Met with Sydney Holnagel from Team Travel Source to discuss upcoming STX Paradise Shootout Housing
- Hosted a conference call between the Florida Fire Juniors (Soccer Club) and Elite Tournaments (soccer promoters) on how the two can work together to bring more events to the county

- Met with Ken Andiorio (BCHS Athletic Director) to discuss FHSAA Lacrosse state championship and other future opportunities
- Met with Kimberly King and Taylor Hodge from Ave Maria University to discuss partnering together to host the NAIA Men’s Soccer National Championships
- Held a conference call with Kimberly, Taylor and representatives from NAIA about the Men’s Soccer National Championships
- Met with Ernie Moudino (Naples High Athletic Director) to discuss the upcoming FBU championships
- Met with Pete Seitz to discuss sponsorship for the Naples Holiday Hoopfest
- Hosted Pete Hangen, Ann Richardson-Stevens, Erica Owens, and Buddy Wheeler from Drishti Fest (Yoga festival) on a site visit of the area.
- Hosted a monthly meeting between the Tourism Department and the Parks and Recreation Department
- Called Scott Spencer to discuss the upcoming Naples Cup
- Met with John Robinson from the Southwest Florida Adrenaline to discuss a potential collegiate soccer showcase
- Met with the Wounded Warrior Amputee softball executives as well as parks and recreation to discuss the softball event this February
- Met with Ralph Pryor, to discuss working a job bank position for the tourism department
- Attended Connect Sports Marketplace Conference in Pittsburgh, PA to bring back more business to Collier County

Hosted Events - August

| Event | Date | Attendees | Room Nights | Est Direct Spending |
|--|-----------|-----------|-------------|---------------------|
| FSSA Adult Soccer 7v7 Championships | 8/2/2015 | 340 | 300 | \$153,000.00 |
| Naples Sports Festival | 8/29/2015 | 295 | 225 | \$ 43,500.00 |

| | | | |
|--|-----|-----|--------------|
| | 635 | 525 | \$196,500.00 |
|--|-----|-----|--------------|

Month by Month Comparison

| | | | |
|------------------|--------|--------|-----------------|
| August 2014 | 1,105 | 205 | \$ 189,750.00 |
| August 2015 | 635 | 525 | \$ 196,500.00 |
| Month Over Month | -470 | +320 | +\$ 6,750.00 |
| Year Over Year | -6,961 | +1,273 | -\$1,013,825.00 |

OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

HIGHLIGHTS OF THE MONTH:

Opportunity to co-host GTMC – Overseas Convention proposed for May 2016.

'The voice of business travel' is the UK's leading professional body for travel management companies. This prestigious and diverse membership accounts for over 80% of UK expenditure on managed business travel, delivering value for money and great service to business travellers in the private, public and not-for-profit sectors. It consists of 40 major travel management companies and 40 Industry Partners that include British Airways, American Airlines, Marriott etc. **Estimated attendance 150 leading travel decision makers and media.**

MARKET UPDATE:

Holiday booking market up 10.3% year on year

The overall number of holiday bookings has risen by 10.3% this year, according to a new Barclaycard study - hotel spending rose by 7.8%, compared with 4.5% last year.

The economic recovery at home has helped increase Britons' spending on holidays, with an increase of 7.5% in the first six months of this year compared with 2.4% in the same period last year. Spend characteristics were driven around food, drinks and shopping with a 13% increase this year – an 8% rise over 2014.

Importantly for the United States, New York ran second place in the popularity stakes behind Barcelona as the favourite holiday destination for British travellers. New York, Dubai and Turkey all rose in popularity, with New York climbing from third place last year to second, above Paris - Sterling's strength against the euro has helped Barcelona to retain its place in the survey, which was based on spending on credit and debit cards.

Fulham Football (Soccer) Club (London) welcomes Visit Florida as its main team sponsor

With the UK as Florida's number one overseas market, the opportunity to engage with fans around two passions – travel and football was considered a vital importance in Visit Florida's decision to sponsor Fulham's first team – the blue Visit FLA logo will now adorn the front of Fulham Football Club's kit. In addition, Visit FLA will have signage rights and will be featured on the main Stand roof at the Craven Cottage stadium directly below the landing approach from London's Heathrow Airport.

The partnership will provide opportunities to engage with the wider fan base, through social and digital media platforms and bespoke marketing initiatives.

Established in 1879, Fulham is London's oldest professional football club and is renowned for its friendly, family atmosphere, makes a strong partnership fit with Florida. Fulham Owner, Said Khan also owns NFL Jacksonville Jaguars and sees strategic opportunities for both parties. Visit Florida confirmed that it provides a key opportunity to raise awareness of Florida's diverse range of active holiday options and experiences including world-class sports, wonderful beaches and amazing theme parks.

Travel industry continues to impact the economy with the addition of 13,400 jobs in July. It emerged in August, that 13,400 travel industry jobs were taking up during July 2015 across the USA according to a recent Labour Department employment report and the Commerce Department export report. David Huether, SVP for research and economics at the U.S Travel Association, notes that the number of travel jobs has climbed to 8.1 million for a new record level.

"Travel continues to be a consistent job creator and strong contributor to the U.S. economy," Huether says. International trade is a key reason the travel industry has been adding jobs faster than the rest of the economy. The Commerce Department reported that the trade deficit expanded by more than 5 percent in June to \$43.8 billion. The trade deficit expansion is a by-product of a surge of imports, which grew by nearly \$2.8 billion during the month of June. Exports also declined for the second consecutive month, this time by \$100 million.

Huether says travel exports remained strong at \$18.7 billion in June, falling only slightly from May. Travel receipts—spending in the United States by foreign travellers—increased to an all-time high of \$15.4 billion in June.

Dublin airport passenger numbers up 17pc

Almost 2.7 million passengers used Dublin Airport in July, setting a new record for traffic in a single month. Passenger numbers were up 17% compared to July last year. The number of passengers travelling to and from continental Europe increased by 14%, with almost 1.5 Million passengers flying to and from European destinations.

Just over 794,000 passengers took flights to and from the UK in July, which was a 16% increase on the same month last year. Transatlantic traffic increased by 26% in July, with almost 320,000 people travelling between Dublin and North America during the month. In the first seven months of this year almost 14.2 million passengers have used Dublin Airport, which is a 15% increase on the same period last year.

'Sky high' late holiday prices fuel rise in domestic travel sales and 2016 overseas bookings. The lack of affordable overseas stock left for this summer boosted UK and city-break bookings, but is also helping drive early sales for next summer.

For many, summer 2015 has become unaffordable leading to an increase in demand for UK domestic breaks and sales of summer 2016 – operators reported a surge in demand for summer 2016 travel to popular family destinations including Florida.

Background on Airline news:

August has conversely been a banner month for USA transatlantic route development with airlines converging to announce record capacity and route increases. British Airways, Virgin Atlantic/Delta, Norwegian and Icelandair all improving their stakes on lucrative routes, while targeting incremental growth from a wider choice of UK regional connection airports and new gateways.

Delta announced it was adding two transatlantic routes for summer 2016 – Edinburgh to New York as part of 2016 expansion plans by Delta Air Lines and joint venture partner Virgin Atlantic. Scotland saw a 28% increase in U.S. visitor numbers last year and the greater connectivity offered at JFK by Delta's new flight will help support this continued growth. Daily flights to New York-JFK join Virgin Atlantic's three times weekly summer service from Glasgow to Orlando. **This is a significant boost to our destination providing a very good connection into RSW.**

Noteworthy is the announcement from Norwegian formally setting out their strategy to make low-cost long-haul work by putting long-haul services from London Gatwick airport at the centre of its strategy. If it succeeds, Norwegian will triumph where Laker, Zoom Airlines, Hong Kong Airlines, Air Asia X and all other no-frills long-haul attempts have failed.

Norwegian is a relative newcomer to Gatwick, having flown from the airport only since 2009 and establishing a base in 2013. The carrier has grown rapidly on short-haul, carrying 24 million passengers in 2014 to become Europe's third-largest budget airline. The airline insists that the main focus will be long-haul and short-haul more of an add-on, having a larger network than BA or Lufthansa in Europe to deliver passenger feed to its long-haul programme

The carrier launched long-haul only in 2013 and began Gatwick-US services last July - Boston will become Norwegian's fifth US destination following New York, Los Angeles, Orlando and Fort Lauderdale. Norwegian also argue strongly against its detractors who suggest that low-cost long haul can't work and that they're likely to run out of money by insisting that analysts don't understand their business model. By comparing to traditional airlines, they argue that their on the ground time at US gateways will be less than two hours versus a potential six hour period of a BA, Virgin or other legacy carrier.

The immediate plan will operate daily from Gatwick to New York from October, and launch Boston in Spring 2016, adding further destinations and frequencies as the operation grows - short-haul feeder routes driving long-haul development. The carrier will have a fleet of 19 dedicated long-haul aircraft by 2018. Against a backdrop of legacy carriers flying older aircraft, they believe that their growth strategy aligned with fuel and technical efficient aircraft is perfectly poised to drive lower operational costs and pricing. The airline revealed that increased long-haul carryings from the UK & Europe in August had boosted a passenger numbers increase of 9% to more than 2.5 million over August 2014 - load factor increased by 6.1 percentage points to 89.7% with 97% of long-haul seats filled in the month.

Meanwhile, **British Airways** has announced its latest long-haul venture from Heathrow announcing the launch of a new route from Heathrow to San Jose, California utilising a Boeing 787-9 Dreamliner featuring its latest First class and rest of cabin design.

NTTO stats confirm Heathrow consolidates its position as top foreign airport to/from the United States. The United States National Travel & Tourism Office announced in its July 2015 year to date statistics that London's Heathrow Airport remains the United States number one foreign airport measuring 47.3 million passengers - 39% of total international air traffic - a 1.3% gain on the previous year to date totalling 8.352 million passengers

| UPCOMING EVENTS | | |
|-----------------|---------------------------|------------|
| DATE | SPECIAL EVENT | LOCATION |
| September | Bon Voyage consumer show | Winchester |
| October | GTMC planning day | London |
| October | Expedia trade event | London |
| November | WTM UK leading Trade Show | London |

MARKETING/SALES/PROJECTS & ACTIVITIES:

Travel Agents Online Training:

Ongoing update & copy approval for development of the dedicated destination badge/module for the Agents Discovery Programme - USAdiscoveryprogram.co.uk - online travel agents training.

Virgin Holidays:

All details now complete on the recent co-op campaign – payment processed & received. In discussion regarding the upcoming launch of the golf program and where we can support additional promotion for our destination.

BA/BA Holidays:

Ongoing request for follow up on the recent co-op campaign. Have now ensuring all backup materials are in place for final billing procedure.

Golfbreaks.com:

Additional follow up with current co-op campaign – checking on new logo for the website activity. Requesting & have now received final correct billing & back – all processed with Paradise Adv for process. Further approval of copy with Brand USA/Visit Florida campaign for next year start date Oct' 15 – some issues on the images & copy with Brand USA agency, Miles Media were finally resolved & our destination feature looks excellent.

NATS – North America Travel Services:

Special mention for Naples with in trade press on offers to our destination.

Bon voyage:

Agreed participation with a USA consumer focused day – we will provide materials for distribution – Bon Voyage focused team will promote our destination. Following this event we will introduce staff incentive to encourage increased booking to our destination.

Ocean Holidays:

The current campaign is ongoing and is proving successful to date. We will continue to observe booking with this co-op campaign which started last month.

US Airtours:

Activity will fall into next year's budget with the aim to drive additional bookings during the summer months.

TRADE EVENTS

- Opportunity to co-host GTMC – Meeting Planners - overseas convention proposed for May 2016. Extensive meetings & discussions with GTMC & Marco Island Marriott who wish to co-host the event. BA& American airlines have agreed to provide 150 seats – indication the priority they place on this influential group.
- Bon Voyage UK - Consumer event – preparation for participation.

- WTM – London – preparation for our participation at the trade show & for the co-sponsorship of the Visit Florida VIP trade & media dinner – our flagship UK event.
- London Golf Show – UK consumer event – after review – we are not participating as this year’s event is not focused on direct customers – event being held in shopping mall.
- Extensive research & planning for next year’s marketing plan and budget

Distribution of marketing material

Provision of ongoing assistance with literature requests for both trade & consumers. Currently requested a restock of literature for upcoming event & ongoing fulfilment.

PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:

- Distributed release – ‘CVB achieves industry accreditation in Destination Management and Marketing’ – to UK & Ireland trade & Visit USA Assoc UK/ Ireland & France
- Revised ‘Destination Update’ with UK/Ireland relevant points for distribution.

| CONTACT | ACTIVITY | STATUS /RESULT |
|---|--|---|
| <p>Social Media: Facebook and Twitter</p> | <p>Weekly channel updates. OMMAC also followed key travel influencer on Twitter to expand our social network – including Rhys Powell, Beaches & Adventure, Atheletes in Paradise, and Lovin Paradise</p> | <p>OMMAC continues to share posts across Facebook and Twitter in order to increase traffic to Paradise Coast UK Facebook and Twitter pages.</p> |
| <p>The Daily/Sunday Mail Ireland Visit Oct’ 15</p> | <p>Visit in Oct’15 - Working on fam trip for Philip Quinn, Sports desk, writing for the travel section</p> | <p>Negotiated with Visit Florida & they have agreed to pay for Philip’s airline ticket. He will visit Kissimmee & the parks prior to our visit & will depart via Miami. Also working with American Holidays who will act as the call to action on the published piece. Accommodations confirmed - currently planning itinerary.</p> |

| | | |
|---|---|---|
| <p>The Irish Independent Readership: .5 m Circ: 200,000 Online – largest in Ireland</p> <p>Visit Nov '15 - TBC</p> | <p>Confirmed Saturday double page spread – doing a piece for early next year based around Florida beyond the theme parks and perhaps using the Paradise Coast as an area of focus.</p> | <p>Following meeting at Networking event in Dublin in July – Conor Power is interested to travel with his wife – first visit to USA. Proposed date Nov '15. We are working with Visit Florida & American Holidays to assist with flight.</p> |
| <p>VIP Magazine – largest selling in Ireland Cir: Monthly sales 25,500 Monthly readership: 152,000</p> <p>Visit April '16 - TBC</p> | <p>VIP Magazine has agreed to a 6-8 page feature with a contact we approached on family holiday in Florida!</p> <p>Plus cover feature</p> | <p>Working on dates – possibly next April. Visit Florida & American Holidays will assist with this trip.</p> |
| <p>Sunday Times Travel Magazine</p> | <p>Media meeting with Lucy Thackray in July - key destination news and activities of interest to her readership were provided</p> | <p>OMMAC will follow up.</p> |

Facebook and Twitter updates

Paradise Coast UK
 Published by Stephanie Buck (7) · 1 August · (9) · (8)

Enjoy a gourmet breakfast buffet accompanied by bay views at the Naples Bay Resort on your next visit to the #ParadiseCoast. Have any of you already been?



Savor Breakfast on the Bay at Naples Bay Resort & Marina in Naples
 Open to Public Exclusive Offers at Naples Bay Resort & Marina in Naples, FL
 PARADISECOAST.COM

14 people reached Boost Post

Like Comment Share

Naples Bay Resort and JoNeil Modys like this.

Naples Bay Resort Thanks for the share!!
 Unlike · Reply · 1 · 5 August at 02:24

Paradise Coast UK
 Published by Stephanie Buck (7) · 6 August at 13:00 · (8)

Share the adventure with friends & family - our top tips for organising a destination #wedding on the #ParadiseCoast



Planning a Destination Wedding in Florida - Naples, Marco Island & Everglades
 Browse wedding tips and advice from our Naples wedding specialists. Planning your dream destination wedding is a breeze when you have our expertise on...
 PARADISECOAST.CO.UK

Paradise Coast UK
Published by Stephanie Buck [?] · 9 August · Edited [?] · [?] · [?]

Experience the other side of Florida with the Paradise Coast's luxury offerings - from wine and dining, to spa and art there's a whole world of luxury to explore. <http://bit.ly/1MzV3Z1>



Paradise Coast UK
Published by Stephanie Buck [?] · 17 August · [?] · [?]

Here on the #ParadiseCoast we love the beach life - what's your favorite beach activity? Surfing, canoeing, swimming or lounging? Comment below! <http://paradisecoast.co.uk/beaches>



Paradise Coast UK
Published by Stephanie Buck [?] · 27 August at 17:23 · [?]

Two of our greatest loves - champagne and chocolate - are combined on the 5th Annual Champagne & Chocolate Tasting Sunset Cruise on board the Naples Princess - book your self a slot for the 8 September! <http://paradisecoast.co.uk/.../5th-annual-champagne-chocolate...>



Paradise Coast UK
Published by Stephanie Buck [?] · 21 August at 16:46 · [?]

With autumn creeping closer we can't help but think of one of our favorite events - the Stone Crab Festival in October! Are any of you coming over for it? #Foodfestival #Paradisecoast #Florida



Florida's Paradise Coast - "Take My Claw" Stone Crab Festival 2015

Get your claws into sweet, succulent Florida Stone Crab this season at Florida's Paradise Coast Stone Crab Festival. Join us on the Old Naples Waterfront...

YOUTUBE.COM



Paradise Coast UK @paradisecoastuk · Aug 4

The #ParadiseCoast is the perfect place to make memories with your family - the wildlife, food and scenery - and more!bit.ly/1KOA2q2

9:53 AM - 4 Aug 2015 · Details



Paradise Coast UK @paradisecoastuk · Aug 6

Share the adventure with friends & family - our top tips for organising a destination #wedding on the #ParadiseCoast bit.ly/1rW9zq

↩ ↻ ★ ⋮



Paradise Coast UK @paradisecoastuk · Aug 13

It's nearly the weekend - what's your idea of #adventuretravel? Canoeing through the Everglades, surfing, fishing?



↩ ↻ 1 ★ 3 ⋮



Paradise Coast UK @paradisecoastuk · Aug 19

A month 'till September Summer Jazz on the Gulf at Naples Beach Hotel & Golf Club - be warned this is super popular! bit.ly/1WBwMEN

5:35 PM - 19 Aug 2015 · Details

↩ ↻ ★ ⋮

DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Ramona Oehler

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

| Tour Operator | Achievement | Cost |
|---|--|------|
| Meier's Weltreisen Daniela Schaeffer | Approved the layout of USP Info sheet that will be included in the upcoming newsletter in September. A copy is attached. | |

✧ **Swiss Accounts**

| Tour Operator | Achievement | Cost |
|-----------------------------------|---|-----------|
| Knecht Reisen Michael Bötschi | Revised the NAP related content of their golf brochure "Golf Dreams" and provided written information and images for the 4 page editorial. Finalized and approved the layout. | |
| TUI Switzerland Karin Bachmann | Confirmed marketing campaign for September, including newsletter feature, newsnet feature and 2 weeks advertisement window on TUI homepage. | USD 4,500 |

✧ **Benelux Accounts**

| Tour Operator | Achievement | Cost |
|------------------------|--|------|
| Thomas Cook Belgium | Initiated an update call based on the information that their new North America PM that was assigned in March is on maternity leave now. We have established a contact to the product and marketing department and are working on a closer cooperation in the future. | |

✧ **Secondary Accounts**

| Tour Operator | Achievement | Cost |
|---|---|------|
| Explorer Fernreisen | As part of the Florida mini brochure promotion, Explorer Fernreisen has organized an info booth and distributed the brochures during the 10-days kite surfing world championship in Germany, August 21 – 30, 2015. The event is visited by 200,000 people. | |
| Fairflight | Published another blog post on their website featuring the turtle nesting season. The blog is an ongoing project and our placement was free. Additionally, it was promoted via their FaceBook page. Please find the screenshots attached. The full article can be review here: http://www.fairflight.de/blog/reiseinfos/reisetipps/reisetipps-florida/lustige-tapsen-schildkroetensaison-paradise-coast | |
| Amerikareisen. at Karin Ochenbauer | Extensive communication with Karin regarding our presence on their website. We have provided her with information about the destination and are now listed within the top destinations in Florida. | |

TRAVEL AGENTS

- ✧ Sales calls: Total of **54** personal visits to travel agents in Vienna and the greater Franken area.
- ✧ Support: Supported 1 agency with give-away for their re-opening party.

EVENTS

✧ Registrations / Preparations

- Registration for the CRD Open House Event (Nov 15)
- Registration for brochure distribution via Visit Florida for the German consumer shows CMT Stuttgart, free Munich and Reisen Hamburg (Jan+Feb 16)
- Registration for the Visit Florida Media Event in Hamburg (Nov 15)
- Registration for the Schauinsland road show in Koblenz, Paderborn and Duisburg (Nov 15)
- Preparation for the Visit USA Switzerland Road show (Sep 15)
- Preparations for the FTI / BA Road show in Austria (Sep 15)
- Registration for the Visit USA Austria Workshops (Jan 16)

MARKETING

| Type of Activity | Details | Cost |
|------------------|--|------------|
| Airberlin | <p>Received campaign results for spring 2015. This time the campaign generated around 11. Mio page impressions which is a quite good result. In addition to that a big part of the campaign could not be measured as it was "awareness" but the load factor during the months of the campaign has been appr. 80%. Please find more detailed results in the attached report delivered by AirBerlin as well as in the attached excel sheet that shows a comparison of the results of all campaigns since 2012.</p> <p>The name of the winner for the raffle on the micro-site will unfortunately have to be delivered with the next report, as AirBerlin did not provide it so far.</p> | USD 25.000 |
| Facebook | Secured and approved a 1,5 months FaceBook ad promotion with werbemutig. For the first time, we have decided to try | USD 2,000 |

| | | |
|-----------------------|--|--|
| | the new FaceBook ads that feature a specific travel offer and initiates bookings. We have chosen a NAP only travel offer from America Unlimited. Reporting to follow in September. | |
| Naples Newsletter B2B | Sent out dedicated Naples newsletter featuring things to do for free at the Paradise Coast to 3375 agencies in DACH on August 25, 2015 | |
| Naples Newsletter B2C | Sent out dedicated Naples newsletter featuring things to do for free at the Paradise Coast to 605 consumers in DACH on August 26, 2015 | |
| Facebook | # posts: 8 #fans: 7,202 | |

PROJECTS

- ✧ FY 2014/15 budget: Prepared the proposed FY 15/16 budget, based on given input and budget guideline from client. This included intense correspondence and negotiations with Key Accounts, new TO partners and travel industry partners in order to evaluate the most suitable marketing activities correlating with our marketing strategy. Additionally, we have provided an updated market overview for DACH and BeNeLux, including economic and industry related changes, as well as a detailed marketing plan highlighting our targets and marketing strategy for the next fiscal year.
- ✧ Marriott Fam trip: Marriott will be conducting a dedicated fam trip to Florida in December 2015, inviting 10 Product Managers from Germany. The group will be staying at the Marriott Marco Island and we secured the opportunity to show them around the Paradise Coast for a full day. A detailed itinerary is still to follow.
- ✧ German Visitor Guides: After finding a printer that is able to produce our German visitor guides, we have delivered the printing information accordingly. The visitor guides have been printed and are in stock already.

CONSUMER

- ✧ Brochure fulfillment: 9 in total

OTHER

- ✧ Florida Inside: We have provided the online platform Florida Inside with 30 copies of German visitor guides and maps to be used during the Hannover "Entdeckertag" on September 13, 2015
- ✧ Paradise Realtors: They will be representing the Paradise Coast on a real estate fair in Hamburg, September 26-27, 2015 and have requested support. We have provided them with 30 copies of our German visitor guide and maps.

HIGHLIGHTS IN SEPTEMBER

- ✧ Participation in Visit USA Switzerland Road show
- ✧ Participation in FTI / BA Austria Road show
- ✧ DiaMonde Dinner Event in Cologne, September 03, 2015
- ✧ TA Sales Calls in Munich, September 15-17, 2015
- ✧ TA Sales Calls in the greater Mannheim area, September 08-11, 2015
- ✧ Visit USA Austria fam on September 10-12, 2015
- ✧ Tenzing Travel fam on September 08-10, 2015

MARKET NEWS

The economic situation in Germany in July 2015

In the middle of 2015, the German economy is experiencing a moderate but solid expansion. After an unremarkable start to the year, the economy strengthened somewhat in the second quarter. Industrial companies in particular were able to sharp boost production. There was an above-average rise in orders from abroad, spurred by improvements in the rest of the eurozone and the euro's low exchange rate. However, activity in the construction sector only improved slightly this spring after a mild winter with high production levels. Nevertheless, the prospects for the construction sector remain good thanks to a favorable environment. Consumer spending remains the main factor for growth. Thanks to the positive developments in employment and incomes, consumer's propensity to purchase is currently at a very high level. The mood in companies remains good, although they have felt the impact of the Greek crisis to some extent. Especially the uncertainty about how the crisis will unfold could impact business decisions in Germany and other European countries. The longer-term impact of the Greek crisis is particularly hard to measure. The risk of short-term ripple effects is currently seen as relatively low.

Consumer spending will most likely remain a major driving force for the economy. Consumer spending increased considerably in the last three quarters and is also expected to have made a positive contribution to growth in the second quarter of 2015.

The positive trends on the labor market are continuing, but at a milder pace. In May, total employment in Germany rose by 7,000 (seasonally adjusted). Overall, there were just under 42.8 million people in gainful employment as an average for the month, 206,000 more than a year before.

(Source: bmwi)

Tourism Market Overview Germany

TUI Group: German margins under pressure as group profits rise

TUI has reported higher profits for the April – June 2015 quarter despite a €10 million impact from the Tunisia terrorist attack and tough operating conditions in the German market.

A robust performance in the UK market and good profits in the hotels and cruises businesses were the main growth drivers in the third quarter of the 2014/15 fiscal year, and Europe's largest tourism group raised its full-year guidance to a profit increase of between 12.5% and 15%. TUI Group increased Q3 revenues by 6.4% to €5.08 billion and its underlying operating profit (EBITA) grew by 18.6% to €194.2 million (and by 13% to €185 million excluding currency and Easter effects). Reported pre-tax profits rose to €95.2 million from €20 million last year, and the company made a Q3 net profit of €49.4 million compared to last year's €5.6 million loss.

The impact of the attack in Tunisia resulted in repatriation and cancellation costs of around €10 million in the quarter. In terms of current trading, described as "robust", cumulative group-wide summer bookings to Greece remain ahead of last year despite some temporary small deviations in the German and Belgian source markets.

Elke Eller will take over as TUI Group's head of human relations and labor director in mid-October. The Volkswagen manager will replace Sebastian Ebel who will step down from the post following his appointment as managing director Germany.

(Source: FVW August 13+ August 20)

Lufthansa

Lufthansa is following budget airlines by introducing 'pay for what you use' economy fares for flights within Germany and Europe from October. The three-tier economy fares system - Light, Classic and Flex - means that passengers with only hand luggage will pay

less than those checking in baggage. The aim is to bring Lufthansa's lowest headline fare closer to budget carriers while protecting the overall yield level.

Kuoni Group - Net result from discontinued operations: CHF – 178.0 million, includes one-time effects from sale of European tour operating activities

Kuoni Group's organic growth above market in first half of 2015 indicates the new strategic direction initiated at the beginning of the year and the focus on global B2B business areas. However, the strong Swiss franc had a significant negative impact on turnover due to the conversion into the presentation currency. The two divisions Global Travel Distribution (GTD) and VFS Global recorded strong growth. In the first six months of the year, VFS Global processed over 10 million visa applications for the first time.

For 2015 as a whole the Kuoni Group expects operating earnings (EBIT) from continuing operations in the range of CHF 40 to CHF 50 million. This includes an expected negative exchange rate impact on the presentation currency of around CHF 7.5 million compared to prior-year due to the strong appreciation of the Swiss franc in 2015. The Indian Destination Management business that was sold at the beginning of August 2015 will in future be reported under "discontinued operations".

Eurowings

*The proposed **Eurowings link to Fort Lauderdale** will be the first service from Cologne to Hollywood International Airport and only the second direct scheduled link from Germany alongside the seasonal offering of Condor from Frankfurt.*

The developing low-cost activities of Lufthansa in the long-haul market from Cologne will continue from spring 2016 with the introduction of a new link to Fort Lauderdale in Florida, USA, subject to regulatory approval. The airline's Eurowings business is seeking a foreign air carrier permit and exemption authority from the US Department of Transportation (DOT) to commence flights on the transatlantic city pair "on or about" March 27, 2016 for the summer 2016 schedules.

The airline re-launched under a revised 'New Eurowings' brand earlier this year in partnership with SunExpress Deutschland, which has been supplying cockpit and cabin crews. It is currently headquartered at Düsseldorf will be expected to move its administrative functions to Cologne before the end of this year.

Its long-haul network for winter 2015/2016 already covers flights from Cologne to seven destinations, all popular leisure markets from Germany. These comprise links to Varadero (twice weekly from November 2, 2015), **Puerto Plata** (weekly from November 7, 2015), **Punta Cana** (three times weekly from November 7, 2015 using a TUI fly Boeing 767), **Cancun** (twice weekly from November 8, 2015 also using a TUI fly 767), **Dubai** (three times weekly from December 17, 2015), Phuket (twice weekly December 18, 2015) and **Bangkok** (twice weekly from December 20, 2015). (Source: routesonline.com + travel one net August 22)

Lufthansa: Agents call on Brussels to block GDS fee

German travel agents are calling on the European Commission to stop Lufthansa's controversial new GDS booking fee on competition grounds.

From September, the airline will impose a €16 Distribution Cost Charge (DCC) per ticket for all bookings made through a GDS for flights on Lufthansa, Austrian, Swiss and Brussels Airlines (but not Germanwings or Eurowings) but there will be no similar charge for bookings made directly through the airlines' own websites or other direct sales channels.

Lufthansa claims the new fee is justified due to the high average cost of €18 per ticket charged by GDS firms, which it now wants to pass on to customers. At the same time, however, the price difference between the big reservation systems and its own website is designed to generate more online sales. Travel agents have protested loudly about the fee since it was announced in June. The German Travel Association DRV warned that the fee would increase ticket prices, reduce price transparency for customers and increase agents' workload substantially. Most of the 1,000 travel agencies in the AER consortium have written to Lufthansa CEO Carsten Spohr threatening to book with alternative carriers.

Meanwhile, German tour operators who book Lufthansa flights appear to have little choice but to add the charge to their package prices. TUI and Thomas Cook said they are still in intensive talks with Lufthansa on the topic. (Source: FVW August 13)

Thomas Cook – new generation travel agency in Hamburg

Thomas Cook has opened a futuristic 'new generation' travel agency in Hamburg featuring a giant touch screen in the shop window, three zones offering lounge-style, bar-style and traditional seating, and hi-tech devices for customers to use such as tablet computers and Oculus Rift virtual reality glasses. Cook plans to roll out the new design to more of its 123 company-owned travel agencies in the coming months.

(Source: FVW August 13)

Destination USA

Thomas Cook Media & Partnerships are proud to announce that Brand USA, the destination marketing organization for the United States of America has extended their partnership with Thomas Cook for a third time with another significant multi-million dollar investment. The campaign will run in eight key source markets - UK, Germany, Netherlands, Belgium, France, Switzerland, Austria and Sweden - from now until February 2016.

USA destination tourism boards will have the opportunity to participate in what both parties are sure will be another extremely successful promotion. Brand USA and Thomas Cook'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 extended partnership aims to drive new visitors as well as re-visitation to the United States by showcasing the broad range of experiences that the USA has to offer. 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.

The rise in Travel to the USA from Germany continued to gain momentum in the first half of 2015, with an optimistic increase for 2016.

Visit USA (VUSA) stated that German tour operators will expect a good year for their USA sales despite the strong dollar. Also for 2016 German tour operators expect an increase especially Explorer Fernreisen, Thomas Cook and TUI Germany expect an increase with a double digit number. They are all optimistic that the dollar could not stop Germans from travelling to the USA. (Source: Travel One Net + Breaking Travel News AUG 14)

German market trends: DRV hails good summer bookings

The German outbound travel market is growing well this year with generally good demand for most short- and long-haul destinations, according to the German Travel Association (DRV).

Tour operators and travel agents currently have a single-digit rise in bookings for summer 2015, the DRV said in a round-up of market trends at the start of the peak summer holiday season. "Organized holidays with tour operators and booked through travel agents remain a hit," the association declared.

According to market researchers GfK, both customer numbers and sales revenues are growing in the travel agency and tour operator market, and revenues are even showing a mid-single-digit increase so far.

Long-haul holidays are especially popular this year, the association pointed out. German travel agencies are registered strong growth in bookings for countless destinations in the Caribbean (above all the Dominican Republic, Cuba and Mexico) and the USA. The UAE is also proving popular this year while Thailand is recovering with a clear double-digit growth rate, it added.

The DRV also renewed its long-standing call for a reorganization of German school summer holidays in the 16 federal states to make full use of the maximum possible holiday period – the so-called 'holiday corridor' - and thus support the tourism sector.

Up to 92 days are theoretically available between the earliest possible start and latest possible end of the regionally staggered six-week school summer holidays but this year the holidays cover only a period of 80 days. (Source: FVW July 30)

German market trends: Slow bookings in July

Hot weather and widespread school holidays held back bookings for German travel agents last month, boosted mostly by last-minute sales, according to the monthly survey by market researchers GfK.

Summer sales dropped by 1% compared to last year, which could be explained by the extreme hot weather and the fact that school holidays had already started in most federal states, GfK commented.

Demand was supported by late sales for departures in July and August which made up 30% of total sales. Greece in particular saw strong late sales. For the year to date, summer bookings are now 7.5% ahead of last year, according to GfK's monthly survey of 1,200 travel agencies.

Medium-sized tour operators such as Schauinsland, Alltours and FTI are again the main winners this year, according to experts, while market leaders TUI and Thomas Cook have only moderate sales growth, according to their latest published figures. TUI has increased booking volumes by 1-2%, with average prices 4% higher, but has only sold 85% of its summer program so far, 2% less than last year. Thomas Cook has a 3% drop in bookings and has only sold 75% of its program. (Source: FVW August 20)

BRAZIL REPRESENTATION- AVIAREPS- Marcelo Kaiser

MARKET INFORMATION

- Disappointed with the Government and public policies, Brazilians wealthy families are moving to Florida. Last year the number of Real State purchase by Brazilians has grown 40%
- With high dollar rate, international air tickets to travel US are up to 75% cheaper

TRADE

Leisure Sales Calls / Meetings

| Name | Market | Company | Objective and |
|---|--------|-------------------------------|--|
| Adriano Gomes adriano@cvc.com.br Vanessa Sobreira vanessasobreira@cvc.com.br | BR | CVC – TO | Move further with th |
| Taisa Silva taisasilva@b2wdigital.com | BR | B2W – Submarino Viagens – OTA | Move further with th |
| Ricardo Campos ricardo@softtravel.com.br | BR | Soft Travel – TO | Work to create pa |
| Lika Nobre lika.nobre@orinter.com.br Roberto Sanches sanches@orinter.com.br | BR | ORINTER - TO | Move further with th |
| Pedro Assis pedro.assis@teresaperez.com.br | BR | Teresa Perez – TO/Luxury | Meeting with Teresa a coop action focus market, sent an en more opportuniti |

| | | | |
|--|----|-------------------------------------|--|
| Jacqueline Mikahil jacque@behappy.tur.br | BR | Be Happy – TO/TA focus on Honeymoon | Meeting to be the o Casar & Viajar Even and a great opportu PC as a honeymo |
|--|----|-------------------------------------|--|

MICE Sales Calls / Meetings

| Name | Market | Company | Objective and Outcome |
|------|--------|---------|-----------------------|
| | | | |

Training

| Name of Company | Market | Number of Staff Trained | Focus of Training |
|-----------------|--------|-------------------------|-------------------|
| | | | |

Promotions (Joint Marketing Activities – JMA's)

| Tour Operator Name | Market | Description |
|--------------------|--------|-------------|
| | | |

Shows / Sales Missions / Fam Trips (Media and Trade) / Other

| Name | Market | Description |
|---------------|----------------------------|---|
| Simone Ferret | Luxury/Travel | Editor in Chief of Interiores de Minas will cover destination and top hotels for in design, travel, lifestyle, both online and offline. Details arranged. Waiting on t itinerary. |
| Renata Araújo | Luxury/Travel/Brand USA | Renata Araújo from You Must Go, blogger, is going to PC in next August to sh video with Brand USA about PC and she is going to be more days to cover m about the destination |

MEDIA

Media Meetings

| Name | Publication/Media | Market | Objective & Meeting Notes | Follow Up |
|----------------|-------------------|--------|--|-----------|
| Bruna Tiussu | Azul Magazibne | BR | Met with airline board magazine to organize individual trip. Will call for dates to visit Paradise Coast | Ongoing |
| Laura Capanema | Tam Magazine | BR | Requested information about Stone Crab to publish for October Agenda | Ongoing |
| Sylvia Barreto | Viajar é Simples | BR | Requested information about Stone Crab to publish for October Agenda | Ongoing |
| Mateus Rondon | Mix de Viagens | BR | Requested information about Stone Crab to publish for October Agenda | Ongoing |

MEDIA RESULTS

| | | | | |
|----------------|------------------|----|--|---------|
| Sylvia Barreto | Viajar é Simples | BR | Requested news regarding gastronomy and ecotourism | Ongoing |
|----------------|------------------|----|--|---------|

DIGITAL MEDIA RESULTS

TURSMO S/A

<http://www.turismo-sa.com/gastronomia.cfm?id=1366#.VdzLGDHF-mE>

SEGS

<http://www.segs.com.br/eventos/56244-stone-crab-festival-celebra-iguaria-exclusiva-da-florida.html>

CATRACA LIVRE

<https://viagem.catracalivre.com.br/geral/o-que-comer/indicacao/festival-celebra-caranguejo-encontrado-somente-na-florida/>

LIBERADO JR.

<http://www.liberadojunior.com.br/destinos/stone-crab-festival-celebra-iguaria-exclusiva-da-florida/>

JORNAL DE TURISMO

<http://www.jornaldeturismo.tur.br/gastronomia/68987-stone-crab-festival-celebra-iguaria-exclusiva-da-florida>

CORREIO POPULAR DE CAMPINAS

http://correio.rac.com.br/_conteudo/2015/08/especial/turismo /367945-cidade-de-naples-na-florida-comemora-o-stone-crab-festival.html

FACEBOOK

<https://www.facebook.com/youmustgoblog/posts/979034132117599>

YOUTUBE

https://www.youtube.com/watch?v=HvGdd0MWbPY&feature=em-upload_owner

DIGITAL MEDIA HIGHLIGHTS

JORNAL DE TURISMO

The screenshot shows the homepage of the JORNAL DE TURISMO website. At the top, there is a navigation bar with links for 'JORNAL DE TEATRO', 'WEBMAIL', 'Cadastrar', 'Entrar', and 'Buscar'. Below this is a banner for 'JORNAL de Turismo' with the tagline 'TODO TRADE NUM SÓ LUGAR' and an advertisement for a GDS application available on tablets and smartphones. A secondary navigation bar includes 'HOME', 'NOTÍCIAS', 'COLUNA', 'EDIÇÕES', 'NEWSLETTER', and 'CONTATOS'. The main content area is titled 'Gastronomia' and features three news articles: 'Aruba terá concurso para eleger melhor chef da ilha', 'Stone Crab Festival celebra iguaria exclusiva da Flórida', and 'Chef da Associação Pousada Charmosa promove master class'. To the right, there is a 'HOTELARIA' section with a 'Booking.com' advertisement and a news item about 'IHG® Rewards Club anuncia a promoção Acelerar'.

JORNAL DE TEATRO WEBMAIL Cadastrar Entrar Buscar

JORNAL de Turismo
TODO TRADE NUM SÓ LUGAR


O primeiro aplicativo GDS disponível para todos os tablets e smartphones iOS e Android

HOME Início NOTÍCIAS Online COLUNA Magnavita EDIÇÕES Virtuais NEWSLETTER Informe semanal CONTATOS

Gastronomia


Gastronomia

Aruba terá concurso para eleger melhor chef da ilha
Publicado: Segunda, 31 Agosto 2015 09:00
Categoria: Gastronomia



Evento será realizado em outubro como parte das atividades da Restaurant Week

Stone Crab Festival celebra iguaria exclusiva da Flórida
Publicado: Quarta, 26 Agosto 2015 12:15
Categoria: Gastronomia



Espécie de caranguejo encontrada exclusivamente em Paradise Coast será o prato principal

Chef da Associação Pousada Charmosa promove master class
Publicado: Sábado, 22 Agosto 2015 14:45
Categoria: Gastronomia

16ª Fenastra acontecerá de 16 a 20 de setembro
Publicado: Sábado, 22 Agosto 2015 08:15
Categoria: Gastronomia

Tarifas económicas
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HOTELARIA



IHG® Rewards Club anuncia a promoção Acelerar

O IHG® (InterContinental Hotels Group) anunciou hoje o lançamento da promoção 'Acelerar', que oferece aos membros do IHG® Rewards Club...



You Must Go

Facebook interface showing a post from 'You Must Go Blog' and an advertisement for 'Passarela'.

You Must Go Blog
3 de setembro às 21:00 ·

O You Must Go foi até Marco Island, na incrível Florida's Paradise Coast, para desvendar a beleza do local e se aventurar em um maravilhoso passeio de jet ski!

<https://www.youtube.com/watch?v=HvGdd0MWbPY>

Florida's Paradise Coast - You Must Go Blog!
O You Must Go foi até Marco Island, na incrível Florida's Paradise Coast, para desvendar a beleza do local e se aventurar em um maravilhoso...
YOUTUBE.COM

Curtir · Comentar · Compartilhar

3 pessoas curtiram isso.

You Must Go Blog Marco Island VISIT FLORIDA Naples, Marco Island, Everglades - Paradise Coast
Curtir · Responder · 3 de setembro às 21:32

Escreva um comentário...

PATROCINADO Criar anúncio

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thebreakers.com
Soak up the sun & enjoy access to the new 6,000 sq. ft. Ocean Fitness center, WiFi & more

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SEUS JOGOS
Mercurio
Angry Birds Friends
PlayTubet

JOGOS RECOMENDADOS
Poker
Cherrine Cardoso curtiu vídeo de Rogerio Ro...
Paula Craveiro curtiu link de Folha Ilustrad...
Kate Azevedo curtiu de Catraca Livre.
Luciana Antão de So... compartilhou a foto d...
Rafinha Bastos. Eu ri...
Luciana Cesar curtiu de Marina Cesar Les...
Claudio Mello curtiu de Maria Cohn.
Isabelle Sabbatini
Bruno Chaloub Dieg...
Rosana Zakabi
Andréia Alves Ferrei...

Ative o bate-papo para quem está disponível.

Search

YouTube BR

Florida's Paradise Coast - You Must Go Blog!



60 visualizações

Publicado em 3 de set de 2015
O You Must Go foi até Marco Island, na incrível Florida's Paradise Coast, para desvendar a beleza do local e se aventurar em um maravilhoso

- Próximo Reprodução automática
- La Belle Bruna, Araras - You Must Go! por You Must Go! 62 visualizações 4:55
 - Côte D'Azur - You Must Go Blog! por You Must Go! 458 visualizações 5:20
 - Las Vegas - You Must Go Blog! por You Must Go! 162 visualizações 6:15
 - Toronto- You Must Go! por You Must Go! 50 visualizações 2:00
 - Discovering the paradise of Naples por Discover America 13.016 visualizações 3:01
 - Biscoitos Kambly, Suíça - You Must Go! por You Must Go! 38 visualizações 3:15
 - Florida's Paradise Coast por Discover America 821 visualizações 0:31
 - Little Bokeelia Island, a private island paradise off Florida's sunset coast por Christie's International Real Estate 2.911 visualizações 2:06

PRINT MEDIA RESULTS

ABC REPORTER

14 Turismo

Stone Crab Festival celebra iguaria exclusiva da Flórida

De 23 a 25 de outubro, a sofisticada Naples, na Flórida, celebra o Stone Crab Festival. O evento abre a temporada do Florida Stone Crab, espécie de caranguejo encontrada exclusivamente em Paradise Coast. Em dois dias dedicados especialmente à iguaria, será possível apreciar em primeira mão o fruto do mar em restaurantes especializados, com muita música, receitas típicas e tours para comer o caranguejo diretamente nos barcos. O evento envolve toda a cidade de Naples, conectado pela Old Naples Waterfront. Vale a pena prestigiar o trabalho de Chefs e barcos gourmet que servem inúmeras variações do caranguejo, incluindo a mais famosa, com molho de mostarda. Para saber mais sobre o Stone Crab Festival e detalhes da programação, acesse: <http://www.stonecrabfestival.org/>



Espécie do caranguejo é encontrada exclusivamente em Paradise

APENAS UMA PATA

O grande diferencial e que faz do Stone Crab uma iguaria, é a pesca sustentável, iniciada somente a partir de outubro. Os pescadores retiram apenas uma das patas e o animal é devolvido às águas, onde a mesma volta a crescer. São exatamente as patas que fazem o prato ser procurado por amantes de frutos do mar do mundo todo. A carne tenra e robusta no tamanho jumbo lembra a textura e sabor das lagostas. Essa característica do Florida Stone

Crab faz de Paradise Coast a Capital do Stone Crab no mundo.

Quem estiver na região em 26 de setembro poderá prestigiar ainda o Stone Crab Blessing - que é a cerimônia que abre oficialmente a temporada. Os barcos são "benzidos" por padres e ornamentados para a primeira pesca. A festa é organizada pela Sociedade de Preservação História dos Everglades, que também realiza na data um concurso de bolos, com receitas passadas há muitas gerações.

ABSOLUTA





VIAGEM

Flórida

Lado leste ou oeste? Na dúvida, fique com os dois!

Não há como negar que a Flórida é o estado americano mais visitado pelos brasileiros. No entanto, há muito mais a ser explorado naquela região do que se pensa; destinos que vão além de Miami e Orlando. E se a dúvida é qual direção seguir, não se preocupe, nós ajudamos você a decidir.

Com voos diretos saindo de Campinas, Fort Lauderdale é o lugar ideal para começar a viagem. Com quase 40 quilômetros de faixa de areia banhada pelo Atlântico, a cidade ao norte de Miami tem um dos três maiores portos do mundo, e recebe 3,7 milhões de passageiros ao ano entre embarques e desembarques - destino certo para quem decide embarcar em cruzeiros pelo Caribe ou Bahamas.

Mas, atualmente, a grande maioria dos turistas que vão para lá chegam vindos de Miami, sendo ostal hospedados, principalmente para fazer compras, afinal é na região que está situado "um velho conhecido dos brasileiros", o Sawgrass Mills.

Se isso é o seu destino na próxima viagem, a nossa dica é se hospedar em Palm Beaches, bem pertinho daí. A cerca de 74 km - 50 minutos - de Fort Lauderdale, o condado de Palm Beach possui 38 cidades e 15 distritos distintos, 12 deles com foco turístico em restaurantes e shoppings, dois com foco em turismo de reocventura e um com foco no Centro de Convenções do condado e no Distrito de Artes e Entretenimento. Todos com suas exclusivas



opções de lazer. Palm Beaches é sinônimo de sofisticação e surpresa até mesmo quem já esteve por lá, anos atrás. O lugar foi totalmente renovado e ganhou novos hotéis, restaurantes e boutiques de luxo, com um cenário incrível no lado de praia com águas cristalinas. O destino foi construído como o primeiro balneário da Flórida e passou por um período duradíssimo durante os anos 20 e 60 quando as principais famílias americanas - Kennedys, Palmizers, Landers - passaram temporadas na cidade. Atualmente, sucessores famosos dividem a lista com as famílias tradicionais, é o caso de Michael Kors, Tory Burch e Vera Wang.

Na gastronomia é outra característica que deve ser evidenciada - vários restaurantes já somam décadas de história e excelentes avaliações no escaupio e atendimento. Além disso, o destino conta com boas lojas, museus e casas noturnas.

Com renda per capita superior a US\$ 100 mil por ano, segundo informações do Wikipédia, é habitada principalmente por pessoas aposentadas com mais de 65 anos de idade, grande parte milionárias e até bilionárias. O resultado não poderia ser outro: uma cidade organizada, soberbidade, língua e cercada de encantamentos inimitáveis.

Se você tiver tempo, na mesma viagem, sugerimos aproveitar para visitar outro destino que surpreende: Naples, do outro lado da Flórida. Saindo de Palm Beaches, a Oeste, é parada obrigatória para quem gosta de tranquilidade e sofisticação. A viagem dura cerca de duas horas e meia, e o trajeto é todo feito pelos Everglades.

Assim como outras cidades localizadas no

Golfo do México, Naples chama a atenção não só pelas paisagens deslumbrantes, mas por tudo que proporciona, o que se pode ser resumidamente por quem vai até lá. Excelente tranquilidade, a cidade se destaca por suas diversas atrações, água cristalina, shoppings elegantes e restaurantes diversificados - tudo isso sem abrir mão da mordomia. O sofisticado destino, que consegue transformar pequenos prazeres em grandes momentos, reúne, em seus centros de compras, boutiques de marcas reconhecidas como Gucci, Louis Vuitton e Salvatore Ferragamo.

Naples é o maior cidade do país com a maior quantidade de milionários, e também abriga muitos hotéis e condomínios de luxo, museus, galeria de artes e passagens de barcos. Já foi eleito, pelo Travel - comparador online de preços de hotéis -, a segunda entre cinquenta melhores cidades americanas para se hospedar. As ruas são todas arborizadas e confortáveis para um bom passeio, a pé, pedalando ou de carro. A principal rua, Fifth Avenue South, merece destaque, e as ruas famosas pelas lojas de moda, cafés e baladas à beira da calçada. Mesmo pequena, há muito que ver e fazer neste laço peculiar da Flórida.

Em uma pequena temporada entre as duas cidades, Absoluta amotou algumas opções imperdíveis para quem decidir seguir o roteiro.

Palm Beaches

Jupiter Inlet Lighthouse and Museum

Operado pela Loxahatchee River Historical Society, Jupiter Inlet Lighthouse and Museum é um farol datado de 1880 que está aberto para visitação diariamente, exceto às segundas-feiras. Os turistas, durante a visita, podem subir os 105 degraus e ter uma vista espetacular de Palm Beach. Além do farol, o local disponibiliza outros passeios e exposições ao ar livre.

Brio's Tuscan Grille

Você já deve conhecer a rede de restaurantes que leva este nome. Super agradável, está localizado em Palm Beach Garden, ao lado do The Gardens Mall, e oferece pratos com influências da cozinha italiana. No cardápio, destaque para pães e massas caseiras preparados em um autêntico forno italiano, além das carnes de alta qualidade.

The Gardens Mall

Parada obrigatória para quem estiver na região. The Gardens Mall, em Palm Beach Gardens, é o mais luxuoso centro de compras local, ancorado pelas lojas Nordstrom, Saks Fifth Avenue, Bloomingdale, Macy e Sears. Com 130 mil m², o empreendimento também conta com Apple, Gucci, Chanel e Louis Vuitton, além de uma H&M para crianças. E mesmo que a intenção não seja compras, o local oferece bons cafés e restaurantes.

Palm Beach Outlet

O mais novo outlet da Flórida, inaugurado no ano passado, Palm Beach Outlets está localizado no coração de West Palm Beach e recebe diariamente milhares de consumidores em busca de descontos que podem chegar a 70%. O local, já conhecido com stress free, proporciona tranquilidade na hora das compras. A céu aberto, reúne mais de 100 lojas; entre elas, DKNY,



Banana Republic, Nautica, Adidas, Nike, Forever 21, American Eagle e Swarovski.

Waterstone Resort and Marina

Localizado em Boca Raton, na Flórida, é também um a ótima opção para se hospedar próximo dali. Localizado a 35 minutos de Palm Beaches, oferece WiFi gratuito e piscina ao ar livre cercada por um terraço, que faz a volta em todo o hotel. O Parque de South Beach, que oferece acesso à praia, fica a 2,1 km da propriedade. Os quartos oferecem varanda com vista da Flórida Intracoastal Waterway e a gastronomia merece destaque com a presença do Waterstone Bar and Grill do DoubleTree by Hilton. Os hóspedes contam ainda com aluguel de bicicletas e comodidades para esportes aquáticos.

The Breakers

Localizado em uma praia particular, próxima ao Henry Morrison Flagler Museum, o resort de luxo encanta os visitantes pela vista incrível e serviço de qualidade. Inaugurado em 1896, já passou por duas reconstruções após dois incêndios. Por lá, 540 quartos, campo de golfe, cinco restaurantes, um spa, piscinas, serviço de limousine, entre outros. Logo na entrada, a beleza das enormes Palmeiras; e no lobby do hotel, painéis no teto pintados por artesão italianos há mais de 100 anos. Tudo impecável! Mesmo que não esteja nos planos se hospedar no resort, vale à pena a visita. Se tiver tempo, aproveite para tomar um brunch ou chá da tarde no hotel. Com certeza você terá momentos memoráveis.

Rapids Water Park

Localizado em West Palm Beach, o parque aquático é o maior da categoria no sul da Flórida e conta com dezenas de atrações para toda família, de piscinas com ondas a escorregadores radicais. Para os que buscam momentos de relaxamento, o parque oferece cabanas com cortinas, televisão, ventilados de teto, esteiras

WWW.ABSOLUTA.COM.BR

e cadeiras, além de serviço de bar. Uma boa opção para quem estiver viajando com crianças.

Worth Avenue

Conhecida como a Rodeo Drive da Florida, é nesta pequena avenida que estão localizadas lojas famosas como Chanel, Bottega Veneta, Armani, Jimmy Choo, Hermes, Graff, Valentino entre outras. Mas há também lojas mais acessíveis como Brooks Brother, Juicy, Ralph Lauren e marcas locais, com produtos diferenciados.

Clematis Street

Considerada como coração histórico de West Palm Beach, a charmosa rua é repleta de atrações, entre boutiques, boates, lojas de antiguidades e muito mais. À noite, especialmente quinta-feira, o local se transforma e ganha uma pitada de agito. A gastronomia também marca presença com restaurantes de destaque como Fuku Bobbi, Sue BBQ, Hullabaloo, Wine Dive e Palm Sugar.

Naples

Hotel Naples Grande Beach Resort

Localizado em frente à Paradise Coast e a 1,9 km do Waterside Shops, o hotel de 18 andares conta com três piscinas ao ar livre, academia, cerca de 430 acomodações, campo de golfe e spa, sauna, banheira de hidromassagem, salão de jogos e 15 quadras de tênis. Os hóspedes podem alugar pranchas para *stand-up* (remada em pé) e caiaques no local. A gastronomia do hotel não deixa a desejar, com seus sete restaurantes oferecendo pratos variados – destaque para o Rhode's End, restaurante à beira-mar que serve pratos da culinária mediterrânea, com vista do Golfo do México e de onde é possível assistir o pôr do sol em lugar privilegiado.

Jet Boat Ride On "Odin"

Uma das experiências incríveis do destino, Jet Boat Ride on "Odin" permite explorar as redondezas de Naples com suas manobras, construções incríveis e ver golfinhos a bordo de um barco a jato com capacidade para 23 passageiros, que atinge uma velocidade superior a 55 Km/h. Destaque para as emocionantes manobras radicais de 360 graus.

WWW.ABSOLUTA.COM.BR

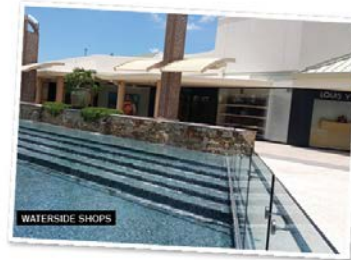


Waterside Shops

Considerado o destino de compras mais luxuoso da costa do Golfo, Waterside Shops conta com mais de 60 lojas e restaurantes – tais como Saks Fifth Avenue, Salvatore Ferragamo, Gucci, Michael Kors e Nordstrom – em meio a uma paisagem com 30 mil plantas tropicais e arbustos florido. Destaque para as piscinas e fontes que decoram o lugar, rodeadas de mesas, bancos e cadeiras para relaxar.

5th Ave. South

Boutiques de moda, restaurantes, cafés, sorveterias, galerias de arte, joalherias, salões de beleza... tudo e isso – e mais um pouco – é possível encontrar na 5th Ave. South de Naples. O local, que ainda conta com muitos marcos históricos, se tornou um ponto de passeio popular para visitantes e residentes. Vale conhecer.



| MEDIA | SUBJECT | PUBL. DATE | AEV USD | CIRCULATION |
|-----------------|------------|------------|-----------|-------------|
| Correio Popular | stone crab | 8/20 | 9.430,00 | 850.000 |
| Turismo S/A | stone crab | 8/25 | 200,00 | 3.000 |
| SEGS | stone crab | 8/26 | 1.500,00 | 25.600 |
| Catraca Livre | stone crab | 8/27 | 35.000,00 | 12.000.000 |

| | | | | |
|-------------------|----------------|------|-------------------|-------------------|
| Jornal de Turismo | stone crab | 8/27 | 3.800,00 | 350.000 |
| Liberado Jr. | stone crab | 8/27 | 2.100,00 | 80.000 |
| ABC Reporter | stone crab | 8/30 | 5.024,00 | 35.000 |
| Absoluta | Paradise Coast | 9/01 | 6.650,00 | 15.000 |
| Absoluta | IPW Scene | 9/01 | 52.050,00 | 15.000 |
| You Must Go | Paradise Coast | 9/03 | 16.000,00 | 40.000 |
| TOTAL | | | 131.754,00 | 13.413.600 |

APPENDIX B

| NEXT MONTH PLAN – September 2015 | |
|---|-----------------------------------|
| Company | Action |
| B2W/CVC/Orinter | Move forward with co-op actions |
| Social Media | Launch Brazilian page in Facebook |
| AVIAREPS Activities | Follow up on meetings in June. |

VISITOR CENTER REPORTS- Lori Lou Waddell

July 20, 2015 through September 11, 2015

- Organize all aspects of physical move from the current VIC location to temporary location at Chamber of Commerce Executive Office.
- Correspond with Lindsey Norris, VISIT Florida, regarding CTIC status for Naples and Everglades City.
- Post updated Fifth Avenue South BID calendar for remainder 2015 and new 2016.
- Attend TDC Meeting July 29, 2015 at 1:30PM
- Pick up 5th Avenue South booklets for additional distribution.
- Coordinated materials for Florida Property Appraiser conference.
- Coordinated materials for GE Home Technologies conference in Naples.
- Meeting with Architects August 7, 2015.
- Meeting with Lindsey Norris-VISIT Florida- at Naples VIC on August 12, 2015.
- Organized a Happy Hour gathering for all Naples VIC Vols at M Waterfront Grille Thursday, July 13th 5-7 pm.
- Answered referral from PhaseV regarding German clubs in Naples.
- August 14, 2015 final day of operation at 900 5th Avenue South for Visitor Information Center.
- Attend Guests First module in Fort Myers August 25th.
- Coordinate moving company at the “old” VIC.
- Official move of the Visitor Information Center August 24th.
- Final walk-through with building manager at “old” VIC August 26th.
- Call all hotel partners with new VIC fax number for daily room rates.
- Greet guests at Greater Naples Chamber of Commerce Trade Show August 26th.
- Suspend and resume delivery of all periodicals and printed materials ie. NDN, Florida Weekly, Travel Host, Must Do, Happenings, UAC Art Calendar, Gulfshore Life, Gulfshore Business, Naples Illustrated, SunState Post, Southwest Florida Travel Guide Map, Tourist Discount Guide, Welcome Guide, Coastal Angler, D’Latino, eBella, John R. Woods HomeLook, Homes and Land, SWFLA Real Estate Showcase, Suite Life, Guide to Golf, 5th Avenue Guide, Third Street South, etc.
- Phone lines and computer access set up at Chamber Building for VIC August 28th.
- Begin set up new Visitor Information Center at Chamber Building August 26th.
- Set up brochure display holder at Naples Depot Museum entry way.
- Attend meeting with architectural firm regarding rail car rehab September 4th.
- RSVP to attend CCLTA breakfast and meeting on September 29th at Naples Grande Hotel.

- Attend Wayfinding Meeting on behalf of Greater Naples Chamber of Commerce September 9th.
- Guests First final Exam September 9th.
- Confirmed FAM tour of Palm Cottage for November 24th, 2015 at 10AM.
- Begin to confirm and schedule FAM trips for upcoming season.
- Visit Marco Island Visitor Information Center September 11th.
- RSVP to attend Concierge Association meeting at Waterside Shops on September 15th.
- Manage daily operation of Naples VIC and staffing.
- Update Calendar of Events, brochures, VIC Vol Schedules and Distribute.

