

# MARKETING PARTNER REPORTS

## Sept. 28, 2015



NAPLES · MARCO ISLAND  
EVERGLADES

—  
FLORIDA'S PARADISE COAST

# Klages Research & Research Data Services, Inc.

## **RESEARCH REPORT**

# Economic Indicators

## An Up and Down Picture

**GDP was revised sharply upward for the second quarter, though annual growth remains slow and steady.**

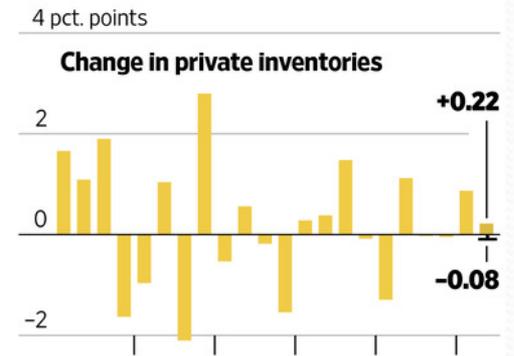
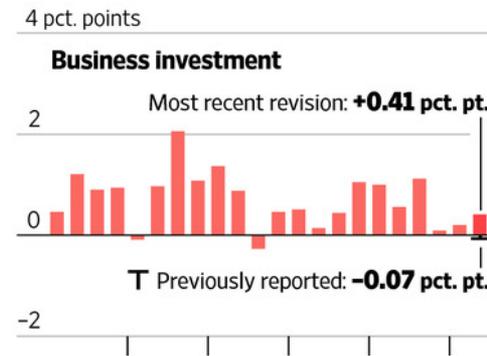
Quarterly change in U.S. GDP at an annualized rate



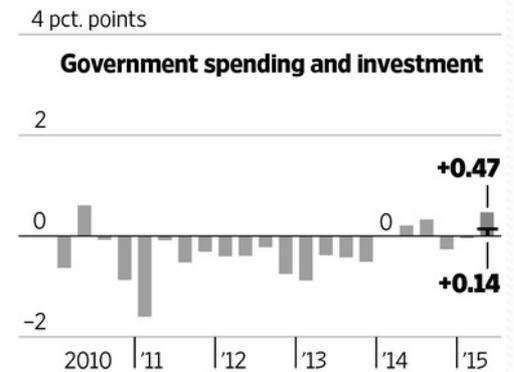
Note: All figures are adjusted for inflation and seasonality. Source: Commerce Department

**Revisions boosted some measures of second-quarter business activity, which had initially been thought to be a drag on the economy...**

Contributions to quarterly change in U.S. GDP for select sectors at an annualized rate



**...and consumer and government spending numbers were also revised upward.**



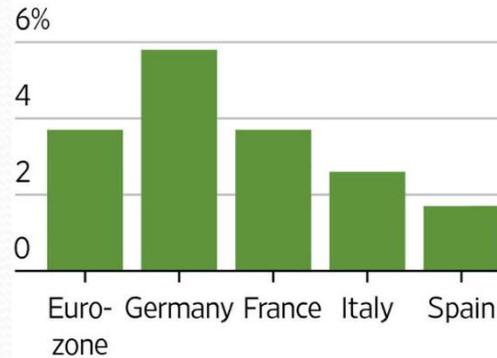
THE WALL STREET JOURNAL.

## Emerging Risks

China's market fallout is helping push up the euro, threatening the outlook for European exports. How many dollars one euro buys:

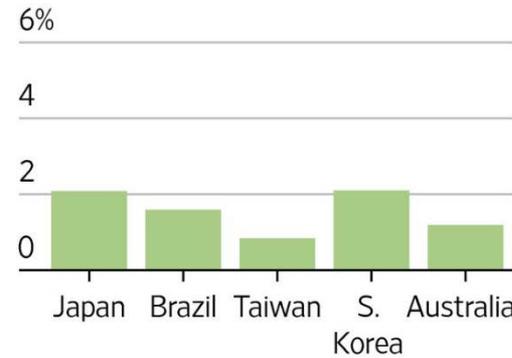


China's share of European exports



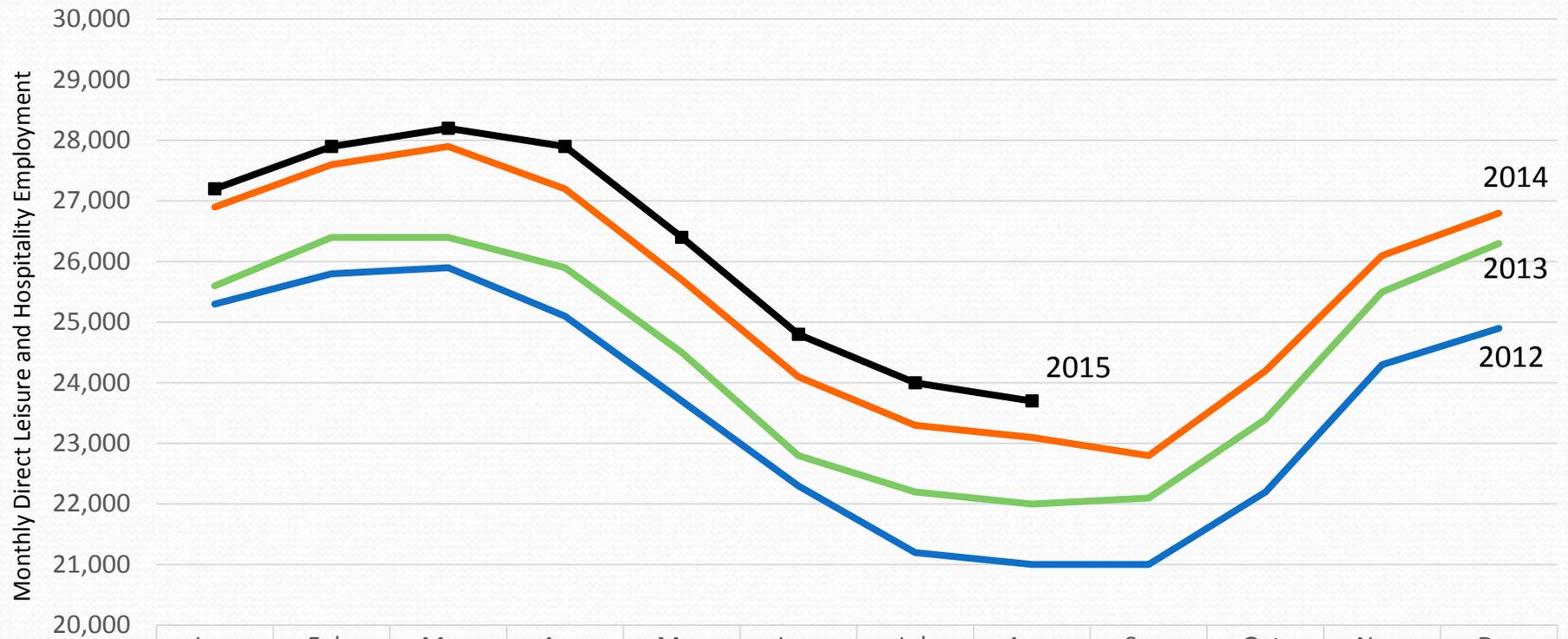
Source: Tullet Prebon (euro); Unicredit (exports)

Share of eurozone exports that go to China's main trading partners



THE WALL STREET JOURNAL.

# Collier Direct Leisure and Hospitality Employment (Calendar Year)\*



	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec
2012	25,300	25,800	25,900	25,100	23,700	22,300	21,200	21,000	21,000	22,200	24,300	24,900
2013	25,600	26,400	26,400	25,900	24,500	22,800	22,200	22,000	22,100	23,400	25,500	26,300
2014	26,900	27,600	27,900	27,200	25,700	24,100	23,300	23,100	22,800	24,200	26,100	26,800
2015	27,200	27,900	28,200	27,900	26,400	24,800	24,000	23,700				

\* SOURCE: Florida Department of Economic Opportunity, Labor Market Information, Current Employment Statistic Program (CES), Collier County Leisure and Hospitality Sector.

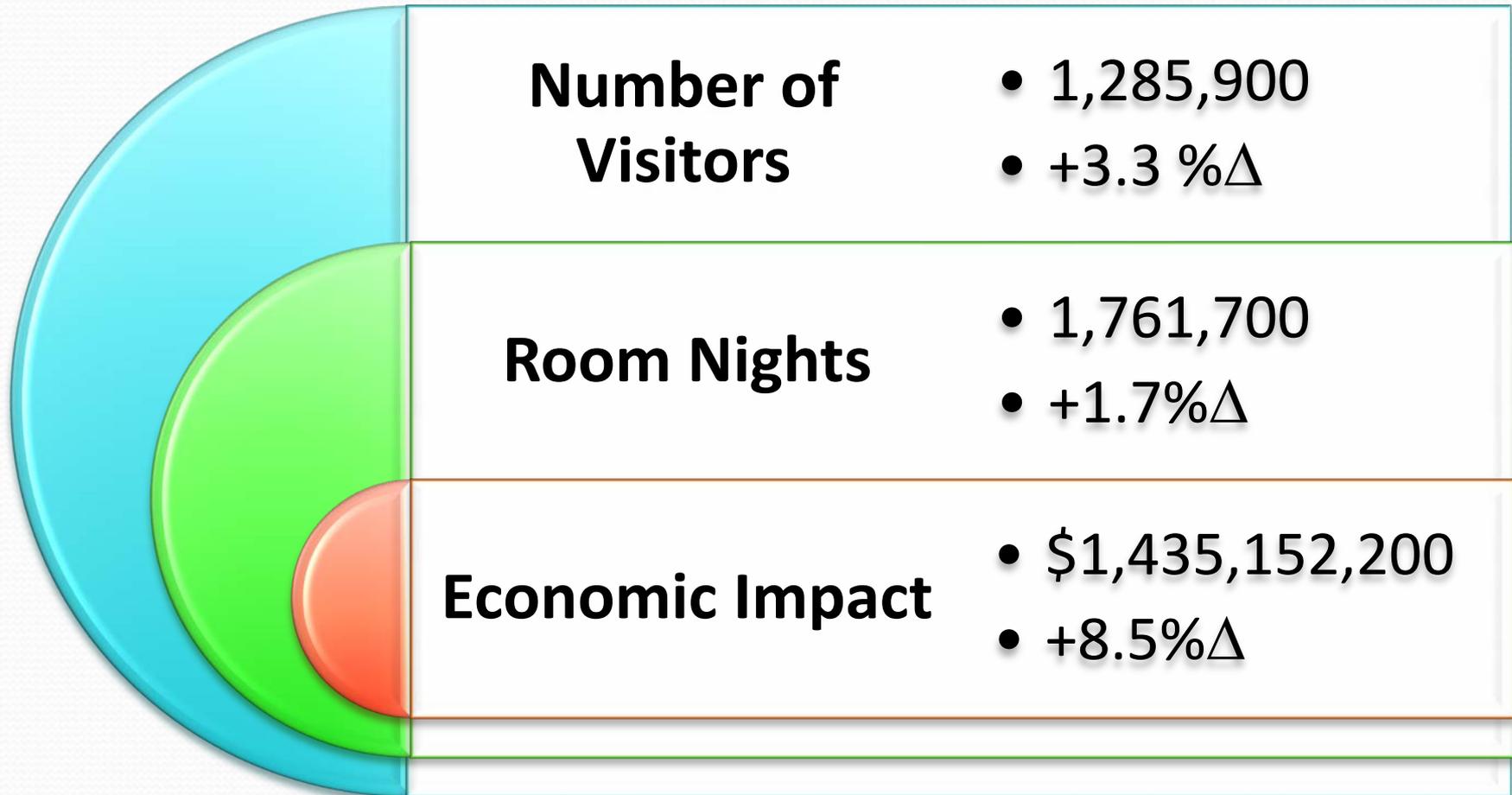
# Year-to-date 2015

January – August

Collier Visitor Profile

# Collier Tourism Metrics

Collier YTD 2015 (Jan. – Aug.)



# RDS Occupancy/ADR

Collier YTD 2015 (Jan. – Aug.)

	Occupancy			ADR		
	2014	2015	% Δ	2014	2015	% Δ
<b>Q1</b>	88.4%	89.7%	+1.5%	\$267.7	\$299.1	+11.7%
<b>Q2</b>	75.0%	76.2%	+1.6%	\$202.7	\$212.7	+4.9%
<b>July</b>	73.2%	74.9%	+2.3%	\$132.6	\$144.4	+8.9%
<b>August</b>	62.0%	60.3%	-2.7%	\$130.4	\$129.9	-0.4%

# Collier Comp Set

## YTD 2015 (Jan. – Aug.)

	Occupancy		ADR		RevPAR	
	2015	% Δ	2015	% Δ	2015	% Δ
<b>Naples MSA</b>	71.2%	-0.2	\$231.71	+7.7	\$165.01	+7.5
<b>Naples Upscale</b>	78.0%	-2.5	\$295.06	+10.0	\$230.22	+7.2
<b>Miami-Hialeah</b>	79.8%	-0.2	\$200.99	+6.7	\$160.35	+6.5
<b>Florida Keys</b>	82.9%	-0.7	\$277.95	+5.9	\$230.53	+5.1
<b>Ft. Myers</b>	74.0%	+5.2	\$156.75	+8.2	\$115.98	+13.8
<b>Sarasota-Bradenton</b>	72.9%	+0.3	\$143.05	+10.2	\$104.32	+10.6
<b>Clearwater</b>	79.5%	+3.1	\$136.17	+7.1	\$108.20	+10.4
<b>St. Petersburg</b>	74.1%	+4.0	\$147.79	+9.2	\$109.57	+13.5
<b>Palm Beach County</b>	75.4%	+0.4	\$175.61	+7.8	\$132.34	+8.2
<b>Ft. Lauderdale</b>	81.1%	+1.7	\$139.73	+6.3	\$113.39	+8.0

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp Set – Occupancy (%)

YTD 2015 (Jan. – Aug.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
<b>Naples MSA</b>	45.6%	+3.3	24.3%	-4.3	71.2%
<b>Miami-Hialeah</b>	58.4%	-0.3	17.3%	+0.2	79.8%
<b>Florida Keys</b>	72.8%	+0.8	8.7%	-13.2	82.9%
<b>Ft. Myers</b>	55.6%	+2.2	16.6%	+18.0	74.0%
<b>Sarasota-Bradenton</b>	53.2%	-1.6	19.4%	+4.2	72.9%
<b>Clearwater</b>	59.9%	+2.0	19.5%	+6.7	79.5%
<b>St. Petersburg</b>	52.1%	+1.7	20.4%	+9.4	74.1%
<b>Palm Beach County</b>	52.4%	+0.9	21.4%	-0.7	75.4%
<b>Ft. Lauderdale</b>	57.5%	+2.1	18.9%	-0.4	81.1%

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp Set – ADR (\$)

YTD 2015 (Jan. – Aug.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$249.69	+7.6	\$206.02	+5.3	\$231.71
Miami-Hialeah	\$207.63	+5.3	\$202.27	+10.4	\$200.99
Florida Keys	\$282.88	+5.3	\$251.75	+9.1	\$277.95
Ft. Myers	\$167.44	+9.2	\$128.13	+6.8	\$156.75
Sarasota-Bradenton	\$154.20	+13.4	\$113.93	+1.9	\$143.05
Clearwater	\$142.59	+8.6	\$116.44	+2.5	\$136.17
St. Petersburg	\$153.05	+9.7	\$139.76	+8.5	\$147.79
Palm Beach County	\$180.64	+7.9	\$171.49	+7.4	\$175.61
Ft. Lauderdale	\$141.57	+6.2	\$150.19	+5.9	\$139.73

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Visitor Origins

*Collier YTD 2015 (Jan. – Aug.)*

	# of Visitors 2015	Δ %
Florida	420,040	-0.3%
Southeast	84,543	+7.3%
Northeast	282,006	+5.5%
Midwest	213,112	+2.5%
Canada	35,328	+1.0%
Europe	188,199	+6.2%
US Opp Mkts	62,672	+10.1%
<b>YTD 2015</b>	<b>1,285,900</b>	<b>+3.3%</b>

# Collier Top DMA's

## Fall 2014 – Summer 2015

Market (% of domestic visitation)	Fall 2014	Winter 2015	Summer 2015	Annual 14/15
Miami-Ft. Lauderdale	11.5	8.1	15.6	<b>11.3</b>
Tampa-St. Petersburg	9.3	6.1	9.0	<b>7.8</b>
New York	6.3	9.6	5.9	<b>7.6</b>
Greater Orlando	5.5	3.7	6.0	<b>4.9</b>
Chicago	3.1	6.6	3.8	<b>4.8</b>
West Palm Beach	4.3	2.6	6.2	<b>4.1</b>
Philadelphia	3.0	4.9	2.6	<b>3.7</b>
Boston	3.5	4.8	2.2	<b>3.7</b>
Minneapolis-St. Paul	2.3	2.9	1.8	<b>2.4</b>
Detroit	2.2	2.5	2.1	<b>2.3</b>
Atlanta	2.1	2.1	2.3	<b>2.2</b>
Washington, D.C.	2.4	1.9	2.1	<b>2.1</b>
Cleveland	1.5	2.4	2.0	<b>2.0</b>
Pittsburgh	1.4	1.5	1.9	<b>1.6</b>

# August 2015

## Collier Visitor Profile

# Visitation/Economic Impacts of Tourism

Collier August 2015

## August

### Visitors

2015  
**105,400**

%Δ  
**-3.6%**

2014  
**109,300**

### Room Nights

2015  
**152,400**

%Δ  
**-5.9%**

2014  
**162,000**

### Economic Impact

2015  
**\$81,340,000**

%Δ  
**-1.9%**

2014  
**\$82,923,800**

# RDS Occupancy/Room Rates

Collier August 2015

	2014	2015	% $\Delta$
<b>Occupancy</b>	62.0%	<b>60.3%</b>	-2.7%
<b>ADR</b>	\$130.4	<b>\$129.9</b>	-0.4%
<b>RevPAR</b>	\$80.8	<b>\$78.3</b>	-3.1%

# Collier Comp Set

## August 2015

	Occupancy		ADR		RevPAR	
	2015	% Δ	2015	% Δ	2015	% Δ
Naples MSA	53.0%	-7.9	\$146.67	-0.9	\$77.77	-8.7
Naples Upscale	54.9%	-19.1	\$187.34	+4.0	\$102.80	-15.9
Miami-Hialeah	75.8%	-3.5	\$146.48	+0.4	\$111.08	-3.1
Florida Keys	74.3%	-6.0	\$223.33	+4.1	\$165.85	-2.1
Ft. Myers	58.2%	+7.0	\$110.46	-1.2	\$64.27	+5.7
Sarasota-Bradenton	56.0%	-8.8	\$109.89	+2.6	\$61.59	-6.4
Clearwater	67.3%	-3.7	\$116.42	+4.0	\$78.37	+0.1
St. Petersburg	63.2%	+2.7	\$125.55	+1.4	\$79.36	+4.1
Palm Beach County	63.8%	-3.0	\$115.10	+3.8	\$73.42	+0.7
Ft. Lauderdale	74.2%	-0.5	\$103.20	+3.6	\$76.59	+3.0

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp Set – Occupancy (%)

August 2015

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
<b>Naples MSA</b>	43.0%	-4.2	8.6%	-21.0	53.0%
<b>Miami-Hialeah</b>	65.1%	-0.8	6.7%	-21.4	75.8%
<b>Florida Keys</b>	67.7%	-6.8	5.2%	+2.6	74.3%
<b>Ft. Myers</b>	48.1%	+0.3	8.6%	+70.7	58.2%
<b>Sarasota-Bradenton</b>	48.1%	-2.5	7.4%	-38.2	56.0%
<b>Clearwater</b>	59.2%	+3.7	8.1%	-36.7	67.3%
<b>St. Petersburg</b>	46.7%	-8.6	14.1%	+58.5	63.2%
<b>Palm Beach County</b>	51.5%	-0.8	11.1%	-11.1	63.8%
<b>Ft. Lauderdale</b>	56.4%	-1.7	13.1%	-0.7	74.2%

SOURCE: SMITH TRAVEL RESEARCH, INC.

# Collier Comp Set – ADR (\$)

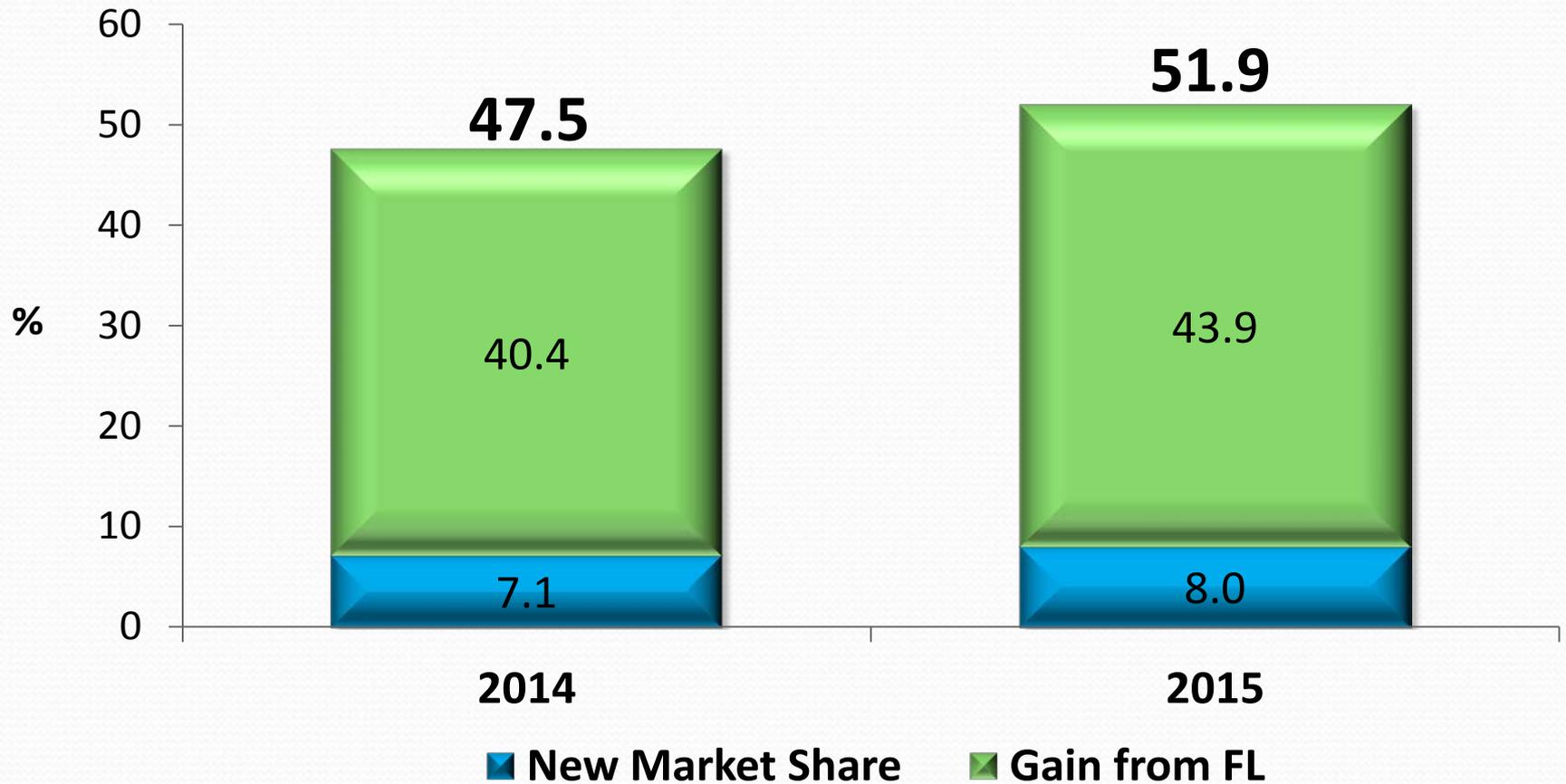
August 2015

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$154.25	-2.1	\$122.24	-0.4	\$146.67
Miami-Hialeah	\$151.50	-0.1	\$130.56	-2.2	\$146.48
Florida Keys	\$226.17	+3.6	\$201.00	+12.4	\$223.33
Ft. Myers	\$115.18	+1.0	\$89.74	-8.8	\$110.46
Sarasota-Bradenton	\$115.39	+1.5	\$77.40	-3.9	\$109.89
Clearwater	\$119.42	+3.0	\$94.65	+0.1	\$116.42
St. Petersburg	\$131.25	+4.0	\$114.59	-3.7	\$125.55
Palm Beach County	\$117.36	+4.2	\$111.23	+1.0	\$115.10
Ft. Lauderdale	\$106.52	+3.5	\$101.71	+3.9	\$103.20

SOURCE: SMITH TRAVEL RESEARCH, INC.

# First Time Visitors (% Yes)

Collier August 2015



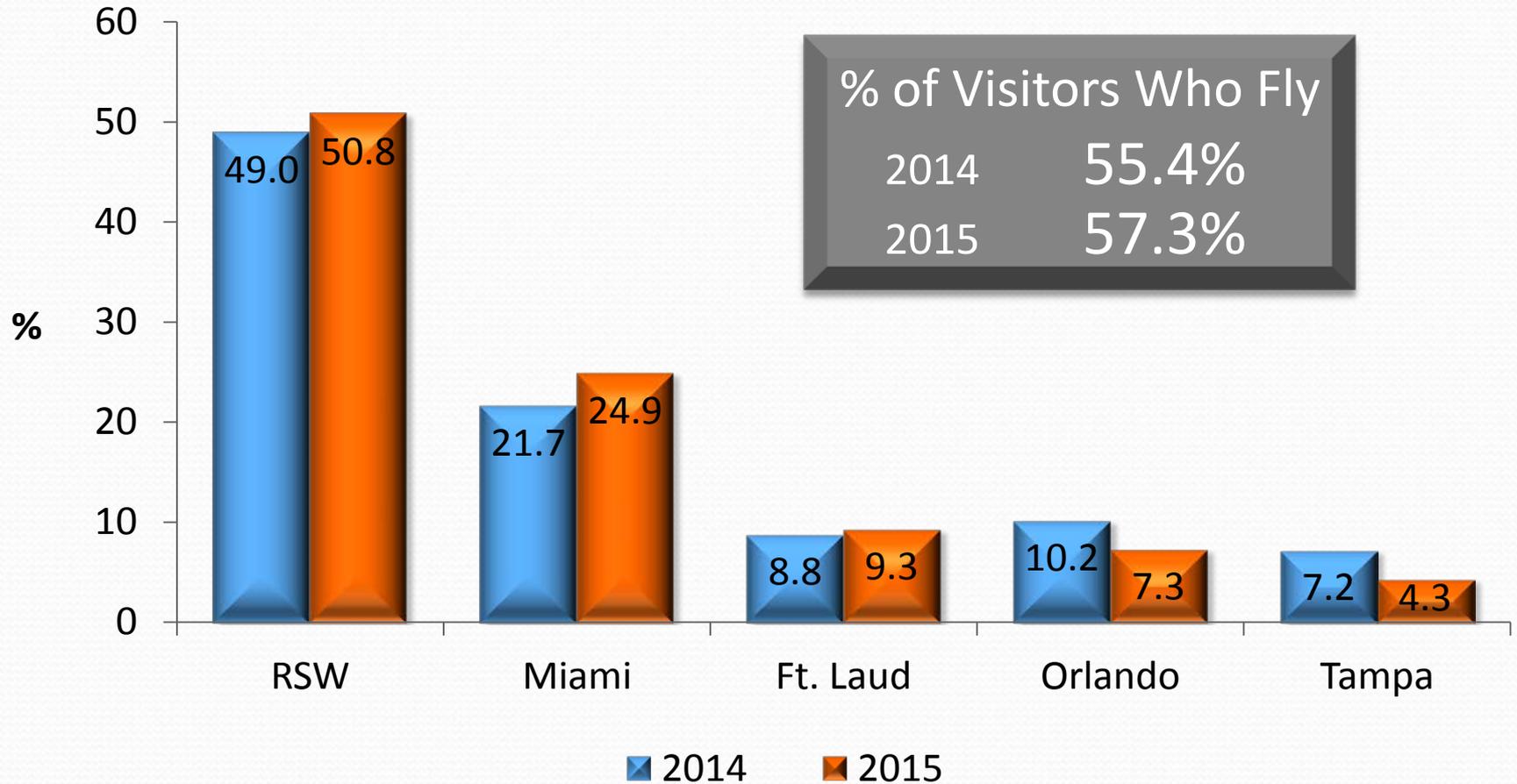
# Visitor Origins

Collier August 2015

	# of Visitors 2015	Δ %
Florida	50,697	-4.8%
Southeast	6,008	-6.8%
Northeast	9,275	-7.8%
Midwest	7,905	-18.7%
Canada	949	-13.2%
Europe	25,718	+5.0%
US Opp Mkts	4,848	+13.7%
<b>YTD 2015</b>	<b>105,400</b>	<b>-3.6%</b>

# Airports of Deplanement (Top Five)

Collier August 2015



# Visitor Perceptions

Collier August 2015

**2014**

**2015**

• 98.8%

Satisfaction

98.2%

• 92.9%

Would Recommend

93.1%

• 18.6%

More Expensive

19.3%

• 93.5%

Plan to Return

94.5%

# Average Age/Median Income

Collier August 2015

2014

2015

- 44.4

Average Age (years)

45.9

- \$141,003

Median HH Income \$149,835

# Executive Summary

## Collier August 2015

# Visitor Metrics

*Collier August 2015*

- This August, **105,400** visitors stayed in Collier's commercial lodgings **(-3.6%)**. Their visits contributed an estimated **\$81,340,000** of economic impact to the County **(-1.9%)**. Key performance metrics are as follows:

August	2014	2015	% Δ
Occupancy	62.0%	60.3%	-2.7%
ADR	\$130.4	\$129.9	-0.4%
RevPAR	\$80.8	\$78.3	-3.1%

# Visitor Metrics

*Collier August 2015*

- Some **43.8%** of Collier lodging managers report their properties “three month forward reservations as better than this time last year.

<b>% of Properties (August) Reporting Reservations</b>	<b>2014</b>	<b>2015</b>
Up	53.8%	43.8%
The Same	34.6	37.5
Down	7.7	15.6

# Visitor Metrics

*Collier August 2015*

- Collier's August visitation originates from the following primary market segments:

August Visitation	2014 Visitor #	2015 Visitor #	% Δ
Florida	53,229	50,697	-4.8
Southeast	6,449	6,008	-6.8
Northeast	10,055	9,275	-7.8
Midwest	9,728	7,905	-18.7
Canada	1,093	949	-13.2
Europe	24,483	25,718	+5.0
Mkts. of Opp.	4,263	4,848	+13.7
<b>Total</b>	<b>109,300</b>	<b>105,400</b>	<b>-3.6</b>

# Transportation

*Collier August 2015*

- Fully **57.3%** of August patrons fly to reach the destination (**2014: 55.4%**). A majority of these (**50.8%**) deplane at RSW, while Miami captures some **24.9%** of deplanements.

# Party Size/LOS

*Collier August 2015*

- The typical visitor party includes an average of **2.6** travelers who stay for **3.7 nights** in the Naples, Marco Island, Everglades area.
- Some **51.9%** of Collier's August visitors are in the destination for the first time (**2014: 47.5%**).

# Information

*Collier August 2015*

- Fully **97.3%** consult the web for trip information, and some **82.5%** make bookings for their trip online.

# Satisfaction/Demographics

*Collier August 2015*

- The vast majority (**98.2%**) are satisfied with their Collier stay, with **94.5%** planning a future trip to the area.
- This month, the typical visitor is older (**2014: 44.4 years of age; 2015: 45.9 years of age**), and commands a median household income of **\$149,835 (2014: \$141,003)**.

*Thank you!*

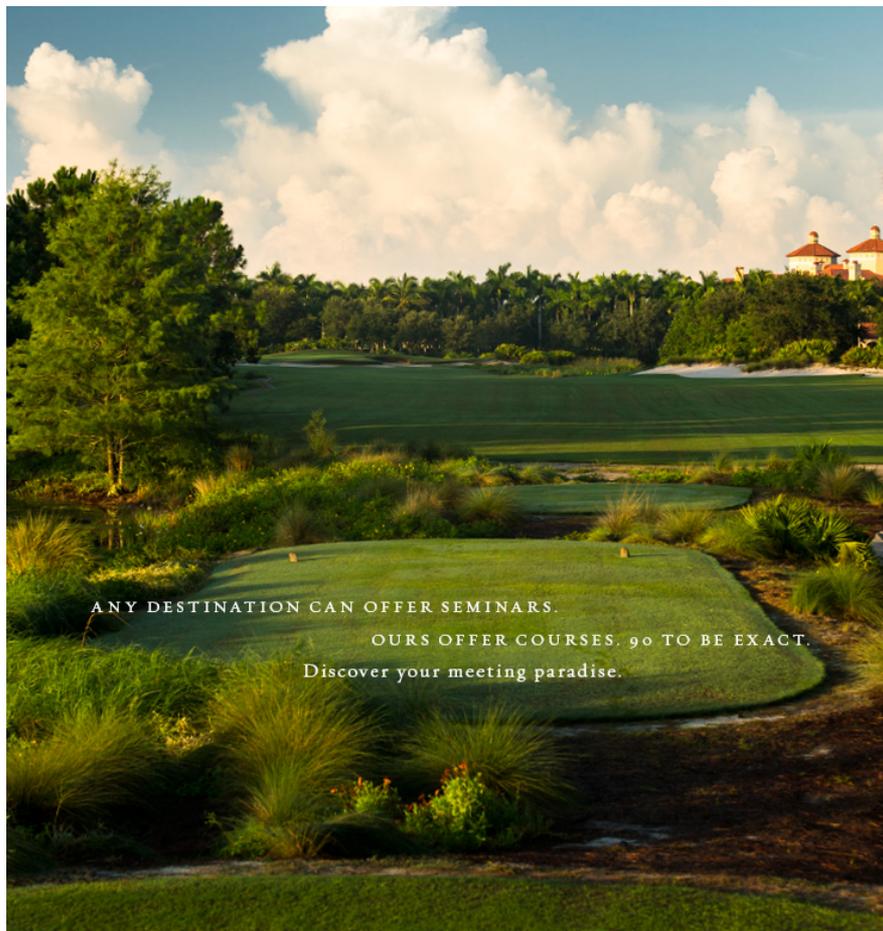


**NAPLES • MARCO ISLAND  
EVERGLADES  
FLORIDA'S PARADISE COAST**

**Meetings Photography and Video  
TDC Meeting  
September 28<sup>th</sup>, 2015**



FLORIDA'S  
PARADISE  
COAST

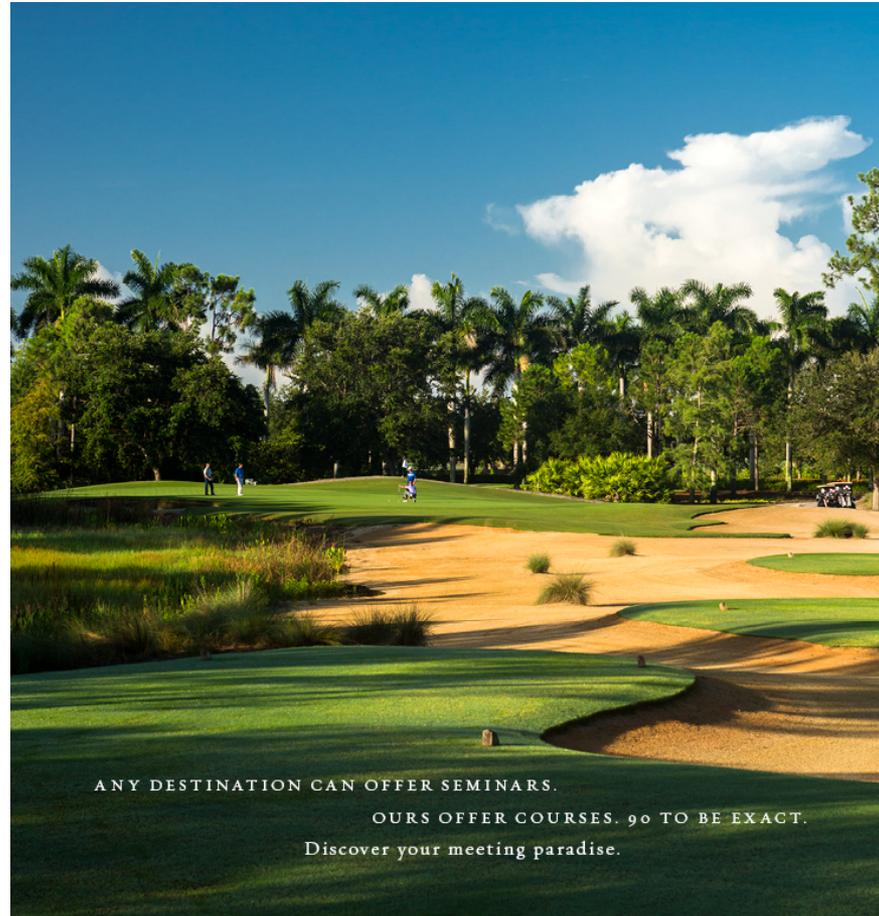


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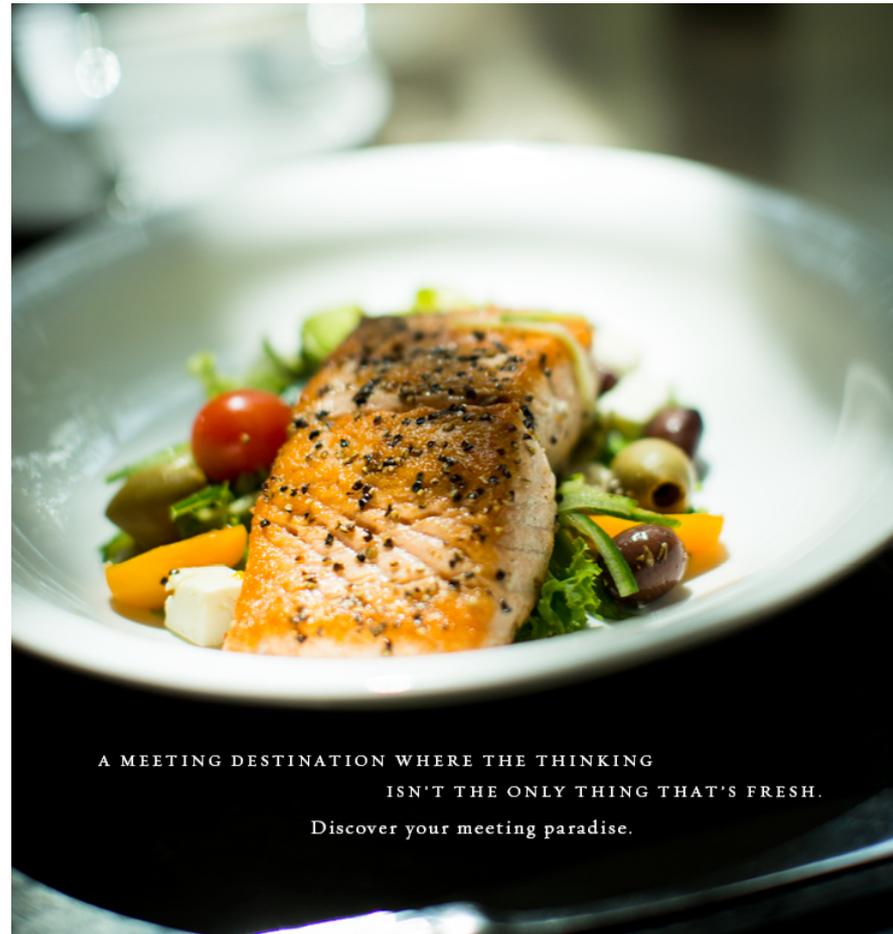


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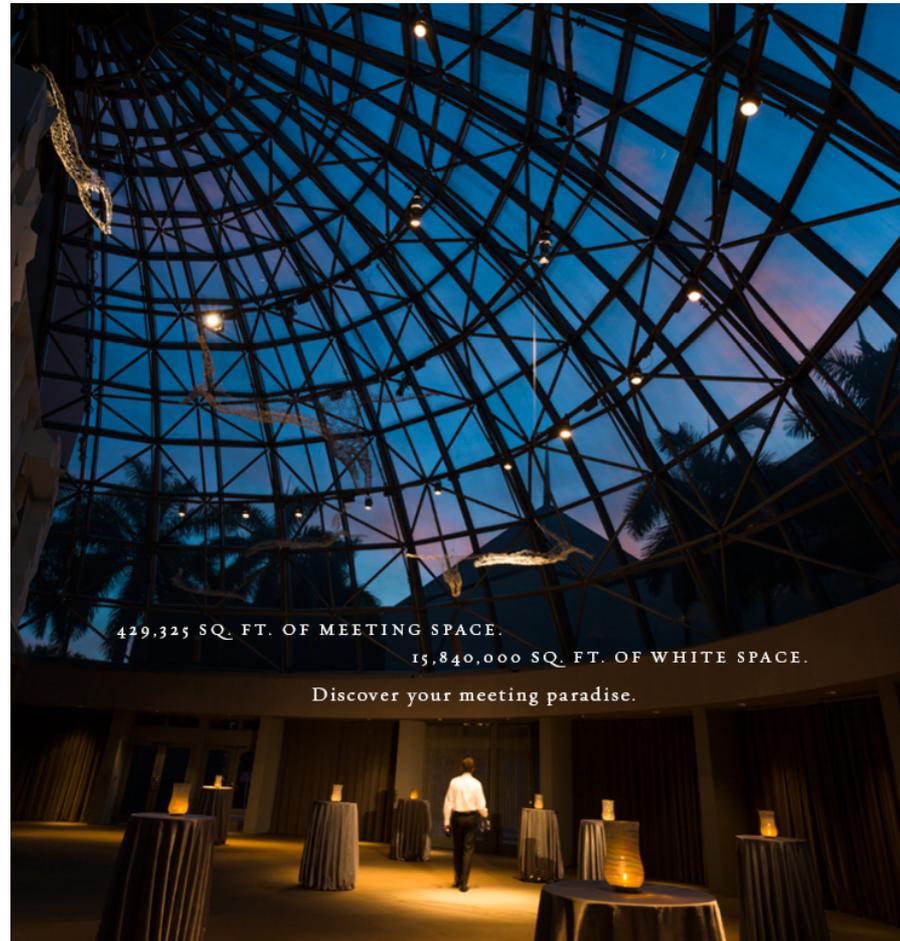


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COAST





# Public Relations Update

## TDC Meeting LHA Agency & CVB PR Highlights Report July – September 13

September 28, 2015



**Lou Hammond & Associates**

# Media Highlights

## USA TODAY 10Best Reader's Choice

Naples chosen by editors as one of 20 nominees for Best Destination for Luxury Travelers

Reader's Voted  
Naples #1

Announced  
Friday, Sept. 18



**10** USA TODAY 10BEST  
READERS' CHOICE

**Best Destination for Luxury Travelers**  
As chosen by readers of USA TODAY and 10Best

**#1 - Naples, Fla.**

Considered by many to be the crown jewel of Southwest Florida, Naples epitomizes the term "swanky," with top-notch resorts, world class shopping, elegant dining, trendy watering holes and sophisticated art galleries galore. For outdoor types, silky beaches, airboat tours, jet packs adventures, fishing excursions, championship golf courses and more await. Fifth Ave, between 3rd and 9th streets is the spot for wining and dining.

Photo courtesy of Naples, Marco Island, Everglades CVB

# Media Highlights

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## **USA TODAY 10Best Reader's Choice**

Fifth Avenue South, Naples chosen by editors as one of 20 nominees for Best Al Fresco Dining Destination (USA)

**Reader's Voted  
Fifth Ave. #2**

**Announced  
Friday, Aug. 21**



# Media Highlights

## CONDE NAST TRAVELER

UMV: 2,844,987

Media Value: \$18,967

*Marco Island Marriott  
Reopening.*

*LHA facilitated timely  
Placement.*



The image shows a screenshot of a Conde Nast Traveler article. At the top, the 'CONDE NAST Traveler' logo is displayed. Below it, a black-bordered box contains the date 'August 4, 2015', the UMV '2,844,987', and the Media Value '\$18,967'. Underneath this box is the sub-header 'OUT IN THE WORLD - THE HOTEL REPORT'. The main headline reads 'The Hotel Report: The Mandarin Oriental Makes Big Debut in Milan'. Below the headline is a short paragraph: 'Your weekly roundup of the best of what's new, what's coming up, and what we can't wait for in the world of hotels.' This is followed by the section title 'NOW OPEN'. A red arrow points to the text 'The first phase of a three-part redesign was unveiled on August 1 at the Marco Island Marriott Beach Resort, Golf Club & Spa Florida.' The rest of the paragraph describes new amenities and the ongoing renovation.



# Media Highlights

## TRAVELPULSE

UMV: 221,675

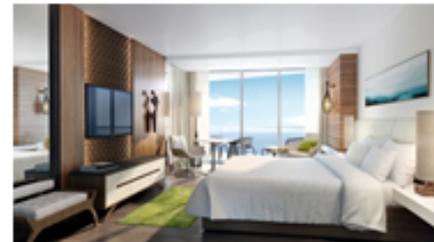
Media Value: \$3,695

*Marco Island Marriott*



July 29, 2015  
UMV: 221,675  
Media Value: \$3,695

### Marco Island Marriott to Reopen on Aug. 1



On Aug. 1, the Marco Island Marriott Beach Resort, Golf Club & Spa will reach a milestone in its \$250-million transformation into a JW Marriott when it reopens following the first round of renovations.

The Southwest Florida resort has been shuttered since May 4. It is scheduled to join the JW Marriott brand on Jan. 1, 2017, as the JW Marriott Marco Island Beach Resort. It will serve as the brand's first beachfront resort in the continental U.S.



# Media Highlights

## MIAMI HERALD

UMV: 13,162,150

Media Value: \$87,748

*Destinaion Overview*

*CVB PR Provided details on what's open, what's closed for maintenance, Best things to do in Sept., Etc.*

**Miami Herald**

August 14, 2015  
UMV: 13,162,150  
Media Value: \$87,748

What to do in Naples, Marco Island in summer



Naples is an easy getaway from Miami – smaller, low-key and a lot more seasonal with its high percentage of winter residents. Some museums, restaurants and other attractions close every year for a month or two about now; some other places schedule construction and big repair jobs because this is when business is slowest.

If you're headed to a particular place, call ahead or you may be rewarded for your 90-mile drive with a locked door.

The Naples Pier, a choice site for sunset-watching, is closed for reconstruction, reopening around Nov. 1. Naples Botanical Garden will be closed for maintenance Sept. 13-30. The car

# Media Highlights

## BLOOMBERG BUSINESS

UMV: 13,162,150

Circ: 992,582

Media Value: \$98,920

*Sea Salt Naples*

**Bloomberg  
Business**

August 19, 2015  
UMV: 13,162,150  
Media Value: \$87,748

### The Delicious, Invasive Species You'll Be Eating Next

You've heard of the locavore, but what about the Invasivore? Whether it's lionfish, which are ruining reefs in Mexico, or wild boar, tearing up California valleys, invasive species are the latest offering on menus around the world. After being accidentally introduced to local habitats, where most of them don't have natural predators, these organisms multiply—often at a rapid pace—causing environmental stress, infrastructure harm, and even health problems. Pioneering chefs are taking sustainability one step further by working with foragers, fishermen, and hunters as a form of edible conservation. "I was looking to utilize ingredients that may not be mainstream," says Taylor Naples of Craft New York. "Then I realized these items had great flavor." Here's a global guide to some of the animals, fish, and plants you might order next.

#### Tambaqui Fish Ribs



Served at Sea Salt in Naples, Fla., **these resemble baby back ribs** but are more tender. They come from Amazon Fish Co., which employs locals to catch the 200-pound beasts throughout Brazil.



# Media Highlights

## THE RICHEST

UMV: 570,911

Circ: 992,582

Media Value: \$3,806

*Places to Go After a Divorce*



August 30, 2015  
UMV: 570,911  
Media Value: \$3,806

### 10 Great Places to Go After a Divorce

A divorce will rock your world; send you crashing into the abyss so deep you feel you can't find your way out. If there ever was a time to baby yourself, it's now. Doing so seems fitting, after all, you're starting over.

Your mind is going 100 mph, wondering what's next. The first decision you should make is to take a pause, exhale, and then take a trip to get your head together, think things through.

Sure a divorce is expensive in many ways, but if a change of scenery and pace will help you find peace, that's priceless.

"After a divorce, destinations that absorb you in their culture is key to distracting you from a personal crisis. An interesting culture, friendly people, good food, art – these are elements that can pull you out of feeling bad because they lift you out of yourself," says Peggy Goldman, founder and president of Friendly Planet Travel, which she started after her divorce decades ago.

Here are 10 great places to help you heal and get on to the next chapter.

5. Paradise Coast, Florida



# Media Highlights

## STARS AND STRIPES

UMV: 1,309,150

Media Value: \$8,727

*Stone Crab Festival*

## STARS AND STRIPES

September 3, 2015  
UMV: 1,309,150  
Media Value: \$8,727

### Fall foodie festivals offer affordable vacation fun

Now that the weather's getting a bit cooler and shoulder season hotel rates have started to kick in, it's a great time to start thinking about planning an autumn getaway. Add in this fall's drop in airline ticket prices, and the savings opportunities become even more appealing. So, how could you possibly add to the value of such a vacation? You have only to research the food festivals at your chosen destination.

These events are full of flavor and frugal fun. Even those with entry tickets offer significant savings off the total standard costs of the typical food, beverage and music attractions available. Factor in the festive atmosphere and the convenience of having everything in one location, and it becomes almost impossible to say no. Here are a handful of my favorites from around the country.

If seafood is more your speed, head down to the Sunshine State for the Naples Stone Crab Festival scheduled for Oct. 23-25. The event's sixth year celebration will feature live music, boat rides, the ceremonial cracking of the claw and more along the town's waterfront area near the popular Tin City district.



# Media Highlights

## NEW YORK TIMES

UMV: 70,571,252

Media Value: \$1,646,732

*Fall Hotel Packages*

## The New York Times

September 9, 2015  
UMV: 70,571,252  
Media Value: \$1,646,732

Resort and Cruise News: Tennis With Connors; Trips in Alaska

### DEAL SEASON IN FLORIDA

In the post-Labor Day travel lull, a number of resorts in South Florida are offering deals on rooms, sometimes by cutting prices, other times by including extra freebies. In Naples, Marco Island and the Everglades, destinations collectively marketed as Florida's Paradise Coast, fall deals include an overnight with two dinner entrees, 50 percent off on spa services and a \$25 golf credit at the [Marco Island Marriott Beach Resort, Golf Club & Spa](#) from \$199 per night through Oct. 31. In Naples, the [Inn on Fifth](#) is offering groups of at least six a two-night package with a manicure, pedicure, blow-dry, spa treatment, dinner and a beach cooler packed with snacks from \$479 per person through Oct. 31. Through Dec. 31, [Naples Bay Resort & Marina](#) will throw in a full-day boat rental and two cocktails per person along with the room, starting at \$239 per night. Also through the year's end, [Naples Grande Beach Resort](#) includes a 3.5-hour guided Everglades tour for up to four with boxed lunches and overnight accommodations from \$234. Other specials are listed on the [Florida's Paradise Coast](#) website.



# Media Highlights

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## THE NEWS-PRESS

### *Collier County's Tourism Stars Saluted in Naples*

Story with all winners listed and full photo gallery.



# Media Highlights

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## More Tourism Awards Coverage

*Naples Daily News – story naming winners*

*Gulfshore Business E-News – story naming judged winners and link to CVB online media center for more*



# Activities

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## Group Visits:

- FASHION FAM
  - Targeting early November
  - Highlight fashion exhibit at Baker Museum at Arts-Naples
  - Targeting lifestyle, fashion media
  - Agency coordinating attendees, itinerary



# Activities

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## Projects:

- Coastal Florida James Beard Dinner
  - Farbrizio Aielli, Norman Love
  - Taking place October 2 in NYC
  - Agency coordinating w/ organizer; inviting media



# Activities

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## Projects:

Attendance at:  
Florida Outdoor Writers Association Annual  
Conference  
Association of Food Journalists "Taste of Emeril"  
event

FL Association of DMO's annual meeting  
VISIT FLORIDA Governor's Conf. on Tourism  
Ongoing content additions to website  
Daily social media conversations  
Planning for major "branded content"  
additions to website  
Work on contracting for major new  
publicity and social media monitoring system





**Thank you!**  
Proud to be your Partner in Paradise!



**Lou Hammond & Associates**

# Collier County Tax Collector

## **TOURIST TAX COLLECTIONS**

COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE											PAGE 1	
** APARTMENT **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
801	900	4565	2897	5534	7732	7636	2667	984	542	133		34391
** CONDOMINIUM **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
51794	33328	59948	151936	146118	353714	789992	116556	70830	76647	33550		1884413
** CAMPGROUND/RV/PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
3597	6207	9069	22943	38241	27390	46976	9553	4949	3096	3347		175368
** HOTEL/MOTEL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
489410	800822	978573	1246839	1628493	2041235	2567419	1640157	904647	714526	791187		13803308
** INTERVAL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
7907	9119	9317	12089	20035	18110	29146	23859	12435	11037	9440		162494
** MOBILE HOME PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
19	23	116	1531	522	1121	5015	799	552	17	16		9731
** SINGLE FAMILY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
70504	28650	27413	102653	55847	90512	299201	52478	47943	69807	21450		866458
** REALTOR **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
60779	86730	145207	408875	1097400	565988	534043	203715	73145	83786	116492		3376160
** OTHER **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
** TOTALS **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
684811	965779	1234208	1949763	2992190	3105802	4279428	2049784	1115485	959458	975615		20312323

\*\* NAPLES \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
187534	265869	327796	474209	696710	742256	1001853	482405	312637	252342	279809		5023420

\*\* MARCO ISLAND \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
185854	237856	303549	482595	642029	705000	1044150	610274	183261	200044	187198		4781810

\*\* IMMOKALEE \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
564	706	1117	1441	1245	703	2809	1687	1180	915	963		13330

\*\* EVERGLADES CITY \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
5491	7028	9630	11248	13741	18367	34109	9684	11501	6010	6910		133719

\*\* COLLIER COUNTY \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
305368	454320	592116	980270	1638465	1639476	2196507	945734	606906	500147	500735		10360044

\*\* OTHER \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS

\*\* TOTALS \*\*

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
684811	965779	1234208	1949763	2992190	3105802	4279428	2049784	1115485	959458	975615		20312323

**FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS**

**AUGUST 2015  
(MONTH OF JULY 2015 VENDOR TAX COLLECTION)**

BREAKDOWN	FISCAL 2013-2014	FISCAL 2014-2015	DIFFERENCE	%
<b>OVERALL COLLECTIONS</b>				
MONTH TO MONTH	990,663	975,615	- 15,048	- 1.52%
YEAR TO DATE	18,125,343	20,312,323	+ 2,186,980	+ 12.07%
<b>HOTEL / MOTEL</b>				
MONTH TO MONTH	836,888	791,187	- 45,701	- 5.46%
YEAR TO DATE	12,804,153	13,803,308	+ 999,155	+ 7.80%
<b>REALTORS</b>				
MONTH TO MONTH	76,292	116,492	+ 40,200	+ 52.69%
YEAR TO DATE	2,693,825	3,376,160	+ 682,335	+ 25.33 %
<b>INDIVIDUALS (APTS/CONDOS S F HOMES)</b>				
MONTH TO MONTH	55,723	55,133	- 590	- 1.06 %
YEAR TO DATE	2,290,806	2,785,262	+ 494,456	+ 21.58%

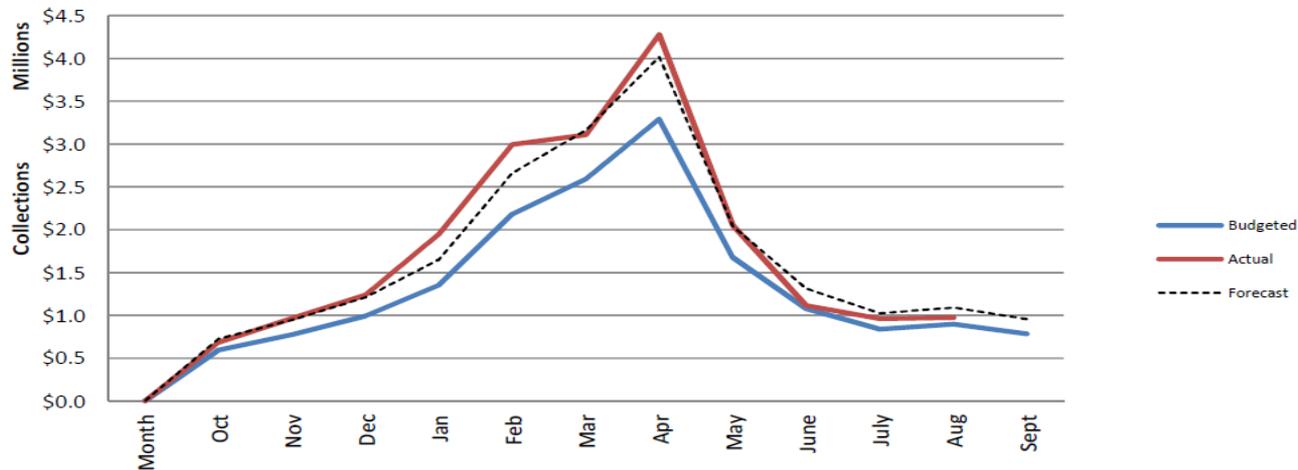
## FY 15 TDC Revenue Report 31-Aug-2015

Description	Fund	FY 15 Adopted Budget	FY 15 Current Forecast	FY 15 YTD Forecast	FY 15 YTD Actual	Var to FY 15 YTD Forecast
Beach Facilities	183	763,100	930,977	888,215	909,180	20,964
TDC Promotion	184	5,984,200	7,300,762	6,965,426	7,129,828	164,402
Non-County Museums	193	406,100	495,439	472,683	483,840	11,157
TDC Admin	194	1,980,700	2,416,463	2,305,471	2,359,886	54,415
Beach Renourishment	195	6,276,600	7,657,470	7,305,750	7,478,185	172,435
Disaster Recovery	196	-	-	-	-	-
County Museums	198	1,637,900	1,998,189	1,906,409	1,951,405	44,996
<b>Gross Budget</b>		<b>\$17,048,600</b>	<b>\$20,799,300</b>	<b>\$19,843,954</b>	<b>\$20,312,323</b>	<b>\$468,369</b>
Less 5% Rev Res		(852,400)			2.4%	2.3%
<b>Net Budget</b>		<b>16,196,200</b>				
<b>Collections</b>						
Month	Actual FY 15	Cum YTD	% Budget Collected to Date	% over FY 14 collections	% over FY 13 collections	% over FY 12 collections
Oct	684,811	684,811	4.02%	19.12%	9.07%	30.36%
Nov	965,779	1,650,590	9.68%	10.24%	31.50%	39.62%
Dec	1,234,208	<b>2,884,798</b>	16.92%	16.82%	28.67%	33.47%
Jan	1,949,763	4,834,561	28.36%	28.25%	52.75%	61.33%
Feb	2,992,190	7,826,751	45.91%	17.27%	45.43%	56.90%
Mar	3,105,802	<b>10,932,553</b>	64.13%	11.61%	29.59%	33.55%
Apr	4,279,428	15,211,981	89.23%	14.99%	29.56%	53.51%
May	2,049,784	17,261,765	101.25%	8.12%	40.05%	42.58%
June	1,115,485	<b>18,377,250</b>	107.79%	-8.27%	7.14%	19.36%
July	959,458	19,336,708	113.42%	2.14%	15.35%	31.37%
Aug	975,615	20,312,323	119.14%	-1.52%	16.38%	25.36%
Sept	0	<b>20,312,323</b>	119.14%	n/a	n/a	n/a
<b>Total</b>	<b>20,312,323</b>	<b>20,312,323</b>	<b>YTD</b>	<b>12.07%</b>	<b>30.80%</b>	<b>42.53%</b>
<b>Current Forecast</b>		<b>20,799,300</b>	<b>122.0%</b>	<b>20,799,300</b>		

## FY 15 TDC Revenue Report 31-Aug-2015

Budget Comparison						
Month	5 Yr Collect History-Cum	5 Yr Collect History-Monthly	Budgeted Collections	Actual Collections	Budget to Actual \$ Variance	Current Forecast
Oct	3.49%	3.49%	595,571	684,811	89,240	726,597
Nov	8.03%	4.54%	774,277	965,779	191,502	944,617
Dec	13.85%	5.82%	991,655	1,234,208	242,553	1,209,819
Jan	21.80%	7.95%	1,355,468	1,949,763	594,295	1,653,671
Feb	34.59%	12.79%	2,179,798	2,992,190	812,392	2,659,353
Mar	49.79%	15.20%	2,590,959	3,105,802	514,843	3,160,970
Apr	69.10%	19.31%	3,292,420	4,279,428	987,008	4,016,752
May	78.91%	9.82%	1,673,511	2,049,784	376,273	2,041,684
June	85.23%	6.32%	1,077,171	1,115,485	38,314	1,314,149
July	90.15%	4.92%	838,810	959,458	120,648	1,023,348
Aug	95.41%	5.25%	895,890	975,615	79,725	1,092,985
Sept	100.00%	4.59%	783,070	0	n/a	955,346
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>17,048,600</b>	<b>20,312,323</b>	<b>4,046,793</b>	<b>20,799,292</b>

### Tourist Tax Revenue Collection Curve



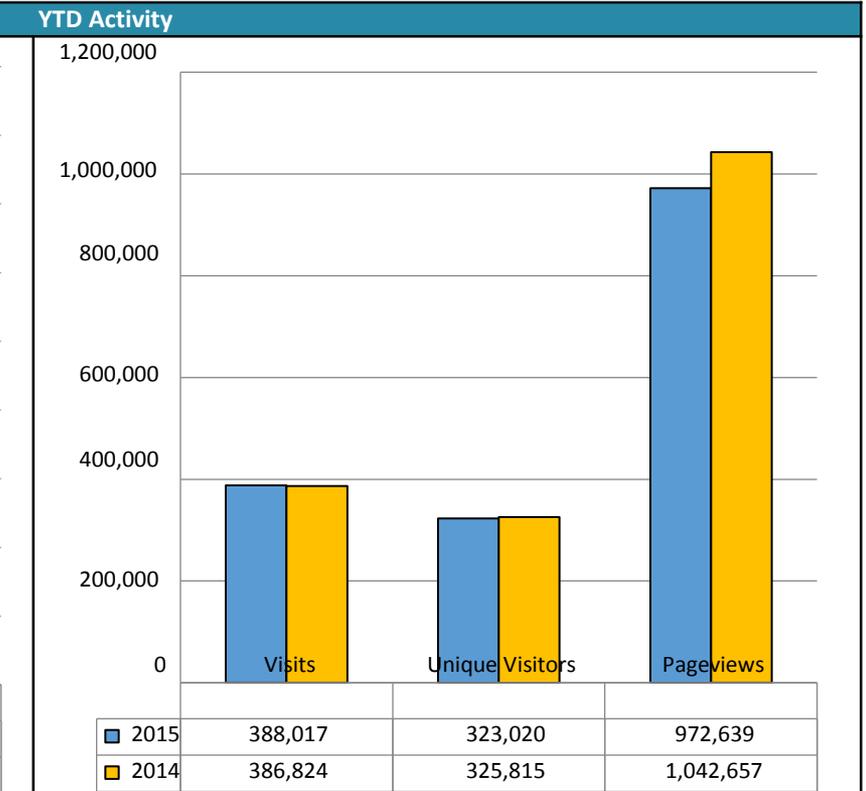
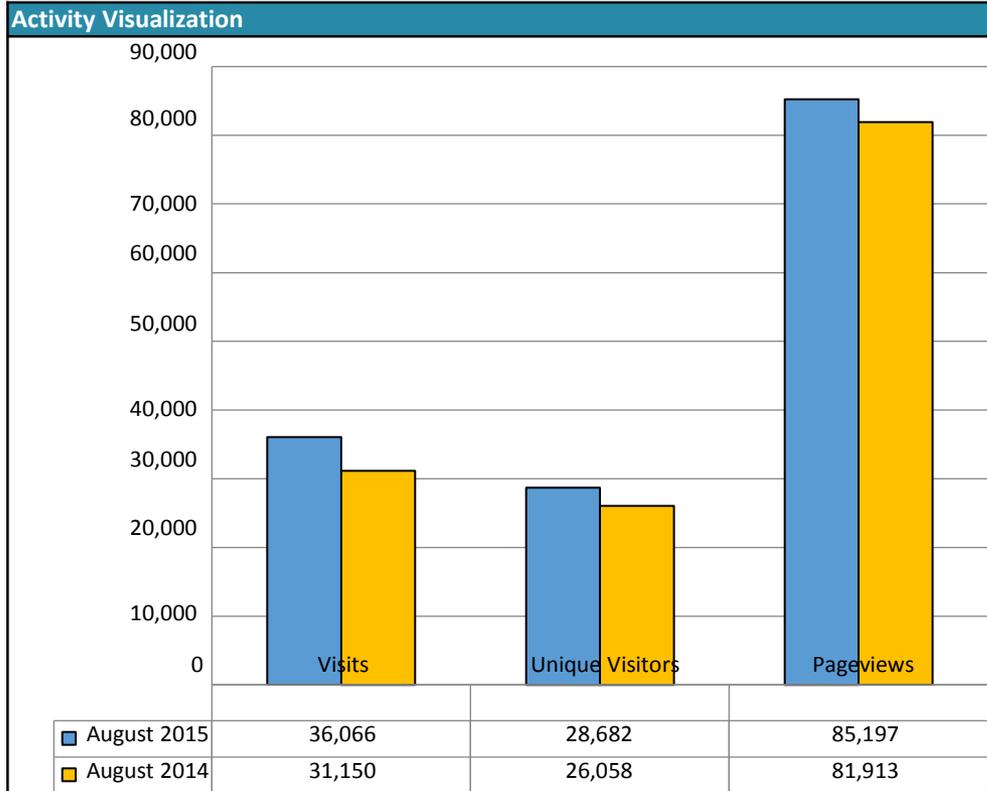
# Miles Partners, Inc.

## **WEB SITE ANALYTICS**



# Website Measurement Dashboard

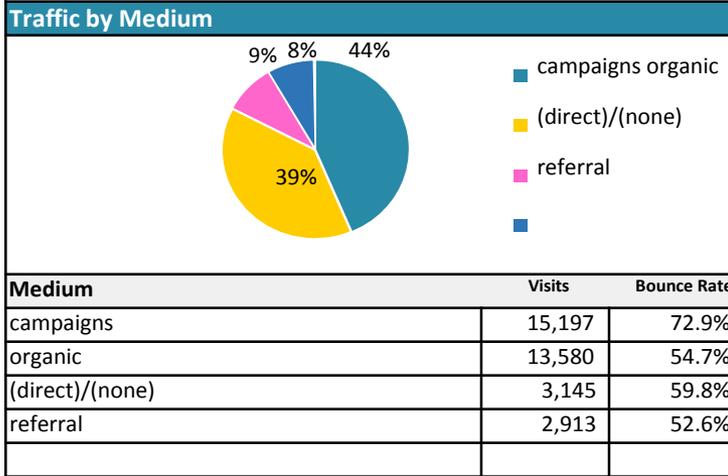
Activity							Engagement						
	LM	%ch	LY	%ch	YTD	%ch	LM	%ch	LY	%ch	LY	%ch	
Visits	36,066	35,517	2%	31,150	16%	388,017	0%	Avg. Time on Site	01:41	01:50	-8%	01:50	-8%
Page Views	85,197	89,117	-4%	81,913	4%	972,639	-7%	Bounce Rate (Total)	62.0%	58.8%	5%	59.5%	4%
Unique Visitors	28,682	28,837	-1%	26,058	10%	323,020	-3%	Bounce Rate (Homepage)	42.9%	43.6%	-2%	40.3%	6%





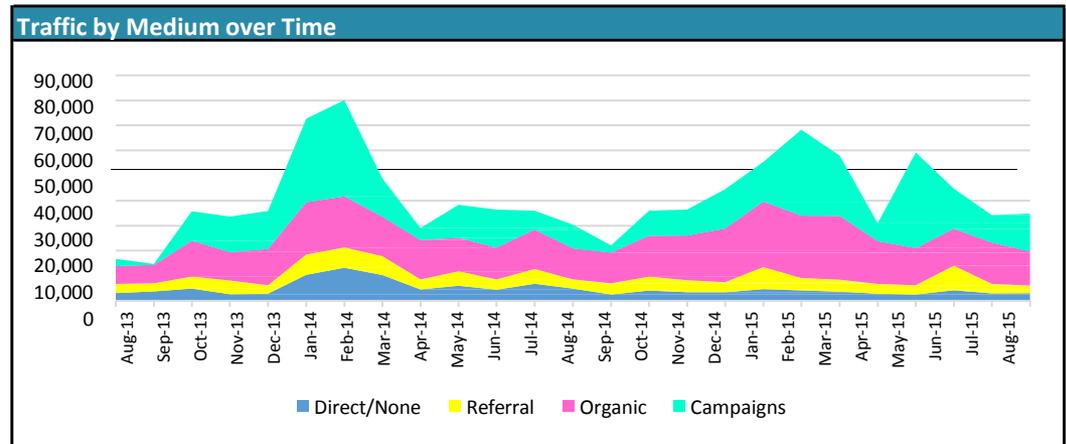
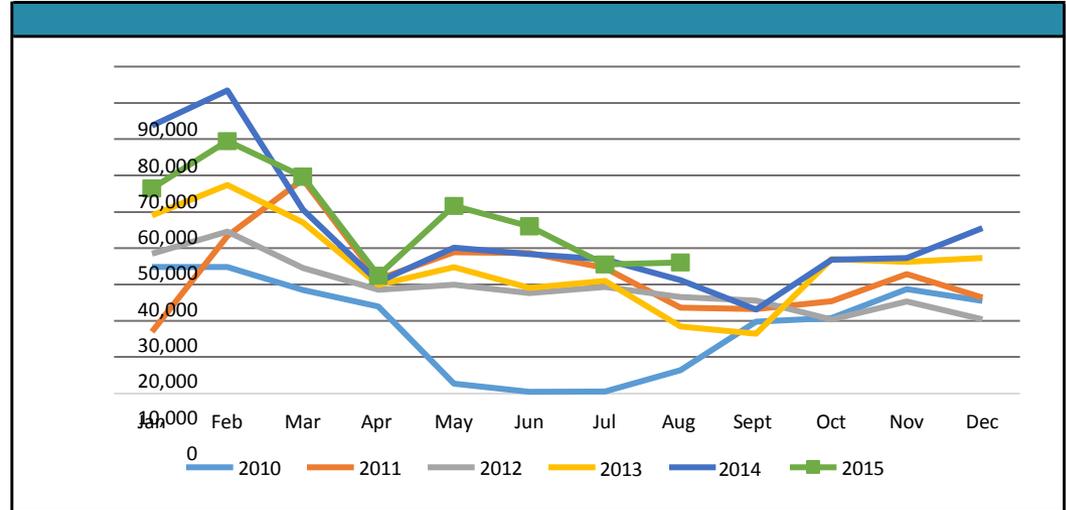
# Website Measurement Dashboard

August 2015



### Sources of Traffic

Source / Medium	Visits	Bounce Rate
google / organic	12,380	54.8%
Collinson_4-20-15 / Banner	6,545	85.6%
MNI-Ad_4-20-15 / banner	3,937	69.0%
(direct) / (none)	3,145	59.8%
google / cpc	1,231	36.1%
direct_to_list / Email	999	26.4%
Weather.com_4-20-15 / Banner	860	83.0%
Directlists / eblast_HTML	806	41.7%
yahoo / organic	702	54.0%
cityofmarcoisland.com / referral	469	39.9%
bing / organic	347	55.0%
Weather.com_4-20-15 / Video	316	78.5%





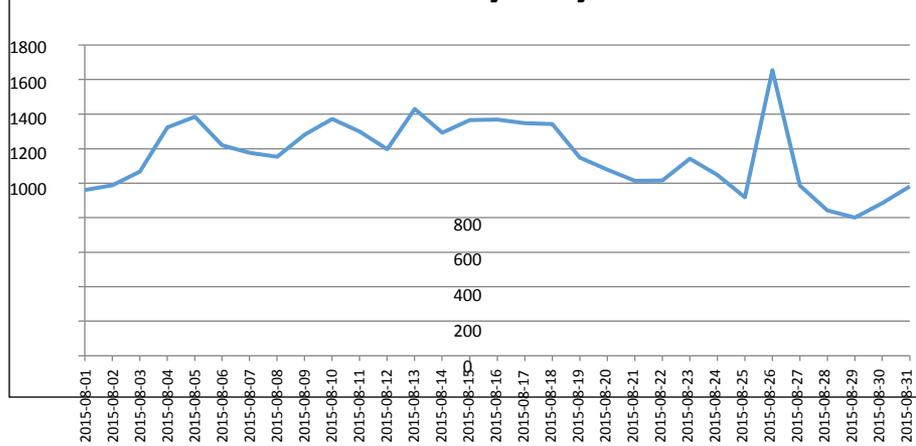
# Website Measurement Dashboard

## Signals of Intent to Travel

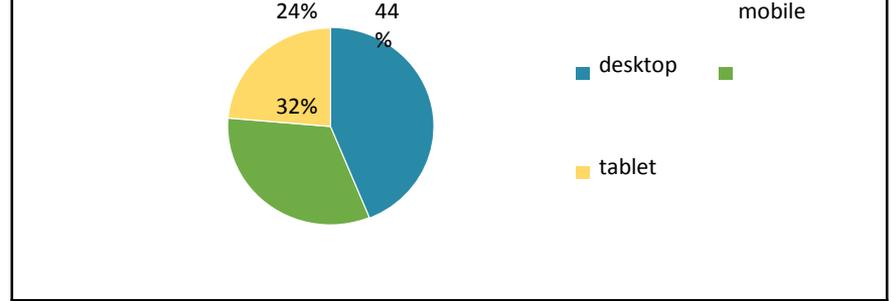
Conversion Rate (Total SITs/Pageviews)					
	LM		LY		
Instances	LM	%ch	LY	%ch	
14.43%	12.48%		20.98%		

	LM	LY	%ch	LY	%ch
Guide Orders	1,098	990	11%	755	45%
Newsletter Signup	1,699	338	403%	287	492%
Deals Page Views	1,901	2,079	-9%	2,983	-36%
Hotels & Rentals Listings Views	3,738	4,579	-18%	5,112	-27%
eBook Views	127	133	-5%	41	210%
BookDirect Widget Searches	2,789	2,290	22%	3,497	-20%
BookDirect Click-Throughs	945	712	33%	4,508	-79%

Total	Visits by Day	%ch	LY	%ch
14,297		11%	17,183	-28%



## Traffic by Device Category



	Visits	Pgs./Visit	Bounce Rate	Time on Site
desktop	15,783	2.90	51.6%	02:13
mobile	11,722	1.79	71.1%	01:09

## Most-Viewed Pages

	Pageviews Rate	Bounce
/discoveryourparadise	15,862	77%
/	7,261	42%
/listings/events	5,137	25%
/major_annual_events	2,222	38%
/listings/hotels_and_rentals	1,768	61%
/newsletter	1,675	28%
/attractions	1,521	38%
/guide	1,229	29%
/listings/events?view=results	1,211	41%
/map	961	80%
/listings/events?datefilter=weekend	779	68%
/newsletter/thank	760	0%
/listings/deals	684	30%





# Website Measurement Dashboard

Referring Domains		
	Visits	Bounce Rate
cityofmarcoisland.com / referral	469	39.9%
floridatravellife.com / referral	257	42.0%
m.facebook.com / referral	136	75.7%
naplesgov.com / referral	116	21.6%
nhgcc.com / referral	95	73.7%
visitflorida.com / referral	90	36.7%
tpc.google syndication.com / referral	72	93.1%
facebook.com / referral	69	56.5%
t.co / referral	63	61.9%
florida-bookdirect.com / referral	58	46.6%
colliergov.net / referral	57	33.3%
honeymoons.com / referral	57	70.2%
cdn.w55c.net / referral	56	75.0%

Visits By Geography					
City	Visits	LM	%ch	LY	
<b>%ch</b>					
Naples	1,026	1,275	-20%	957	7%
Miami	990	1,722	-43%	393	152%
North Naples	935	970	-4%	867	8%
Miami Beach	903	754	20%	186	385%
Tampa	903	1,395	-35%	300	201%
Orlando	732	512	43%	438	67%
New York	680	769	-12%	802	-15%
Jacksonville	540	354	53%	265	104%
St. Petersburg	521	648	-20%	201	159%
Marco Island	518	637	-19%	338	53%
Atlanta	441	330	34%	167	164%
Davie	368	406	-9%	79	366%
Golden Gate	358	316	13%	311	15%

Visits By Geography					
State	Visits	LM	%ch	LY	
<b>%ch</b>					
Florida	19,408	18,563	5%	14,220	36%
Georgia	1,612	1,101	46%	671	140%
New York	1,174	1,268	-7%	1,445	-19%
South Carolina	829	594	40%	203	308%
Texas	782	666	17%	971	-19%
Illinois	769	739	4%	759	1%
Ohio	578	608	-5%	538	7%
New Jersey	556	546	2%	729	-24%
Alabama	546	430	27%	133	311%
Pennsylvania	524	579	-9%	685	-24%
California	520	551	-6%	798	-35%

Visits By Geography					
Country	Visits	LM	%ch	LY	
<b>%ch</b>					
United States	32,212	31,657	2%	27,388	18%
United Kingdom	1,070	923	16%	876	22%
Canada	631	528	20%	595	6%
Germany	418	403	4%	777	-46%
Brazil	293	514	-43%	82	257%
Russia	185	82	126%	19	874%
India	106	114	-7%	108	-2%
Israel	77	25	208%	21	267%
Argentina	69	98	-30%	75	-8%
Italy	65	82	-21%	68	-4%
France	63	63	0%	56	13%





# Website Measurement Dashboard

Browsers (all device types)					
	Visits	LM	%chg	LY	%chg
Chrome	13,077	13,675	-4%	9,282	41%
Safari	10,157	12,008	-15%	10,088	1%
Internet Explorer	4,439	3,409	30%	6,821	-35%
Safari (in-app)	3,818	2,157	77%	930	311%
Firefox	1,799	1,898	-5%	2,200	-18%
Amazon Silk	1,391	1,019	37%	127	995%
Android Browser	1,158	1,231	-6%	1,524	100%
Edge	99	0	100%	0	100%
BlackBerry	42	38	100%	45	100%
Opera	38	33	15%	40	-5%



# Website Measurement Dashboard

August 2015



## CAMPAIGN RESPONSE

**15,197**

TOTAL RESPONSES  
LAST MONTH

---

32%  
OF TOTAL VISITS

**44%**

OF TOTAL VISITS  
LAST YEAR

---

31%  
OF TOTAL VISITS

Campaigns						
Name	Visits	LM	%chg	Pgs/Visit	Bounce Rate	Time on Site
Discover Your Paradise - Spring 2015	12,175	7,746	57%	1.3 9	79.4 %	00:3 4
Consumer Interest Inventory e-blast	999	7	14171%	2.6	26.4 %	02:1 6
Discover Your Paradise	997	2,175	-54%	2.8	47.6 %	02:4 7
Paradise+Refined	266	78	241%	1.8	58.3 %	00:5 2
Paradise Coast Meetings	230	470	-51%	1.7 6	80.9 %	01:0 9
Discover your Paradise - Spring 2015	210	268	-22%	1.6 8	54.3 %	00:5 0
Paradise Refined	127	87	46%	1.4 6	75.6 %	00:4 1
Paradise Coast Meetings Sept	56	0	100%	2.2 7	78.6 %	03:3 4
Paradise Coast Golfing	34	125	-73%	4.2 9	41.2 %	04:2 9
Discover your paradise	19	0	100%	2.2 6	57.9 %	01:0 6
Emeril Dining Promotion	16	6	167%	3.1 2	31.3 %	03:2 1

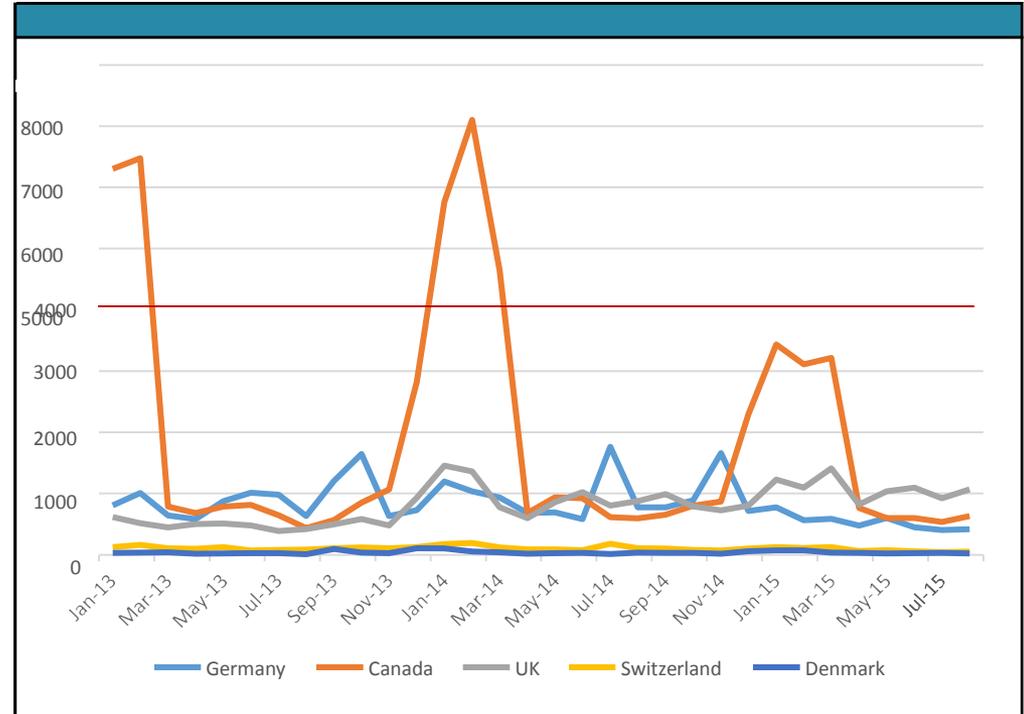




# Website Measurement Dashboard

August 2015

International Microsite Activity					
UK		LM	%ch	LY	
		%ch			
Visits	69	433	61%	661	5%
	5				
Pageviews	1,733	833	108%	2206	-21%
Time on Site	01:54	01:06	73%	02:26	-22%
Bounce Rate	58.7%	67.2%	-13%	51.3%	14%
German		LM	%ch	LY	
		%ch			
Visits	36	431	-15%	629	-42%
	6				
Pageviews	1,287	1,654	-22%	1,904	-32%
Time on Site	02:51	03:15	-13%	02:44	4%
Bounce Rate	50.3%	49.0%	3%	48.0%	5%
Brazil		LM	%ch	LY	
		%ch			
Visits	14	134	7%		
	3				
Visitation to U.S. Site - Domestic vs. International					
		LM	%ch	LY	
		%ch			
Bounce Rate	32,242	31,604	-2%	27,388	18%
	3,139	3,604			
International	3,854	3,827	1%	3,762	2%





# Website Measurement Dashboard

## Metric Definitions

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

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

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

**Bounce Rate** – Percentage of visitors who view only one page on the site and exit immediately without interacting with the site in any way. Because of event tracking in Google Analytics, outbound links, video plays and other site interaction elements that would have been a bounce before are now not counted as bounces. Paradisecoast.com has analytics event tracking set up for outbound links. There is no industry-wide standard for bounce rate, but the generally accepted goal is less than 50 percent for overall bounce rate. Bounce rate can be affected by campaigns and promotions, referrals -- especially from social media, and many other factors.

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

### Traffic Sources:

**Organic Traffic** – Visitors referred by an unpaid search engine listing, i.e. a Google or Bing search.

**Campaign Traffic** – Traffic from campaign-related media such as banner ads and campaign landing pages; relies on proper tracking code setup to be attributed correctly. Includes traffic from paid search.

**Direct/None Traffic** – Traffic that either comes from a visitor typing the web address directly into their browser, or they have bookmarked/favorited the site and are entering by opening the bookmark on their device. It also includes untagged links within emails or campaign traffic missing tracking parameters.

**Referral Traffic** – Visitors referred by links on other websites, such as city/county government sites, social networks, and more. Much of this traffic is not easy to control, although it can be affected by social media posting.

# Paradise Advertising & Marketing, Inc.

## **DIGITAL/SOCIAL MEDIA MARKETING**



# COLLIER COUNTY CVB

SEPTEMBER 2015 DIGITAL SNAPSHOT

PARADISEADV.COM

# EARNED CONSUMER EMAILS

## Monthly Performance

For the Earned Consumer Emails, the Video gif and “Stay” button received the highest clicks, (15.9% and 14.6% respectively). For the paid consumer email, open rate has remained elevated and in line with industry averages. This is a great indication of engagement and shows that the family-focused summer message resonated with the target audience. The click-through rate is up over last month and back in line with averages for this email for 2015.

Highlighted stats represent the earned consumer email.

16.07%

OPEN RATE

12.12%

CTR

## RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	21,640	21,993	22,552	23,659	23,991	24,133	24,268	25,264					187,500
Open Rate	16.27%	13.07%	16.73%	15.64%	16.05%	15.28%	16.07%	16.21%					15.67%
Click-Thru-Rate	18.64%	17.41%	15.81%	15.50%	14.75%	13.49%	12.12%	13.92%					15.21%

# PAID CONSUMER EMAILS

## Monthly Performance

For the paid consumer email, open rate has remained constant over the past several months. Consistent engagement shows that the emails are reaching the targeted demographic and resonating with potential visitors.

Highlighted stats represent the paid consumer email.



## RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000					350,000
Open Rate	15.71%	16.21%	16.55%	15.72%	15.52%	15.62%	15.56%	15.45%					15.79%
Click-Thru-Rate	1.80%	1.64%	1.82%	1.60%	1.82%	1.63%	1.29%	1.80%					1.68%

## PAID GOLF EMAIL

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Quantity Distributed	100,000	n/a										
Open Rate	16.38%	n/a										
Click-Thru-Rate	1.8%	n/a										

# MEETINGS EMAILS

## Monthly Performance

Both open rates and click throughs on paid and earned emails have remained steady over the past few months hovering at slightly higher averages than the beginning of the year. Our paid emails are performing as expected with the most frequent links to [paradisecoast.com/meetings](http://paradisecoast.com/meetings).

Highlighted results are the earned meetings email.



## EARNED RESULTS

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	3,762	4,066	4,066	4,031	3,990	3,929	3,891	3,844					31,579
Open Rate	14.89%	13.18%	13.28%	16.09%	14.19%	15.56%	14.61%	13.65%					14.43%
Click-Thru-Rate	5.50%	6.35%	6.30%	5.06%	6.69%	5.33%	5.58%	5.05%					5.73%

## PAID RESULTS

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	252,751	22,798	156,754	22,798	8,372	161,213	28,227	1,030					652,913
Open Rate	16.20%	14.73%	15.90%	9.87%	16.8%	14.6%	11.20%	13.20%					14.19%
Click-Thru-Rate	2.30%	1.73%	1.70%	1.23%	1.9%	1.8%	1.12%	1.26%					1.68%

# SOCIAL MEDIA: TWITTER

## Monthly Performance

Overall our Twitter accounts continue to grow. While we were able to participate in multiple high-profile Twitter chats in August, which really impacted our impressions and engagement.

Our branded content and short social videos continue to perform very well across Twitter and we look forward to seeing higher engagement on Facebook and Instagram as well as they are shared.



## RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
15,000,000 Impressions	894,300	1,200,000	2,300,000	765,800	606,300	16,900,000	887,600	11,200,000					34,754,000
3,000 Unique Users	130	125	150	102	116	165	100	157					1,045
1,000 New Followers	329	314	302	307	302	303	306	256					2,419
16,000 Interactions	236	264	277	191	195	339	179	254					1,935
PARADISEADV.COM Twitter Engmt. Rate	3.8%	3.99%	4.05%	5.9%	2.73%	4.67%	8.44%	3.7%					3.7%

**SOCIAL MEDIA: TWITTER**

The top performing user generated content Tweet based on engagement with 918 impressions, and 144 interactions.



Another high performing tweet with 68 interactions and 7,089 impressions. This was our first post as we began a new Travel and Leisure Travel Chat.



# CAMPAIGN LANDING PAGE

PARADISE

## Monthly Performance

Visitor numbers were down again for the second consecutive month, as expected during the summer season. Session duration and bounce rate have improved over the past few months .

14K

VISITS

16,704

UNIQUE VISITORS

89.60%

BOUNCE RATE

00:19

AVERAGE SESSION DURATION

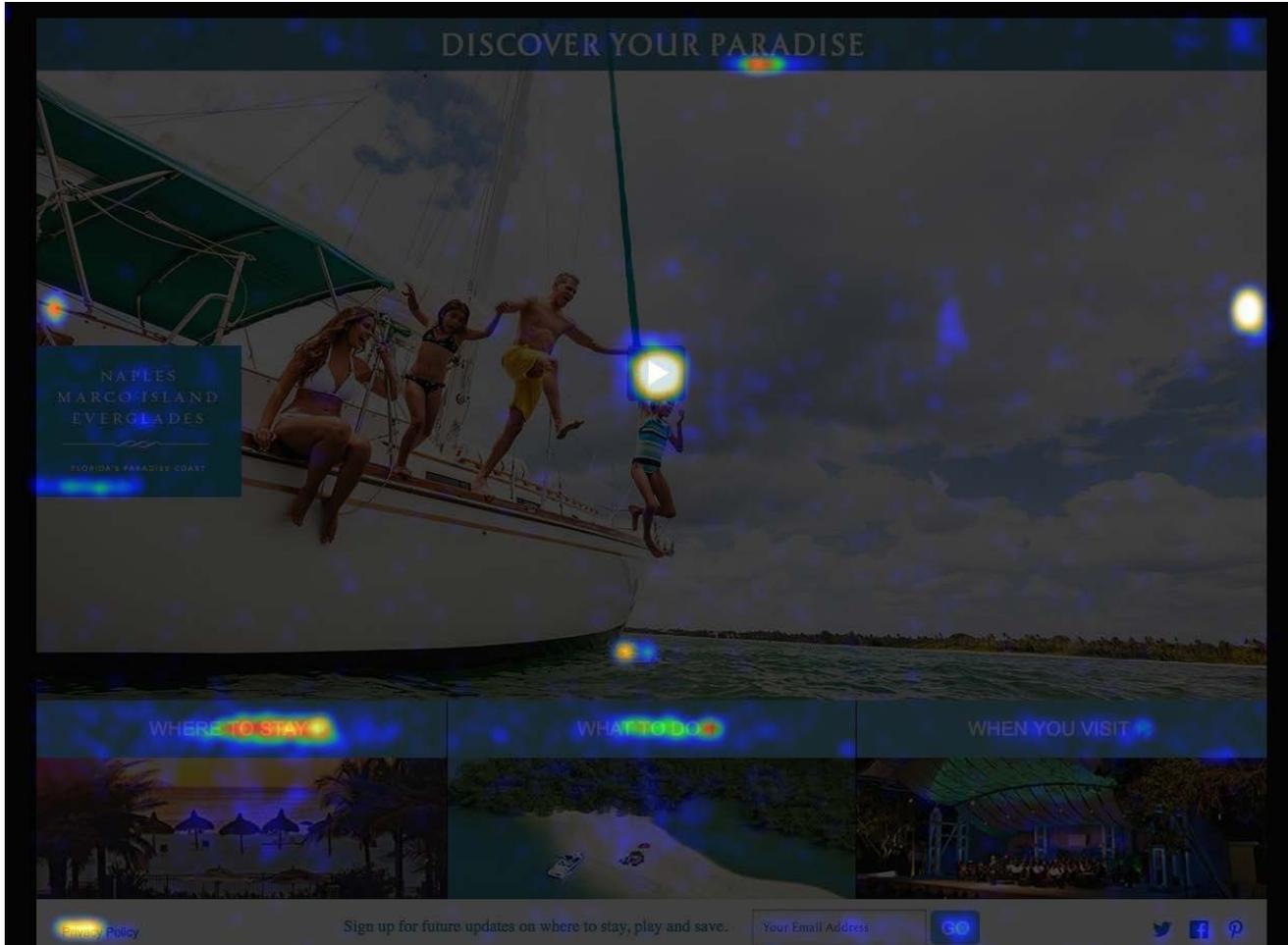
## RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Visits	13,715	35,464	24,985	5,764	35,352	18,174	10,204	14,216					157,874
Users	10,259	26,595	19,029	4,973	31,724	15,394	8,161	16,704					132,839
Bounce Rate	83.14%	82.77%	84.06%	90.42%	81.76%	89.15%	88.68%	89.60%					86.20%
Average Page Views	1.24	1.26	1.22	1.15	1.28	1.15	1.16	1.18					1.20

# CAMPAIGN LANDING PAGE

## Monthly Heat Map

The Heat Map shows that the majority of the visitors that click on the landing page are watching the video, clicking on "Where to Stay" and "What to Do". These two areas continue to be the most popular on the page.



# Sales & Marketing Technologies, Inc.

## **SEARCH ENGINE SERVICES**

# Executive Summary

- **Overall website traffic over August 2014**

- Visits/Sessions were up 15.78% (+4,916 visits), and Unique Visits / “Users” were also up by 10.07% (+2,624 visits).
- Pageviews increased by 4% (+4,004).
- The biggest increases were in Banners (97.4%), Email/Eblasts (100%), Organic (9.7%) and CPC (75%).

- **Organic traffic:**

- Yielded 13,580 visits, representing **37.65%** of overall traffic and converted 3.54% for 481 total Conversions: 304 to “Deals”, 157 Guide Requests, 20 to Newsletter Sign-ups, and 0 to eBooks requests.
- Increased Visits over August 2014 by 9.7% (+1,203), but dropped over July 2015 by 17.83% (-2,946).

- **Paid search traffic (CPC):**

- Yielded 1,295 tracked Visits – a increase of 74.86% (+527 visits) over August 2014, and down over July 2015 by 4.94% (-64) due to a lower ad spend.
- PPC converted 1.06% - **139** unique conversions: 59 “Deals”; 61 “Guides” ; 6 eBooks; 13 Newsletter Orders.
- PPC had 122,165 Impressions for a 5.99% click conversion rate.
- PPC Spend was \$1,458.46, which is \$153.39 less than July 2015.

- **Referral traffic:**

- Yielded 3,596 Visits, a 18.74% decrease (-672) over August 2014 and a 18.99% decrease (-683visits) over July 2015.
- Produced 328 Goals: 240 “Deals”; 7 “Guid5es” ; 0 eBooks; 13 Newsletter Orders

- **Direct traffic:**

- Yielded 3,145 Visits for a 35.84% decrease (-1,757) over August 2014 and a 1.26% (+39 visits) increase over July 2015.
- Produced 100 Goals: 59 “Deals”; 28 “Guides”; 0 eBooks; 13 Newsletter Orders

# Top Search Queries by Impressions

Query	Impressions <sup>?</sup> ↓	Clicks <sup>?</sup>	Average Position <sup>?</sup>	CTR <sup>?</sup>
	<b>142,167</b> % of Total: 71.08% (200,000)	<b>6,335</b> % of Total: 97.46% (6,500)	<b>15</b> Avg for View: 35 (-80.00%)	<b>4.46%</b> Avg for View: 3.25% (37.11%)
1. naples florida	<b>18,000</b> (12.66%)	200 (3.16%)	9.7	1.11%
2. naples	<b>5,500</b> (3.87%)	50 (0.79%)	9.2	0.91%
3. naples fl	<b>5,500</b> (3.87%)	50 (0.79%)	9.1	0.91%
4. marco island hotels	<b>4,500</b> (3.17%)	22 (0.35%)	8.7	0.49%
5. things to do in naples	<b>3,000</b> (2.11%)	35 (0.55%)	7.1	1.17%
6. things to do in marco island	<b>1,600</b> (1.13%)	70 (1.10%)	4.3	4.38%
7. naples florida beach	<b>1,300</b> (0.91%)	22 (0.35%)	6.6	1.69%
8. naples, fl	<b>1,300</b> (0.91%)	5 (0.08%)	9.4	0.38%
9. naples florida map	<b>1,000</b> (0.70%)	35 (0.55%)	6.1	3.50%
10. things to do in naples fl	<b>1,000</b> (0.70%)	35 (0.55%)	7.5	3.50%

- Impressions decreased 3.42% (-5,038) over July 2015.
- ParadiseCoast.com showed up in search engines for these terms 71.08% of the time for targeted terms.
- CTR for Impressions is 4.46% for organic.

# Top Search Queries by Clicks

Query	Impressions ?	Clicks ?	Average Position ?	CTR ?
	<b>142,167</b> % of Total: 71.08% (200,000)	<b>6,335</b> % of Total: 97.46% (6,500)	<b>15</b> Avg for View: 35 (-60.00%)	<b>4.46%</b> Avg for View: 3.25% (37.11%)
1. naples florida	18,000 (12.66%)	200 (3.16%)	9.7	1.11%
2. paradise coast	600 (0.42%)	90 (1.42%)	1.1	15.00%
3. things to do in marco island	1,600 (1.13%)	70 (1.10%)	4.3	4.38%
4. naples events	320 (0.23%)	60 (0.95%)	2.1	18.75%
5. naples	5,500 (3.87%)	50 (0.79%)	9.2	0.91%
6. naples fl	5,500 (3.87%)	50 (0.79%)	9.1	0.91%
7. marco town center mall	70 (0.05%)	35 (0.55%)	2.3	50.00%
8. naples florida map	1,000 (0.70%)	35 (0.55%)	6.1	3.50%
9. things to do in naples	3,000 (2.11%)	35 (0.55%)	7.1	1.17%
10. things to do in naples fl	1,000 (0.70%)	35 (0.55%)	7.5	3.50%

- Clicks decreased by 15.97% (-1,204) over July 2015.
- There are 12,147 (+400) various keyword terms that people searched to visit website.
- There are 227 “Naples” terms with average ranking in the 1<sup>st</sup> position in August (July had 459; June, 225; May, 461; April, 295; March, 295; February, 273; January, 439; December, 371; November, 326).

# Paid Search (PPC)

Month	Spending	Clicks	Cost Per Click	PPC Conversions	Website Leads *
January	\$1,305.38	1,278	\$1.02	103	41
February	\$1,313.65	1,477	\$0.89	96	40
March	\$1,664.94	2,043	\$0.81	127	91
April	\$1,823.94	2,035	\$0.90	152	116
May	\$1,748.41	1,928	\$0.93	170	119
June	\$1,549.44	1,679	\$0.92	168	110
July	\$1,611.85	1,732	\$0.93	154	72
<b>August</b>	<b>\$1,458.46</b>	<b>1,604</b>	<b>\$0.91</b>	<b>150</b>	<b>96</b>
September					
October					
November					
December					

- Total PPC Impressions = 120,165 124,463 (-4,298 under July) giving Naples almost a 18% Share of Voice (SOV) for targeted “Location” searched terms due to budget.
- Cost per Click decreased by \$0.02 over July 2015, and is \$0.07 less than July 2014.
- PPC yielded 1,231 tracked Visits (-64 over July) for 150 total Conversions and **139** unique conversions: 59 “Deals”; 61 “Guides” ; 6 eBooks; 13 Newsletter Orders.

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

# Paid Search (PPC) Leads

2015 over 2014



Month	Spending	Clicks	Cost Per	PPC Conversions	Website
August 2015	\$1,458.46	1,604	\$0.91	150	96
August 2014	\$1,210.32	994	\$1.22	82	29

# Tasks Performed

- **Website / SEO**
  - Research Social Mention & Google Keyword Searches for Article Topics
  - Video Topics and Recommendations for website content improvement
  - Began content development for
  - Updated Listing Menu Pages – Titles & Meta Descriptions
- **PPC Management**
  - Monitored Campaigns for low bids, bounce rates and competitors
  - Adjusted bidding & budget to control CPC
  - Paused ads the last 4 days of the month because we were going to go over the \$1,500 budget.
- **Account Service**
  - Report for SEO / PPC Analytics
  - Internal/External Communications with Miles, SMT and Naples CVB
  - Monthly Call

# Glossary of Terms

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

# Phase V

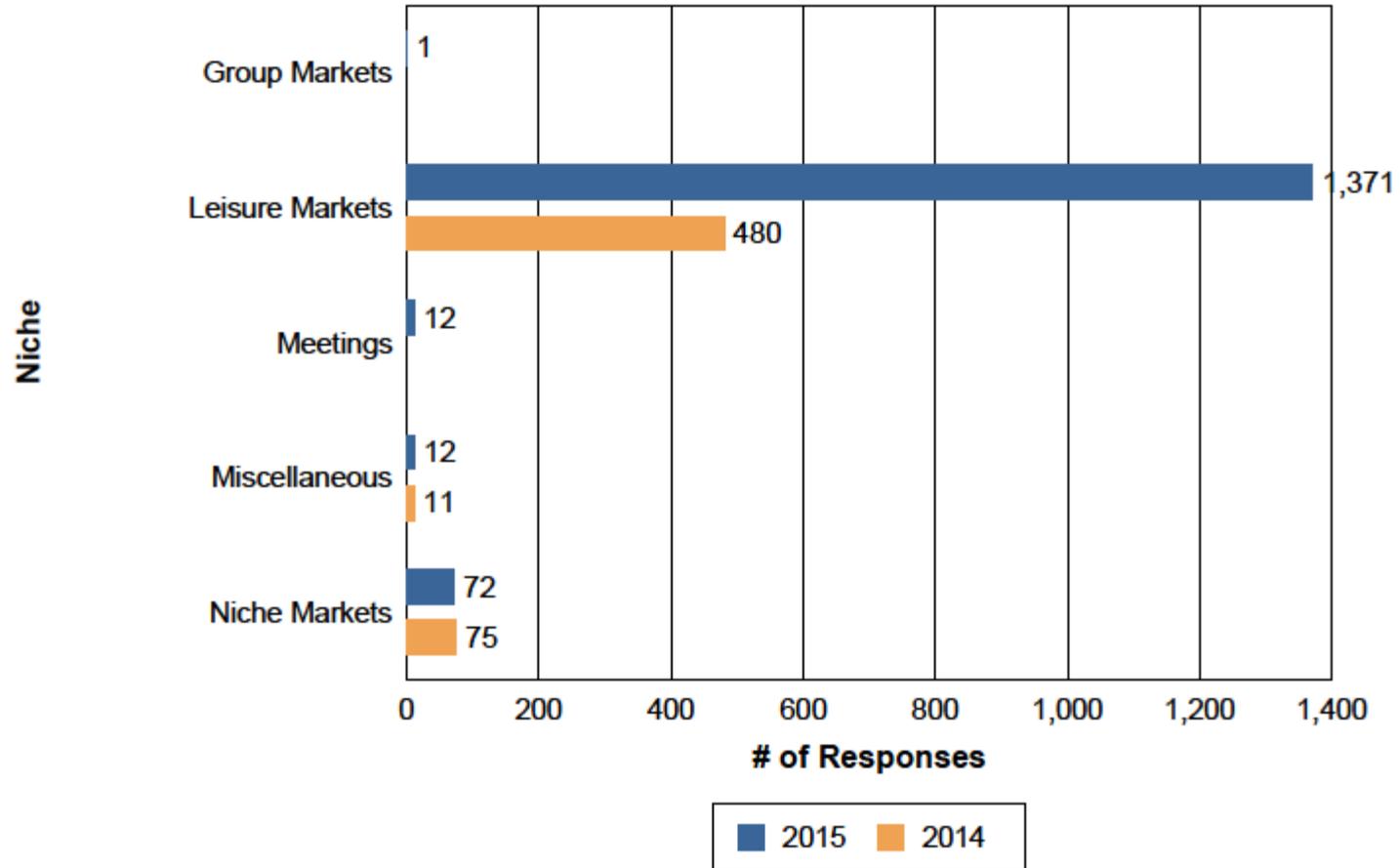
## **FULFILLMENT SERVICES**

9/1/2015

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by Niche

For the months of August 2014 & 2015

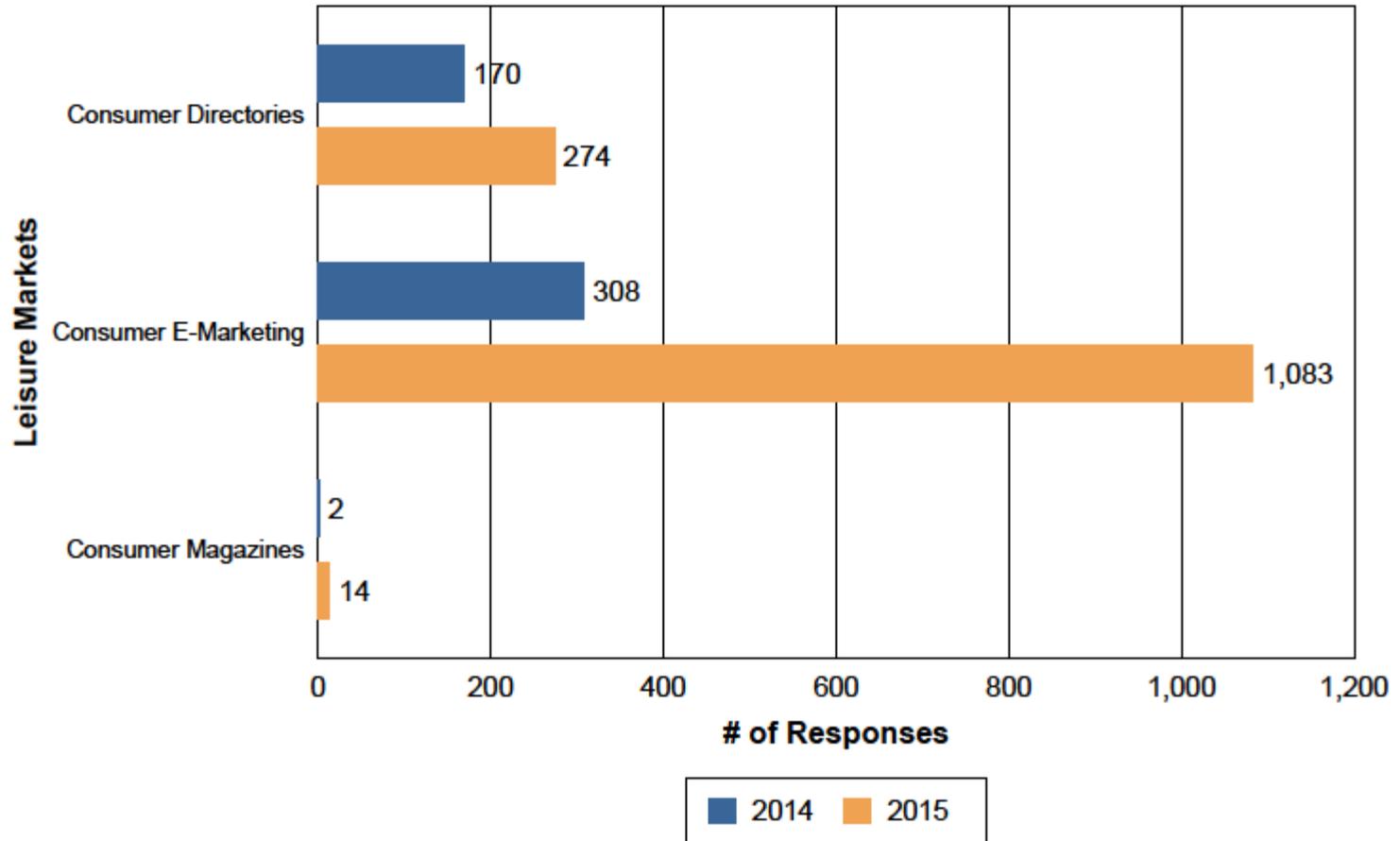


9/1/2015

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by Leisure Markets

For the months of August 2014 & 2015

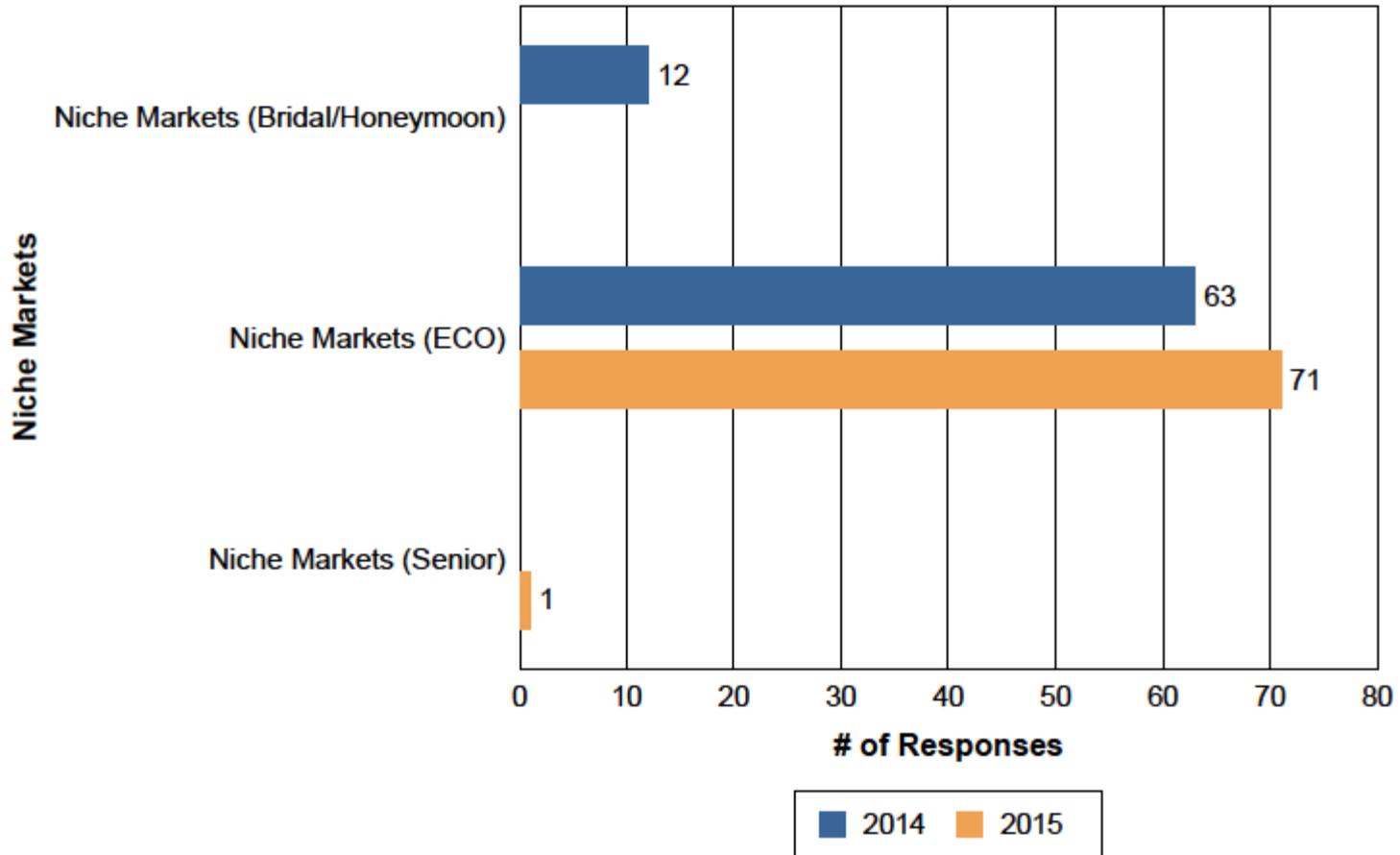


9/1/2015

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquiries by Niche Markets

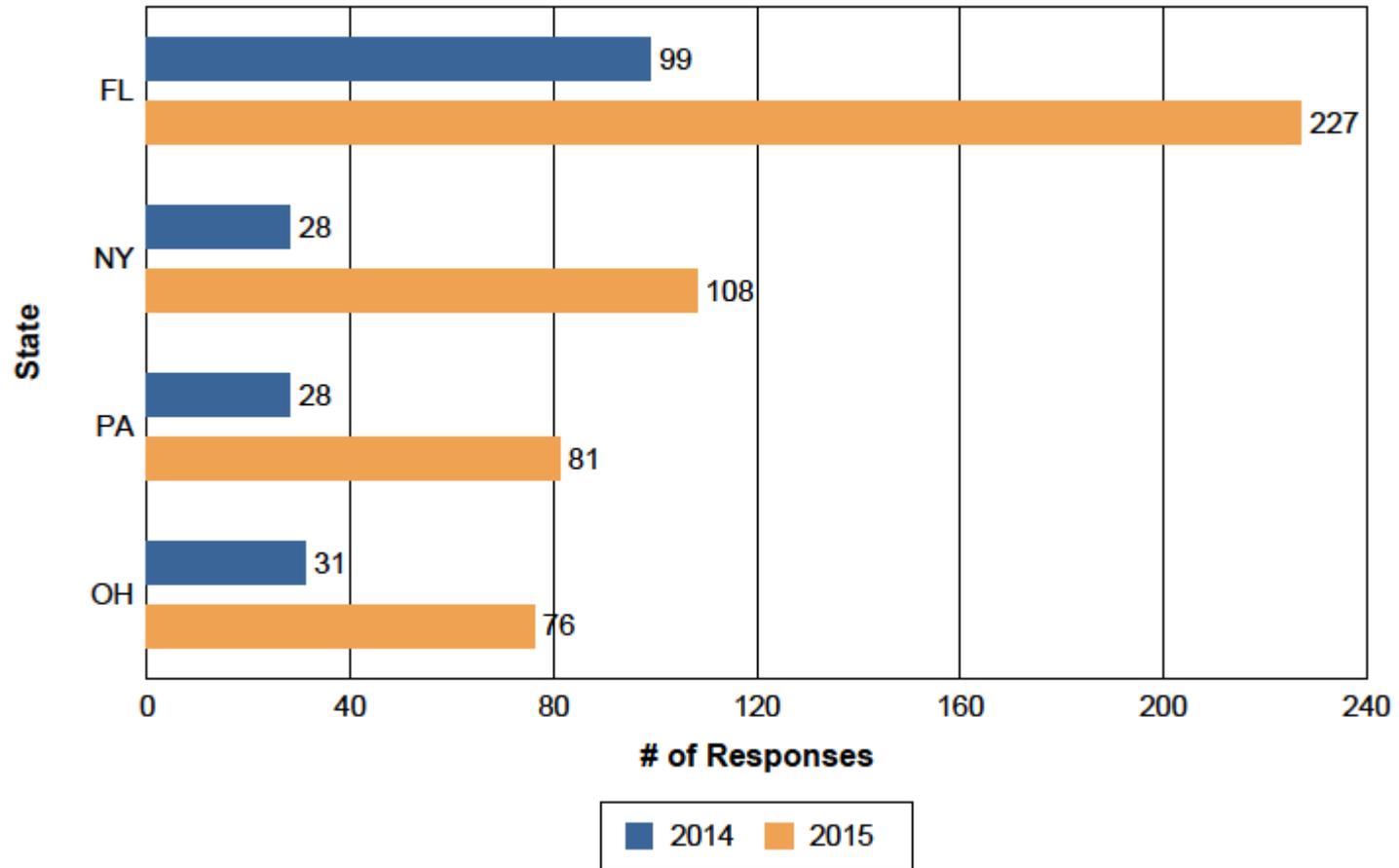
For the months of August 2014 & 2015



### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by State

For the months of August 2014 & 2015

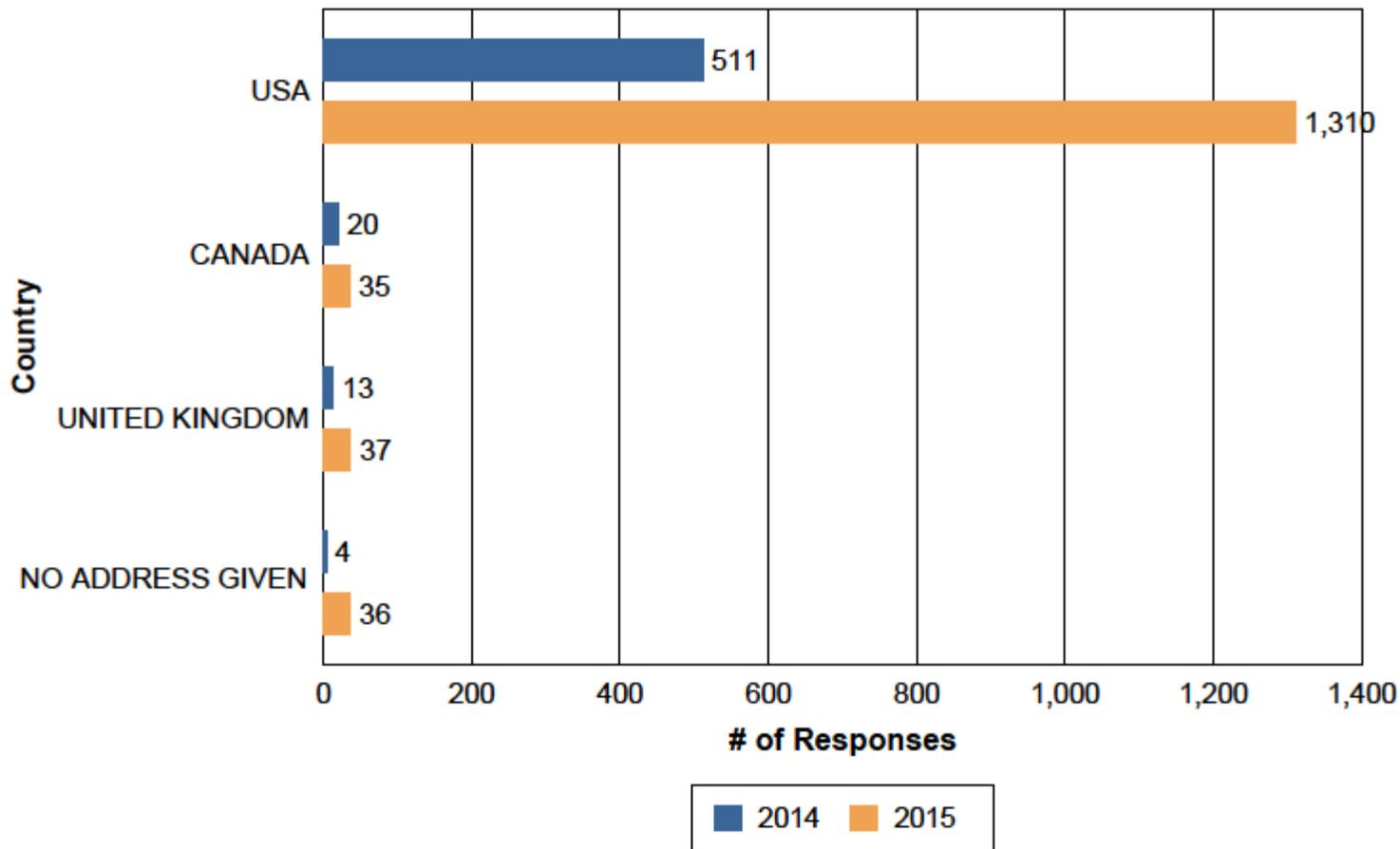


9/1/2015

### Naples, Marco Island, Everglades CVB

#### Year Over Year Inquires by Country

For the months of August 2014 & 2015



## Guide Request Summary by Guide August 2015

Guide	# of Requests	Quantity
Area Map	1	2
Meeting Planner Kit	1	1
Rack Brochure (Portuguese)	9	9
Rack Brochure (Spanish)	12	12
Visitor's Guide (English)	1438	1710
Visitor's Guide (German)	15	15

## Live Chat by Topic August 2015

By Topic					
Topic	# of chats	Time	Minutes	Min/Chat	Year to Date Cumulative
Accommodations	0	0:00:00	0.0	0.0	11
Airport	0	0:00:00	0.0	0.0	0
Arts & Culture	0	0:00:00	0.0	0.0	0
Attractions	0	0:00:00	0.0	0.0	6
Beaches	0	0:00:00	0.0	0.0	1
Charters and Tours	0	0:00:00	0.0	0.0	2
Contact	0	0:00:00	0.0	0.0	1
CVB Department	1	0:18:51	18.9	18.9	3
Dining & Nightlife	1	0:05:55	5.9	5.9	3
Directions	0	0:00:00	0.0	0.0	1
Discover	0	0:00:00	0.0	0.0	0
Events & Festivals	1	0:07:03	7.1	7.1	15
Family	0	0:00:00	0.0	0.0	0
Golf	0	0:00:00	0.0	0.0	0
Island Information	0	0:00:00	0.0	0.0	1
Media	2	0:04:58	5.0	2.5	4
Misc.	2	0:13:39	13.7	6.8	7
Outdoor Activities	1	0:08:26	8.4	8.4	2
Relocation	0	0:00:00	0.0	0.0	0
Salons & Spas	0	0:00:00	0.0	0.0	0
Shopping	0	0:00:00	0.0	0.0	1
Sports	0	0:00:00	0.0	0.0	0
Temperature	0	0:00:00	0.0	0.0	0
Transportation	0	0:00:00	0.0	0.0	0
Visitor's Guide	0	0:00:00	0.0	0.0	1
Wedding	0	0:00:00	0.0	0.0	1
<b>Totals</b>	<b>8</b>	<b>0:58:52</b>	<b>58.9</b>	<b>7.4</b>	<b>60</b>

# THANK YOU

## Questions?



NAPLES · MARCO ISLAND  
EVERGLADES



FLORIDA'S PARADISE COAST