

**DIRECTOR'S REPORT- Jack Wert**

**September – October 2015**

**ADVOCACY ACTIVITIES**

Meetings with Comm. Taylor on TDC and BCC agendas

DMAI Advocacy Committee Meetings

Meet with Congressman Clawson on tourism issues

Naples Chamber – Opportunity Naples Facilitation Committee meeting

**TOURISM INDUSTRY ACTIVITIES**

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

DMAI Accreditation Board Conference Calls

New Collier County Employee Briefing

Marco Specialist Fall Class on Tourism results

SW Florida Attractions Assoc Presentation on tourism results

**TRADE SHOWS/TOURISM INDUSTRY CONFERENCES**

No conferences this period

**PUBLIC RELATIONS**

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

**PROMOTIONAL ACTIVITIES**

Met with event promoters for golf, football, Watercross and Bacon Festival for event support

## GROUP SALES - Debi DeBenedetto - September 19, 2015 – October 19, 2015

### Industry Relations – Sales

- Assisted hotels and partners with CVB information and updates delegated
- Luncheon with Successful Meetings to receive 6<sup>th</sup> Pinnacle Award for CVB Group sales
- Planner tips put in sales plan and mailed out to partners
- Working with Agenda pop to create an “App” for our Golf Fam
- Conference Call with Cvent for future sales planning
- Conference call with HPN for future sales planning
- I made a new power point with hotels meeting specs so that is now available in one program
- Taken over Florida State Association market and added this to my sales plan
- Meeting with Paradise TV on Group Marketing coops with them and Sea Excursions
- Meeting with Hyatt Place Sales team for collaboration

### New Product Development

- Monthly newsletters complete and fulfilled
- Continual proofing of Ad agency collateral and ads, newsletters and etc. includes advertorial
- Prepare for upcoming shows Florida Encounter – hosting breakfast plan and travel plans
- Meetings Focus and ITE at Sea travel plans and preparations
- Golf Fam Save the date out and applications approved and communication ongoing with details and plans for Nov. 20-22 LPGA Golf Fam
- Brainstorming for Cuba pre post ideas sales
- Worked on planned development for media buys with agency
- Created a new FaceBook page for meetings please like “Discover your meeting paradise” page

### Trade shows attended

- Smart Meetings show attended with meetings with 22 planners and brought back data base and leads.
- ITE – Incentive Travel Exchange at Sea show attend Oct. 21-24 with one on one meeting with planners and lots of networking
- Trade show list out to partners for 2016 sign up
- Offered support and Rfp for IBC Meetings with NorthStar Media show summer 2016 (partners declined to bid)
- All Trade show follow up complete includes post card mailer and email follow up – planners added to newsletter
- Plan Your Meetings follow up to leads generation program – sent post card
- Webinar leads fulfilled with postcard mailing

### Fams/Site Visits

- Three site visits upcoming planned or escorted pending October – Thompson, Andress, Wong
- Assisted several Meeting planners with information, Idss data base updates
- Golf Fam Nov. 20-22 coming up

### Requests for Proposal (RFP's) and Booked Business

- Current report dates – September 19, 2015 – October 19, 2015
- We sent out 15 **RFP's** – potential of over \$6.2million EOC with room nights
- Booking totals for report dates, 4 groups **booked** for 1,591 **Room nights**
- **Economic impact** estimate for bookings this report date **\$1,065,531.96**
- Open 79 RFP's current that are pending

### Sponsorships & RFP Enhancements – none this month

- We had 0 enhancement requests for RFP submittals this period. Zero RFP with enhancements we reported booked by our partners. We had one sponsorship requests supported but partners declined it.

## LEISURE SALES- Claudia Cianfero- September 18 – October 16, 2015

### Industry Relations – Sales – Memberships

- Attended MLT University Sept 25-27, 2015.
- Attended Sun Country Reception during MLT and met with Fort Myers Market Development Manager – Kurt Weingart
- Sponsored beverage breaks at the FSAE Education Day October 14, 2015.
- Planned itinerary for AVIAREPS Destination Review for new rep Lizandra Campanati and Marcelo Kaiser, GM visit October 25-29, 2015.
- Working on Travel Weekly webinar for travel agents that sell Florida as a destination - scheduled for October 27, 2015.

### New Product Development

- Registered for NY Times Travel Show – January 2016.
- Ongoing proofing of Ad agency materials for consumer escapes newsletter, ads, etc.

### Sales Missions

- Puerto Rico Travel Agent training and reception final plans for November 10, 2015. Co-sponsored with SunCountry, The Beaches of Fort Myers and Sanibel and Naples Marco Island CVB.

### Familiarization Trips

- Hosted last minute JTB Brazil FAM October 10 – 12, 2015.
- Follow up done for:
  - 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
- Final plans for Dertour Group 1 and 2 – November 17 – 19 and November 21 – 23, 2015.

- Finalized 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**

- Visited with 103 Travel Agents that came to my booth at MLT. All received Visitor Guides and opted in for e-scapes.

**PUBLIC RELATIONS & COMMUNICATIONS - JoNell Modys, Erin Smith**

**September/October 2015**

**Media**

Tampa Bay Times

Laura Reiley – recommended 7<sup>th</sup> Avenue Social – Naples restaurant for review as she’s driving through Naples on her way to Miami for a story, and requested new, interesting.

FVW, America Journal (Germany)

Holger Jacob – Hosted FAM, press kit, destination information delivered on FAM

Business Observer

Beth Luberecki – arrange JW interview on impacts of AirBnB rentals

Business Observer

Jean Gruss – JW interview on Marco Island Marriott

News-Press – submit Collier Tourism Column, Cheeseburgers in Paradise

News-Press – submit Collier Tourism Column, Fall for Fun and Stone Crab Season

Keep it Canada

Refer inquiry for vetting to LHA for Canadian Vice online show, Keep it Canada with Chef Matty Matheson to film fishing in the Everglades.

Refer golf writer request to LHA for vetting for Debi’s MP FAM. Declined.

Palm Beach Woman

Sarah Martin – discussing about assistance for Day Trip story for Palm Beachers.

Washington Post

Received editorial calendar alert from advertising rep. Directed LHA to seek submission of our latest destination info for Nov. 15 Florida section.

Meetings Focus – Lisa Simundson

Photos for roundup story for SW Florida

Submarino Viagens (Brazile)

Bruno Santiago Landrisina – custom image gallery for shopping and Brazilian Garden at Naples Botanical Garden for website coverage

### Business Currents

Theresa Morgenstern – provided custom list of independent hotels and contact for new GM at Naples Bay Resort.

### Travel TV (Austria)

Claudius Rajchl - Approve request for video and photos of area beaches, 2015 Top Ten USA Beaches

### FAMs

October 1-4: FVW, America Journal – Germany, Holger Jacobs

October 29-31: planning for India FAM with VISIT FLORIDA

November 5-8: planning for Fashion & Luxury

### Web

40 updates to listings, events and deals added

### Web Articles

Fall for Fun and Stone Crab Festival

Cheeseburgers in Paradise

Naples Nightlife

### Projects/Tasks

Update Scope of Services for PR RFP

Meet with Travel + Leisure for Travel Agent Board event coming to Naples, ad support requirement

Meet with Bon Appétit regarding Grub Crawl sponsored event

Meet with new PR/Marketing representative for Culinary Concept restaurants

Attend CCLTA meeting

Participate with FBU/All American Games planning calls

TDC meeting

Participate in cuisine-focused VISIT FLORIDA Twitter Chat

Lunch with Brazilian FAM group

Tourism Awards pre and post PR, attend event

Taste of Emeril event in St. Pete

FADMO annual conference

Governor's Conference on Tourism

Photos for Chamber VIC advertisement

Update VISIT FLORIDA listing for CVB

Meet with Naples Airport

Meet with Basketball Hall of Fame contact for April 2016 golf event

FILM OFFICE – Maggie McCarty

PRODUCTIONS

- Pelican Bay Communities-video and website  
*Assisted with the production of a marketing campaign aimed at realtors*



Orion Entertainment/HGTV – tv show

*HGTV's popular show, "Tiny House, Big Living" about downsizing to the extreme shot at Delnor-Wiggins State Park and in downtown Naples*



- **Paradiso Pictures-indie film**  
*Small independent film shot in Everglades City and in the Monroe Station parking lot*

- CVB Campaign/Paradise Advertising – print/video  
*Assisted with locations, logistics and permitting for the 4-day shoot that included The Big Cypress, Marco Island, Fifth Ave. S., 3<sup>rd</sup> St. South and filming on the water with a picture & chase boat*

The production team with photographer Steve Beaudet scouting Fifth Ave. South



WORKING LEADS

- Science Channel – TV show  
*Working with a production co. out of San Francisco for a show, "Blood Sweat & Steel", which focuses on the science of construction. Grant Reynolds is the Host/Producer-very interested in a local structure that is using a unique construction technique.*



■ **Volvo /USA-commercial**

*Agency looking for a bridge or causeway for a car commercial (don't think we have an infrastructure that could meet their needs-directed them to Key West Film Commission.*

■ **Moving Picture - commercial**

*Production looking for a "Midwestern Town Hall" for interior and exterior filming*

■ **"Battle of the Great Christmas Light Fight" – ABC TV series**

*Producer 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 2016*

- 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  
*Working with Director on film budget and financing of their first project.*
- 25 – working title indie film  
*No new start date set*

## **OPERATIONS**

- 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
- Prepping for Focus Show-creating photo backdrop for display
- Working with other county departments to update Collier County Film Permit to include parameters of using drones for filming

## **MEETINGS**

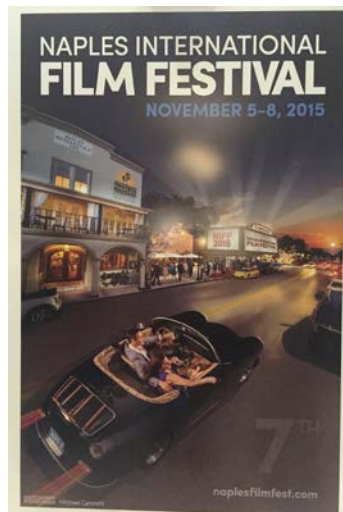
- Film Florida Marketing Committee
- Met with representatives from Echo Aerials  
*This company is one of very few in the state with a FAA exemption for commercial drone photography*

## **SCOUTS**

- CVB/Paradise Marketing photo campaign
- Naples Zoo

## EVENTS/TRADESHOWS

- Film office was part of Film Florida commission at the **Toronto International Film Festival**. Our reception for filmmakers and talent proved very successful with even a few celebrities stopping by



## MEDIA

- Attended annual **Naples International Film Festival** unveiling of this year's poster which was actually shot of Third Street South by local photographer, Michael Caronchi

**SPORTS MARKETING – Parker Medley**

**Development**

- Met with FBU representatives to start a weekly conference call
- Met with Gio Conigliaro for a wrap up meeting from the Naples Sports Festival
- Met with Martin Pahnke to discuss sponsorship opportunities for FBU
- Met with Pete Tumbas to discuss lacrosse and soccer tournament in 2016
- Met with the US Open of Pickleball event organizers and took part in the graphic unveiling attended by Commissioner Donna Fiala
- Conducted a site visit with the FHSAA concerning the Boys Volleyball State Championships being held in Naples, FL for 2016 & 2017
- Attended the tourism star awards and awarded the sports star to Steve Quinn
- Held monthly events meeting with Parks and Rec department
- Talked to Lou Mengsol about sponsorship opportunities for US Sports Congress Conference
- Attended Sports Council of Collier County meeting to discuss upcoming events
- Met with Ernie Modugno about FBU National Championship
- Met with Pete Seitz from Golden Gate High school to discuss FHSAA Boys Volleyball State Championships
- Attended the NASC Market Segment Meetings in Colorado Springs and also took place in the CSEE continuing education course
- Hosted the Naples Cup Soccer tournament which drew over 100 teams
- Hosted the EWGA Southern Cup Qualifier in hopes to draw a national event in the future
- Hosted the Pro Watercross World Championships which will be on CBS Sports which aired on 10/10 and 10/17 at 9 PM

**Hosted Events - September**

<b>Event</b>	<b>Date</b>	<b>Attendees</b>	<b>Room Nights</b>	<b>Est. Direct Spending</b>
<b>Naples Cup Soccer</b>	9/18-20/2015	1,500	904	\$900,000.00
<b>EWGA Southern Cup Qualifier</b>	9/19-20/2015	128	150	\$38,000.00

<b>Pro Watercross World Championships</b>	9/19-27/2015	275	1,100	\$315,000.00
<b>Totals</b>		<b>1,903</b>	<b>2,154</b>	<b>\$1,253,000.00</b>

### Month By Month Comparison

Month	Attendees	Room Nights	Est. Direct Spending
September 2014	1,675	1,109	\$942,900.00
September 2015	1,903	2,154	\$1,253,000.00
	+228	+1,045	+\$310,100.00

### Year over Year

Attendees	Room Nights	Est. Direct Spending
-6,733	+2,318	-\$703,725.00

## OMMAC- UK REPRESENTATIVES- Oonagh McCullagh

### **Bon Voyage USA Consumer Event**

Participated with support for this focused for Bon Voyage, targeted repeat customers with the opportunity to inspire increased travel bookings. Additional activity will follow with the sales staff specific for our destination with an incentive. An estimated 500 consumers attended.

### **MARKET UPDATE:**

#### **Norwegian announce Cork airport to gain first ever transatlantic routes**

In a ground breaking and unanticipated announcement, Cork airport is to gain its first transatlantic routes with low-cost carrier Norwegian planning to serve Boston and New York from the West Coast of Ireland airport – up to five flights a week are planned to Boston from next May, with a New York service to follow in 2017.

The new routes will be operated under Norwegian's Irish subsidiary Norwegian Air International and form part of the airline's plans for continued expansion in the UK and Ireland. The service will partly answer US critics that Norwegian's Irish registration was a flag of convenience. Norwegian CEO Bjorn Kjos commented that this marks the beginning of a new phase for the airline and its plans for new routes in Ireland, but that expansion relies on the US Department of Transportation approving Norwegian's application for a foreign carrier permit – the request faces strong opposition from established carriers against Norwegian's low fare plans.

Routes from Cork to Boston and New York will be served by 737-800 and the new 737MAX for which Norwegian Air International will be Boeing's European launch customer - It is expected that there will strong demand for the new transatlantic services from both business and leisure passengers.

#### **Virgin Holidays opened its first v-room concept store to help spearhead expansion plans for the brand**

Virgin Holidays says it has launched its new v-room lounge stores to immerse consumers in the brand - the operator is set to open eight concept stores – branded Virgin Holidays – at destination shopping centres around the country by the end of this year.

The launch at Bluewater shopping centre in Kent was chosen due to its strong catchment area credential for Virgin Holidays. The operator successfully operates a concession in the shopping centre's 'House of Fraser' department store that was among its best-performing outlets in the country - staff will relocated to the new store.

The store will be less transactional than the concessions on the high street with an integrated concierge service to ensure the mood of the store is positive and sensory. There will be less focus on point of sale promotion, no banks of desks and screens, and no offer/promo cards.

Using scented air conditioning, similar to Las Vegas hotels, customers will smell coconuts and sun cream as soon as they enter the shop. In addition to a bar area, a 'discovery wall' will feature a map with peepholes showing videos highlighting different products and destinations – a Virgin Atlantic Upper Class seat has also been installed following customer testing, which resulted in a 30% increase in customers upgrading to Upper Class.

As well as investing in new stores, Virgin has refreshed 24 of its 50 'Debenhams' department store concessions with more to follow.

### Heathrow 'favourite' to win battle for new runway

Ministers are determined to make a firm decision to approve a new runway in the southeast by the end of the year, with Heathrow expansion the clear favourite, it is being claimed. The government is expected to demand a ban on a fourth runway and for stricter night flight limits than currently operate if the west London airport is allowed to expand. The timing of the announcement by December will further fuel speculation that the government will opt for the west London airport, the *Evening Standard* reported. The Airports Commission, chaired by Sir Howard Davies, overwhelmingly backed another runway at Heathrow in July over a second runway at rival Gatwick.

### STA Travel signs distribution deal with airbnb

STA Travel has become the first high street agent to sign a partnership with accommodation provider Airbnb. It means airbnb properties are now bookable through STA, both online and through an in-store referral programme. Starting with STA's UK operation, it is hoped the deal will expand to STA Travel customers in the US, Asia and Australasia. STA stores can't sell Airbnb properties directly because the booking agreement has to be directly between the host and the traveller. But first-time users can get a £20 voucher code from STA to use on Airbnb's site or app.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
October	GTMC planning day	London
October	Expedia trade event	London
October	Visit Florida co-hosted Visit Holidays Dinner	Crawley
November	WTM UK leading Trade Show	London

### MARKETING/SALES/PROJECTS & ACTIVITIES:

### **Visit Florida launches 'Florida Friday':**

Florida Friday will be a weekly e-bulletin platform from Travelmole, aimed at the UK & Irish travel trade industry, in conjunction with strategic partner Hertz. Each issue of 'Florida Friday' will present breaking news, topical and inspiring travel stories from across the Sunshine State plus ideas and offers from Hertz. The concept of 'Florida Friday' is to provide inspiration, news and top tips to the UK travel trade industry. OMMAC will continue the close working relationship with Visit Florida & will provide our travel industry news.

### **Destination update/fact sheet:**

Distributed the latest destination update/fact sheet to all key UK tour operators and industry partners. We advised that this is approved copy and may be used for marketing/promotional materials going forward.

### **Bon voyage:**

As mentioned above participation with a USA consumer focused day & following up on staff incentive to encourage increased booking to our destination.

### **Funway Travel brochure copy:**

OMMAC assisted with providing updated copy and images for their new brochure, which will launch this fall.

### **Golfbreaks.com:**

New co-op campaign now currently running – will follow up on booking status & once completed – have requested fill backup report to track bookings.

### **Travel Agents Online Training:**

Following up on launch which will fall into new budget year. All copy approval for our dedicated destination badge/module for the Agents Discovery Programme - [USAdiscoveryprogram.co.uk](http://USAdiscoveryprogram.co.uk) – online travel agents training.

### **Virgin Holidays:**

The new golf brochure is due to launch. Following up on proposal for co-op activity for increase the position & tactical offers for our destination.

### **Ocean Holidays:**

Following up on recent co-op campaign – final billing complete with all additional backup. Recap/wash up report to be completed by Ocean – currently following up.

### **US Airtours:**

Following up on activity for next budget year – with the aim to drive additional bookings during Paradise Coast low season.



## TRADE EVENTS

### WTM, London:

A major focus for this month has been the preparation for our participation at the trade show & for the co-sponsorship of the Visit Florida VIP trade & media dinner – our flagship UK event. Appointments are being made with all key UK & Irish tour operators and including our industry partner, Wendy Cole, Naples Beach Hotel to attend meetings alongside us.

### Visit Florida, Virgin Holidays 'Family' Dinner:

Preparation for participation with Visit Florida's "Family Dinner "in Crawley. Senior personnel from key functions across the business are being invited, from sales, purchasing, product, reservations, operations, marketing, and advertising.

### 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:

CONTACT	ACTIVITY	STATUS /RESULT
<b>Social Media:</b> Facebook and Twitter	Weekly channel updates. OMMAC also followed key travel influencers on Twitter to expand our social network – including FilmTrail, Pippa Jacks, Kathryn Lawley and Alistair McKenzie	OMMAC continues to share posts across Facebook and Twitter in order to increase traffic to Paradise Coast UK Facebook and Twitter pages. Focus this month has included: travel offers, beaches, interactive map and Big Cypress.
The Daily/Sunday Mail Ireland  Visit Oct'15	Visit in Oct'15 - Working on fam trip for Philip Quinn, Sports desk, writing for the travel section	On-going – Itinerary almost complete. 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>The Irish Independent          Readership: .5m          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>On-going – Conor Power is interested to travel with his wife – first visit to USA. Proposed date Nov'15. We are working with Visit Florida &amp; 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>On-going - Working on dates – possibly next April. Visit Florida &amp; 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>On-going - OMMAC will follow up.</p>
<p>Lonely Planet Traveller          Circulation: 47,130          Monthly magazine</p> <p>Visit Nov'15 date TBC</p>	<p>Lonely Planet Traveller will produce a large image-led Florida feature in which they would like to feature Big Cypress National Park.</p> <p>They are looking to send a writer and photographer in November. Visit Florida will cover airfare and we are looking into securing two rooms for two nights.</p>	<p>We have requested support via the CVB PR office for accommodation for two guests, journalist &amp; photographer – two rooms for two nights in November. Visit Florida will cover airfare. Dates TBC</p>
<p>AOL</p>	<p>AOL are working on a feature – Best Destinations for 2016. They require info on why our destination is 'hot' for 2016</p>	<p>We provided information on the 100 year anniversary for the National Parks – Everglades.</p>

<p>Karen Banyon Thomas Freelancer – outlets include: BBC Radio 5, BBC Radio Wales, Granada TV and BBC Breakfast</p>	<p>Required information on our destination to pitch story angles into relevant media and for her new travel blog</p>	<p>We sent Karen our latest destination update as well as a link to our image gallery. We added her to our distribution lists for all future releases.</p>
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### A selection of Facebook and Twitter updates this month

**Paradise Coast UK**  
Published by Stephanie Buck [?] · September 4 · 🌐

Make it a long weekend-stay two nights and get the 3rd free with  
@NaplesBchHotel <http://bit.ly/1KvaRfi> #Holidaydeal #deals #Florida

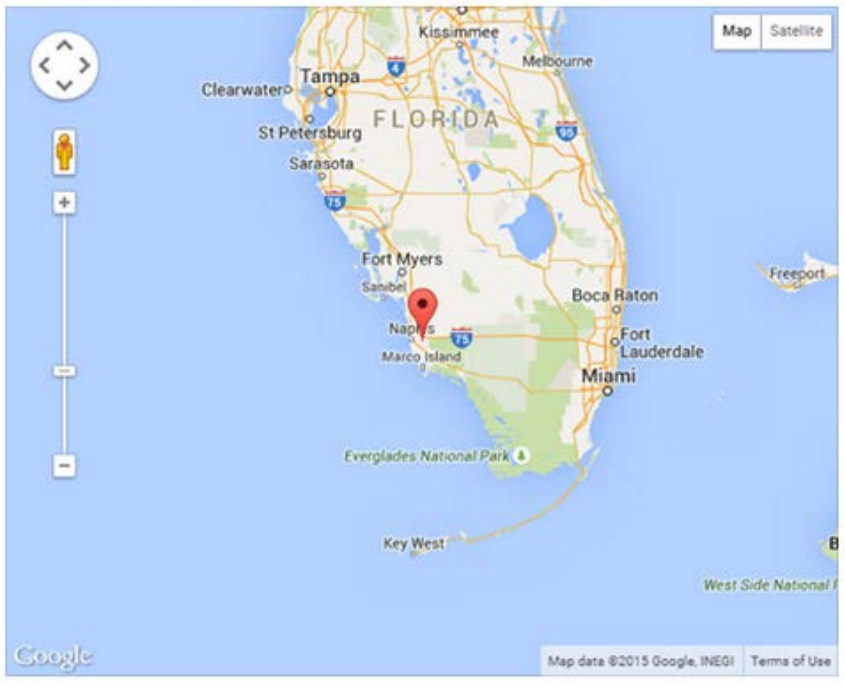


**3rd Night FREE at Naples Beach  
Hotel & Golf Club in Naples**  
Free 3rd night with 2 nights' stay at The Naples  
Beach Hotel & Golf Club in Naples, FL

PARADISECOAST.CO.UK

**Paradise Coast UK**  
Published by Stephanie Buck [?] · September 8 at 4:19pm · Edited [?] · 🌐

Planning your next trip to the Paradise Coast? Use our interactive map to  
plan your route, explore the region and discover the possibilities before  
you even arrive! <http://paradisecoast.co.uk/map>



The map shows the state of Florida with major cities and highways labeled. A red pin is placed on the Naples area, with a line extending to the bottom of the screen. The map interface includes a compass, a person icon, and zoom controls. The text 'Map' and 'Satellite' are visible in the top right corner of the map area. The Google logo and 'Map data ©2015 Google, INEGI Terms of Use' are at the bottom.

**Paradise Coast UK** shared Big Cypress Gallery Adventures's photo.  
Published by Stephanie Buck [?] · September 14 · 🌐 · 🌐

Make sure to check out Big Cypress Gallery Adventures to learn more about the amazing flora and fauna the Paradise Coast is famous for. Find out where you can visit here: <http://bit.ly/1M10F7y>



**Big Cypress Gallery Adventures**  
September 17 at 1:00pm · 🌐

The Wood Stork is an indicator species for the health of the Everglades ecosystem. An indicator species is one with specific habitat requirements that tie them...  
[See More](#)

**Paradise Coast UK** @paradisecoastuk · Sep 11  
Sea turtles, pelicans and seashells, join a nature cruise and visit the deserted islands of Paradise Coast [bit.ly/1UGFrYf](http://bit.ly/1UGFrYf)

**Paradise Coast UK** @paradisecoastuk · Sep 8  
Use our new interactive map to explore Paradise Coast [bit.ly/1iavdOR](http://bit.ly/1iavdOR)

**Paradise Coast UK** @paradisecoastuk · Sep 4  
Make it a long weekend-stay two nights and get the 3rd free with @NaplesBchHotel [bit.ly/1KvaRfi](http://bit.ly/1KvaRfi) #Holidaydeal #deals #Florida

**Paradise Coast UK** @paradisecoastuk · Sep 21  
What does your commute look like this morning? #paradisecoast



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DIAMONDE- EUROPEAN REPRESENTATIVES – Stefanie Paul, Ramona Oehler

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

Tour Operator	Achievement	Cost
Meier's Weltreisen, Daniela Schaffer	Approved the B2B newsletter teaser that was sent out on September 10, 2015. You will find a copy attached.	
CANUSA	Received the final reporting on the Florida marketing campaign. In total, the dedicated landing page has gathered almost 48,000 visitors, entailing 72% new visitors. Most of the visitors (43%) was directed to the landing page via social media. The average duration of the session was 4.5 minutes. The campaign has brought over 1,000 booking requests, 289 of them included the Paradise Coast, with an average value per booking of 5,000 €.	

✧ **Swiss Accounts**

Tour Operator	Achievement	Cost
TUI Switzerland, Yasmin Hunziker	Approved the layouts for the online marketing campaign, entailing a newsletter teaser, advertising window and feature in their B2B newsnet. Please find the layout attached.	

✧ **Benelux Accounts**

Tour Operator	Achievement	Cost
Tenzing Travel, Melanie Modder	Secured a 2 nights stay of 2 Tenzing Travel Sales Manager in the area on September 08-10, 2015. They did enjoy their time and got a good impression of the destination. Tenzing Travel had originally planned on	

	creating a first time Florida dedicated brochure. However, due to sickness of staff, they are likely to postpone the launch until next year. They have assured us though that the NAP portfolio will be extended in the USA brochure.	
Jetair, Nele Degryse	Secured and approved participation in Jetair Travel Gazette, within the Florida dedicated issue with 1 full page. It will be published in January with a circulation of 50,000 issues, distributed to travel agencies.	USD 1,860
FOX Vakanties, Monique van Agthoven	Secured participation with an advertorial in their popular online magazine that is published quarterly. We have secured a spot in the highly contested December issue, right when the busy booking season starts.	USD 1,800

✧ **Secondary Accounts**

Tour Operator	Achievement	Cost
CRD, Cornelia Pregartbauer	Approved the ½ page editorial in their Coffee Table Book that will be published in fall 2015. To complement our editorial, CRD has included one more hotel into their portfolio. They now do feature the Ritz-Carlton, Naples and the Inn on Fifth in their book. Please find a copy attached.	
Fairflight, Beatrice Erbert	Secured participation with 1 full page ad in their dedicated Florida brochure for a highly negotiated rate. The circulation is 2,000 issues. We have delivered the input and approved the layout.	USD 500

Tour Consult	Secured participation in a year-round online /offline marketing campaign to a highly reduced rate. The campaign entails participation with one full page editorial in their USA book, online promotion of a dedicated Naples offer, year-round social media and the publication of 3 blogs. In addition, Tour Consult has doubled their NAP portfolio presence in their book, showing 2 full hotel pages in total!	USD 1,200
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## TRAVEL AGENTS

- ✧ Sales calls: Total of **47** personal visits to travel agents in Munich, Heilbronn, Mannheim and Karlsruhe.

## EVENTS

- ✧ **Visit USA roadshow Switzerland**
  - Dates: September 21-25, 2015
  - Cities: St. Gallen, Luzern, Zürich, Bern, Lausanne, Geneva
  - Visit USA booth members: Ceasars Entertainment, Kansas&Oklahoma, Eagle Rider, St. Pete, Icelandair, Thomas Cook, Hotelplan, Knecht Reisen, Kuoni, Seaworld, Ft. Myers, Air France/KLM/Delta, United
  - Profile /Number of attendees: 300
  - Feedback: It has once again been a very successful and highly efficient roadshow. This year, we have tackled 2 cities each day, 4 in the German part and 2 in the French part of the country. By full intent, we have also chosen secondary cities and the number of visitors has been great. They have been extremely interested in the US and we could also detect that they are very knowledgeable. The setup was in smaller workshops of 2 partners each talking to approx. 4-10 agents per round. This gave us the opportunity to answer any questions the agents had and cater our presentation exactly to what they wanted to know.

✧ **DiaMonde Dinner Event**

- Dates: September 03, 2015
- City: Cologne
- Profile /Number of attendees: 26 total. The attendees were senior travel agents and travel agency managers from the greater Cologne area, many of them have been our supporters for many years. All of the agents were from high potential and very high potential travel agencies and highly specialized in luxurious leisure tourism products.
- Feedback: The restaurant we chose secured phenomenal feedback among the Travel Agents. TAs commended on Wipppn BKs food, the comments on atmosphere and service were 100% positive, Many TAs stated they did not know the spot before. Others mentioned they always wanted to go but never did so far.

We also received phenomenal feedback for our presentation from the agents throughout the evening and even afterwards through personal thank you emails and phone calls. We do schedule an event in Cologne usually once a year however did not in 2014. Even more it was a great experience to still see the great support we receive from the travel agency community there. Even though on Sep 2, just one night before our event, there had been a DERTOUR deluxe evening in Cologne where the majority of the TAs attended as well, the TAs did spend their free evening to attend the DiaMonde event. Most of the agents are familiar with our portfolio and rather than general introductions, it is the details, the USPs that they are looking for when attending our events. All of them do have the clientele and experience to sell luxurious travel and sometimes it is a simple reminder or one of our stories that makes them offer our hotels over others.

✧ **FTI roadshow with British Airways in Austria**

- Dates: September 30 – October 01, 2015
- Cities: Linz and Vienna
- Partners: FTI, British Airways, American Airlines, Vueling, Philadelphia, Bahamas
- Profile /Number of attendees: 37
- Feedback: The feedback we have received was excellent. The small number of partners and agents has enabled us to do a



detailed training on the destination and its USPs. Not many have been to Florida before and thus the agents have greatly appreciated the insights.

✧ **Registrations / Preparations**

- Preparation for the Tenzing Travel Workshop in Amsterdam (Oct 15)
- Preparation for the Jetair Insights Event in Brussels (Oct 15)
- Preparation for the Visit USA Halloween Event (Oct 15)
- Preparation for the Visit Florida Media Event (Nov 15)

## MARKETING

Type of Activity	Details	Cost
Facebook ad campaign	Finalized the facebook ad campaign with werbemutig and received campaign reporting. It was the first time that we have tried the "new" facebook ads, where initiating bookings is the primary goal, rather than generating a greater fanbase. We are very pleased with the outcome. The campaign has generated 7 bookings with America Unlimited and five more are still pending. The ad has reached over 200,000 people and has reached almost 800 likes.	
Dutch B2C Mailing	Secured a new B2C mailing in the Netherlands via Bell Marketing. We have received and approved the layout. The mailing is to be sent out to 360,000 recipients on December 19, 2015	€ 2,520
Visit USA Newsletter	Secured the placement of Paradise Coast news within the Visit USA B2B newsletter that was sent out on September 25, 2015 to 25,000 German travel agents and media. Please find the newsletter by following the link: <a href="http://53472.seu1.cleverreach.com/m/6331162/">http://53472.seu1.cleverreach.com/m/6331162/</a>	

Facebook	# posts:	8	#fans:	7,260	
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## MEDIA / PR

- ✧ Online Blogger Sonja Weissner: Upon her return from Florida, she has published her first article about the Everglades in July already. Originally, she had planned to do only one for our destination, but as she has been highly impressed by the nature, she has decided to write 2 articles. The second one is now published: <http://www.jo-igele.de/mit-einer-princessin-on-tour-in-naples/>  
Sonja Weissner remains within the top 4 travel bloggers in Germany.
- ✧ Ralf Johnen: After his travel to Florida earlier this year, Ralf has published a blog article about his experiences in Naples that also features his stay at the Marco Lakeside Inn.  
<http://boardingcompleted.me/millionaersstadt-mit-mehrwert-mein-tag-als-voyeur-in-naples/>  
However, his main reason for the trip was writing a travel guide about Florida for the Merian Publishing House. The guide was published on September 3, 2015 and can be purchased for EUR 14.99.  
  
Provided JW with information about Merian and advised on an opportunity to place an ad in their Florida-dedicated December issue.
- ✧ America Journal: Provided information on the publishing house and details on the media to JoNell.
- ✧ Visit Florida B2C opportunity: Provided insights into the B2C campaign in cooperation with Germany's biggest newspaper "Die Welt" by initiating an extensive discussion with Visit Florida in Germany. We felt the cost for the ROI was very high. We have discussed our thoughts with JW, who has ultimately decided to pass on this opportunity.
- ✧ Doppio TV: We have been approached by Visit Florida with the request from a small German TV station who is seeking information on luxury travel / golf in Florida. We have passed on this opportunity to Erin and JoNell.

## CONSUMER

- ✧ Brochure fulfillment: 7 in total

## OTHER

- ✧ Tiplist: Re-ordered our German and English version of the Insider Tiplist to be distributed during the upcoming events and shows.
- ✧ Willy Scharnow fam: Finalized the itinerary for the group coming to the destination on December 08-11, 2015
- ✧ Visit USA Austria fam: Secured the stay of the Visit USA Austria fam group in the destination on September 10 – 12, 2015. The group entailed the president of Visit USA, local tour operators and media. The feedback has been great and they have very much enjoyed their time in our destination. One by one, the media coverage will follow in the upcoming weeks. A first glance:  
<https://www.youtube.com/watch?v=OfLnB06LP1A>

## HIGHLIGHTS IN OCTOBER

- ✧ Travel Agency Sales Calls in greater Stuttgart, October 07-09, 2015
- ✧ Travel Agency Sales Calls in Ingolstadt, Augsburg, Regensburg, October 20-23, 2015
- ✧ Tenzing Travel Workshop in Amsterdam, September 29, 2015
- ✧ Jetair Insights Event in Brussels, September 28-29, 2015
- ✧ Visit USA Member Meeting, September 30, 2015
- ✧ Visit USA Halloween Event, September 31 – November 01, 2015

## MARKET NEWS

### Economic Overview Germany

### The economic situation in Germany in September 2015

Germany's economy is intact in the late summer. Despite the external economic uncertainties relating to the financial market turbulence in some emerging economies, and only moderate global economic growth, the economic development in Germany is pointing upwards.

Global industrial output picked up somewhat in June. The stimulus derived from the emerging economies. However, indicators like the ifo Index for the world economy and the Markit Composite PMI do not signal any deep-rooted improvement. The latest financial market turbulence also suggests that the risks have tended to become greater, especially in the emerging economies. In the case of China, there has been a clear increase in the level of uncertainty about the state of the economy. The low oil prices are reducing the growth prospects of the raw-materials-exporting emerging economies like Russia and Brazil.

Growth in the industrial sector remains moderate. Industrial output rose moderately - not least thanks to a favorable placing of holidays - and continued to trend upwards. Positive dynamism can primarily be seen amongst the manufacturers of capital goods: they have been expanding production for the last year. By contrast, the output of intermediate goods has been dropping appreciably since the beginning of the year. Overall, there was also a positive development in industrial turnover, particularly regarding foreign sales. The weak euro and the gradual recovery in the eurozone probably contributed to this.

New orders remain at a high level and are also continuing to trend upwards. In view of the strong performance in the preceding months, the clear drop in foreign demand in July should not be over-interpreted. However, the ifo Business Climate Survey signals that the current debate about China and the sluggish rate of global growth might impact on Germany's exporters. Whilst - according to the ifo Business Climate Survey - the companies' assessment of the current situation is extremely good, their business expectations have become somewhat less positive in recent months.

Consumer spending boosted the economy again in the second quarter. However, at +0.1 percentage points, its contribution to growth was smaller than in the preceding quarters. On the other hand, it started the autumn quarter well. The positive labor market development is continuing. Germany's active workforce grew by 160,000 (unadjusted), reaching almost 43.0 million people.

(Source: bmwi)

## **Merkel's Refugee Policy Divides Europe**

Germans long knew their chancellor as a rational, deliberate decision maker. But in the refugee crisis, a new Merkel has emerged, driven by empathy. Increasingly, it is looking like the emotion-driven Merkel is prone to error. By SPIEGEL Staff

We can do it. That's the message Chancellor Angela Merkel has been giving her country ever since she pledged in late August to provide refuge to anyone coming from Syria in addition to others seeking protection from violence and warfare. The initial euphoria in the country was significant, with tens of thousands of everyday Germans joining the army of helpers to try and cope with the huge influx of needy refugees. But there have since been signs that the initial elation is fading. The most obvious, of course, was Berlin's reintroduction of border controls on the German frontier with Austria a little over a week ago. But there have been others as well: Frustration in German states about insufficient federal assistance; grumbling within Merkel's party about her open door policy; and conflicts with the Social Democrats within Merkel's governing coalition. Indeed, Germany is struggling to maintain its composure and to ward off panic despite all the rising doubts.

(Source: Spiegel September 21)

## **Tourism Market Overview Germany**

### **DER Touristik**

DER Touristik parent group Rewe has completed the takeover of Kuoni's European tour operators after receiving competition authority approval from both EU and Swiss authorities. DER Touristik CEO Sören Hartmann stressed that the national brands and subsidiaries would be retained, and the German group wanted to create a European network while benefiting from contracting synergies. They will create a pan-European group of very strong tourism companies. Sales and the tour operator brands will remain national.

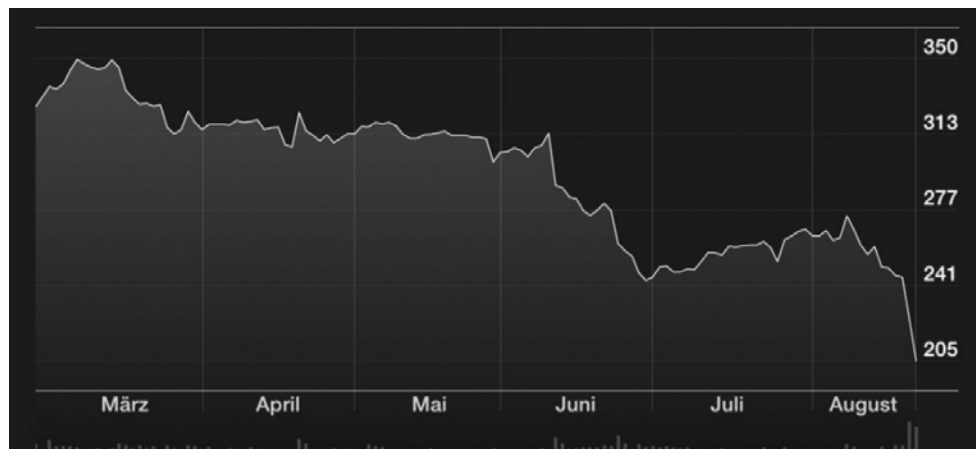
(Source: FVW September 17)

### **Schauinsland Reisen**

Schauinsland-Reisen has opened up the bulk of its summer 2016 program for travel agency bookings, including mass destinations in the Mediterranean. The tour operator's summer brochures are due to be sent to travel agencies at the end of October.

(Source: Travel One September 15)

## Kuoni



## Kuoni course

### **Kuoni: Clarification note to estimated net debt position**

It is the understanding of the Kuoni Group that the estimated net debt position at year-end 2015 is share price relevant and that the financial market made various different assessments based on the Half Year Results 2015. The purpose of this information is to clarify Kuoni Group's assessment and to specify statements made earlier. The net liquid fund position of the Kuoni Group amounted to CHF 132 million as per 30 June 2015 and after deducting the customer advance payments the net debt position amounted to CHF -468 million. The estimated net debt position for the year end 2015 involves various assumptions, in particular in relation to free cash flow, currency fluctuations as well as the execution and the closing of the sale of the tour operating activities in Europe and Asia. These transaction closings are expected in 2015 and these businesses will be deconsolidated accordingly. Further a normal development of free cash flow, comparable exchange rates and no further cash relevant real estate disposal, the estimated net debt position for year end 2015 improves to CHF -200 to CHF -250 million.

## **DER Touristik**

DER Touristik has made an early start to summer 2016 by opening up bookings for some 1,150 hotels in major short- and long-haul destinations. The complete package holiday programme will be gradually made available by mid-October.

TUI has sold off its remaining shares in Air Berlin leaving just its commercial deal for 14 jets as the main financial relationship between the two companies. TUI gained a 10% stake in the airline in 2009 in exchange for Air Berlin taking over 14 jets on a 10-year lease but gradually reduced the holding over the last few years.

(Source: FVW August 27)

## **Destination America**

In the Americas, tour operators are hoping for continued good demand for the USA this winter and in 2016 following strong growth this year thanks to stable prices. Hawaii is the subject of new brochures from FTI and Thomas Cook. FTI has combined its Central and South America brochures into a single Latin America programme, added the Mexican Pacific Coast as a new destination and is offering Canadian skiing resorts. DER Touristik has launched a USA/Canada skiing brochure, added hotels and tours in Canada, while sister brand Meier's Weltreisen is offering tours of Columbia and Ecuador.

(Source: FVW September 17)

## **SAS expands with new direct routes to USA**

SAS is expanding and opening three new direct routes to USA in 2016. The new routes being launched are Los Angeles from Stockholm, Miami from Oslo and Miami from Copenhagen. SAS is also increasing the number of departures from Stockholm to New York and Chicago and between Copenhagen and Shanghai. That means that SAS will now offer over 330,000 additional seats on its intercontinental routes in 2016.

SAS is investing in the future and strengthening its offer to Scandinavia's frequent flyers. In line with already published plans to expand its long haul fleet, SAS is today announcing three new direct routes; Los Angeles from Stockholm, Miami from Oslo and Miami from Copenhagen.

Miami is an attractive destination for Scandinavian travelers, especially in the winter months. Miami is also a large hub for traffic to Caribbean and Latin America. Furthermore Miami is also the number one cruise liner port in the world and an important trade center. The first flights to Miami are expected to lift off in fall 2016 and the Miami route will have a daily departure from Scandinavia.

(Source: Travel Inside August 24)

## **Lufthansa: Protests fail to stop GDS booking fee**

Wide-ranging protests by German travel agents and corporate customers have failed to stop Lufthansa from introducing its controversial €16 GDS booking charge this week but many are now threatening to switch bookings to other airlines instead.

All bookings for flights on Lufthansa, Austrian, Swiss and Brussels Airlines (but not Germanwings or Eurowings) made through one of the GDS systems such as Amadeus cost an additional €16 fee while fares for direct bookings have been left unchanged. Lufthansa says the new Distribution Cost Charge (DCC) is necessary to compensate for the high costs of GDS bookings but at the same time it also wants to use the price difference to drive passengers towards more online bookings directly from its website. In response, many German travel agents are threatening to book with other airlines as much as possible. Agency consortium Aerticket, an important sales partner for many airlines, claimed that the special Lufthansa 'Agents Site', created for direct bookings, prevented agents from comparing Lufthansa prices with other carriers, forced them to make all booking changes via a Lufthansa call centre, and effectively handed over customer data to the airline.

(Source: FVW September 3)

## **Swiss Air Lines**

Basel-based Swiss International Air Lines AG is Switzerland's quality airline. SWISS operates flights via its main hub, Zurich, and the regional airports of Basel and Geneva, its fleet serving numerous European and international destinations. In winter 2015/2016 they will extend their flights from Zurich to Miami.

Flight connections ZRH–MIA (LX066)

09:45-14:10	1,3,5	28.03.-04.05.
09:45-14:10	1,5	06.05.-23.05.
09:45-14:10	3	11.05.-25.05.

Flight connections MIA–ZRH (LX067)



16:50-08:10	1,3,5	28.03.-04.05.
16:50-08:10	1,5	06.05.-23.05.
16:50-08:10	3	11.05.-25.05.

(Source: Travel Inside September 09)

**BRAZIL REPRESENTATION- AVIAREPS- Marcelo Kaiser**

**MARKET INFORMATION**

- A study made by the Federation of Goods, Services and Tourism in Sao Paulo showed that 60% of searches for travels made by the internet are resulted in purchases directly in the website.
- According to Hotel Price Index, the United States is still the main travel destination for Brazilians, with Florida on top of the list.

**TRADE**

Leisure Sales Calls / Meetings

Name	Market	Company	Objective and
Kelly Maldonado vendasigu@frt.tur.br	BR	FRT Operadora - TO	Participated in FAM t Florida to develop Will follow
Cilene Baldasin Cilene@mmtgapnet.com.br	BR	MMT Gapnet - TO	Participated in FAM t Florida to develop Will follow
Janina Nascimento Janina.nascimento@agaxtur.com .br	BR	Agaxtur – TO	Participated in FAM t Florida to develop Will follow
Kelly Karsten Kelly.karsten@orienter.com.br	BR	Orinter – TO	Participated in FAM t Florida to develop Will follow

Joelma Martins Joelma.martins@avianca.com	BR	Avianca – Airline Company	Participated in FAM trip to Florida to develop market. Will follow up.
Alcides Neto sorocaba@clubeturismo.com.br	BR	Clube Turismo - TA	Contact made at AB. interested in attracting region so we sent informat.
Valderes Boro val@valdreams.com.br	BR	Val Dreams - TA	Contact made at AB. received some info on golf.
Marcia Souza Marcia.souza@allgoing.com.br	BR	All Going - TA	Contact made at AB. already sent out.
Ohana Fernandes ohana@athenaturismo.com.br	BR	Athena Turismo - TO	Contact made at AB. interested in different the region.
Denise Amorim deniseamorim@besttripturismo.com	BR	Best Trip Turismo - TA	Contact made at AB. received some info on hotels in the.
Marcos Souza Souzaturismo.comercial@live.com	BR	Souza Viagens e Turismo - TA	Requested contact Paradise C.
Eduardo Silvaeduardo@nhviagens.com.br	BR	NH Viagens - TA	Contact made at AB. material has been.
Jane Rodrigues opium@opium.tur.br	BR	Opium – TA	Contact made at AB. material has been.

Luís Alberto Pestana laptour@yahoo.com.br	BR	Lap Tour - TA	Not interested to sell Orlando c
Eliane Abdala veravaturismo@gmail.com	BR	V.A Turism - TA	Contact made at AB material has b
Rayssa Picado picadotur@gmail.com	BR	Picado Tur - TA	Contact made at AB material has b
Gisele Rezende gisele@firstclassviagens.com.br	BR	First Class Viagens - TA	Contact made at AB material has b
Cesar Vitoriano viagens@shabatour.com.br	BR	Shabatour Viagens - TA	Contact made at A requested some info attractions in the
Marcus Almeida	BR	Florin – TA	Contact made at AB material has b
Alexandre Andrietta alexandre@tripworld.com.br	BR	Trip World – TO	Contact made at A requested some info ecotourism and sh destinati
Alessandra Bastos lunaturismo@goiaslunaturismo.com.br	BR	Luna Turismo - TO	Contact made at AB material has b
Suelen Samara suelen@9000turismo.com.br	BR	9000 Turismo - TO	Contact made at AB material has been se schedule a meeti mission

<p>Celene Camargo        celene@niceviaapia.com.br</p>	<p>BR</p>	<p>Nice Via Apia - TO</p>	<p>Contact made at AB        interested in receiving        about shopping and        the destination</p>
<p>Marco Antonio Moreira        marcoantonio@poltrona1bauru.com.br</p>	<p>BR</p>	<p>Poltrona Turismo - TO</p>	<p>Contact made at ABA        interested in receiving        about hotels in</p>
<p>Mario Filho</p>	<p>BR</p>	<p>Aero Vias Brasil - TO</p>	<p>Contact made at A        start follow up and        material</p>
<p>Gerson Morais        gerson@vittaturismo.com.br</p>	<p>BR</p>	<p>Vitta Turismo - TO</p>	<p>Contact made at A        start follow up and        material</p>
<p>Alberto Muhle        Alberto_martann@yahoo.com.br</p>	<p>BR</p>	<p>Martann Turismo - TA</p>	<p>Requested contact        Paradise C</p>
<p>Rosa Sakai        flamboyant@uol.com.br</p>	<p>BR</p>	<p>Flamboyant – TA</p>	<p>Contact made at AB        interested in receiving        about hotels in</p>
<p>Ricardo Chaibud        ricardo@brotherstour.com.br</p>	<p>BR</p>	<p>Brothers Tour - TA</p>	<p>Contact made at A        requested some info        attractions in the</p>
<p>Eduardo Silva        eduardo@nhviagens.com.br</p>	<p>BR</p>	<p>NH Viagens - TA</p>	<p>Contact made at A        received some info        golf.</p>
<p>Maria Luiza de Anunciação        malu@onetur.com.br</p>	<p>BR</p>	<p>One Tur – TO</p>	<p>Contact made at AB        material has b</p>

Jorge Ivo Herzka jorge@hyvatours.com.br	BR	Hyva Tours - TO	Not interested to sell Orlando c
Pedro Galvão contato@atlasturismo.com	BR	Atlas Turismo - TA	Contact made at AB interested in receiving about shopping and the destin
Rosani Aguiar rosani@newage.tur.br	BR	New Age - TO	Contact made at AB material has b
Monique Soares Monique.soares@agentetamviagens	BR	TAM Viagens - TO	Contact made at AB interested in attra region so we sent informat
Debora Parisi operacional2@caftour.com	BR	Cafi Tour - TA	Contact made at AB material has b
Maurício Teixeira mauricio@villasturismo.com.br	BR	Villas Turismo - TO	Requested contact Paradise C
Wandercy Fonseca wandercy@alfatur.com.br	BR	Alfatur – TO	Contact made at AB already sent our m information ab
Henrique Orico ricktourviagens@gmail.com	BR	Rick Tour - TA	Contact made at A start follow up a materi
Ana Claudia Galdi Anagaldi.brw@flytour.com.br	BR	Flytour – TO	Contact made at AB material has b

Antonia Lopes alopeturismo@hotmail.com	BR	Alopes Turismo - TA	Contact made at A material has b
Samanta Martin concep@uol.com.br	BR	Conception - TA	Requested conta Paradise C
Paula Schillbach paula@lotustravel.com.br	BR	Lotus Travel - TO	Contact made at A requested some info ecotourism and sh destinati
Maria Tereza Dal Monte	BR	Royal Turismo - TO	Contact made at A start follow up a materi
Marcos Thomaz ndaturismo@terra.com.br	BR	NDA Turismo - TA	Contact made at A material has b
Marcio Duarte	BR	Turismo em Orlando - TA	Not interested to sel Orlando c
Bruno de Almeida immturismo@immturismo.com.br	BR	IM&M Turismo - TA	Contact made at A requested some info ecotourism and sh destinati
Jair Rodrigues Martins jair@wtravel.com.br	BR	W Travel - TA	Contact made at A material has b
Juliana Medina juliana@voemaistur.com.br	BR	Voe Mais Tour - TO	Contact made at A already sent our r information ab

Ivan Passini ivan@interglobeturismo.com.br	BR	Interglobe Turismo - TA	Contact made at A start follow up a materi
Michelle Bacalháo primeviagens@primeviagens.tur. br	BR	Prime Viagens - TA	Contact made at AB interested in receivi about hotels in
Maria Perpétua perodrigues@hotmail.com	BR	Continental Viagens - TA	Requested conta Paradise C
Valdir de Souza Pinto galileoturismo@gmail.com	BR	Galilelo Tur - TA	Contact made at AB material has b
Andréa Beverari operacional@cafitour.com	BR	Cafi Tour - TA	Contact made at A requested some info ecotourism and sh destinati
Marisa Gordon marisa@gordontravel.com.br	BR	Gordon Travel - TO	Requested conta Naples
Francisco Figueiredo francisco@terranossa.com	BR	Terra Nossa - TO	Requested conta Naples
Ana Cristina Prates anacristina@todayviagens.com.br	BR	Today Viagens - TA	Contact made at A have sent our mate going to schedul
Maryanne Ferreira mary@boutiquedeviagens.com.br	BR	Boutique de Viagens - TA	Contact made at A requested some info ecotourism and sh destinati



Paulo Silva redacao@jornaldeturismo.tur.br	BR	Jornal de Turismo – Travel Press	Contact made at A start follow up a material
André Afonso zilatur@yahoo.com.br	BR	Zila Tur – TA	Contact made at AB material has b
Criss Lopes Crisslopes09@hotmail.com	BR	Personal Travel - TA	Contact made at AB already sent our r information ab
Solange Souza solviagens@live.com	BR	Sol Viagens - TA	Contact made at AB material has b
Fernando Guandalini fernando@guandasturismo.com.br	BR	Guandas Turismo - TA	Contact made at AB material has b
Neucedir Valerio ecomarviagens@gmail.com	BR	Ecomar Viagens - TA	Contact made at A requested some info ecotourism and sh destinati
Paula Mazza paula@stampaturismo.com.br	BR	Stampa Turismo - TO	Contact made at AB have sent our mate going to schedul
Silvana Gatti vamosviajartur@outlook.com	BR	Vamos Viajar - TA	Requested conta Paradise C
Maria Helena Vasconcelos elshadai@elshadaiturismo.com.br	BR	El Shadai - TA	Contact made at AB material has b

Ana Paula Portes contato@habitatn.com.br	BR	Habitat Natural Turismo - TA	Contact made at AB already sent our m interested in hote
Aline Boumaza produtos@interlakenoperadora.c om.br	BR	Interlaken - TO	Contact made at AB material has b
Maria José maria@beteltur.com.br	BR	Beteltur – TO	Contact made at AB have sent our mate going to schedul
Angela Duarte contato@brazilusa.com.br	BR	Brazilusa – TO	Contact made at AB material has b
Mario Raiol mario@dinastur.com.br	BR	Dinastur – TO	Contact made at AB already sent our m information ab
Carla Almeida	BR	Me Leva Tur - TA	Contact made at AB material has b
Fernando Pedro Santos Dia.pleno.turismo@gmail.com	BR	Dia Pleno Turismo - TA	Contact made at AB start follow up a material
Gabriel Moisesian gabriel@interbuzios.com	BR	Interbuzios - TA	Contact made at AB already sent our m information ab
Marcio Pandolfi marcio@rosatur.com.br	BR	Rosatur – TO	Requested conta Paradise C
Sofia Helena Vicente	BR	Softour – TA	Contact made at AB material has b

Diassis Holanda diassis@harabello.com.br	BR	Harabello - TA	Contact made at AB material has b
Leiliana Arruda leiliana@affinityassistencia.com.br	BR	Affinity – TA	Contact made at AB have sent our mate going to schedul
Jurema Célia Machado jceliamachado@yahoo.com.br	BR	Voe Tur – TA	Contact made at AB material has b
Nathalia Marcato nathalia@catamaratur.com.br	BR	Catamara Turismo - TA	Contact made at AB interested in attra region so we sent informat
José Manuel Dias svtur@kingnet.com.br	BR	Agência de Turismo São Vicente - TA	Contact made at AB already sent our ma we are requesting a v a trainin
Silvia Ranaldi silvia@tatavel.com.br	BR	TA Travel - TO	Contact made at AB material has b

Promotions (Joint Marketing Activities – JMA's)

Tour Operator Name	Market	Description – Coop Actions
CVC	BR	The proposal is finalized. CVC will now move forward with actions (Advertising on Maga Radio and CVC Website; Brochures and Training).

B2W/Submarino.com	BR	The proposal is finalized. B2W will now move forward with actions (Advertising on Website; Banner Reader; Newsletter; Banner Header – Super Banner).
Orinter	BR	The proposal is finalized. Orinter will now move forward with actions (Advertising in Pan Road Show, Mailing and Social Media).

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

Name	Market	Description
PBC	BR	Sales + Media Mission

**ABAV 2015 Highlights**

**MEDIA**

Media Meetings

Name	Publication/Media	Market	Objective & Meeting Notes	Follow Up
Paty Matos	Blogger	Travel/luxury	Travel against cancer project; will send details. Will be traveling on Nov. press trip	Ongoing
Barbara Lima	Cosmopolitan	Women	Develop editorial projects for 2006	Ongoing
Daniel Nunes	Blogger	Travel	Is developing the soiree for Travel, a	Ongoing

			project involving destinations and top chefs	
Paulo Miranda	Brasil Travel News	trade	Met during ABAV in order to have special features on 2016	Ongoing
Companhia de Viagens	Nina Salomão	Travel/tv show	Will meet next week to discuss tv show's agenda for 2016 and travel to PC	Ongoing
Roberto Maia	Qual Viagem	Travel	Met at ABAV. Will develop an agenda to visit PC in the beginning of the year	Ongoing
Juliana Pessoa	Viagens S/A	Business Travel	Met during ABAV in order to have a special feature for 2016. Will check dates for travel	Ongoing
Edu Gregori	Correio Popular	Daily newspaper/ travel section	Met during ABAV for editorial projects in 2016 during media mission. Was invited to Nov. press trip	Ongoing
Paulo Mancha	SP Destino	Digital travel mag	Waits for details on Bacon Fest	Ongoing
Mari Campos	Travel Writer	travel	Met Brazilian most awarded travel writer to invite for Nov. press trio	Ongoing
Sylvia Barreto	Travel writer	Travel/fashion	Travel writer and plus size model will be	Ongoing

			meeting to develop special fashion/travel projects. Waits for details on Bacon Fest	
Alex Ruivo	TV show presenter	Travel/lyfestyle	After ABAV Send information about their new magazine for Sorocaba, Sao Paulo Countryside	Will follow up
Gracita Kerr	Time Out	Guides/travel	Reporter for time out waits on details of bacon fest and restaurant week for a special post on PC gastronomy	Ongoing
Marilia Muy	Publisher	luxury	Will meet publisher of segmented luxury publications to develop special projects for 2016	Ongoing
Fabiana Carneiro	PR CVC	Tour operator	Met at ABAV. Will be meeting with event and media depart. For media co-ops in 2016	Ongoing
Laura Capanema	TAM Mag	Board mag	Requested images of Stone crab.	To released on Oc.

**MEDIA RESULTS**

MEDIA	SUBJECT	PUBL. DATE	AEV USD	CIRCULATION	
Correio Popular Campinas	Stone Crab Naples	8/30	9.430,00	850.000	<a href="http://correio.rac.crismo/367945-cidade-stone-crab-festival">http://correio.rac.crismo/367945-cidade-stone-crab-festival</a>
You Must Go	Sophisticated Florida	9/7	7.300,00	40.000	<a href="http://youmustgo.com/florida/a-sofisticado">http://youmustgo.com/florida/a-sofisticado</a>
Absoluta Online	Stone Crab Naples	9/10	2.298,00	150.000	<a href="http://absoluta.com">http://absoluta.com</a>
Absoluta Online	Next Vacation	9/16	2.298,00	150.000	<a href="http://www.absoluta.com/frias">http://www.absoluta.com/frias</a>
Viaje Mais	Stone Crab Naples	9/30	227.000,00	60.000	in print
Brazil Travel News	Top Naples Golf	10/1	40.564,00	35.000	in print
Brazil Travel News	Top Golf Shops	10/1	7.432,00	35.000	in print
Brazil Travel News	Top Spas: Marco Island	10/1	7.432,00	35.000	in print
Agenda do Viajante	Waterside shops	10/1	3.287,00	15.000	in print
<b>TOTAL</b>			<b>307.041,00</b>	<b>1.370.000</b>	

**NEXT MONTH PLAN – October 2015**

Company	Action
B2W/CVC/Orinter	Move forward with co-op actions
Social Media	Last adjustments for translations/ Flammo's launching

AVIAREPS Activities	Follow up with ABAV contacts.
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## VISITOR CENTER REPORTS- Lori Lou Waddell

### September 11, 2015 through October 16, 2015

- Scheduled FAM Trip for Marco Island Princess Tuesday, December 8, 2015
- Scheduled FAM Trip for Von Liebig Art Center Monday January 25, 2016
- Scheduled FAM Trip for Everglades Area Tours for December 15, 2015
- Scheduled FAM Trip to Corkscrew Swamp Sanctuary & Blair Audubon Center January 5, 2016
- Scheduled FAM Trip for NT & T to Everglades City for October 29, 2015
- Scheduled FAM Trip for Residence Inn of Naples for February 1, 2016
- Verify FAM to Sugden Theater November 17, 2015
- Meeting with MHK Architects regarding interior design for rail car September 15, 2015
- Attend Concierge Meeting at Waterside Shops September 15, 2015
- Attend Tourism Star Awards Luncheon and present VIC Award September 16, 2015
- Attend Business After Five at Sam Snead's Lely Resort September 17, 2015
- Attend Excellence in Industry Awards September 16, 2015
- RSVP to judge adult costume contest on Fifth Avenue at Spooktacular Oct 31, 2015.
- Attend Fifth Avenue BID Committee Meeting September 23, 2015.
- Visit Everglades VIC, Big Cypress and Oasis September 24, 2015.
- Continuing Education Program & Certification: Completed VCB **Guests First** Program and passed the AHLA Educational Institute CGSP exam
- Continuing Education Programs & Certification: Completed VISIT Florida continuing education program= 12 credits from ACTA for 4 modules= Florida Beaches, Florida Active LifeStyles locations, Florida Family Specialist, Wedding and Honeymoon Destinations in Florida.
- Continuing Education Program & Certification: Visit Florida & Florida Restaurant Lodging Association-The Power of One & Resolving Guest Conflict.
- Delivered Paradise Coast Visitor Guides, Maps & Spanish, Portuguese, German guides to Third Street South Concierge Stand.
- Delivered Paradise Coast Visitor Guides to Everglades VIC
- Immokalee VIC is moving from current location.
- Attend TDC Meeting September 28, 2015
- Attend CCLTA Breakfast September 29, 2015
- Attend launch for "Dine239" October 7, 2015 (Naples Illustrated publication)
- Ordered Paradise Coast Visitor Guides and Maps for Big Cypress and Oasis VICs October 13, 2015

- Attend Rail Car meeting October 16, 2015
- RSVP Attend 5<sup>th</sup> Avenue South Volunteer Coordination Lunch October 20, 2015
- RSVP Sports Council Meeting for October 21, 2015
- Manage daily operation of Naples VIC and staffing.
- Update Calendar of Events, brochures, VIC Vol Schedules and Distribute.

	<b>Big Cypress</b>	<b>Oasis</b>	<b>Everglades</b>	<b>Immokalee</b>	<b>Marco</b>	<b>Naples</b>	<b>YR Total</b>
Jan-11	5034	12055	2220	125	1007	2736	<b>23177</b>
Jan-12	6401	13,601	11,000	198	1033	5285	<b>37,518</b>
<b>Jan-13</b>	<b>5736</b>	<b>13,941</b>	<b>9225</b>	<b>N/A</b>	<b>1163</b>	<b>4777</b>	<b>34,842</b>
<b>Jan-14</b>	<b>7,014</b>	<b>13,499</b>	<b>11,185</b>	<b>91</b>	<b>1663</b>	<b>4,018</b>	<b>37,470</b>
<b>Jan-15</b>	<b>7,049</b>	<b>12,996</b>	<b>15,840</b>	<b>92</b>	<b>1126</b>	<b>4,073</b>	<b>41,176</b>
Feb-11	6986	15,564	2881	194	1546	4363	<b>31534</b>
Feb-12	7943	17,595	12,840	227	1465	5099	<b>45,169</b>
<b>Feb-13</b>	<b>7950</b>	<b>13,542</b>	<b>8424</b>	<b>1105</b>	<b>1404</b>	<b>4488</b>	<b>36,913</b>
<b>Feb-14</b>	<b>7990</b>	<b>13,906</b>	<b>13,012</b>	<b>198</b>	<b>1950</b>	<b>5046</b>	<b>42,102</b>
<b>Feb-15</b>	<b>7,909</b>	<b>14,872</b>	<b>12,483</b>	<b>134</b>	<b>1346</b>	<b>4394</b>	<b>41,138</b>
Mar-11	5984	15,101	3100	195	1376	2872	<b>28,628</b>
Mar-12	7226	16638	18,300	361	1011	3774	<b>47,310</b>
<b>Mar-13</b>	<b>8693</b>	<b>13632</b>	<b>12,991</b>	<b>402</b>	<b>1559</b>	<b>3774</b>	<b>41,051</b>
<b>Mar-14</b>	<b>8,307</b>	<b>15,559</b>	<b>17,180</b>	<b>517</b>	<b>1,952</b>	<b>4377</b>	<b>47,892</b>
<b>Mar-15</b>	<b>7,773</b>	<b>15,093</b>	<b>18,133</b>	<b>142</b>	<b>975</b>	<b>4175</b>	<b>46,291</b>
Apr-11	3297	8810	2575	189	520	2018	<b>17409</b>
Apr-12	4308	9603	10,810	367	482	3112	<b>28,682</b>
<b>Apr-13</b>	<b>5250</b>	<b>8389</b>	<b>8675</b>	<b>1200</b>	<b>750</b>	<b>2473</b>	<b>26,737</b>
<b>Apr-14</b>	<b>5,146</b>	<b>9,596</b>	<b>11,021</b>	<b>81</b>	<b>1,033</b>	<b>2409</b>	<b>29,286</b>
<b>Apr-15</b>	<b>4,847</b>	<b>10,285</b>	<b>7,569</b>	<b>165</b>	<b>554</b>	<b>1774</b>	<b>25,194</b>
May-11	1778	5492	1600	186	448	1656	<b>11160</b>
May-12	2360	5660	5435	315	529	1595	<b>15894</b>
<b>#####</b>	<b>3009</b>	<b>5730</b>	<b>5275</b>	<b>350</b>	<b>473</b>	<b>1436</b>	<b>16,273</b>
<b>#####</b>	<b>2,709</b>	<b>5,657</b>	<b>5,813</b>	<b>88</b>	<b>668</b>	<b>1,587</b>	<b>16,522</b>

#####	<b>2,674</b>	<b>7,906</b>	<b>4,040</b>		<b>390</b>	<b>1,132</b>	<b>16,142</b>
Jun-11	1881	4796	2235	155	445	1286	<b>10798</b>
Jun-12	1972	4185	4250	210	303	1299	<b>12,219</b>
<b>Jun-13</b>	<b>2254</b>	<b>4153</b>	<b>4166</b>	<b>189</b>	<b>354</b>	<b>1376</b>	<b>12,492</b>
<b>Jun-14</b>	<b>2405</b>	<b>4525</b>	<b>4,588</b>	<b>41</b>	<b>475</b>	<b>1123</b>	<b>13,157</b>
<b>Jun-15</b>	<b>2,776</b>	<b>6,127</b>	<b>3,589</b>		<b>385</b>	<b>962</b>	<b>13,839</b>
Jul-11	2182	6024	5189	185	573	1629	<b>15782</b>
Jul-12	2417	5609	5893	250	340	2015	<b>16,524</b>
<b>Jul-13</b>	<b>2431</b>	<b>4253</b>	<b>6835</b>	<b>62</b>	<b>413</b>	<b>1703</b>	<b>15,697</b>
<b>Jul-14</b>	<b>2,960</b>	<b>5,367</b>	<b>3,552</b>	<b>40</b>	<b>497</b>	<b>1,762</b>	<b>14,178</b>
<b>Jul-15</b>	<b>3,284</b>	<b>7,541</b>	<b>4,223</b>	<b>60</b>	<b>296</b>	<b>1,474</b>	<b>16,878</b>
Aug-11	1895	3999	4577	207	463	1867	<b>13008</b>
Aug-12	1658	3991	6549	345	390	1128	<b>14,061</b>
<b>Aug-13</b>	<b>1757</b>	<b>3800</b>	<b>5169</b>	<b>119</b>	<b>385</b>	<b>1316</b>	<b>12,546</b>
<b>Aug-14</b>	<b>3,049</b>	<b>5,576</b>	<b>5,866</b>	<b>74</b>	<b>314</b>	<b>1,137</b>	<b>16,016</b>
<b>Aug-15</b>	<b>2,627</b>	<b>5,751</b>	<b>3,735</b>	<b>120</b>	<b>387</b>	<b>605</b>	<b>13,225</b>
Sep-11	1268	3881	3196	220	279	1104	<b>9948</b>
Sep-12	1191	3029	3893	200	268	1279	<b>9860</b>
<b>Sep-13</b>	<b>2534</b>	<b>1198</b>	<b>3441</b>		<b>392</b>	<b>1206</b>	<b>8771</b>
<b>Sep-14</b>	<b>1746</b>	<b>3074</b>	<b>2402</b>		<b>327</b>	<b>1322</b>	<b>8871</b>
<b>Sep-15</b>	<b>1479</b>	<b>3206</b>	<b>2131</b>	<b>124</b>	<b>276</b>	<b>294</b>	<b>7510</b>
Oct-11	1704	5459	5035	237	481	2481	<b>15397</b>
Oct-12	1804	4296	5683	150	306	2095	<b>14334</b>
<b>Oct-13</b>	<b>917</b>	<b>2315</b>	<b>5206</b>	<b>476</b>	<b>501</b>	<b>1610</b>	<b>11025</b>
<b>Oct-14</b>	<b>2942</b>	<b>5791</b>	<b>2636</b>	<b>118</b>	<b>439</b>	<b>1809</b>	<b>13735</b>
<b>Oct-15</b>							
Nov-11	2743	7734	6200	357	647	2517	<b>20198</b>
Nov-12	3024	7669	6816	170	530	2263	<b>20472</b>
<b>Nov-13</b>	<b>10,510</b>	<b>7,407</b>	<b>7,022</b>	<b>598</b>	<b>513</b>	<b>2105</b>	<b>28,155</b>
<b>Nov-14</b>	<b>4,026</b>	<b>8,298</b>	<b>3,739</b>	<b>373</b>	<b>484</b>	<b>2168</b>	<b>19,088</b>
<b>Nov-15</b>							
Dec-11	5739	13,851	7962	327	682	2399	<b>30960</b>
Dec-12	3925	11,193	7984	180	540	2547	<b>26369</b>
<b>Dec-13</b>	<b>5363</b>	<b>10,079</b>	<b>7391</b>	<b>461</b>	<b>543</b>	<b>2730</b>	<b>26567</b>

<b>Dec-14</b>	<b>6364</b>	<b>9,360</b>	<b>8,341</b>	<b>350</b>	<b>486</b>	<b>2,663</b>	<b>27564</b>
<b>Dec-15</b>							
<b>2011</b>	40,491	102,766	46,770	2,577	8,467	26,928	227,999
<b>2012</b>	44,229	103,069	99,453	2,973	7,197	31,491	288,412
<b>2013</b>	56,404	88,439	83,820	4,962	7,937	28,994	270,556
<b>2014</b>	<b>54,658</b>	<b>100,208</b>	<b>76,336</b>	<b>1,971</b>	<b>9,256</b>	<b>28,421</b>	<b>270,850</b>
<b>YTD 2015</b>	<b><u>40,418</u></b>	<b><u>83,777</u></b>	<b><u>71,743</u></b>	<b><u>837</u></b>	<b><u>5,735</u></b>	<b><u>18,883</u></b>	<b><u>213,883</u></b>