

MARKETING PARTNER REPORTS

October 26, 2015



NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST

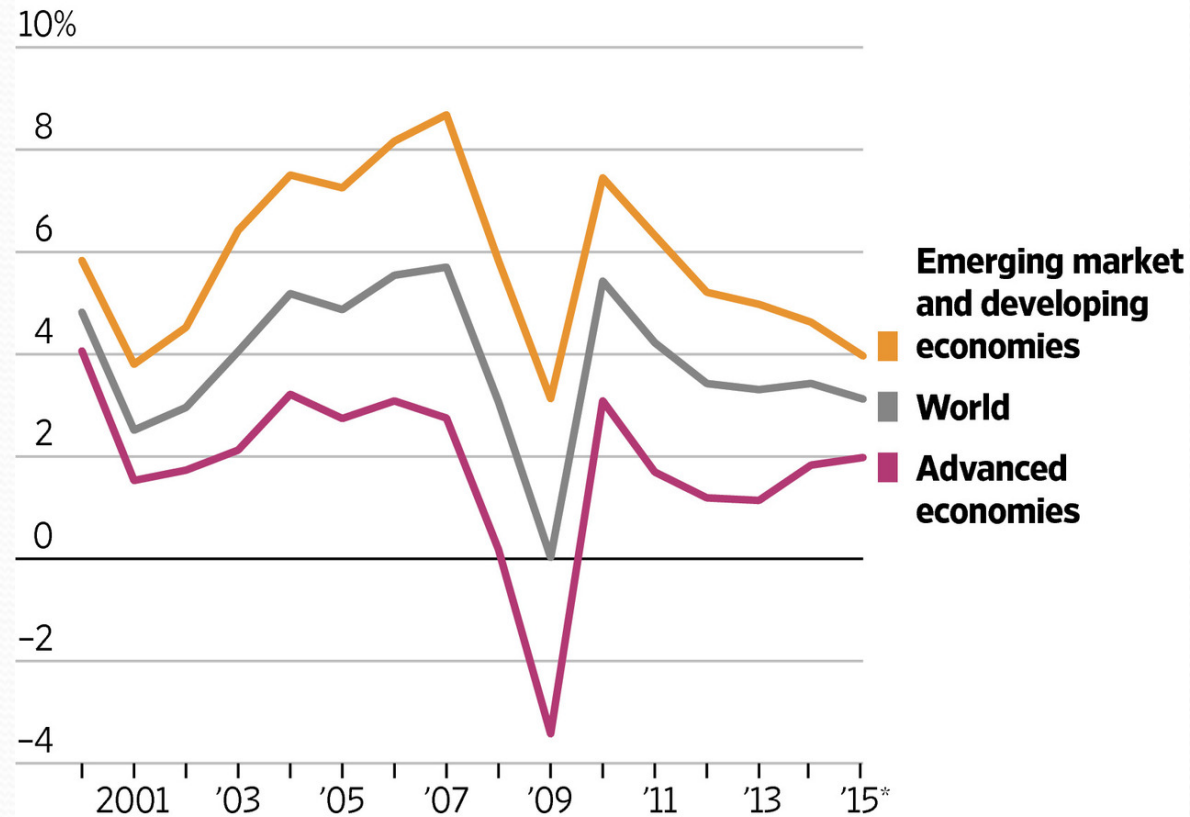
Klages Research & Research Data Services, Inc.

RESEARCH REPORT

Economic Indicators

A Long Convalescence

The world economy has been slow to recover from the global financial crisis, as emerging markets lose steam and advanced economies remain stuck in weak growth. **Annual change in GDP:**

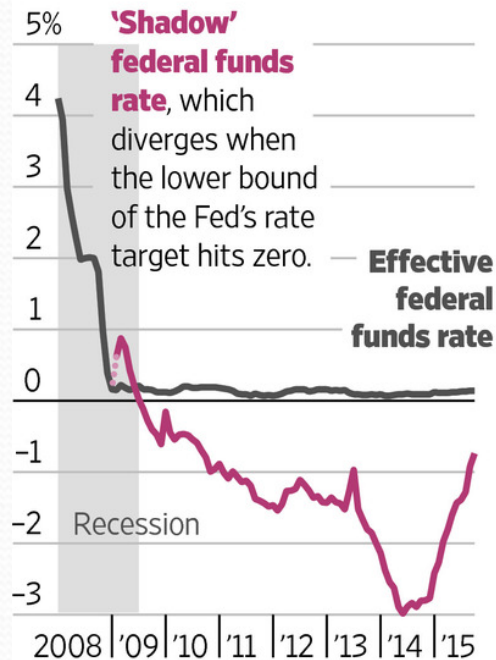


*Projections

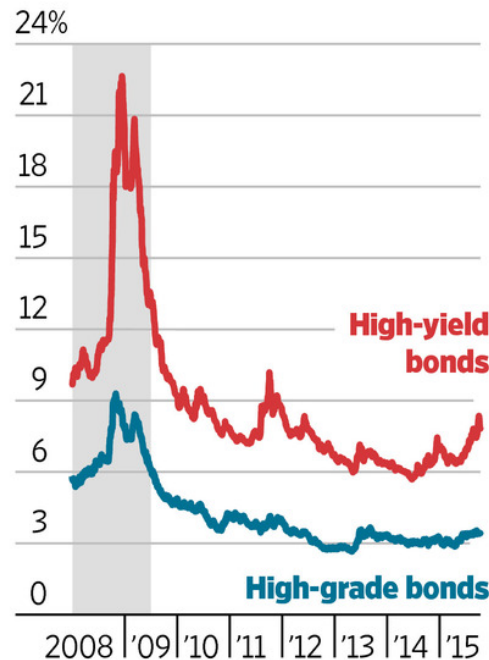
Tightening, Whether the Fed Wants It or Not

The headline federal-funds-rate target hasn't budged for most of a decade, but some effects of a rate-rise are showing up already, as markets start to factor in an end to easy money.

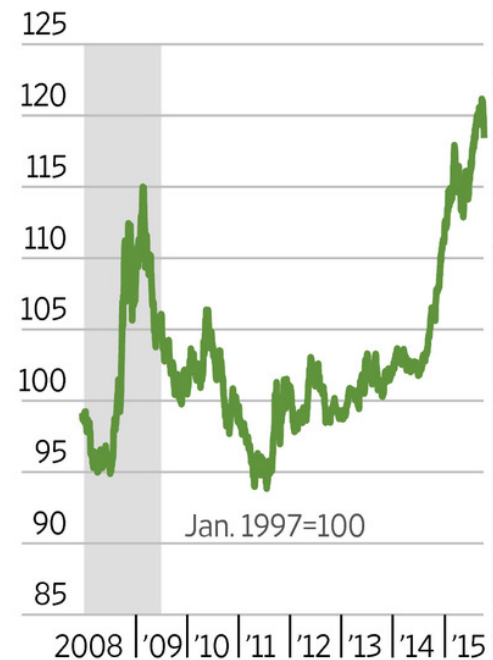
Federal funds rates,
 at the end of each month



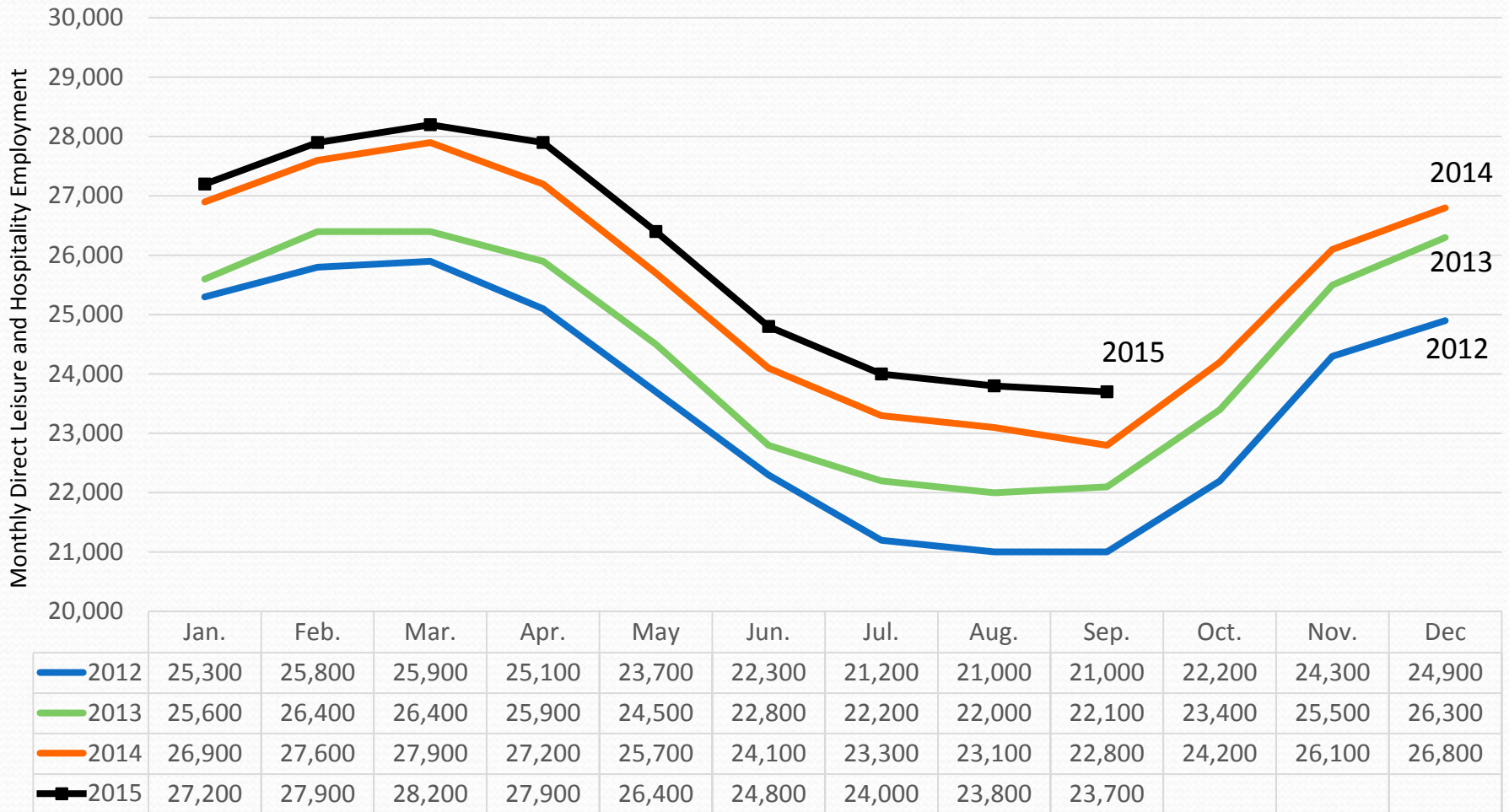
U.S. corporate bonds,
 yield to maturity



U.S. dollar, indexed against a
 broad basket of currencies



Collier Direct Leisure and Hospitality Employment (Calendar Year)*



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

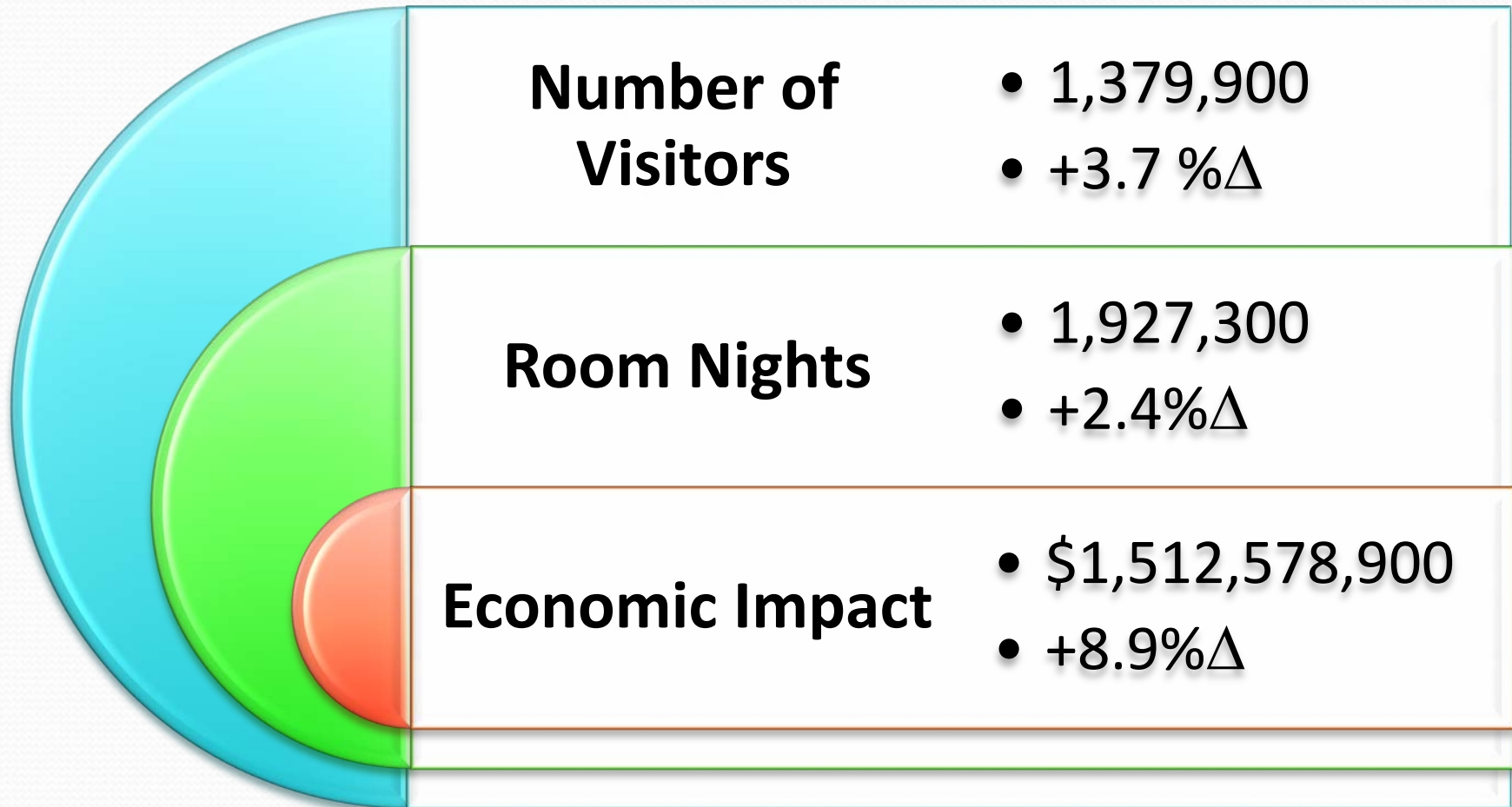
Year-to-date 2015

January – September

Collier Visitor Profile

Collier Tourism Metrics

Collier YTD 2015 (Jan. – Sept.)



RDS Occupancy/ADR

Collier YTD 2015 (Jan. – Sept.)

	Occupancy			ADR		
	2014	2015	% Δ	2014	2015	% Δ
Q1	88.4%	89.7%	+1.5%	\$267.7	\$299.1	+11.7%
Q2	75.0%	76.2%	+1.6%	\$202.7	\$212.7	+4.9%
July	73.2%	74.9%	+2.3%	\$132.6	\$144.4	+8.9%
August	62.0%	60.3%	-2.7%	\$130.4	\$129.9	-0.4%
September	56.3%	64.2%	+14.0%	\$108.6	\$121.2	+11.6%
Q3	63.8%	66.5%	+4.2%	\$123.9	\$131.8	+6.4%

Collier Comp Set

YTD 2015 (Jan. – Sept.)

	Occupancy		ADR		RevPAR	
	2015	% Δ	2015	% Δ	2015	% Δ
Naples MSA	69.0%	+0.8	\$224.16	+7.4	\$154.65	+8.3
Naples Upscale	75.3%	-2.9	\$285.80	+9.5	\$215.24	+6.3
Miami-Hialeah	78.7%	0.0	\$195.14	+6.6	\$153.58	+6.6
Florida Keys	80.6%	-0.6	\$271.40	+6.0	\$218.65	+5.3
Ft. Myers	71.8%	+6.3	\$152.14	+7.7	\$109.19	+14.5
Sarasota-Bradenton	70.9%	+0.5	\$139.82	+10.1	\$99.09	+10.7
Clearwater	77.7%	+3.4	\$133.65	+7.0	\$103.83	+10.7
St. Petersburg	72.4%	+4.7	\$145.42	+9.0	\$105.22	+14.1
Palm Beach County	73.7%	+0.4	\$169.86	+7.8	\$125.25	+8.2
Ft. Lauderdale	79.5%	+1.8	\$136.40	+6.1	\$108.41	+8.0

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

YTD 2015 (Jan. – Sept.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	44.1%	+4.2	23.6%	-3.0	69.0%
Miami-Hialeah	57.8%	+0.1	16.9%	0.0	78.7%
Florida Keys	70.6%	+0.7	8.6%	-11.2	80.6%
Ft. Myers	54.0%	+3.9	16.0%	+16.9	71.8%
Sarasota-Bradenton	51.4%	-1.6	19.1%	+4.6	70.9%
Clearwater	58.8%	+3.4	18.9%	+3.5	77.7%
St. Petersburg	50.6%	+2.0	20.0%	+10.5	72.4%
Palm Beach County	51.4%	+0.8	20.8%	-0.6	73.7%
Ft. Lauderdale	56.5%	+2.1	18.3%	-0.2	79.5%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

YTD 2015 (Jan. – Sept.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$241.56	+7.4	\$199.39	+4.6	\$224.16
Miami-Hialeah	\$201.08	+5.2	\$197.73	+10.2	\$195.14
Florida Keys	\$276.21	+5.4	\$245.22	+8.7	\$271.40
Ft. Myers	\$162.09	+8.5	\$125.28	+7.2	\$152.14
Sarasota-Bradenton	\$150.67	+13.2	\$112.09	+2.5	\$139.82
Clearwater	\$139.46	+8.1	\$115.64	+3.2	\$133.65
St. Petersburg	\$150.93	+10.0	\$137.42	+7.5	\$145.42
Palm Beach County	\$174.04	+8.0	\$167.42	+7.1	\$169.86
Ft. Lauderdale	\$137.95	+6.2	\$147.31	+5.5	\$136.40

SOURCE: SMITH TRAVEL RESEARCH, INC.

Visitor Origins

Collier YTD 2015 (Jan. – Sept.)

	# of Visitors 2015	Δ %
Florida	459,520	-0.3
Southeast	90,559	+7.9
Northeast	293,286	+6.0
Midwest	220,162	+2.6
Canada	37,020	+1.6
Europe	211,041	+7.6
US Opp Mkts	68,312	+10.5
YTD 2015	1,379,900	+3.7

September 2015

Collier Visitor Profile

Visitation/Economic Impacts of Tourism

Collier September 2015

September

Visitors

2015
94,000

%Δ
+9.7

2014
85,700

Room Nights

2015
165,600

%Δ
+10.4

2014
150,000

Economic Impact

2015
\$77,426,700

%Δ
+17.6

2014
\$65,863,600

RDS Occupancy/Room Rates

Collier September 2015

	2014	2015	% Δ
Occupancy	56.3%	64.2%	+14.0%
ADR	\$108.6	\$121.2	+11.6%
RevPAR	\$61.1	\$77.8	+27.3%

Collier Comp Set

September 2015

	Occupancy		ADR		RevPAR	
	2015	% Δ	2015	% Δ	2015	% Δ
Naples MSA	51.0%	+14.7	\$138.73	-8.9	\$70.74	+24.9
Naples Upscale	53.3%	-1.9	\$176.11	+13.0	\$93.93	+10.8
Miami-Hialeah	70.1%	+2.2	\$141.26	+5.8	\$99.07	+8.1
Florida Keys	61.5%	+1.2	\$199.12	+9.8	\$122.54	+11.2
Ft. Myers	53.4%	+20.5	\$99.62	+6.7	\$53.18	+28.6
Sarasota-Bradenton	54.2%	+2.4	\$104.66	+10.0	\$56.77	+12.6
Clearwater	63.3%	+6.5	\$108.08	+6.5	\$68.40	+13.5
St. Petersburg	57.9%	+12.7	\$120.89	+8.1	\$70.05	+21.8
Palm Beach County	60.7%	0.0	\$111.86	+6.4	\$67.86	+6.5
Ft. Lauderdale	66.1%	+3.1	\$101.92	+5.4	\$67.42	+8.6

SOURCE: STRATA TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

September 2015

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	32.0%	+16.9	18.0%	+14.1	51.0%
Miami-Hialeah	53.4%	+4.3	12.9%	-3.0	70.1%
Florida Keys	52.9%	-0.2	7.9%	+11.9	61.5%
Ft. Myers	40.8%	+25.4	11.6%	+5.6	53.4%
Sarasota-Bradenton	37.1%	-1.2	16.6%	+7.9	54.2%
Clearwater	49.2%	+19.3	14.1%	-22.5	63.3%
St. Petersburg	38.5%	+4.6	16.4%	+22.7	57.9%
Palm Beach County	43.0%	+0.1	16.4%	+0.1	60.7%
Ft. Lauderdale	48.4%	+1.8	13.5%	+2.6	66.1%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

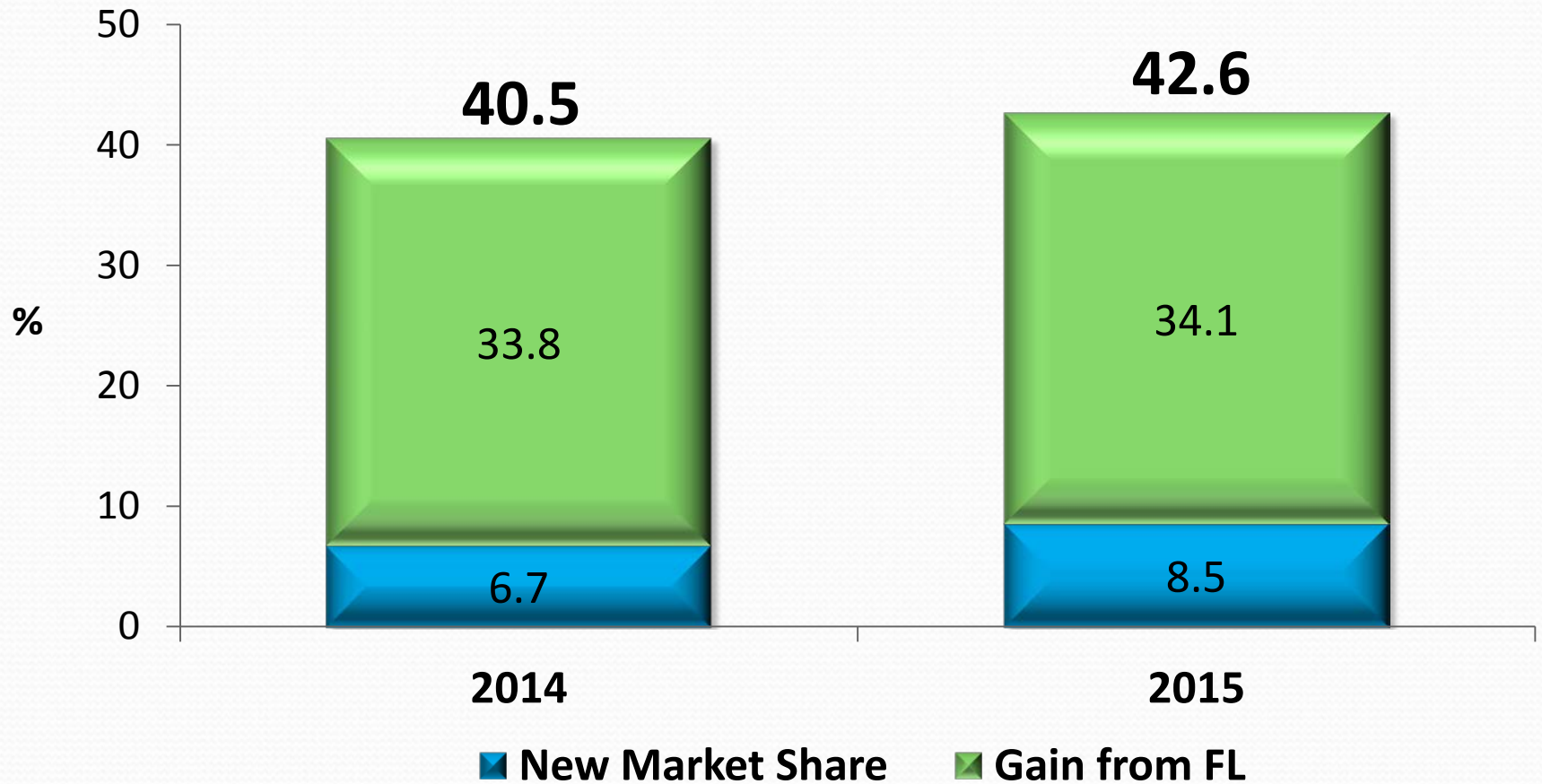
September 2015

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$147.66	+11.3	\$127.14	+2.5	\$138.73
Miami-Hialeah	\$142.81	+5.1	\$149.53	+6.7	\$141.26
Florida Keys	\$200.81	+9.2	\$188.80	+13.1	\$199.12
Ft. Myers	\$102.70	+6.3	\$91.57	+7.8	\$99.62
Sarasota-Bradenton	\$109.71	+10.5	\$94.69	+11.0	\$104.66
Clearwater	\$108.49	+6.0	\$106.62	+7.3	\$108.08
St. Petersburg	\$127.71	+14.7	\$114.02	-3.0	\$120.89
Palm Beach County	\$108.72	+8.6	\$124.47	+2.1	\$111.86
Ft. Lauderdale	\$101.83	+7.5	\$113.06	+0.2	\$101.92

SOURCE: SMITH TRAVEL RESEARCH, INC.

First Time Visitors (% Yes)

Collier September 2015



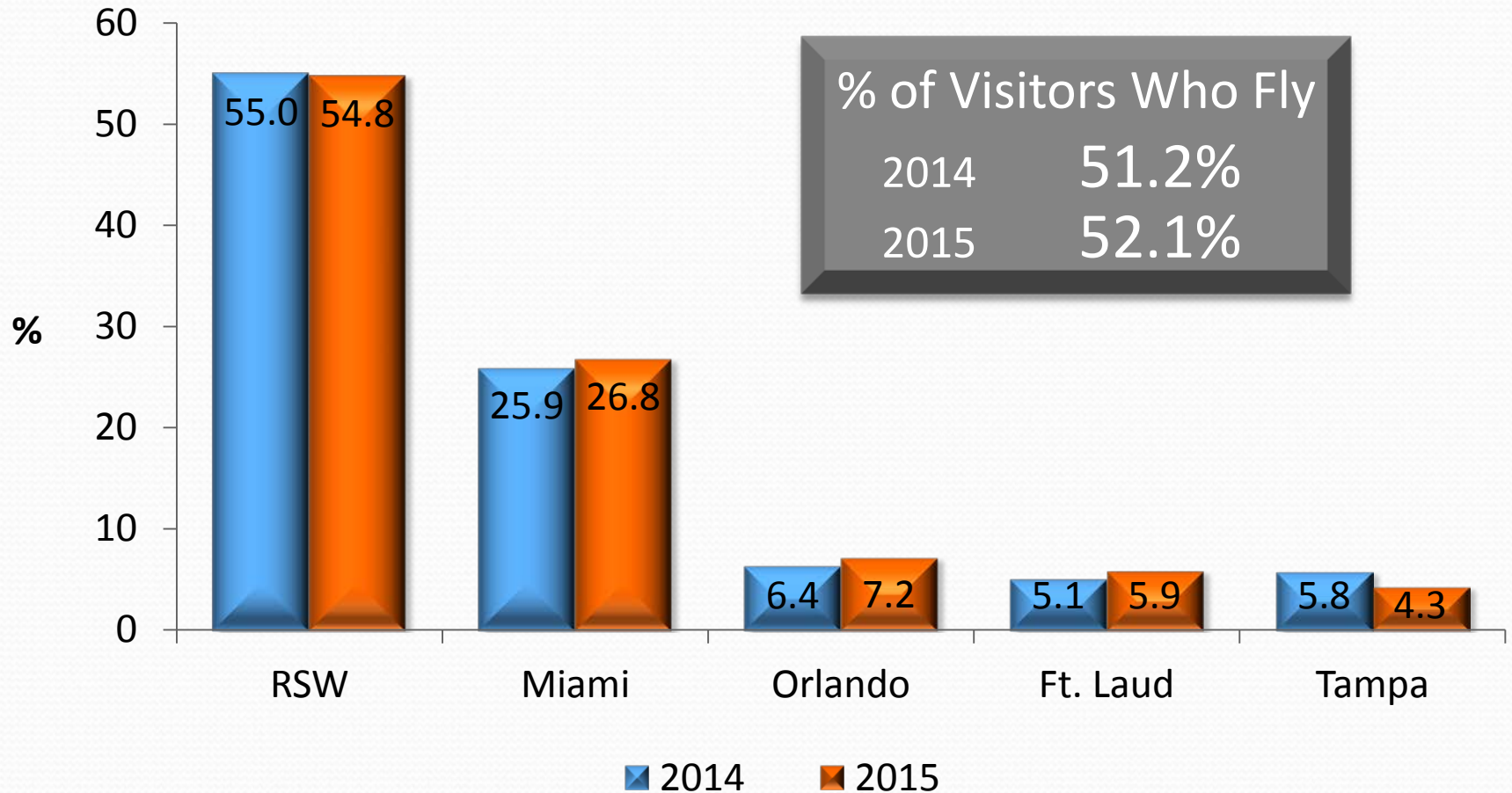
Visitor Origins

Collier September 2015

	# of Visitors 2015	Δ %
Florida	39,480	+0.6
Southeast	6,016	+17.0
Northeast	11,280	+19.7
Midwest	7,050	+5.5
Canada	1,692	+16.1
Europe	22,842	+21.2
US Opp Mkts	5,640	+15.5
YTD 2015	94,000	+9.7

Airports of Deplanement (Top Five)

Collier September 2015



Visitor Perceptions

Collier September 2015

2014

2015

• 96.8%

Satisfaction

97.4%

• 92.9%

Would Recommend

91.6%

• 16.3%

More Expensive

17.8%

• 89.3%

Plan to Return

90.6%

Average Age/Median Income

Collier September 2015

2014

2015

- 46.8

Average Age (years)

47.4

- \$144,186

Median HH Income \$150,379

Executive Summary

Collier September 2015

Visitor Metrics

Collier September 2015

- This September, a record **94,000** visitors stayed in Collier's commercial lodgings **(+9.7%)**. Their visits contributed an estimated **\$77,426,700** of economic impact to the County **(+17.6%)**. Key performance metrics are as follows:

September	2014	2015	% Δ
Occupancy	56.3%	64.2%	+14.0
ADR	\$108.6	\$121.2	+11.6
RevPAR	\$61.1	\$77.8	+27.3

Visitor Metrics

Collier September 2015

- Some **56.7%** of Collier lodging managers report their properties “three month forward reservations” as better than this time last year.

% of Properties (September) Reporting Reservations	2014	2015
Up	66.7%	56.7%
The Same	22.2	26.7
Down	7.4	10.0

Visitor Metrics

Collier September 2015

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

September Visitation	2014 Visitor #	2015 Visitor #	% Δ
Florida	39,251	39,480	+0.6
Southeast	5,142	6,016	+17.0
Northeast	9,427	11,280	+19.7
Midwest	6,684	7,050	+5.5
Canada	1,457	1,692	+16.1
Europe	18,854	22,842	+21.2
Mkts. of Opp.	4,885	5,640	+15.5
Total	85,700	94,000	+9.7

Transportation

Collier September 2015

- Fully **52.1%** of September patrons fly to reach the destination (**2014: 51.2%**). A majority of these (**54.8%**) deplane at RSW, while Miami captures some **26.8%** of deplanements.

Party Size/LOS

Collier September 2015

- The typical visitor party includes an average of **2.5** travelers who stay for **3.6 nights** in the Naples, Marco Island, Everglades area.
- Some **42.6%** of Collier's September visitors are in the destination for the first time (**2014: 40.5%**).

Information

Collier September 2015

- Fully **94.1%** consult the web for trip information, and some **82.3%** make bookings for their trip online.

Satisfaction/Demographics

Collier September 2015

- The vast majority (**97.4%**) are satisfied with their Collier stay, with **90.6%** planning a future trip to the area (**2014: 89.3%**).
- This month, the typical visitor is older (**2014: 46.8 years of age; 2015: 47.4 years of age**), and commands a median household income of **\$150,379 (2014: \$144,186)**.

Paradise Advertising & Marketing, Inc.

ADVERTISING REPORT

Weather.com Spring/Summer results

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FLORIDA'S
PARADISE
COAST



The screenshot shows the Weather.com interface for Bay Pines, FL (33744). The main weather display shows a temperature of 79°F and a 'Cloudy' condition. A 5-day forecast is visible, with temperatures ranging from 76°F to 85°F. Below the forecast is a map of the region and a 'Next 6 Hours' forecast. The page is populated with various content tiles, including a large advertisement for 'THE WHITE SAND BEACHES ARE CALLING YOUR NAME' and 'NAPLES MARCO ISLAND EVERGLADES', a LifeLock advertisement, and a 'Recommended for You' section. A table at the bottom provides historical monthly averages for July, August, and September.

Historical Monthly Avg	July	August	September
High	91°	91°	90°
Low	71°	71°	70°
Precip	5.34	8.33	5.76

Half Page Adapter Unit

Delivered over
3.3 million impressions

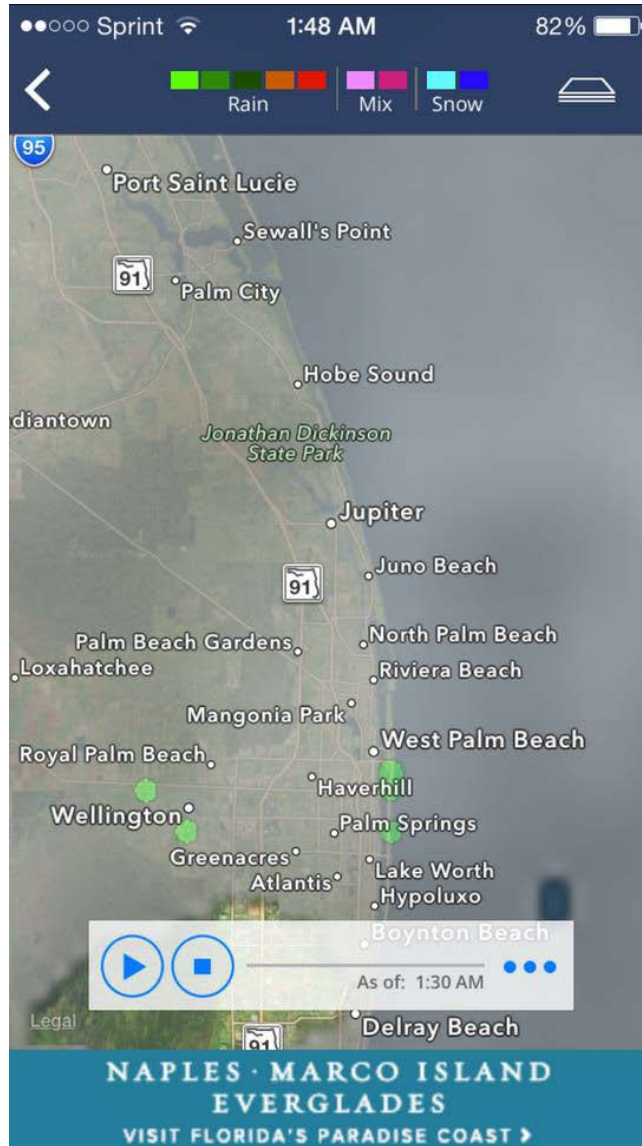
7,583 total clicks

Click thru rate of .23%

Industry standard: .09%

Weather.com Spring/Summer results

FLORIDA'S
PARADISE
COAST



Mobile Geo-Targeted Ads

722,222 Impressions served

5,189 clicks

Click thru rate: .72%

Industry standard CTR: .30%

FLORIDA'S
PARADISE
COAST



The screenshot shows a web browser window displaying an eHow article. The browser's address bar shows the URL: www.ehow.com/video_7357143_dress-smart-travel.html. The eHow logo is at the top left, with a search bar and navigation links for Mom, Style, Food, Tech, Home, Money, Crafts, and More. A banner for Eagle Creek luggage is visible, advertising 'DURABLE TRAVEL GEAR' and 'FREE SHIPPING ON ALL LUGGAGE'. The main article title is 'How to Dress Smart for Travel' by Michelle Sterling, an eHow Presenter. Below the title is a video player with a play button and a progress bar showing 00:30. The video content features a logo for 'NAPLES MARCO ISLAND EVERGLADES FLORIDA'S PARADISE COAST' and the website 'DISCOVERYOURPARADISE.COM'. To the right of the video is a sidebar with a 'Do you know which FRUITS' graphic featuring a pineapple with a red checkmark. Below that is a 'Related Ads' section with links for 'Stylish Travel Shoes', 'Travel Abroad', 'Travel Group', 'Travel Clothing', 'Corporate Travel', and 'Travel Tips Packing'. At the bottom right is a 'Related Articles & Videos' section with a thumbnail for 'How to Wear a Blazer With Jeans'. A vertical 'Helpful?' button is on the left side of the video player.

FLORIDA'S
PARADISE
COAST



COASTAL LIVING

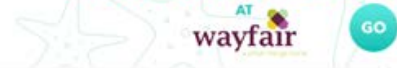
smart, stylish,
right at home.
GET INSPIRED >



HOMES TRAVEL FOOD LIFESTYLE MAGAZINE MARKETPLACE BLOG

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100 Comfy Cottage Rooms

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EDGEWATER BEACH HOTEL

FL Residents, escape to Naples' only ALL-SUITE resort directly on the beach and save 20% through 9/30/15. Promo code RESIDENT.

NAPLES · MARCO ISLAND EVERGLADES

VISIT FLORIDA'S PARADISE COAST >



15 Budget-Friendly Mini Makeovers



25 Salmon Recipes



Introducing Beach House Happy!



21 Best Beaches



Select a State

Select City

Choose a Destination

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FLORIDA'S
PARADISE
COAST

Overall Impressions Delivered: 1,833,079

Overall clicks: 3,237

Cumulative CTR: .18%

Industry standard: .10%

The screenshot displays the About Travel website interface. At the top, a green navigation bar contains the 'about travel' logo and a search bar. Below the navigation bar, there are links for 'Plan Your Trip - USA - Europe - World'. The main content area features a 'Sign Up for our Free Newsletters' section with checkboxes for 'About Travel', 'About Today', and 'Living Healthy', and a 'SIGN UP' button. To the right, there is a large image of various ice cream flavors with the text 'Incredible Desserts from Around the World'. Below this, there are two travel-related articles: 'Catch a Ghost Sighting at America's Oldest Cathedral' by Megan Romer, and '9 Spectacular Fall Foliage Drives' by Marcia Frost. On the far right, there is a vertical banner for 'EDGEWATER BEACH HOTEL' and 'NAPLES - MARGO ISLAND EVERGLADES'.

FLORIDA'S PARADISE COAST



SINK INTO A GOLFERS PARADISE

Welcome to Florida's Paradise Coast, an award-winning golf destination voted the #1 Golf Destination in North America in 2014. Beyond our 90 renowned golf courses, discover world-class resorts and hotels, shopping, dining and sports adventures 52 weeks a year. Come play where the pros play on Florida's Paradise Coast.




NAPLES
MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST
ParadiseCoastGolfing.com

CME Group Tour Championship banner ads

FLORIDA'S
PARADISE
COAST





National Public Relations Update

TDC Meeting

Services conducted from
September 11- October 13

October 26, 2015



Lou Hammond & Associates

Media Highlights

DESTINATION WEDDINGS & HONEYMOONS

Circ: 175,000

Media Value: \$13,340

Destinaion Overview



Media Highlights

GOODLIFE MAGAZINE

Circ: 51,018

UMV: 10,000

Media Value: \$8,380

Destination Overview

Cover of magazine,

4-page color spread



Media Highlights

USA TODAY 10 BEST

UMV: 899,651

Media Value: \$5,998

Best Destination for Luxury Travelers



September 18, 2015
UMV: 899,651
Media Value: \$5,998

Best Destination for Luxury Travelers

As chosen by readers of USA TODAY and 10Best

Naples, Fla. Wins Best Destination for Luxury Travelers!



#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 pack adventures, fishing excursions, championship golf courses and more await. Fifth Ave, between 3rd and 9th streets is the spot for wining and dining.



Media Highlights

TRAVEL WITH KAL

Listener: 20,000

*Interview with Jack Wert on
September 22*



Media Highlights

STYLE & SOCIETY

UMV: 2,190

Stone Crab Festival

**STYLE
& SOCIETY**

October 9, 2015
UMV: 2,190
Media Value: N/A

Stone Crab Festival Returns to Florida's Paradise Coast Oct. 23-25



Visitors and locals alike will converge in Florida's Paradise Coast – Naples, Marco Island and the Everglades – October 23 through October 25 for the **Naples Annual Stone Crab Festival**. The event returns for its sixth year and welcomes a variety of seafood vendors and features numerous activities including live music, boat rides and children's entertainment.

Presented by the Old Naples Waterfront Association, the Stone Crab Festival is a chance for guests to explore the beautiful and historic Naples waterfront district with activities on land and by water. Events will kick off on Friday night at 4:00 p.m. with a special appearance by Derrick Peltz, local celebrity chef and MasterChef Finalist from season six of the popular FOX television series at the ceremonial "Cracking of the Claw."

Tin City will be party central, featuring fresh stone crab from Pincher's Crab Shack at outdoor kiosks as well as for sit-down dining in the restaurant, along with live music from the festival's headlining musical acts, arts and craft vendors, and kid's activities presented by Freedom Waters Foundation. Bayfront Naples will be presenting over 20 restaurant vendors offering fresh stone crab, local seafood, and a wide variety of other local eats. More than 20 craft vendors will also be on site offering local art, custom jewelry and other Florida novelties. Throughout the weekend, the Bayfront location will also have live music along with the Pirate Cove Kid Zone that will include face painting, balloon creations, games and crafts.

The festival takes place a week after the start of stone crab season in Florida, which begins October 15 and lasts through May 15. The stone crab is special in that it is Florida's only renewable seafood resource. When harvested, only claws of 2 and ¾ inches or larger are taken and the crab is put back alive in the Gulf of Mexico, where it regenerates the harvested claw.



Activities

Group Visits:

- FASHION FAM
 - November 5-8
 - Accommodations at Naples Grande Beach Resort
 - Working w/ restaurant partners
 - Focus on fashion, approachable luxury



Activities

MEDIA OUTREACH SAMPLING:

- Atlanta Magazine
- Brides
- Boston Herald
- Charlotte Observer
- Departures
- Destination Weddings & Honeymoons
- Goodlife Magazine
- Lake Norman Magazine
- New York Times
- Robb Report
- Shermans Travel
- Travel with Kal
- USA Today
- U.S. News & World Report



LHA Social Media Support

Agency social media efforts

- 6 LH&A Tweets
- 2 LH&A Facebook posts
 - Value Blasts inclusion
 - Recent coverage



LH Lou Hammond & Associates
September 25 at 4:19am · 🌐

With the start of fall officially underway, we can't wait to be back at the outdoor firepit at Edgewater Beach Hotel in Naples, Marco Island, Everglades - Paradise Coast! #yesplease #retreat #luxtravel



LH Lou Hammond PR @LouHammondPR · Sep 28
An elegant getaway awaits in @ParadiseCoast – chosen as #1 Best Destination for Luxury Travelers by @10Best! bit.ly/1gNUaht

LH Lou Hammond PR @LouHammondPR · Sep 26
This couple put their own spin on a #beachwedding in @ParadiseCoast and it was absolutely beautiful! @TheKnot bit.ly/1FXM38E

LH Lou Hammond PR @LouHammondPR · Sep 12
Not too early to plan! Ring in the #NewYear2016 in @ParadiseCoast with @NaplesGrande exclusive celebration! bit.ly/1gfjkFs




CVB Social Media Highlights

Post Details

Reported stats may be delayed from what appears on posts X

Naples, Marco Island, Everglades - Paradise Coast shared a link.
 Published by Buzzy Ford (F) · September 18 at 4:43pm · 🌐



NAPLES ON FLORIDA'S PARADISE COAST TAKES FIRST PLACE IN USA TODAY'S 10BEST CONTEST - Naples,...

PARADISECOAST.COM

11,552 people reached Boost Post

141 Likes 3 Comments 334 Shares

Like Comment Share


11,552 People Reached		
1,956 Likes, Comments & Shares		
1,459 Likes	141 On Post	1,318 On Shares
153 Comments	3 On Post	150 On Shares
344 Shares	334 On Post	10 On Shares
750 Post Clicks		
0 Photo Views	513 Link Clicks	237 Other Clicks 📌

NEGATIVE FEEDBACK

10 Hide Post 3 Hide All Posts

0 Report as Spam 0 Unlike Page

Tweet Activity



Paradise Coast @ParadiseCoast
 A8: In Paradise there is inspiration all around! #ParadiseChat #AdventureTravel
<http://bit.ly/AmrNvW>
pic.twitter.com/CMdwiucwco

Impressions	262
Total engagements	2
Media engagements	1
Detail expands	1


Reach a bigger audience
 Get more engagements by promoting this Tweet!

Get started

Post Details

Reported stats may be delayed from what appears on posts X

Naples, Marco Island, Everglades - Paradise Coast added a new photo.
 Published by Sprout Social (S) · September 5 · 🌐



HAPPY LABOR DAY WEEKEND FROM FLORIDA'S PARADISE COAST.

NAPLES · MARCO ISLAND · EVERGLADES · FLORIDA'S PARADISE COAST

4,075 people reached Boost Post

125 Likes 3 Comments 32 Shares

Like Comment Share

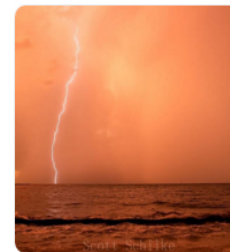
4,075 People Reached		
249 Likes, Comments & Shares		
195 Likes	125 On Post	70 On Shares
21 Comments	4 On Post	17 On Shares
33 Shares	32 On Post	1 On Shares
127 Post Clicks		
35 Photo Views	0 Link Clicks	92 Other Clicks 📌

NEGATIVE FEEDBACK

5 Hide Post 2 Hide All Posts

0 Report as Spam 0 Unlike Page

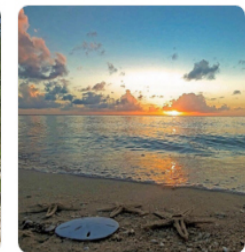
Top Instagram Posts



@paradisecoast
74 Engagements



@paradisecoast
55 Engagements



@paradisecoast
49 Engagements

CVB Group Visit Projects

- Group visit to cover Lake Trafford restoration and bass fishing for Florida Game & Fish magazine
- Press FAM from India with VISIT FLORIDA
- Fashion & Luxury FAM with LHA
- Joint Brazilian Press FAM with Palm Beach County



CVB Activity Highlight

- **Attended Taste of Emeril Event**
 - St. Pete with VISIT FLORIDA
 - Attended by many food writers attending nat'l conference
 - Chef Vincenzo Betulia cooked
 - Detailed culinary info to VF to use in follow up
 - Working on a Naples restaurant story already with Tampa Bay times as a result of meeting



Collier County Tax Collector

TOURIST TAX COLLECTIONS

BED320RD		10/01/2015		COLLIER COUNTY TOURIST TAX - YTD REPORT BY CITY								PAGE	1
** 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	250168	5273588	
** 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	217355	4999165	
** 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	754	14084	
** 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	5338	139057	
** 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	402427	10762471	
** 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	876042	21188365	

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	63	34454
** CONDOMINIUM **												
51794	33782	60359	151936	146758	354350	790643	116876	70976	76779	33550	26069	1913872
** CAMPGROUND/RV/PARK **												
3597	6207	9069	22943	38241	27390	46976	9553	4949	3096	3347	2309	177677
** HOTEL/MOTEL **												
489410	800822	978573	1246839	1628493	2041235	2567419	1640157	904647	714526	791187	719164	14522472
** INTERVAL **												
7907	9119	9317	12089	20035	18110	29146	23859	12435	11037	9440	8348	170842
** MOBILE HOME PARK **												
19	23	116	1531	522	1121	5015	799	552	17	16	17	9748
** SINGLE FAMILY **												
70504	28196	27002	102653	55207	89876	298550	52158	47797	69675	21450	26396	889464
** REALTOR **												
60779	86730	145207	408875	1097400	565988	534043	203715	73145	83786	116492	93676	3469836
** OTHER **												
** TOTALS **												
684811	965779	1234208	1949763	2992190	3105802	4279428	2049784	1115485	959458	975615	876042	21188365

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS
SEPTEMBER 2015
(MONTH OF AUGUST 2015 VENDOR TAX COLLECTION)

BREAKDOWN	FISCAL 2013-2014	FISCAL 2014-2015	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	1,011,824	876,042	- 135,782	- 13.42%
YEAR TO DATE	19,137,167	21,188,365	+ 2,051,198	+ 10.72%
HOTEL / MOTEL				
MONTH TO MONTH	829,790	719,164	- 110,626	- 13.33%
YEAR TO DATE	13,633,943	14,522,472	+ 999,155	+ 6.52%
REALTORS				
MONTH TO MONTH	115,045	93,676	+ 21,369	+ 18.57 %
YEAR TO DATE	2,808,870	3,469,836	+ 660,966	+ 23.53 %
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	54,655	52,528	- 2,127	- 3.89%
YEAR TO DATE	2,345,461	2,837,790	+ 492,329	+ 20.99%

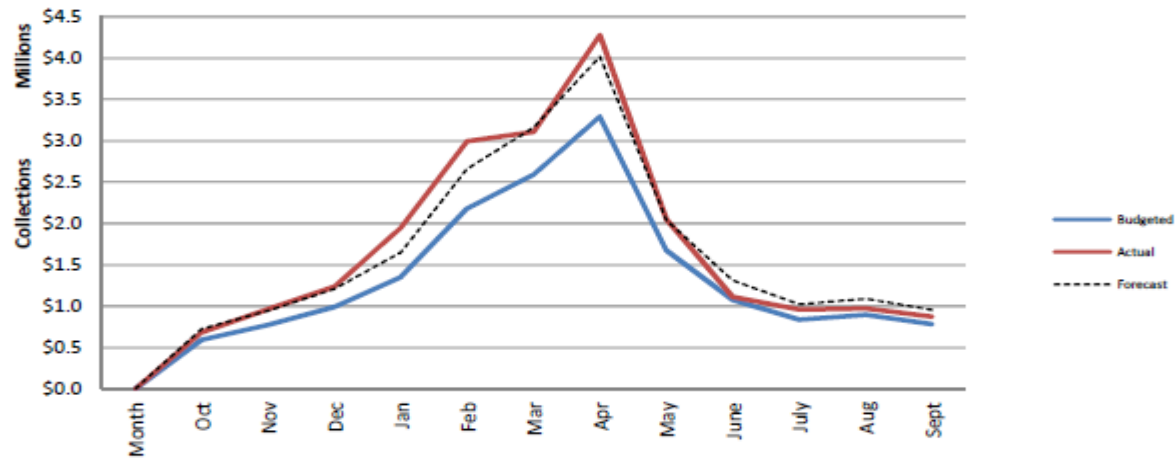
FY 15 TDC Revenue Report
30-Sep-2015

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	930,977	948,391	17,415
TDC Promotion	184	5,984,200	7,300,762	7,300,762	7,437,328	136,566
Non-County Museums	193	406,100	495,439	495,439	504,707	9,268
TDC Admin	194	1,980,700	2,416,463	2,416,463	2,461,664	45,202
Beach Renourishment	195	6,276,600	7,657,470	7,657,470	7,800,708	143,238
Disaster Recovery	196	-	-	0	-	-
County Museums	198	1,637,900	1,998,189	1,998,189	2,035,566	37,377
	Gross Budget	\$17,048,600	\$20,799,300	\$20,799,300	\$21,188,365	\$389,065
	Less 5% Rev Res	(852,400)			1.9%	1.9%
	Net Budget	16,196,200			24.3%	
Collections						
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	2,884,798	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	10,932,553	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	18,377,250	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	876,042	21,188,365	124.28%	-13.42%	34.05%	35.48%
Total	21,188,365	21,188,365	YTD	10.72%	30.93%	42.22%
	Current Forecast	20,799,300	122.0%	20,799,300		

FY 15 TDC Revenue Report 30-Sep-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	876,042	92,972	955,346
Total	100.0%	100.0%	17,048,600	21,188,365	4,139,765	20,799,292

Tourist Tax Revenue Collection Curve

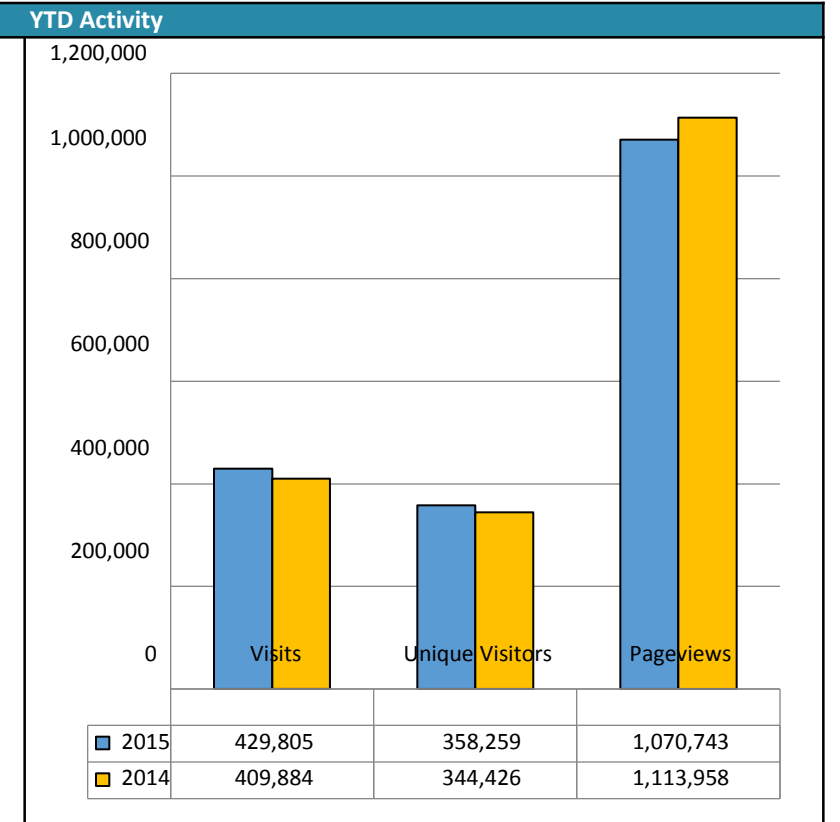
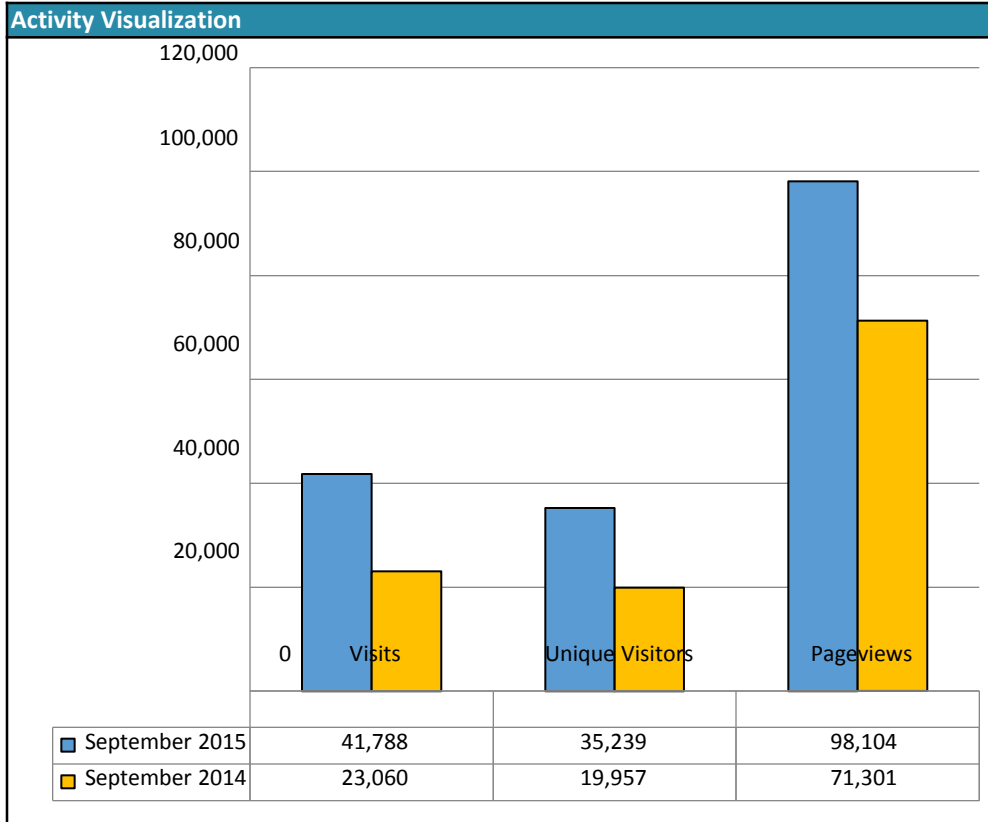


Miles Partners, Inc.

WEB SITE ANALYTICS

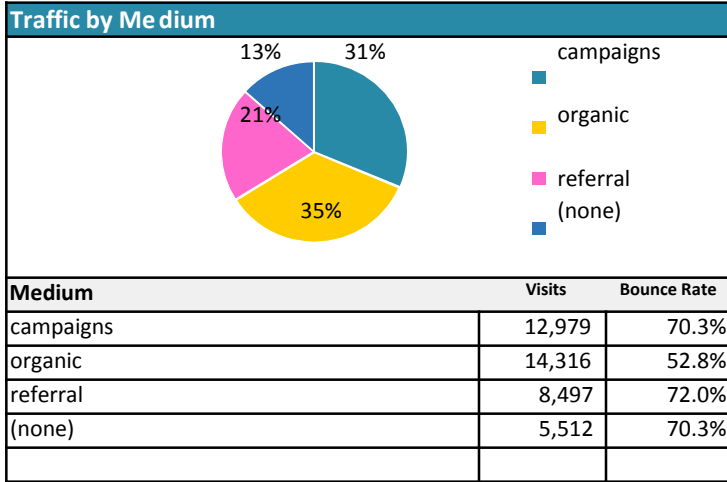
Website Measurement Dashboard

Activity								Engagement					
%ch	LM	%ch	LY	%ch	YTD	%ch	LM	%ch	LY	%ch	LM	%ch	LY
Visits	41,788	36,066	16%	23,060	81%	388,017	4%	Avg. Time on Site	01:42	01:41	0%	02:14	-24%
Page Views	98,104	85,197	15%	71,301	38%	972,639	-4%	Bounce Rate (Total)	64.3%	62.0%	4%	52.7%	22%
Unique Visitors	35,239	28,682	23%	19,957	77%	323,020	1%	Bounce Rate (Homepage)	36.1%	42.5%	-15%	39.6%	-9%



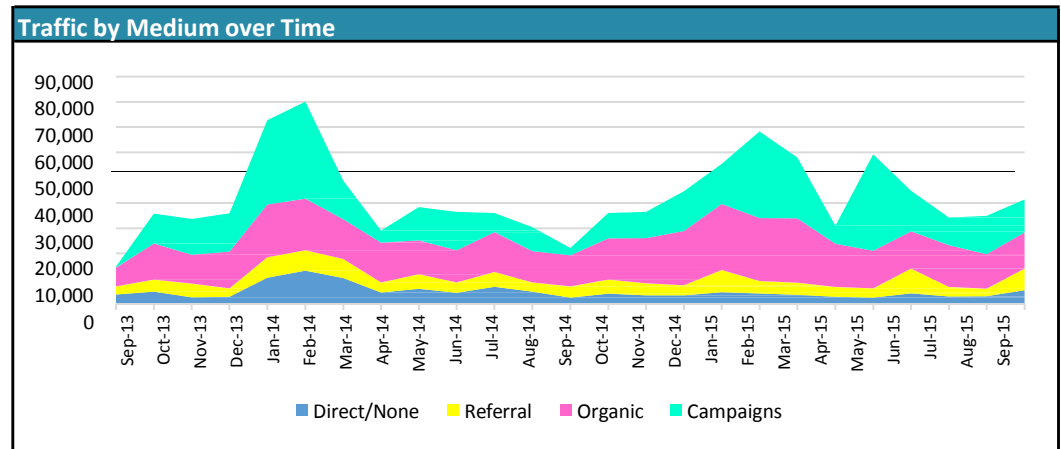
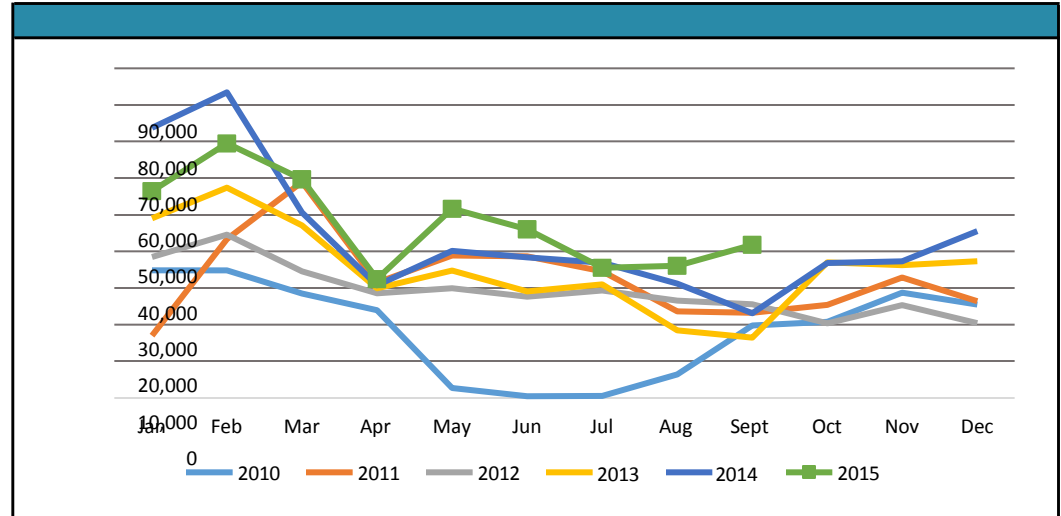
Website Measurement Dashboard

September 2015



Sources of Traffic

Source / Medium	Visits	Bounce Rate
google / organic	12,973	53.2%
(direct) / (none)	5,512	70.3%
m.facebook.com / referral	4,617	88.2%
Collinson_4-20-15 / Banner	3,947	86.2%
MNI-Ad_4-20-15 / banner	2,723	90.6%
google / cpc	1,284	37.8%
interfuse / email	986	47.5%
Weather.com_4-20-15 / Video	926	87.2%
electronic-stats / email	778	17.0%
facebook.com / referral	761	74.8%
yahoo / organic	735	49.8%
bing / organic	459	49.2%

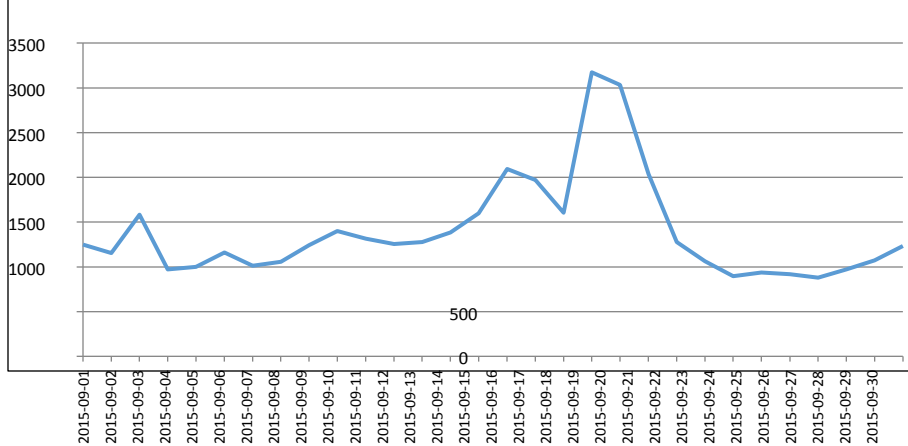


Website Measurement Dashboard

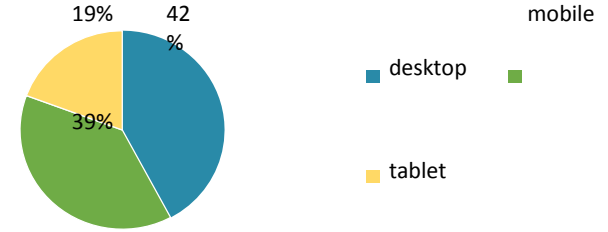


Signals of Intent to Travel					
Goal Completion Rate (Total SITs/Pageviews)					
	LM	LY			
10.71%	14.43%	19.23%			
Instances	LM	%ch	LY	%ch	
Guide Orders	856	1,098	-22%	803	7%
Newsletter Signup	552	1,699	-68%	324	70%
Deals Page Views	2,081	1,901	9%	2,532	-18%
Hotels & Rentals Listings Views	3,847	3,738	3%	4,894	-21%
eBook Views	158	127	24%	33	379%
BookDirect Widget Searches	1,802	2,789	-35%	2,428	-26%
BookDirect Click-Throughs	1209	945	28%	2,700	-55%
Total	14,105	13,714	-15%	13,714	-23%

Visits by Day



Traffic by Device Category				
	Visits	Pgs./Visit	Bounce Rate	Time on Site
desktop	17,620	3.01	52.6%	02:28
mobile	16,057	1.67	74.8%	00:57



Most-Viewed Pages		
	Pageviews Rate	Bounce
/discoveryourparadise	12,198	85%
/	8,269	36%
/media_center/news_releases/naples_on_florida_	6,468	85%
/listings/events	5,792	24%
/major_annual_events	2,748	39%
/listings/hotels_and_rentals	1,840	64%
/attractions	1,637	37%
/guide	1,384	41%
/listings/events?view=results	1,379	47%
/listings/events?datefilter=weekend	1,111	75%
/map	923	77%
/listings/events?datefilter=month	739	25%



Website Measurement Dashboard

Referring Domains		
	Visits	Bounce Rate
m.facebook.com / referral	4,617	88.2%
facebook.com / referral	761	74.8%
track.etrack-online.com / referral	440	27.1%
cityofmarcoisland.com / referral	317	34.7%
floridatravellife.com / referral	150	38.0%
snapsurveys.com / referral	140	85.0%
l.facebook.com / referral	125	69.6%
naplesgov.com / referral	115	18.3%
travelzoo.com / referral	95	41.1%
colliergov.net / referral	94	44.7%
stonecrabfestival.org / referral	78	30.8%
nhgcc.com / referral	74	81.1%
t.co / referral	61	75.4%

Visits By Geography					
City	Visits	LM	%ch	LY	
%ch					
Miami	1,623	990	64%	239	579%
North Naples	1,541	935	65%	813	90%
Naples	1,413	1,026	38%	917	54%
Miami Beach	1,244	903	38%	145	758%
Orlando	1,006	732	37%	315	219%
Tampa	889	903	-2%	149	497%
New York	820	680	21%	914	-10%
St. Petersburg	726	521	39%	161	351%
Jacksonville	724	540	34%	144	403%
Golden Gate	600	358	68%	292	105%
Lely Resort	531	350	52%	245	117%
Chicago	429	344	25%	233	84%
Marco Island	422	518	-19%	261	62%

Visits By Geography					
State	Visits	LM	%ch	LY	
%ch					
Florida	23,516	19,408	21%	8,934	163%
New York	1,512	1,174	29%	1,482	2%
Illinois	1,077	769	40%	737	46%
Texas	764	782	-2%	482	59%
Ohio	761	578	32%	505	51%
Georgia	740	1,612	-54%	536	38%
New Jersey	721	556	30%	559	29%
Pennsylvania	721	524	38%	595	21%
Massachusetts	708	410	73%	566	25%
California	689	520	33%	458	50%
Indiana	631	246	157%	265	138%

Visits By Geography (Visits to U.S. Site)					
Country	Visits	LM	%ch	LY	
%ch					
United States	37,643	32,177	17%	19,401	94%
United Kingdom	1,086	1,069	2%	991	10%
Canada	752	626	20%	654	15%
Germany	430	413	4%	774	-44%
Brazil	308	293	5%	124	148%
Argentina	104	69	51%	54	93%
India	86	106	-19%	76	13%
Italy	76	65	17%	51	49%
Switzerland	70	55	27%	105	-33%
Sweden	64	63	2%	54	19%
France	60	62	-3%	55	9%

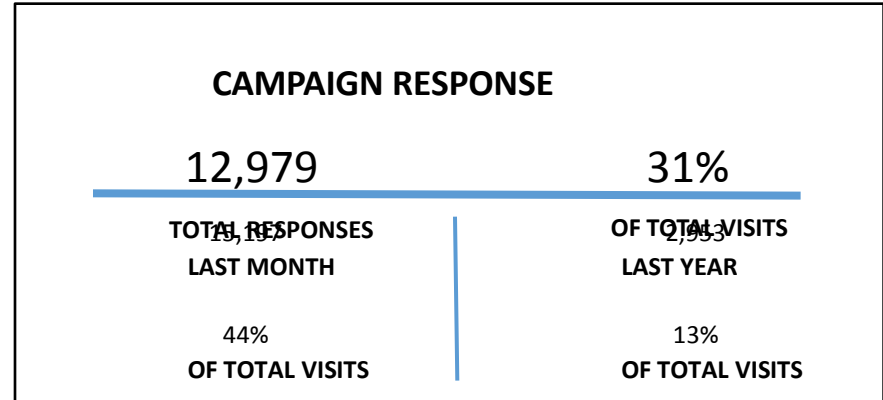
Website Measurement Dashboard

October 26, 2015
Marketing Partner Reports 9 a-g

64 of 78



September 2015



Campaigns						
Name	Visits	LM	%chg	Pgs/Visit	Bounce Rate	Time on Site
Discover Your Paradise - Spring 2015	8,155	12,175	-33%	1.2 3	86.8 %	00:2 4
Discover Your Paradise	841	997	-16%	2.4 7	61.2 %	01:5 4
City & County - Exact & Phrase	787	0	100%	5.2 6	32.9 %	04:1 0
etechtrack	778	0	100%	2.8 4	17.0 %	02:3 6
discover your paradise	775	19	3979%	2.2	59.1 %	02:0 0
Stone Crab Festival 2015	539	0	100%	1.3 8	47.7 %	00:4 9
Paradise Coast Meetings Sept	406	56	625%	3.7 3	22.2 %	04:0 9
Paradise Coast Meetings	137	230	-40%	2.9 1	32.9 %	03:1 3
Consumer Interest Inventory e-blast	129	999	-87%	2.7 3	25.6 %	02:3 0
Paradise+Refined	72	127	-43%	2	77.8 %	00:5 3
Paradise+Refined	62	266	-77%	1.8	38.7 %	00:4 0



Paradise Advertising & Marketing, Inc.

DIGITAL/SOCIAL MEDIA MARKETING

EARNED CONSUMER EMAILS

Monthly Performance

As we've been seeing in recent months for the Earned Consumer Emails, the Video gif and "Stay" button received the high clicks, (8.06% and 8.28% respectively), but the highest clicks are attributed to the "read more" button for the Stone Crab Festival Event with 15.47% of all clicks. The click-through rate is lower this month, possibly due to the niche message in this Escape.

Highlighted stats represent the earned consumer email.

16.44%

OPEN RATE

10.03%

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	25,291				212,791
Open Rate	16.27%	13.07%	16.73%	15.64%	16.05%	15.28%	16.07%	16.21%	16.44%				15,75%
Click-Thru-Rate	18.64%	17.41%	15.81%	15.50%	14.75%	13.49%	12.12%	13.92%	10.03%				14.63%

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	50,000				450,000
Open Rate	15.71%	16.21%	16.55%	15.72%	15.52%	15.62%	15.56%	15.45%	15.73%				15.79%
Click-Thru-Rate	1.80%	1.64%	1.82%	1.60%	1.82%	1.63%	1.29%	1.80%	1.94%				1.7%

PAID GOLF EMAIL

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

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	4,288				35,867
Open Rate	14.89%	13.18%	13.28%	16.09%	14.19%	15.56%	14.61%	13.65%	16.33%				14.64%
Click-Thru-Rate	5.50%	6.35%	6.30%	5.06%	6.69%	5.33%	5.58%	5.05%	4.02%				5.54%

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	64,134				718,077
Open Rate	16.20%	14.73%	15.90%	9.87%	16.8%	14.6%	11.20%	13.20%	9.33%				13.54%
Click-Thru-Rate	2.30%	1.73%	1.70%	1.23%	1.9%	1.8%	1.12%	1.26%	0.93%				1.55%

SOCIAL MEDIA: TWITTER

Monthly Performance

Overall our Twitter accounts continue to grow and we look forward to seeing improvement with our smaller, more niche handles as we move forward with even more targeted content creation. Multiple Twitter chats took place in September which drove high impressions and new follower growth.

We continue to see Twitter chats as a great opportunity to connect with travel bloggers and influencers. Additionally, we're able to share stories of Paradise Coast from the eyes of the visitor through user generated content. Followers enjoy being highlighted on our page and love the authenticity of this content.



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	2,900,000				37,654,000
3,000 Unique Users	130	125	150	102	116	165	100	157	140				1,185
1,000 New Followers	329	314	302	307	302	303	306	256	436				2,855
16,000 Interactions	236	264	277	191	195	339	179	254	261				2,196
PARADISEADV.COM 3,500 Website Visits	127	112	106	225	62	46	67	63	111				919

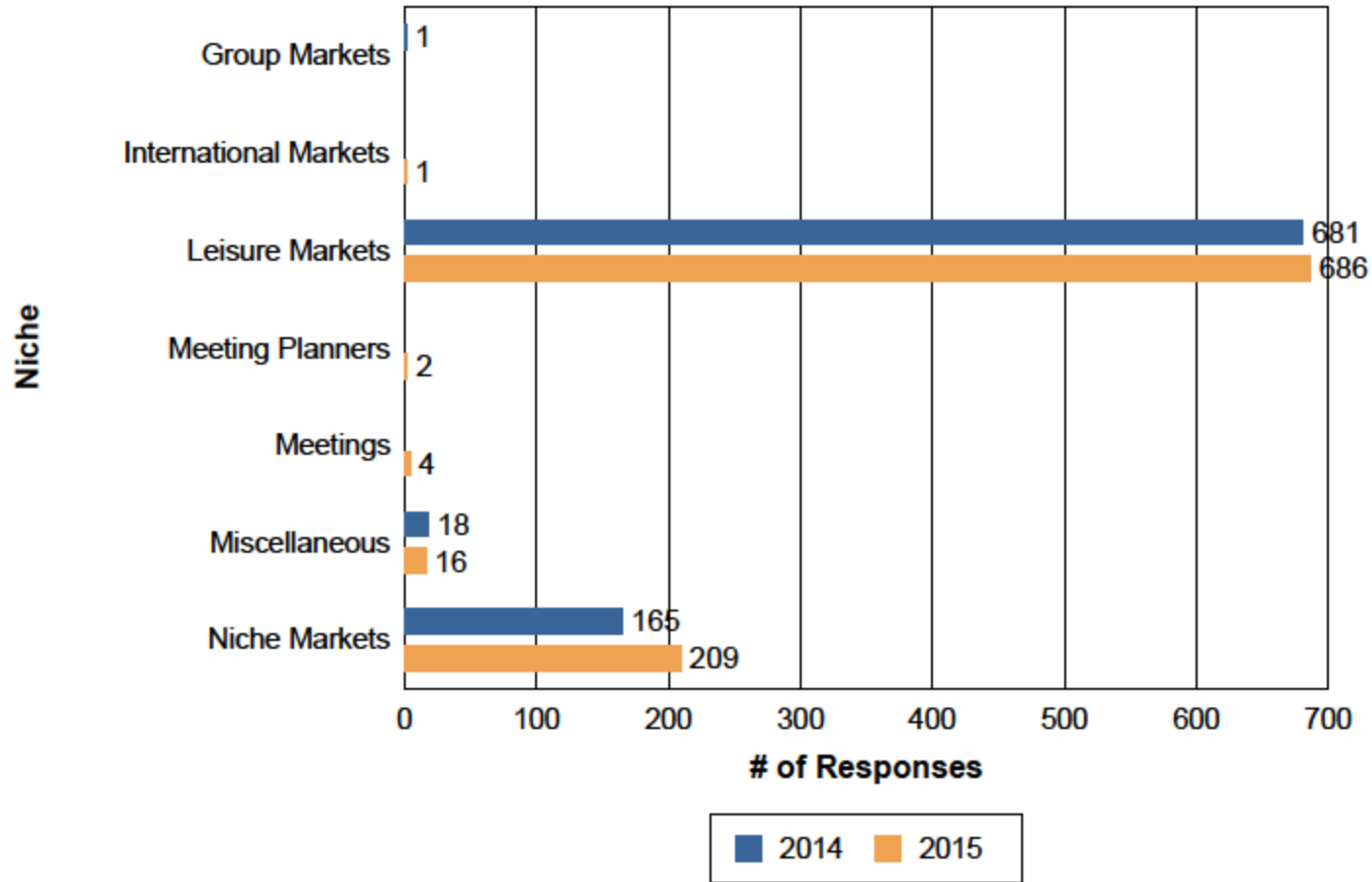
Phase V

FULFILLMENT SERVICES

Naples, Marco Island, Everglades CVB

Year Over Year Inquires by Niche

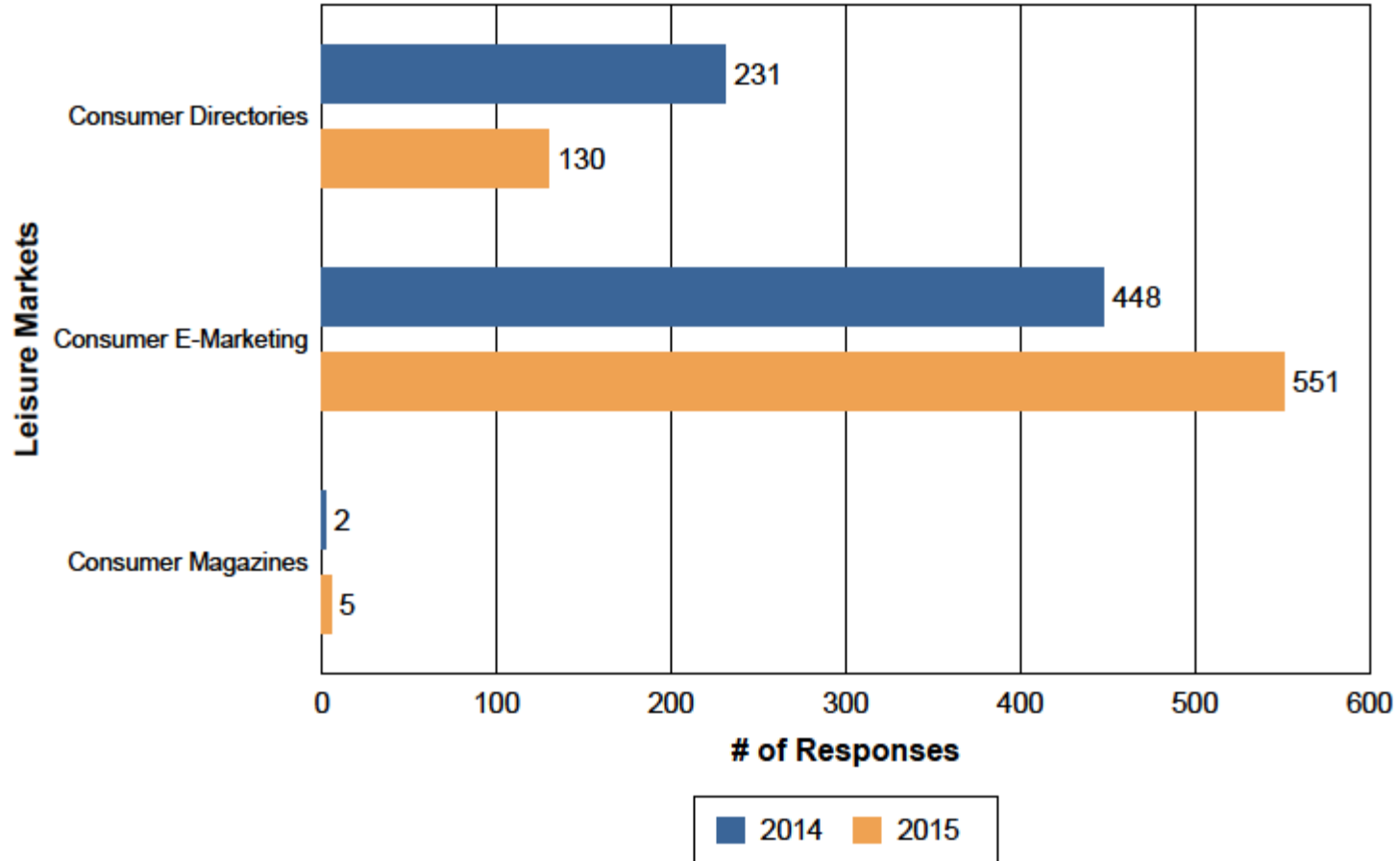
For the months of September 2014 & 2015



Naples, Marco Island, Everglades CVB

Year Over Year Inquires by Leisure Markets

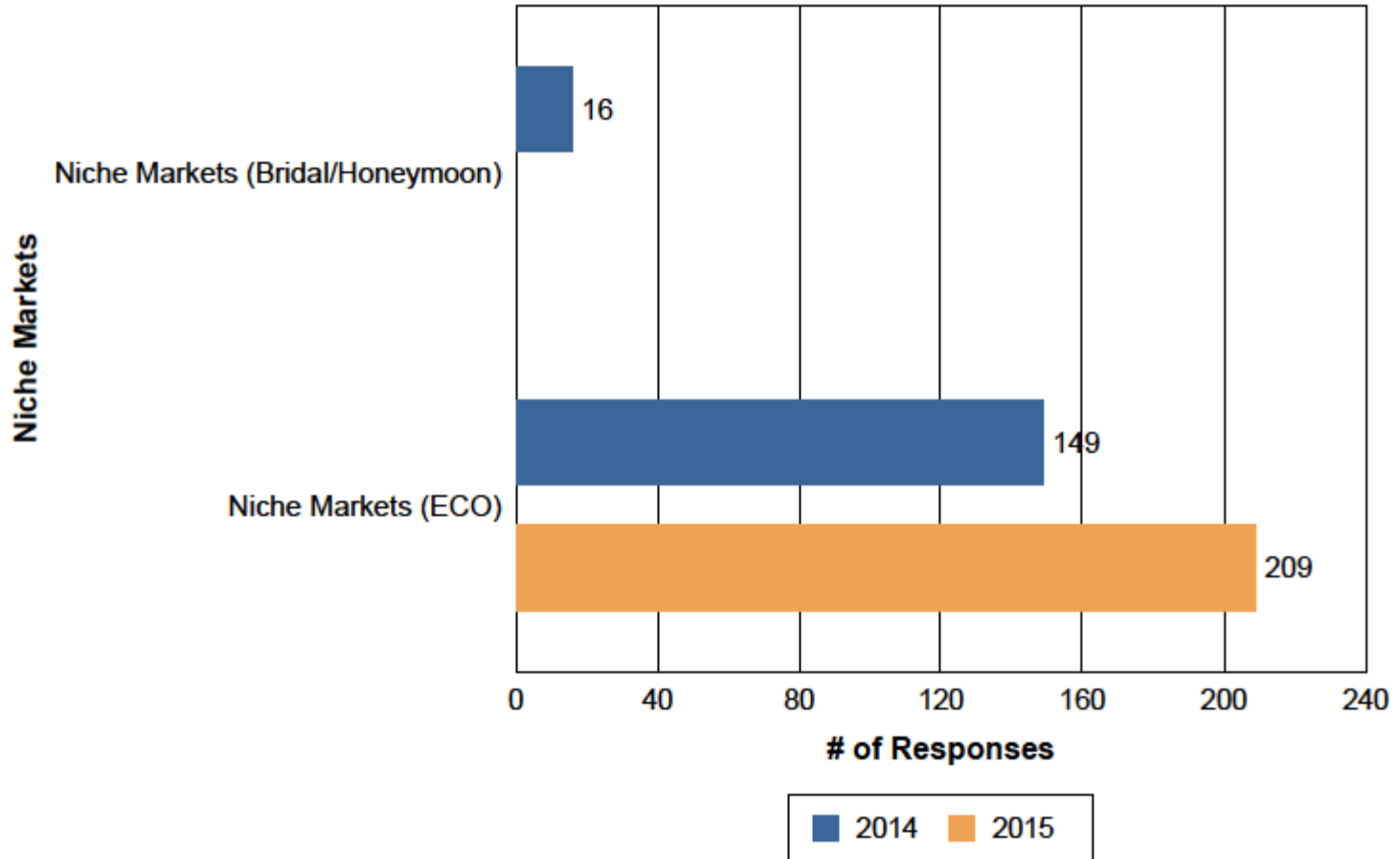
For the months of September 2014 & 2015



Naples, Marco Island, Everglades CVB

Year Over Year Inquiries by Niche Markets

For the months of September 2014 & 2015

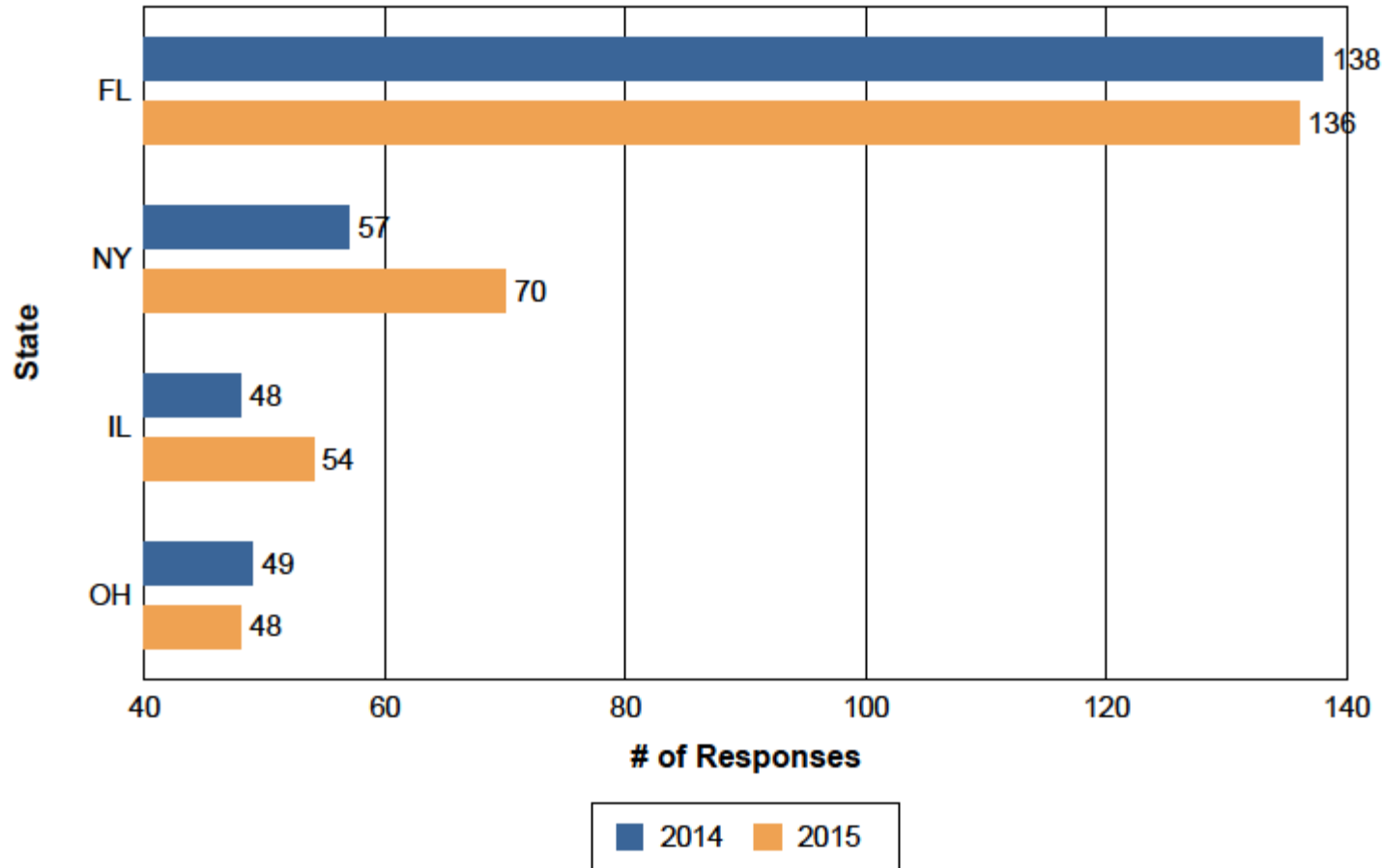


10/1/2015

Naples, Marco Island, Everglades CVB

Year Over Year Inquires by State

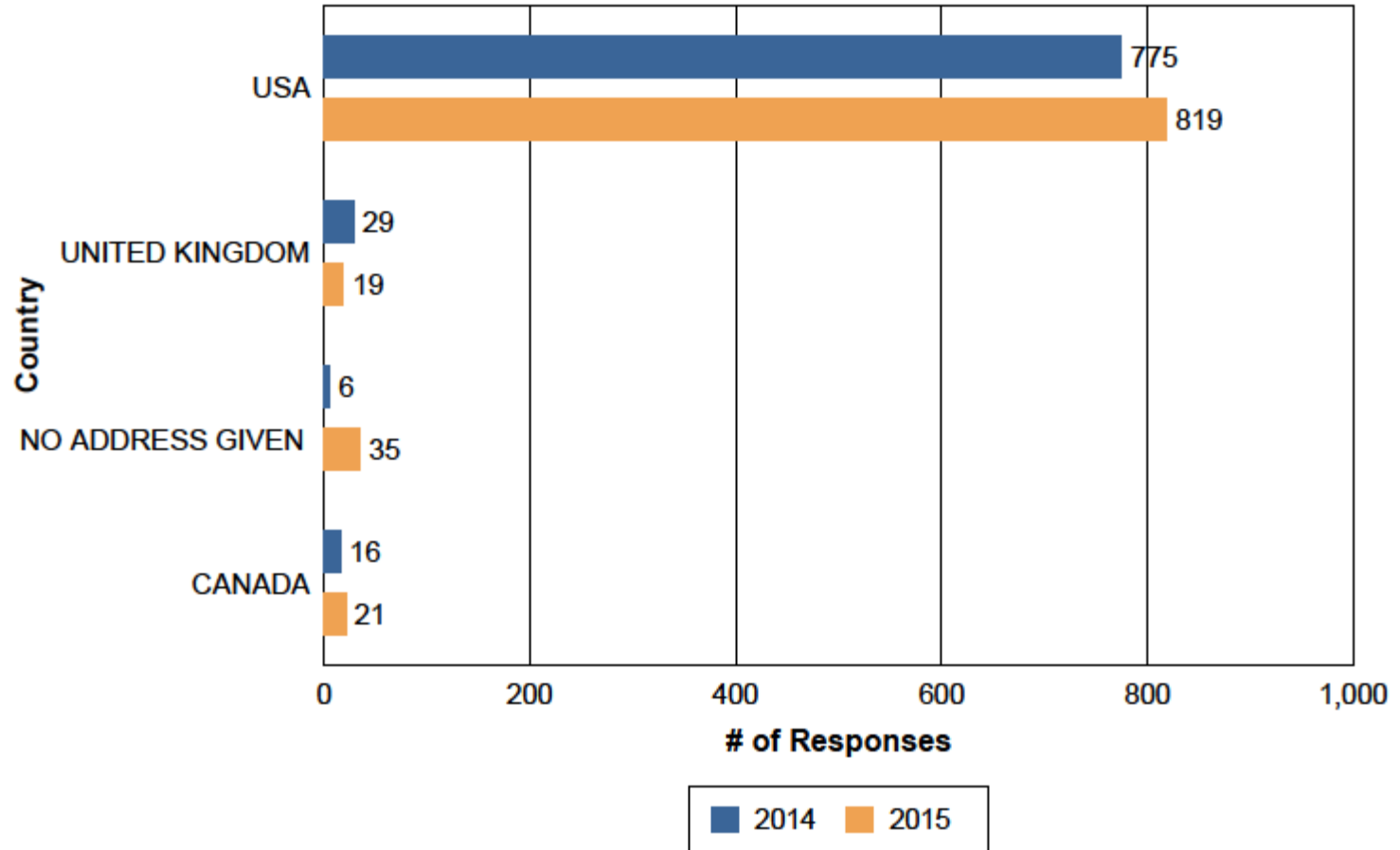
For the months of September 2014 & 2015



Naples, Marco Island, Everglades CVB

Year Over Year Inquires by Country

For the months of September 2014 & 2015



Guide Request Summary by Guide September 2015

Guide	# of Requests	Quantity
Area Map	4	1056
Meeting Planner Kit	2	2
Rack Brochure (Portuguese)	7	7
Rack Brochure (Spanish)	3	3
Visitor's Guide (English)	906	5979
Visitor's Guide (German)	5	5

Live Chat by Topic September 2015

By Topic					
Topic	# of chats	Time	Minutes	Min/Chat	Year to Date Cumulative
Accommodations	1	0:05:38	5.6	5.6	12
Airport	1	0:02:52	2.9	2.9	1
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	0	0:00:00	0.0	0.0	2
Dining & Nightlife	0	0:00:00	0.0	0.0	2
Directions	0	0:00:00	0.0	0.0	1
Discover	0	0:00:00	0.0	0.0	0
Events & Festivals	0	0:00:00	0.0	0.0	14
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	0	0:00:00	0.0	0.0	2
Misc.	1	0:15:23	15.4	15.4	6
Outdoor Activities	0	0:00:00	0.0	0.0	1
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
Totals	3	0:23:53	23.9	8.0	55

THANK YOU

Questions?



NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST