

MARKETING PARTNER REPORTS

February 22, 2016



NAPLES · MARCO ISLAND
EVERGLADES



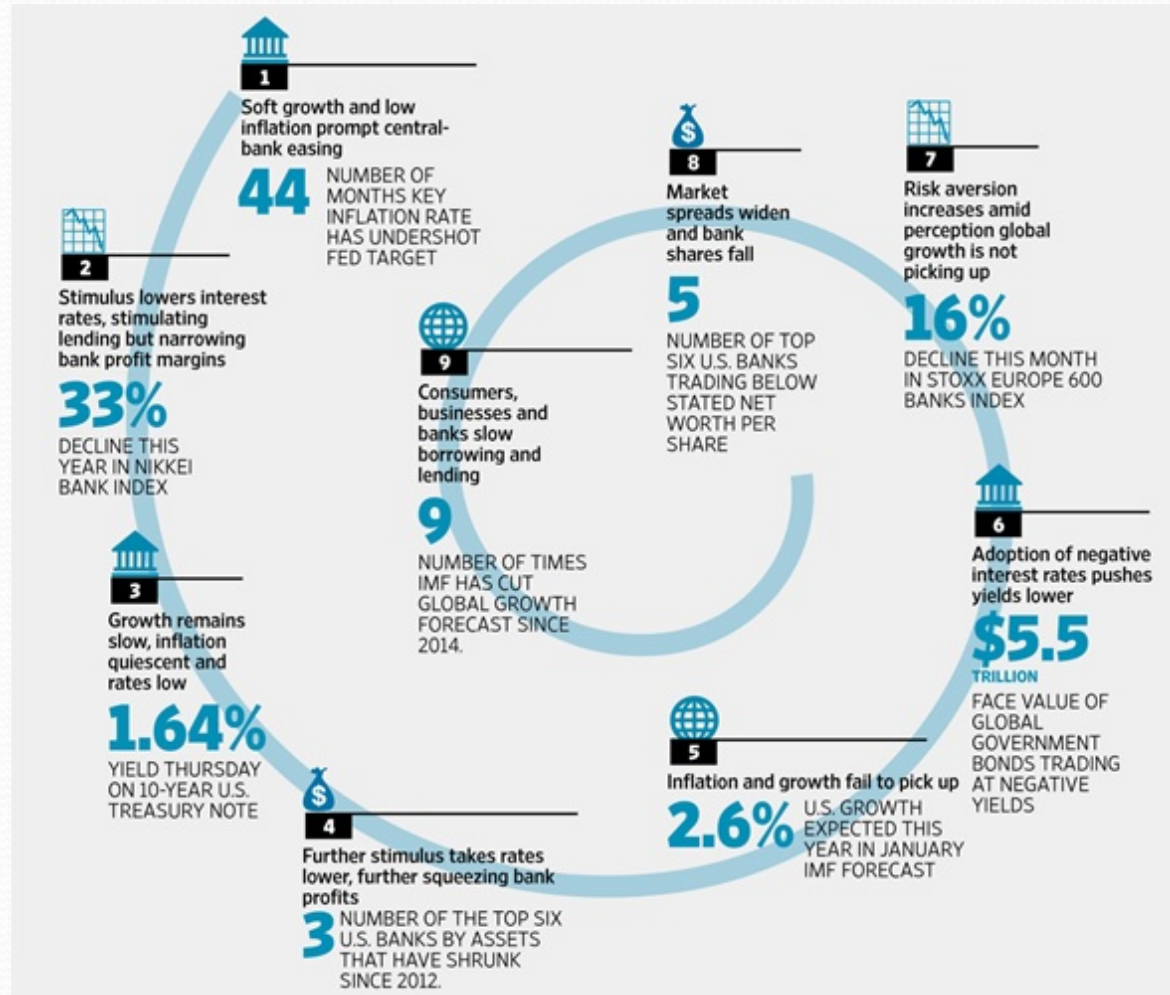
FLORIDA'S PARADISE COAST

Klages Research & Research Data Services, Inc.

RESEARCH REPORT

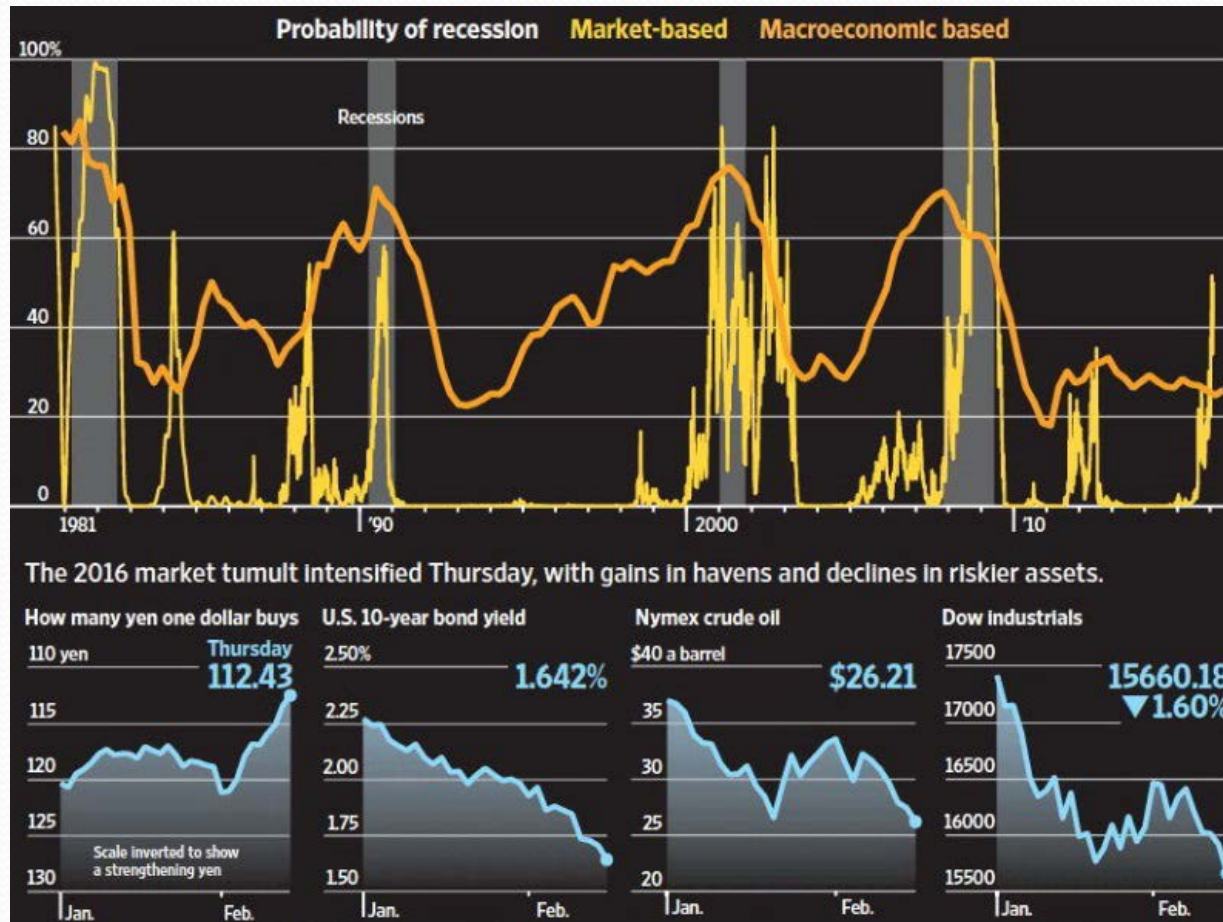
Economic Indicators

The Doom Loop



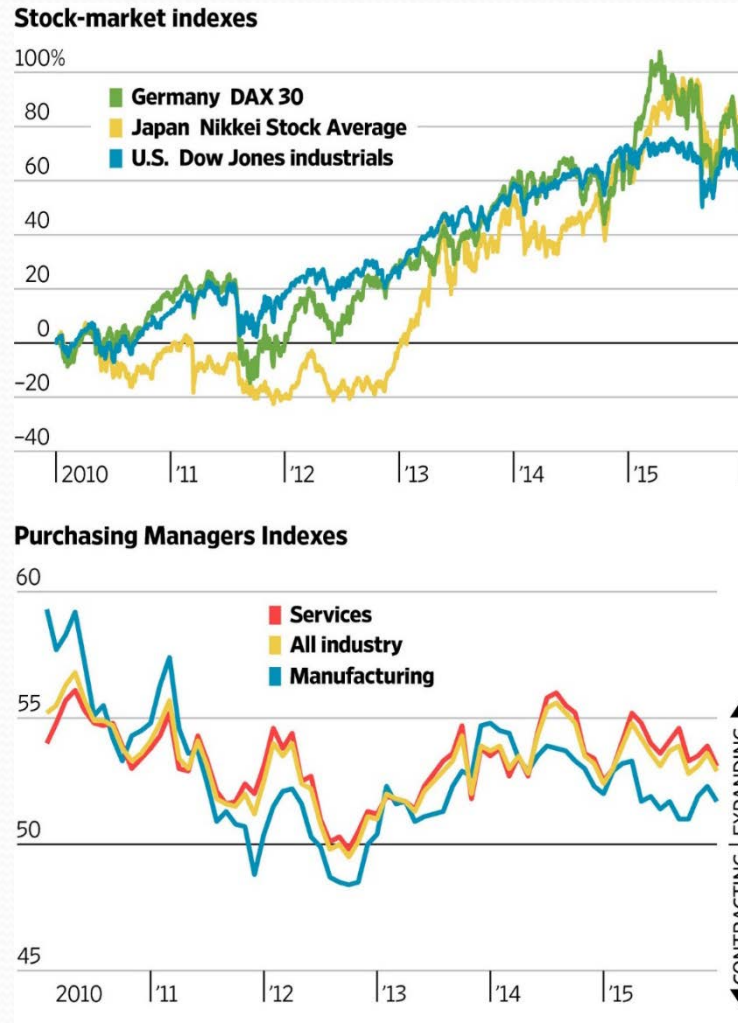
Source: WSJ Market Data Group

Dueling Indicators: Economy vs. Markets



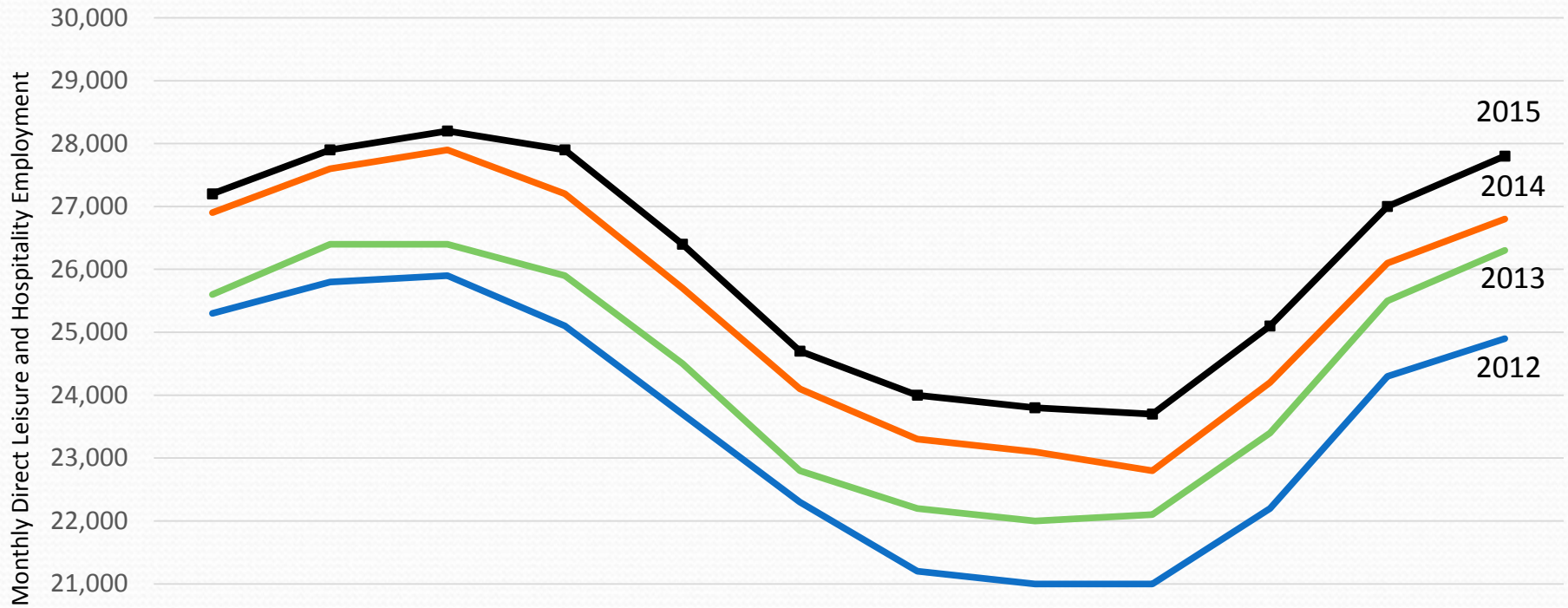
Source: Cornerstone Macro, Tullett Prebon, WSJ Market Data Group

Market-Economy Disconnect



Source: FactSet, JP Morgan-Markit

Collier Direct Leisure and Hospitality Employment (Calendar Year)*



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

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

Qualitative Research Summary

Collier Focus Group Research

December 10, 2015 / December 15, 2015

- ❖ Two focus groups conducted in the Chicago and Boston markets.
- ❖ Target: Upscale consumers who travel frequently to Florida west coast beaches.

Collier Focus Group Research

December 10, 2015 / December 15, 2015

- ❖ For both groups, convenience was a huge factor in choosing Florida as a vacation destination.
- ❖ Florida is seen as a safe and accessible destination for travel.

Collier Focus Group Research

December 10, 2015 / December 15, 2015

Group Images of Collier

- ❖ Total relaxation
- ❖ Easy lifestyle
- ❖ Upscale
- ❖ Romantic
- ❖ To find adventure
- ❖ To discover new things
- ❖ Not a lot of traffic or congestion
- ❖ For a quick getaway
- ❖ For the boutiques and shopping.
- ❖ To golf and boat.
- ❖ To hangout at the beach bars.
- ❖ For the great seafood.
- ❖ Has no pressure.
- ❖ Is pampering and refreshing
- ❖ Is all about me.
- ❖ When do we leave?

Collier Focus Group Research

December 10, 2015 / December 15, 2015

- ❖ For the group participants, Naples is an upscale and luxurious destination, where vacationers can relax and be pampered.
- ❖ Boston respondents agreed that there is much more “buzz” about Florida’s west coast than there has ever been.

Collier Focus Group Research

December 10, 2015 / December 15, 2015

- ❖ The Naples print ad rated tops among the Comp Set in both Boston and Chicago.

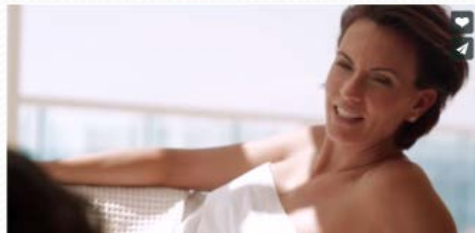


- ❖ Respondents agreed that the destination video would convince them to consider Naples as a vacation choice.

Collier Focus Group Research

December 10, 2015 / December 15, 2015

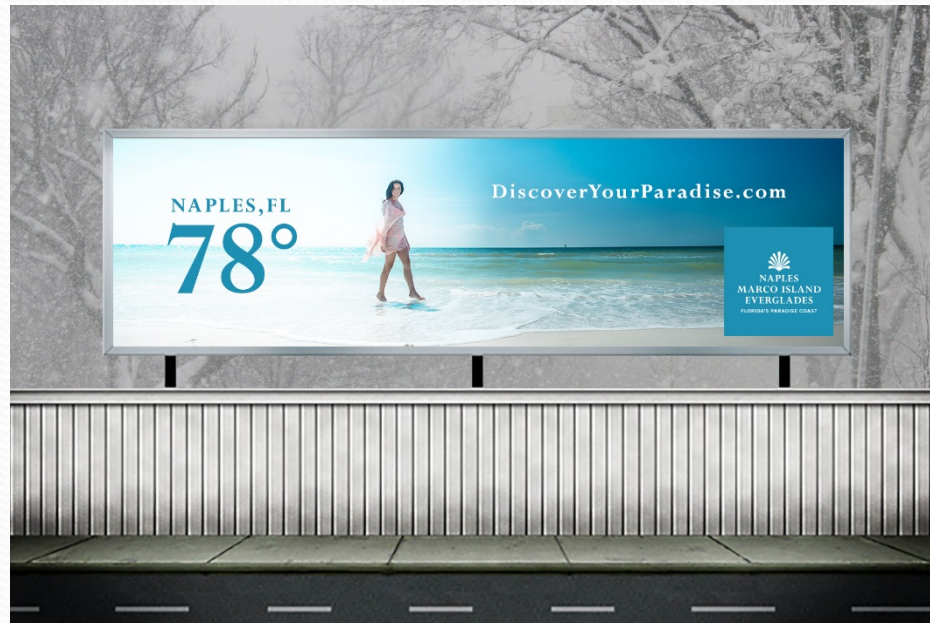
- ❖ The 15 second TV spots particularly Spa, Dining, Style, and Souvenir resonated with the participants.



Collier Focus Group Research

December 10, 2015 / December 15, 2015

- ❖ The outdoor campaigns received very positive reactions with both groups.



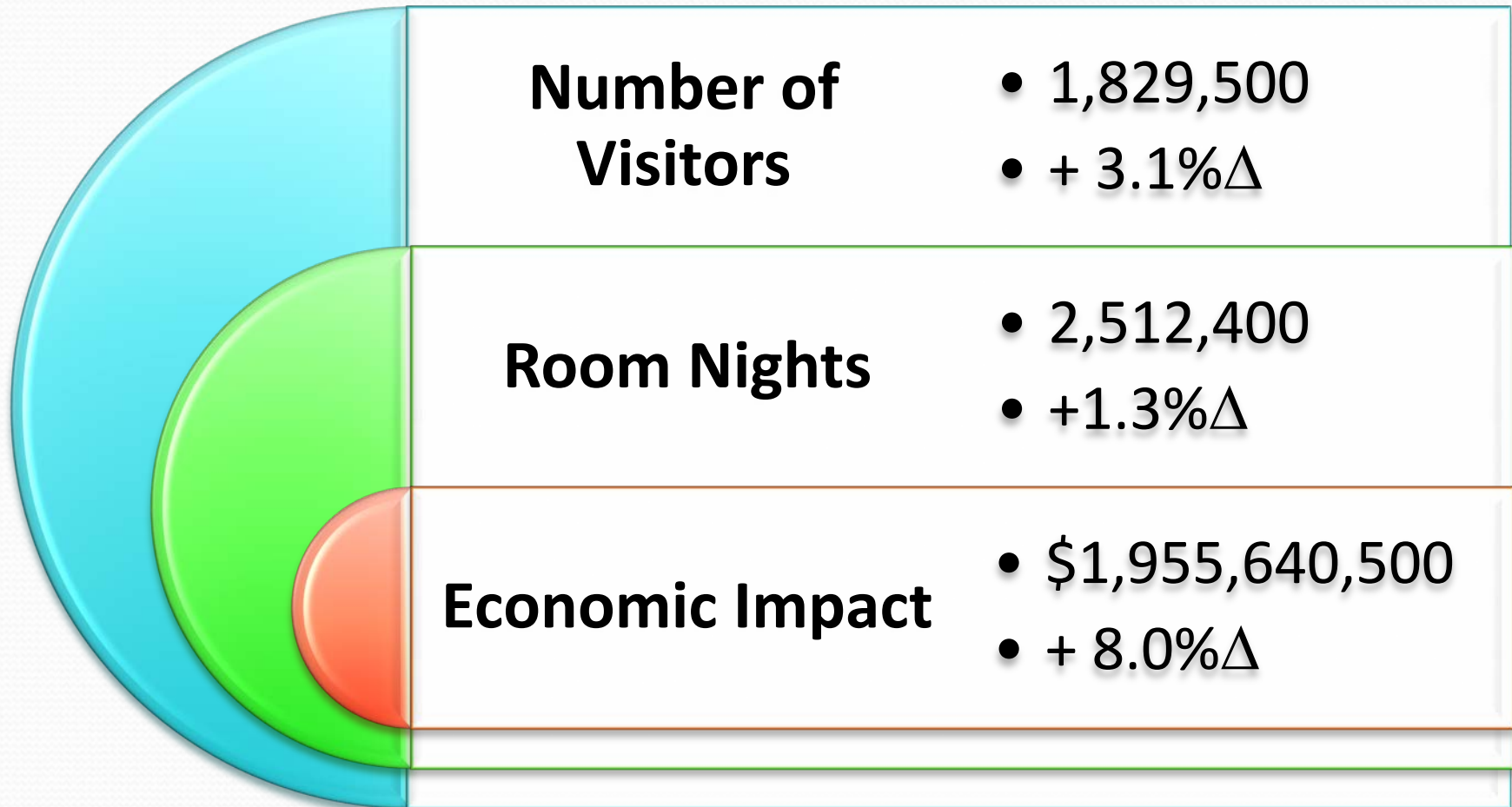
Calendar Year 2015

January – December

Collier Visitor Profile

Collier Tourism Metrics

Collier Calendar Year 2015 (Jan. – Dec.)



RDS Occupancy/ADR

Collier Calendar Year 2015 (Jan. – Dec.)

	Occupancy			ADR		
	2015	2016	% Δ	2015	2016	% 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%
Q3	63.8%	66.5%	+4.2%	\$123.9	\$131.8	+6.4%
Q4	74.9%	74.8%	-0.1%	\$170.1	\$179.6	+5.6%
Annual	75.5%	76.8%	+1.7%	\$191.1	\$205.8	+7.7%

Collier Comp Set

Calendar Year 2015 (Jan. – Dec.)

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
Naples MSA	67.7%	+0.6	\$215.83	+7.0	\$146.09	+7.7
Naples Upscale	73.3%	-4.5	\$277.01	+8.7	\$203.16	+3.9
Miami-Hialeah	78.1%	0.0	\$195.75	+5.9	\$152.83	+6.0
Florida Keys	77.8%	-2.2	\$267.88	+6.0	\$208.38	+3.7
Ft. Myers	70.6%	+6.5	\$145.01	+7.7	\$102.42	+14.7
Sarasota-Bradenton	69.3%	+0.3	\$135.53	+8.9	\$93.98	+9.2
Clearwater	75.2%	+3.8	\$128.46	+6.7	\$96.55	+10.8
St. Petersburg	70.2%	+5.5	\$140.93	+8.6	\$98.91	+14.5
Palm Beach County	73.2%	-0.1	\$165.65	+6.8	\$121.26	+6.7
Ft. Lauderdale	78.8%	+1.2	\$135.51	+6.3	\$106.75	+7.6

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

Calendar Year 2015 (Jan. – Dec.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	42.9%	+4.1	23.5%	-3.8	67.7%
Miami-Hialeah	57.1%	-0.1	16.8%	+1.1	78.1%
Florida Keys	68.0%	-0.8	8.6%	-12.3	77.8%
Ft. Myers	52.8%	+3.7	16.1%	+18.9	70.6%
Sarasota-Bradenton	49.7%	-0.8	19.1%	+0.7	69.3%
Clearwater	56.5%	+4.4	18.7%	+1.8	75.2%
St. Petersburg	48.7%	+2.5	19.5%	+9.8	70.2%
Palm Beach County	50.8%	+0.3	21.0%	-0.9	73.2%
Ft. Lauderdale	56.0%	+0.9	18.0%	+0.6	78.8%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

Calendar Year 2015 (Jan. – Dec.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$235.87	+7.1	\$187.30	+4.4	\$215.83
Miami-Hialeah	\$202.67	+4.5	\$195.91	+10.1	\$195.75
Florida Keys	\$273.18	+5.4	\$237.05	+8.1	\$267.88
Ft. Myers	\$154.35	+8.5	\$120.66	+7.2	\$145.01
Sarasota-Bradenton	\$145.94	+11.2	\$110.40	+3.3	\$135.53
Clearwater	\$133.16	+7.5	\$114.22	+4.0	\$128.46
St. Petersburg	\$146.51	+10.3	\$133.94	+6.4	\$140.93
Palm Beach County	\$170.68	+7.2	\$160.52	+5.4	\$165.65
Ft. Lauderdale	\$137.06	+6.2	\$146.59	+6.5	\$135.51

SOURCE: SMITH TRAVEL RESEARCH, INC.

Visitor Origins

Collier Calendar Year 2015 (Jan. – Dec.)

	# of Visitors 2015	Δ %
Florida	628,178	+0.5
Southeast	123,516	+9.2
Northeast	350,339	+4.8
Midwest	289,596	+1.9
Canada	50,920	+0.9
Europe	298,636	+4.8
US Opp Mkts	88,315	+8.2
CY 2016	1,829,500	+3.1

January 2016

Collier Visitor Profile

Visitation/Economic Impacts of Tourism

Collier January 2016

January

Visitors

2016
185,700

%Δ
-3.3

2015
192,100

Room Nights

2016
240,100

%Δ
-4.3

2015
250,900

Economic Impact

2016
\$175,776,400

%Δ
+2.7

2015
\$171,116,600

RDS Occupancy/Room Rates

Collier January 2016

	2015	2016	% Δ
Occupancy	83.1%	79.8%	-4.0%
ADR	\$214.5	\$235.0	+9.6%
RevPAR	\$178.2	\$187.5	+5.2%

Collier Comp Set

December 2015

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
Naples MSA	64.8%	-1.8	\$227.89	+7.5	\$147.58	+5.5
Naples Upscale	70.1%	-6.2	\$295.50	+5.7	\$207.27	-0.8
Miami-Hialeah	76.8%	-1.6	\$240.77	+3.6	\$184.90	+1.9
Florida Keys	70.8%	-5.9	\$304.84	+6.5	\$215.71	+0.3
Ft. Myers	69.1%	+5.4	\$140.16	+7.8	\$96.80	+13.6
Sarasota-Bradenton	68.8%	+7.2	\$131.96	+7.4	\$90.85	+15.2
Clearwater	64.6%	+3.1	\$111.86	+6.7	\$72.30	+10.0
St. Petersburg	60.4%	+4.2	\$127.41	+8.8	\$76.97	+13.4
Palm Beach County	74.2%	-4.5	\$180.81	+3.0	\$134.10	-1.6
Ft. Lauderdale	79.3%	-0.9	\$143.79	+6.2	\$114.10	+5.2

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

December 2015

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	44.8%	+0.4	18.5%	-7.6	64.8%
Miami-Hialeah	60.6%	-2.5	11.6%	+1.5	76.8%
Florida Keys	64.1%	-5.1	5.8%	-13.0	70.8%
Ft. Myers	56.1%	+4.5	11.1%	+11.4	69.1%
Sarasota-Bradenton	50.3%	+5.3	17.6%	+6.7	68.8%
Clearwater	51.7%	+4.2	12.9%	-1.2	64.6%
St. Petersburg	43.4%	+2.2	14.6%	-1.5	60.4%
Palm Beach County	56.2%	-1.6	16.9%	-12.1	74.2%
Ft. Lauderdale	59.4%	-3.1	14.5%	+7.8	79.3%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

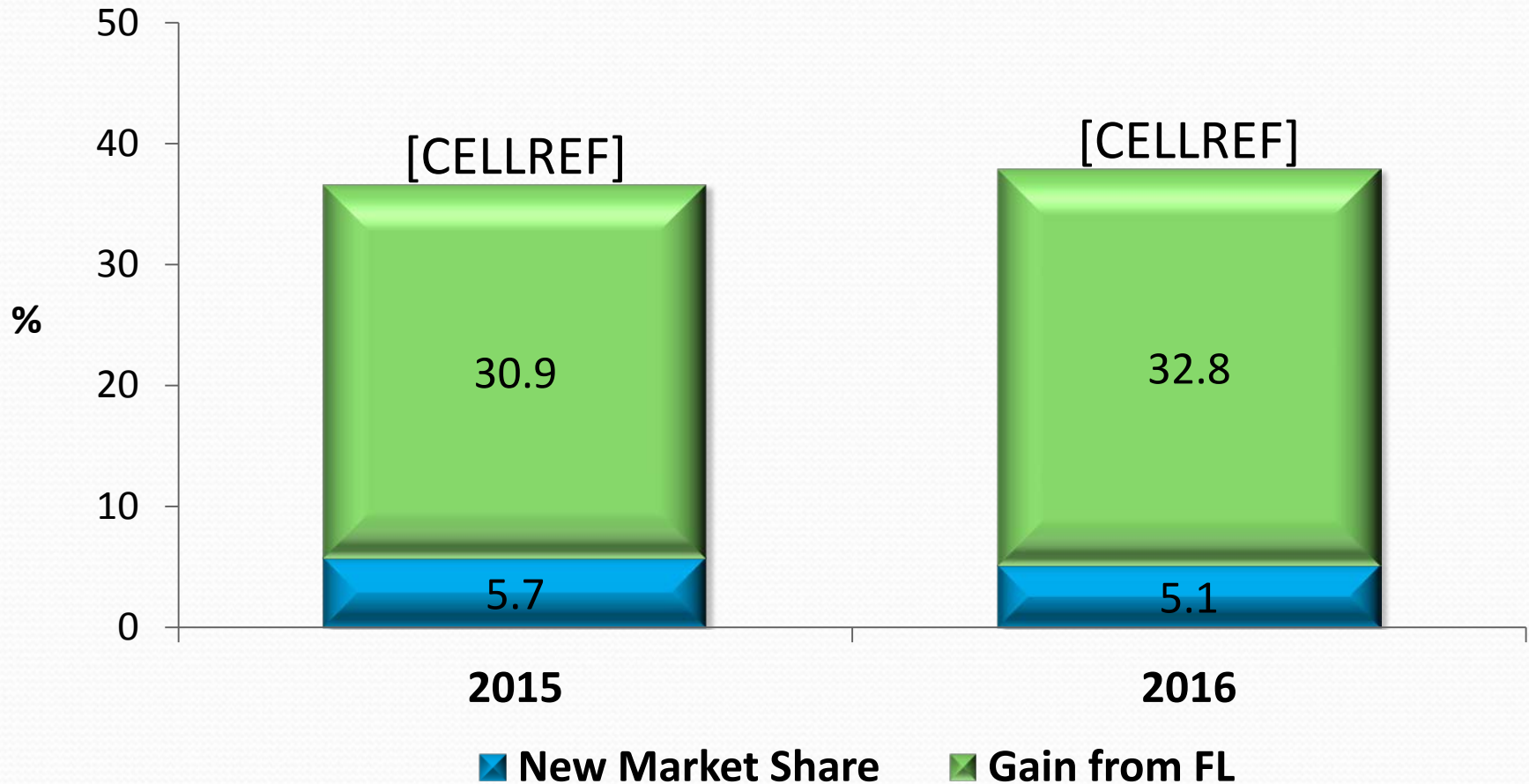
December 2015

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$271.24	+8.2	\$135.01	-0.2	\$227.89
Miami-Hialeah	\$257.41	+2.4	\$208.05	+12.4	\$240.77
Florida Keys	\$313.70	+6.3	\$221.57	+2.7	\$304.84
Ft. Myers	\$150.13	+8.6	\$100.48	+6.0	\$140.16
Sarasota-Bradenton	\$145.64	+9.3	\$97.33	+4.9	\$131.96
Clearwater	\$115.38	+6.3	\$97.77	+7.7	\$111.86
St. Petersburg	\$134.47	+12.5	\$115.65	+3.4	\$127.41
Palm Beach County	\$198.86	+4.5	\$128.39	-8.4	\$180.81
Ft. Lauderdale	\$149.77	+5.4	\$142.15	+10.0	\$143.79

SOURCE: SMITH TRAVEL RESEARCH, INC.

First Time Visitors (% Yes)

Collier January 2016



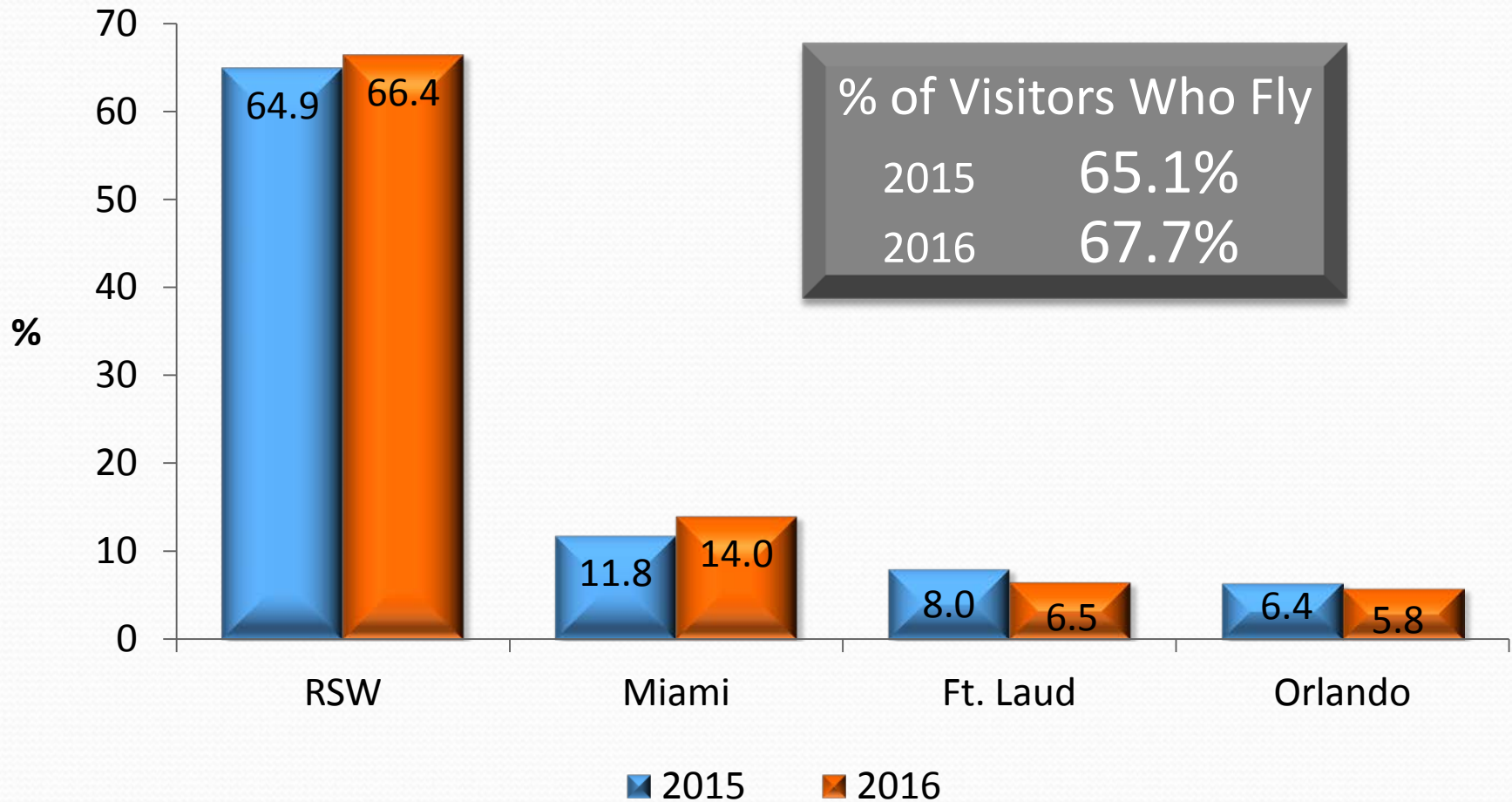
Visitor Origins

Collier January 2016

	# of Visitors 2016	Δ %
Florida	54,224	+3.4
Southeast	11,699	+1.5
Northeast	49,025	-10.1
Midwest	34,540	-8.7
Canada	4,643	+0.7
Europe	23,770	+7.6
US Opp Mkts	7,799	-13.6
Total	185,700	-3.3

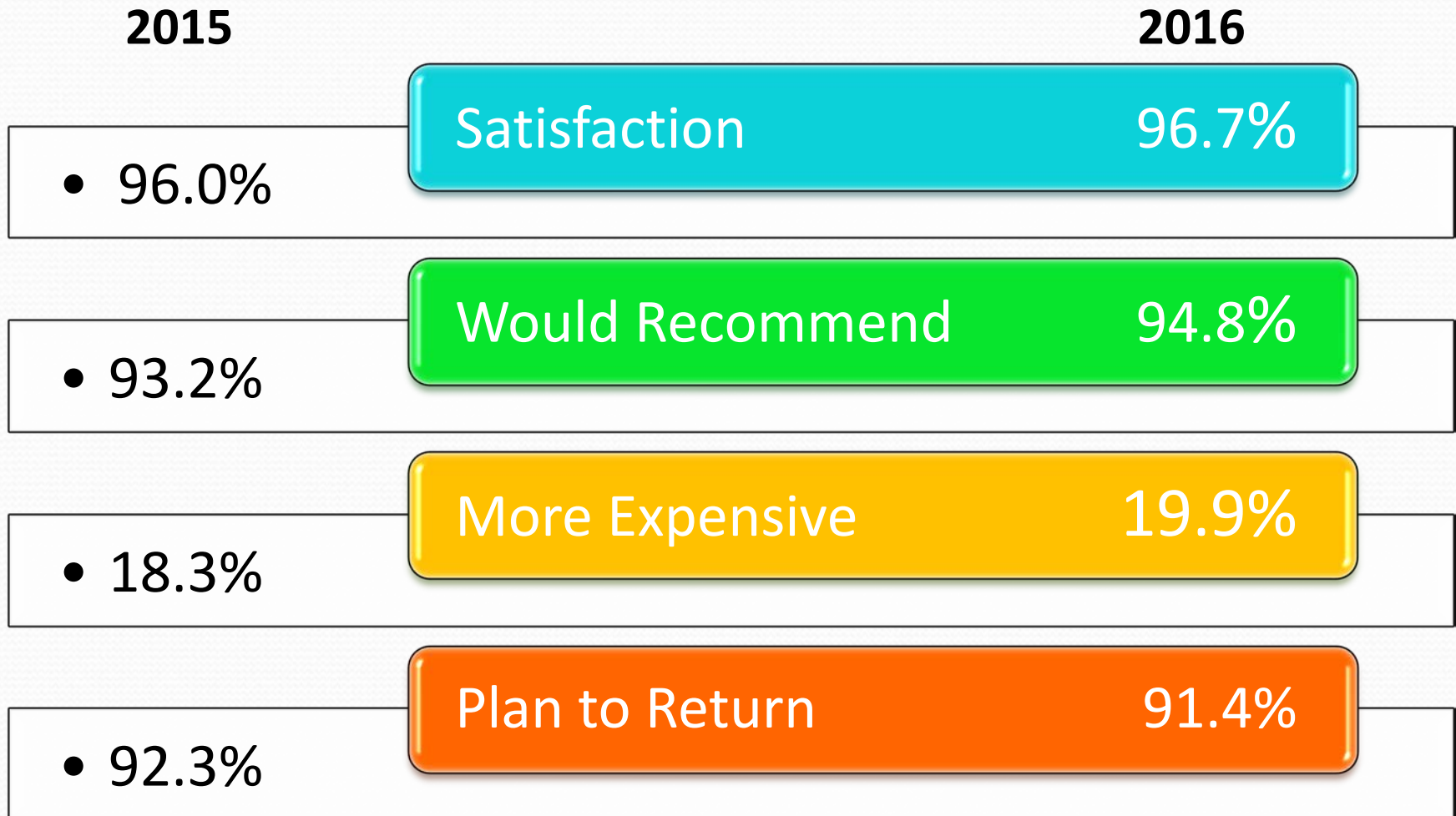
Airports of Deplanement (Top Four)

Collier January 2016



Visitor Perceptions

Collier January 2016



Average Age/Median Income

Collier January 2016

2015

2016

- 51.3

Average Age (years)

52.2

- \$151,363

Median HH Income \$155,007

Executive Summary

Collier January 2016

Visitor Metrics

Collier January 2016

- This January, **185,700** visitors stayed in Collier’s commercial lodgings **(-3.3%)**. Their visits contributed an estimated **\$175,776,400** of economic impact to the County **(+2.7%)**. Key performance metrics are as follows:

January	2015	2016	% Δ
Occupancy	83.1%	79.8%	-4.0
ADR	\$214.5	\$235.0	+9.6
RevPAR	\$178.2	\$187.5	+5.2

Visitor Metrics

Collier January 2016

- More than one-third (**34.7%**) of Collier lodging managers report their properties' "three month forward reservations" as better than this time last year.

% of Properties (January) Reporting Reservations	2015	2016
Up	73.2%	34.7%
The Same	21.9	38.6
Down	2.5	24.4

Visitor Metrics

Collier January 2016

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

January Visitation	2015 Visitor #	2016 Visitor #	% Δ
Florida	52,443	54,224	+3.4
Southeast	11,526	11,699	+1.5
Northeast	54,556	49,025	-10.1
Midwest	37,844	34,540	-8.7
Canada	4,610	4,643	+0.7
Europe	22,092	23,770	+7.6
Mkts. of Opp.	9,029	7,799	-13.6
Total	192,100	185,700	-3.3

Transportation

Collier January 2016

- Fully **67.7%** of January patrons fly to reach the destination (**2015: 65.1%**). A majority of these (**66.4%**) deplane at RSW, while Miami captures some **14.0%** of deplanements.

Party Size/LOS

Collier January 2016

- The typical visitor party includes an average of **2.2** travelers who stay for **3.2 nights** in the Naples, Marco Island, Everglades area.
- Some **37.9%** of Collier's January visitors are in the destination for the first time (**2015: 36.6%**).

Information

Collier January 2016

- Fully **96.4%** consult the web for trip information, and some **78.5%** make bookings for their trip online.

Satisfaction/Demographics

Collier January 2016

- The vast majority (**96.7%**) are satisfied with their Collier stay, with **91.4%** planning a future trip to the area (**2015: 92.3%**).
- This month, the typical visitor is slightly older (**2015: 51.3 years of age; 2016: 52.2 years of age**), and commands a median household income of **\$155,007 (2015: \$151,363)**.

Paradise Advertising & Marketing, Inc.

ADVERTISING REPORT



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

Golf Campaign recap
February 22nd, 2016





Timeframe: October 15th – February 7th

Three Golf Campaigns:

- CME Group Tour Championship
- Franklin Templeton
- Chubb Classic



Overall: 155,921 Impressions
.19% click-thru rate

(Benchmark: .06% - .10%)

CME Group Tour Championship



Engagement

Likes	225
Comments	12
Shares	30
Page Likes	22

Performance

Impressions	Clicks	CPC	Budget	Amount Spent	Schedule
872,645	22,986	\$0.15	\$3,333	\$3,520.04	Nov 2, 2015 – Nov 22 2015

Franklin Templeton Shootout



Engagement

Likes	353
Comments	11
Shares	32
Page Likes	11

Performance

Impressions	Clicks	CPC	Budget	Amount Spent	Schedule
577,031	16,385	\$0.20	\$3,333	\$3,333	Nov 23, 2015 – Dec 12, 2015



FLORIDA'S
PARADISE COAST E-SCAPES
NAPLES · MARCO ISLAND · EVERGLADES

Forward | Web Version

Share [Tweet](#) [Like](#)



The LPGA lands in Paradise.

As one of North America's most famous destinations for championship golf, Florida's Paradise Coast is a place like no other. Home to 90 pristine golf courses, 1620 distinctive holes and over half a million yards to play on, this legendary destination has witnessed some of golf's greatest moments, and is

Impressions:
75,000

Open Rate:
15.44%

Click – thru:
1.86%



FLORIDA'S
PARADISE COAST E-SCAPES
NAPLES • MARCO ISLAND • EVERGLADES

Forward | Web Version

Share [Tweet](#) [Like](#)



WELCOME TO GOLF PARADISE.


To host a championship golf tournament is rare. To host three of the best in the country is a privilege. With 90 pristine courses, 1620 distinctive holes and over half a million yards, experts will travel from around the globe to play at the Sunshine State's premier golf destination, Florida's Paradise Coast.

Impressions:
100,000

Open Rate:
16.38%

Click – thru:
1.8%

EVENTS WHERE TO PLAY NAPLES • MARCO ISLAND
EVERGLADES
FLORIDA'S PARADISE COAST WHERE TO STAY WHEN YOU VISIT



PLAY WHERE THE PROS PLAY IN PARADISE
PLAY THE VIDEO

VIDEO 1 VIDEO 2 VIDEO 3

2015-2016 TOURNAMENT EVENTS CALENDAR

<p>CME GROUP TOUR CHAMPIONSHIP</p> <hr/> <p>TIBURÓN GOLF CLUB NOV. 18-22, 2015</p> <p>EVENT DETAILS »</p>	<p>FRANKLIN TEMPLETON SHOOTOUT</p> <hr/> <p>TIBURÓN GOLF CLUB DEC. 7-12, 2015</p> <p>EVENT DETAILS »</p>	<p>ACE GROUP CLASSIC</p> <hr/> <p>TIBURÓN GOLF CLUB FEB. 8-16, 2016</p> <p>EVENT DETAILS »</p>
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National Public Relations Update

TDC Meeting

Services conducted from
January 14 – February 10

February XX, 2015



Lou Hammond & Associates

Media Highlights

PURE WOW

UMV: 127,762

Media Value: \$852

Best Beaches in America


PureWow.

January 8, 2016
UMV: 127,762
Media Value: \$852

The Best Beaches in America, Ranked

How does your favorite stretch of sand stack up?

You've got your sun, sand and surf—a universal marker of serenity, right? Well, not so fast, bathing beauty—some beaches are intrinsically better than others. Here we rank the top 14 for you.



10. DELNOR-WIGGINS PASS STATE PARK, NAPLES, FLORIDA

This natural barrier island's pristine stretches are what attracted everyone to Florida in the first place. Soak up the sun while keeping an eye out for bald eagles and ospreys.



Media Highlights

ACTIVE PLANET TRAVELS

UMV: 13,560

Media Value: \$100

Everglades National Park



January 9, 2016
 UMV: 13,560
 Media Value: \$100

Everglades National Park – A Look Inside Big Cypress

One of best solo trips to be made while visiting the [Paradise Coast of Florida](#) is inside the Big Cypress Preserve of Everglades National Park.

Looking at a map of Florida, the Everglades takes up 1/3 of the Southern Florida Peninsula and provides shelter for a variety of species including alligators, crocodiles, manatees, gray fox, river otters, the elusive Florida panther, and much more.



It's no wonder why travelers from all over the world travel here to capture some of the best photography in the region. This is a location where both wildlife and landscape photography are prime for reliving your visit and sharing the memories amongst all of your friends.

Come with me as I walk you through the Florida Everglades on a random, yet adventurous road trip that I just couldn't pass up during my trip to Naples, Marco Island, and other areas of the Paradise Coast in Florida!

Everglades National Park, Florida – Big Cypress Preserve

When I first arrived to the Paradise Coast of Florida, I spent much of my time exploring the cities such as Naples and Marco Island. However, after taking a pretty radical tour [jet skiing through mangroves trees along the Gulf Intracoastal Waterway](#), I quickly realized that I needed to explore more of the natural habitat that surrounded South Florida.

That's when I loaded up the car with my photography gear and began driving Southwest towards the Big Cypress National Preserve.




Media Highlights

FWX

UMV: 3,579,773

Media Value: \$23,865


Best Beaches in America



January 14, 2016
UMV: 3,579,773
Media Value: \$23,865

THE BEST BEACHES IN AMERICA, RANKED

You've got your sun, sand and surf – a universal marker of serenity, right? Well, not so fast, bathing beauty – some beaches are intrinsically better than others. Here we rank the top 54 for you



**Delnor-Wiggins Pass State Park,
Naples, Florida**

This natural barrier island's pristine stretches are what attracted everyone to Florida in the first place. Sunbathe while keeping an eye out for bald eagles and ospreys.



Media Highlights

HUFFINGTON POST

UMV: 35,836,828

Media Value: \$238,912

Best Destinations to Visit This Winter

HUFF POST TRAVEL

January 14, 2016
UMV: 35,836,828
Media Value: \$238,912

9 Beach Destinations to Visit This Winter

With winter just around the corner, many of us are already itching to escape the cool air and retreat to a warm-weather locale with powdery sands and swaying palms. From the colorful coral reefs of the [Maldives](#) to the unspoiled sands of [Seychelles](#), these nine picturesque spots are ideal places to unwind and thaw out this winter.

Paradise Coast, Southwest Florida

If your dream beach getaway involves sunbathing, snorkeling or boating, Florida's Paradise Coast has you covered. Here, you can take breaks from sunbathing to shops or hit the links in Naples or enjoy a scenic sail along Marco Island. What's more, you'll find plenty of luxury resorts here, so when you tire of relaxing on the sand, you can enjoy memorable meals and top-notch spa treatments.



Media Highlights

TRAVEL + LEISURE

UMV: 9,319,912

Media Value: \$62,133

Getaways to Make You Love Winter

TRAVEL+ LEISURE

January 19, 2016
UMV: 9,319,912
Media Value: \$62,133

74 Getaways to Make You Love Winter

While most of us spend considerable effort plotting our spring and summer vacations, it seems the standard winter getaway often gets overlooked. But when you're in the heart of shorter days, longer nights, and plummeting temperatures, a trip at this time of year is arguably more important, even if you don't go far or to a different climate.

With a surplus of holiday weekends and the typical slow season that accompanies the beginning of a new year, short trips seem ideal for this season, and many of us forget the abundance of great escapes that are waiting just a few hours outside our doors.

We combed our favorite cities worldwide to select some of their best winter weekend escapes. You'd be surprised how easily it is to relocate to a new environment and surroundings with a short drive, train or plane ride. In some cases (we're looking at you, Pacific Northwest) travelers have the choice of warmer, drier climates, snowy mountains, or lush wine country all a quick jaunt away.

In the southern hemisphere it's summer right now, so visitors to South America or Australia are guaranteed brighter weather; but since it's also peak season for the cities in those areas, these trip ideas are just as relevant and timely. If you're in, say, New England, Paris, or London, you're likely not going to avoid the weather unless you can book a flight, but that doesn't mean a grand ski or cabin stay, complete with roaring fire, spa break, and comfort dining, won't rejuvenate you. Don't forget to do a little research before you go—it's a popular time for off-season rates and packages, as well as other deals, so you could end up with a great trip that doesn't throw off any other travel plans you have this year.

So whether you're packing sunscreen and a suit or skis and snow boots, get ready to hit the road—and to give the winter getaway the attention it deserves.




Media Highlights

THRILLIST

UMV: 3,047,773

Media Value: \$20,318

Affordable Flight & Hotel Deals




January 21, 2016
 UMV: 3,047,773
 Media Value: \$20,318

12 AFFORDABLE FLIGHT-&-HOTEL DEALS TO GET YOU THE HELL OUT OF BOSTON

Hey, remember last winter? (Obviously.) When you procrastinated on booking a yay-k, and then the snows came snowin' down and buried us all in inertia and despair? (Regretfully.) And how your travelin' friends' Instagram posts sent you down a FOMDOTE (Fear of Missing Out on Tropical Escapades) spiral that led to a self-comforting Friday Night Lights revisit because you'd already benged on everything else?

Learn from your past mistakes and pull the gd trigger already. Still fussing about money and flights and stuff? Well, Mr- or Mrs. High Maintenance, we did all the legwork. We sussed out spots where airfare and a hotel night combined run you \$600 (or close to it) or less.

Here are the parameters: we narrowed it down to sweaty climes accessible by direct flight because the sooner you get there, the sooner your stress levels will plummet. That said, we searched for the deep cuts, but we encourage you to do a bit of your own research, too, because honestly, when April hits and there's still snow on the ground, you might be able to find something even cheaper. Hotel prices reflect the best deal we found online this week. We've suggested spots completely welcoming to solo travelers, as well as couples and squads, but we can't vouch for their family-friendliness.



Paradise Coast, FL: \$198/RT on JetBlue
 Hotel: **Edgewater Hotel**, starts at \$310/night

Wait, we're talking Naples, home of your wackadoodle Aunt Bea and her bridge-playing posse? Why yes, we are, because Florida's Paradise Coast gets an unfair rap. For starters, the beaches here are as white-sandy and serene as continental US plinchas get. (Edgewater, our hotel suggestion, grants you direct access to a seven-mile stretch of sand, and is also walking distance to downtown Naples.) The dining scene down there has gotten legit in the last few years, with young chefs exploring the wintertime Florida farm bounty at spots like The Local, Coast, Sea Salt, and Mereday's. The drinking scene ain't bad either, Alto and Bar Tula being two newer cocktail spots. And when you've mused out on monied madams, you can rent a car and head to the Everglades for a little honky-tonk alligator wrestling and stone crab claws by the water. If you don't want the party to end, there's even a [seaplane](#) that'll fly you from Naples to Key West.



Media Highlights

ST LOUIS POST DISPATCH

UMV: 4,387,401

Media Value: \$29,249

Romantic Getaway Ideas

ST. LOUIS POST-DISPATCH

January 27, 2016
UMV: 4,387,401
Media Value: \$29,249

Romantic getaway ideas for Valentine's Day

What could be more romantic than to surprise your sweetheart with a weekend getaway? We found a few deals both near and far to help you with your Valentine's Day planning.

EDGEWATER BEACH HOTEL, NAPLES, FLA.

The Edgewater Beach Hotel has partnered with the Wellfit Institute to offer couples a unique opportunity for total renewal. With the "Mind, Body and Vow Renewal" package, couples can enjoy a beach vacation, renew their vows in a ceremony by the water and enhance their personal health and well-being through a menu of private mind and body renewal activities. Package rates start at \$5,000 per couple and include five nights' suite accommodations, daily breakfast, beach vow renewal ceremony, private waterfront dinner for two, monogrammed robes and a choice of three two-hour Wellfit couples activities. www.edgewaternaples.com or 1-239-403-2000.



Media Highlights

FOX NEWS

UMV: 22,979,616

Media Value: \$153,197

*Warm and Wild Destinations
for Families*

FOX NEWS

February 4, 2016
UMV: 22,979,616
Media Value: \$153,197

10 warm and wild destinations for families this winter

It's February, and we're fed up with winter. Whether your kids are nuts for animals or just love the great outdoors, here are some great adventure-filled escapes for your family to get warm again.

7. Florida's Paradise Coast



Home to **Everglades National Park** and the **Ten Thousand Islands National Wildlife Refuge**, Florida's Paradise Coast is a sunny, nature-filled destination in winter. Marco Island, one of Florida's Ten Thousand Islands on the Gulf of Mexico, is known for its white sand beaches and shelling. Jet-skiing, kayaking and airboating through the islands and their mangroves keep active families busy. Be on the search for alligators and see panthers, bobcats and even black bears at the nearby Florida Panther National Wildlife Refuge. The newly renovated **Marriott Marco Island Resort and Spa** is a family-friendly beachfront property with two 18-hole golf courses, guided catamaran and wave runner excursions and tours of the Everglades. The **Naples Grande Beach Resort** lets you stay right in the heart of nature with 23 waterfront acres next to a 200-acre Mangrove Estuary, where guests can take open-air tram tours.



Media Highlights

NJ.COM

UMV: 5,697,658

Media Value: \$37,984

Elite Airways



February 4, 2016
UMV: 5,697,658
Media Value: \$37,984

Getting to beaches on Florida's Gulf Coast from N.J. just got easier



For the first time in nine years it will be possible to take a commercial flight from Newark to Naples, Fla. [Elite Airways will offer service three days a week between North Jersey and the well-to-do southwest Florida beach city](#) on Feb. 27, according to [NaplesNews.com](#).

Saturday flights will depart Naples at 8:15 a.m. The return flight will leave Newark at 12:15 p.m.

On Thursday and Sunday, travelers will have to make a stop in Vero Beach.

Naples Municipal Airport hasn't offered commercial flights since 2007. [The nearest commercial airport at the moment is Southwest Florida International Airport](#) in Fort Myers, about 30 miles north.



Media Highlights

WISH TV

Viewership: 30,000

UMV: 1,313,678

Media Value: \$9,058



February 9, 2016
Viewership: 30,000
UMV: 1,313,678
Media Value: \$9,058

Last minute Valentine's Day vacation ideas



INDIANAPOLIS (WISH) - There are many people still looking for a gift for Valentine's Day.

Travel expert, Lyn Mettler, has getaway ideas to take a short, weekend vacation for the holiday.

Travel plans on such short notice will most likely have to be domestic instead of international.

Many people prefer a 'staycation', as the perfect travel option.

This allows people to stay in their hometown, but to check into a nicer hotel than they would normally stay in because of the monetary savings from not leaving town.


For more information about the getaways Lyn described, [click here](#).



Media Highlights

Go To Travel Gal


UMV: 1,770



February 9, 2016
UMV: 1,770


6 Affordable Valentine's Getaways

I appeared on Indianapolis' WISH TV today at Noon to offer affordable Valentine's getaways especially from Indianapolis, but they are great getaways no matter where you live! [View the segment](#) below:



Here are my top 6 suggestions:

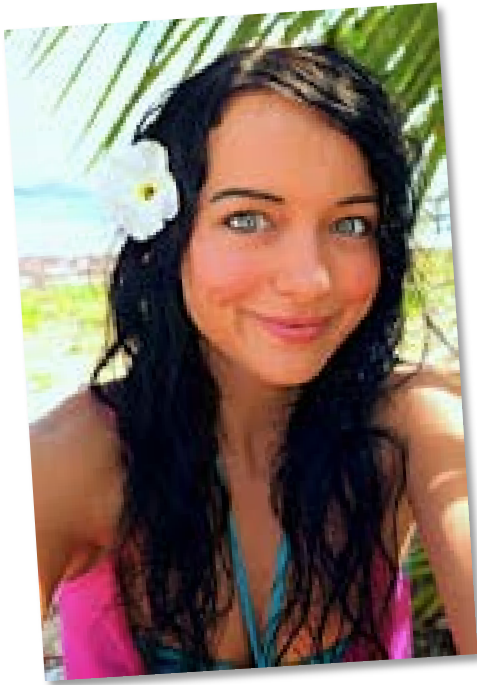
Paradise Coast, Florida



Activities

Past Individual Visits:

- CRAZY IN THE RAIN, ANNA VAWSER
 - January 11-25
 - Naples Restaurant Guide



Activities

Past Individual Visits:

- PALATE EXPOSURE / DRINK ME MAGAZINE, ILONA THOMPSON
 - January 28-31
 - Attended the Naples Winter Wine Festival
 - Confirmed accommodations at Park Shore Resort, Inn at Pelican Bay



Activities

Upcoming Individual Visits:

- LAKE NORMAN MAGAZINE, KATIE COLEMAN
 - Coordinating Spring 2016 visit



Activities

Upcoming Individual Visits:

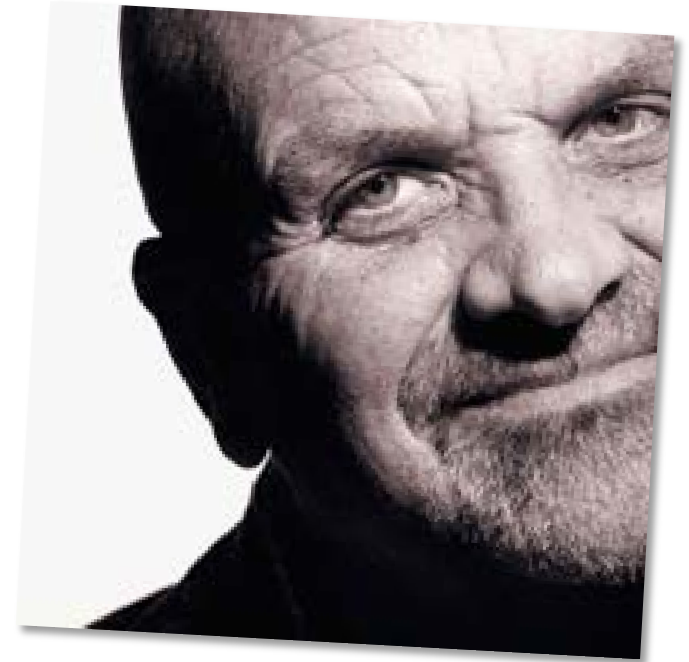
- 360 WEST, MIKE HILLER
 - Interested in golf/fishing angle
 - Targeting visit in Spring 2016, 4-days/3-nights
 - LH&A coordinating details



Activities

Group Visits:

- SOCIAL INFLUENCER FAM
 - Dates did not work in 2015
 - Rescheduling to April 2016
 - Will be led by iPhoneographer Jack Hollingsworth



Activities

Projects:

- VISIT FLORIDA NYC MEDIA RECEPTION
 - Agency representative attended Visit Florida NYC Media Reception on February 10
 - Discussed coverage opportunities with multiple media

VISITFLORIDA®



Activities

MEDIA OUTREACH SAMPLING:

- *Associated Press*
- *Boston Herald*
- *Conde Nast Traveler*
- *Dallas Morning News*
- *Fodor's Travel*
- *Hemispheres*
- *Johnny Jet*
- *Los Angeles Times*
- *Miami Herald*
- *National Geographic Traveler*
- *New York Times*
- *Shermans Travel*
- *Thrillist*
- *Travel + Leisure*
- *Smarter Travel*
- *USA Today*




Activities

Agency social media efforts

- 4 LH&A Tweets
 - Value Blasts inclusion
 - Recent coverage



 Lou Hammond PR @LouHammondPR · Jan 15
For some fun in the sun, @foodandwine finds the best #beaches in USA, including @ParadiseCoast fandw.me/1n5FAFU

 Lou Hammond PR @LouHammondPR · 16h
. @EliteAirways has announced a new schedule service to @ParadiseCoast Via @njdotcom bit.ly/1KAOPs5

 Lou Hammond PR @LouHammondPR · 39m
One of the best beaches is found in @ParadiseCoast Via @PureWow bit.ly/1RLLwRw

 Lou Hammond PR @LouHammondPR · 22h
Escape the cold & head to @ParadiseCoast this winter! Via @HuffPost huff.to/1Qb1oLq



Looking Forward

- Upcoming media outreach
 - Spring Break
 - Hotel product updates
 - New restaurant and dining
 - Elite Airways Direct Service Flight
 - Artificial Reef Update
 - National Park Centennial
 - Basketball Hall of Fame Golf Classic





Thank you!
Proud to be your Partner in Paradise!



Lou Hammond & Associates

Collier County Tax Collector

TOURIST TAX COLLECTIONS

FISCAL YEAR (OCTOBER THRU SEPTEMBER) TOTALS
JANUARY 2016
(MONTH OF DECEMBER 2015 VENDOR TAX COLLECTION)

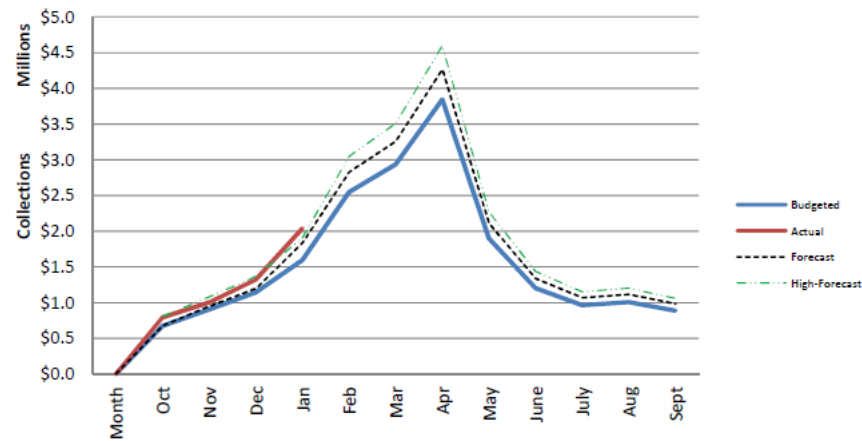
BREAKDOWN	FISCAL 2014-2015	FISCAL 2015-2016	DIFFERENCE	%
OVERALL COLLECTIONS				
MONTH TO MONTH	1,949,763	2,040,375	+ 90,612	+ 4.65%
YEAR TO DATE	4,834,561	5,159,415	+ 324,854	+ 6.72%
HOTEL / MOTEL				
MONTH TO MONTH	1,246,839	1,284,152	+ 37,313	+ 2.99%
YEAR TO DATE	3,515,644	3,755,414	+ 239,770	+ 6.82%
REALTORS				
MONTH TO MONTH	408,875	451,832	+ 42,957	+ 10.51%
YEAR TO DATE	701,591	767,682	+ 66,091	+ 9.42%
INDIVIDUALS (APTS/CONDOS S F HOMES)				
MONTH TO MONTH	257,186	271,385	+ 14,199	+ 5.52%
YEAR TO DATE	535,389	563,188	+ 27,799	+ 5.19%

FY 16 TDC Revenue Report						
31-Jan-2016						
Descr iption	Fund	FY 16 Adopted Budget	FY 16 Current Forecast	FY 16 YTD Forecast	FY 16 YTD Actual	Var to FY 16 YTD Forecast
Beach F	183	877,600	968,134	213,164	230,935	17,771
TDC Pr	184	6,881,900	7,592,151	1,671,645	1,811,006	139,361
Non-Co	193	467,000	515,213	113,440	122,897	9,457
TDC Ad	194	2,277,800	2,512,909	553,294	599,421	46,127
Beach F	195	7,218,100	7,963,096	1,753,320	1,899,490	146,171
Disaste	196	-	-	0	-	-
County	198	1,883,500	2,077,941	457,522	495,665	38,143
	Gross Budget	\$19,605,900	\$21,629,445	\$4,762,385	\$5,159,415	\$397,030
	Less 5% Rev Res	(993,200)				
	Net Budget	18,612,700				
Collections						
Month	Actual FY 15	Cum YTD	% Budget Collected to Date	% over FY 15 Collections	% over FY 14 Collections	% over FY 13 Collections
Oct	794,682	794,682	4.05%	16.04%	38.23%	26.57%
Nov	1,003,722	1,798,404	9.17%	3.93%	14.57%	36.67%
Dec	1,320,636	3,119,040	15.91%	7.00%	25.00%	37.68%
Jan	2,040,375	5,159,415	26.32%	4.65%	34.21%	59.85%
Feb	0	5,159,415	26.32%	n/a	n/a	n/a
Mar	0	5,159,415	26.32%	n/a	n/a	n/a
Apr	0	5,159,415	26.32%	n/a	n/a	n/a
May	0	5,159,415	26.32%	n/a	n/a	n/a
June	0	5,159,415	26.32%	n/a	n/a	n/a
July	0	5,159,415	26.32%	n/a	n/a	n/a
Aug	0	5,159,415	26.32%	n/a	n/a	n/a
Sept	0	5,159,415	26.32%	n/a	n/a	n/a
Total	5,159,415	5,159,415	YTD	6.72%	28.10%	43.40%
	Current Forecast	21,629,445	110.3%			

FY 16 TDC Revenue Report
31-Jan-2016

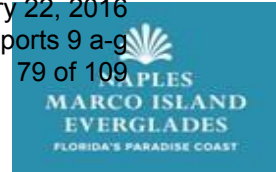
Budget Comparison						
	5 Yr Collect	5 Yr Collect	Budgeted	Actual	Budget to Actual	Current Forecast
Month	History-Cum	History-Monthly	Collections	Collections	\$ Variance	
Oct	3.45%	3.45%	675,933	794,682	118,749	675,933
Nov	8.05%	4.60%	902,319	1,003,722	101,403	947,435
Dec	13.87%	5.82%	1,141,559	1,320,636	179,077	1,198,637
Jan	22.02%	8.15%	1,597,029	2,040,375	443,346	1,836,584
Feb	35.02%	13.00%	2,548,546	0	n/a	2,828,886
Mar	49.98%	14.97%	2,934,356	0	n/a	3,257,135
Apr	69.59%	19.61%	3,844,419	0	n/a	4,267,305
May	79.28%	9.69%	1,900,317	0	n/a	2,109,352
June	85.43%	6.14%	1,204,350	0	n/a	1,336,829
July	90.34%	4.92%	963,973	0	n/a	1,070,010
Aug	95.48%	5.13%	1,006,669	0	n/a	1,117,402
Sept	100.00%	4.52%	886,430	0	n/a	983,937
Total	100.0%	100.0%	19,605,900	5,159,415	842,575	21,629,445

Tourist Tax Revenue Collection Curve



Miles Partners, Inc.

WEB SITE ANALYTICS

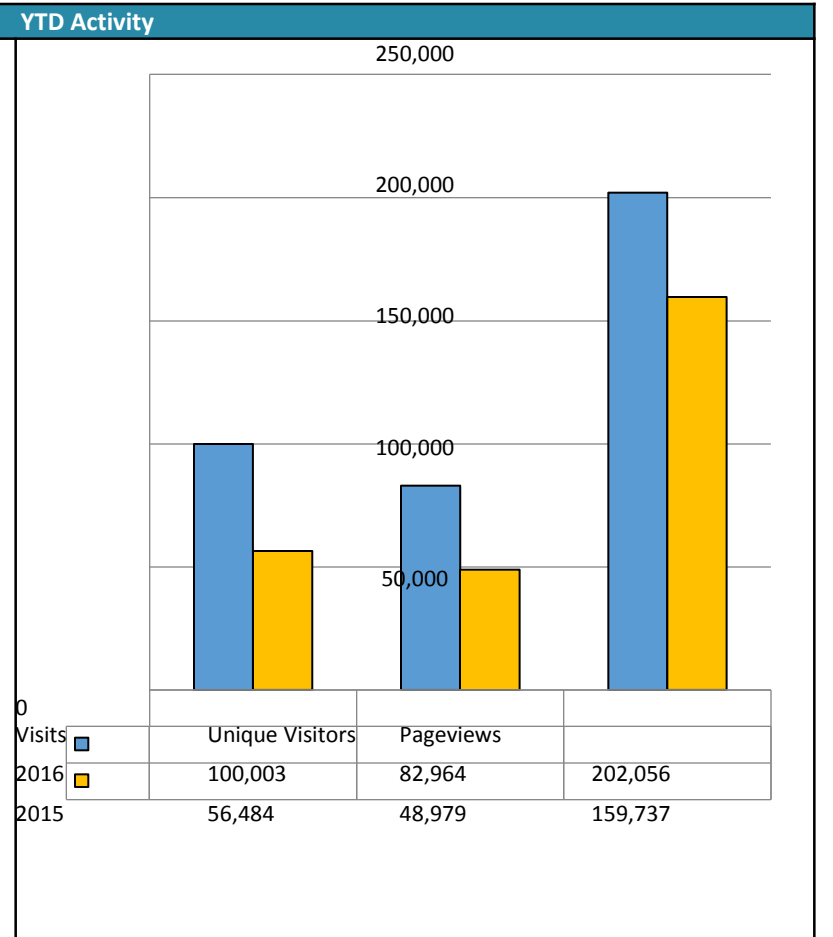
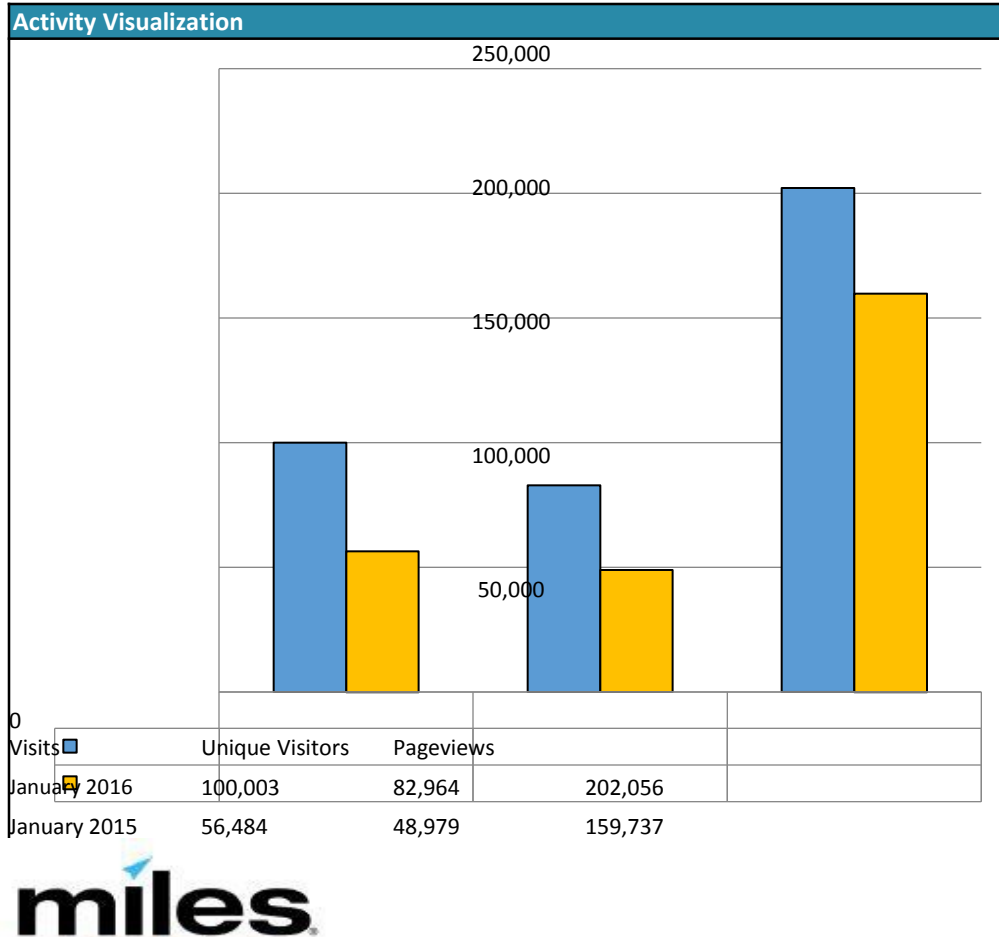


Report Summary: January 2016

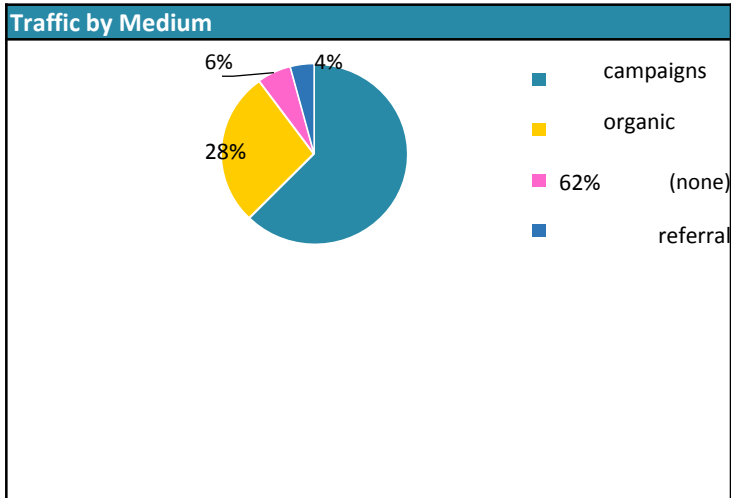
- **ACTIVITY:** January started the year with a bang – it was the highest traffic month on record. The site had just over 100,000 visits, which is up 44% compared to last month and up 77% compared to last year. The spike was driven by campaign traffic, which was about 290% higher than in January 2015.
- **ENGAGEMENT:** Month over month, engagement didn't change significantly. Year over year, the average time on site dropped 33%, falling from 2:03 to 1:22. The total bounce rate rose 10% while the homepage bounce rate decreased (improved) 19%.
- **TRAFFIC SOURCES:** Campaign traffic made up 62% of all site traffic in January (62,296 visits) with an average bounce rate of 73%. Organic traffic made up 28% of all site traffic (27,632 visits) with a bounce rate of 49%. Direct/none traffic and referral traffic contributed less than 10,000 visits combined.
- **SIGNALS OF INTENT TO TRAVEL:** Total SITs were up 55% compared to last month – the biggest gains were guide orders (up 60%), hotels and rentals views (up 65%) and BookDirect click-throughs (up 64%). Year over year, total SITs were down 19% with declines almost across the board. However, BookDirect widget searches were on the rise (up 12%) and eBook views skyrocketed (up 594%).
- **MOST VIEWED PAGES:** The top five pages were: (1) Discover Your Paradise landing page, (2) Events grid landing page, (3) Homepage, (4) Swamp Buddies article, and (5) Major Annual Events page.
- **TOP MARKETS:** On par with the last few months, the top three state markets were Florida, New York and Illinois. The top three metro area markets were New York, Chicago and Ft. Myers-Naples.
- **INTERNATIONAL SITES:** UK site activity saw major increases with visits up 115% month over month and up 159% year over year. Page views and time on site saw big increases as well. German site activity improved significantly month over month but declined year over year – visits were down 24% and page views were down 41% compared to January 2015. The Brazil site had many solid gains. Month over month, visits were up 30% and all major metrics improved. Year over year, visits rose 119% and page views jumped 213%, although engagement had moderate declines.
- **MOBILE:** Mobile traffic (including tablets) made up 63% of all site traffic, just slightly up from last month.

Website Measurement Dashboard

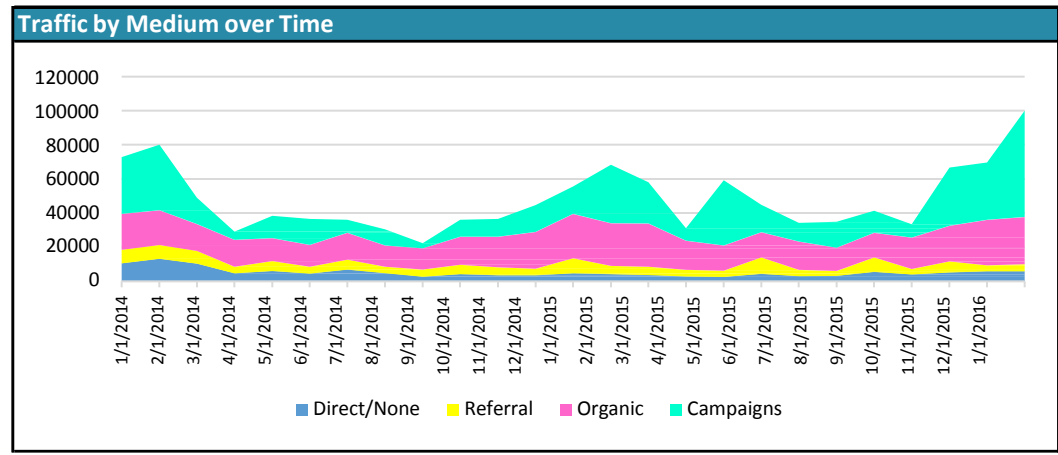
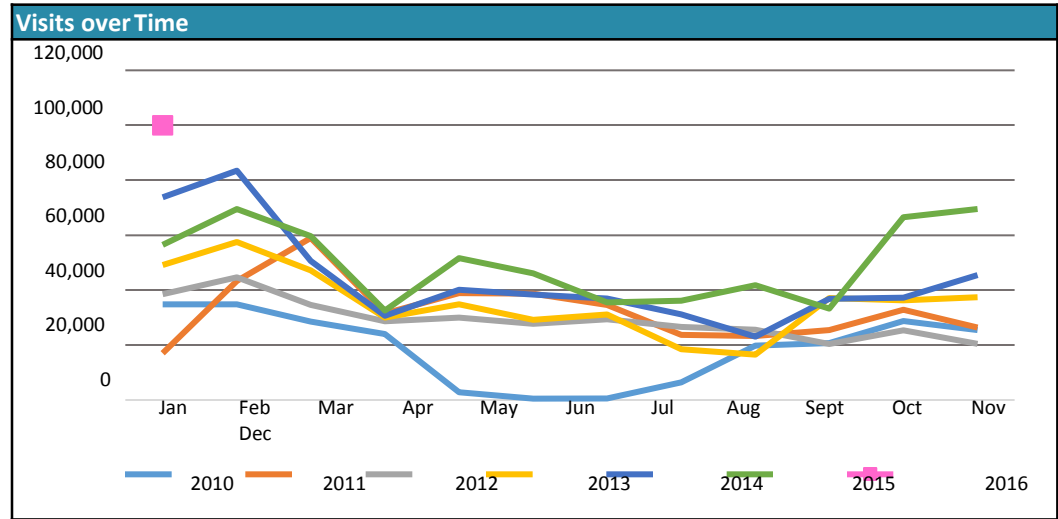
Activity	Current	LM	%ch	LY	%ch	YTD	%ch	Engagement	Current	LM	%ch	LY	%ch
Visits	100,003	69,532	44%	56,484	77%	100,003	77%	Avg. Time on Site	01:22	01:32	-10%	02:03	-33%
Page Views	202,056	148,945	36%	159,737	26%	202,056	26%	Bounce Rate (Total)	63.9%	62.3%	3%	57.9%	10%
Unique Visitors	82,964	55,157	50%	48,979	69%	82,964	69%	Bounce Rate (Homepage)	41.4%	42.1%	-2%	51.2%	-19%



Website Measurement Dashboard



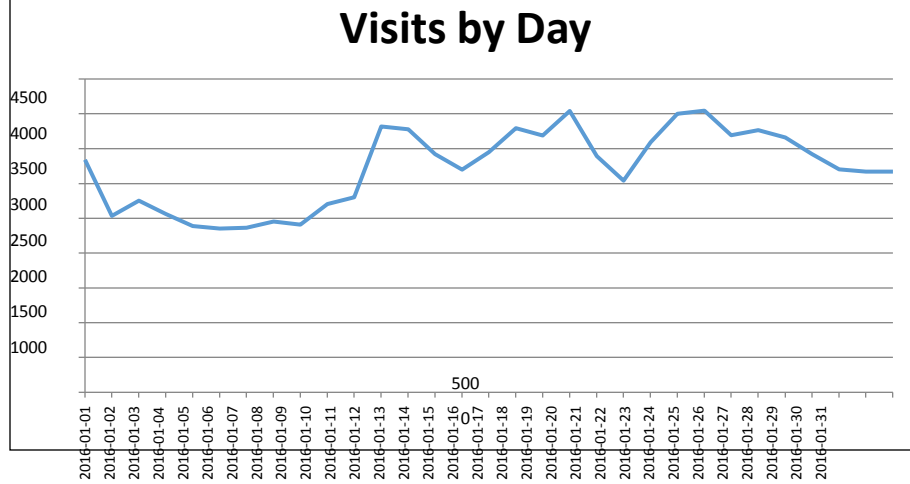
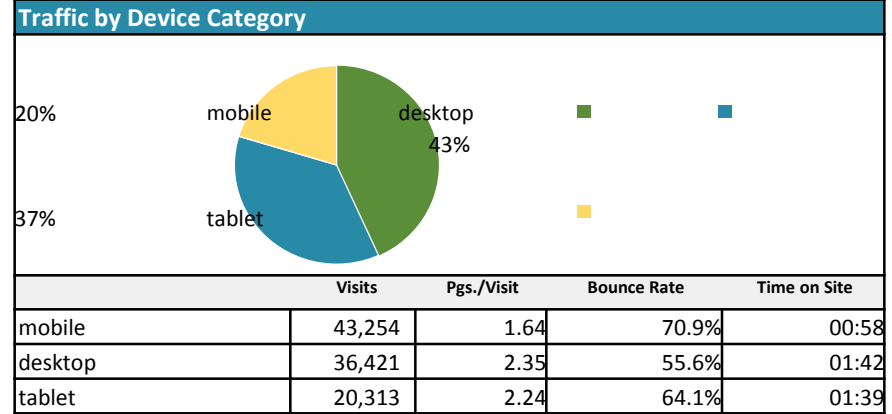
Medium	Visits	Bounce Rate
Sources of Traffic		
campaigns	62,296	73.0%
organic	27,632	48.7%
google / organic	24,729	49.0%
(none)	5,884	50.3%
facebook / social	15,067	72.0%
referral	4,154	48.8%
sojern.com / Video	11,449	84.6%
Choozle / Display	7,682	52.7%
nytimes.com / Video	6,431	76.7%
(direct) / (none)	5,884	50.3%
foxnews.com / Display	2,414	86.7%
weather.com / display	2,347	78.6%
interfuse / email	2,181	40.1%
orlandosentinel.com / Video	2,022	88.8%
theweathernetwork.com / Video	1,695	79.8%
yahoo / organic	1,647	48.3%



Website Measurement Dashboard



Signals of Intent to Travel						
Goal Completion Rate (Total SITs/Pageviews)						
	LM			LY		
	9.64%	8.45%		15.01%		
	Instances	LM	%ch	LY	%ch	
Guide Orders	511	319	60%	1,551	-67%	
Newsletter Signup	287	207	39%	367	-22%	
Deals Page Views	2,058	1,698	21%	3,736	-45%	
Hotels & Rentals Listings Views	7,506	4,548	65%	9,440	-20%	
eBook Views	222	157	41%	32	594%	
BookDirect Widget Searches	6,241	4,034	55%	5,571	12%	
BookDirect Click-Throughs	2,656	1,620	64%	3,280	-19%	
Total	19,481	12,583	55%	23,977	-19%	



Most-Viewed Pages

	Pageviews	Bounce Rate
/discoveryourparadise	56,419	75%
/listings/events	10,529	19%
/	10,124	41%
/articles/swamp_buddies	7,139	64%
/major_annual_events	4,790	38%
/attractions	3,913	39%
/paradisecoastgolfing	3,657	79%
/listings/hotels_and_rentals	3,558	39%
/results/List	2,555	43%
/listings/events?view=results	2,495	46%
/guide	2,148	32%
/listings/events?datefilter=weekend	2,080	53%
/map	1,994	74%

Website Measurement Dashboard



Referring Domains		
	Visits	Bounce Rate
m.facebook.com / referral	669	63.8%
floridatravellife.com / referral	320	35.3%
cityofmarcoisland.com / referral	305	32.5%
naplesgov.com / referral	260	15.4%
facebook.com / referral	189	57.7%
search.xfinity.com / referral	112	46.4%
nhgcc.com / referral	108	80.6%
colliergov.net / referral	94	18.1%
snapsurveys.com / referral	92	68.5%
traffic2cash.xyz / referral	72	100.0%
visitflorida.com / referral	72	25.0%
smartertravel.com / referral	64	32.8%
hitstriathlonseries.com / referral	63	69.8%

Visits By Geography					
Metro Area	Visits	LM	%ch	LY	%ch
New York NY	15,114	7,882	92%	4,133	266%
Chicago IL	7,183	4,242	69%	2,966	142%
Ft. Myers-Naples FL	5,373	5,578	-4%	5,867	-8%
Boston MA-Manchester NH	4,916	2,669	84%	1,166	322%
Philadelphia PA	4,209	2,161	95%	1,190	254%
Miami-Ft. Lauderdale FL	3,916	4,217	-7%	2,025	93%
Tampa-St. Petersburg (Sarasota) FL	2,599	2,407	8%	2,139	22%
Minneapolis-St. Paul MN	2,039	1,107	84%	789	158%
Cleveland-Akron (Canton) OH	2,027	1,118	81%	501	305%
Washington DC (Hagerstown MD)	1,739	892	95%	1,397	24%
Orlando-Daytona Beach-Melbourne FL	1,709	1,255	36%	1,226	39%
Indianapolis IN	1,614	962	68%	264	511%
Columbus OH	1,517	800	90%	322	371%

Visits By Geography					
State	Visits	LM	%ch	LY	%ch
Florida	25,671	25,072	2%	18,292	40%
New York	11,689	5,901	98%	3,855	203%
Illinois	7,299	4,354	68%	3,244	125%
New Jersey	6,349	3,727	70%	1,668	281%
Massachusetts	5,012	2,870	75%	1,249	301%
Ohio	4,597	2,669	72%	1,455	216%
Pennsylvania	4,429	2,335	90%	1,704	160%
Minnesota	2,998	1,593	88%	1,217	146%
Indiana	2,394	1,506	59%	655	265%
California	1,824	1,430	28%	1,194	53%
Michigan	1,750	1,299	35%	1,888	-7%

Visits By Geography (Visits to U.S. Site)					
Country	Visits	LM	%ch	LY	%ch
United States	89,718	63,388	42%	47,463	89%
Canada	5,421	2,333	132%	3,431	58%
United Kingdom	1,800	878	105%	1,230	46%
Germany	549	423	30%	776	-29%
Brazil	264	202	31%	423	-38%
India	133	119	12%	211	-37%
Russia	122	50	144%	218	-44%
France	112	70	60%	125	-10%
Italy	112	75	49%	167	-33%
Netherlands	102	302	-66%	209	-51%
Switzerland	99	87	14%	127	-22%

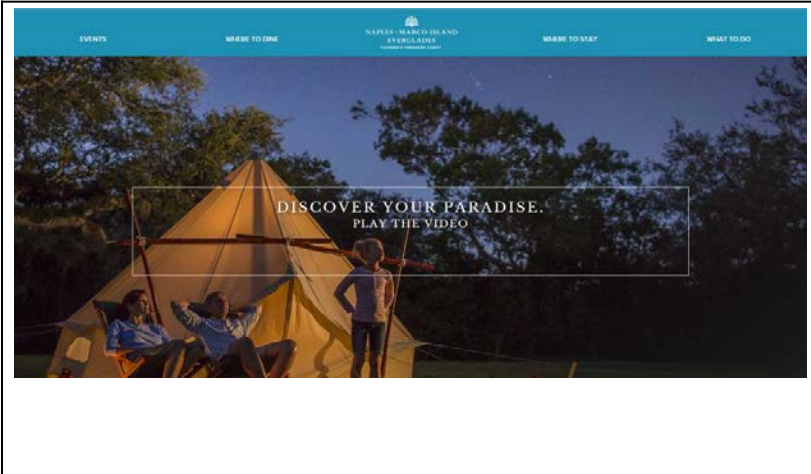
Website Measurement Dashboard



Browsers (all device types)					
	Visits	LM	%chg	LY	%chg
Chrome	35,814	28,030	28%	18,864	90%
Safari	33,292	21,827	53%	20,214	65%
Internet Explorer	14,119	9,185	54%	6,665	112%
Safari (in-app)	7,878	3,927	101%	4,966	59%
Firefox	4,617	3,340	38%	3,466	33%
Android Browser	2,101	1,924	9%	1,863	13%
Edge	1,489	830	79%	0	100%
Amazon Silk	378	270	40%	157	141%
Opera	158	62	155%	71	123%
BlackBerry	81	58	40%	78	4%

Website Measurement Dashboard

January 2016



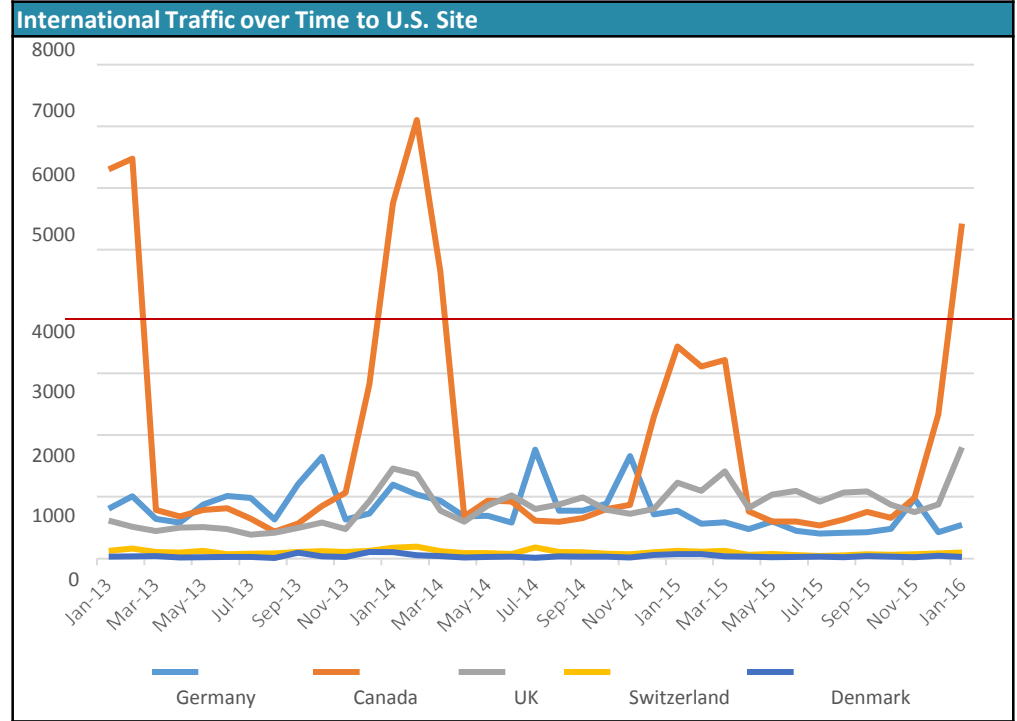
CAMPAGN	RESPONSES
62,296	62%
TOTAL	OF TOTAL VISITS
RESPONSES	
33,542	15,933
LAST MONTH	LAST YEAR
51%	28%
OF TOTAL VISITS	OF TOTAL VISITS

Campaigns						
Name	Visits	LM	%chg	Pgs/Visit	Bounce Rate	Time on Site
winter2016	46,018	15,483	197%	1.3	75.9%	00:33
storytelling	5,883	0	100%	1.23	64.3%	00:53
golf-2016	2,756	5,522	-50%	1.16	85.7%	00:48
winter-2016	1,407	2,789	-50%	1.45	75.9%	00:44
discoveryourparadise	1,406	1,182	19%	2.73	43.7%	02:28
2016golf	952	2,195	-57%	2.59	40.4%	02:27
brand-usa_in-market_canada_winter2015	865	1	86400%	1.19	79.4%	00:27
discoveryourparadisewinter	790	174	354%	1.61	33.5%	01:18
brand-usa_in-market_uk_winter2016	592	1	59100%	1.11	91.2%	00:27
golf landing	590	559	6%	1.6	44.6%	02:08
discover your paradise - spring 2015	299	1,353	-78%	2.36	54.2%	01:58
paradise	222	235	-6%	2.36	50.5%	02:08
paradisewedding	205	672	-69%	2.72	56.1%	03:22
	91	3	2933%	1.56	78.0%	01:29

Website Measurement Dashboard

International Microsite Activity					
UK	LM	%ch	LY	%ch	
Visits	1,097	510	115%	424	159%
Pageviews	2,670	1,087	146%	916	191%
Time on Site	02:18	01:31	51%	01:32	49%
Bounce Rate	57.3%	55.9%	3%	60.6%	-5%
German	LM	%ch	LY	%ch	
Visits	471	424	11%	621	-24%
Pageviews	1,464	1,174	25%	2,476	-41%
Time on Site	02:47	02:21	19%	03:12	-13%
Bounce Rate	54.6%	57.3%	-5%	50.2%	9%
Brazil	LM	%ch	LY	%ch	
Visits	140	108	30%	64	119%
Pageviews	445	245	82%	142	213%
Time on Site	03:00	01:42	76%	03:31	-15%
Bounce Rate	58.6%	61.1%	-4%	50.0%	17%

Visitation to U.S. Site - Domestic vs. International					
	LM	%ch	LY	%ch	
Domestic	89,718	63,402	42%	47,463	89%
International	10,285	6,130	68%	9,021	14%



Paradise Advertising & Marketing, Inc.

DIGITAL/SOCIAL MEDIA MARKETING

EARNED CONSUMER EMAILS

Monthly Performance

This video gif and the play button received the most clicks this month, both receiving 7.72% of clicks, followed by the ever popular "Stay" button with 11.09%. As expected, the email started out the year strong with open and clickthrough rates well above industry averages for Travel and Entertainment.

Highlighted stats represent the earned consumer email.

26.07% **14.35%**
OPEN RATE CTR

RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	14,213												14,213
Open Rate	26.07%%												26.07%%
Click-Thru-Rate	14.35%												14.35%

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.

15.63%

OPEN RATE

1.17%

CTR

RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	75,000												75,000
Open Rate	15.68%												15.68%
Click-Thru-Rate	1.78%												1.78%

PAID GOLF EMAIL

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

MEETINGS EMAILS

Monthly Performance

Both open rates and click throughs on paid and earned emails have remained steady as we move into the new year. Our paid emails are performing as expected with the most frequent links to paradisecoast.com/meetings.

Highlighted results are the earned meetings email.

16.07% **5.58%**
OPEN RATE CTR

EARNED RESULTS

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	3,764												3,764
Open Rate	16.07%												16.07%
Click-Thru-Rate	5.58%												5.58%

PAID RESULTS

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Quantity Distributed	12,369												12,369
Open Rate	14.80%												14.80%
Click-Thru-Rate	1.70%												1.70%

SOCIAL MEDIA: TWITTER

Monthly Performance

There was an increase of impressions for the Paradise Coast, Paradise Meetings, and Paradise Filming Twitter handles from December. This was likely attributed to the holiday season being over and the appeal of Paradise Coast weather during the winter season. Our branded images showcased winter in Paradise which were warm, tropical, and bright.

We participated in 8 Twitter chats on the Paradise Coast handle during the month of January including chats from Visit Florida, Expedia, LuxTravel, Adventure Travel, Travel Skills, and Marriott Resorts Paradise Chat. These travel chats continue to bring strong impressions and avid engagement.



RESULTS DELIVERED

KPI	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Impressions	1,600,000												1,600,000 19
Unique Users	197												197
New Followers	338												338
Interactions	364												364
Website Visits	206												206
* KPIs are cumulative for all Paradise Coast Twitter handles. Retweets													124
Mentions	240												240

SOCIAL MEDIA: TWITTER



The following tweet was posted during a Travel Skills chat and earned 5,245 impressions and over 60 engagements.



Tweet regarding the meet and greet session with Darcie, recognized female angler, at Naples Boat Show earned 2,234 impressions and 200 engagements.



User photo of a Marco Island sunset. Obtained 889 impressions and 70 engagements.

SOCIAL MEDIA: PINTEREST

Monthly Performance

Based on feedback from a winter focus group, we have decided to amp up our engagement on Pinterest. We will update pins and boards, as well as build stronger boards that are visually appealing and raise awareness for Paradise Coast. We will be doing this within existing social hours. We will start this engagement in February.

As of January, the most popular board was Paradise Beaches and Parks with 3,719 impressions, 62 clicks, and 47 repins. Pinterest is a very visual platform which is likely why this board is the most popular, especially during the winter season.

RESULTS DELIVERED

KPI	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Impressions	188												188
Repins	2												2
Clicks	3												3
Visitors	2												2

** KPIs are daily averages for the month. January is a benchmark month before we started engaging*

CAMPAIGN TRAFFIC

Monthly Performance

The Winter campaign remains the number one traffic source, accounting for 73% of campaign traffic. Traffic is considerably higher this year than at the same time last year.

*Starting in October numbers reflect total campaign traffic to ParadiseCoast.com, which includes all three landing pages as well as event promotions.

62K
VISITS

49,431
UNIQUE VISITORS

73.01%
BOUNCE RATE

0:43
AVERAGE SESSION DURATION

RESULTS DELIVERED

GOAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT*	NOV*	DEC*	TOTAL
Visits	62,296												62,296
Users	49,431												49,431
Bounce Rate	73.01%												73.01%
Average Page Views	21.37												21.37

CAMPAIGN DELIVERY – DISPLAY

ANALYSIS

All display campaigns performed above the industry benchmark of .06% - .10% click-through rate. In January the campaign reached more than 8 million unique people with an average frequency of 1.18x and resulted in more than 24 thousand clicks to campaign landing pages.

RESULTS DELIVERED

Row Labels	Impressions	Clicks	Unique Users	Avg Freq	CTR
Display					
Golf 2016	155,921	304	87,942	1.77	0.19%
Choozle	155,921	304	87,942	1.77	0.19%
winter2016	8,949,104	23,757	7,644,817	1.17	0.27%
Choozle	4,918,104	11,549	4,237,778	1.16	0.23%
orlandosentinel.com	707,528	1,916	647,175	1.09	0.27%
theweathernetwork.com	355,090	1,116	314,414	1.13	0.31%
travelspike.com	404,927	990	303,253	1.34	0.24%
foxnews.com	2,558,841	8,091	2,138,550	1.20	0.32%
MNI	4,614	95	3,647	1.27	2.06%
Storytelling	420,051	402	315,080	1.33	0.10%
Choozle	420,051	402	315,080	1.33	0.10%
Grand Total	9,525,076	24,463	8,047,839	1.18	0.26%

CAMPAIGN DELIVERY – RICH MEDIA

Rich media units delivered more than 1.3 million impressions reaching more than 1 million unique users an average 1.26 times and resulted in over 1,000 clicks to the campaign landing page.

RESULTS DELIVERED

Row Labels	Impressions	Clicks	Unique Users	Avg Freq	Interactions	Interaction Rate
Rich Media						
winter2016	1,313,966	1,027	1,045,684	1.26	581	0.04%
orlandosentinel.com	278,741	305	234,810	1.19	372	0.13%
theweathernetwork.com	128,937	130	108,276	1.19	0	0.00%
nytimes.com	166,443	186	142,490	1.17	34	0.02%
sojern.com	674,403	386	510,750	1.32	84	0.01%
MNI	65,442	20	49,358	1.33	91	0.14%
Grand Total	1,313,966	1,027	1,045,684	1.26	581	0.04%

Atilus

SEARCH ENGINE SERVICES

Summary

- Traffic has increased across the board (details)
- AdWords – no visits as we are in the process c
- Our analysis shows many errors on the site th: user perspective, but definitely can (and most

Traffic

Overview

- Visits: 100,003 (+44% from 12/2015)
- New Visitors: 79,567 (+53.5%)
- Returning Visitors: 20,436 (+15.5%)
- Bounce Rate: 64% (+3%)
- Average Time on Site: 01:22 (in minutes) (-10.5%)
- Locations
 - United States
 - Florida
 - New York
 - Illinois
 - New Jersey
 - Massachusetts
 - Ohio
 - Pennsylvania
 - Minnesota
 - Indiana
 - California
 - Canada
 - United Kingdom
 - Germany
 - Brazil
 - India
 - Russia
 - France
 - Italy
 - Netherlands
- Device Use
 - Mobile: 43,255
 - iPhone and iPad top devices
 - Desktop: 36,435
 - Tablet: 20,313

ATA
GROW YOUR BUS

Acquisition

For a large-scale site like this we typically see organic search representing roughly 40 – 60% of overall traffic. This may be a little skewed due to existing advertising efforts, but in our opinion represents an area of potential growth.

IE with existing traffic totally roughly 100,000 visitors, organic search should represent 40,000 – 60,000 of those visitors. Additionally, the lack of an active PPC account – and the corresponding data we will get from that will also help our SEO efforts.

- (Other): 41,044 (+154% from 12/2015)
- Organic search: 27,632 (+3%)
- Social: 16,237 (+35%)
- Direct: 5,884 (+1%)
- Referrals: 3,116 (+28%)
- Email: 3,097 (+15%)
- Display: 2,992 (-19%)
- Paid Search: 1 (0%)

Organic Search

- #1 Ranking Nationally
 - Everglades Convention
 - Naples Marco Island
 - Naples Marco Island Everglades CVB
 - Paradise Coast
 - Paradisecoast
 - Paradisecoast.com
- #2 Ranking Nationally
 - Free places to go in Naples, Florida
 - Things to do in Naples this weekend
 - Marco Island Florida Map
 - Marco Island map
 - Naples events
- #3 Ranking Nationally
 - Naples Florida points of interest
 - Naples Map
- #4 Ranking Nationally
 - Naples FL map
 - Collier County Tourist
 - Naples Florida map
 - Things to do in Marco Island
 - Map of Naples FL



Results

In our opinion, goal tracking is setup incorrectly in Analytics. A goal (or conversion) is “a point at which a recipient of a marketing message performs a desired action.” It could be as simple as viewing a page, however, we can track that in another area of Analytics. We prefer to track conversions as actual actions, i.e. signing up for something or contacting you. The results we’ll outline will be based upon those who sign up for the newsletter and those who order guides. We’ve asked for access to Book Direct as well to measure results that way.

- Guide requests: 96
- Newsletter signups: 54

Technical Website Review

- High-priority issues (3,000+)
 - Duplicate page content
 - Crawl attempt error
 - 4XX Client Error
- Medium-priority issues (25,000+)
 - Duplicate page titles
- Low-priority issues
 - Long URL

Tasks Completed

- Discovery meeting with Atilus and Naples CVB
- Keyword research
- Preliminary SEO report/analysis
- Review website for both SEO and technical changes
- Begin AdWords setup

Upcoming Tasks (February 2016)

- Website-related
 - Update all meta tags (Atilus to write)
 - Add text over homepage banners vs. having the text embedded in the image (Atilus to write)
 - Update URL structure for inner pages (things to do is a very popular phrase in searches)
 - /things-to-do/shopping
 - Increase the size of the text
 - Create pages specific to beaches (Atilus to draft content)
 - /beaches/naples-beach
 - /beaches/barefoot-beach
 - Etc.
 - Add more content to Naples, Marco Island, Everglades City, Immokalee, and Ave Maria pages (Atilus to write)
- AdWords
 - Finish setup of campaigns
- Google My Business - Setup – **need Google account to do so**

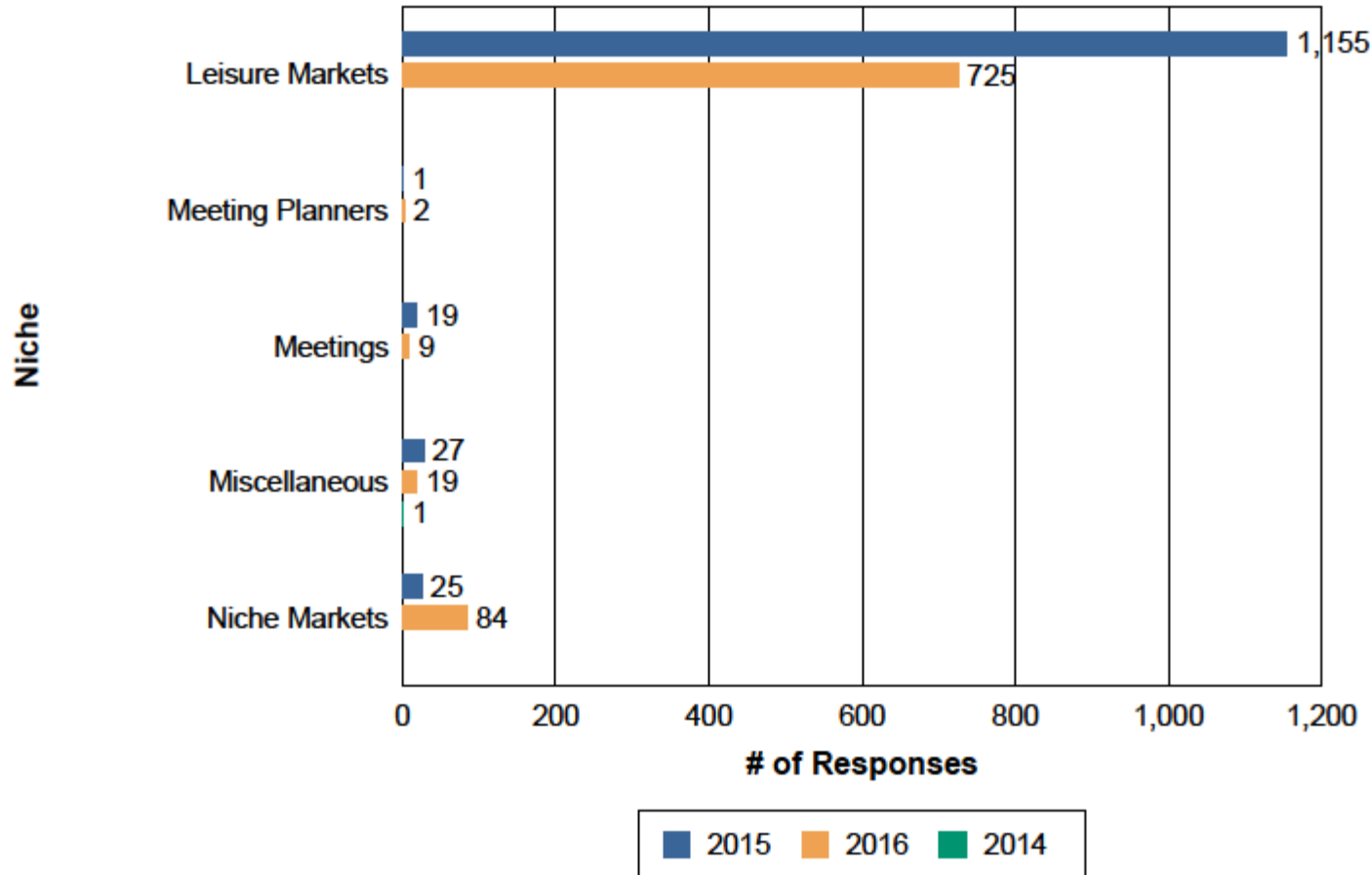
Phase V

FULFILLMENT SERVICES

Naples, Marco Island, Everglades CVB

Year Over Year Inquires by Niche

For the months of January 2015 & 2016

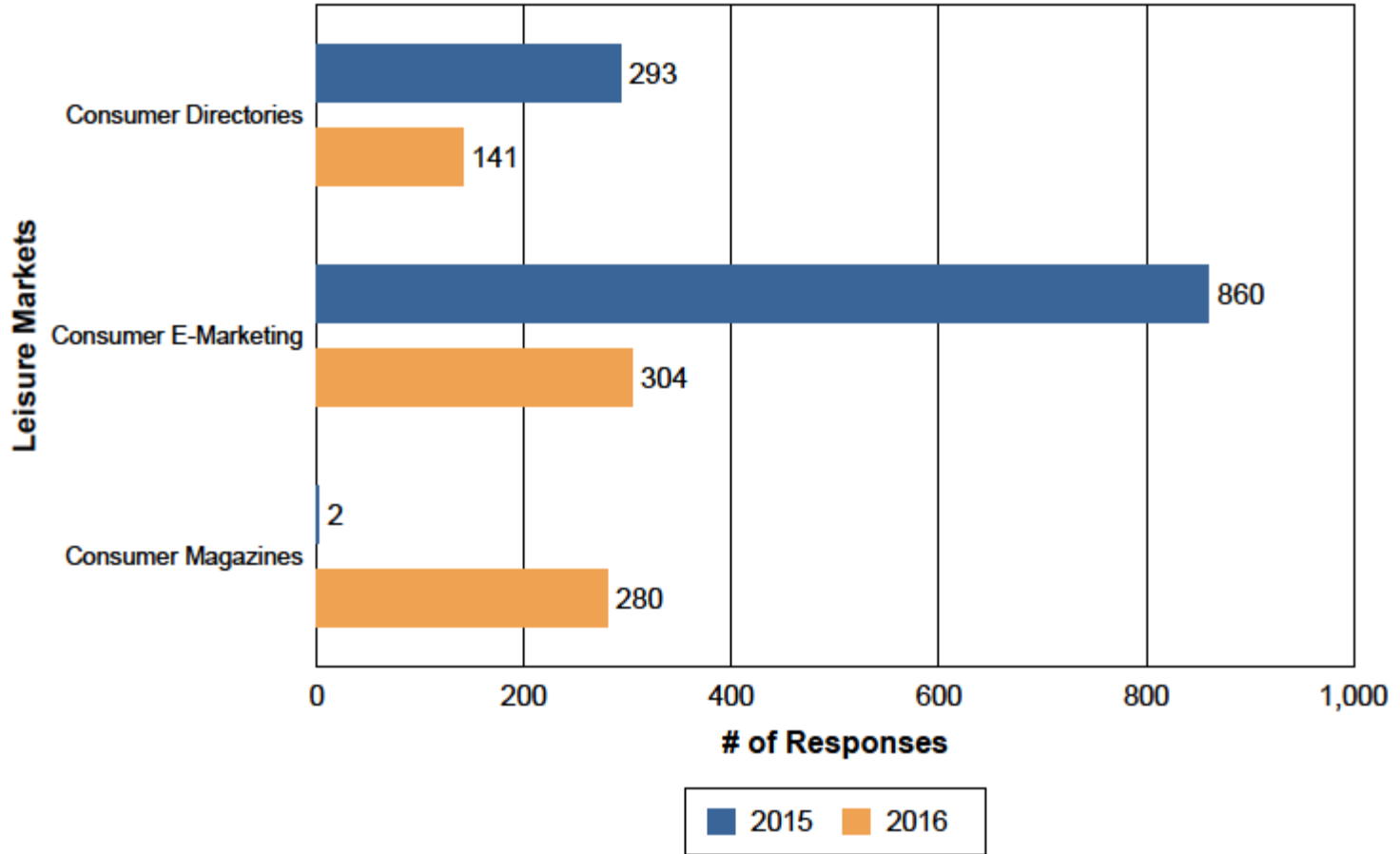


2/1/2016

Naples, Marco Island, Everglades CVB

Year Over Year Inquires by Leisure Markets

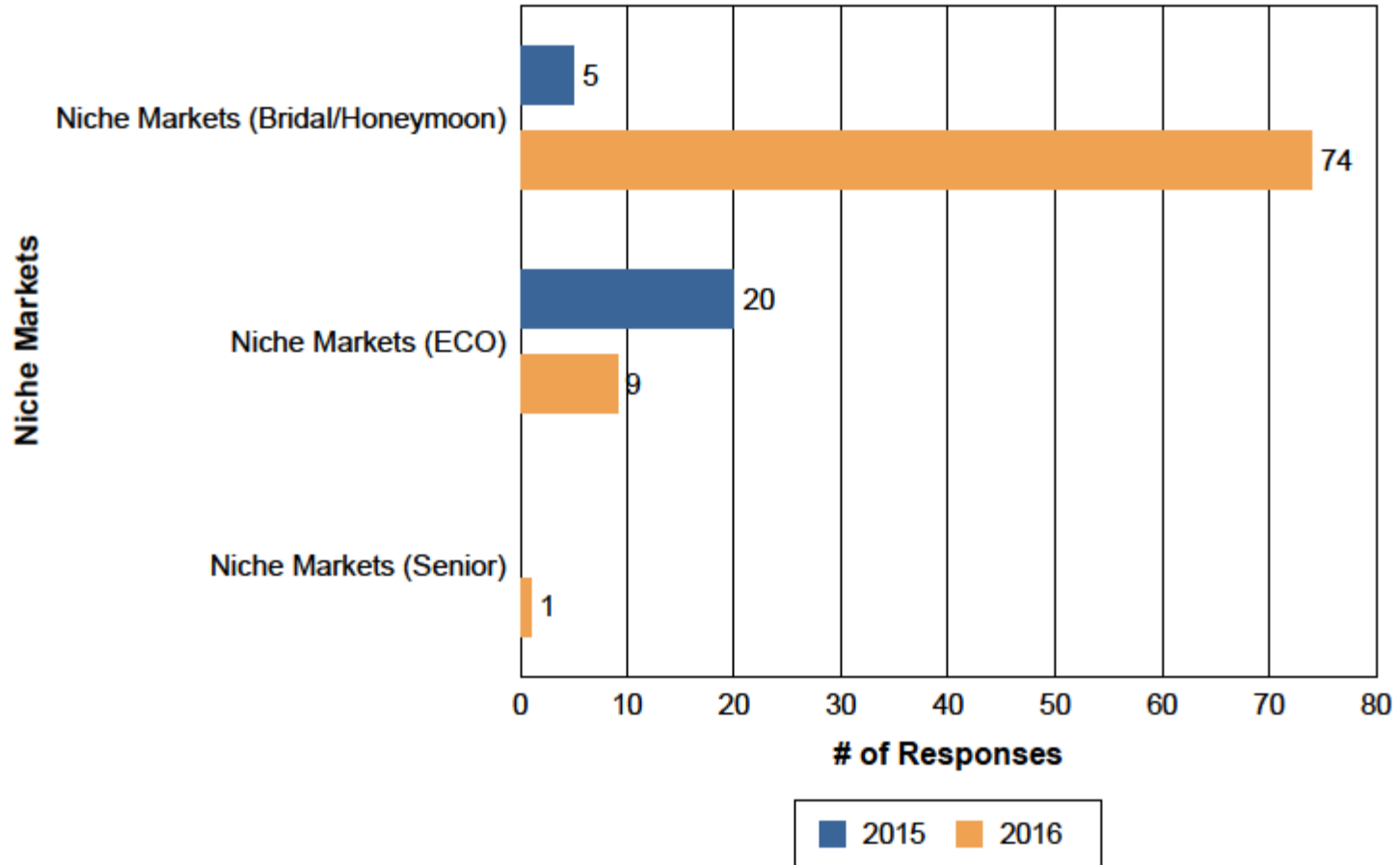
For the months of January 2015 & 2016



Naples, Marco Island, Everglades CVB

Year Over Year Inquiries by Niche Markets

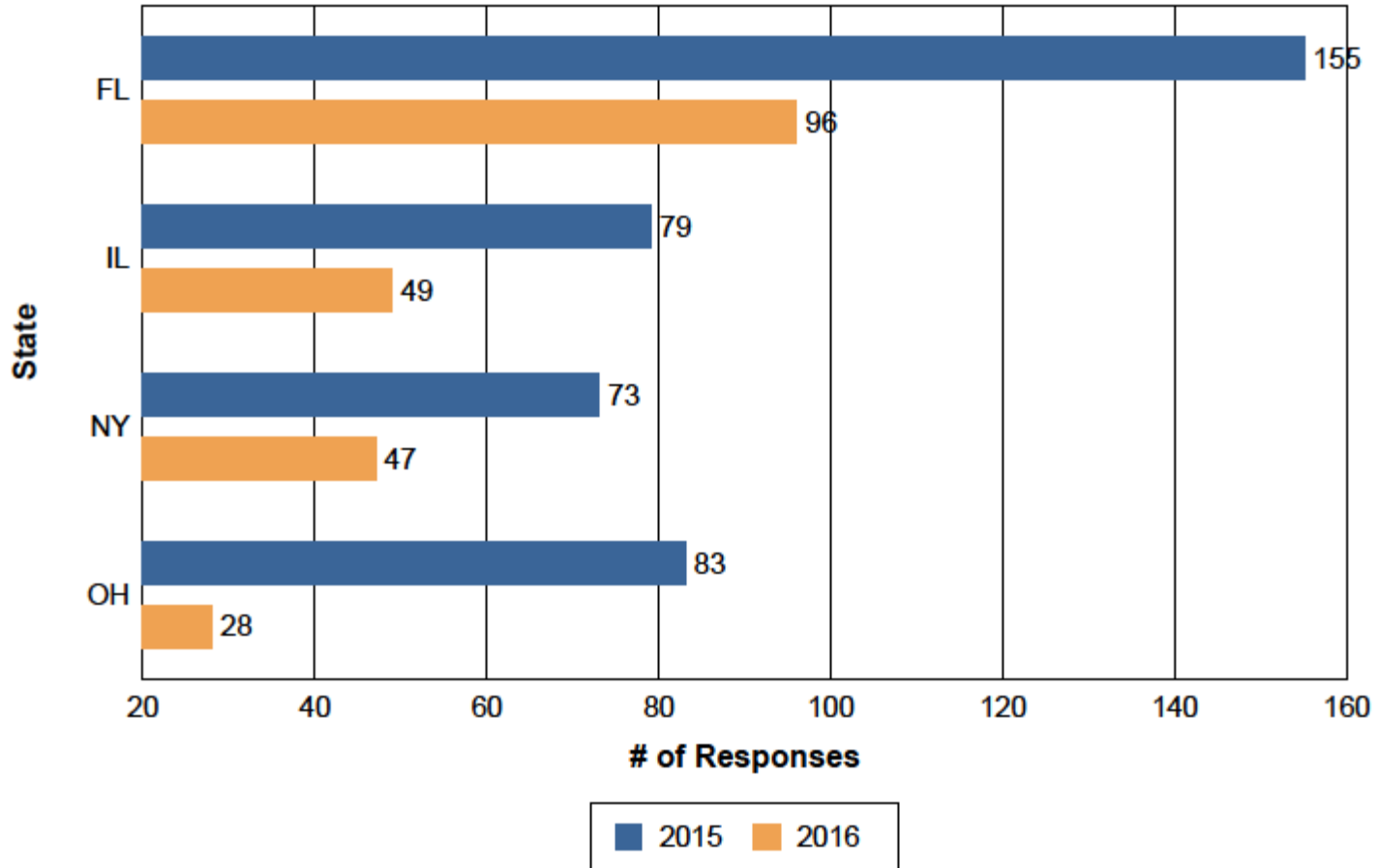
For the months of January 2015 & 2016



Naples, Marco Island, Everglades CVB

Year Over Year Inquires by State

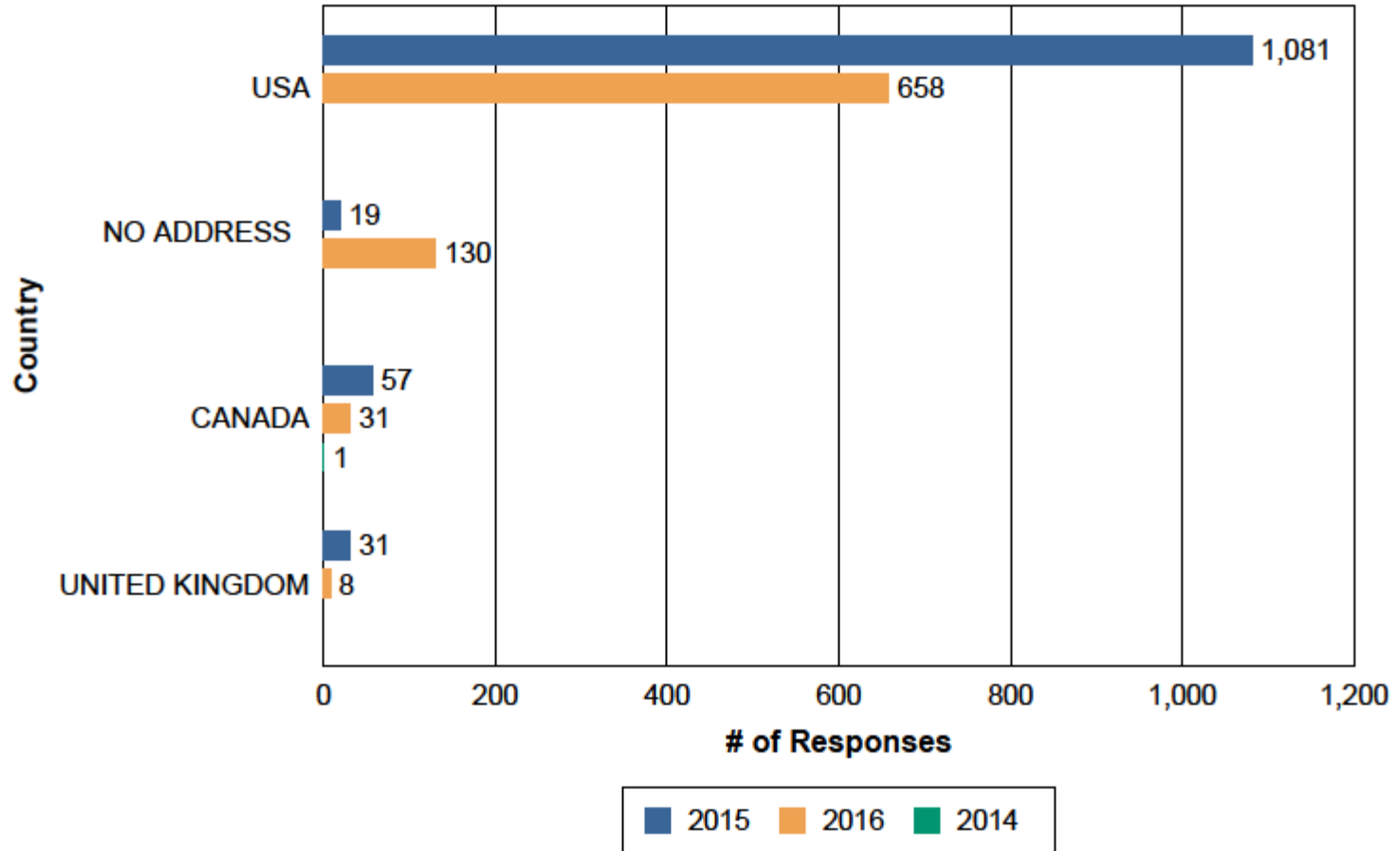
For the months of January 2015 & 2016



Naples, Marco Island, Everglades CVB

Year Over Year Inquires by Country

For the months of January 2015 & 2016



Guide Request Summary by Guide

For the month of January 2016

<u>Guide</u>	<u># of Requests</u>	<u>Quantity</u>
Area Map	11	1011
CVB Welcome Post Card	1	1
GAP Brochure	2	3
Golf Guide	2	2
Meeting Planner Flyers	3	4
Meeting Planner Kit	6	6
Pens (Aqua w/ sparkles)	1	15
Rack Brochure (Portuguese)	3	3
Rack Brochure (Spanish)	2	2
Visitor's Guide (English)	783	2771
Visitor's Guide (German)	5	5
<u>Grand Total:</u>	<u>819</u>	<u>3823</u>
Unigue requests for guides:	799	

Live Chat by Topic January 2016

By Topic				
Topic	# of chats	Minutes	Min/Chat	Year to Date Cumulative
Accommodations	4	43.9	11.0	4
Airport	0	0.0	0.0	0
Arts & Culture	0	0.0	0.0	0
Attractions	1	10.0	10.0	1
Beaches	2	18.3	9.2	2
Charters and Tours	1	14.8	14.8	1
Contact	0	0.0	0.0	0
CVB Department	0	0.0	0.0	0
Dining & Nightlife	1	16.1	16.1	1
Directions	1	5.8	5.8	1
Discover	0	0.0	0.0	0
Events & Festivals	4	65.2	16.3	4
Family	0	0.0	0.0	0
Golf	0	0.0	0.0	0
Island Information	0	0.0	0.0	0
Media	0	0.0	0.0	0
Misc.	2	30.1	15.0	2
Outdoor Activities	2	23.9	12.0	2
Relocation	0	0.0	0.0	0
Salons & Spas	0	0.0	0.0	0
Shopping	0	0.0	0.0	0
Sports	0	0.0	0.0	0
Temperature	1	10.5	10.5	1
Transportation	0	0.0	0.0	0
Visitor's Guide	2	29.4	14.7	2
Wedding	0	0.0	0.0	0
Totals	21	267.9	12.8	21

THANK YOU

Questions?



NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST