

DIRECTOR ACTIVITIES

January- February 2016- Jack Wert

PERIOD AT A GLANCE	
# Advocacy Contacts	2
# Travel Industry Contacts	18
Number of Tourism Industry Events & Promotions	15
Number of PR Interviews	3
Number Trade Shows/Conferences	2

Advocacy

- Legislative Hearings on Tourist Tax usage expansions
- DMAI Advocacy Committee meeting

Tourism Industry

- Meeting with Naples Grande Sales Consultant on new Intl. initiatives
- Meeting with Blue Zone Committee representatives on wellness initiatives
- Meeting with Superior Small Lodging rep on possible inclusion of our small hotels in the program
- Meeting with vendor on preliminary findings on facilities needs study
- Attended Cultural Carnival event at Marco Museum
- Attended DMAI Foundation event. Met with National Parks Director and representatives of Everglades National Park on future promotional events
- Attended DMAI Board of Directors meeting representing the Destination Accreditation Board
- Welcome remarks at opening of Everglades Seafood Festival in Everglades City
- Attended Marco Museum Windows & Doors event
- Met with Go Rentals team on new luxury auto rentals at Naples Airport
- Attended ADRIAN Awards in New York to accept 10 awards (5 gold; 3 silver; 2 bronze) for destination advertising and promotion excellence

Trade Shows/Tourism Industry Conferences

- Destinations Showcase- Washington DC.
 - Met with 6 National Association meeting planners on possible future meetings in our area. No RFP's, but two leads for future business.

Trade Shows/ Tourism Industry Conferences Cont.

- Routes Americas Airline conference in San Juan.

- Met with 12 airline representatives on future service to Fort Myers and to Naples

Public Relations

- Chubb Classic Media event- Tommy Bahamas and Naples Pier
- Elite Airways new flights to Naples Press Conference
- Attended CAT 15th Anniversary event

Promotional Activities

- Meetings with Elite Airways team on sales initiatives in New York market
- Meeting with FBU team on 2016 event deliverables
- Attended First Tee Welcome event at Chubb Classic as title sponsor of this event
- Presented winner trophy for First Tee event at Chubb Classic

GROUP MEETING SALES REPORT

Debi DeBenedetto – Group Sales Manager

February 2016

PERIOD AT A GLANCE	
Number of Meeting Planner Contacts	44 plus in office plus event contacts 83 Texas Plus data bases gathered contacted for Lunch & Learn
Number of RFP's Collected/Distributed	38 Rfp's distributed worth over \$21.8 million EOC and 21,764 room nights
Number of RFP's to Contract	9 booked groups
Total Room Nights/Econ. Impact for Period booked	5022 Room nights booked #3,347,827.37 EOC

Number of RFP Enhancement (RFPE) Requests	5 new requests
Number of RFPE's to Contract	2 booked with 7 lost
Number of FAM's/Sites	4 sites, U Tangle, SIRVIA, Danfoss, HB 2 Sales missions Dallas/Plano and Houston Texas
Number of Shows Attended	2

Trade Shows Attended

- Luxury Meetings Summit Dallas with 85 planners attending in 5 minutes sessions over 3 hours and a luncheon
- Luxury Meetings Summit Houston with 65 planners attending in 5 minute sessions over 2 ½ hours and a luncheon
- HSMAI CVB update for SW Florida Event attended in Ft. Lauderdale
- SITE board installation attended Ft. Lauderdale
- Elite Press Conference attended

Sales Activities this Period

- Sales mission planned locally Lunch & learn had 7 Rsvp and much planning but had to cancel last minute due to Storm weather on Jan. 27th
- Sales mission dinner party event in Plano – 8 planner attendees
- Sales mission dinner party event in Houston – 8 planner attendees and 1 spouse
- CVB sales

Upcoming Major Events/Trade Shows

- Registered for Social Media Conference in march
- Planning for IPEC March

- Ultra Luxury Summit site scheduled for March 1 with Marriott Marco Island
- Global Alliance sponsorship and conference planning with post Fam for July
- Updates gather of info for new Meeting planner flyer update
- FSAE Executive lunch for April registered to sponsor with hotel partners

TRAVEL INDUSTRY & LEISURE MARKET SALES REPORT – Claudia Cianfero

February 2016 -

PERIOD AT A GLANCE	
Number of Travel Agent Contacts	15
Number of Tour Operator Contacts	68
Number of FAM's/Site Visits	1
Number Trade Shows Attended	2

EVENTS RECAP

Show Name: Florida Huddle

Location: Tampa, FL

Appointments - 39

Trends/Comments: Business is good in the Paradise Coast. Most operators reported an increase year over year - ranges from 2% to 25%. Any negative reporting is due to being closed out in season.

USA continues to be #1 producer to Paradise Coast, followed by UK and then Germany.

Argentina is showing great numbers in the area as well. For HotelBeds it is the third producer, ahead of Germany.

Argentina – 1313 RN's

Germany - 1118 RN's

Show Name: NTA – TREX#16

Location: Atlanta, GA

Appointments - 24

Trends/Comments: First time attending this show. There is much interest in the Paradise Coast as these tour operators are staying in Fort Myers and only passing through Naples on their way to the Everglades and Ft. Lauderdale/Miami. Appointments consisted of educating operators as to what we have to offer that is different than Ft. Myers. Follow up with Visitor Guide. Need to develop suggested itineraries.

FAM Trips

- DERTOUR Hungary – 15 Travel Agents were in the destination Jan 23 – 25, 2016.

PUBLIC RELATIONS & COMMUNICATIONS REPORT- JoNell Modys

JANUARY 1 – FEBRUARY 15, 2016

PERIOD AT A GLANCE	
Number of Media Submissions from CVB	251
Number of Journalists Hosted	6
Number of News Releases Written by and/or Issued by CVB	5 Elite Airways New Service Routes America Destination Profile Michael Obyc Joins CVB Sports Marketing HSMAI Adrian Awards New for 2016 (media missions)
Total Media Impressions	TBD – Awaiting approval of media monitoring service agreement
Top Projects	Florida Huddle (International) Media Marketplace VISIT FLORIDA NYC Media Reception U.S. Open Pickleball PR Planning 1 st China Press Trip Planning – Partnering With VISIT FLORIDA & Ft. Myers/Sanibel Updates to Editorial/Marketing Image Library Mangrove Madness Outdoor Media Event with Outdoor Product Corporate Reps PR Planning

Top Media Placements

- National Geographic Channel – National Parks documentary series, Everglades National Park episode
- Florida Tourism Marketing Today (FADMO statewide newsletter) – Destination Update
- The News-Press (Ft. Myers) – Take Fido on Pet Friendly Adventure – Collier Tourism column by JoNell Modys
- Gulfshore Business – Special section on Naples Municipal Airport with Jack Wert
- 36 Placements in Local, Regional, National Media – Elite Airways new service at Naples Municipal Airport; team effort with Elite, CVB, LHA
- VacationIdea.com – 26 Best Things to Do in Naples, post of article pulled highest organic post in early February on Facebook
- Travel + Leisure (print) – 74 Getaways to Make You Love Winter; Naples getaway from Miami portion result of CVB direct, long-term contact with writer, personally escorted his visit
- Thrillest – Paradise Coast Flight and Hotel Deals – result of CVB January 2015 FAM
- America Journal – Top German travel magazine; Feature on Finding Balance features Everglades City escape, kayak Big Cypress, swamp walk, etc. Result of CVB FAM.

Media Visits to Destination

- USA Today – Annette Thompson
- Working Mother – Liz Amore
- Grande Magazine (Canada) – Blair Quinn
- Le Journal de Montreal – Marie Poupart
- Palate Exposure – Ilona Thompson
- Crazy in the Rain – A. Vawser

DIGITAL & SOCIAL MEDIA REPORT

February 2016

PERIOD AT A GLANCE	
Twitter Accounts Posts	473 posts with 9,993 interactions by 9,294 unique users. Regular Twitter Chat activity with @ParadiseCoast main destination account.
Facebook New Likes	790 new page fans. 19,624 total likes as of mid-February. One of the top organic posts was our share on 2/4/16 of the article by VacationIdea.com – 26 Best Things to do in Naples, Fla.
Instagram Posts	17 posts with 55 followers gained. 1,194 total likes *New growth initiative launched – “InstaMeet” event at Naples Botanical Garden with invited local Instagram influencers to reward them for their many posts of local imagery and encourage sense of community. To continue at other locations.
E-Newsletter Open/Click Thru Rates	>Consumer Escapes Enews-January: New Year-New You. Active and relaxing choices to start your new year off in the Paradise Coast. 75,000 sent; 15.68% open rate; 1.78% click through rate >Golf: Golf in paradise, play where the pros play. 100,000 sent; 16.38% open rate; 1.8% click through >Meetings: Latest meetings news. 12,369 sent; 14.80% open rate; 1.7% click through

Highlights of e-newsletter themes/target markets

- Consumer Escapes Enews-January: New Year-New You. Active and relaxing choices to start your new year off in the Paradise Coast. 75,000 sent; 15.68% open rate; 1.78% click through rate
- Golf: Golf in paradise, play where the pros play. 100,000 sent; 16.38% open rate; 1.8% click through
- Meetings: Latest meetings news. 12,369 sent; 14.80% open rate; 1.7% click through

Website Enhancements

- Upgraded Website Home Page with the ability to include Video in the main carousel display panels.
- Began Content Audit of Paradise Coast.com Website
- Refreshed Website Home page to coincide with Paradise Advertising / Paradise Coast Branding.
- Over 50 listing updates, new events, event boosting, etc. by PR mgr

SPORTS MARKETING REPORT- Parker Medley & Michael Obyc

February 2016

PERIOD AT A GLANCE					
# EVENTS (January 2016)	# ATTENDEES	# ROOM NIGHTS	DIRECT VISITOR SPENDING		
7	10,550	4,633	\$3,250,000.00		

Event Analytics

Event Name	Event Dates	# Attendees	# Room Nights	Direct Spending
InfoSport Inc. Soccer Combine	1/3/2016 - 1/7/2016	350	203	\$262,500.00
NFHCA Top Recruit Winter Blast	1/8/2016 - 1/10/2016	2,600	2,475	\$963,000.00
HITS Triathlon	1/9/2016 - 1/10/2016	1,600	700	\$585,500.00
Kelme Cup (1 st Weekend)	1/16/2016 - 1/17/2016	2,500	1,880	\$600,000.00
Chase Life Wrestling Invitational	1/22/2016 – 1/23/2016	400	150	\$90,000.00
Kelme Cup (2 nd Weekend)	1/23/2016 – 1/24/2016	2,000	1,057	\$487,500.00
Kelme Cup (3 rd Weekend)	1/30/2016 – 1/31/2016	1,100	643	\$262,500.00

Comparison Report

	January 2015	January 2016	Change
Number of Events	6	7	1 (15% Increase)
YTD Events	6	7	1 (15% Increase)
Monthly Attendees	10,850	10,550	-300 (2% Decrease)
YTD Attendees	10,850	10,550	-300 (2% Decrease)
Monthly Room Nights	3,125	4,633	1,508 (48% Increase)
YTD Room Nights	3,125	4,633	1,508 (48% Increase)
Monthly Est. Direct Spending	\$3,067,500.00	\$3,250,000.00	\$ 182,500.00 (6% Increase)
YTD Est. Direct Spending	\$3,067,500.00	\$3,250,000.00	\$ 182,500.00 (6% Increase)

Development Activities this Period

- Met with Chris Evon and Terri Graham from the US Open of Pickleball to discuss more tournaments in Naples, FL
- Met with the Wounded Warrior Amputee Softball group about February event
- Attended the Tourism Department Grant Workshop to discuss how we can make the sports grant process improved
- Met with Rob Anderson, President of the Florida Fire Juniors concerning their events in 2016 as well as 2017
- Attended a Meeting with the Collier County Sports Council
- Attended a Webinar with Kevin O'Neil from Laxpalooza who will be hosting an event here this summer
- Hosted Parks and Recreation in our monthly events meeting
- Hosted Matt Holman from the Men's Collegiate Lacrosse Association on a site visit
- Attended the TDC Meeting on January 25th

Upcoming Events

- Gene Cusic Softball Classic (March 8-22) at North Collier Regional Park
- East Naples Skill Level Pickleball Tournament (March 18-20) at East Naples Community Park
- Perfect Game 11U/12U Easter Classic (March 24-26) at North Collier Regional Park
- Naples Spring Shootout (April 2-3) at North Collier Regional Park

PARADISE COAST FILM OFFICE

February 2016

Maggie McCarty- Film Commissioner

PERIOD AT A GLANCE	This Year	Last Year	Spending Estimate	New or Repeat
Productions	6	2	\$118 K	All new
Working Leads	11	12	\$450 K+	1 repeat
Meetings Attended	2	3		
Events/Trade Shows	1	1		
Media Assisted	1	2		
Location Scout	1	0		

Production/Lead Highlights

- Left Right Productions/TV – TV series pilot for AMC
 Two-day shoot including drone photography featuring Florida actor, Norman Reedus, (“Walking Dead”) as he begins a motorcycle journey across the state, beginning in Naples and crossing the Tamiami Trail and down Loop Road. Program also highlights a local motorcycle shop.

“We’ve got great locations and great rides that we’re planning ... with some guests in mind that will come on the show and we’ll go on a journey with them. And hopefully the viewers will feel like they’re on a journey with us.”- *Entertainment Weekly* [Norman Reedus]



Courtesy of AMC

- Glamour magazine/Italy(Edizioni Condé Nast)- still photo
 European fashion magazine did a swimsuit shoot on Naples beaches



Future Project Highlights

- Lava Studios/Wal-Mart – TV commercial
 Commercial starring Grammy-winning celebrity whose kitchen and housewares are sold exclusively at the retail store. Scouting Ave Maria and other possible Collier locations.

VISITOR SERVICES REPORT

February 2016

Activities for the Period- Lori Lou Waddell

Month	Big Cypress	Oasis	Everglades	Immokalee	Marco Is	Naples	YTD Total
Year 2015	52,473	107,564	85,941	11,03	6,810	20,419	274,310
Jan 2016	13,771	10,393	10,533	91	1,014	1,451	37,253
Feb 2016							
Mar 2016							
Apr 2016							
May 2016							
Jun 2016							
Jul 2016							
Aug 2016							
Sept 2016							
Oct 2016							
Nov 2016							
Dec 2016							
Total YTD	13,771	10,393	10,533	91	1,014	1,451	37,253

Activities for the Month:

- Order guides from Florida Advertising Services
- Order guides from Southwest Florida Distributing
- Distribution Paradise Coast, Downtown Guide, Naples on the Gulf to 80 person wedding group
- Confirm attendance on January 28th with CVB staff to attend Travel Rally meeting in Ft. Myers
- Stock Brochure "rack" on door at former Visitor Information Center with take-away directions and map to current VIC location-continue to refill for remainder of season-90 per week
- Chamber New Member meeting-discuss VIC and tourism opportunities
- Meet with Staybridge Suites sales directors
- Meet with Residence Inn sales director
- Meet with Miromar Outlets Outside Sales and Marketing Manager
- Confirm FAM to Naples Kayak Company
- Refer meeting planner with Proctor & Gamble to Debi DeBenedetto regarding September National Sales Meeting
- Deliver tourism partner materials to Naples Train Depot
- Catalog new files for RV Camping and Resorts in Collier County
- Respond to all tourism email inquiries
- RSVP to PRSA Lunch for Feb 23, 2016
- Attend Wake Up Naples

- Attend Business After 5 at Naples Municipal Airport
- Manage FAM to Golisano Children's Museum
- Manage FAM to Edgewater Beach Hotel
- Deliver Naples on the Gulf to Third Street Concierge
- Pick up materials from Staybridge Inn and Suites
- Order Visitor Guides
- Order Naples on the Gulf
- Order Downtown Guides
- Request order Fifth Avenue South
- Update Visitor Counts for Collier County Visitor Information Centers
- Update Statistics for Naples Visitor Information Center
- Request all materials below par levels for Visitor Information Center
- Manage VIC Vol Schedule
- Manage/update Calendar of Events for GNCC, Third Street South and Fifth Avenue South
- Manage daily operation of Visitor Information Center

OMMAC- UK & IRELAND OFFICE

HIGHLIGHTS OF JANUARY 2016:

GTMC AGM Meeting

Attended the GTMC AGM Members Session and Luncheon to present Naples, Marco Island and the Everglades as the host destination for their 2016 overseas conference – **Over 160 senior level travel planners & suppliers were in attendance.** OMMAC continue to support the Naples office with an additional upcoming planning meeting set for the first week in March – for the final event being held 16-19 May 2016. Inspections will include host property, Marco Island Marriott Resort, various logistics including transportation etc. attended by the CVB and additional properties in the region – our aim is for this conference is to be the best to date. The UK office is working on various aspects including pre & post options, including additional Industry Partners, sponsorship including from Visit Florida, Brand USA etc. plus coordinating with the host hotel on a number of topics.



Left – Oonagh Wait, CEO, left & John British Airways.
Above – with Nadia Delta Airways



with Paul GTMC, Greehy,
Oonagh Clinton,

MARKET UPDATE:

Visit Florida plans re-run of sunshine campaign

Visit Florida plans to run its 'Moments of Sunshine' campaign again in London later this year, and to roll it out to other cities worldwide. The tourism body ran a campaign in the capital throughout January designed to woo UK visitors by 'brightening up the days of Londoners'. Working with industry partners, it surprised commuters in the capital with various free gifts and entertainment.

Speaking at Florida Huddle 2016 in Tampa, chief marketing officer Paul Phipps said the campaign had an immediate impact. "Although our research is not complete yet we are so taken with the immediate impact that we intend to repeat the London takeover, not once, but at least twice," he said. "We are the number one destination in the USA for UK visitors we found that we were actually number three in a wish list and we want to change that. The London campaign is part of the strategy to improve our positioning." Phipps said it was likely the visit of the Jacksonville Jaguars to Wembley in early October will herald the start of a new series of events, and Visit Florida plans to 'invade' again in January 2017.

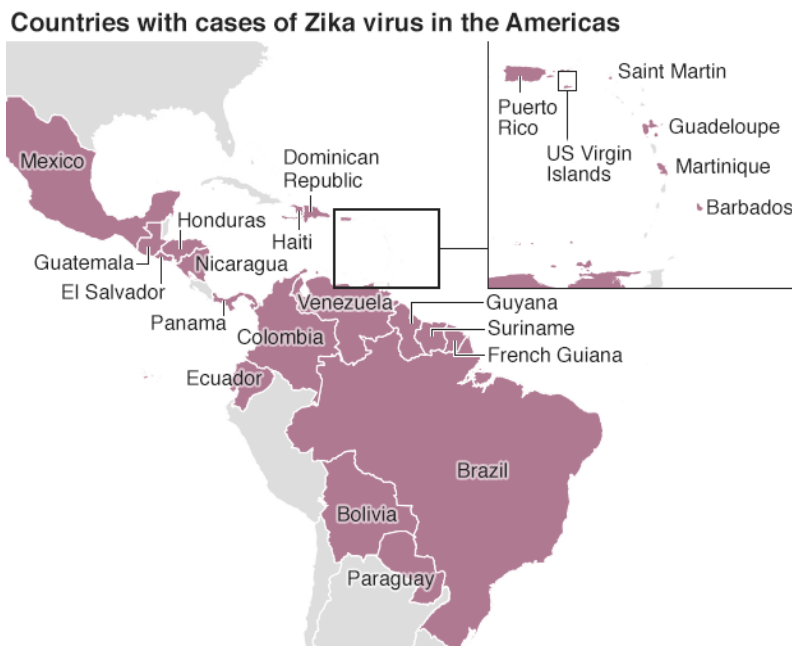
"Tourism is the number one industry in Florida and as such we have been empowered by Governor Rick Scott to continue the enormous progress we have been making over the past three years," added Phipps.

Florida is widely expected to break the 100 million visitor mark for 2015 when statistics are released later in February and aims to be the number one destination in the world. Phipps said the next major project will be at the Goodwood Festival of Speed where it will display its motor sport heritage with a branded car that will be competing around Europe.

Zika virus has spread to more than 20 countries in the Americas.

The unprecedented and explosive outbreak of the mosquito-borne disease is causing fear in the affected regions. While the effects are generally mild, the greatest concern is about a strongly suspected link with brain defects in babies.

There have been no travel bans, but the Pan American Health Organization is [publishing updates](#) on the affected countries. The virus is expected to spread throughout North, Central and South America, except Canada and Chile, and people should check for the latest advice before travelling.



Source: WHO 24-30 Jan 2016



Japan and Kenya up but UAE slips in Kuoni's 2016 travel trends - Japan, Burma and Kenya are set to be the rising travel stars of 2016, according to Kuoni's latest travel trends report. The countries occupied the top three places in the tour operator's annual run down of trending destinations, logging the biggest year-on-year rise in bookings. The Maldives took the overall top spot, with Thailand and Sri Lanka ranking as second and third best sellers. Dubai and Abu Dhabi fell notably however – with the UAE as a whole dropping from number

eight down to 15. Kuoni attributed the decline to a "slight dip in bookings a result of increasing instability in the Middle East". Egypt has also dropped out of the operator's top 30, while Morocco and Turkey are similarly down. Meanwhile Kuoni noted that Cuba had dropped in popularity slightly, from seven down to eight, with demand from holidaymakers currently outstripping supply, the operator said. The Kuoni Worldwide Trends report, which tracks booking patterns to monitor the popularity of destinations, is now in its 36th year.

5.8 million Brits to book holiday in January

A total of 5.8 million people will have booked their holiday in January, a new survey has revealed. The British Airways Holidays Travel Report, which surveyed more than 5,000 people during December, has revealed 12% of the UK's population are still booking their holidays during the traditional peak month. The report added an average of four holidays will be taken by each Brit in 2016 but showed just how likely high earners are to jet off more regularly.

With an average 13% of total annual salary spent on holidays, the survey found those earning £15,000 will take an average of three holidays, while those earning £55,000 expect to take seven trips. Once the holiday has been booked, the average Brit will spend seven months, one week and four days saving up to afford the trip with a quarter of respondents foregoing meals out and socialising to save the cash.

Family holidays remain the favourite of those surveyed with a third saying they are the best while only 8% said a romantic getaway is their preferred option. The research also highlighted the amount of money travellers spend both preparing for their trip and once they are overseas. Of the average £4,260 a family of four will spend on holiday, £2,328 is spent on the package with the remaining 45% spent either on pre-holiday preparations or once in resort.

Premium offering from American

American Airlines is set to offer customers more on-board choice by introducing Premium Economy on its international wide-body fleet throughout the year. The airline says Premium Economy will offer a new class of service directly behind Business Class, providing a more enhanced product offering that more obviously distinguishes it from the Main Cabin.

This product will offer a new type of seat with benefits that include: more legroom, wider seats, personal on-demand entertainment, noise reducing headphones, priority check-in and boarding, checked baggage allowance, amenity kits, enhanced meal service, spirits, beer and wine. American's first plane with Premium Economy seating will be its Boeing 787-9, which is expected to enter service in late 2016. American will also add Premium Economy to all Boeing 777-300ERs, 777-200ERs, 787-8s and Airbus A330s over the next three years.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
February	Launch Brand USA Discovery Programme (online training)	UK/Ireland
February	Travel Mole Awards	London
February	Brand USA Road Show & BA	London
Ongoing	US Airtours co-op campaign	UK
March	Travmedia IMM media event	London
May	GTMC Overseas Conference	Marco Island

MARKETING/SALES/PROJECTS & ACTIVITIES:

US Airtours & Travelplanners, Preferred destination January: OMMAC have worked closely with US Airtours/Travelplanners to agree newsletters promoting the destination to their database of repeat customers. Examples of the newsletters are below:

Get your fast quote now [Forward to a friend](#) [View in browser](#)

travelplanners
 service beyond the call





GET A FAST QUOTE
 or call us on
020 3542 8888

Exclusive Offers **Villa Holidays** **Cruise & Stay** **Twin Centre**

Destination Focus
 Naples, Marco Island & the Everglades

Whether you are looking for a romantic escape or family getaway, Florida's Paradise Coast, Naples, Marco Island and the western portion of the Everglades has an array of holiday options year round. With more than 30 miles of soft, white sand beaches, world-class golf, a thriving arts and culture scene, distinctive dining and the best of outdoor adventure, the Paradise Coast is truly a destination with it all... [Read more](#) or **Call 020 3542 8888** to book now.





Top Destination Deals

 <p>Naples Villa Gulf Coast Villa</p> <p>14 Nights Naples Executive Villa Luxury Villa with private screened pool Lake, preserve or golf course views British Airways American Airlines flights</p> <p>from £669pp</p> <p>View Deal</p>	 <p>Orlando & Naples Twin-Centre</p> <p>7 Nights Floridays Resort, Orlando 7 Nights Naples Bay Resort, Naples Super location overlooking the marina Virgin Atlantic Delta Air Lines flights</p> <p>from £769pp</p> <p>View Deal</p>
 <p>Marriott Marco Island Marco Island</p> <p>14 Nights Marriott Marco Island Stunning beachfront location Situated on 3 miles of pristine coastline British Airways American Airlines flights</p> <p>from £869pp</p> <p>View Deal</p>	 <p>The Best of Florida Orlando, Miami & Naples</p> <p>3 Nights Hard Rock Hotel, Orlando 4 Nights Naples Bay Resort, Naples 3 Nights Loews South Beach, Miami Virgin Atlantic Delta Air Lines flights</p> <p>from £989pp</p> <p>View Deal</p>

GET A FAST QUOTE



virginatlantic DELTA American Airlines BRITISH AIRWAYS PARTNERED PARTNER VISITFLORIDA USA

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Destination of The Month | Save up to £260pp [Forward to a friend](#) [View in browser](#)

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NAPLES, MARCO ISLAND & THE EVERGLADES **SAVE up to £260pp**





Call now to book

Naples, Marco Island & the Everglades





Located just two hours from Miami, four hours from Orlando and three hours from Tampa, the Paradise Coast is easily accessible from some of Florida's largest cities. Travellers outside of the Sunshine State can fly into Southwest Florida International Airport, which provides nonstop service to 43 destinations

[click here to read more](#)

<p>Orlando & Naples</p>  <p>7 Nights at Rosen Shingle Creek 7 Nights at Naples Beach & Golf Resort Stunning beachfront hotel Flights with Virgin Atlantic Delta</p> <p>Twin Centre from £819pp</p>	<p>Ritz Carlton Golf Resort</p>  <p>7 Nights at Ritz Carlton Golf Resort Elegant, spacious rooms 10 Minutes from the Mexican Gulf Coast Flights with Virgin Atlantic Delta</p> <p>Ritz Carlton from £759pp</p>
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[click here for more special offers](#)

DON'T FORGET:
 We are open on Sundays until 28th February from:
 10:00am - 16:00pm

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Holiday World Dublin, 22-24th Jan

OMMAC worked in collaboration with Visit Florida who was attending the Holiday World consumer event in Dublin. We participated with brochure distribution for Paradise Coast on the Visit Florida stand.

Tour Operators

On-going and additional follow-up regarding opportunities and co-op support – working closely with our main suppliers on a number of mixed activities from co-op advertising/ promotions & PR support.

Travel Agents Online Training: 'USA Discovery Program'

Additional follow up on the content for our destination badge and now have final brief – currently being approved. Brand USA are completing the estimate in order to have the PO in place. We aim to launch our badge by end of February. All copy approval for our dedicated destination badge/module for the Agents Discovery Programme will have approval from the Naples office also - **USAdiscoveryprogram.co.uk** – online travel agents training. We are working on introducing an incentive for the launch in order to encourage more agents to participate & complete our badge.

Distribution of marketing material

Provision of ongoing assistance with literature requests for both trade & consumers. See below distribution:

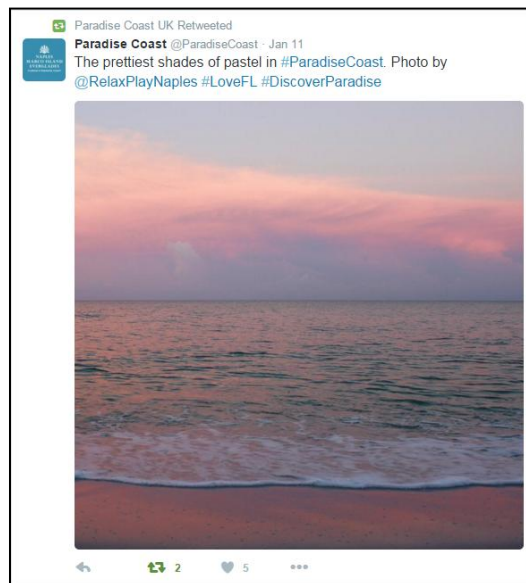
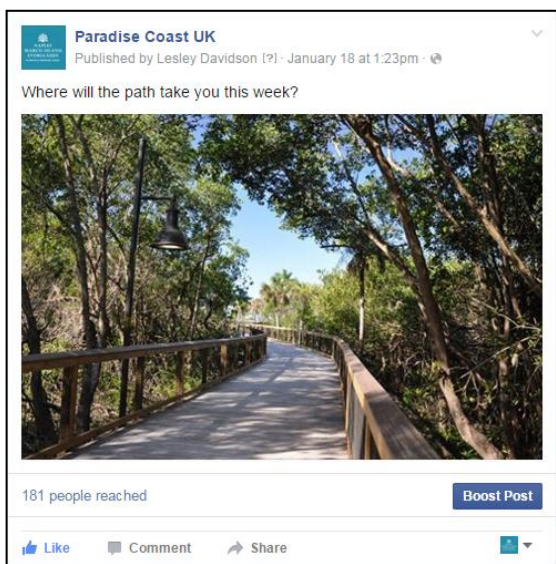
- Florida's Last Paradise' Visitors Guide - 308
- Maps 2014 – 308
- Golf Guide - 33

PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES:

CONTACT	ACTIVITY	STATUS / RESULT
Social Media: Facebook and Twitter	Weekly channel updates. OMMAC also followed key travel influencers on Twitter to expand our social network	OMMAC continues to share posts across Facebook and Twitter in order to increase traffic to Paradise Coast UK Facebook and Twitter pages. Focus this month has included: inspiring, aspirational images relating to the new year
The Irish Independent Readership: .5m Circ: 200,000 Online – largest in Ireland Visit April'16 - TBC	Confirmed Saturday double page spread – doing a piece for early next year based around Florida beyond the theme parks and perhaps using the Paradise Coast as an area of focus.	On-going – Conor Power is interested to travel with his wife – first visit to USA. Proposed date now moved to April'16. We are working with Visit Florida & American Holidays to assist with flight.

<p>VIP Magazine – largest selling in Ireland Cir: Monthly sales 25,500 Monthly readership: 152,000</p> <p>Visit June '16 - TBC</p>	<p>VIP Magazine has agreed to a 6-8 page feature with a contact we approached on family holiday in Florida!</p> <p>Plus cover feature</p>	<p>On-going - Dates now mover to June. Visit Florida & American Holidays will assist with this trip.</p>
<p>Sunday Times Travel Magazine</p>	<p>Media meeting with Lucy Thackray in July - key destination news and activities of interest to her readership were provided</p>	<p>On-going - OMMAC will follow up.</p>
<p>Lonely Planet Traveller Circulation: 47,130 Monthly magazine</p> <p>Already travelled - 16th and 17th Nov'15</p>	<p>Lonely Planet Traveller will produce a large image-led Florida feature in which they would like to feature Big Cypress National Park.</p> <p>They are looking to send a writer and photographer in November. Visit Florida will cover airfare and we are looking into securing two rooms for two nights.</p>	<p>Lonely Planet Traveller visited in November. OMMAC have touched base with the publication to see if they require images/further information and will advise when the piece appears in print</p>
<p>Visit Florida 'Florida Friday'</p>	<p>OMMAC submitted comprehensive information for the VF enewsletter, which is distributed via Travelmole</p>	<p>OMMAC submitted information on the theme of events taking place in 2016 and Valentines Day</p>

A selection of Facebook and Twitter updates this month



Paradise Coast UK Retweeted
MarcoIslandMarriott @marcomarriott · Jan 25
It may be cold in some places...but it's still warm in paradise.
#MarcoMarriott



7 12

Paradise Coast UK Retweeted
Paradise Coast @ParadiseCoast · Jan 15
New Year, New Eats. Look out for the hottest new Naples, Florida restaurants popping up in 2016. bit.ly/1OpmMbe

2

View summary

Paradise Coast UK @paradisecoastuk · Jan 18
Sweet pic from the pet parade this weekend



Paradise Coast @ParadiseCoast
Pets on Third was tail-wagging fun! @3rdStreetSouth

1

Paradise Coast UK @paradisecoastuk · Jan 26
Get ready for mud, speed and excitement - this looks so fun!



Paradise Coast @ParadiseCoast
Are you ready for mud, speed & excitement at the Swamp Buggy Winter Classic this weekend? bit.ly/1QLQGfq

0:13

1

Paradise Coast UK Retweeted
Paradise Coast @ParadiseCoast · Jan 31
Even the birds know, Paradise is the place to be this winter. Photo by @SoboJordan #LoveFL #DiscoverParadise



5 7

Paradise Coast UK Retweeted
Paradise Coast @ParadiseCoast · Jan 30
In Marco Island, treasures are found right at your feet. #LoveFL #DiscoverParadise Photo by @Greenswan12



3 4

DIAMONDE- EUROPEAN REPRESENTATIVES

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

Tour Operator	Achievement	Cost
Canusa	Realization of Out of Home campaign: 25 dedicated NAP posters are placed in metros in Hamburg and Munich for 2 months, starting in January 2016. Also started with the first Facebook Ads and posts as part of the online campaign (ongoing).	Part of agreed marketing package
TUI	<p>Approved and finalized layouts of our joint marketing campaign: Layout of advertorial in TUI extra, a B2B magazine which will be a dedicated USA magazine as a supportive selling tool. Circulation: 8,400 (all TUI travel agencies). Reach: About 25,000. Also approved the TUI Instore layout (NAP video/images shown on instore TVs of 270 travel agencies in Germany), as well as the layout of the customer mailing that will be sent to 50,000 TUI clients</p> <p>Also approved script for dedicated Naples video which is currently produced for the airtours roadshow. For the same event we requested and received a voucher from Naples Grande which will be raffled along with the roadshow program.</p>	€ 25,000

✧ **Benelux Accounts**

Tour Operator	Achievement	Cost
Fox Vakanties	<p>Online magazine in which we participated with editorial went live:</p> <p>http://magazine.fox.nl/Editie8/web/cover.html</p>	USD 1,800

✧ **Secondary Accounts**

Tour Operator	Achievement	Cost
Amerikareisen.at	Realization of joint marketing activity: During the month of January, NAP was displayed on a video wall along a highway in Vienna. Spot was shared with Rocky Mountaineer.	USD 650
Tourconsult	Continued with our Facebook campaign on TourConsult fanpage. Provided input for next post.	Part of Marketing package

TRAVEL AGENTS

- ✧ Sales calls: Travel Agency Sales Blitz: we have concluded a sales blitz in January, instead of scheduled TA calls, whereby we have personally handed out winter-warmer-goody bags filled with handpicked products from all over the world (client and/or destination specific) to wish the agents well for the busy booking season. A selection of 100 agents was identified and has we as a team of 6 distributed the bags at the same time. Lovely feedback was gathered and there were feedback was not immediately available, we have been following up via social media channels. Cost of the activity was borne by DM.
- ✧ Booking Assistance: Assisted 3 of agencies requests on tours and accommodations on Marco Island and Naples and Everglades
- ✧ Support: 2 of the assisted agencies were sent brochures.

EVENTS

- ✧ **Ferienmesse Vienna**
 - Dates: 14.-17.1
 - City: Vienna
 - Profile /Number of attendees: 148.700 consumer (2015: 149.579)
 - Feedback: We participated with brochure distribution through Visit USA Austria. The feedback was very positive. They reported many requests for Florida, especially trips to the west coast are popular.
 -
- ✧ **Vakantiebeurs**
 - Dates: January 13-17.1, 2016
 - Cities: Utrecht
 - Visit USA booth members: Visit Florida
 - Profile /Number of attendees: 121,593 (2015: 117,063)
 - Feedback: We have participated with brochure distribution only, yet

could receive some useful feedback from Visit Florida. Compared to last year, the show has gained even more visitors. Also the United States was named top long haul destination by visitors to the show with intention to visit, the quality and intent and interest of the customers to travel to Florida was very encouraging. We would suggest reconsidering personal attendance for 2017 again.

✧ **CMT Stuttgart**

- Dates: 16-24.1
- City: Stuttgart
- Profile /Number of attendees: 220.000 (2015: 240.000)
- Feedback: We have participated with brochure distribution only, yet could receive some useful feedback from Visit Florida. The demand for Florida was great. Many visitors plan to visit Florida and mainly the west coast in 2016 or/and 2017. All in all the feedback was positive. Even though there was a slight decrease in number of visitors, the quality of requests received by Visit Florida was very high.

✧ **Visit USA Austria Seminar**

- Dates: January 27.1-29, 2016
- City: Linz & Graz
- Visit USA booth members: Brand USA, Fairbanks CVB, Colorado, New York City, Mississippi, Georgia, Tennessee, Kansas & Oklahoma, Las Vegas, Wiechmann Tourism Services, Ft. Myers, Miami, Orlando, St. Pete, Seaworld, Florida Keys, FTI, TUI Austria, Visit USA Committee Germany, Airport Vienna and various airlines, , hotels and rental car companies.
- Profile /Number of attendees: Approx. 90 participants in Linz, approx. 50 participants in Graz, travel agents
- Feedback: The 2 events were set up very differently. In Linz, we could again secure a 20 minutes workshop at the beginning of the event. The workshop is essential to the event, because it increases the potential of the entire event. After the workshops, there was a travel mart where the agents needed to go to every booth and educate themselves about each destination in order to be eligible to participate in the raffle at the end of the event. Following the travel mart every partner had a designated table of agents to host. During the courses all partners came back on stage to answer 3 interview questions and communicate the USPs of their destination. In Graz, the event was made up like a speed dating, with every partner presenting to 2-3 travel agents for 6 minutes for each group. Then there was a raffle for the agents followed by a get together with dinner in buffet style. In the evening, all partners met up again and had dinner at a typical Austrian restaurant, which was a great chance for networking. Altogether, the outcome of this event was excellent.

The appreciation of the agents was very high as there are not as many events taking place in these cities throughout the year as e.g. in Vienna. The agents were very interested in the destination Florida, even more the west coast. Many of the agents were familiar with the paradise coast and many of them book Florida a lot but haven't been there personally. They were very keen for insider tips and information about the paradise coast.

✧ **Registrations / Preparations**

- Preparations for Visit USA Austria Seminar
- Preparations for abf Fair in Hannover (Feb 16)
- Ongoing preparation for ITB, including scheduling of meetings, preparation of room night report as well as market overview.

MARKETING

Type of Activity	Details	Cost
Air Berlin fall campaign	<p>We have now received the final report for the outcome of the facebook campaign.</p> <p>The first ad of the campaign was the most successful and reached 216.276 people with 2431 likes. After all 3 ads 3.574 people participated in the raffle, which is great since the target was 2.000.</p> <p>The detailed report is attached.</p>	
Facebook advertising	Ad campaign which is handled by werbemutig started.	

e-learning	<p>Confirmed participation in Travel talk (German trade magazine) Travel Agent Online Training. This will be a dedicated NAP e-learning of 5 pages, online for 12 months starting in March 2016 and providing access to 10,000 travel agencies, mainly in Germany.</p> <p>Completed preparation of e-learning and provided content accordingly.</p>	
Naples Newsletter B2C	<p>Reporting from the dedicated Naples newsletter (sent out via Bellinghausen) featuring information on things to do at the Paradise Coast. The newsletter was sent to 360.000 End customers in the following countries DE/AT/CH and UK/NL/BE/FR/ES/IT/PL/CZ/DK/SE/NO/AU. 350.179 were sent successfully. 40.139 (11.46%) opened the newsletter once and with all the repeated openings it was a total of 51.204 (14.62%). We had a total of 546 clicks and 420 clicked once. Paradisecoast.com was clicked by far the most. In summery the Newsletter openings number is very good.</p>	
Facebook	# posts: 16 #fans: 7264	

MEDIA / PR

- ✧ **VUSA Visitors Guide**
 VUSA Germany published a new Visitor Guide in 2016, with a map to fold out in the middle of the guide. They included Naples in the map.
- ✧ **PR FAM request**
 We received a PR Fam request; the story will be covering a Florida report and will be published in a lifestyle Magazine called BOLD-The Magazine. The request was approved. The journalist will travel in May.
- ✧ **VUSA Austria website**
 As a result from a VUSA Austria Fam we hosted in 2015 with PR and TO participants all initiated from VUSA AT, there is now a video about Naples and the Everglades and whole page about the Everglades online on their website featuring the destination.

PROJECTS

- ✧ **Feedback Willy-Scharnow Fam**
We received all the questionnaires from the participants of the fam and the feedback was great. Almost everybody named Naples as their highlight the others named it as one of the highlights of the trip. They liked the program mixture and all in all it was a very positive feedback for us.

CONSUMER

- ✧ Brochure fulfillment: 27 in total
- ✧ We supported 3 customer with travel planning(two email, one phone)

HIGHLIGHTS IN FEBRUARY

- ✧ Participation at the Visit USA Switzerland seminar, Feb 3
- ✧ Participation at consumer show ABF in Hannover, Feb 3-7
- ✧ Participation in airtours roadshow with video presentation (Munich, Duesseldorf, Cologne)
- ✧ Participation in F.re.e Munich (brochure distribution), Feb 10-14
- ✧ Sales Calls in Munich, Feb 16-18
- ✧ Participation in Reisen Hamburg (brochure distribution, Feb 17-21
- ✧ Sales Calls in Greater Cologne, Feb 23-25
- ✧ Attendance Visit USA meeting in Frankfurt on Feb 23
- ✧ Dedicated NAP B2B and dedicated NAP B2C newsletter, Feb 25
- ✧ Dedicated B2C and B2B Newsletter, February 25, 2016

MARKET NEWS

- ✧ **Tourism Market Overview Germany**
German tourism chiefs see terrorism as top challenge in 2016

The German travel industry faces tough challenges and uncertainties this year, including terrorist threats and the refugee crisis, top managers told fww in their 'outlook for 2016'.

Some 35 executives and top managers from different sectors of the travel industry contributed their predictions, targets and outlook for this year (which were made, and published, before this week's terrorist attack in Istanbul). Most agreed that the threat of terror attacks would be the main challenge for the tourism industry, which make planning more difficult and rapid responses more important.

German Travel Association (DRV) president **Norbert Fiebig** said the main challenge will be “to take the concerns and fears of customers seriously, give them advice in travel agencies and provide a certain level of security with professionally organised travel”. Similarly, **Michael Frenzel**, president of the German Tourism Federation (BTW), warned that recent terror attacks could dampen travel demand and urged the industry “to make clear and ensure that travel is as safe as possible”.

Thomas Cook Germany CEO **Stefanie Berk** said the biggest challenge in 2016 will be the uncertainty surrounding terrorist threats but emphasised that “we have improved our crisis management enormously in recent years and can react to every event quickly and professionally”. She added: “Overall, we are confident that people will not let themselves be stopped from travelling.” Thomas Cook itself aims to become ‘the most popular and customer-focused tourism company’ in Germany based on profitable growth and an improvement in the net promoter score this year, she said.

TUI Germany chief **Sebastian Ebel** said the main challenge would be to “maintain people’s desire to travel” despite threats from terrorism, and urged: “We should continue to travel where we want to.” TUI Germany’s priorities in 2016 would be to grow more strongly and to extend its market leadership, he added.

DER Touristik COO **René Herzog** said tour operators would have to respond to changing booking and travel patterns this year, while the group wanted to defend its long-haul market leadership and successfully integrate Kuoni in Switzerland. Alltours director **Markus Daldrup** also cited these market trends and highlighted stable finances, organic growth and expanded of branded products as the tour operator’s main priorities.

FTI Group CEO **Dietmar Gunz** described ‘the ability to plan’ as the main challenge since all figures were based on typical seasonal travel patterns. “We have learned in recent years that unpredictable factors repeatedly disrupt this system,” meaning tour operators have to display flexibility. FTI’s priorities in 2016 will be further growth and satisfactory profits, driven by product development and ‘a quality offensive’. Schauinsland-Reisen owner **Gerald Kassner** highlighted support for crisis-hit destinations as an important issue.

Citing terrorism as the biggest challenge for the tourism industry, **Tamer Marzouk**, Germany director of the Egyptian Tourist Office, said his aims are to recover to the level of 1.3 million German visitors which was last achieved in 2010, increase the importance of cultural tourism and Nile cruises, and successfully implement the planned advertising campaign for the destination.

Among airlines, Condor chief **Ralf Teckentrup** said over-capacity will remain a challenge for the entire industry. Condor’s top three priorities for 2016 are profitable growth, the integration of Thomas Cook Airlines and to move towards becoming Europe’s largest leisure airline.

In the cruise sector, **Wybcke Meier**, head of TUI Cruises, called for refugees in Germany “to be brought into the workplace quickly and without complications”,

while MSC's Germany chief **Michael Zengerle** said the company is already "number one among international firms" on the German market but he wants to improve customer recognition through customised products. (Source: Fwv January 14, 2016)

✧ **Arrivals and departures in December**

TUI, Thomas Cook, FTI, Condor, Costa Cruises, Aida and Royal Caribbean have made management changes and appointed new executives over the past month.

At TUI Germany, marketing chief Stefanie Schulze zur Wiesch has been appointed head of transformation with responsibility for implementing CEO Sebastian Ebel's new growth strategy 'XQ-200-50-25', which focuses on regaining market share, improving customer satisfaction and increasing profits. The new marketing chief is Barbara Haase, who joined TUI at the start of the year from Vodafone, where she had been head of global marketing. She will also be responsible for TUI Group's brand management, including the single brand strategy.

In another change, TUI's Chief Digital Officer, Stefanie Waehlert, has left the group as part of a reorganisation in which activities such as CRM and Social Media have been decentralised and transferred to other departments.

Thomas Cook Germany has reorganised its long-haul holidays management. Sascha Büsseler has switched to the new short-haul product and yield management team where he and ex-Sun Express manager Andreas Thams are responsible for coordinating flight procurement, yield and product. He has been replaced as head of long-haul holidays and the luxury programme Thomas Cook Selection, including long-haul flight contracting, yield and product management, by Sonja Karl, who was previously senior product manager for Asia, the Middle East and the Indian Ocean.

Heike Pabst, FTI's long-serving head of its North America programme and the FTI Gold luxury holidays programme, has left the company at her own wish. Responsibility for the North America programme was transferred at the start of 2015 to a new Swiss-based unit but she remained head of FTI Gold until the end of the year.

Condor has named former Lufthansa sales manager Oliver Widmann as General Manager International Sales, with responsibility for 38 markets, and Andre Horn as sales manager Germany for all Thomas Cook Group Airlines.

DER Touristik CEO Sören Hartmann has been promoted within the Rewe Group to the level of 'general manager', meaning that although not a board member he will attend the German retail group's board meetings. His predecessor Norbert Fiebig also had this status. (Source: Fwv January 6, 2016)

✧ **Tourism Market Overview Germany** **Luxury travel**

Unique experiences and privacy

German luxury travellers want more than just expensive accommodation, with individual experiences and privacy top of the wish-list, according to tour operators.

December 23, 2015 (Source FVW)

Luxury travel is one of the mega-trends in worldwide travel, according to the World Travel Monitor from researchers IPK International. German tour operators are profiting with double-digit growth rates for this market segment and are now responding to this rising demand with a mix of new products and offers.

“Luxury (travel) is going really well,” says Matthias Rotter, head of DER Touristik Frankfurt, whose Dertour Deluxe programme is generating “extremely satisfactory double-digit growth”. Similar sales trends are being seen by TUI's Airtours, specialist Windrose Finest Travel and FTI Gold.

“The number of travellers who have moved into the luxury segment is rising,” explains Astrid Oberhammer, head of the Lobster Group, which organises the luxury travel fair Loop in Frankfurt. These include dual-earners with no children and the young, technology-focused generation whose priorities are changing compared to older travellers.

“Luxury consumption is being re-defined and is changing from products to experiences,” she points out. In the travel business, this means customers don't just want expensive accommodation and services but want to really experience the destination. “Hotels are becoming more individual, have the charm of private accommodation, and their bars are meeting-places for local people who mix with the guests,” she comments.

Ute Dallmeier, head of Windrose, agrees. “The true luxury segment is going much more towards luxury experiences, from ‘having’ to ‘being’,” she explains. Travellers want to enjoy unique individual moments, which could be participating in exclusive events, for example. Susanne Singer, from Gernreisen in Munich, confirms the trend: “Combinations of individual experiences with stays in luxury hotels are especially popular.”

Privacy is also a top priority, according to Airtours, in the form of “isolated refuges with a high degree of privacy” or large suites with extensive terraces and private pools. Dertour Deluxe product manager Enrica Arend adds: “We are getting more and more enquiries about large suites or villas. Partly because privacy is really

important for travellers and partly because there's a strong trend towards multi-generation bookings."

Another trend, Singer says, is to be deliberately 'offline' by booking hotels or travelling to regions where there is no internet or even TV.

Short-haul trend destinations for luxury holidays include Majorca and Croatia as well as the Spanish mainland and Italy, according to German tour operators. In the long-haul market, the Maldives and Mauritius remain top destinations, Thailand and Sri Lanka are making a strong comeback but demand for Dubai has declined. (Source: Fvw December 23, 2015)

✧ **Knecht Reisen**

Successful year 2014 for Knecht Reisen. The Knecht Reisen Groupe published their numbers for their financial year in 2014. With a net profit margin of 3,47 million this was their second most successful year in their history. Their passenger numbers increased, the tour operating grew but the retailing shrank. (Source: Travel Inside December 21, 2015)

AVIAREPS- Brazil Representation

January Activity Report 2016

MARKET INFORMATION

- Airlines promotions keep on going. Tickets are selling with an average of 33% discount in general.
- Dollar rates are high right now, at R\$ 4.17 per dollar.

TRADE

Leisure Sales Calls / Meetings


Name	Market	Company	Objective and Outcome	Follow Up
Guilherme Campos guilherme@newage.tur.br	BR	New Age – TO	New Age offered us the possibility of having an ad in their annual guide. However they do not have tour packages to PC.	New Age is studying the possibility of creating packages to PC and will send us a Co-Op proposal
Luiza Keiko luikei@ig.com.br	BR	Girassol Travel – TA	We have sent online information about PC.	Will follow-up in March for sales and material shipping if necessary.
Jaqueline G. Cairo contato@turline.com.br	BR	Turline – TA	We have sent online information about PC.	We sent them all links and extra material about PC.
Eliana Kobayashi eliana@consulturismo.com.br	BR	Consultur – TA	TA requested information about the destinations and all online links	We have sent all links and pictures they could use for promotions.
João Humberto contato@pontedoturismo.com.br	BR	Ponte do Turismo – TA	We have sent information about low season hotel rates in region.	Will follow-up in March for sales and material shipping if necessary.

Celyta Botton de Souza celyta@zaffariturismo.com.br	BR	Zaffari – TA	We have sent online information about PC.	Will follow-up in March for sales and material shipping if necessary.
Daiana Fanezi Beutler daiana@arttravel.com.br	BR	Art Travel – TA	Authorized seller for Orinter. Requested more promotional material.	Material sent
Gisela Perez gisela@mktravel.com.br	BR	MK Travel – TO	Asked for material on the destination and training for the staff.	Training done on January 28
Cacalo Destro cacalo.destro@ancoradouro.com.br	BR	Ancoradouro – TO	Cacalo is sending the proposal for participation in Encontro Ancoradouro.	Will evaluate cost/benefit and present it to PC.
Pedro Assis pedro.assis@teresaperez.com.br	BR	Teresa Perez – TO	Scheduled a meeting to discuss Co-Op opportunities for 2016.	Will send proposal asap.
Melissa Rosa mrosa@tpi-global.com	BR	JTB – TO	Melissa clarified that the company is still defining destinations, sales have not started yet	Will monitor Melissa Rosa for package launch before summer promotion starts

Training

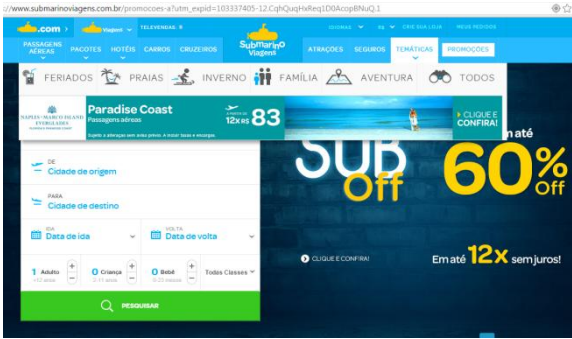
Name of Company	Market	Number of Staff Trained	Training	Follow Up
CVC	BR	TBC 6 people		Scheduled for Feb. 15
MK Travel January 28	BR	5 people		Material and online links have been sent.

Promotions (Joint Marketing Activities – JMA's)

Tour Operator Name	Market	Description – Coop Actions	Launch/Start	Status
CVC	BR	<p>CVC has added a landing page to their destination page:</p> <p>Palm Beach e Paradise Coast - Estados Unidos NOVO</p> <p>http://www.cvc.com.br/destinos/estados-unidos/palm-beach-e-paradise-coast.aspx</p> 	Confirmed	New actions are being implemented until the end of april (see table) to stimulate sales in the low season.

MASTER SCHEDULE - Palm Beaches + Paradise Coast 2015/2016																				
Media	Size	Week		Week		Week		Week		Insertions										
		January		February		March		April												
		01	02	03	04	01	02	03	04		01	02	03	04						
Magazine - Go Where	1 full page				1															1
Magazine - Black Card	1 full page					1														1
Magazine - Joyce	1 full page		1																	1
OOH - Eleimidia 15" - SAO	Spot 15" - 10 Commercial Building - 3 monitor in each building				30															30
OOH - Eleimidia 15" - RIO	Spot 15" - 10 Commercial Building - 3 monitor in each building				30															30
OOH - Eleimidia 15" - POA	Spot 15" - 10 Commercial Building - 3 monitor in each building				20															20
OOH - Eleimidia 15" - BSB	Spot 15" - 10 Commercial Building - 3 monitor in each building				20															20
Online - e-mail marketing*	N/A		1		1		1		1				1							5
Online - banner home CVC*	546x290		1		1		1		1			1		1		1		1		8
Online -Landing page at CVC website*	N/A				1															1
Online - Facebook ads	600 x 314																			0
Online - Google Display*	160 x 600, 300 x 250 e 728 x 90																			0
Online - Site Terra - CANAL NOTÍCIAS TURISMO INTERNACIONAL*	RETÂNGULO (300X250) + HALFPAGE (300X600)			1	1		1	1	1										1	6
TOTAL USD																				117

Since most of the online actions started on January 8, CVC asked us to wait until this first month is over to provide us with a report on results, so we should receive something after February 10. However, they did provide us with room nights sold for 2015 (644 RN) and 2016 so far (283 RN)

<p>B2W/ Submarin o.com</p>	<p>BR</p>	<p>B2W has implemented the landing page highlighting PC attractions and added links to airline tickets and hotel bookings - https://www.submarinoviagens.com.br/destino/paradise-coast-florida-eua</p> <p>They have now implemented a fixed banner on their theme menu to stimulate sales:</p> 	<p>Final stages</p>	<p>All actions implemented, but B2W is managing banners to increase traffic to landing pages and stimulate sales.</p>
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Orinter	BR	<p>Orinter has had many request from trained agents for quotes on packages to PB. They are preparing a report with sales numbers month by month for middle February.</p> <p style="text-align: center;">2015 sales</p> <p>Boca Raton</p> <p>Boca Raton Plaza 1 Hotel & Suites Reservation 2 nights</p> <p>West Palm Beach</p> <p>The Breakers 1 Reservation 1 night</p> <p>Hyatt Place West Palm Beach 1 Reservation 2 nights</p> <p>Palm Beach</p> <p>Tideline Ocean 3 Resort Reservation 9 nights s</p> <p>Marco Island</p> <p>Marriott Marco 2 Island Resort Reservation 4 s Nights</p> <p style="text-align: center;">2016 Sales so far</p> <p>Palm Beach</p> <p>Tideline Ocean 1 Resort Reservation 4 nights</p> <p>See below feedback from Managers: Orinter Curitiba – “Here in Curitiba we had excellent feedback from the agents who were delighted with the presentation/training. We felt that following the event we had some</p>	Final stages	Final actions being implemented. We are studying the next steps and the possibility of advancing with the Co-op.
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	<p>queries about the destinations and I have no doubt that the demand will increase considering that the market itself was in need of new products to offer to its customers.” – Wilson Mundim Jr., Base Manager</p> <p>Orinter Blumenau – “We also had a positive return after the event in Blumenau. Many agencies always offered the same route to its passengers and this presentation showed them a little more of Florida, in addition to traditional tours they usually sell. We are suggesting the destinations in our quotes.” – Waldemir Junior, Regional South Director</p> <p>Orinter São Paulo – “Training was very effective. We had a sales for groups that will include the region in their next trip to Florida.” – Roberto Sanches, Sales and Operations Director</p>		
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Co-Op Promotion Recruiting Status for 2016 (Joint Marketing Activities – JMA’s)

Operator	Status	Investment
Azul Viagens	We are negotiating with Azul a Co-Op to develop packages, that will include Paradise Coast, to promote their flights to Orlando and Fort Lauderdale.	No investment
Agaxtur	We have been trying to schedule a meeting with Agaxtur for weeks to discuss Co-Op opportunities with no success.	NO
AIT Rio	Marcelo will contact them directly. Karla Haimenis, from Products, is on vacation.	TBC
JTB	JTB is not selling yet, they opened in the end of 2015. They are developing product portfolio, so they are not yet open for Co-Op. They do, however, have a package to Orlando developed that will include 2 nights in PC, which resulted of a very successful visit to Naples, with site inspection. Ill schedule training as soon as sales start and team is complete.	NO
Master	Master’s office in SP closed down. The HQ in Belo Horizonte is now solely responsible for products. They are not in vesting in Co-Op this year due to high dollar rates and the new 25% taxes imposed to Tour Operators by the Government.	NO
MK Travel	They are not investing in Co-Op this year due to high dollar rates and the new 25% taxes imposed to Tour Operators by the Government. Situation might change if Government	NO

	changes these new taxes until the end of the semester.	
MMT Gapnet	MMTGapnet is in a merge with Flytour, and manifested interest in a Co-Op. They are developing a proposal that will include a joint Co-Op with PB/PC + MMT + Flytour. We should receive something until the beginning of February.	TBD (we specified 5,000 dollars if only with MMT, and will increase investment if Flytour joins)
New Age	They will send us a proposal of a Co-Op that will also include participation in their destination guide, besides regular Co-Op actions such as packages and media promotion.	TBD
New It Rio	New It have not been proactive to develop a Co-Op in the current situation. We have to stand by.	NO
Orinter	Orinter manifested interest in continuing with the Co-Op with PC. We will evaluate efficiency of current Co-Op based on branding and room nights, and discuss it with Jack. Based on our decision they may, or may not, prepare a proposal with different actions, suggesting a step further of what was done until now.	TBC
Schultz	Even though we did a Co-Op with them last year, for 2016 the proposal is to unite with Copa Airlines and develop something on a bigger scale, which will include Copa's flight to Fort Lauderdale, Schultz creating special packages (with special rates) and the collaboration of PB/PC. We have a meeting scheduled for Feb. 4 to reach an agreement and define terms of the partnership.	TBD
Teresa Perez	TOP Luxury Operator in Brazil, Teresa Perez is developing a proposal for PC and should have something soon.	TBD
ViajaNet	One of the largest OTAs in Brazil right now, ViajaNet has a reach of 1.850.000 accesses to their website per day and over 2 million fans on Facebook. They are preparing a special Co-Op project to PB/PC.	USD 5,000 (negotiable according to contents of proposal)

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

Name	Market	Description	Date	Status
ESFE	BR	ESFE is the MICE Trade Show we will participate in February.	Feb. 23	Planned

MEDIA

Media Meetings

Name	Publication/Media	Market	Objective & Meeting Notes	Follow Up
Alline Dauroiz	Glamour Magazine	Lifestyle/ luxury	Scheduled meeting to define individual trip and possible fashion editorial for 2016	Will meet after Carnaval

MEDIA RESULTS

DIGITAL RESULTS

Viajar é Simples

The screenshot shows the 'Viajar é Simples' website. At the top, there is a search bar with the text 'Pesquise sua viagem!' and options for 'Ida e Volta' and 'Somente Ida'. The search fields include 'Origem', 'Destino', 'Data Ida', and 'Data Volta', with a 'Pesquisar' button. Below the search bar, there is a navigation menu with links: 'Eu fui | Não deixe de ir | Agenda | Editorial | Edições anteriores | Quem somos | Contato'. A news article titled 'Everglades, na Flórida, celebram natureza nos próximos dias 15, 16 e 17' is featured, with a sub-headline 'Notícias'. The article text describes the Nature Festival in the Everglades, mentioning guided ecotourism activities, tours, and bird watching. At the bottom, there is a Skyscanner advertisement for flights to Miami, starting from R\$ 1.299, with taxes included in up to 6 installments without interest.

SEGS

login entretenimento galeria videos entrevistas contato clipping publicidade



SEGUROS SAÚDE VEÍCULOS INFO & TI EDUCAÇÃO ECONOMIA EVENTOS RECEITAS **DEMAIS**

CATEGORIA DEMAIS

Nature Festival Promove Tours Pela Vida Selvagem

JAN NATURE FESTIVAL PROMOVE TOURS PELA VIDA SELVAGEM
CATEGORIA: DEMAIS FONTE/AUTOR: ANA LUCIA BERTOLANI

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Fonte/Autoria: Ana Lucia Bertolani

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Letra: a a a

Southwest Florida Nature Festival

De 15 a 17 de Janeiro, os Everglades celebram o Nature Festival com atividades guiadas de ecoturismo pela vida selvagem. Ao todo são mais de 40 tours diferentes, que vão de caminhadas pelos pântanos, caiaque e tours de buggy. Durante o festival, visitantes de todas as idades poderão conhecer mais sobre o bioma de reservas naturais. É possível realizar tours de barco para ver crocodilos de perto ou ir mais longe, em alto mar, para "apostar corrida com golfinhos". A região também permite avistar centenas de pássaros raros no Santuário de Corkscrew Swamp e percorrer trilhas em família no Big Cypress National Preserve, entre outras atividades. Para mais informações e datas de passeios específicos acesse o site oficial: www.rookerybay.org/calendar.html

Post:         

Turismo S/A

HOME DESTINOS TURISMO E MERCADO EVENTOS HOTELARIA GASTRONOMIA PICA P&V QUER SO

Sul da Flórida: Nature Festival promove Tours pela Vida Selvagem

Tweet Env



NATURE FESTIVAL PROMOVE TOURS PELA VIDA SELVAGEM



De 15 a 17 de Janeiro, os **Everglades** celebram o **Nature Festival** com atividades guiadas de ecoturismo pela vida selvagem. Ao todo são mais de 40 tours diferentes, que vão de caminhadas pelos pântanos, caiaque e tours de buggy. Durante o festival, visitantes de todas as idades poderão conhecer mais sobre o bioma de reservas naturais. É possível realizar tours de barco para ver crocodilos de perto ou ir mais longe, em alto mar, para "apostar corrida com golfinhos". A região também permite avistar centenas de pássaros raros no **Santuário de Corkscrew Swamp** e percorrer trilhas em família no **Big Cypress National Preserve**, entre outras atividades.

ONLINE RESULTS

- Viajar é Simples
<http://viajaresimples.com.br/noticia.php?id=7626>
- SEGS
<http://www.segs.com.br/demais/73909-nature-festival-promove-tours-pela-vida-selvagem.html>
- Turismo S/A
http://www.turismo-sa.com/internacional.cfm?id=1493#.VowbljHxo_Q
- Turismo S/A
https://www.facebook.com/permalink.php?story_fbid=824182754350272&id=343718682396684
- Estado de Minas On-line
http://www.em.com.br/app/noticia/turismo/2016/01/27/interna_turismo,728382/paradise-coast-tem-48-quilometros-de-praias.shtml

MEDIA	SUBJECT	PUBL. DATE	MEDIA VALUE	CIRCULATION
Viajar é Simples	Restaurant Week	1/4	USD 570,00	55.500
SEGS	Restaurant Week	1/4	USD 890,00	25.600
Turismo S/A	Restaurant Week	1/4	USD 200,00	3.600
Turismo S/A	Nature Fest	1/5	USD 200,00	N/A
Estado de Minas	Beaches	1/27	USD 9.090,00	80.000
Total			USD 10.950,00	164.700

SOCIAL MEDIA

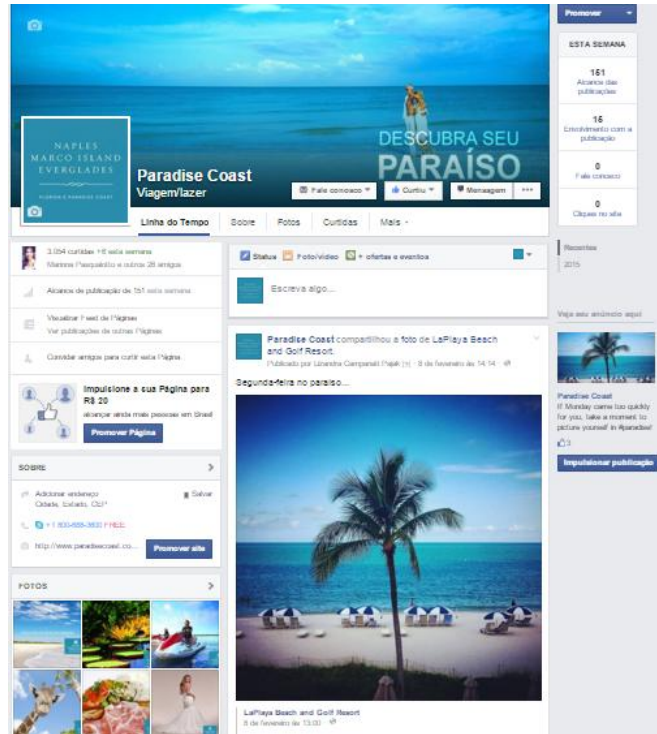
Facebook Paradise Coast

Even though we are not promoting the page right now, it has reached 3.052 likes.

AVIAREPS will adjust promotion strategies according to response from the fans.

The Facebook adress is www.facebook.com/paradisecoastbr

Flammos is no longer in charge of Social Media. Lizandra Pajak is so far sharing contact from local partners while another company is recruited for website/social media/content management.



Instagram

Instagram posts follow Facebook posts. As of now account is not being promoted because managing agency has yet to be selected. We are sharing original posts from PC USA to PC BR.

Blog

Blog content is online. Texts are being shared on Facebook to generate flux to the website. New texts will be added as soon as managing agency is selected.

Website

All files were translated by BTS and are in the final stages of review by our office. Sixty files have been sent to Miles, the remaining should be sent until February 19.

We strongly advise Google Translator to be deactivated for Portuguese website, as translations are not good and not understandable.