

MARKETING PARTNER REPORTS

March 28, 2016

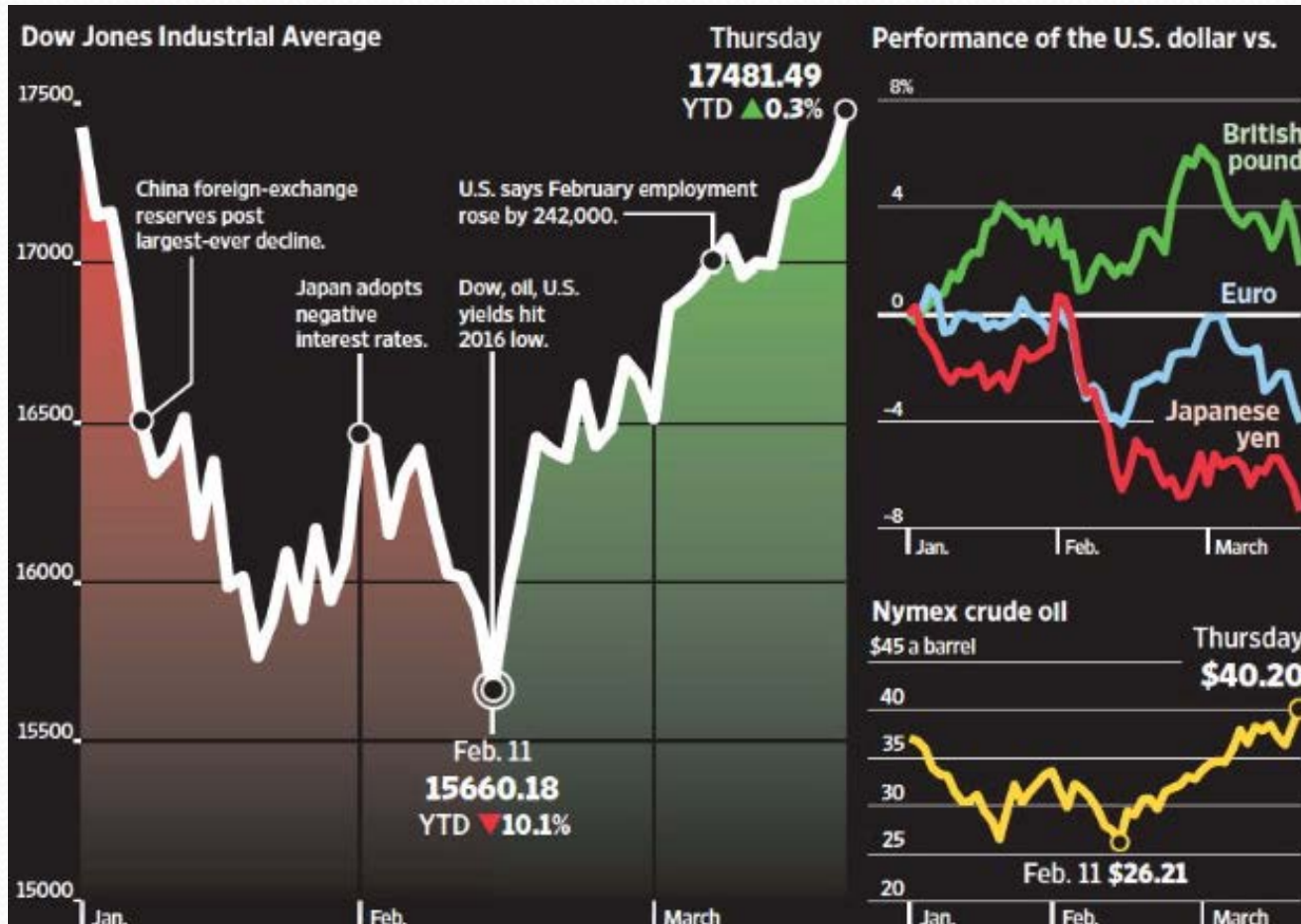


Klages Research & Research Data Services, Inc.

RESEARCH REPORT

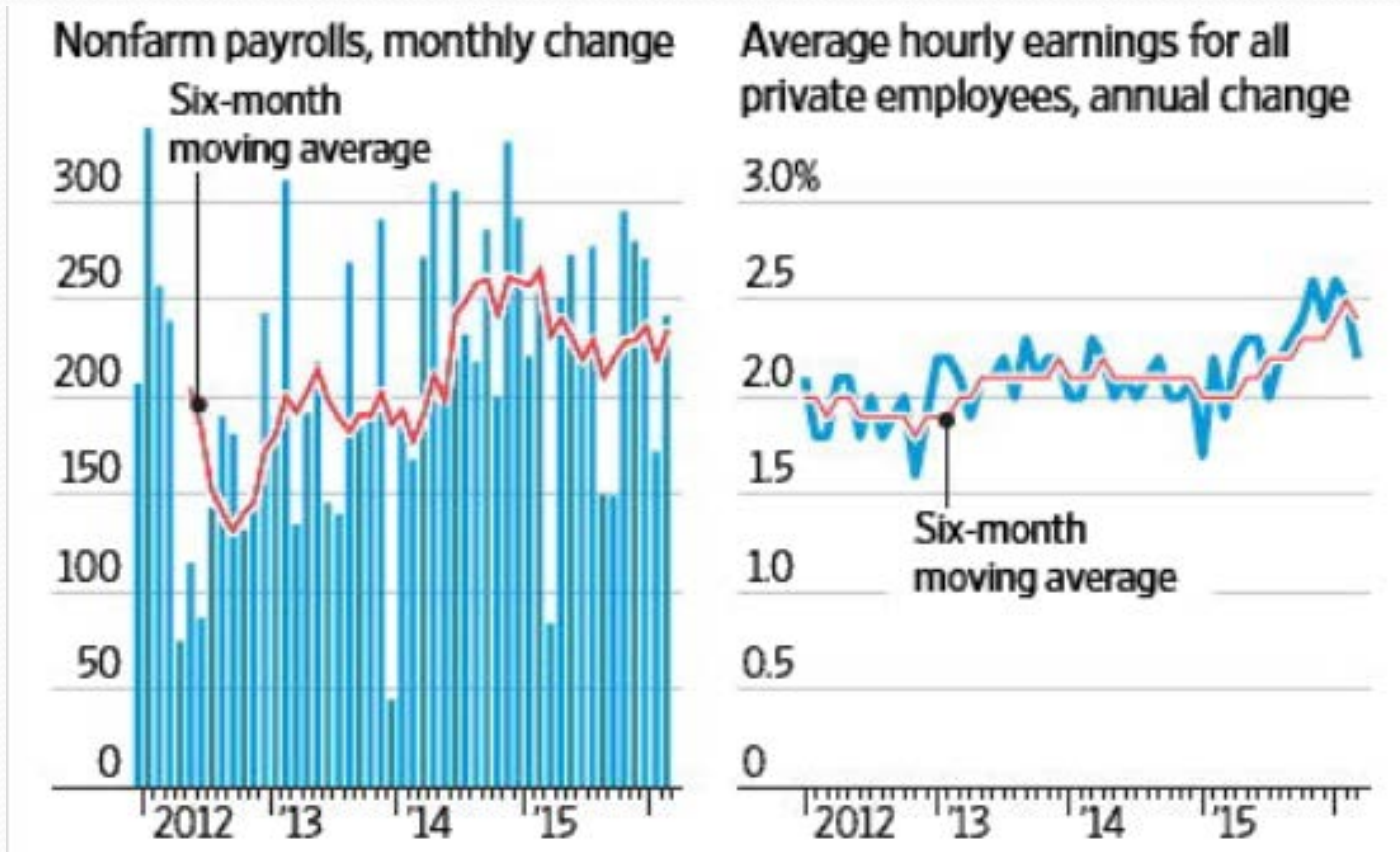
Economic Indicators

Dow Turns Positive for the Year



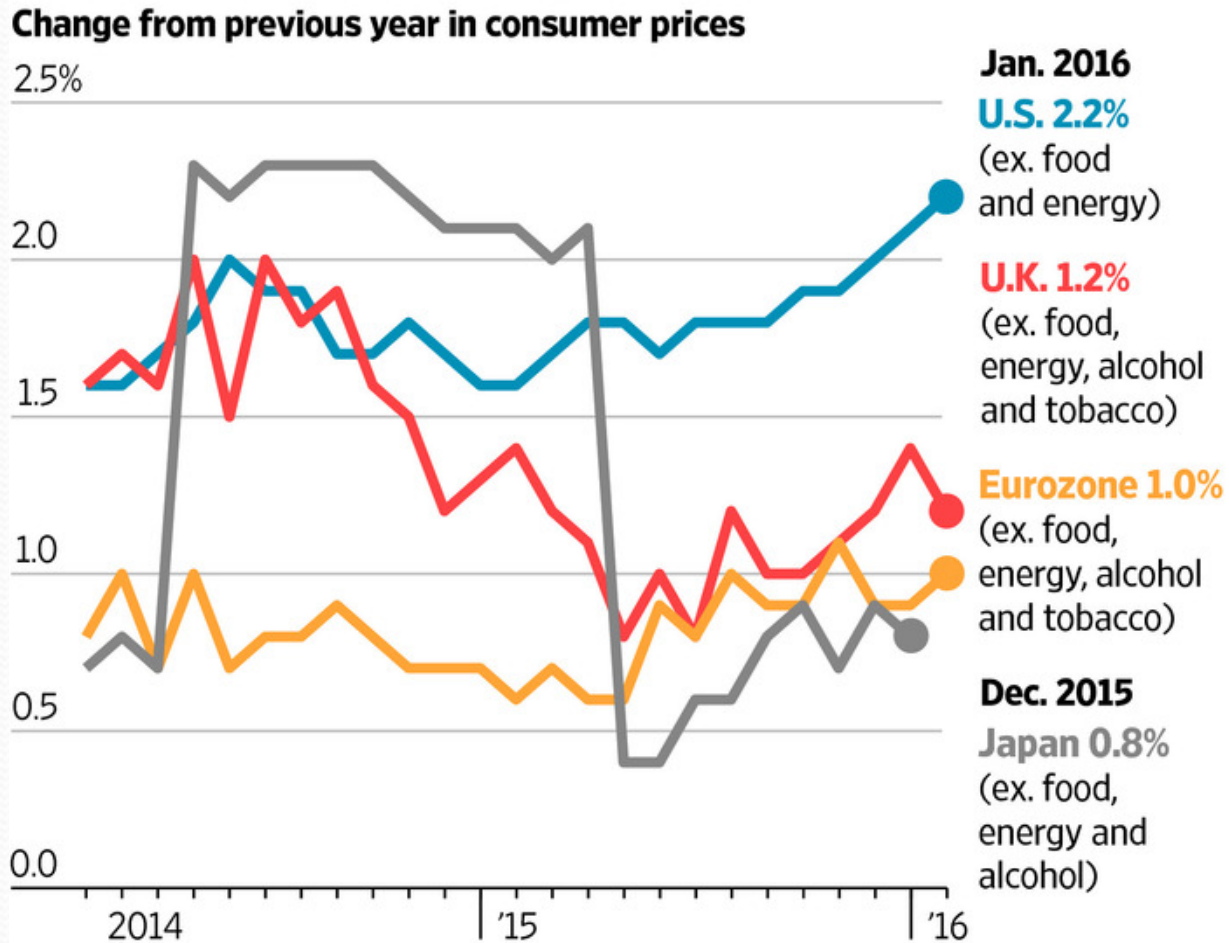
Source: WSJ Market Data Group

Labor Gauges



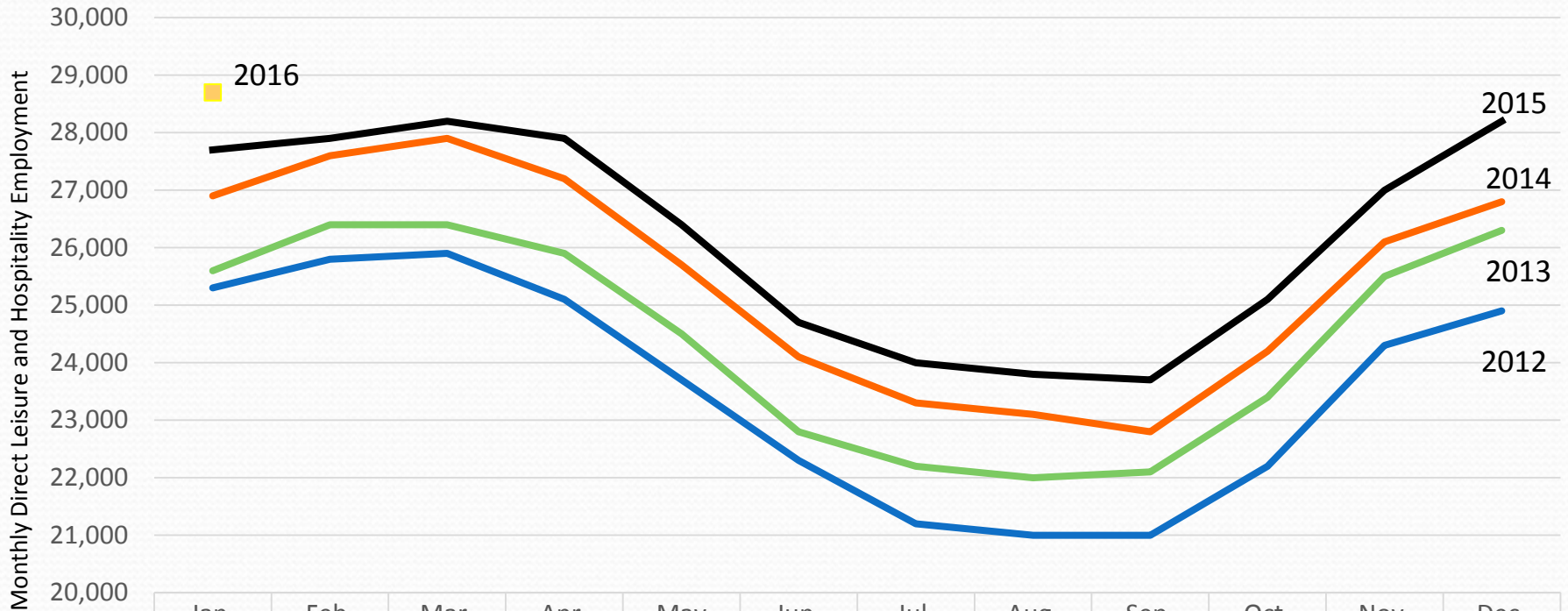
Source: Labor Department

Core Strength



Source: U.S. Labor Department, Eurostat, U.K. Office for National Statistics

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	27,700	27,900	28,200	27,900	26,400	24,700	24,000	23,800	23,700	25,100	27,000	28,200
2016	28,700											

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

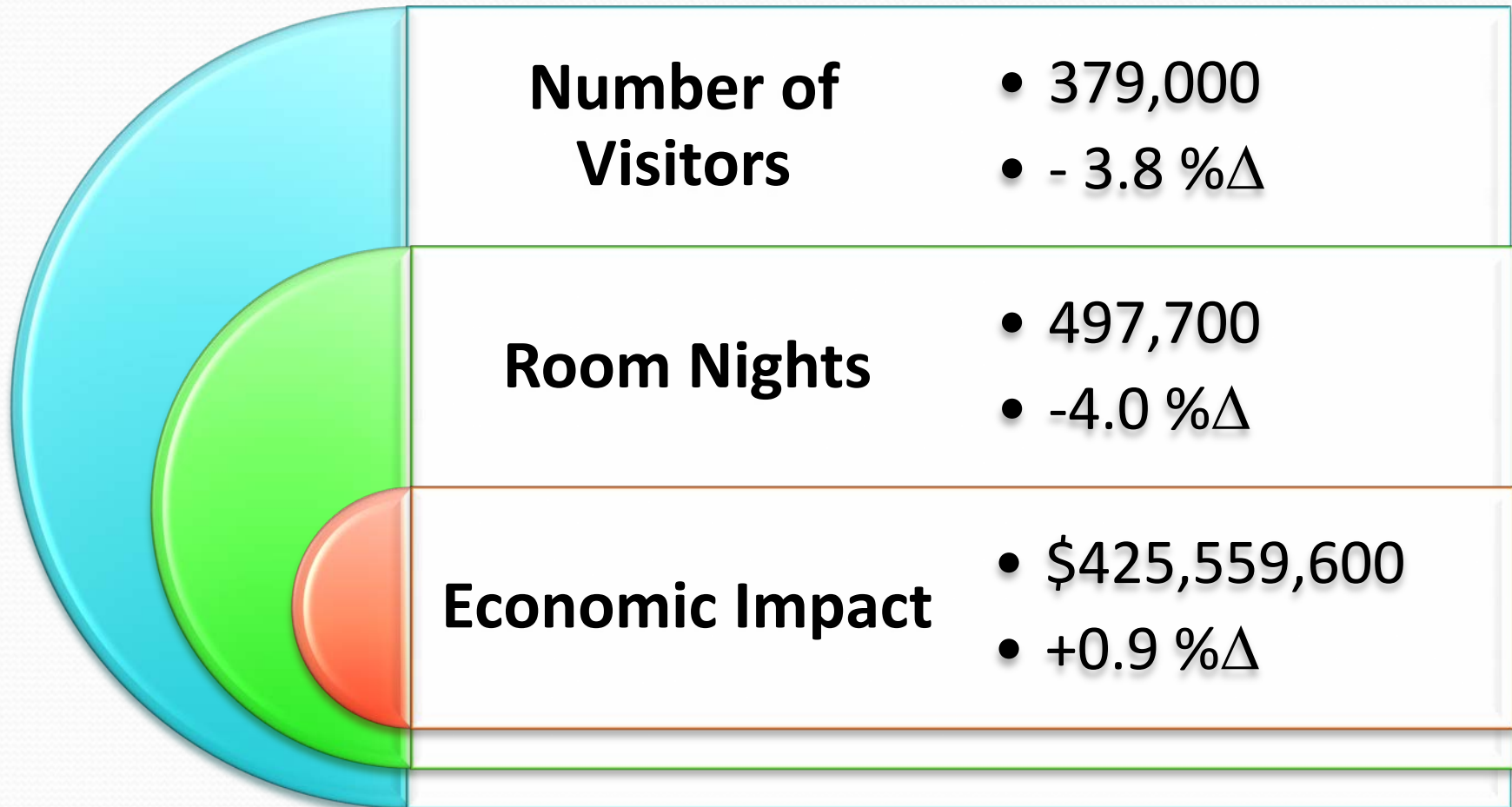
Year to Date 2016

January – February

Collier Visitor Profile

Collier Tourism Metrics

YTD 2016 (Jan. – Feb.)



RDS Occupancy/ADR

YTD 2016 (Jan. – Feb.)

	Occupancy			ADR		
	2015	2016	% Δ	2015	2016	% Δ
Jan	83.1%	79.8%	-4.0%	\$214.5	\$235.0	+9.6%
Feb	94.0%	89.1%	-5.2%	\$337.9	\$353.0	+4.5%

Collier Comp Set

YTD 2016 (Jan. – Feb.)

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
Naples MSA	75.3%	-6.9	\$289.17	+4.3	\$217.89	-2.9
Naples Upscale	81.0%	-7.8	\$360.17	+3.0	\$291.67	-5.0
Miami-Hialeah	82.4%	-3.3	\$243.66	-1.8	\$200.71	-5.0
Florida Keys	79.5%	-8.2	\$310.61	+1.7	\$246.88	-6.6
Ft. Myers	81.3%	-5.3	\$180.37	+6.7	\$146.71	+1.1
Sarasota-Bradenton	76.5%	-4.5	\$156.54	+4.6	\$119.75	-0.1
Clearwater	75.5%	-5.5	\$131.68	+4.6	\$99.36	-1.2
St. Petersburg	73.0%	-1.9	\$148.35	+6.9	\$108.36	+4.9
Palm Beach County	82.3%	-3.6	\$224.45	+1.5	\$184.80	-2.2
Ft. Lauderdale	84.2%	-5.5	\$178.87	+4.1	\$150.60	-1.6

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

YTD 2016 (Jan. – Feb.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	42.0%	-0.9	32.9%	-11.9	75.3%
Miami-Hialeah	54.8%	-2.9	22.8%	-5.7	82.4%
Florida Keys	68.9%	-4.6	9.8%	-26.5	79.5%
Ft. Myers	54.3%	-7.2	25.2%	-0.5	81.3%
Sarasota-Bradenton	52.8%	-3.1	22.2%	-13.4	76.5%
Clearwater	46.2%	-5.2	29.3%	-6.1	75.5%
St. Petersburg	44.5%	-7.3	25.7%	+2.2	73.0%
Palm Beach County	52.2%	-8.0	28.7%	+5.3	82.3%
Ft. Lauderdale	56.5%	-4.4	23.2%	-7.3	84.2%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

YTD 2016 (Jan. – Feb.)

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$316.13	+0.1	\$256.89	+7.4	\$289.17
Miami-Hialeah	\$253.96	-4.5	\$245.16	+5.6	\$243.66
Florida Keys	\$314.73	0.0	\$288.04	+9.1	\$310.61
Ft. Myers	\$190.72	+4.4	\$163.44	+14.1	\$180.37
Sarasota-Bradenton	\$168.83	+4.9	\$131.48	+4.6	\$156.54
Clearwater	\$136.66	+5.1	\$123.83	+3.5	\$131.68
St. Petersburg	\$151.32	+9.2	\$151.46	+6.2	\$148.35
Palm Beach County	\$236.27	+1.5	\$210.22	+2.4	\$224.45
Ft. Lauderdale	\$178.97	+2.3	\$193.37	+6.6	\$178.87

SOURCE: SMITH TRAVEL RESEARCH, INC.

Visitor Origins

YTD 2016 (Jan. – Feb.)

	# of Visitors 2016	Δ %
Florida	93,851	+7.2
Southeast	24,843	+1.7
Northeast	104,889	-11.3
Midwest	73,780	-8.2
Canada	13,341	-5.3
Europe	52,185	+2.9
US Opp Mkts	16,111	-12.0
YTD 2016	379,000	-3.8

February 2016

Collier Visitor Profile

Visitation/Economic Impacts of Tourism

Collier February 2016

February

Visitors

2016
193,300

%Δ
-4.2

2015
201,700

Room Nights

2016
257,600

%Δ
-3.8

2015
267,700

Economic Impact

2016
\$249,783,200

%Δ
-0.3

2015
\$250,499,900

RDS Occupancy/Room Rates

Collier February 2016

	2015	2016	% Δ
Occupancy	94.0%	89.1%	-5.2%
ADR	\$337.9	\$353.0	+4.5%
RevPAR	\$317.6	\$314.5	-1.0%

Collier Comp Set

February 2016

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
Naples MSA	80.3%	-8.5	\$314.22	+3.0	\$252.20	-5.7
Naples Upscale	85.1%	-7.8	\$388.85	+1.6	\$331.04	-6.3
Miami-Hialeah	84.0%	-4.2	\$249.60	-3.7	\$209.68	-7.7
Florida Keys	82.7%	-8.0	\$335.83	+0.8	\$277.68	-7.3
Ft. Myers	85.1%	-6.8	\$206.71	+6.6	\$175.87	-0.7
Sarasota-Bradenton	82.3%	-6.6	\$177.93	+3.7	\$146.41	-3.1
Clearwater	81.6%	-8.4	\$143.04	+3.7	\$116.74	-5.0
St. Petersburg	80.7%	-3.0	\$159.94	+6.3	\$129.11	+3.1
Palm Beach County	85.8%	-4.0	\$241.00	+0.2	\$206.74	-3.8
Ft. Lauderdale	87.2%	-6.0	\$186.65	+3.0	\$162.80	-3.2

SOURCE: STRATASYS TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

February 2016

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	49.0%	+2.2	30.8%	-21.6	80.3%
Miami-Hialeah	55.7%	-3.2	23.7%	-7.8	84.0%
Florida Keys	73.1%	-5.1	8.8%	-24.4	82.7%
Ft. Myers	58.8%	-8.4	24.6%	-1.2	85.1%
Sarasota-Bradenton	59.3%	-2.0	21.5%	-21.9	82.3%
Clearwater	50.8%	-4.9	30.8%	-13.6	81.6%
St. Petersburg	50.8%	-5.9	26.7%	-2.7	80.7%
Palm Beach County	56.6%	-8.0	27.4%	+4.2	85.8%
Ft. Lauderdale	59.1%	-6.1	23.6%	-5.5	87.2%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

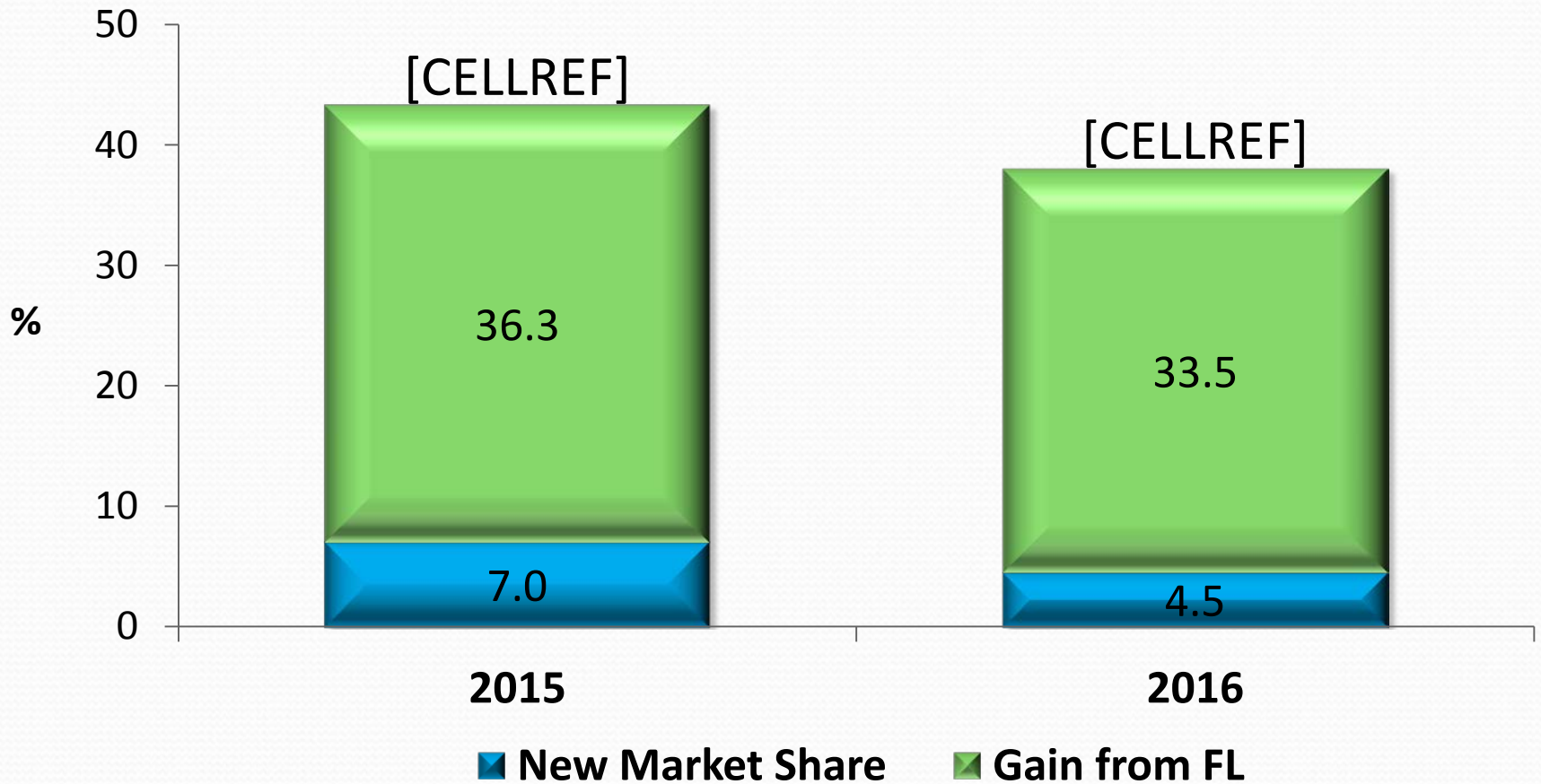
February 2016

	Trans	% Δ 14-15	Grp	% Δ 14-15	Total
Naples MSA	\$333.44	-3.4	\$285.56	+10.8	\$314.22
Miami-Hialeah	\$258.42	-6.5	\$254.43	+3.6	\$249.60
Florida Keys	\$339.73	-0.6	\$310.21	+7.2	\$335.83
Ft. Myers	\$218.57	+3.6	\$183.81	+16.6	\$206.71
Sarasota-Bradenton	\$190.31	+1.3	\$149.20	+9.9	\$177.93
Clearwater	\$148.64	+2.9	\$133.81	+4.4	\$143.04
St. Petersburg	\$164.14	+6.7	\$161.32	+8.6	\$159.94
Palm Beach County	\$252.12	-0.4	\$228.01	+3.2	\$241.00
Ft. Lauderdale	\$186.87	+1.0	\$202.63	+6.7	\$186.65

SOURCE: SMITH TRAVEL RESEARCH, INC.

First Time Visitors (% Yes)

Collier February 2016



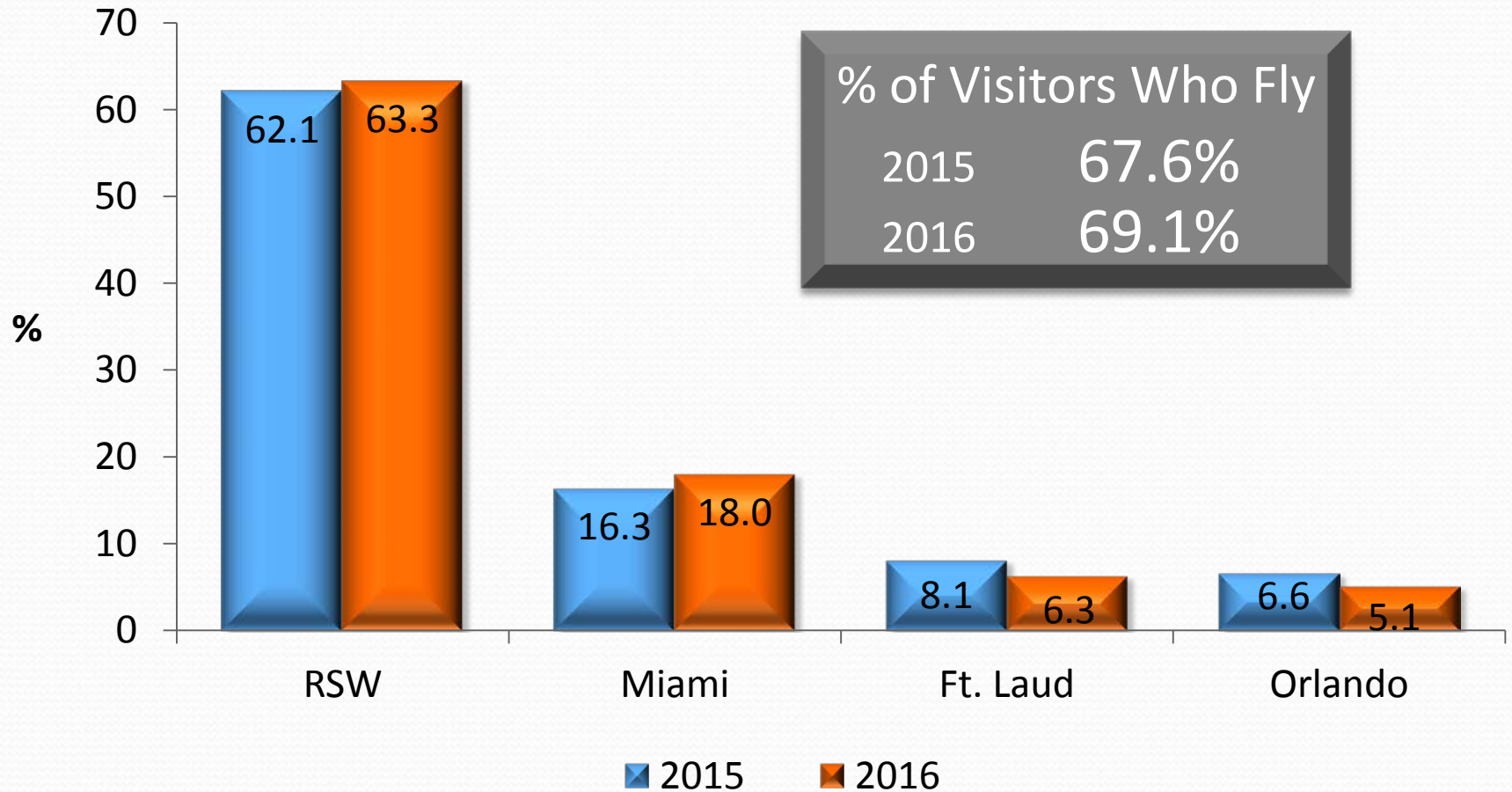
Visitor Origins

Collier February 2016

	# of Visitors 2016	Δ %
Florida	39,627	+12.9
Southeast	13,144	+1.8
Northeast	55,864	-12.4
Midwest	39,240	-7.8
Canada	8,698	-8.2
Europe	28,415	-0.8
US Opp Mkts	8,312	-10.4
Total	193,300	-4.2

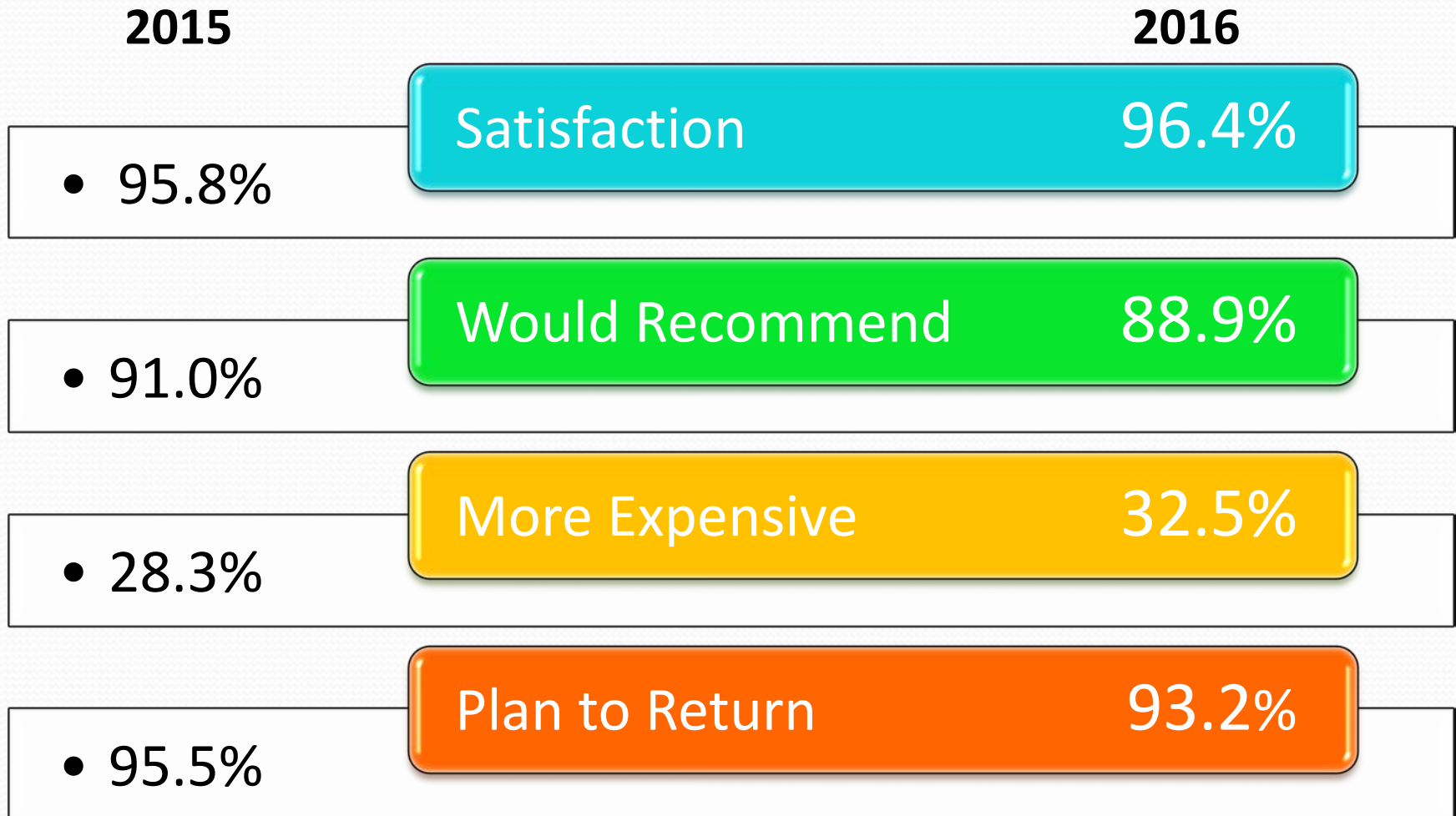
Airports of Deplanement (Top Four)

Collier February 2016



Visitor Perceptions

Collier February 2016



Average Age/Median Income

Collier February 2016

2015

2016

- 51.1

Average Age (years)

52.8

- \$166,739

Median HH Income \$167,224

Executive Summary

Collier February 2016

Visitor Metrics

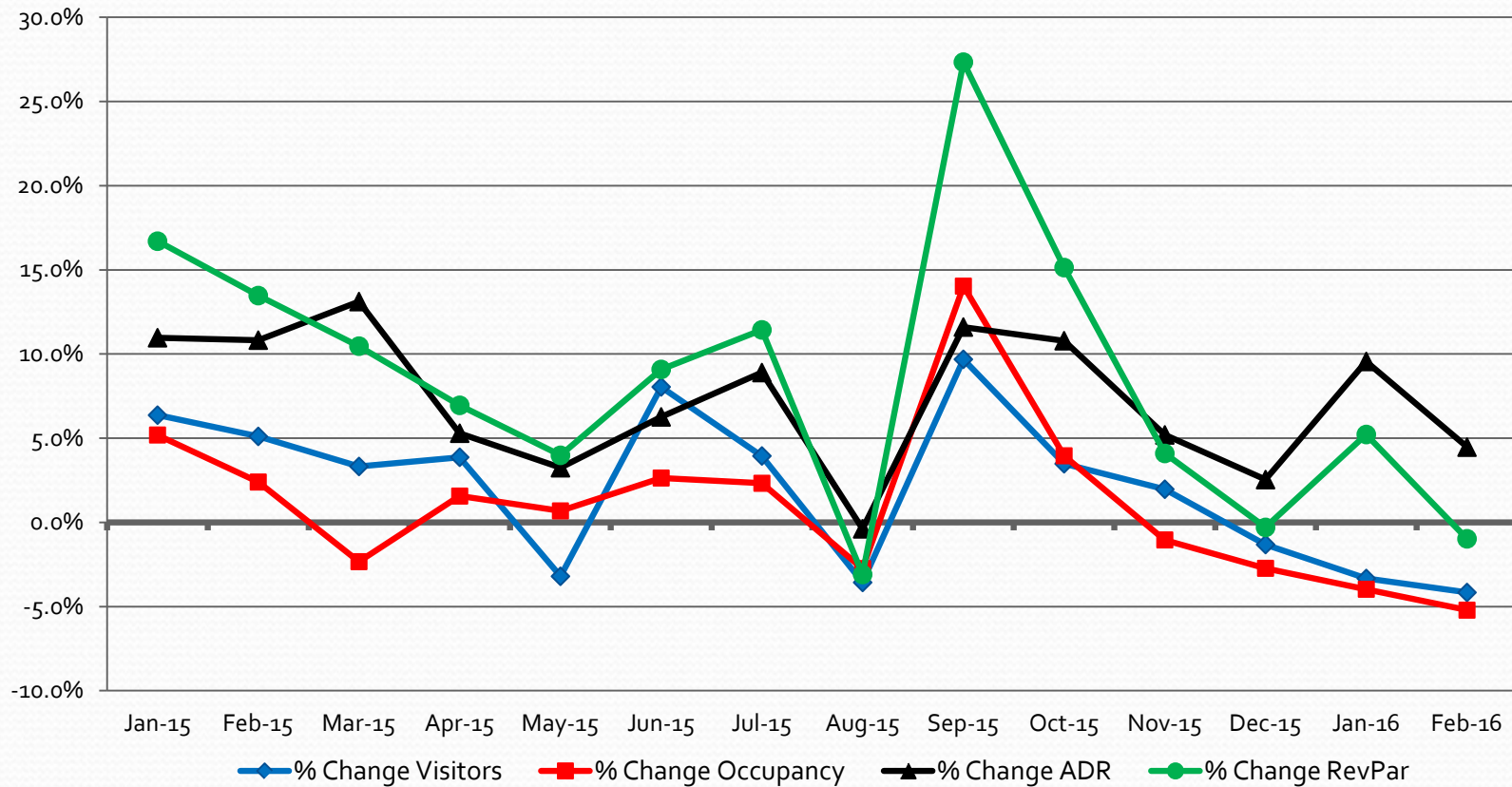
Collier February 2016

- This February, **193,300** visitors stayed in Collier’s commercial lodgings **(-4.2%)**. Their visits contributed an estimated **\$249,783,200** of economic impact to the County **(-0.3%)**. Key performance metrics are as follows:

February	2015	2016	% Δ
Occupancy	94.0%	89.1%	-5.2
ADR	\$337.9	\$353.0	+4.5
RevPAR	\$317.6	\$314.5	-1.0

Visitation Metrics

Key Collier Visitation Metrics (% Δ)



Visitor Metrics

Collier February 2016

- Half (**51.4%**) of Collier lodging managers report their properties' "three month forward reservations" as the same or better than this time last year.

% of Properties (February) Reporting Reservations	2015	2016
Up	70.4%	14.3%
The Same	22.2	37.1
Down	3.7	40.0

Visitor Metrics

Collier February 2016

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

February Visitation	2015 Visitor #	2016 Visitor #	% Δ
Florida	35,096	39,627	+12.9
Southeast	12,909	13,144	+1.8
Northeast	63,737	55,864	-12.4
Midwest	42,559	39,240	-7.8
Canada	9,480	8,698	-8.2
Europe	28,641	28,415	-0.8
Mkts. of Opp.	9,278	8,312	-10.4
Total	201,700	193,300	-4.2

Transportation

Collier February 2016

- Fully **69.1%** of February patrons fly to reach the destination (**2015: 67.6%**). A majority of these (**63.3%**) deplane at RSW, while Miami captures some **18.0%** of deplanements.

Party Size/LOS

Collier February 2016

- The typical visitor party includes an average of **2.5** travelers who stay for **3.4 nights** in the Naples, Marco Island, Everglades area.
- Some **38.0%** of Collier's February visitors are in the destination for the first time (**2015: 43.3%**).

Information

Collier February 2016

- Fully **96.2%** consult the web for trip information, and some **75.0%** make bookings for their trip online.

Satisfaction/Demographics

Collier February 2016

- The vast majority (**96.4%**) are satisfied with their Collier stay, with **93.2%** planning a future trip to the area (**2015: 95.5%**).
- This month, the typical visitor is older (**2015: 51.1 years of age; 2016: 52.8 years of age**), and commands a median household income of **\$167,224 (2015: \$166,739)**.

Paradise Advertising & Marketing, Inc.

ADVERTISING REPORT



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

Meetings and Consumer Newsletters
March 28, 2016





Forward | Web Version

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There are meeting destinations, and then there is Florida's Paradise Coast. The beauty, sophistication and adventure you'll find in Naples, Marco Island and the Everglades will create a meeting that attendees talk about for years to come. From board meetings to corporate retreats, your group can easily focus on business while falling in love with Paradise.

Target:
Large Corporate Board
Members and Business
Owners

Targeted Recipients:
141,411

Opens: 24,758

Open rate: 17.5%
(Industry average: 8.56%)

3,690 clicks to site



GOLF | MEETINGS | MEDIA | SPORTS | TRAVEL TRADE | PARTNERS



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For personal assistance or inquiries, please contact our Tourism Sales and Marketing manager for assistance:

Debi DeBenedetto
debide@colliergov.net
Telephone: 239-252-2379

From world-class accommodations and recreation, to one-of-a-kind venues and team-building adventures, to exceptional incentives, the Paradise Coast of Naples, Marco Island and the Everglades is where the best of Florida all comes together. Whether you're planning a large conference, corporate meeting, family reunion or destination wedding, we're ready to help you host an unforgettable event.

Here, you'll discover some of the best meeting properties in the world, many of which offer superb spas and golf courses – a favorite for groups looking to recharge and reconnect. Large group offerings include resorts that can accommodate groups of 2,000 and more. Small group offerings include a variety of charming boutique hotels hosting small to mid-sized groups from 25 to 200.

Your group can enjoy one of Florida's prettiest tropical settings – from the gorgeous Naples and Marco Island, TripAdvisor's 2015 Traveler's Choice 2014 pick of #1 Island in the U.S., to the world-famous Everglades.

Meetings

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

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NEW YEAR. NEW YOU.

A new year calls for new adventures and the chance to become the best version of you on Florida's Paradise Coast. Push yourself to new limits while exploring beautiful Naples, Marco Island and the Everglades. Recharge with fresh and healthy dining options. Get your mind and body in shape with refreshing spa treatments. Your best year yet begins in Paradise.

If it's one-of-a-kind adventure you seek, we highly recommend the unspoiled beauty of Florida's

Target:
Consumers interested
in health & fitness
\$150K+ income

Targeted Recipients:
75,000

Opens: 11,761

Open rate: 15.68%

1,335 clicks to site



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

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FALL IN LOVE WITH PARADISE.

Falling in love with a destination is possible when it's Naples, Marco Island and the Everglades on Florida's Paradise Coast. Filled with beauty, luxury and adventure, it is easy to see why so many people are passionate about this tropical paradise.

Target:
Romance/Couples
25yrs+ \$150K+
income interested in
romance, dining and
fine arts

Total recipients:
75,000

Open rate: 13,742
2,371 clicks to site



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

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EXPLORE HISTORIC SITES & VIBRANT SIGHTS.

Florida's Paradise Coast has a storied history just waiting for you to explore. From the days of

Target: Ages 35-64
with a HHI of \$150K+
interested in Heritage
that enjoy attending
events, nature and
the arts

Recipients: 75,000

Opens: 12,216

Open rate: 16.3%

1,772 Click to site



National Public Relations Update

TDC Meeting

Services conducted from
February 11 – March 16

March 16, 2015



Lou Hammond & Associates

Media Highlights

MEETINGS & CONVENTIONS

Circ: 62,023

Media Value: \$1,574

Naples Beach Hotel & Golf Club

THE EVOLUTION OF BUSINESS EVENTS
MICHAEL CON
#1 MARCH 2016

M&C
MEETINGS AND CONVENTIONS

THE YEAR'S HOTTEST FOOD TRENDS #38

VISIONARY DMOs P.31

They're sharp, they're driven and they're the future of our industry...

20 Millennials to Watch P.21

Even small changes can have a big impact, says MeetCon's Aaron Elliott, 28.

Greater Dallas P.44 • Las Vegas P.45

February 2016
Circ: 60,023
Media Value: \$1,574



Media Highlights

UNNAMED PROJECT

UMV: 146,035

Media Value: \$2,921

Destination Overview

UNNAMEDPROJECT

February 17, 2015
UMV: 146,035
Media Value: \$2,921



ON HOLIDAY IN NAPLES

NAPLES FLORIDA'S NATURAL ABUNDANCE INCLUDES HIGH CULTURE AND GREAT DINING.

Between the magnificent natural wonder that is the Florida Everglades and the Gulf of Mexico, we recently discovered the quietly elegant, highly cultured seaside town of Naples. The area's natural beauty begins at its shores, which are graced with wide, natural white sandy beaches, often considered to be among the nation's finest. The area of Naples (part of Florida's Paradise Coast of Collier County, along with Marco Island and The Everglades) is full of natural beauty. Thousands of private acres, state and federally preserved lands surround Naples, sustaining the spectacular lushness of the locale while rendering the surroundings of the hotels and luxury homes idyllic. The best way to experience the natural wonders of the Paradise Coast is from the waters. There are a multitude of eco-tours and nature excursions that showcase the beauty of the area while highlighting the importance of preservation. Everyone is a marine biologist on the Dolphin Explorer and the magic of spotting, and observing, the wild dolphins is captivating to day-scientist of all ages. The 30-foot catamaran makes a stop on Keewaydin Island, a pristine barrier island which is stunning beautiful for both swimming and exploring.



Media Highlights

BOSTON HERALD

UMV: 2,111,287

Media Value: \$14,075

Spring Break Destination



March 3, 2016
UMV: 2,111,287
Media Value: \$14,075

Fla., Miss. destinations perfect for a grown-up spring break

Remember when spring break meant heading to the wildest beach town you could find, cramming in a room with a dozen or more college friends and reveling in craziness? Ah, those were the days.

But why hang up your beach towel? Spring break is out there for the more, let us say, particular traveler. That's right, spring break for grown-ups is a real thing. There are beach destinations and hotel choices for those of us who may be a little older but still want to hop on a plane, head south and just let go for a week. Consider these options for a more peaceful but no less blissful spring break escape.

- **Paradise Coast, Fla.:** This is the swath of southwest Florida that includes Naples, Marco Island and the Everglades. Easily accessible to each other, the area offers numerous activities for spring break travelers. Naples is a charming resort city on the coast, offering the ultimate in luxury, fresh local cuisine, great shopping and a thriving arts and culture scene. The city is bike- and pedestrian-friendly, so travelers can get around with ease. Slightly more relaxed than Naples, Marco Island is the largest of the area's "Ten Thousand Islands" and surrounded by the Gulf of Mexico on one side and pristine mangrove estuaries on the other. Visitors to Marco Island can enjoy beautiful white-sand beaches, fresh seafood and various water activities including backcountry and offshore fishing, boating and paddling. Located just south of Naples and Marco Island, Everglades National Park offers visitors the chance to embark on an eco-exploration through airboating or kayaking into 259 acres of private grasslands.

A trip combining the three offers visitors activity (golf, tennis, biking, water sports), culture and dining, and Florida nature (which is the best kind of wild on spring break, right?). www.paradise.coast.com



Media Highlights

TRAVEL WEEKLY

UMV: 144,088

Media Value: \$960

Hyatt House Naples/Fifth Avenue

TRAVEL WEEKLY
THE TRAVEL INDUSTRY'S TRUSTED VOICE

March 9, 2016
UMV: 144,088
Media Value: \$960

Hyatt House set to debut in Naples

Hyatt House Naples/Fifth Avenue is set to open March 15.

The contemporary, 183-room hotel sits along the Gordon River near downtown Naples and will cater to tourists and extended-stay business travelers.

Among the hotel amenities are a 24-hour fitness center, on-site watersports, a 24-hour market, a complimentary grocery shopping service, free WiFi and a pool, whirlpool and bar, each of which overlook the water. More than 3,300 square feet of meetings space and same-day dry cleaning valet service will be among the amenities that cater to business travelers.

The hotel also features 120 suites with full kitchens. Rooms are available online starting at \$136 per night. Visit www.naples.house.hyatt.com.



Media Highlights

TRAVEL + LEISURE

UMV: 9,319,912

Media Value: \$62,133

Springs Trips Near Miami

TRAVEL+ LEISURE

March 14, 2016
UMV: 9,319,912
Media Value: \$62,133

Five Timely, Sun-Filled Spring Trips Near Miami

In spring, when high season rates begin to ebb and reservations are easier to come by, it's an ideal—and relatively affordable—time to hit the open road in Florida.

Miami is a full-throttle destination, but it's always nice to escape the mad crush. At this time of year, peak rates are coming down and the activity is slowing down in the city, making it an ideal time to get out and explore the surrounding area. It's an easy drive to the moneyed Boca Raton and then on to nearby Delray Beach, with its first-rate museums and restaurants. To the south of Miami, the civilized Key West is a short drive away, while to the west, the Gulf Coast offers gentle beaches and smart restaurants. These five great getaway destinations are just the ticket for falling in love all over again with Florida.

The Gulf Coast

A two-hour drive across the Everglades from Miami yields Naples, the Palm Beach of the Gulf Coast. The culinary landscape of Naples includes two stellar restaurants with healthy, organic food: [The Local](#) and the [Cider Press Café](#).



Media Highlights

VISIT FLORIDA

UMV: 1,280,093

Media Value: \$8,534

What's New



March 15, 2016
UMV: 1,280,093
Media Value: \$8,534

New in Florida 2016

Hyatt House Naples/Fifth Avenue - Naples - March 15. The new Hyatt House Naples/Fifth Avenue along the picturesque Gordon River section of Naples Bay opened on March 15, 2016. Naples architect Matt Kragh designed the 183 residentially inspired rooms and suites with an Old Florida feel with modern touches, featuring an off-white exterior plus parapets and cornices. The hotel will have 3,315 square feet of meeting space and a dock/marina complex, including a large waterfront bar. For more information, please visit www.naples.house.hyatt.com.

Seminole Casino Hotel Immokalee - Naples - 2016. The Seminole Tribe of Florida has added a new 99-room hotel at its casino and entertainment complex in Immokalee just northeast of Naples featuring modern décor with a fresh Florida feel. The entire Seminole Casino Hotel Immokalee complex is now 175,600 square feet, up from its previous total of 75,600 square feet. The casino floor expansion now totals more than 51,000 square feet, with more than 1,300 slot machines and 38 live table games. The 99-room hotel features 19 suites and 80 deluxe guestrooms on four stories, plus a swimming pool with adjacent private Seminole Chickee cabana huts.

Marco Island Marriott Beach Resort, Golf Club & Spa - Marco Island - 2016. The Marco Island Marriott Beach Resort, Golf Club & Spa has completed the first phase of a \$250 million transformation that will ultimately result in its rebranding to the first JW Marriott Beach Resort in the continental U.S. The resort now has 716 newly renovated and enhanced guestrooms, new dining options, a re-imagined lobby and lots of amenities while work continues on a new resort tower. The new Tiki Bar that opened in Winter 2016 offers a retro-cool setting, an extensive menu of rums and rum-based drinks, all just steps from the pool and the beach. When all work is complete, the resort will debut on January 1, 2017 as the JW Marriott Beach Resort Marco Island. A new tower will feature celebrity chef driven restaurants, new meeting space, a luxurious new adults-only pool deck and much more.



Activities

USA Today 10Best – Partners featured in surveys

- Favorite East Coast Beach
- Favorite Place to See Aquatic Life
- Best Place for Birding

- LH&A provided 'Get Out the Vote' Tactics



Activities

PRSA Gulf Coast Lunch & Learn

- February 23, 2016
- T. Gallagher presented at event
- Discussed pitching success stories, best practices



Activities

Visit Florida Event in New York City

- Held February 10, 2016
- S. Ferraris attended on behalf of Client
- Following up with all media to discuss story angles and possible visits.



Activities

Upcoming Individual Visits:

- FREELANCE, LYN METTLER
 - March 29 – April 2
 - Fox News, U.S. News & World Report, USA Today's 10 Best



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

MEDIA OUTREACH SAMPLING:

- *Atlanta Journal Constitution*
- *Boston Herald*
- *Conde Nast Traveler*
- *Departures*
- *Forbes Travel Guide*
- *Hemispheres*
- *Houston Chronicle*
- *Miami Herald*
- *National Geographic Traveler*
- *New York Times*
- *Shermans Travel*
- *Southern Living*
- *The Weather Channel*
- *Travel + Leisure*
- *USA Today*



Activities

Agency social media efforts

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



LH Lou Hammond PR @LouHammondPR · Feb 12
Escape Boston this winter and head to
[@ParadiseCoast](#) with [#JetBlue](#) via
[@Thrillist](#) bit.ly/1QmGO6K

LH Lou Hammond PR @LouHammondPR · Feb 17
Valentine's Day may be over but February
is still the month of romance in
[@ParadiseCoast](#) [@WISH_TV](#)
[@GoToTravelGal](#) bit.ly/1LrC12a

LH Lou Hammond PR @LouHammondPR · Feb 28
Have you heard? [@ParadiseCoast](#) was
named the Happiest and Healthiest City in
the U.S.! [@TODAYshow](#) on.today.com/1QX3avS

LH Lou Hammond PR @LouHammondPR · Mar 14
The new Hyatt House in [@ParadiseCoast](#) is set to open on March 15!
Find out more via [@TravelWeekly](#): bit.ly/1RbweFP

LH Lou Hammond PR @LouHammondPR · Feb 29
Explore the high culture and great dining in [@ParadiseCoast](#) via
[@UNMPRJ](#) bit.ly/1T1vZ01



Looking Forward

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



Collier County Tax Collector

TOURIST TAX COLLECTIONS

BED330RD		03/01/2016		COLLIER COUNTY TOURIST TAX - YTD REPORT BY ACCOUNT TYPE							PAGE 1	
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
	32	582	1003	1100								2717

** APARTMENT **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
60432	36867	68114	157270	162164								484847

** CONDOMINIUM **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
2724	4412	8772	20618	37682								74208

** CAMPGROUND/RV/PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
587337	828572	1055353	1284152	1686637								5442051

** HOTEL/MOTEL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
6528	8747	8746	11803	17912								53736

** INTERVAL **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
37	159	585	657								1438	

** MOBILE HOME PARK **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
67673	28733	31540	113112	59552								300610

** SINGLE FAMILY **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
69988	96322	147370	451832	1218684								1984196

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

** OTHER **												
OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOTALS
794682	1003722	1320636	2040375	3184388								8343803

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

Fiscal Year (October thru September) Totals
February 2016
(Month of January 2016 Vendor Tax Collection)

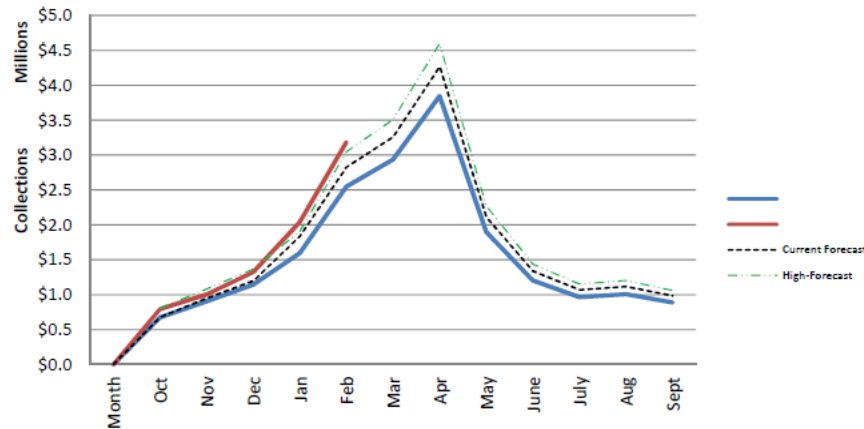
Breakdown	Fiscal 2014-2015	Fiscal 2015-2016	Difference	%
Overall Collections				
Month to Month	2,992,190	3,184,388	+ 192,198	+ 6.42 %
Year to Date	7,826,751	8,343,803	+ 517,052	+ 6.61 %
Hotel/Motel				
Month to Month	1,628,493	1,686,637	+ 58,144	+ 3.57 %
Year To Date	5,144,137	5,442,051	+ 297,914	+ 5.79 %
Realtors				
Month to Month	1,097,400	1,218,684	+ 121,284	+ 11.05%
Year to Date	1,798,991	1,986,366	+ 187,375	+ 10.42%
Individuals (Apts/Condos S F Homes)				
Month to Month	207,499	222,816	+ 15,317	+ 7.38%
Year to Date	742,888	786,004	+ 43,116	+ 5.80%

FY 16 TDC Revenue Report						
29-Feb-2016						
Descr ption	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	339,011	373,469	34,458
TDC Pro	184	6,881,900	7,592,151	2,658,539	2,928,758	270,219
Non-Co	193	467,000	515,213	180,412	198,749	18,337
TDC Ad	194	2,277,800	2,512,909	879,944	969,383	89,439
Beach F	195	7,218,100	7,963,096	2,788,433	3,071,855	283,422
Disaster	196	-	-	0	-	-
County	198	1,883,500	2,077,941	727,631	801,589	73,958
	Gross Budget	\$19,605,900	\$21,629,445	\$7,573,969	\$8,343,803	\$769,834
	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	3,184,388	8,343,803	42.56%	6.42%	24.80%	54.77%
Mar	0	8,343,803	42.56%	n/a	n/a	n/a
Apr	0	8,343,803	42.56%	n/a	n/a	n/a
May	0	8,343,803	42.56%	n/a	n/a	n/a
June	0	8,343,803	42.56%	n/a	n/a	n/a
July	0	8,343,803	42.56%	n/a	n/a	n/a
Aug	0	8,343,803	42.56%	n/a	n/a	n/a
Sept	0	8,343,803	42.56%	n/a	n/a	n/a
Total	8,343,803	8,343,803	YTD	6.61%	26.82%	47.54%
	Current Forecast	21,629,445				

FY 16 TDC Revenue Report
29-Feb-2016

Budget Comparison						
Month	5 Yr History-Cum	5 Yr History-Monthly	Budgeted Collections	Actual Collections	Budget to Actual Variance	Current Forecast
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	3,184,388	635,842	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	8,343,803	1,478,417	21,629,445

Tourist Tax Revenue Collection Curve



Miles Partners, Inc.

WEB SITE ANALYTICS



Report Summary: February 2016

- **ACTIVITY:** The site had more than 91,000 visits in February, which is down 8% month over month but up significantly (32%) year over year. Note that page views increased in February despite the lower traffic. Year to date, we're tracking well above last year – visits are up 52%, from 125,960 (2015) to 191,595 (2016).
- **ENGAGEMENT:** Month over month, visitors spent 16% longer on the site; bounce rates saw no significant shifts. Year over year, we saw some slight improvements: time on site increased 7% and the total bounce rate dropped (improved) 5%.
- **TRAFFIC SOURCES:** Campaign traffic made up 50% of all site traffic (47,097 visits) with an average bounce rate of 73.5%. Organic traffic made up 37% of all site traffic (33,951 visits) with an average bounce rate of 49%. The increasing percentage of organic traffic from January to February (it rose from 28% to 37%) likely contributed to the boost in engagement. Organic traffic was up substantially year over year (35%).
- **SIGNALS OF INTENT TO TRAVEL:** Total SITs were up slightly (1%) compared to last month – the biggest gains were guide orders (up 16%), deals page views (up 35%) and eBook views (up 68%). Both BookDirect goals dropped. Year over year, total SITs were down 3% with four goals declining (guide orders, newsletter signups, deals pages views and BookDirect click-throughs). However, hotel views were up a healthy 14% and eBook views once again surged, rising 882%.
- **MOST VIEWED PAGES:** The top five pages were: (1) Discover Your Paradise campaign page, (2) Events grid landing page, (3) Homepage, (4) Paradise Coast Golfing campaign page, and (5) Major Annual Events page.
- **TOP MARKETS:** Holding steady over the last few months, the top three state markets were once again Florida, New York and Illinois. The top three metro area markets were Ft. Myers-Naples, New York City and Miami-Ft. Lauderdale.
- **INTERNATIONAL SITES:** UK site activity saw strong increases with visits up 37% month over month and up 370% year over year. Engagement dropped month over month with time on site falling 32%, but the dips were less substantial year over year. German site activity was strong, rising 9% month over month and 40% year over year. But time on site dropped 21% and 28%, respectively, while the bounce rates stayed about the same. The Brazil site lost traction month over month with declining activity and engagement. Year over year, engagement was still down significantly, but visits were up 97% and page views were up 119%.
- **MOBILE:** Mobile traffic (including tablets) made up 62% of all site traffic, on par with the last couple months.

Paradise Advertising & Marketing, Inc.

DIGITAL/SOCIAL MEDIA MARKETING

Sales & Marketing Technologies, Inc.

SEARCH ENGINE SERVICES

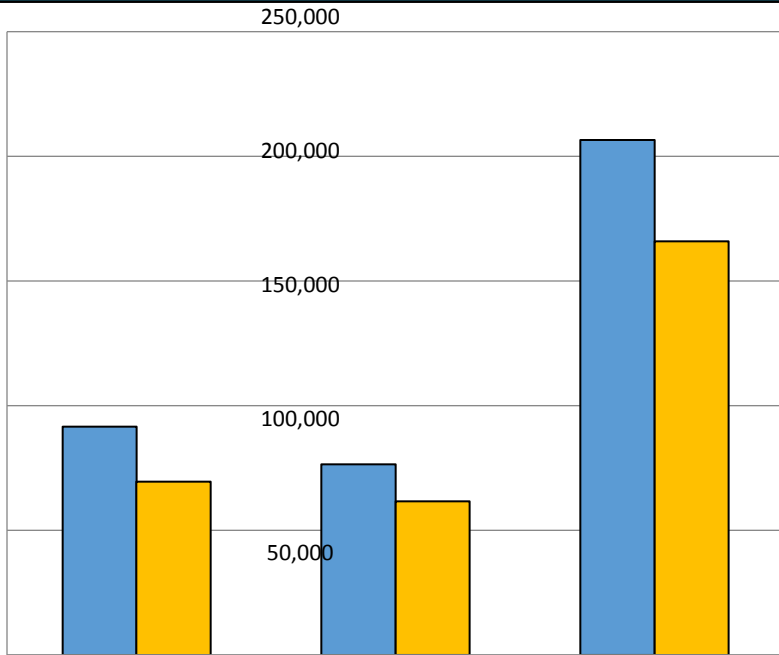
Website Measurement Dashboard



February 2016

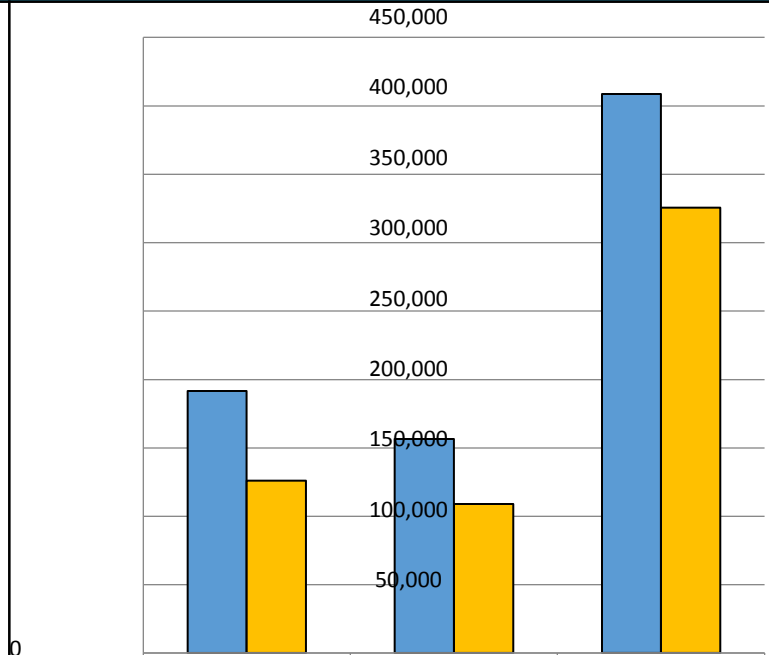
Activity	Current	LM	%ch	LY	%ch	YTD	%ch	Engagement	Current	LM	%ch	LY	%ch
Visits	91,592	100,003	-8%	69,476	32%	191,595	52%	Avg. Time on Site	01:35	01:22	16%	01:29	7%
Page Views	206,566	202,056	2%	165,932	24%	408,622	25%	Bounce Rate (Total)	61.7%	63.9%	-3%	64.7%	-5%
Unique Visitors	76,526	82,964	-8%	61,723	24%	156,582	44%	Bounce Rate (Homepage)	43.1%	41.4%	4%	42.0%	3%

Activity Visualization



Category	February 2016	February 2015
Unique Visitors	76,526	61,723
Pageviews	206,566	165,932

YTD Activity

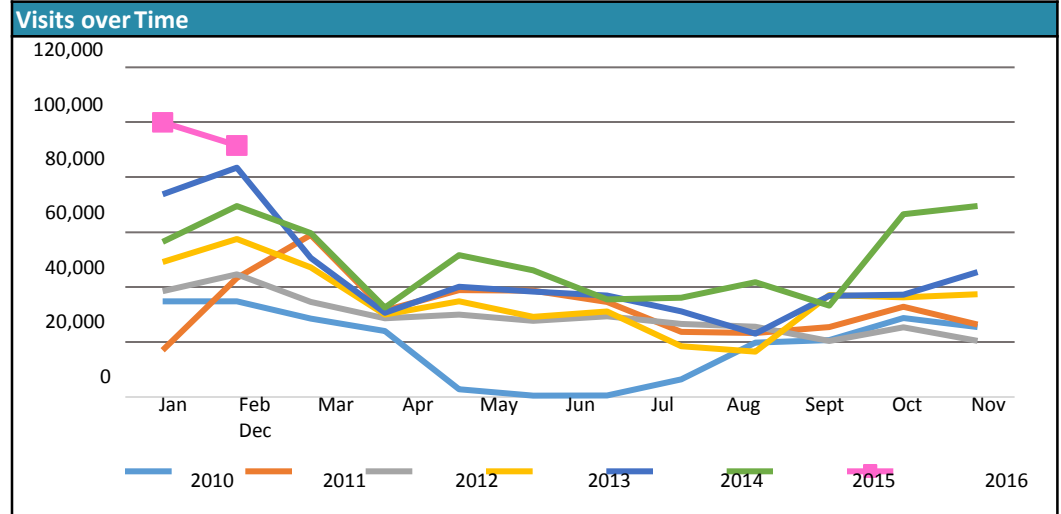
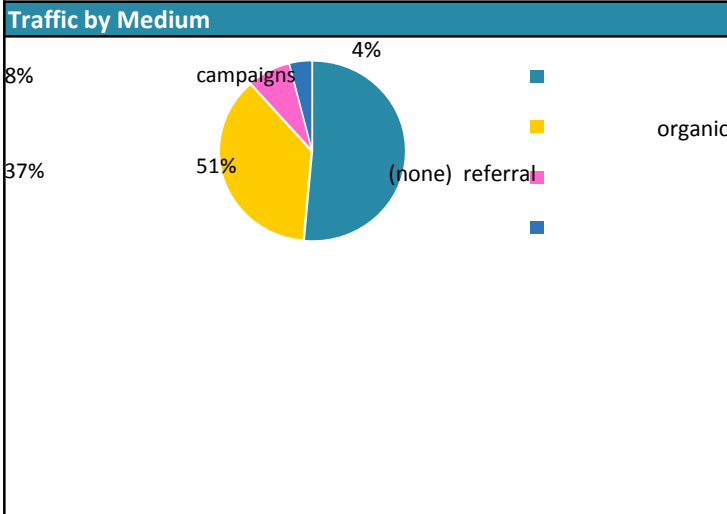


Category	2016	2015
Unique Visitors	156,582	125,960
Pageviews	408,622	325,669



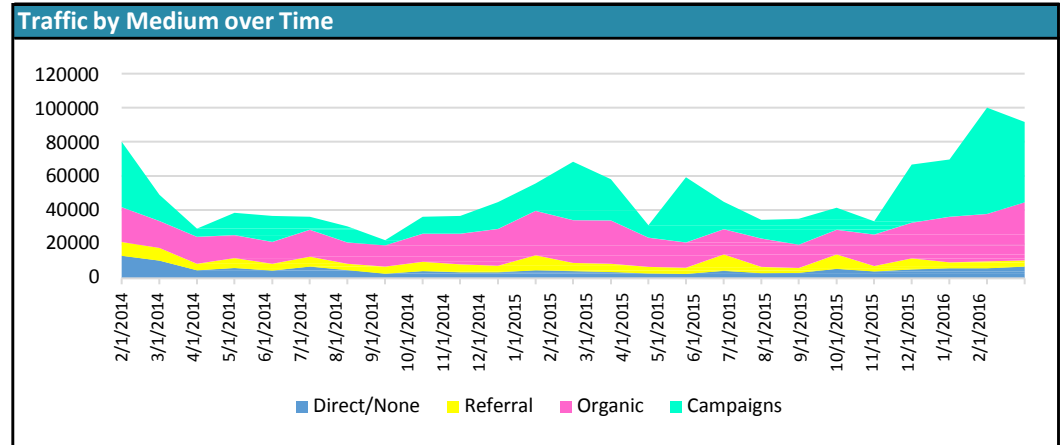
Website Measurement Dashboard

February 2016



Sources of Traffic

Source / Medium	Visits	Bounce Rate
google / organic	29,902	49.4%
facebook / social	11,202	82.6%
Choozle / Display	7,646	65.6%
(direct) / (none)	6,921	51.2%
foxnews.com / Display	4,610	86.7%
interfuse / email	4,432	47.7%
directlists / email	3,052	42.0%
weather.com / display	2,435	78.9%
MNI / Display	2,208	75.6%
yahoo / organic	2,176	49.8%
live / organic	1,520	47.0%
Medium		
foxnews.com / video	1,189	39.9%
campaigns	47,097	73.5%
	33,951	49.3%
	6,921	51.2%
	3,626	45.3%

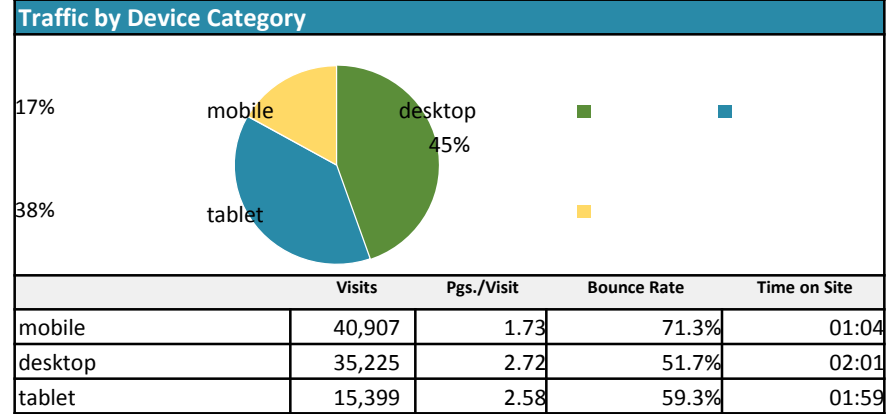
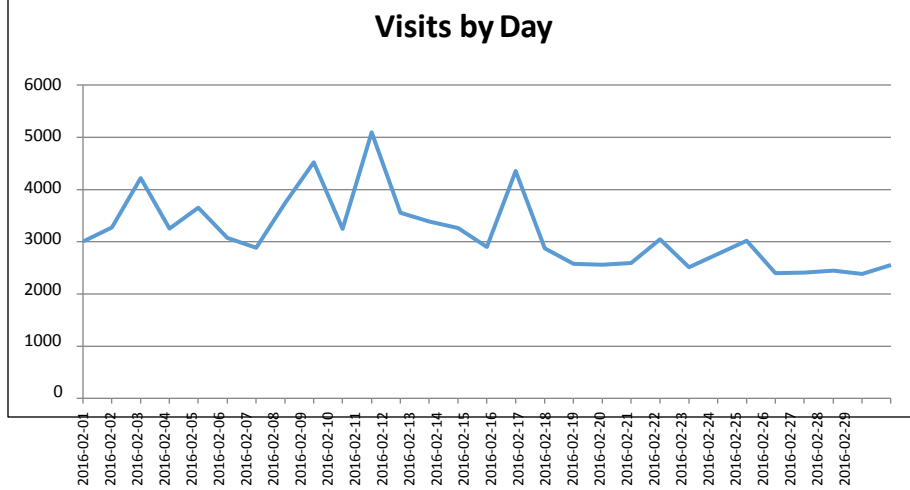


Website Measurement Dashboard



February 2016

Signals of Intent to Travel					
Goal Completion Rate (Total SITs/Pageviews)					
	LM			LY	
	9.51%	9.64%		12.22%	
	Instances	LM	%ch	LY	%ch
Guide Orders	595	511	16%	1,097	-46%
Newsletter Signup	318	287	11%	373	-15%
Deals Page Views	2,787	2,058	35%	3,382	-18%
Hotels & Rentals Listings Views	7,861	7,506	5%	6,891	14%
eBook Views	373	222	68%	38	882%
BookDirect Widget Searches	5,714	6,241	-8%	5,586	2%
BookDirect Click-Throughs	2,000	2,656	-25%	2,903	-31%
Total	19,648	19,481	1%	20,270	-3%



Most-Viewed Pages		
	Pageviews	Bounce Rate
/discoveryourparadise	36,864	76%
/listings/events	13,225	19%
/	11,477	43%
/paradisecoastgolfing	7,441	88%
/major_annual_events	5,141	36%
/attractions	4,981	40%
/listings/hotels_and_rentals	3,969	40%
/guide	3,073	37%
/listings/events?view=results	2,839	45%
/listings/events?datefilter=weekend	2,729	56%
/map	2,276	76%
/listings/events/profile/everglades-seafood-festiva	2,114	68%
/listings/attractions_and_tours	2,068	49%



Website Measurement Dashboard

March 28, 2016
Marketing Partner Reports 9 a-g



February 2016

Referring Domains		
	Visits	Bounce Rate
floridatravellife.com / referral	302	40.1%
naplesgov.com / referral	299	17.4%
cityofmarcoisland.com / referral	263	36.1%
search.xfinity.com / referral	208	49.5%
m.facebook.com / referral	158	72.8%
nhgcc.com / referral	156	79.5%
real-time-reporting.info / referral	142	41.6%
colliergov.net / referral	123	27.6%
chubbclassic.com / referral	81	67.9%
visitflorida.com / referral	78	32.1%
facebook.com / referral	68	47.1%
foxnews.com / referral	66	62.1%
t.co / referral	54	66.7%

Visits By Geography					
Metro Area	Visits	LM	%ch	LY	%ch
Ft. Myers-Naples FL	13,482	10,967	23%	10,790	25%
New York NY	12,850	16,270	-21%	7,499	71%
Miami-Ft. Lauderdale FL	8,264	7,817	6%	3,032	173%
Chicago IL	5,691	7,323	-22%	3,314	72%
Philadelphia PA	3,940	5,243	-25%	4,224	-7%
Boston MA-Manchester NH	3,681	5,543	-34%	1,996	84%
Washington DC (Hagerstown MD)	3,192	1,885	69%	3,015	6%
Tampa-St. Petersburg (Sarasota) FL	2,832	3,056	-7%	3,047	-7%
Minneapolis-St. Paul MN	2,364	2,968	-20%	1,997	18%
Orlando-Daytona Beach-Melbourne FL	1,757	2,081	-16%	1,708	3%
Cleveland-Akron (Canton) OH	1,530	2,370	-35%	938	63%
Detroit MI	1,441	1,186	22%	851	69%
Columbus OH	1,304	1,587	-18%	307	325%

Visits By Geography					
State	Visits	LM	%ch	LY	%ch
Florida	27,993	25,671	9%	19,933	40%
New York	9,646	11,689	-17%	5,832	65%
Illinois	5,923	7,299	-19%	3,510	69%
New Jersey	4,671	6,349	-26%	3,354	39%
Pennsylvania	3,699	4,429	-16%	3,756	-2%
Massachusetts	3,562	5,012	-29%	1,887	89%
Ohio	3,522	4,597	-23%	1,689	109%
Minnesota	2,434	2,998	-19%	2,089	17%
Virginia	2,046	992	106%	1,470	39%
Michigan	2,012	1,750	15%	1,334	51%
Texas	1,996	1,649	21%	1,378	45%

Visits By Geography (Visits to U.S. Site)					
Country	Visits	LM	%ch	LY	%ch
United States	81,566	89,710	-9%	60,388	35%
Canada	3,808	5,420	-30%	3,107	23%
United Kingdom	2,000	1,799	11%	1,097	82%
Germany	690	544	27%	567	22%
Argentina	277	98	183%	109	154%
Italy	224	112	100%	195	15%
Israel	219	93	135%	53	313%
Brazil	194	264	-27%	340	-43%
Russia	177	122	45%	61	190%
Netherlands	160	102	57%	80	100%
India	153	133	15%	232	-34%



Website Measurement Dashboard

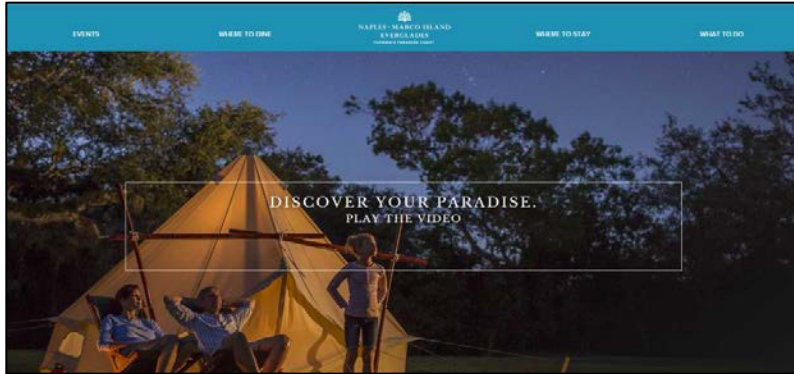


February 2016

Browsers (all device types)					
	Visits	LM	%chg	LY	%chg
Chrome	35,153	35,814	-2%	26,288	34%
Safari	29,515	33,292	-11%	22,515	31%
Internet Explorer	12,929	14,119	-8%	5,412	139%
Firefox	5,218	4,617	13%	4,660	12%
Safari (in-app)	4,376	7,878	-44%	7,742	-43%
Android Browser	2,227	2,101	6%	2,207	1%
Edge	1,249	1,489	-16%	0	100%
Amazon Silk	432	378	14%	265	63%
Opera	171	158	8%	115	49%
BlackBerry	127	81	57%	86	48%



February 2016



CAMPAIGN	ONSE
RESP	51%
47,097	OF TOTAL VISITS
TOTAL RESPONSES	
62,296	34,272
LAST MONTH	LAST YEAR
62%	49%
OF TOTAL VISITS	OF TOTAL VISITS

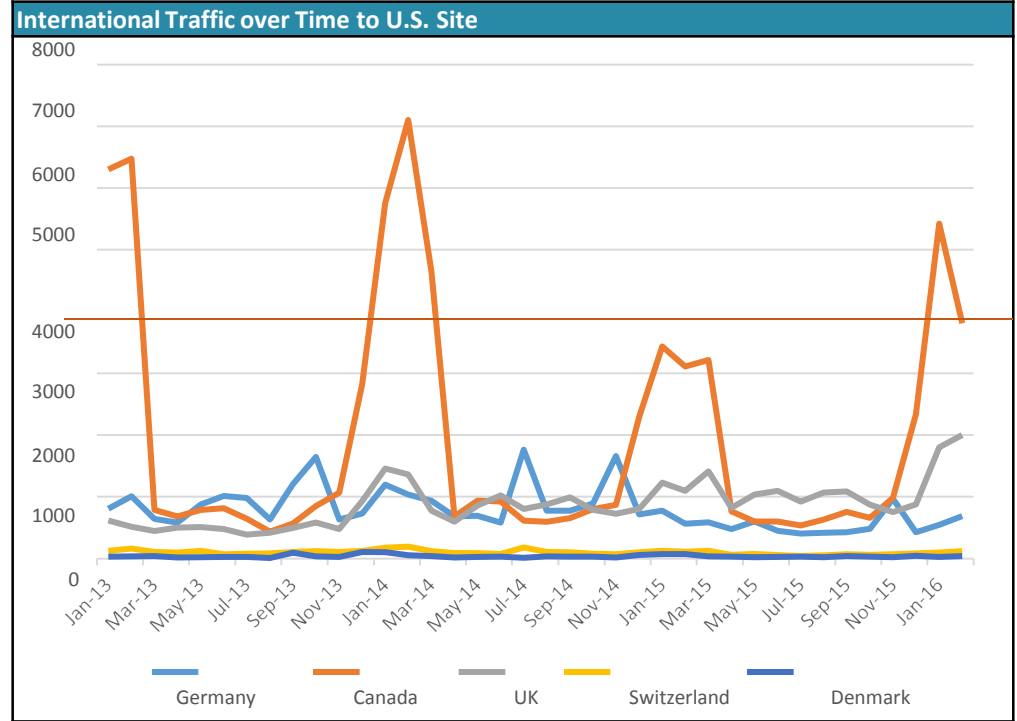
Campaigns						
Name	Visits	LM	%chg	Pgs/Visit	Bounce Rate	Time on Site
winter2016	30,919	46,018	-33%	1.34	77.7%	00:32
golf-2016	6,279	2,756	100%	1.17	88.3%	00:53
discoveryourparadise	4,420	1,406	214%	2.47	47.5%	02:01
meetinparadise	2,508	222	1030%	2.68	38.8%	02:42
brand-usa_in-market_uk_winter2016	639	592	8%	1.17	85.9%	00:46
discoveryourparadisewinter	611	790	-23%	2.18	58.4%	01:33
golf landing	448	590	-24%	1.54	49.3%	01:49
brand-usa_in-market_canada_winter2015	387	865	-55%	1.13	85.5%	00:26
discover your paradise - spring 2015	258	299	-14%	2.88	45.7%	02:42
discover your paradise	204	205	0%	2.93	66.7%	02:31
discoveryourparadisewedding	117	91	29%	1.41	73.5%	00:29
paradise coast golfing	107	24	346%	2.41	50.5%	02:14
storytelling	44	5,883	-99%	1.57	59.1%	02:07
2016golf	35	952	-96%	1.86	71.4%	01:02

Website Measurement Dashboard

February 2016

International Microsite Activity					
UK		LM	%ch	LY	%ch
Visits	1,499	1097	37%	319	370%
Pageviews	2,771	2,670	4%	817	239%
Time on Site	01:34	02:18	-32%	01:43	-9%
Bounce Rate	63.3%	57.3%	10%	65.2%	-3%
German		LM	%ch	LY	%ch
Visits	512	471	9%	366	40%
Pageviews	1,528	1,464	4%	1,384	10%
Time on Site	02:11	02:47	-21%	03:02	-28%
Bounce Rate	53.9%	54.6%	-1%	51.9%	4%
Brazil		LM	%ch	LY	%ch
Visits	126	140	-10%	64	97%
Pageviews	311	445	-30%	142	119%
Time on Site	01:55	03:00	-36%	03:31	-46%
Bounce Rate	71.4%	58.6%	22%	50.0%	43%

Visitation to U.S. Site - Domestic vs. International					
		LM	%ch	LY	%ch
Domestic	81,566	89,718	-9%	60,388	35%
International	10,026	10,285	-3%	9,088	10%



Metric Defintions

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

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

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

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

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

Traffic Sources:

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

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

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

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

THANK YOU

Questions?

