

DIRECTOR ACTIVITIES

February-March 2016- Jack Wert

PERIOD AT A GLANCE	
# Advocacy Contacts	6
# Travel Industry Contacts	23
Number of Tourism Industry Events & Promotions	9
Number of PR Interviews	3
Number Trade Shows/Conferences	1

Advocacy

- Legislative Hearings on Tourist Tax usage expansions
- DMAI Advocacy Committee meeting
- Developed speech for FADMO Advocacy session
- Met in Washington with Collier Legislative Delegation on tourism issues and pending legislation

Tourism Industry

- Attended DMAI Board of Directors meeting representing the Destination Accreditation Board
- Attended 1500 Restaurant opening at Naples Bay Resort
- Naples Chamber Visitor Center relocation discussions with Museum staff and County Attorney
- Speech at European American Association
- Speech to GAIN class at Naples Chamber
- Meeting with new Naples Chamber Director, Michael Dalby
- Meeting with Naples Grande Sales team on ITB results

Trade Shows/Tourism Industry Conferences

- ITB Berlin
 - Met with 20 German, Swiss and Dutch tour operators and four journalists on future stories on our area. All reported the best 2015 ever for our area with their customers. Most all are forecasting slight increases in 2016 in visitation.

Public Relations

- Elite Airways stories on new flights to Naples from Newark NJ
- Attended CAT 15th Anniversary event
- Naples News interview on sports events in future and tourism results from January

Promotional Activities

- Meetings with Elite Airways team on sales initiatives in New York market
- Meeting with FBU team on 2016 event deliverables

GROUP MEETING SALES REPORT

Debi DeBenedetto – Group Sales Manager

February-March 2016

PERIOD AT A GLANCE	
Number of Meeting Planner Contacts	67 includes sites and planner Rfp's plus assisted planners
Number of RFP's Collected/Distributed	50 Rfp's distributed worth over \$18 million EOC and 23,364 room nights
Number of Groups booked	9 booked groups
Total Room Nights/Econ. Impact for Period booked	5051 Room nights booked \$3,049,623.00 EOC

Number of RFP Enhancement (RFPE) Requests	4 new requests
Number of RFPE's to Contract	2 booked with 2 lost
Number of FAM's/Sites	5 sites, Allstate, Pipeline, ACA, Ultra, GTMC
Number of Shows Attended	2 - March 9-11 Social Media Conference, Orlando Independent Planners Educational Conference, Austin March 20-23 with 24 appointments and destination hosted lunch with 2 hotel partners (IPEC)

Trade Shows Attended

- Social Media Conference - education
- IPEC - 24 appointments
- Visit Florida Race Networking event Sebring, Fl

Sales Activities this Period

- Hyatt House Ribbon cutting
- 5 meetings with hotel partners reports and sites
- New Meeting planner flyer collateral completed
- Planning NYC sales mission
- Planning FSAE (Florida Society of Association Executives) sales mission with 4 partners, 3 hotels, and 2 attractions April 20th
- Planning for IPEC March
- Registered for Connect/Collaborate show August
- Registered for Meeting spots trade show in Tallahassee April 19
- Registered for SITE Texas Educational planner conference May 12 -15
- Appointment with Cheryl Hatcher Meeting Professionals International – ad sales updates

- Pitched and lost two major groups of planners that wanted destination to host their events – hotels declined to bid
- Florida Encounter /Marketing summit – would have brought 80 planners plus Florida CVB's from various destinations and other Visit Florida partners to the destination – lost
- Connect Executive board event – would have brought board members including planners and US CVB destinations to our area – lost
- Working with Paradise Advertising on advertising proofing, newsletters, MP flyer, banners
- Monthly sales lunch with hotel and attraction partners March 17

TRAVEL INDUSTRY & LEISURE MARKET SALES REPORT – Claudia Cianfero

March 2016 – February 12 – March 18, 2016

PERIOD AT A GLANCE	
Number of Travel Agent Contacts	42 – Visit Florida 19 – T&A Dinner <u>241 – Peninsula Shows</u> 302 – Total
Number of Tour Operator Contacts	0
Number of FAM's/Site Visits	1 – T&A CVB Sponsored Dinner
Number Trade Shows Attended	4
Sales Mission	1

EVENTS RECAP

Show Name: Boston Globe Travel Show

Location: Boston, MA

Trends/Comments: Continued consumer education regarding the Paradise Coast. Most of the attendees that stopped by my booth had been or were coming to Naples/Marco. It's good to keep a presence in the market and be seen. Keep top of mind. Visit Florida will be coordinating a Visit Florida street next year which will increase exposure.

Show Name: Peninsula Travel Trade Shows

Locations:

1. Florham Park, NJ – March 8, 2016
2. Albany, NY – March 9, 2016
3. Woburn, MA – March 10, 2016

Trends/Comments: In addition to tradeshows at each of the cities, we participated in roundtable discussions/presentations with 6-8 travel agents at each table. Great exposure to Northern, NJ and Albany, NY regarding Elite Airways direct flights into Naples (APF).

Sales Mission: Visit Florida Travel Trade VIP Event and sales calls to AAA offices

Location: Dallas, TX

Trends/Comments: Only 2 other Visit Florida partners were in attendance which gave each of us more one-on-one time with the travel agents. Excellent event, I was able to do a 10 minute presentation during lunch to a captive audience.

Sales Calls to AAA offices were also very productive. Boardroom presentations to 5 agents at the first office and 6 agents at the second office we visited. Only one other partner participated in the sales calls.

SPORTS MARKETING REPORT

February –March 2016- Michael Obyc; Parker Medley

PERIOD AT A GLANCE					
# EVENTS (February 2016)	# ATTENDEES	# ROOM NIGHTS	DIRECT VISITOR SPENDING		
6	3,405	3,200	\$2,053,125.00		

Event Analytics

Event Name	Event Dates	# Attendees	# Room Nights	Direct Spending
Golf to Paradise First Tee Championship Challenge	2/11 – 2/14	30	50	\$18,750.00
Chubb Classic	2/11 – 2/14	2,250	2,500	\$1,593,750.00
Atlantic South Regional Pickleball Championships	2/11 – 2/14	525	355	\$225,000.00
Wounded Warrior Amputee Softball Game	2/13 – 2/13	25	15	\$3,750.00
ASA Southwest Florida Softball Tournament	2/19 – 2/21	100	30	\$15,000.00
Southern Tropics – Naples Pickleball Tournament	2/26 – 2/28	475	250	\$196,875.00

Comparison Report

	February 2015	February 2016	Change
Number of Events	5	6	1 (17% Increase)
YTD Events	11	13	2 (15% Increase)
Monthly Attendees	3,500	3,405	-95 (3% Decrease)
YTD Attendees	14,350	13,955	-395 (3% Decrease)
Monthly Room Nights	3,574	3,200	-374 (10% Increase)
YTD Room Nights	6,699	7,833	1,134 (17% Increase)
Monthly Est. Direct Spending	\$2,045,250.00	\$2,053,125.00	\$ 7,875.00 (1% Increase)
YTD Est. Direct Spending	\$5,112,750.00	\$5,303,125.00	\$ 190,375.00 (4% Increase)

Development Activities this Period

- New Senior Sports Marketing Manager, Michael Obyc, was added to the staff
- Met with Rogelio de Haro with USTA, concerning upcoming professional events in Naples
- Met with FBU staff concerning 2016 and 2017 events
- Participated in a preliminary findings call regarding facility study with Hunden Strategic Partners
- Conference call with Lou Mengsol concerning US Sports Congress Conference Sponsorship
- Attended Wounded Warrior Amputee Softball Team pre-event meeting
- Attended Lee County Sports Development meeting
- Hosted a conference call with Connect Sports Marketplace concerning conference sponsorship

- Attended FHSAA Boy's Volleyball meeting with Pete Seitz with Golden Gate HS
- Attended Sports Council Meet and Greet for Michael Obyc
- Hosted monthly events meeting with Parks and Recreation
- Attended February 22nd TDC meeting
- Met with Michael Young concerning Watercross Drag Race event
- Went to the Naples Grande Hotel for a site visit
- Met with Gio Conigliaro concerning Naples Sports Festival

Upcoming Events

- Perfect Game 11U/12U Easter Classic (March 24-26) at North Collier Regional Park
- Bill Longshore Memorial Softball Tournament (April 1-3) at North Collier Regional Park
- BMX SSA Cup (April 2-3) at Golden Gate Community Center
- Naples Spring Shootout (April 2-3) at North Collier Regional Park
- Perfect Game 11U/12U Super 25 State Regional (April 15-17) at North Collier Regional Park
- Basketball Hall of Fame Naples Golf Classic (April 18-19) at Tiburon Golf Club

PUBLIC RELATIONS & COMMUNICATIONS REPORT (INCLUDES DIGITAL)

FEBRUARY 1 - March 15, 2016- JoNell Modys, Erin Smith, Buzzy Ford

PERIOD AT A GLANCE	
Number of Media Submissions from CVB	88
Number of Journalists Hosted	2
Number of News Releases Written by and/or Issued by CVB	6 What's New Experience FL Everglades + Naples, Marco Island Resorts 2016 Fact Sheet Meetings 2016 Awards & Accolades for Florida's Paradise Coast Zika Virus talking points and situation updates
Total Media Impressions	TBD – Awaiting approval of media monitoring service agreement
Top Projects	>Travel + Leisure magazine Travel Advisory Board meeting dinner for top USA travel agents, media Social Media/PR Conference attended by JoNell & Buzzy >Chef Art Smith Tasting Preview – PR counseling for Naples Bay Resort >St. Patty's Day event photography >Hyatt House Naples opening – PR media list provided along with counseling >Develop full regional radio media contact list – shared with sports, Pickleball tourney staff >Stars in the Arts event >U.S. Open Pickleball PR Planning >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
Adds to Website	Effort by Public Relations to improve website: Over 50 events added Multiple listings added, enhanced

Top Media Placements - Apart from agency efforts – CVB generated:

Montreal Gazette, Ottawa Citizen, Windsor Star, Vancouver Sun, Edmonton Journal – JoNell assisted writer in generating Naples area hotel deals for Canadians to appear in national newspaper's five editions for column: **Checking In – Five Hotel Deals in Naples, Fla.**

Golf Wednesday – China: 8 page feature of Naples resort stay vacation plus golf based on press trip in 2015

Dove magazine – Italy – road trip on Florida features Naples, Naples Bay Resort

Florida Sun magazine – German language for Florida & Germany: Gallup-Healthways Study – Feature story on Naples / Marco Island being named as happiest & healthiest in nation

Fort Myers News-Press – latest Collier tourism columns have run in Sunday Coastal Living PLUS Marco Island sections – great distribution.

Gallup Healthways Report – mass coverage of Naples area as best for Well-Being, reported as Happiest, Healthiest

Media Visits to Destination

- USA Today & Freelance writer – Annette Thompson
- Working Mother – Liz Amore

DIGITAL & SOCIAL MEDIA REPORT

February 2016

PERIOD AT A GLANCE	
Twitter Accounts Posts	429 Post, 2,541 Total Engagements, and 134 Link Clicks
Facebook New Likes	362 New Fans, and 23.42k Likes
Instagram Posts	29 Posts with 65 followers gained
E-Newsletter Open/Click Thru Rates	Earned Consumer Emails: 23.65% Open Rate 16.49% Click Through Rate Paid Consumer Emails: 16.30% Open Rate 14.5% Click Through Rate

Highlights of e-newsletter themes/target markets

- Romance in Paradise Valentine’s Day (Naples Chocolate Stroll, Norman Love, Dining) (week of 1st) 35-64 HHI \$150K+ - but based on the niche & names available in each list
- Celebrate Southwest Florida Heritage (week of 15th) 35-64 HHI \$150K+ - but based on the niche & names available in each list

Website Enhancements

- PR staff provided more than 50 event, listing and article updates to site
- Refreshed Meetings Website Page
- Refreshed Meetings Deal Website Page
- Updated website with New Visitor Guide Photography
- Updated Paradise Coast in the News Section of Website
- Updated German and Brazil Websites with New Homepage Design & Video Functionality
- Redesigned Book Direct Page
- Refreshed Annual Reports / Visitor Statistics Page
- Began Redesign / build of Sports Website
- Added the category of transportation to our deals section of the database
- Corrected Homepage Temperature Error
- site

Search Engine Optimization (SEO) Results

- Organic search: 33,951 (+31.76% from 01-2016)
- (Other): 24,515 (-36.13%)
- Social: 11,747 (-25.16%)
- Email: 7,726 (+150.19%)
- Direct: 6,921 (+25.63%)
- Display: 3,461 (+24.68%)
- Referrals: 3,461 (+12.56%)

PARADISE COAST FILM OFFICE

February- March 2016- Maggie McCarty

PERIOD AT A GLANCE	This Year	Last Year	Spending Estimate	New or Repeat
Productions	5	2	\$3.5M	4 new/1 repeat
Working Leads	9	12		
Meetings Attended	5	2		
Events/Trade Shows	0	0		
Media Assisted	1	0		
Location Scout	1	1		

Production/Lead Highlights

- **Wal-Mart TV commercial**



Courtesy of the Cooking Channel

Lava Productions shot a tv commercial starring singer Patti LaBelle whose popular baked goods and kitchen wares are featured exclusively at the retail store. LaBelle also stars on her own tv series for the Cooking Channel, "Patti's Place." Production shot in Ave Maria and Naples.

- **Blair catalogues**



The Blair Company sells exceptional clothing for women and men, plus quality items for the home. Both in their national stores and on-line this 100-year old business is consistently rated one of the top apparel retailers is customer satisfaction. Their 4 day shoot in Naples brought in a total spend of \$450K and over 90 hotel room nights.

Future Project Highlights

- **Burt's Bees** is an American personal care products enterprise that describes itself as an "Earth friendly, Natural Personal Care Company." It has now expanded its line to include products for babies, including 100% organic cotton clothing. They will be shooting a commercial on two local beaches with lots and lots of tots!

VISITOR SERVICES REPORT

February-March 2016- Lori Lou Waddell

Month	Big Cypress	Oasis	Everglades	Immokalee	Marco Island	Naples	YTD Total
<u>Year 2015</u>	<u>52,473</u>	<u>107,564</u>	<u>85,941</u>	<u>1,103</u>	<u>6,810</u>	<u>20,419</u>	<u>274,310</u>
Jan 2016	13,771	10,393	10,533	91	1,014	1,451	37,253
Feb 2016	11,330	17,095	12,849	86	1,175	1,135	43,670

Activities for the Period

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 from attractions, hotels, restaurants
 Manage VIC Vol Schedule
 Accept new volunteer applications
 Manage/update Calendar of Events for GNCC, Third Street South and Fifth Avenue South
 Manage daily operation of Visitor Information Center

Distribution

Third Street South Concierge: Naples on the Gulf, Downtown Guide, Paradise Coast Visitor Guide
 Naples Bay Resort: Naples on the Gulf, Downtown Guide
 Edgewater Beach Hotel: Naples Bicycle Maps
 Marco Island Chamber of Commerce VIC: Paradise Coast Visitor Guide, Paradise Coast Visitor Map
 Greater Naples Chamber of Commerce VIC: Paradise Coast Visitor Guide, Paradise Coast Visitor Map
 Oasis/Big Cypress Visitor Information Center: Paradise Coast Visitor Maps
 Everglades City Chamber of Commerce VIC: Paradise Coast Visitor Guide, Paradise Coast Visitor Map
 Marco Island Marriott Resort Golf Club & Spa: Downtown Guide
 Naples Train Depot Museum: Airboat Tours, Hotels, Restaurants, Attractions, Paradise Coast Visitor Guide, Paradise Coast Visitor Map, Life in Naples, Naples on the Gulf, Downtown Guide, Maps and Coupon Materials.

Pick-UP

Naples Historical Society at Palm Cottage
 NT&T Brochures, Schedules and Discount

FAM Tours

Edgewater Beach Hotel
 Naples Kayak Tours- Shell Island Road
 Staybridge Inn and Suites
 Confirm Courtyard Marriott date and time for April
 Confirm Collier County South Regional Library date and time for April

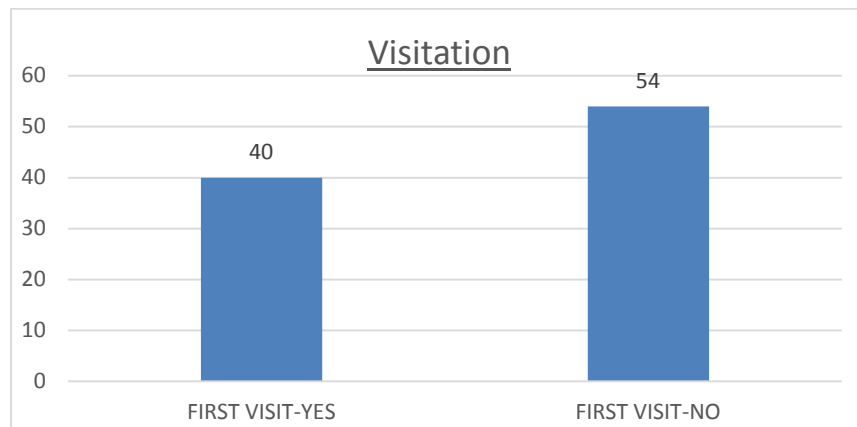
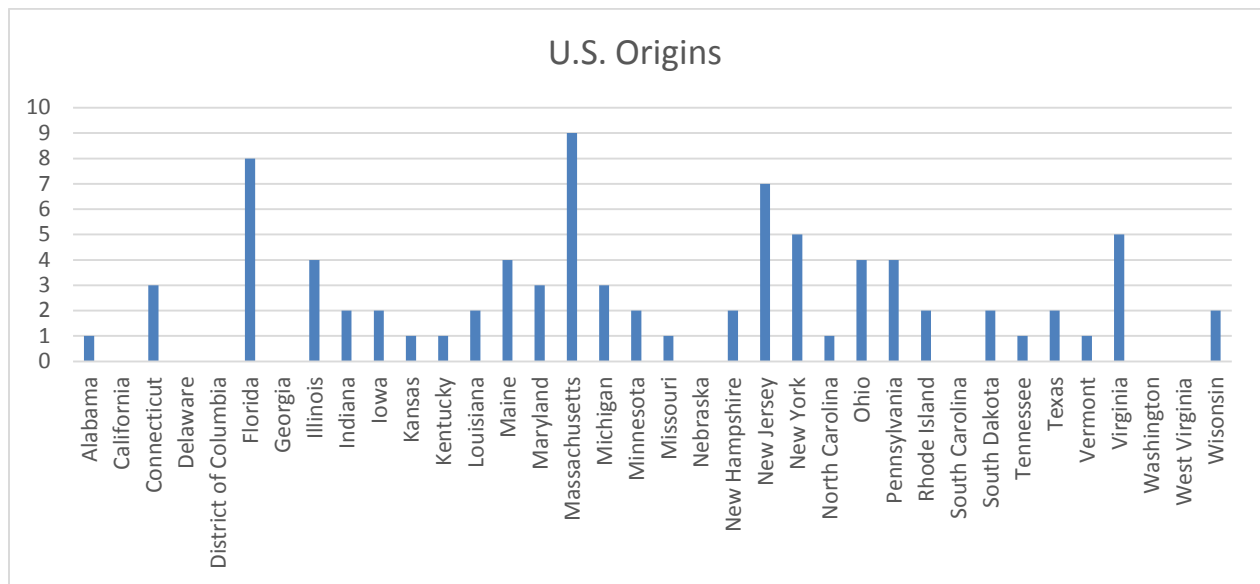
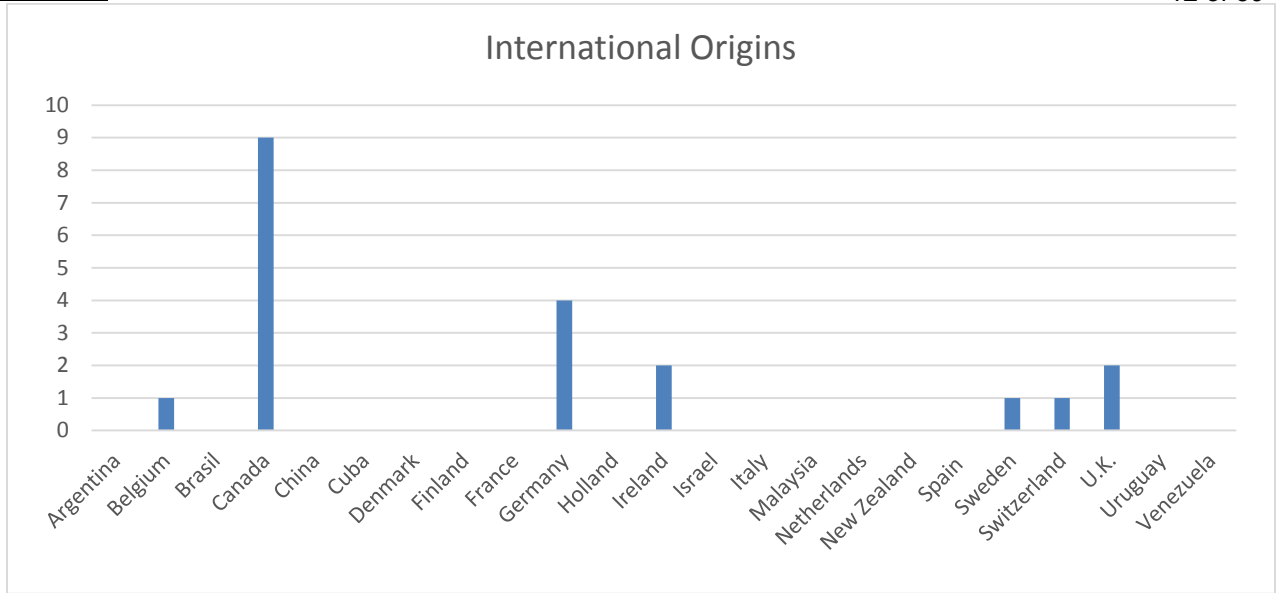
Attendance

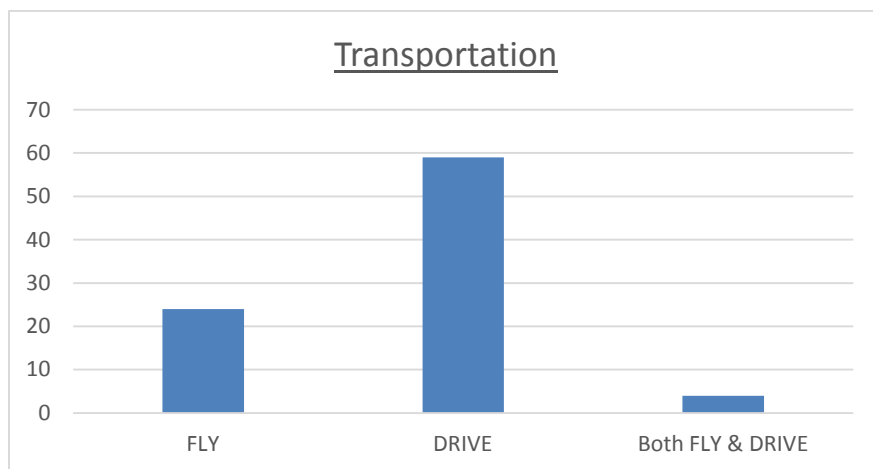
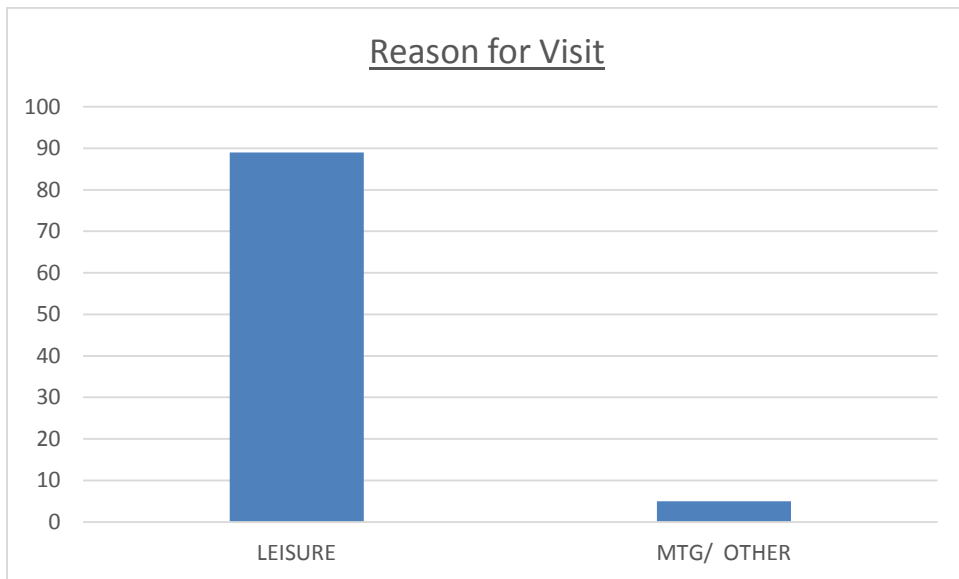
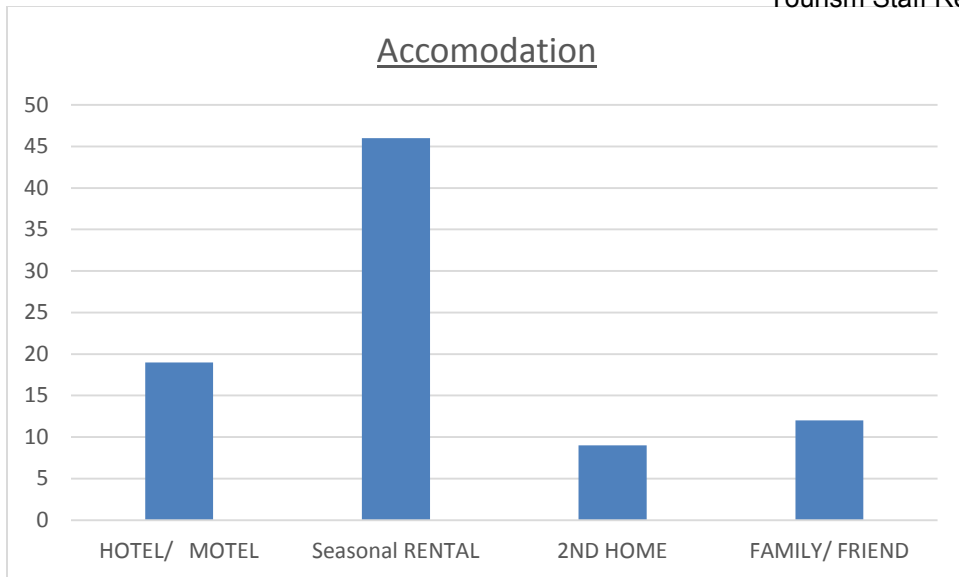
PRSA Lunch for Tourism Trends and Public Perceptions & PR Trends
 Travel Rally Meeting
 Hyatt House Opening
 Naples Historical Society Chickee Chat Airdrome and Naples Airport
 Greater Naples Chamber of Commerce events

RSVP Attendance

CVB Roundtable
 VisitFlorida 2016 Partner Roadshow

Visitor Profiles:





OMMAC, LLC- LONDON, UK

MONTH/YEAR: FEBRUARY 2016

HIGHLIGHT OF THE MONTH:

America Wild – National Parks Adventure; London Film Launch

The UK office was invited and attended the launch event of Brand USA's long awaited big screen epic, America Wild – National Parks Adventure, which enjoyed its global release on February 12 and is set to run for a year at the BFI Odeon in London. The film, released in celebration of the centennial year of the U.S. National Park Service and narrated by Robert Redford, takes audiences on the ultimate off-trail adventure into the nation's awe-inspiring great outdoors and untamed wilderness. **A highlight for our region is The Everglades is the only National Park featured from Florida.** Immersive IMAX 3D cinematography takes viewers soaring over red rock canyons, up craggy mountain peaks and into other-worldly realms found within America's most legendary outdoor playgrounds. **The event was attended by over 200 key travel industry and leading media contacts.** We will have an opportunity to work with the screening of the movie for future travel industry events with will inspire the trade to reach out and sell our nature & wilderness.



L-R: Chris Thomson, CEO, Brand USA; Oonagh, CVB UK Office Dir; Tom Garzilli, Senior VP Global Sponsorships, Brand USA; Sue Marshall, UK office, Visit Florida - attending the launch event in London.

MARKET UPDATE:

BA joins with Brand USA for new ad campaign

The US is hoping to rekindle worldwide love for its country with the next phase of its 'Land of Dreams' campaign. In conjunction with British Airways, the nation's tourism body Brand USA has launched 60- and 30-second TV adverts, supported by digital and print advertising.

Running until March, 4, it will be expanded in the UK thanks to strategic partnerships with other tour operators and airlines. The inaugural three-month Brand USA advertising launched last May in the UK, Japan and Canada, and led to a 14% increase in the intention to visit the US from a UK audience. 'Land of Dreams' is available for free download at DiscoverAmerica.com.

Reform APD to boost regional airports, demands Manchester

The boss of Manchester Airports Group has called on the government to take action to reform Air Passenger Duty and unlock the potential of UK regional airports. Ken O'Toole used the platform of the UK Northern Powerhouse conference in Manchester to reveal a new video showing how the airport will look in 10 years following a £1 billion investment. But he said there are things government can do to fully unlock the potential of the Northern economy.

The UK has the highest levels of APD in Europe - more than double the rate seen in Germany – which is passed on to passengers through ticket prices. The tax is deterring airlines from setting up as many long haul services as they are at European airports. Mr O'Toole used his speech to propose a revamp of APD. "Short of abolishing APD, there's an opportunity to offer airlines starting new long haul services an exemption from APD for a period of time something we've referred to as an 'APD holiday'," he said. "This would at no direct cost to the Exchequer provide a huge boost to the competitiveness of UK airports seeking to grow long haul services, and as a result, strengthen global connections right across the country. O'Toole said long haul services were key to long term growth in the UK but airports in the south-east are currently full.

Flight bookings data shows impact of Zika virus

Flight bookings to areas affected by the Zika virus areas have fallen by as much as 10% since early February, new data reveals. Regions affected by the virus are Central and Latin America - with Brazil being hardest hit - and the Caribbean.

The bookings slowdown began to emerge following a travel warning from the US government Centers for Disease Control and Prevention on January 15, advising pregnant women to postpone travel to destinations where Zika transmission is active. Zika is strongly suspected of being linked to microcephaly in babies – those born with brain damage and abnormally small heads.

A 4% slow-down worsened to 10% after February 1 when the World Health Organisation declared Zika a global health emergency. However, the travel impact on Zika-hit destinations has not been uniform, according to the latest data from ForwardKeys, which monitors future travel patterns by analysing 14 million reservation transactions a day. The analysis shows that tourist destinations such as Guadeloupe (down 21%), Martinique (-24%), Puerto Rico (-22%) and the US Virgin Islands (-27%), have been hardest hit with long-haul source markets most affected.

Looking ahead to the months up to May, the data shows a more optimistic picture, with some destinations, notably Brazil (+25%), Colombia (+29%) and Guyana (+40%), showing encouraging signs with forward bookings running well ahead of the same time last year. This is most likely due to Iberia, LAN and VivaColombia all substantially increasing route capacity.

Summer '15 receives boost in UK traveller numbers

The number of UK residents travelling overseas last summer grew by 9.1% with holidays being the key driver. Results released by the Office of National Statistics (ONS) show that 22.4 million visits were made between the third quarter (Q3) of July and September 2015. The increase was largely thanks to the leisure travel industry with 15.7 million visits being made, an 8% increase year-on-year. However, despite its size the holiday market was outperformed by both the friends and family market which grew by 12.6% **and the business travel sector which grew by 10.3% - which falls into our focus with the hosting of the GTMC overseas conference in May.** In total, UK residents spent 268.9 million nights abroad during the Q3 period.

North America saw the biggest growth in visitor numbers following a year-on-year increase of 14.7% to 1.4 million as the number of nights spent there grew by 18%. Visits to "other countries" grew by 9.6% with an increase of nights spent there of 17%. The number of visitors to Europe grew by 8.6% with the number of room nights up by 11.5%. UK residents spent £14.4 billion during visits abroad in Q3 2015, an increase of 13.6% compared with £12.7 billion spent in the same period of 2014. Expenditure in Europe rose by 14.3% **and spending in North America increased by 25.9% reflecting the increase in visits to North America.**

Tourico Strikes Deal to Book Hotels for Virgin Holidays

Virgin Holidays has announced a significant partnership with Orlando-based Tourico Holidays, which will open up Tourico's inventory of hotels to their consumer distribution platforms.

Virgin Holidays, widely regarded as one of the largest transatlantic tour operators and market leaders for travel to the USA, provoked a strong negative reaction from travel agents as well as other UK tour operators when it announced last October that it was circumventing the trade by selling directly to consumers through its website and national network of retail stores in the UK.

Owning the customer experience end-to-end is V Hols stated ambition as it aims to enhance the overall experience for the customer, pre and post- departure. The company has stated it would secure even more leisure flying from its sister airline, Virgin Atlantic, going forward.

For Tourico, the venture is about more than just the UK outbound market to the USA. The company has also committed to opening an office in downtown London, which will house up to 100 team members by 2018.

Norwegian expands long-haul operation

Low-cost airline Norwegian is to grow its long-haul services by introducing transatlantic routes from Paris Charles de Gaulle. Norwegian, which already operates flights to the US from Gatwick, Copenhagen Oslo and Stockholm, will introduce long-haul flights from Paris CDG to New York's JFK, Los Angeles and Fort Lauderdale from July 2016.

Norwegian already operates short-haul flights from Paris' Orly airport but these will be the first routes from Charles de Gaulle.

Bjorn Kjos, the airline's chief executive and founder, said: "In less than three years since the launch of our long-haul operations, Norwegian has built a network of 38 non-stop routes between Europe and the US - more than any other European airline. "The choice of Paris as our fifth European long-haul capital clearly underlines our commitment to France. Paris is one of Europe's main gateways, and we see great potential to expand at Charles de Gaulle airport in the future, adding more long-haul routes as well as more frequencies."

Norwegian will operate Paris-New York flights four times per week from July 29, while the Los Angeles route will run twice weekly from July 30 and the Fort Lauderdale service will be weekly from August 4.

The airline will use Boeing 787 Dreamliners on each route with 291 seats including 32 in its premium cabin.

Delta hopes to leverage Virgin brand by working with Virgin Holidays

Delta Air Lines is hoping to boost its ex-UK sales by leveraging its relationship with Virgin Holidays.

Delta senior vice-president for Europe, Middle East and Africa Nat Pieper said the airline has been forming a closer relationship with Virgin brands following the signing of its code-share agreement with Virgin Atlantic in 2014. With a new Edinburgh-New York JFK daily flight set to launch in May this year and following the start of a Manchester flight to the same US destination last summer, he said the airline was performing strongly and added the he's hoping the relationship with Virgin will allow it to grow its brand in the UK - recognising that Virgin is very strong in Gatwick and that Delta used to fly out of Gatwick they want to do all they can to build on the relationship.

The new Edinburgh route is expected to be initially strong with the corporate market and Americans wanting to visit Scotland but it expects it to perform strongly in the Scottish market too.

The airline's strong financial position – it has enjoyed five years of profitability – has allowed it to put its own house in order and focus on the customer experience by upgrading aircraft and customer experience.

UPCOMING EVENTS		
DATE	SPECIAL EVENT	LOCATION
Ongoing	US Airtours co-op campaign	UK
March	Travmedia IMM media event	London
April	Tour Operator Trainings	UK
May	GTMC Overseas Conference	Marco Island

MARKETING/SALES/PROJECTS & ACTIVITIES:

GTMC – Overseas Conference – May 2016

We continue to work closely with the GTMC in ensuring our destination is top of mind with their members. We're working on supplying our assets, images and copy to provide them updated information for their website. 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, Inn on 5th, 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 our Industry Partners. Held additional meetings with Brand USA, from the Washington office regarding their co-sponsorship with BA – a main sponsor of the overseas conference. Also following up with Visit Florida and the host hotel on a number of aspects.

Florida Huddle – Tour Operator Liaison

OMMAC have been following up on meetings held by CVB with a number of UK tour operators at Florida Huddle. We're following up with BA Holidays, America As You Like It, Specialist Holidays, Hays & Jarvis, Trailfinders to continue discussions around marketing, product, promotions etc.

Specialist Holidays, Brochure Quote

We worked closely with Specialist Holidays and the Naples office to provide a consumer focused quote from Jack Wert for their brochure to encourage people to travel to Naples, Marco Island and the Everglades.

Virgin Holidays, Golf Programme Product Manager

OMMAC have assisted Tim Crofts, Golf Programme Product Manager for Virgin Holidays, in planning a trip during his personal holiday in order to familiarise himself with our region. **Visit Florida – French guide**

OMMAC have liaised with Visit Florida in France to ensure all contact details are correct in their Florida Guide including a direct email for literature requests.

US Airtours & Travelplanners,

Ongoing partnership with their current campaign – ensuring copy and assets are correct & highlighting the destination with in line with the tour operators tactical campaign.

Tour Operators

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

Travel Agents Online Training: 'USA Discovery Program'

We are working with the Naples office in order to receive approval for the final copy for our badge within the Brand USA online training program. Brand USA are completing the estimate in order to have the PO in place. We aim to launch our badge by end of March. 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 - 401
- Maps – 398
- Golf Guide - 38

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: aspirational images, the leap year and the Everglades

<p>The Irish Independent Readership: .5m Circ: 200,000 Online – largest in Ireland</p> <p>Visit - TBC</p>	<p>Confirmed Saturday double page spread – doing a piece for early next year based around Florida beyond the theme parks and perhaps using the Paradise Coast as an area of focus.</p>	<p>On-going – Conor Power is interested to travel with his wife – first visit to USA. Following up with Visit Florida on status.</p>
<p>VIP Magazine – largest selling in Ireland Cir: Monthly sales 25,500 Monthly readership: 152,000</p> <p>Visit - 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 moved – checking with partners to establish suitable dates.</p>
<p>Sunday Times Travel Magazine</p>	<p>Following media meeting with Lucy Thackray</p>	<p>On-going - OMMAC following 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 newsletter, which is distributed via Travelmole</p>	<p>OMMAC submitted information on the theme of: Easter Activities; Spring Events in our area. Coverage appeared for the Easter newsletter – image below.</p>

EUROPEAN OFFICE- SUMMARY OF ACHIEVEMENTS

TOUR OPERATOR ACCOUNTS

✧ **Key Accounts**

Tour Operator	Achievement	Cost
TUI	Finalized marketing campaign with TUI. In addition to our agreed marketing campaign, we could secure a FOC editorial of NAP in the monthly TUI news.	FOC
airtours	Approved NAP video that was produced by airtours for our participation in the airtours roadshow with video presentation. The first evening events have already taken place: Munich (Feb 15&16), Duesseldorf (Feb 24), Cologne (Feb 25).	Part of agreed TUI marketing campaign

✧ **Swiss Accounts**

Tour Operator	Achievement	Cost
Skytours/Hotelplan	Secured inclusion of NAP into a Skytours internal fam trip for 2 of their new reservation agents. Detailed 2 days itinerary is currently worked out in.	

✧ **Secondary Accounts**

Tour Operator	Achievement	Cost
Tourconsult	Continued with our Facebook campaign on Tourconsult fanpage. Provided input for next post and placed second blog post on Tourconsult blog.	Part of agreed marketing campaign

TRAVEL AGENTS

- ✧ Sales calls: Total of **44** personal visits to travel agents in greater Cologne and Munich city.
- ✧ Booking Assistance: Assisted 1 agencies with accommodation information
- ✧ Support: supported 4 agencies and 2 tour operators with brochures.

EVENTS

✧ **ABF Hannover**

- Dates: 03-07.02.2016
- City: Hannover
- Profile /Number of attendees: 75.300 consumer(2015: 74.500)
- Feedback: For the very first time we participated with our own booth at the subject area USA at the abf, since the USA was partner country of the travel & vacation part of the fair. America Unlimited the specialist managed this area. In addition to the participation at the fair, we could secure a 20 min presentation slot FOC each day at the fair. The presentations were very well attended. From Wednesday to Thursday the target group was mainly pensioners and Friday to Sunday best ager, families and couples. Throughout the exhibition we received great feedback about the destination. There was a tendency of consumer who already had planes or even booked their flights to Florida and they needed information about our region or where to stop on their road trip. By explaining the advantages of the paradise coast we could persuade them to stay in our region. Saturday, America Unlimited invited all partners to a dinner which we attended and benefit from the networking opportunities.

✧ **VUSA Switzerland Seminar**

- Dates: February 3, 2016
- Cities: Zurich, Switzerland (location: Mövenpick Hotel Regensdorf)
- Profile /Number of attendees: About 381 travel agents from all over Switzerland, including the French and Italian speaking part of Switzerland.
- Feedback: This TA event still is the main event with USA focus in the Swiss travel industry sector. It is set up in travel mart style and we had our own NAP booth. The agents were prepared with a questionnaire which made them visiting every booth to find the answers on the questions about each participating industry partner. Looking at the networking aspect, this event gave us again an excellent opportunity to maintain our relationship with the Swiss tour operators, travel agents and travel industry partners and would strongly recommend to participate in this event next year again.

✧ **F.re.e Munich**

- Dates: 10-14.02.2016
- City: Munich
- Profile /Number of attendees: 122.000 consumer(2015: 118.000)
- Feedback: We participated with brochure distribution through Visit Florida who had their own stand at the consumer show. We sent them 300 brochures, which they placed right in front of their booth. All in all the feedback from Visit Florida was fantastic. They reported a high demand for Florida and very interested consumers; hence our brochures were well received.

✧ **Reisen Hamburg**

- Dates: 17-21.02.2016
- City: Hamburg
- Profile /Number of attendees: 76.000 consumer(2015: 70.000)
- Feedback: We participated with brochure distribution through Visit Florida who had their own stand at the consumer show. We sent them 300 brochures, which they placed right in front of their booth. All in all the feedback from Visit Florida was great. They reported a high number of visitors interested in Florida; hence our brochures were well received.

✧ **DiaMonde Dinner Event in cooperation with Airtours**

- Dates: 17.02.2016
- City: Wiesbaden, Villa in Tal Restaurant
- Profile /Number of attendees: 20 travel agents. The attendees were selected and invited by airtours as the top producing travel agencies in the Wiesbaden/Frankfurt area. As a result, high class business club and deluxe agencies attended the event mostly represented by senior personnel or very often the owners/agency managers
- Feedback: It was an exclusive dinner event in cooperation with airtours in Wiesbaden (highly affluent residential town close to Frankfurt) during which we have comprehensively presented a selection of the DiaMonde portfolio. We were very fortunate to see/meet the crème de la crème of the agency scene around Frankfurt and although agents are in their high booking season, they took the time to spend the evening with us. Agent reports on the booking season were very different, however there is a general consence that client's decisions are triggered mostly by security factors and seldom clients are prepared to confirm bookings longer than 30-90 days out. The feedback of the event was as always extraordinary, the agents left inspired by our stories and personal recommendations and stated that it is more than important to attend these kinds of events and that those hosted by DiaMonde are among the trade's best.

✧ **Registrations / Preparations**

- Final preparation for ITB (Mar 15), including:
 - Finalizing the Appointment Schedule
 - Preparing the Meeting Notes and gathering background information
 - Collecting the room nights from tour operators and preparing the room nights report
 - Preparing a Market Update for the DACH and Benelux markets, including information on the economy and tourism industry of each country
- Preparation for ITB Media Breakfast
- Preparation NAP dedicated B2C and B2B newsletter

MARKETING

Type of Activity	Details	Cost
FAIRFLIGHT Facebook	We could secure FAIRFLIGHT to make 5 Facebook posts on their site. We supported them with the right content.	
Werbemutig Facebook advertising	The reporting from the Facebook advertising campaign for the German Facebook fan page, which was handled by werbemutig, was fantastic. The Ad had an extensive reach of almost 80.000 people. Resulting from this America Unlimited could secure quite a few bookings. Please find a detailed report attached.	USD 1,000
Air berlin Fall campaign	Received results from the joint fall campaign which according to air berlin was the most successful ever. The online part created appr. 11.7 Mio page impressions . The digital OHH media part was like always not really measurable, but overall the campaign lead to an increase in booking numbers by appr. 35% for the respective months. Please find a detailed comparison of results for all campaigns in the attached excel sheet. Unfortunately we are still waiting for the name of the winner of the Facebook raffle.	
Naples Newsletter B2C	Sent out dedicated Naples newsletter via Mail chimp featuring insider news about Marco Island to 590 consumers in DACH on February 26, 2016. The opening rate 4 days after it was sent out was 25, 8 % which is high compared to the industries average of 18, and 6 %. 146 opened the newsletter and in total it was opened 342 times.	
Naples Newsletter B2B	Sent out dedicated Naples newsletter the first time via Mail chimp featuring insider news about Marco Island to 2,605 agencies in DACH on February 26, 2016. The opening rate	

	4 days after it was sent out was 22, 1 % which is high compared to the industries average of 18, and 6 %. 546 opened the newsletter and in total it was opened 982 times.	
DiaMonde Storyletter	Naples was included in the DiaMonde Storyletter which is sent out every two months. The newsletter is featuring a personal story about a family trip to Naples and things to do with a family in Naples. The Newsletter was sent to 6111 agencies. The opening rate one week after it was sent out was 25, 2 % which is high compared to the industries average of 16, and 8 %. 1540 opened the newsletter and in total it was opened 2976 times.	
Facebook	# posts: 13 #fans: 7269	

MEDIA / PR

✧ **America Journal**

The America Journal published an article about „natural balance “in Florida and the Everglades/Everglades City and tours through the national park are featured on 2 pages in their first edition in 2016.

✧ **Video America Unlimited**

America Unlimited produced a video reflecting the abf Hannover. We and the brochures are featured several times in the video which is available on YouTube: <https://www.youtube.com/watch?v=BNNI44XSguw>.

✧ **PR FAM**

In December we could secure a FAM request from a journalist working for a daily newspaper “Kurier” in Austria. The story fits perfect to Naples, as it is about “routes for gourmets” and will be published in a series 5 times. The Journalist will be in Naples in April.

CONSUMER

✧ Brochure fulfillment: 15 in total

✧ We supported 3 customers with their travel planning (E-mail).

OTHER

- ✧ Attendance Visit USA Member Meeting on February 23, 2016. The meeting minutes will follow with next month's report.

HIGHLIGHTS IN MARCH

- ✧ Participation at the ITB 2016, March 9-13
- ✧ Attendance at the airtours roadshow in Stuttgart, March 16
- ✧ Participation in Dertour Deluxe roadshow Lörrach, March 16
- ✧ Sales Calls in Freiburg, March 16
- ✧ Sales Calls in Duesseldorf & Essen, March 29-31
- ✧ Sales Calls Austria, March 21-23

MARKET NEWS

- ✧ **Germany Economy Outlook**

The lifting forces in the German economy are still predominating. The stronger internal aligned service sector also still is on an upward trend. The labor market develops positively. The economic performance in the final quarter of 2015 was extended by 0, 3%. (Source: BMWI)

- ✧ **Germans cut back on holiday trips**

Germans took fewer holidays last year for the first time since 2010 and there could be a further downturn this year, according to a major annual consumer survey. In 2015, only 54% of Germans took a holiday of five days or more, compared to 57% in 2014 and 2013, the annual Tourism Analysis by the Hamburg-based research organisation Stiftung für Zukunftsfragen ('Foundation for Future Studies') found. The figure is based on a nationwide survey of 4,000 adults by market researchers GfK.

This was the first drop in German travel intensity for five years. "Many Germans are increasingly worried and are questioning the most important condition for a holiday: safety in the destination," commented Ulrich Reinhardt, scientific head of the foundation. Notably, the proportion of people over 55 who took a five-day holiday dropped by six percentage points to 48% but the number of 35-54 year-olds who went on a five-day trip increased by two percentage points to 61%.

The outlook for 2016 is no better, according to the survey results. Asked about their travel plans for this year, 21% said they are not making any travel plans at all. This is two percentage points more than last year. The number of 'undecided' consumers lay at 37%.

"The pessimism about the future could lead somewhat fewer Germans than usual this year to leave their usual surroundings for at least five days. That

suggests that travel intensity in 2016 will not reach the level of last year," the survey authors wrote.

More positively, the average length of a trip actually increased in 2015, for the first time in many years and after a steady reduction over the last decade. The average holiday lasted 12.6 days last year compared to 12.1 days in 2014. According to Reinhardt, "many Germans don't want to cut their holidays any more. Instead they are saving on transportation or accommodation costs and are spending less at the destination, rather than having less time there."

Among other findings, the Tourism Analysis showed that the average holiday cost increased to €1,109 per person last year from €1,071 in 2014.

In terms of destinations, Germany retained top spot in 2015. Among foreign destinations, Spain remained number one ahead of Italy, Turkey, Austria and France. Asia was the top long-haul destination region, followed by North America and North Africa. (Source Fwv February 18, 2016)

✧ **Summer bookings turn deep-red**

January was a catastrophe for holiday bookings on the German market with a 12% decline but experts are still hopeful that the summer season can be saved.

Normally the strongest month for summer holiday bookings, January showed a 12% year-on-year fall in sales, according to the monthly GfK Travel Insights representative survey which analyses some 340,000 bookings made at 1,200 travel agencies. This represents €260 million less in revenues for tour operators and travel agents than in January 2015.

The figure, which follows an 8% drop in December, confirms comments from tour operators and travel agents in recent weeks about the slump in demand following terror attacks in major travel destinations and as worried consumers hold back with bookings due to fears about safety and security.

Summer 2016 sales are now 8.6% behind last year on a cumulative basis and all months are showing negative trends, the GfK survey showed. August is the worst hit with a 22% drop in bookings compared to the same time last year, although July has a moderate drop of only 1.1%.

Demand for winter holidays was also weak last month with a similar 12% drop in sales year-on-year, leaving low cumulative growth of 1.7% for the winter 2015/16 season.

Yet there are some positive signs amongst the "depressing" figures, according to GfK. Last month travel agencies reached 40% of the previous year's total summer season revenues, just three percentage points lower than the figure

achieved in January 2015. Moreover, the current summer season sales volumes are still higher than at the same time two years ago, the market researchers pointed out.

“Even though there are no signs of a changing trend based on the weekly sales figures in January, the losses can still be compensated or at least reduced,” GfK wrote. “The condition is that German holidaymakers abandon their current caution with bookings. In terms of the consumption climate, there is nothing to stop this.”

Unsurprisingly, German travel agents remain cautious about sales prospects for the coming months. As many as 40% had lower revenues in the last 2-3 months and only 27% increased sales, according to the latest monthly fvw 'sales climate index'.

Just one third describe the current sales situation as good, nearly half as satisfactory and the rest as bad. Looking ahead, an optimistic 22% of agents surveyed expect sales to improve in the coming months while 53% expect stable demand. (Source Fvw February 18, 2016)

✧ **Florida**

The product manager stayed relaxed at the Florida Huddle in January since the booking behaviour for Florida and in general was hesitant. But they do not panic yet, because the main booking time will last until the end of March and beach holidays in Florida are also booked spontaneously. Even though the Dollar course is concerning, and the prices last year were very cheap, Timo Kohlenberg from America Unlimited said, that the people don't compare the holidays to last year and the cheap flight prices are balancing the situation. The conclusion here is, that in times of uncertainty, good consulting gets even more important. Therefore the travel agents need even more assistants. (Source: Fvw January 29, 2016)

- ✧ Florida reported over 100 Mil. visitors in 2015. The Dollar course won't cause a change in the travel intensity, it will change rather the duration and expenses of the travel. 450.000 visitors came from Germany. (Source: Fvw February 5, 2016)

✧ **Sales slump and special offers**

German tour operators are increasing special offers to stimulate demand after bookings dropped significantly in January.

Tourism sales were down by 13% last month as Germans held back with holiday bookings due to worries about the risk of terror attacks in destinations, the latest monthly travel agency sales survey by IT services company TATS showed. The

slump left overall leisure travel sales, including advance bookings through to October 2016, down by 0.6%.

The only positive sign was a 2.8% rise in cruise bookings, which are now up by 11.8% for the tourism year as a whole. In revenue terms, cruise sales were 7.2% higher last month. Airline ticket sales dropped by 7%, and overall travel agency sales, covering all products, were 5.3% lower in January, according to the TATS figures. (Source: Fwv February 11, 2016)

✧ **Travel Trends 2016**

Concern about the safety: Traveller seek out to EU-States and the USA

The first travel trends from the "urlaubsmonitor" for 2016 have been published. A survey shows that the German travelers are concerned about the safety situation. Countries like Egypt and Tunisia score badly, which could be a benefit for other European states.

The survey from Holiday Check is based on the early booker period of 15/16. There are a few trends showing for 2016. The Caribbean and the USA as well as European destinations like Greece, Croatia and Bulgaria are named to be safe destinations.

The interviewees could not estimate the safety situation in countries like the Oman, United Arab Emirates, Indonesia, Thailand, Mexico. Almost 30% of the interviewees didn't know anything about the safety situation in these countries.

(Source: Fokus Online February 18, 2016)

AVIAREPS- Brazil

MARKET INFORMATION

- WTM 2016 already has 30% more registrations than in 2015. Over 9,000 travel professionals are expected to attend the Trade Show, where around 1,000 exhibitors will be available for meetings.
- Florida's Governor Rick Scott has announced a record of tourists for 2015, 105 million people. He established an objective of reaching 115 million tourists in 2016.
- ABAV will change venues for its 2016 edition. Following on the steps of WTM, the Trade Show will be held at Expo Center Norte due to reforms and restructuring of Anhembi Convention Center. ABAV will, once again, consist of 5 days of exhibition, starting on a Wednesday and ending on Sunday.

TRADE

Leisure Sales Calls / Meetings

Name	Market	Company	Objective and Outcome	Follow Up
Pedro Shiray pedroshiray@aereo.schultz.com.br	BR	Schultz – TO Av. São Luis, 50 – Suite 181, 18th floor – São Paulo/SP - 01046-000 Phone: 5511 3154.4210	The meeting we had with Schultz and Copa was good. Pedro is preparing a table for Copa with interesting dates for them to select rates and availability so that Schultz can create packages to Paradise Coast.	Shultz is finalizing Coop mechanics. Coop to be launched at WTM for Trade media if approved by PC.
Cacalo Destro cacalo.destro@ancoradouro.com.br	BR	Ancoradouro – TO Av. Dr. Liráucio Gomes, 55 – Campinas/SP - - 13024-490 21373034	After a new meeting with Cacalo, we decided to develop a project together where Encontro Ancoradouro, their workshop, promotion, packages and the workshop.	Kauê Freitas, Marketing Manager, is preparing the project to be carried on

<p>Jorge Souza jorge@mmtgapnet.com.br</p>	<p>BR</p>	<p>MMT Gapnet – TO Rua Major Sertório, 128 – 4th floor – São Paulo/SP – 01222- 000 Phone: 5511 3124.6444</p>	<p>Jorge and his team are developed a Coop Project with requested actions. They are interested in following up with this partnership.</p>	<p>Project approved by PC, MMT registered.</p>
<p>Dulce Bonaldo dbonaldo@viajanet.com.br</p>	<p>BR</p>	<p>Viajanet – OTA Rua Manoel Covalho, 600 – 3rd floor – São Caetano do Sul/SP – 09510- 111 - Phone: 4760.9437</p>	<p>In a recent meeting with Dulce and her team we concluded that the Coop media proposed by Viajanet is not worth the investment due to the impossibility to measure room nights and ROI.</p>	<p>Coop will not be implemented.</p>
<p>Pedro Assis pedro.assis@teresaperez.com.br</p>	<p>BR</p>	<p>Teresa Perez – TO Av. Brigadeiro Faria Lima, 2601 – 2nd Floor – São Paulo/SP – 01452-000 - Phone: 5511 3390.9035</p>	<p>Pedro has sent a proposal for a Coop media that does not meet our criteria yet. We are still negotiating with Teresa Perez.</p>	<p>TP will try to adjust proposal.</p>
<p>Vanessa Sobreira vanessasobreira@cvc.com.br</p>	<p>BR</p>	<p>CVC – TO Rua da Figueiras, 501 – 7th floor – Santo André/SP – 09080-370 Phone: 5511 2191.1043</p>	<p>We have asked CVC to develop a new proposal to continue the Coop we have with them. They are developing new strategies for this second fase.</p>	<p>On stand by for proposal.</p>
<p>Nádia Kardouss nkardouss@copaair.com</p>	<p>Americas</p>	<p>Copa Airlines Av. Paulista, 1337 – 4th floor – S.P.</p>	<p>Copa will offer special rates for the development of tour packages in partnership</p>	<p>Waiting for Schultz to send them a table with possible</p>


Mari Masgrau Mari.masgrau@mercadoeventos.com.br	BR	Mercado & Eventos – Media Rua Barão de Itapetininga, 151 São Paulo/SP – 01042-001 Phone: 5511 3123.2249	We discussed with M&E the coverage of WTM. They are interested in interviewing Jack at WTM.	Time to be schedule according to PC agenda for the show.
Karla Haimenis karla@aitoperadora.com.br	BR	AIT – TO Av. Almirante Barroso, 63 - Suite 801 - Rio de Janeiro/RJ - 20031-003 – Phone 5521 34619134	Contacted to be a partner in 2016 through Coop media.	AIT is not doing coops in 2016, only paid media.

MICE Sales Calls / Meetings

Name	Market	Company	Objective and Outcome	Follow Up
Fernanda Fernandes Fernanda.fernandes@costabrava.com.br	BR	Incentive Agency Av. Jesuíno Marcondes Machado, 581 - Campinas/SP – 13092-108 Phone: 5519 3753.2314	First contact. We gave them material about PC infra-structure on MICE.	Will schedule training for the team.
Adilson Sampaio asampaio@ubmbrazil.com.br	BR	Incentive Agency Al. Tocantins, 75 – 13th floor – Barueri/SP – 06455-020 - Phone: 5511 4878.5975	First contact. We gave them material about PC infra-structure on MICE.	Will schedule a meeting soon to make a full presentation on the


				destination.
Kelly Daoud kelly@sobratour.com.br	BR	Incentive Agency Rua Bela Cintra, 986 – 6th floor – São Paulo/SP – 01415-000 - Phone: 5511 30176730	First contact. We gave them material about PC infra-structure on MICE.	Will schedule training for the team.
André Martellota andrea@beatturismo.com.br	BR	Incentive Agency Rua Henrique Bernardelli, 136 – Suite 42 – São Paulo/SP – 02013-010 Phone: 5511 3892.2305	First contact. We gave them material about PC infra-structure on MICE.	Will schedule training for the team and a meeting to present PB in full.

Training

Name of Company	Market	Number of Staff Trained	Training	Follow Up
CVC February 24	BR	6 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>The last actions from CVC are two full page printed ads about PB and PC linking to packages, in two different magazines: Joyce Pascowitch and Go Where Luxo</p>  <p>Besides the actions above, CVC continues with banners on their website.</p>	Final stages.	There is a plan to develop new packages if Coop continues.
B2W/ Submarino.com	BR	All actions are finalized. Banners will be on the website until February 29.	Final stages	On the first week of March B2W will send us a consolidated report with all actions performed and numbers.
Orinter	BR	Coop finalized	Finalized	Finalized. Preparing a report of activities.

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

Name	Market	Description	Date	Status
ESFE	BR	Participation in ESFE was good for it being the first MICE Trade Show Palm Beaches has participated in Brazil.	Feb. 23	Finalized. We will follow-up with the Corporate/Events agencies to schedule

THE TRADE SHOW

ESFE is a MICE Trade Show focused on expanding the relationship of MICE destination with Event Tour Operators and incentive departments of Brazilian companies. It is divided into a MICE Congress, Exhibition and Roundtables. It is held annually at the WTC Events Center and has its content based on four basic platforms - trade fairs, events, destinations, and infrastructure. Speakers discuss trends and innovations in three thematic panels consisting of a speaker, four panelists, and a mediator.





MICE contacts made at ESFE:

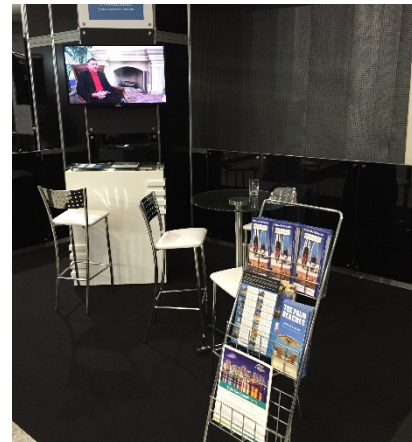
Name	Market	Company	Follow Up
Fernanda Fernandes Fernanda.fernandes@costabrava.com.br	BR	Costa Brava Travel and Incentive Agency Av. Jesuíno Marcondes Machado, 581 - Campinas/SP – 13092-108 Phone: 5519 3753.2314	Will schedule training for the team.
Adilson Sampaio asampaio@ubmbrazil.com.br	BR	UBM Events and Incentive Agency Al. Tocantins, 75 – 13th floor – Barueri/SP – 06455-020 - Phone: 5511 4878.5975	Will schedule a meeting soon to make a full presentation on the destination.
Kelly Daoud kelly@sobratur.com.br	BR	Sobratur Events and Incentive Agency Rua Bela Cintra, 986 – 6th floor – São Paulo/SP – 01415-000 - Phone: 5511 30176730	Will schedule training for the team.

<p>André Martellota andre@beatturismo.com.br</p>	<p>BR</p>	<p>Beat Turismo Events and Tourism Agency Rua Henrique Bernardelli, 136 – Suite 42 – São Paulo/SP – 02013-010 Phone: 5511 3892.2305</p>	<p>Will schedule training for the team and a meeting to present PB/PC in full.</p>
<p>André Monteiro andre@ateliEDEeventos.com.br Roberta Cyrillo Natucci roberta@ateliEDEeventos.com.br</p>	<p>BR</p>	<p>Ateliê de Eventos Events Agency Rua Clodomiro Amazonas, 1099 – Suite 106 – São Paulo/SP – 04537-012 Phone: 5511 3044.0827</p>	<p>Will schedule training for the team and a meeting to present PB/PC in full.</p>
<p>Alexandre Santos alexsantos@tristarturismo.com.br</p>	<p>BR</p>	<p>Tristar Tourism Agency Av. Paulista, 2006 – 18th floor – São Paulo/SP – 01310-926 Phone: 5511 3016.1411</p>	<p>Will schedule training for the team and a meeting to present PB/PC in full.</p>
<p>Luciane Florio luciane.florio@flytour.com.br Natalia Kerlakian natalia.kerlakian@flytour.com.br</p>	<p>BR</p>	<p>Flytour Eventos Incentive and Events Agency Av. Juruá, 641 - Barueri/SP – 06455-010 Phone: 5511 4706.7648</p>	<p>Will schedule training for the team and a meeting to present PB/PC in full.</p>
<p>Gladston Assis gassis@ceventos.com</p>	<p>BR</p>	<p>Central de Eventos Events Agency Av. São Luis, 165 – 9th floor – São Paulo/SP – 01046-001 Phone: 5511 3150.0832</p>	<p>Will schedule training for the team and a meeting to present PB/PC in full.</p>
<p>Sabrina Mendoza Bull sabrina@copastur.com.br</p>	<p>BR</p>	<p>Copastur Incentive Agency</p>	<p>Will schedule training for the team and a</p>

		Rua Bela Cintra, 986 – 6th floor – São Paulo/SP – 01415-000 Phone: 5511 3218.7315	meeting to present P/PC in full.
Alberto Moani alberto.moani@alatur.com.br	BR	ALATUR JTB Av. São Luís, 50 – São Paulo/SP, 01046-000 Phone: 5511 3217.6322	Will schedule training for the team and a meeting to present PB/PC in full.
Elizabeth P. Callegari executiva.decofe@apcdcentral.com.br	BR	São Paulo's Association of Endodontics Rua Voluntários da Pátria, 547 – Suite 42 – São Paulo/SP – 02011-000 Phone: 5511 2223.2534	Will send them digitalized version of MICE material
Gervasio Tanabe tanabe@abracorp.org.br	BR	Brazilian Association of Corporative Travel Agencies ABRACORP Rua Dr. Vieira de Carvalho, 115 – 8th floor – São Paulo/SP – 01210-010 Phone: 5511 2626.9692	Will send them digitalized version of MICE material
Daniele Figueiredo de Souza dfsouza@avipam.com.br	BR	AVIPAM Tourism and Tecnology Av. Paulista, 352 – 13th floor – São Paulo/SP – 01310-000 Phone: 5511 4890.4500	Will send them digitalized version of MICE material
Marli I. Ricetti marli.i.ricetti@monsanto.com	BR	MONSANTO Av. Nações Unidas, 12901 – Torre Norte – São Paulo/SP – 04578-910 Phone: 5511 3383.8343	Will send them digitalized version of MICE material

Characteristics:

- 12m2 of space in the central area.
- Totem flag, logo displayed on white background in format: 70cm X 70cm
- Carpet, lighting. 1 TV with USB port.
- 1 bistro table with 3 stools high. 1 counter with 3 stools high.
- 1 folder display.



Mari Masgrau, Editor of Mercado & Eventos, Tourism Trade Newspaper

CONCLUSION

Participation in ESFE was good, although it could have been more productive if coordination of roundtables was better. It was a good investment to start up the promotion of MICE for Palm Beaches and Paradise Coast, however we felt that for 2017 we do not have to be exhibitors and go to the Trade Show as visitors will suffice to renew contacts. It was a great first step.