

MARKETING PARTNER REPORTS

April 25, 2016



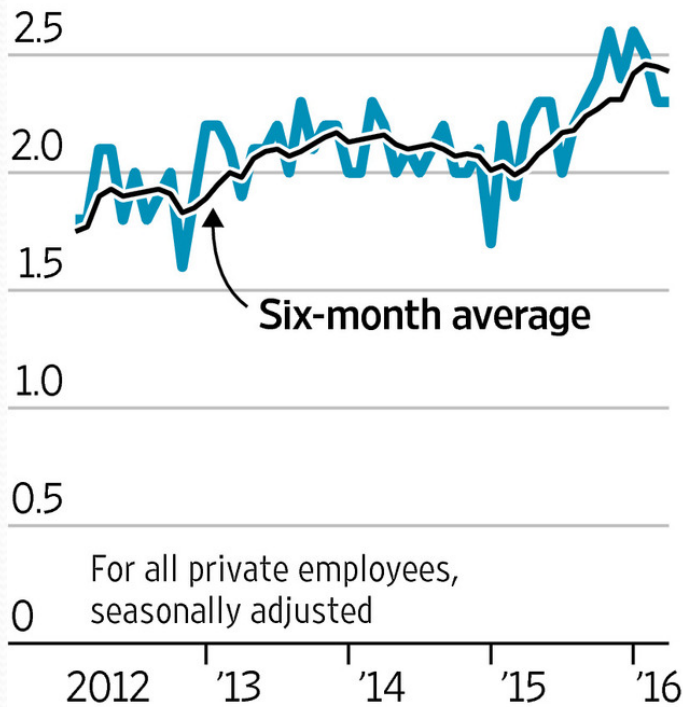
Klages Research & Research Data Services, Inc.

RESEARCH REPORT

Economy Chugs On

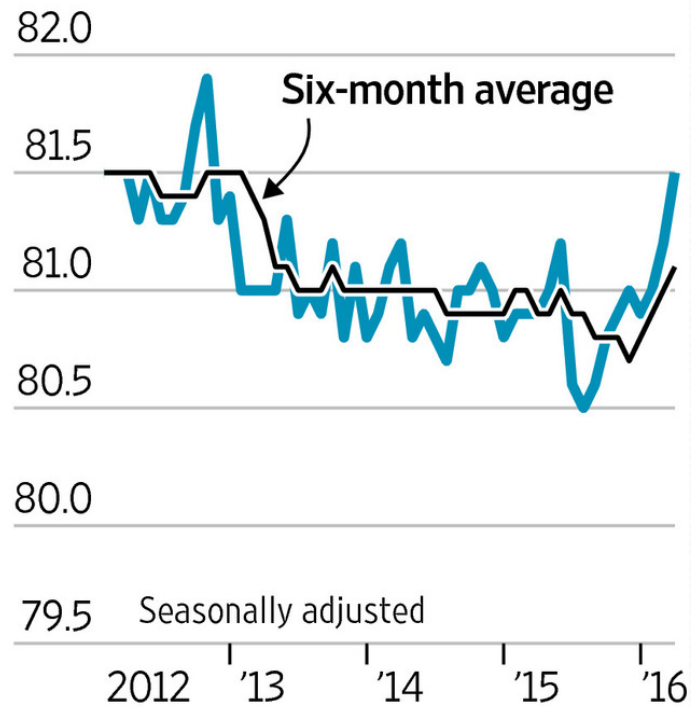
Average hourly earnings, annual change

3.0%



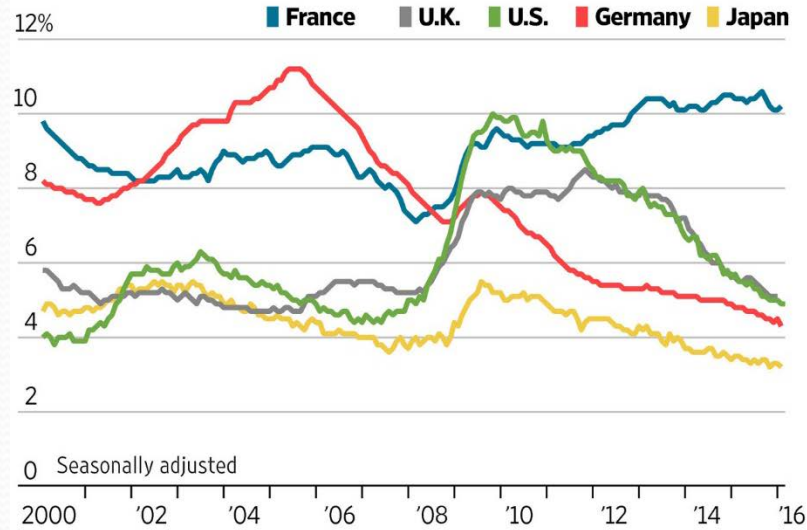
Share of population ages 25-54 either working or looking for work

82.5%

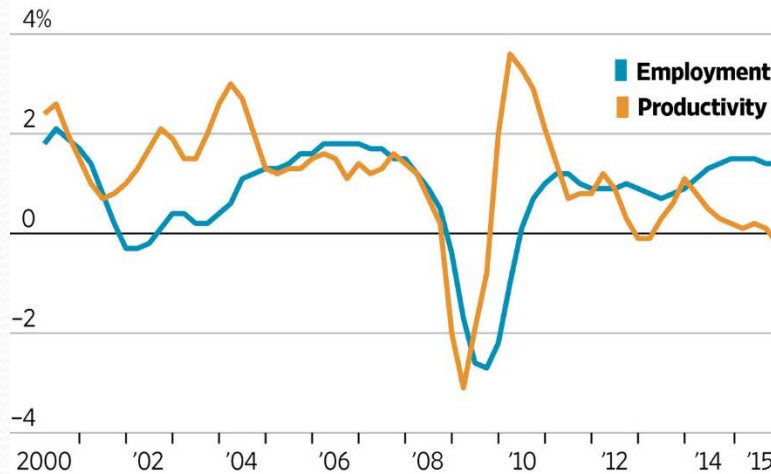


Jobs-Growth Dichotomy

Unemployment



Global employment and productivity*



Source: Eurostat, J.P. Morgan

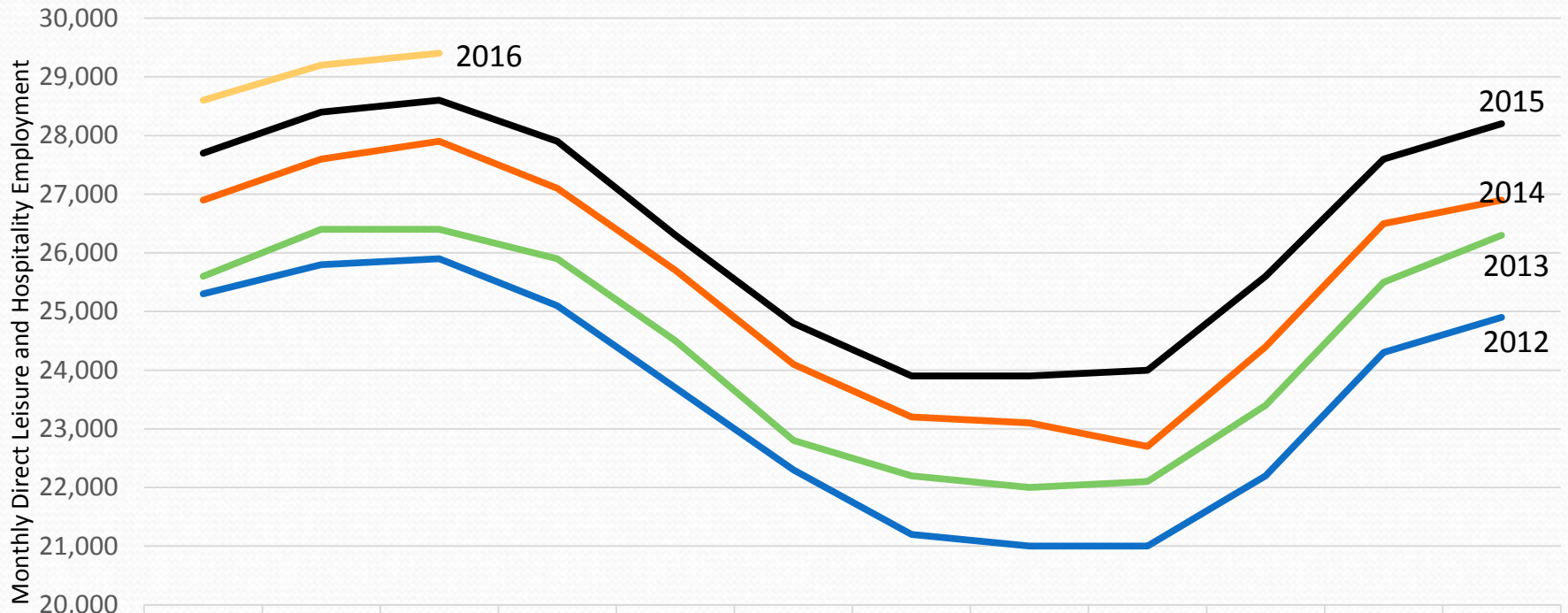
Weaker Dollar, Stronger Profits?

U.S. dollar index, yearly change



Source: U.S. DataStream

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	27,100	25,700	24,100	23,200	23,100	22,700	24,400	26,500	26,900
2015	27,700	28,400	28,600	27,900	26,300	24,800	23,900	23,900	24,000	25,600	27,600	28,200
2016	28,600	29,200	29,400									

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

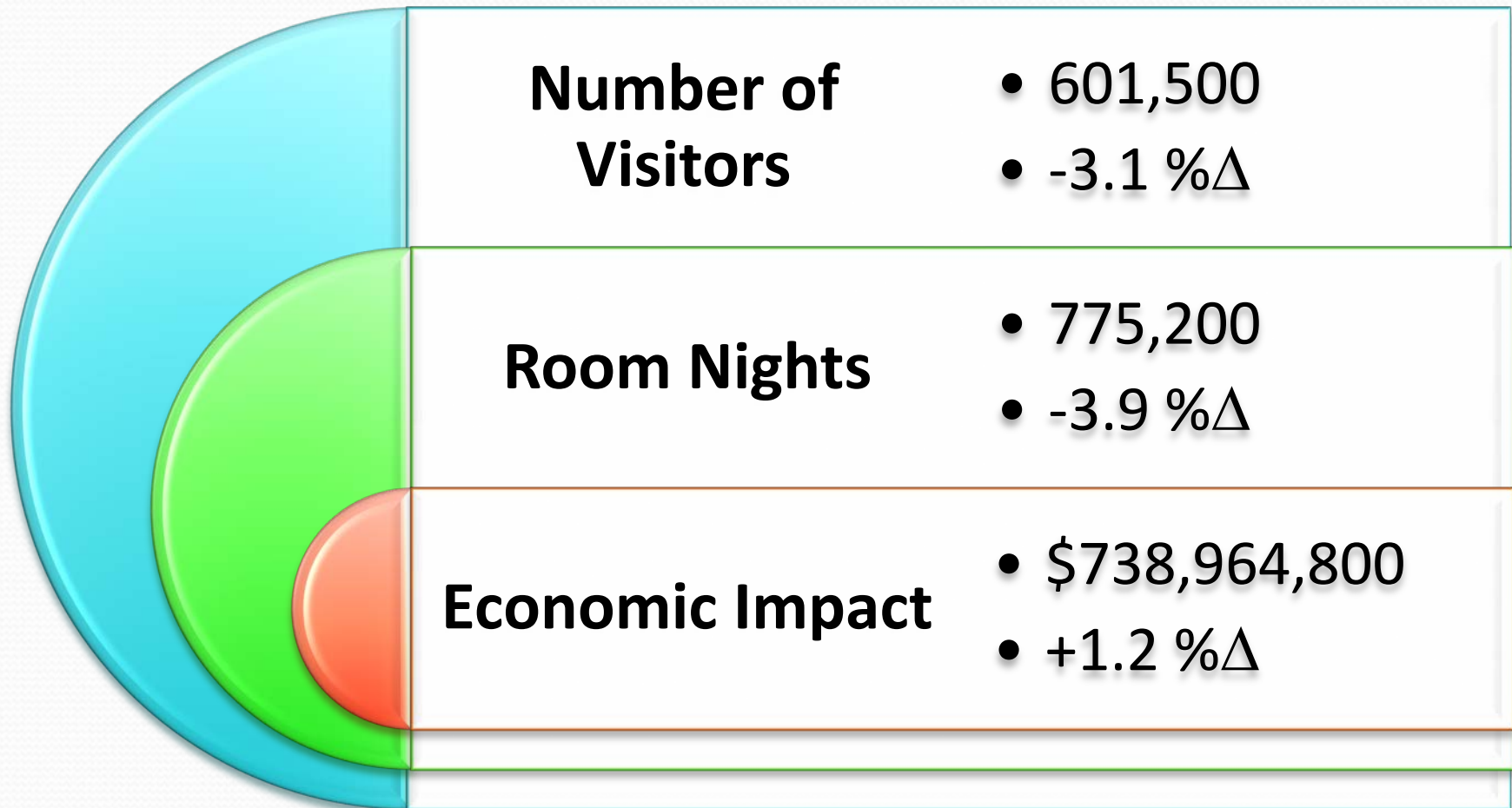
First Quarter 2016

January – March

Collier Visitor Profile

Collier Tourism Metrics

Q1 2016 (Jan. – Mar.)



RDS Occupancy/ADR

Q1 2016 (Jan. – Mar.)

	Occupancy			ADR		
	2015	2016	% Δ	2015	2016	% Δ
January	83.1%	79.8%	-4.0%	\$214.5	\$235.0	+9.6%
February	94.0%	89.1%	-5.2%	\$337.9	\$353.0	+4.5%
March	92.1%	89.5%	-2.8%	\$345.0	\$353.2	+2.4%
Q1	89.7%	86.1%	-4.0%	\$299.1	\$313.7	+4.9%

Collier Comp Set

Q1 2016 (Jan. – Mar.)

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
Naples MSA	76.8%	-6.2	\$309.01	+4.0	\$237.47	-2.4
Naples Upscale	83.5%	-5.9	\$384.40	+2.0	\$321.10	-4.0
Miami-Hialeah	83.2%	-1.9	\$246.30	-1.7	\$205.03	-3.6
Florida Keys	82.0%	-5.6	\$328.28	+2.2	\$269.29	-3.6
Ft. Myers	83.8%	-3.9	\$200.19	+6.4	\$167.70	+2.2
Sarasota-Bradenton	79.7%	-3.9	\$174.53	+5.5	\$139.11	+1.4
Clearwater	80.7%	-4.3	\$153.13	+6.2	\$123.57	+1.6
St. Petersburg	77.7%	-2.1	\$167.43	+7.2	\$130.16	+5.0
Palm Beach County	83.1%	-3.2	\$231.12	+2.2	\$192.16	-1.1
Ft. Lauderdale	85.1%	-4.2	\$181.01	+4.4	\$154.07	0.0

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

Q1 2016 (Jan. – Mar.)

	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
Naples MSA	48.0%	+1.8	28.2%	-15.7	76.8%
Miami-Hialeah	57.4%	-0.1	21.2%	-7.9	83.2%
Florida Keys	72.8%	-2.6	8.4%	-24.5	82.0%
Ft. Myers	60.3%	-3.6	21.4%	-4.9	83.8%
Sarasota-Bradenton	58.6%	+0.3	19.6%	-19.5	79.7%
Clearwater	56.1%	-1.9	24.6%	-9.5	80.7%
St. Petersburg	51.1%	-3.6	23.6%	-4.5	77.7%
Palm Beach County	54.6%	-5.5	26.4%	+0.8	83.1%
Ft. Lauderdale	58.8%	-3.3	21.8%	-5.3	85.1%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

Q1 2016 (Jan. – Mar.)

	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
Naples MSA	\$337.86	+0.3	\$263.01	+6.0	\$309.01
Miami-Hialeah	\$257.95	-3.8	\$243.28	+3.8	\$246.30
Florida Keys	\$332.37	+0.7	\$302.33	+10.3	\$328.28
Ft. Myers	\$216.29	+5.9	\$163.38	+8.0	\$200.19
Sarasota-Bradenton	\$188.29	+4.2	\$139.48	+7.9	\$174.53
Clearwater	\$164.34	+6.6	\$127.61	+3.5	\$153.13
St. Petersburg	\$175.83	+10.1	\$159.66	+4.2	\$167.43
Palm Beach County	\$246.90	+2.6	\$210.00	+2.1	\$231.12
Ft. Lauderdale	\$182.79	+3.3	\$192.55	+5.5	\$181.01

SOURCE: SMITH TRAVEL RESEARCH, INC.

Visitor Origins

Q1 2016 (Jan. – Mar.)

	# of Visitors 2016	Δ %
Florida	144,136	+6.0
Southeast	38,861	+3.3
Northeast	169,637	-8.3
Midwest	120,950	-8.0
Canada	18,458	-11.7
Europe	84,225	+3.5
US Opp Mkts	25,233	-11.6
YTD 2016	601,500	-3.1

March 2016

Collier Visitor Profile

Visitation/Economic Impacts of Tourism

Collier March 2016

March

Visitors

2016
222,500

%Δ
-2.1

2015
227,200

Room Nights

2016
277,500

%Δ
-3.8

2015
288,400

Economic Impact

2016
\$313,405,200

%Δ
+1.5

2015
\$308,812,600

RDS Occupancy/Room Rates

Collier March 2016

	2015	2016	% Δ
Occupancy	92.1%	89.5%	-2.8%
ADR	\$345.0	\$353.2	+2.4%
RevPAR	\$317.7	\$316.1	-0.5%

Collier Comp Set

March 2016

	Occupancy		ADR		RevPAR	
	2016	% Δ	2016	% Δ	2016	% Δ
Naples MSA	79.9%	-5.2	\$343.48	+3.4	\$274.57	-2.0
Naples Upscale	88.1%	-2.8	\$423.97	-0.7	\$373.35	-3.5
Miami-Hialeah	84.9%	+0.7	\$250.93	-1.7	\$213.07	-1.0
Florida Keys	86.7%	-1.0	\$359.74	+2.5	\$311.79	+1.4
Ft. Myers	88.2%	-1.5	\$235.33	+5.5	\$207.65	+3.9
Sarasota-Bradenton	86.1%	-2.5	\$204.29	+6.2	\$175.84	+3.5
Clearwater	90.2%	-2.9	\$185.20	+6.3	\$167.11	+3.3
St. Petersburg	86.6%	-2.4	\$197.80	+7.5	\$171.32	+5.0
Palm Beach County	84.7%	-2.3	\$243.40	+3.3	\$206.10	+0.9
Ft. Lauderdale	86.9%	-1.6	\$184.64	+4.7	\$160.53	+3.1

SOURCE: STRATASYS TRAVEL RESEARCH, INC.

Collier Comp Set – Occupancy (%)

March 2016

	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
Naples MSA	59.5%	+4.9	19.5%	-25.6	79.9%
Miami-Hialeah	62.2%	+4.9	18.1%	-12.8	84.9%
Florida Keys	79.9%	+0.9	5.8%	-18.6	86.7%
Ft. Myers	71.6%	+1.9	14.1%	-17.7	88.2%
Sarasota-Bradenton	69.7%	+5.9	14.9%	-32.6	86.1%
Clearwater	74.4%	+1.5	15.9%	-19.0	90.2%
St. Petersburg	63.7%	+1.6	19.8%	-17.8	86.6%
Palm Beach County	59.2%	-0.9	22.1%	-8.7	84.7%
Ft. Lauderdale	63.1%	-1.5	19.3%	-0.3	86.9%

SOURCE: SMITH TRAVEL RESEARCH, INC.

Collier Comp Set – ADR (\$)

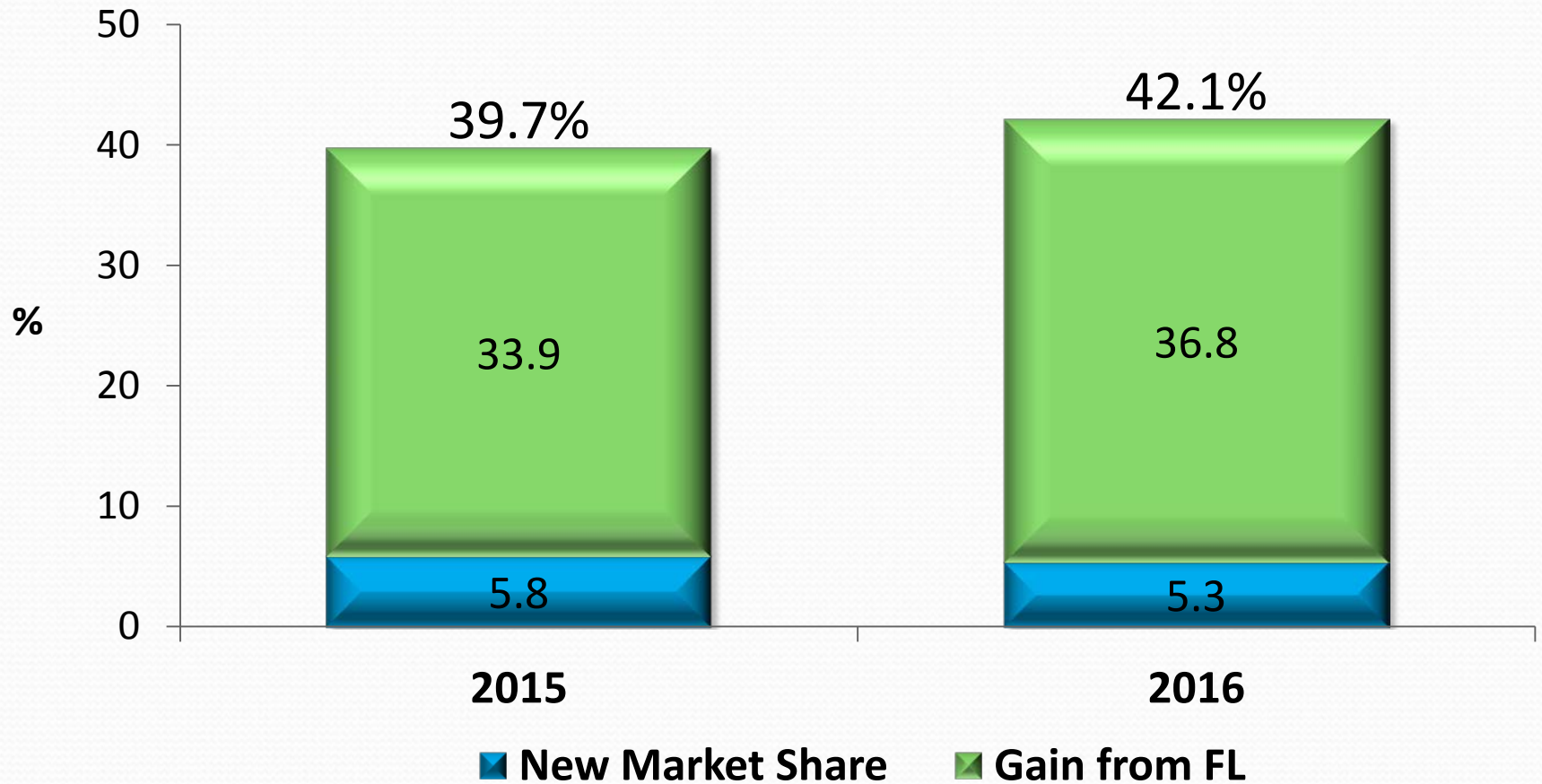
March 2016

	Trans	% Δ 15-16	Grp	% Δ 15-16	Total
Naples MSA	\$366.15	+0.1	\$281.80	+3.9	\$343.48
Miami-Hialeah	\$264.43	-2.7	\$238.41	-0.3	\$250.93
Florida Keys	\$362.18	+1.4	\$345.88	+12.9	\$359.74
Ft. Myers	\$253.46	+6.2	\$163.81	-5.6	\$235.33
Sarasota-Bradenton	\$215.73	+1.9	\$161.53	+17.9	\$204.29
Clearwater	\$195.29	+5.7	\$137.95	+2.7	\$185.20
St. Petersburg	\$208.14	+9.4	\$179.75	+3.0	\$197.80
Palm Beach County	\$264.67	+4.0	\$209.45	+1.6	\$243.40
Ft. Lauderdale	\$188.98	+4.8	\$190.38	+2.7	\$184.64

SOURCE: SMITH TRAVEL RESEARCH, INC.

First Time Visitors (% Yes)

Collier March 2016



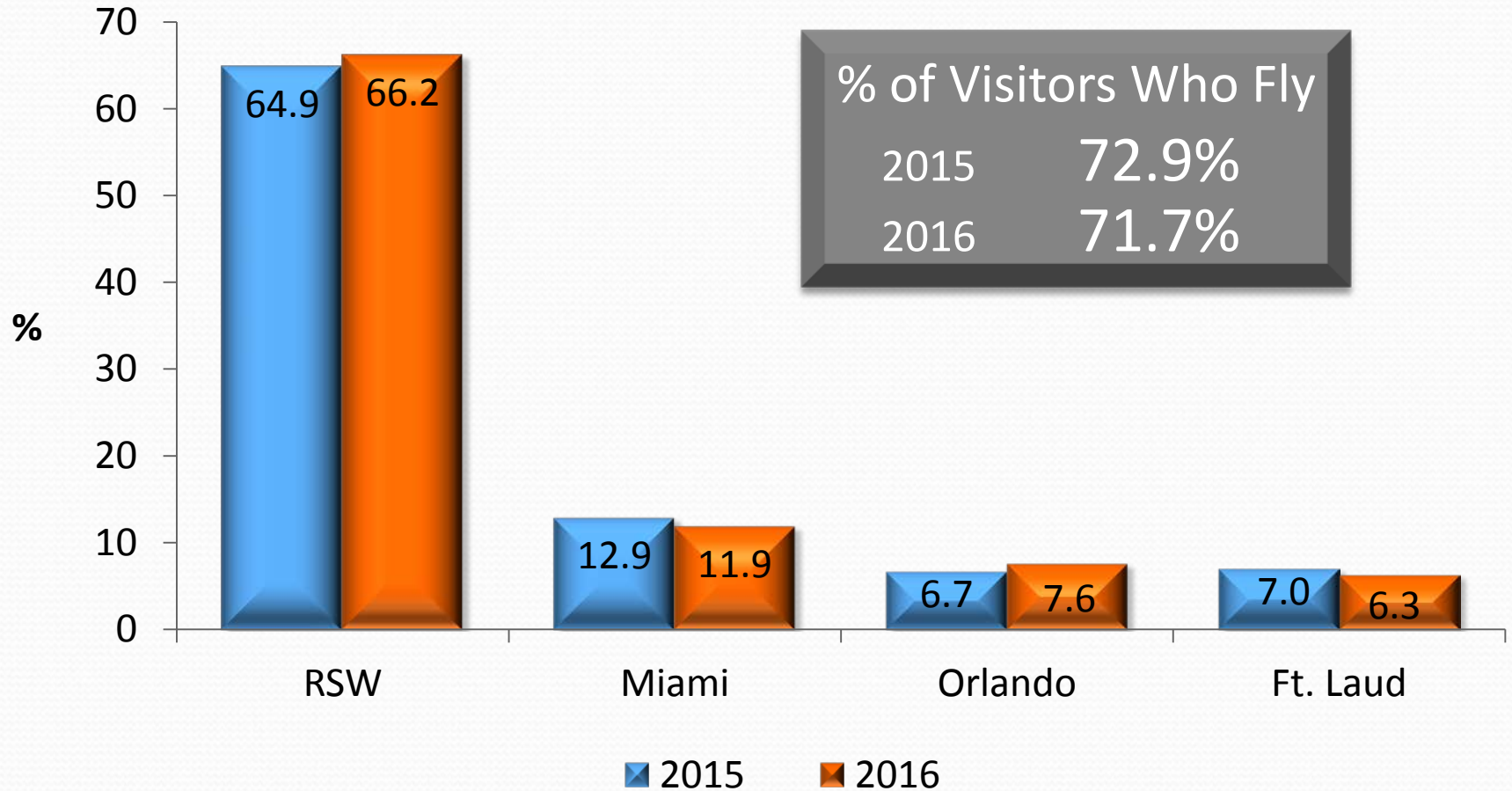
Visitor Origins

Collier March 2016

	# of Visitors 2016	Δ %
Florida	50,285	+3.9
Southeast	14,018	+6.4
Northeast	64,748	-3.1
Midwest	47,170	-7.7
Canada	5,117	-24.9
Europe	32,040	+4.5
US Opp Mkts	9,122	-10.8
Total	222,500	-2.1

Airports of Deplanement (Top Four)

Collier March 2016



Visitor Perceptions

Collier March 2016

2015

2016

• 96.8%

Satisfaction

95.7%

• 92.3%

Would Recommend

90.6%

• 19.6%

More Expensive

29.8%

• 90.4%

Plan to Return

89.1%

Average Age/Median Income

Collier March 2016

2015

2016

- 51.9

Average Age (years)

52.4

- \$164,292

Median HH Income \$170,114

Executive Summary

Collier March 2016

Visitor Metrics

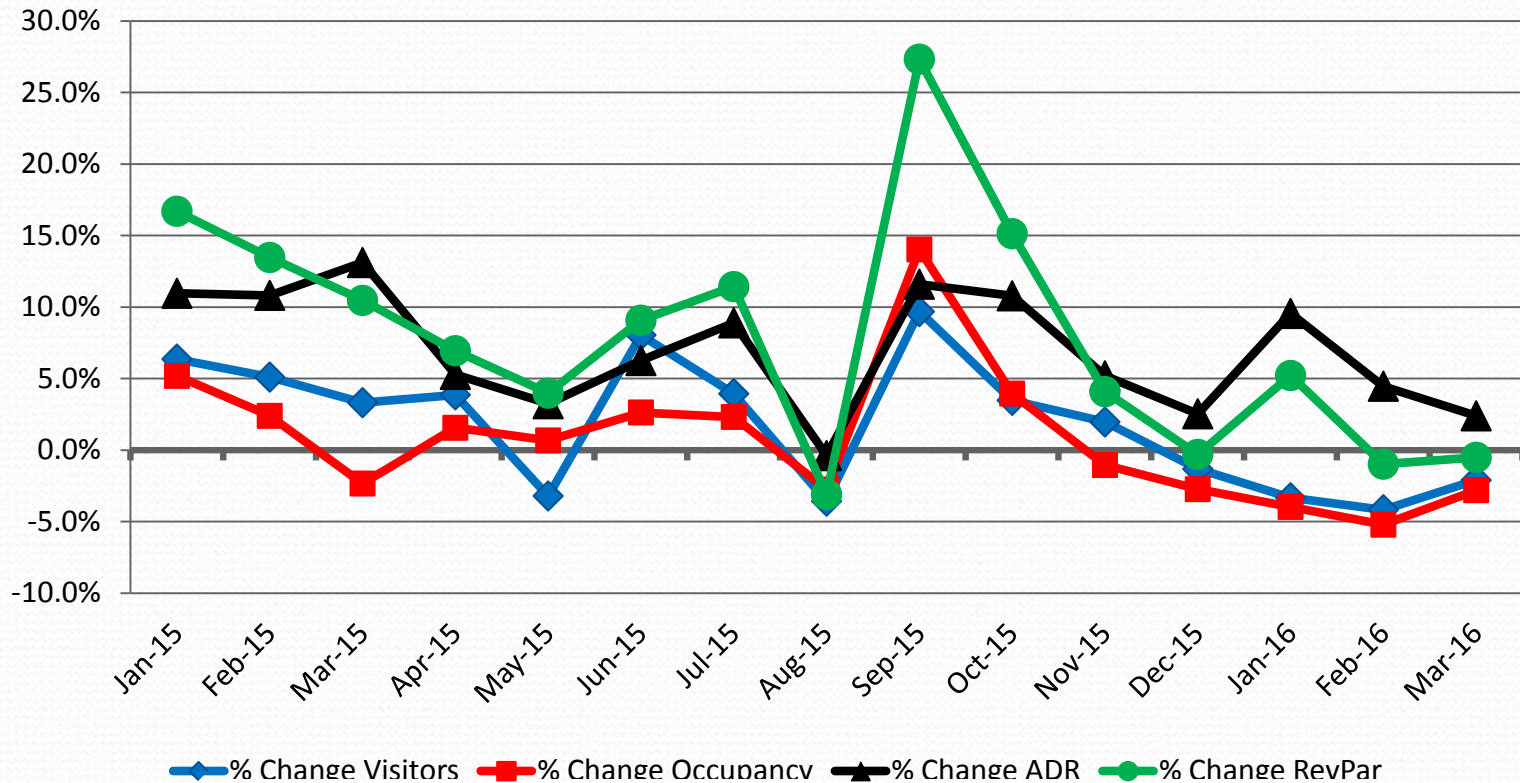
Collier March 2016

- This March, **222,500** visitors stayed in Collier's commercial lodgings **(-2.1%)**. Their visits contributed an estimated **\$313,405,200** of economic impact to the County **(+1.5%)**. Key performance metrics are as follows:

March	2015	2016	% Δ
Occupancy	92.1%	89.5%	-2.8
ADR	\$345.0	\$353.2	+2.4
RevPAR	\$317.7	\$316.1	-0.5

Visitation Metrics

Key Collier Visitation Metrics (%Δ)



Visitor Metrics

Collier March 2016

- Only one in five (**19.4%**) lodging managers reports their properties' "three month forward reservations" as better than this time last year.

% of Properties (March) Reporting Reservations	2015	2016
Up	55.2%	19.4%
The Same	27.6	32.3
Down	10.3	45.2

Visitor Metrics

Collier March 2016

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

March Visitation	2015 Visitor #	2016 Visitor #	% Δ
Florida	48,394	50,285	+3.9
Southeast	13,177	14,018	+6.4
Northeast	66,797	64,748	-3.1
Midwest	51,120	47,170	-7.7
Canada	6,816	5,117	-24.9
Europe	30,672	32,040	+4.5
Mkts. of Opp.	10,224	9,122	-10.8
Total	227,200	222,500	-2.1

Transportation

Collier March 2016

- Fully **71.7%** of March patrons fly to reach the destination (**2015: 72.9%**). A majority of these (**66.2%**) deplane at RSW, while Miami captures some **11.9%** of deplanements.

Party Size/LOS

Collier March 2016

- The typical visitor party includes an average of **2.7** travelers who stay for **3.6 nights** in the Naples, Marco Island, Everglades area.
- Some **42.1%** of Collier's March visitors are in the destination for the first time (**2015: 39.7%**).

Information

Collier March 2016

- Fully **95.5%** consult the web for trip information, and some **78.7%** make bookings for their trip online.

Satisfaction/Demographics

Collier March 2016

- The vast majority (**95.7%**) are satisfied with their Collier stay, with **89.1%** planning a future trip to the area (**2015: 90.4%**).
- This month, the typical visitor is slightly older (**2015: 51.9 years of age; 2016: 52.4 years of age**), and commands a median household income of **\$170,114 (2015: \$164,292)**.

Paradise Advertising & Marketing, Inc.

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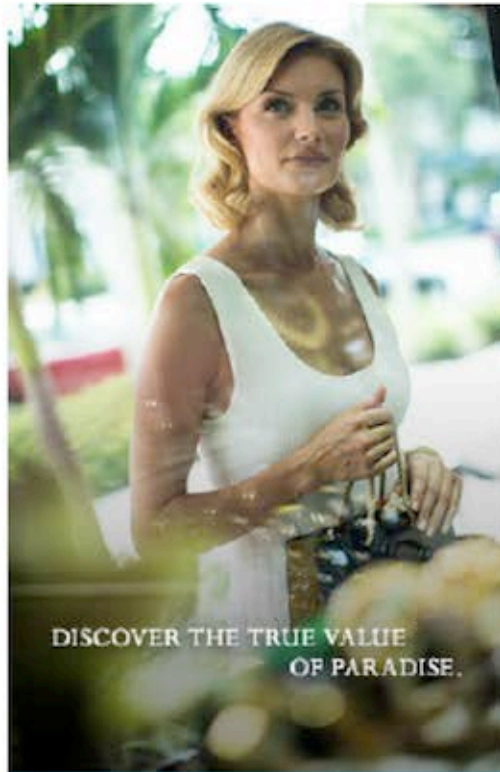


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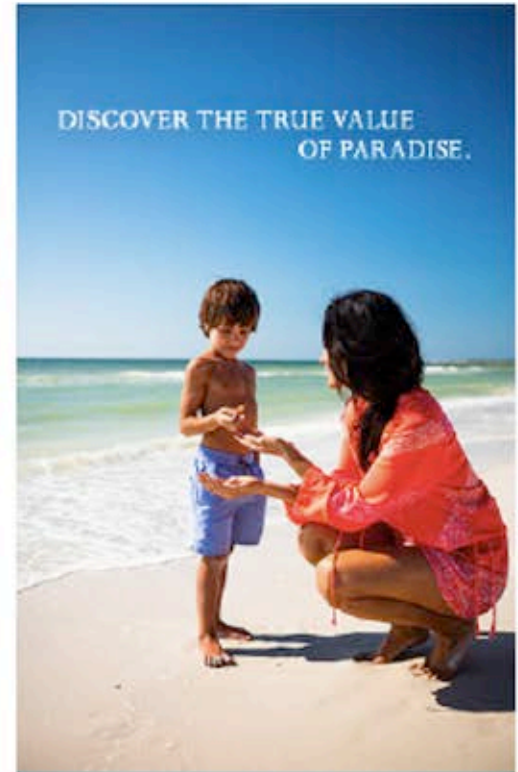


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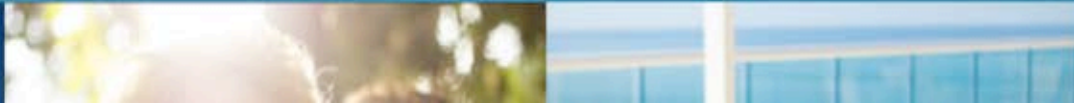
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PRISTINE BEACHES »



GOURMET DINING »



WHERE TO STAY »



EXCITING ACTIVITIES »

2015-2016 EVENTS CALENDAR

ARTSNAPLES WORLD FESTIVAL

GREATER NAPLES
NAPLES, FL 34104
APR. 25-MAY 8, 2016

[EVENT DETAILS »](#)

U.S. OPEN PICKLEBALL CHAMPIONSHIPS

EAST NAPLES COMMUNITY PARK
NAPLES, FL 34112
APR. 26-MAY 1, 2016

[EVENT DETAILS »](#)

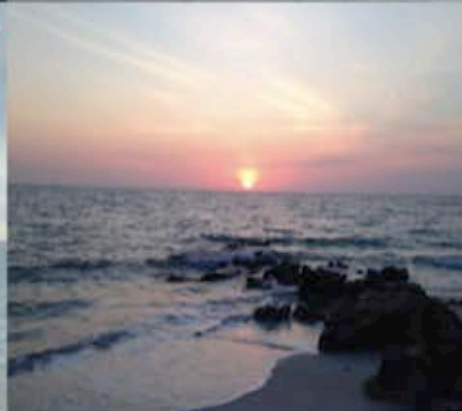
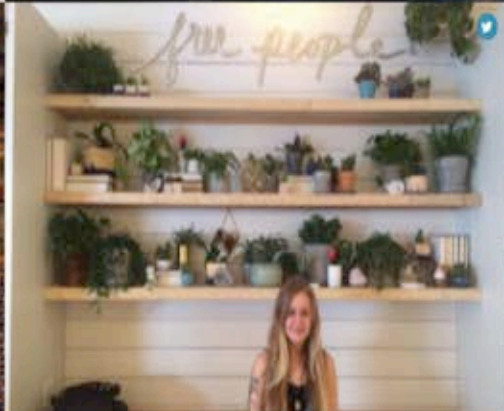
TASTE OF COLLIER

THE SHOPPES AT VANDERBILT
2355 VANDERBILT BEACH ROAD
NAPLES, FL 34109
MAY. 1, 2016

[EVENT DETAILS »](#)

[SEE MORE EVENTS »](#)

WHAT'S HAPPENING ON THE PARADISE COAST.
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Lou Hammond & Associates & CVB PR & Communications Team

PUBLIC RELATIONS REPORT

Media Highlights

C-POUR

UMV: 300,000

Media Value: \$2,000

Edgewater Beach Hotel

CPOUR



September 3, 2015
 UMV: 300,000
 Media Value: \$2,000



Le seul hôtel de suites de Naples en Floride domine le Golfe du Mexique...

Situé à l'écart du centre touristique de Naples, le Edgewater Beach Hotel est un des joyaux de la bien nommée Paradise Coast, mais c'est surtout le seul hôtel composé uniquement de suites !

Ce ne sont pas moins de 125 suites à une ou deux chambres qui vous attendent, chacune avec une cuisine moderne équipée, un salon et salle à manger ou encore un bar à petit-déjeuner. C'est grand, vaste, lumineux... et décoré avec goût dans un style floridien traditionnel. Les salles de bain sont luxueuses et parfaitement équipées, les lits offrent une literie impeccable et d'une qualité remarquable et l'équipement est parfait, des docks iPod au Wi-Fi gratuit. Dernier plus, un balcon ou patio pour profiter de l'air pur et échapper quelques instants à la climatisation, pour une fois pas frigorifiante !

Au programme des activités, la superbe piscine (il y en a une seconde, plus petite) permet d'apprécier la météo clémentine quasiment à longueur d'année, mais il suffit de faire quelques pas de plus pour aller directement sur la plage, via un accès privatif. Les transats pour bronzer s'attendent que vous et le bar de la piscine n'est jamais bien loin en cas de soif soudaine. Difficile d'imaginer mieux ! Les plus sportifs peuvent profiter d'un Fitness Center particulièrement bien équipé, alors que ceux qui veulent se détendre peuvent demander un massage dans leur suite.

Enfin, côté restauration, Coast est une adresse connue des touristes comme des locaux, avec une cuisine inventive et sophistiquée inspirée par la côte, avec une vue spectaculaire sur le Golfe du Mexique.



Media Highlights

BOAT US MAGAZINE 2016 Destinations Guide

Circ: 470,873

Media Value: \$70,000

Everglades

*Features Chokoloskee
camping, ENP fishing, tours.
Activities
arranged by CVB.*



Media Highlights

WORKING MOTHER

UMV: 702,627

Media Value: \$4,684

Bellasera Hotel

*Miami-based blogger
Sourced and assisted by
LHA.*



WORKING MOTHER

March 17, 2016
UMV: 702,627
Media Value: \$4,684

A Naples snapshot: Spring awakening



A weekend in Tuscany... (ahem)... I mean The Bellasera Hotel in Naples, FL

On a recent, weekend trip to the Bellasera Hotel, I got to experience its exotic, tropical charm. Bellasera's lush vegetation and implicit luxury echo the intimacy of a private island.

Located in the heart of Olde Naples, on Florida's Paradise Coast, one can find themselves just steps away from top shopping, galleries, and dining. Also minutes away: championship golf, and world-class beaches for boating or watersports.



Media Highlights

USA TODAY

UMV: 13,716,850

Media Value: \$91,445

Stone Crab Festival



April 1, 2016
UMV: 13,716,850
Media Value: \$91,445

America's annual seafood festivals and cook-offs

From shrimp to oysters, lobster to crawfish, Maine to Alaska and Florida to California, we Americans love our seafood, which is quite evident in the number of festivals celebrating the stuff throughout the country each year. There's a shrimporée, cook-offs, and even a kissing-of-the-founder in North Carolina. Whether served steamed with butter, a la po' boy, cooked into a chowder, or boiled in seasonings and served hot, we're ready to dig in to seafood this spring!

Join us – take a look at the gallery above and start mapping out your travel-worthy festival destinations well into next year.



Media Highlights


NORTH PALM BEACH LIFE

UMV: 1,710

Spring Events


CVB added this contact to press release list – former Smart Travel reporter for Palm Beach Post.

Events link & Logo placed On new site's travel page.



NORTH PALM BEACH LIFE

April 4, 2016
UMV: 1,710
Media Value: N/A



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

PARADISE COAST EVENTS. Naples, Marco Island and the Everglades will spring to life as travelers enjoy the season with a variety of art, sporting and outdoor events and activities that offer inspiring ways for visitors to celebrate the food, culture and lifestyle of Southwest Florida. A sampling of events can be found [here](#).

Activities

CVB EVENT IN NEW YORK CITY

- June 1, 2016
- Media, meeting planners, and travel agents
- LH&A coordinating deskside appointments with travel media on June 2



Activities

Past Individual Visits:

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



Activities

Past Media Visits:

- MEDIA 24, JOE BERGER
 - April 1- 3
 - Filmed at destination partners
 - Last minute request by German filmmaker in destination
 - Working on “cinematic” release



Activities

Upcoming Visits:

- IN-STATE MEDIA PUSH
 - LH&A invited Florida-based media to visit during slower season
 - Journalist to provide transportation; Client to assist with hotel, meals, activities



Activities

Upcoming Individual Visits:

- Freelance, Katherine Rodeghier (end of April)
 - Visiting on personal trip
 - LH&A provided background information and recommendations



Activities

MEDIA OUTREACH SAMPLING:

- *Austin-American Statesman*
- *Conde Nast Traveler*
- *Departures*
- *Examiner*
- *Family Vacation Critic*
- *Forbes Travel Guide*
- *Hemispheres*
- *Houston Chronicle*
- *Meetings Focus*
- *Miami Herald*
- *National Geographic Traveler*
- *New York Times*
- *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 · Mar 28
 Hotels in @ParadiseCoast are offering accessible dollar deals for Canadians! Via @nationalpost



Five hotels on Florida's Gulf of Mexico coast drop their rates for ...
 The captivating vacation town of Naples, on Florida's Gulf of Mexico coast, is popping with accessible dollar deals for Canadians
news.nationalpost.com

LH Lou Hammond PR @LouHammondPR · Mar 31
 Only a 2 hour drive from Miami, @ParadiseCoast is the perfect destination for a quick spring trip!via @TravelLeisure



Five Timely, Sun-Filled Spring Trips Near Miami
 With high season hotel rates coming down and crowds thinning out, it's the perfect time to explore Florida outside of Miami. Read on for our favorite spring geta...
travelandleisure.com

LH Lou Hammond PR @LouHammondPR · Mar 29
 The @LATimes uncovers the beauty of the #Everglades in @ParadiseCoast @VISITFLORIDA lat.ms/1pXYtVY #LoveFL #DiscoverParadise



You know about Florida's alligators, but there's s...
 Spotting an alligator in Florida is a lot like spotting cattle in Texas. You don't need to look very hard because they're everywhere. There's even a toll road nickname...
latimes.com



Looking Forward

- Upcoming media outreach
 - Summer in the destination
 - Hotel product updates
 - New restaurant and dining
 - Artificial Reef Update
 - National Park Centennial
 - Basketball Hall of Fame Golf Classic



Local Team Update

- Video of a face-to-face encounter between two women on a nature walk at Corkscrew Swamp Sanctuary and a rare Florida panther running down the boardwalk – and very startled to see humans went wildly viral
- Video originally posted to Facebook
- Top editorial pickup includes:
 - CBS This Morning
 - Inside Edition
 - NationalGeographic.com
 - Daily Mail UK
 - Over 1 million impressions



Local Team Update

- **Social media showed good numbers**
- Instagram still small but growing by 33.9% in March
- Facebook gained 688 new Likes for 31.3 thousand
- Interesting facts:
 - FB top demos are 55+ and 45-54
 - Our FB fans are 65% male, 35% female
 - Twitter top demo is 35-44
- A top “non-ad” Facebook post was the Happy Easter photo – people love beachy, tropically-themed holiday messages
- Reached over 10K people, 62 shares



Local Team Update

- **Florida Game & Fish** magazine feature on *Restoration of Lake Trafford* in April issue of Florida Game & Fish magazine
- Result of October press trip put together by CVB with assistance from FWC's freshwater fisheries biologist



Local Team Update

- 8 media outlets visited March through mid-April
- Top CVB managed visits include:
 - National Geographic China
 - Viagem & Turismo Brazil
 - Eugenia Debayle – top LatAm blogger, social media influencer



Local Team Update

- Coordinated the CVB involvement with the prestigious Travel + Leisure magazine's Travel Advisory Board – held their annual meeting at The Ritz-Carlton, Naples
- Group included 18 of the top travel agency owners in the U.S., plus top editorial contact for the magazine
- Organized Naples downtown excursion for dinner

TRAVEL+
LEISURE



Collier County Tax Collector

TOURIST TAX COLLECTIONS

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

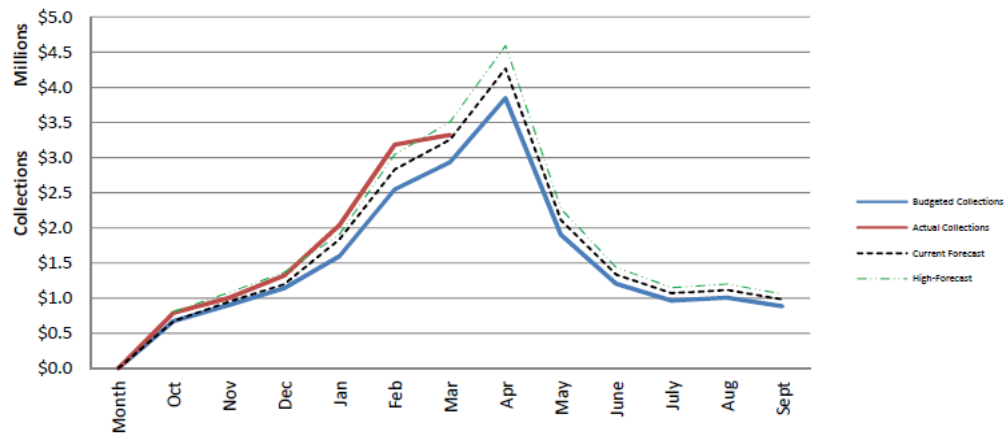
Breakdown	Fiscal 2014-2015	Fiscal 2015-2016	Difference	%
Overall Collections				
Month to Month	3,105,802	3,323,336	+ 217,534	+ 7.00 %
Year to Date	10,932,553	11,667,139	+ 734,586	+ 6.72 %
Hotel/Motel				
Month to Month	2,041,235	2,079,266	+ 38,031	+ 1.86%
Year To Date	7,185,372	7,521,317	+ 335,945	+ 4.68%
Realtors				
Month to Month	565,988	613,623	+ 47,635	+ 8.42 %
Year to Date	2,364,979	2,599,989	+ 235,010	+ 9.94 %
Individuals (Apts/Condos S F Homes)				
Month to Month	451,958	577,751	+ 125,793	+ 27.83%
Year to Date	1,194,846	1,363,755	+ 168,909	+ 14.14 %

FY 16 TDC Revenue Report						
31-Mar-2016						
Description	Fund	FY 16 Adopted Budget	FY 16 Current Forecast	FY 16 YTD Forecast	FY 16 YTD Actual	Var to FY 16 YTD Forecast
Beach Facilities	183	877,600	968,134	483,909	522,221	38,313
TDC Promotion	184	6,881,900	7,592,151	3,794,833	4,095,282	300,449
Non-County Museums	193	467,000	515,213	257,522	277,911	20,389
TDC Admin	194	2,277,800	2,512,909	1,256,043	1,355,488	99,445
Beach Renourishment	195	7,218,100	7,963,096	3,980,245	4,295,374	315,129
Disaster Recovery	196	-	-	0	-	-
County Museums	198	1,883,500	2,077,941	1,038,630	1,120,862	82,232
	Gross Budget	\$19,605,900	\$21,629,445	\$10,811,183	\$11,667,139	\$855,956
	Less 5% Rev Res	(993,200)				
	Net Budget	18,612,700				
Collections						
Month	Actual FY 16	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	3,323,336	11,667,139	59.51%	7.00%	19.43%	38.67%
Apr	0	11,667,139	59.51%	n/a	n/a	n/a
May	0	11,667,139	59.51%	n/a	n/a	n/a
June	0	11,667,139	59.51%	n/a	n/a	n/a
July	0	11,667,139	59.51%	n/a	n/a	n/a
Aug	0	11,667,139	59.51%	n/a	n/a	n/a
Sept	0	11,667,139	59.51%	n/a	n/a	n/a
Total	11,667,139	11,667,139	YTD	6.72%	24.62%	44.90%
	Current Forecast	21,629,445			High Forecast	20,432,645

FY 16 TDC Revenue Report
31-Mar-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	3,323,336	388,980	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	11,667,139	1,867,397	21,629,445

Tourist Tax Revenue Collection Curve



Miles Partners, Inc.

WEB SITE ANALYTICS

Report Summary: March 2016

- **ACTIVITY:** In line with seasonal patterns, site visits declined from February to March, although not significantly (-8%). The far more important indicator, year-over-year visits, increased substantially (41%). Year-to-date visits continue to outpace 2015 visits – YTD traffic is up almost 50%.
- **ENGAGEMENT:** There were no significant changes in March. Month over month, time on site increased 3% and the total bounce rate dropped 4% (slight improvements) while the homepage bounce rate crept up 3%. Year over year, time on site dipped 1% while both bounce rates improved by 4%.
- **TRAFFIC SOURCES:** Organic visits were the largest traffic source, driving 44% of all site traffic (37,294 visits) with an average bounce rate of 49.6%. Close behind, campaign traffic made up 42% of all site traffic (35,711 visits) with an average bounce rate of about 72%. Campaign traffic was down 24% compared to February, but organic traffic was up 10%, which helped offset the decrease month over month. Year over year, organic traffic was even stronger, rising 46%.
- **SIGNALS OF INTENT TO TRAVEL:** Following the decline in visits, SITs decreased month over month, as we would expect. eBook Views were especially strong though, increasing 5% over February even with the reduced traffic. However, year over year SITs still declined – falling 11% overall – despite visits rising by almost 50%. The year-over-year gains included Newsletter Sign-ups (up 3%), Hotels & Rentals Listing Views (up 28%) and eBook Views (up 767%).
- **MOBILE:** About 63% of all site traffic came from mobile devices (smartphones and tablets), which is on par with the last couple months. This is up slightly from March 2015, when 60% of traffic came from mobile devices.
- **MOST VIEWED PAGES:** The top five pages were: (1) Discover Your Paradise campaign page, (2) Events grid landing page, (3) Homepage, (4) Major Annual Events page, and (5) Attractions landing page.
- **TOP MARKETS:** As with the last few months, the top three state markets were Florida, New York and Illinois. The top three metro area markets were once again Ft. Myers-Naples, New York City and Miami-Ft. Lauderdale.
- **INTERNATIONAL SITES:**
 - UK site visits dipped 37% below last month but soared 153% over last year; page views were up even higher – 170% over last year. Engagement improved significantly with longer time on site and lower bounce rates both month over month and year over year.
 - German site visits were strong, rising 8% month over month and 57% year over year. Time on site rose 16% month over month but dropped 7% year over year. The bounce rate was up 27% year over year.
 - The Brazil site saw activity increases in the triple digits, with visits up 405% over last month and up 894% over last year. A Brand USA banner ad and Outbrain campaign were the major factors in the spike, and together made up 73% of visits for March. And as we typically see with large spikes in traffic from campaigns, engagement lost traction, especially year-over-year, where time on site declined 61% and the bounce rate climbed 59%.

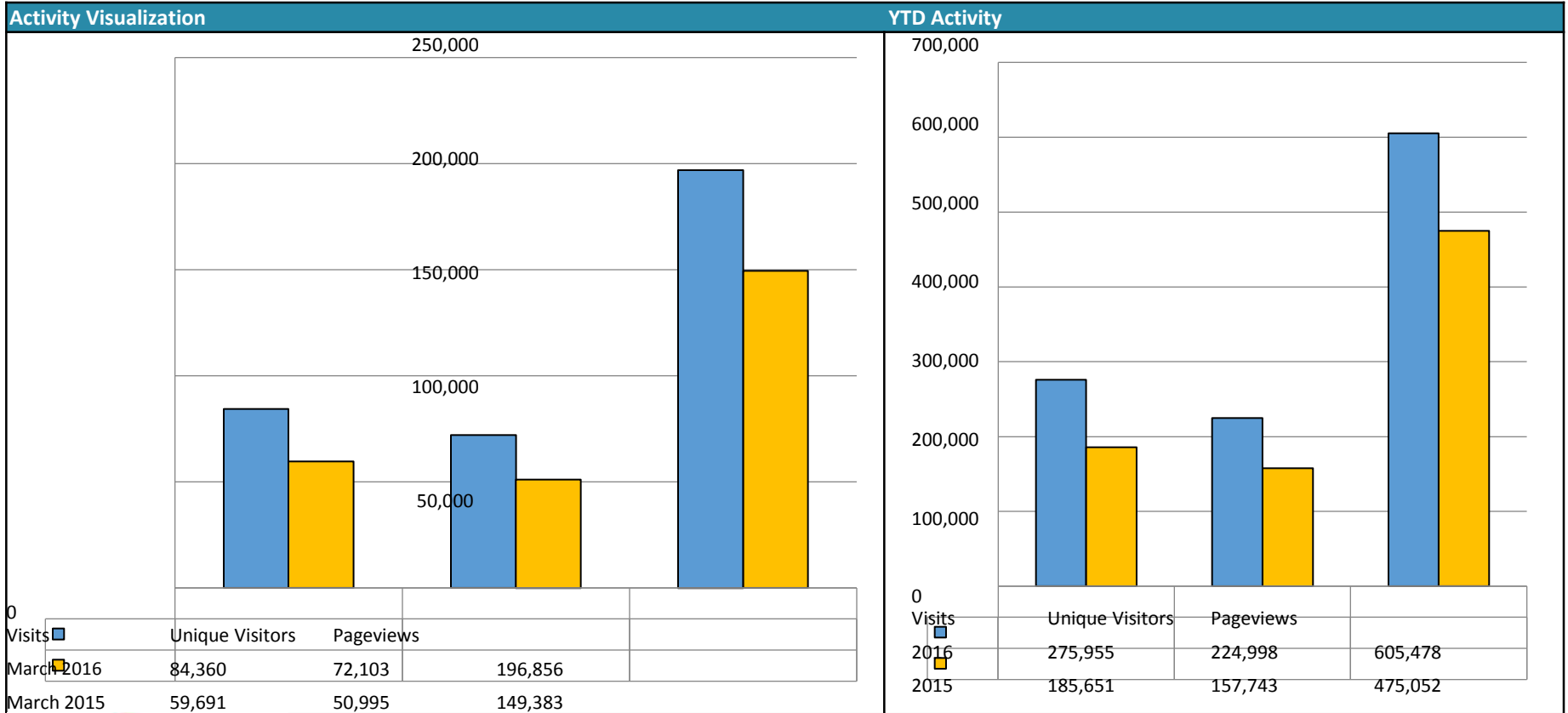
Paradise Advertising & Marketing, Inc.

DIGITAL/SOCIAL MEDIA MARKETING

Website Measurement Dashboard

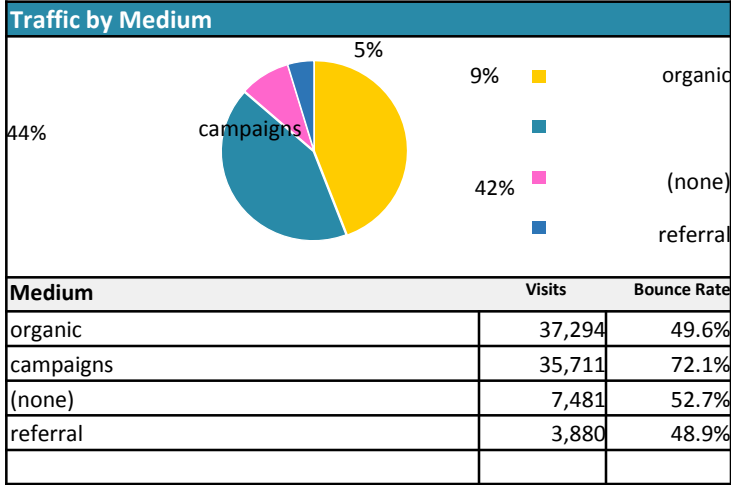
March 2016

Activity	Current	LM	%ch	LY	%ch	YTD	%ch	Engagement	Current	LM	%ch	LY	%ch
Visits	84,360	91,592	-8%	59,691	41%	275,955	49%	Avg. Time on Site	01:38	01:35	3%	01:39	-1%
Page Views	196,856	206,566	-5%	149,383	32%	605,478	27%	Bounce Rate (Total)	59.4%	61.7%	-4%	61.8%	-4%
Unique Visitors	72,103	76,524	-6%	50,995	41%	224,998	43%	Bounce Rate (Homepage)	44.5%	43.1%	3%	46.2%	-4%



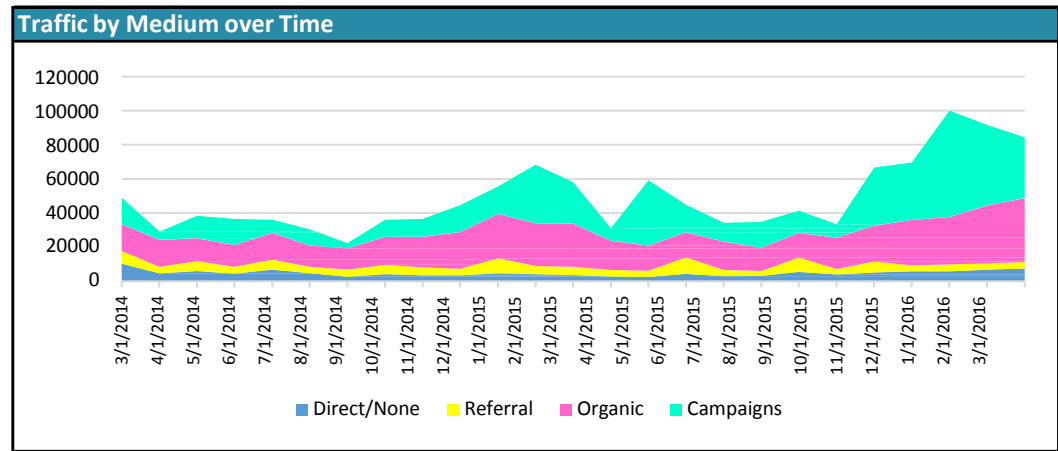
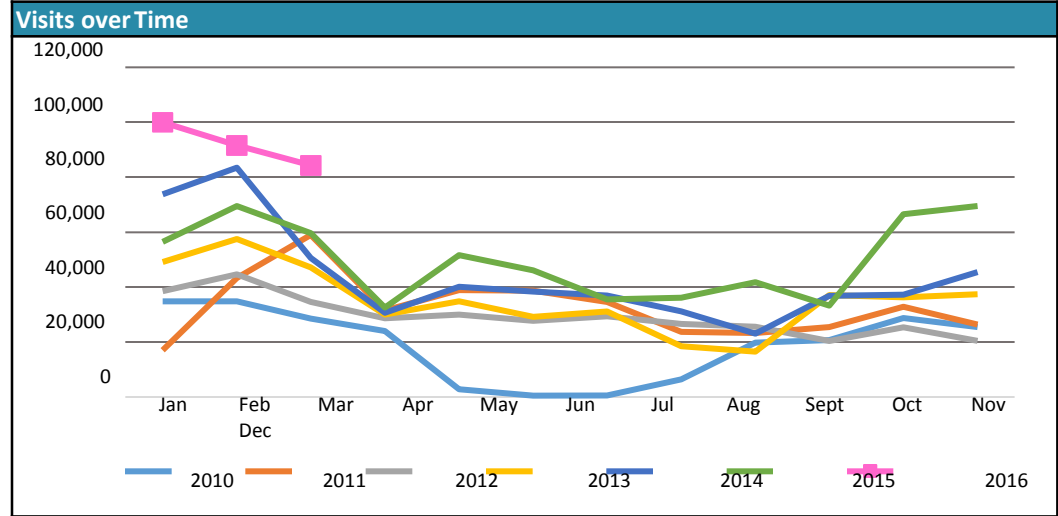
Website Measurement Dashboard

March 2016



Sources of Traffic

Source / Medium	Visits	Bounce Rate
google / organic	33,239	50.0%
(direct) / (none)	7,481	52.7%
facebook / social	6,780	75.1%
Choozle / Display	4,703	67.9%
foxnews.com / Display	4,421	85.1%
interfuse / email	3,959	41.5%
MNI / Display	3,150	84.5%
yahoo / organic	2,150	49.3%
weather.com / display	1,758	77.2%
bing / organic	1,587	44.6%
directlists / email	1,149	44.1%
travelspike.com / Display	994	89.3%



Website Measurement Dashboard

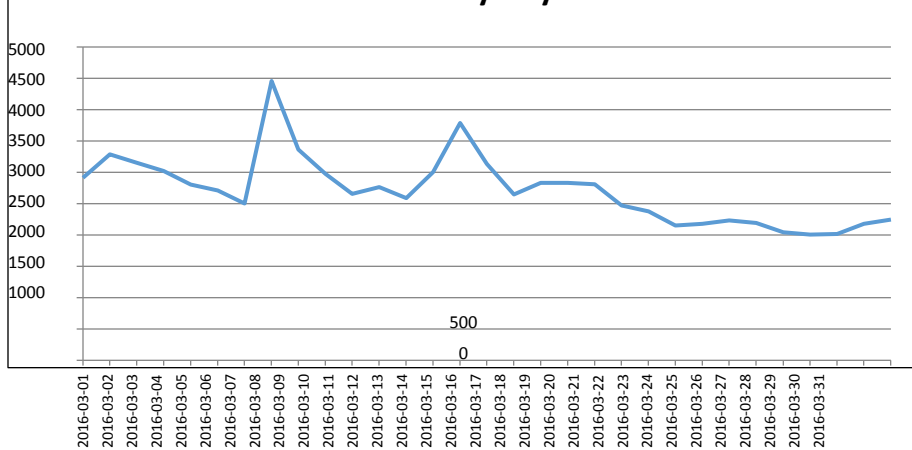
March 2016

Signals of Intent to Travel

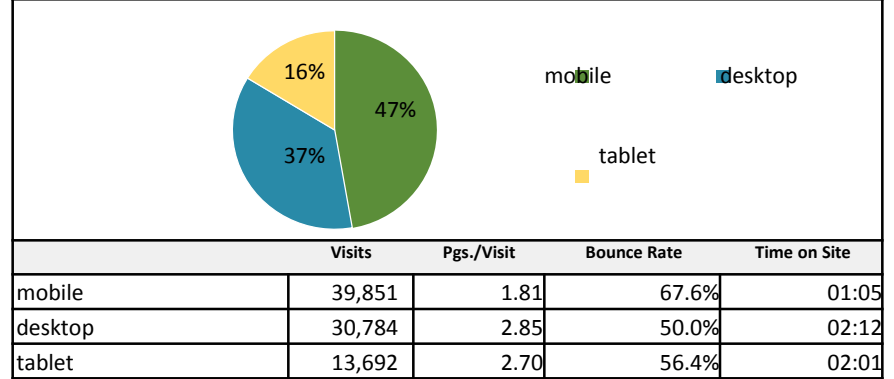
Goal Completion Rate (Total SITs/Pageviews)

		LM		LY	
8.32%	9.51%	12.28%			
Instances	LM	%ch	LY	%ch	

Guide Orders	498	595	-16%	1,168	-57%
Newsletter Signup	297	318	-7%	287	3%
Deals Page Views	2,288	2,787	-18%	3,907	-41%
Hotels & Rentals Listings Views	7,195	7,861	-8%	5,642	28%
eBook Views	390	373	5%	45	767%
BookDirect Widget Searches	3,713	5,714	-35%	4,994	-26%
BookDirect Click-Throughs	2,007	2,000	0%	2,303	-13%
Total	16,288	19,648	-17%	18,346	-11%



Traffic by Device Category



Most-Viewed Pages

	Pageviews Rate	Bounce
/discoveryourparadise	31,118	77%
/listings/events	13,488	21%
/	11,119	44%
/major_annual_events	5,845	35%
/attractions	5,812	39%
/listings/hotels_and_rentals	3,547	37%
/articles/swamp_buddies	3,001	71%
/guide	2,904	38%
/listings/events?datefilter=weekend	2,883	54%
/listings/events?view=results	2,567	37%
/listings/attractions_and_tours	2,298	44%
/articles/celebrities_find_their_own_paradise_in_	2,098	87%
/map	2,096	75%

Website Measurement Dashboard

March 2016

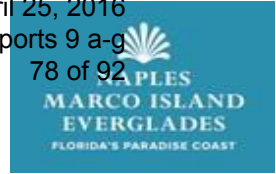
Referring Domains		
	Visits	Bounce Rate
m.facebook.com / referral	419	68.0%
floridatravellife.com / referral	343	44.0%
naplesgov.com / referral	314	21.3%
cityofmarcoisland.com / referral	226	37.2%
colliergov.net / referral	210	27.6%
snapsurveys.com / referral	200	79.0%
search.xfinity.com / referral	183	44.8%
visitflorida.com / referral	144	31.3%
nhgcc.com / referral	133	75.9%
fortmyersnaples.ubermovement.com / referral	107	58.9%
facebook.com / referral	96	47.9%
duckduckgo.com / referral	59	57.6%
l.facebook.com / referral	54	68.5%

Visits By Geography					
Metro Area	Visits	LM	%ch	LY	%ch
Ft. Myers-Naples FL	14,693	13,482	9%	10,815	36%
New York NY	10,418	12,850	-19%	4,968	110%
Miami-Ft. Lauderdale FL	7,655	8,264	-7%	4,711	62%
Chicago IL	4,415	5,691	-22%	2,253	96%
Philadelphia PA	3,024	3,940	-23%	1,934	56%
Boston MA-Manchester NH	2,962	3,681	-20%	1,497	98%
Tampa-St. Petersburg (Sarasota) FL	2,883	2,832	2%	2,496	16%
Washington DC (Hagerstown MD)	2,821	3,192	-12%	1,479	91%
Atlanta GA	2,102	915	130%	882	138%
Minneapolis-St. Paul MN	1,831	2,364	-23%	859	113%
Orlando-Daytona Beach-Melbourne FL	1,531	1,757	-13%	1,633	-6%
Cleveland-Akron (Canton) OH	1,329	1,530	-13%	659	102%
West Palm Beach-Ft. Pierce FL	1,136	790	44%	721	58%

Visits By Geography					
State	Visits	LM	%ch	LY	%ch
Florida	28,762	27,993	3%	20,914	38%
New York	7,578	9,646	-21%	3,842	97%
Illinois	4,577	5,923	-23%	2,453	87%
New Jersey	4,033	4,671	-14%	2,023	99%
Ohio	2,877	3,522	-18%	1,550	86%
Pennsylvania	2,785	3,699	-25%	1,880	48%
Massachusetts	2,759	3,562	-23%	1,448	91%
Georgia	2,681	1,153	133%	1,059	153%
Minnesota	1,867	2,434	-23%	944	98%
Virginia	1,539	2,046	-25%	887	74%
Michigan	1,511	2,012	-25%	1,244	21%

Visits By Geography (Visits to U.S. Site)					
Country	Visits	LM	%ch	LY	%ch
United States	76,079	81,525	-7%	50,915	49%
Canada	2,647	3,806	-30%	3,214	-18%
United Kingdom	1,346	2,000	-33%	1,410	-5%
Germany	665	683	-3%	587	13%
Brazil	625	194	222%	378	65%
Israel	285	219	30%	88	224%
France	205	149	38%	134	53%
Italy	185	224	-17%	94	97%
India	166	153	8%	210	-21%
Sweden	147	85	73%	85	73%
Argentina	143	277	-48%	100	43%

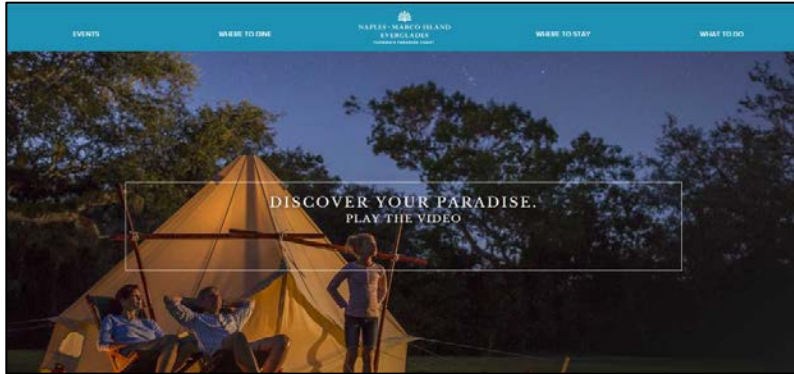
Website Measurement Dashboard



March 2016

Browsers (all device types)					
	Visits	LM	%chg	LY	%chg
Safari	30,544	29,515	3%	20,725	47%
Chrome	29,892	35,153	-15%	22,472	33%
Internet Explorer	9,881	12,929	-24%	4,893	102%
Safari (in-app)	6,225	4,376	42%	5,722	9%
Firefox	4,473	5,218	-14%	3,235	38%
Android Browser	1,457	2,227	-35%	2,036	-28%
Edge	1,097	1,249	-12%	0	100%
Amazon Silk	402	432	-7%	161	150%
Opera	169	171	-1%	53	219%
BlackBerry	98	127	-23%	91	8%

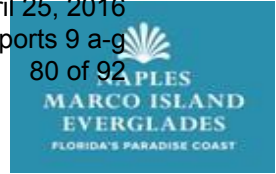
March 2016



CAMPAIGN	ONSE
RESP	42%
35,711	OF TOTAL VISITS
TOTAL RESPONSES	
47,097	24,092
LAST MONTH	LAST YEAR
51%	40%
OF TOTAL VISITS	OF TOTAL VISITS

Campaigns						
Name	Visits	LM	%chg	Pgs/Visit	Bounce Rate	Time on Site
winter2016	26,251	30,919	-15%	1.34	78.5%	00:30
discoveryourparadise	3,950	4,420	-11%	2.69	41.3%	02:35
storytelling	2,420	44	5400%	1.23	71.7%	00:46
meetinparadise	851	2,508	-66%	2.5	39.5%	02:21
discoveryourparadisewinter	552	611	-10%	2.01	59.4%	01:13
springsummer2016	404	0	100%	1.41	74.3%	00:39
brand-usa_in-market_brazil_2016	278	0	100%	1.34	86.3%	00:31
discover your paradise - spring 2015	230	258	-11%	3.07	44.8%	03:07
golf-2016	223	6,279	-96%	2.1	67.7%	03:55
discover your paradise	174	204	-15%	5.55	48.9%	06:50
golf landing	165	448	-63%	1.35	57.6%	01:44
brand-usa_in-market_brazil_spring2016	63	0	100%	1.16	85.7%	00:17
2016golf	26	35	-26%	1.69	73.1%	03:27
paradise coast golfing	15	107	-86%	2.27	33.3%	02:16

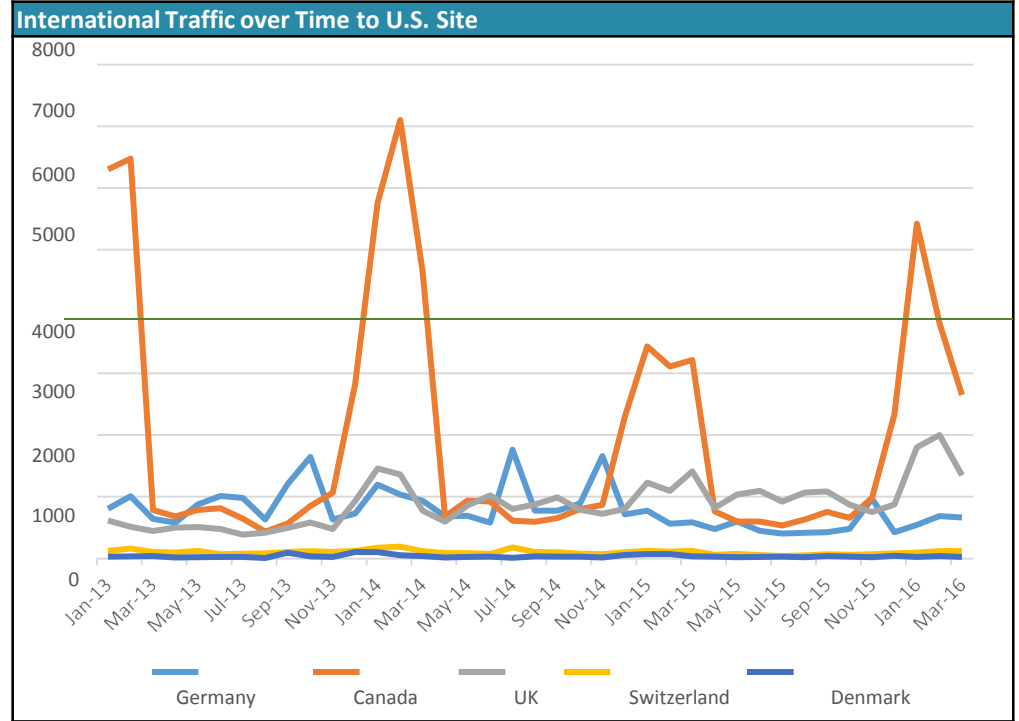
Website Measurement Dashboard



March 2016

International Microsite Activity					
UK		LM	%ch	LY	%ch
Visits	945	1,499	-37%	373	153%
Pageviews	2,035	2,771	-27%	755	170%
Time on Site	01:47	01:34	13%	01:26	25%
Bounce Rate	54.7%	63.3%	-14%	66.5%	-18%
German		LM	%ch	LY	%ch
Visits	554	512	8%	353	57%
Pageviews	1,571	1,528	3%	1,290	22%
Time on Site	02:32	02:11	16%	02:44	-7%
Bounce Rate	57.4%	53.9%	6%	45.3%	27%
Brazil		LM	%ch	LY	%ch
Visits	636	126	405%	64	894%
Pageviews	1,126	311	262%	142	693%
Time on Site	01:23	01:55	-28%	03:31	-61%
Bounce Rate	79.3%	71.4%	11%	50.0%	59%

Visitation to U.S. Site - Domestic vs. International					
		LM	%ch	LY	%ch
Domestic	76,079	81,566	-7%	50,915	49%
International	8,281	10,026	-17%	8,776	-6%



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.

Atilus, Inc.

SEARCH ENGINE SERVICES

Summary

- Traffic has somewhat decreased since last month (details next slide)
- AdWords – no visits as we are in the process of setting up
- Our analysis shows many coding errors on the site that need to be fixed. These are not visible from a user perspective, but definitely can (and most likely are already) affect search rankings.

Traffic

Overview:

- Visits: 84,360 (-7.90%)
- New Visitors: 67,722 (-6.66%)
- Returning Visitors: 16,638 (-12.61%)
- Bounce Rate: 59.37% (-3.84%)
- Average Time on Site: 01:38 (in minutes) (+3.09%)
- Device Use:
 - Mobile: 39,851
 - iPhone and iPad top devices
 - Desktop: 30,817
 - Tablet: 13,692

Traffic Cont'd.

- Inquiry Locations

- United States
 - Florida
 - New York
 - Illinois
 - New Jersey
 - Ohio
 - Pennsylvania
 - Massachusetts
 - Georgia
 - Minnesota
 - Virginia

- Canada
- UK
- Germany
- Brazil
- Israel
- France
- Italy
- India
- Sweden

Acquisition Cont'd.

- Organic search: 37,294 (+9.85%)
- Campaigns (other): 20,703 (-15.55%)
- Social: 7,589 (-35.40%)
- Direct: 7,481 (+8.09%)
- Email: 5,786 (-25.11%)
- Referrals: 3,232 (-1.19%)
- Display: 3,461 (-34.27%)

Acquisition: Organic Search

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

Results

- Visitor Guide requests: 464
- Newsletter signups: 281
- Deals page views: 1,147
- E-book views: 267

Technical Website Review

- High-priority issues
 - Duplicate page content
 - Crawl attempt error
 - 4XX Client Error
- Medium-priority issues
 - Duplicate page titles
- Low-priority issues
 - Long URL

Tasks Completed

- AdWords maintenance
- Meta tags completed (delivered next week)
- Continue to fix website errors based on assessment

Phase V

FULFILLMENT SERVICES

THANK YOU

Questions?



NAPLES · MARCO ISLAND
EVERGLADES



FLORIDA'S PARADISE COAST